



Established February 9, 1937

Vol. 90, No. 105

FRIDAY, JUNE 1, 1962

TEN CENTS

## FCC HITS COMPENSATION PLAN

### Kupcinet and Dreier Win 2 Emmys Each Chicago Awards

Chicago—Selection of Alex Kupcinet and Irv Kupcinet as annual winners highlighted the annual Chicago Academy of Television Arts and Sciences dinner last night at the Pick-Congress Hotel here. The event was telecast over WBBM.

The Dreier name appeared twice among the "On Camera" winners. The WBKB luminary was honored as best performer and as best newscaster.

Kupcinet, who was last year's (Continued on Page 3)

### ABC-TV Elevates Five Sales Service Dept

ABC-TV's Sales Service Department has undergone a major reorganization involving appointments as follows: Arthur J. Johnson, manager, co-op, station sales and clearance; George A. Hooper, manager, station sales and clearance; Theodore Reinhard, man- (Continued on Page 3)

### Star Grad Steve Hosts Tonight' Class Reunion

It will be "old home week" on ABC-TV's "Tonight" the week of June 18 when Steve Lawrence returns to his "alma mater" as host. The young singer's career was launched on the late-night show back in 1954.

### Jem Rulemakers Rescind TV Embargo at Conclave

Boston—Pat Lynch, state chairman of the Massachusetts Democratic Committee, was overruled in his decision to prohibit TV coverage of the 1962 Democratic convention activities in Springfield. The embargo followed by a flood of protests from broadcasters which called it "a disservice to the Public," was voted down by the Party Rules Committee.

### INT'L TV EXECS EXAMINE SHOWS

Global Status of U. S. Video Gets Susskind 'Open End'

Discussion of "TV Around the World" this weekend will look at the role of government in video, quality of the medium abroad, sex and violence on the air and the overseas popularity of our programs.

Participants will include Den- (Continued on Page 6)

### Sarnoff Behind JFK In Pushing 315 Stay

Reflecting strong industry reaction to President Kennedy's proposed legislation to suspend the equal-time provision of Sec. 315 in the 1964 presidential campaign, National Broadcasting Co board chairman Robert W. Sarnoff yesterday said:

"The proposal will enable broadcasters to pick up where they left off in 1960 in presenting unprecedented campaign coverage. (Continued on Page 6)

### Tobacco Ad Billings Show 1961 TV Gain As Other Media Drop

Although total tobacco advertising billings in all media declined 2.3 per cent last year from 1960's expenditures, TV's share rose from 63.9 per cent in 1960 to 66.9 per cent in 1961. It was reported by TVB.

Major consumer media measured expenditures for tobacco products in 1961 were \$171,259,673. (Continued on Page 7)

### AP's Gramling Heads Fun Of Overseas Press Press C

Oliver Gramling, AP assistant general manager, has been elected president of the Correspondents Fund of the Overseas Press Club of America, succeeding Richard de Rochement. Established in 1943 as a philanthropic corporation, the Correspondents Fund is empowered to make money grants for emergency relief of qualified men and women who have served American Communications media overseas. Grants are made out of income from investments.

### Exclusivity Contract Seen Violating Rules; Comm. Ford Dissents

Washington Bureau of RADIO TV DAILY

Washington — The CBS-TV "incentive compensation plan" for its affiliates violates FCC rules, the Commission notified the network and 40 stations covered by such contracts.

With Commissioner Ford dissenting, the FCC held that the plan violates its rules curbing affiliation exclusivity, and it has directed CBS and the 40 stations to renegotiate their affiliation contracts.

The FCC's decision on the plan being investigated by the Justice (Continued on Page 5)

### McNulty Appointed GM In Spokane for Murphy

Spokane Bureau of RADIO TV DAILY

The Morgan Murphy interests have appointed Wayne F. McNulty general manager of KXLY-TV-AM here, replacing James R. Agostino who has resigned. With the Murphy interests over 20 years, McNulty has been serving as assistant general manager and sales manager for WEAU-TV, Eau Claire, and previously was sales manager at KGTV, Des Moines also owned by the Morgan group



McNULTY

### Let's Talk It Over

### To Capitol Gentlemen: Your Press Gambits Are Rocking the Boat

By ARTHUR PERLES

THERE never was a more appropriate time to suggest to the gentlemen of Congress — and White House appointees too — that their responsibilities of high office now demand they desist of once from the incessant harassments of denunciatory statements and investigations with which they have been plaguing radio, TV and allied advertising.

This is a forthright appeal to the consciences and patriotism in particular of House Commerce Committee chairman Oren Harris (D., Conn.) who heads the Senate juvenile delinquency subcommittee, Federal Trade Commission chairman Paul R. Dixon, FCC chairman Newton Minow — and others who fit their pattern.

The nation has been going through a Götterdämmerung of economic introspection in the past six months, climaxed by a volcanic eruption in the stock market from which it may take years to recover.

With Churchillian courage, the people, big and small, have rallied from disastrous drop-offs in securities prices and are backing their faith

(Continued on Page 7)

### FCC Short-Circuits Hope Of WABC-TV Power Hike

The FCC has told ABC that it could not permit a power increase for WABC-TV, New York City because of possible adverse effect on other area stations. The network had asked for waiver of maximum power limitations in order to reach shadow areas which cannot now receive the station without outside antennas.



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ARTHUR PERLES Editor

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## COMING AND GOING

## FINANCIAL

(May 31)

NEW YORK STOCK MA

**SOUPY SALES** in town from Hollywood to take over "Tonight" show, beginning Monday.

**CHESTER WEIL**, King Features Syndicate special services director, to Paris, London and Stockholm on a business.

**ALLEN LUDDEN**, host of CBS-TV's "Password," back in town after taping shows in Hollywood.

**BERT BERMAN**, producer of "The Verdict Is Yours," has arrived in N. Y.

**GERARD PURCELL**, talent manager, to Las Vegas on business.

**MEL STUART**, Wolper Productions producer-director, to Europe to explore documentary possibilities and scout TV production facilities.

**CLARKE MORGAN**, organist and pianist on NBC-TV's "Our Five Daughters," in Hawaii on vacation.

**BILL MCCORD**, NBC Radio sports reporter, has returned from a week's vacation in Nossou.

**ART LINKLETTER** has returned to the Coast after trips to Minneapolis-St. Paul, Cleveland and Toronto.

	High	Low	Chg.
Admiral Corp.	147 1/2	14	14
ABT	31 1/8	29 3/8	30
A. T. & T.	115	110 3/4	1 1/2
AVCO	22 1/4	21	21
CBS	37 1/4	35 1/2	37
Columbia Pic.	17 1/2	16 1/2	17
Crow-Coll.	27 1/2	26	26
Decca	43	41 1/4	41
Disney	33	32	32
East. Kodak	100 1/2	95 1/4	96
Gen. Prec.	34 1/4	33 1/4	34
General Tel.	23	22 1/2	22
Hazeltine Corp	20 1/2	19 1/2	20
Magnavox	36	34 1/4	34
MCA	48	44 1/4	44
M.G.M.	36 1/2	36	36 1/2
Nat. General	6 1/2	6 1/8	6
Paramount	43	41 1/4	43
Playlog	59 1/2	56	59
RCA	51 1/2	50	50 1/2
Storer	30	28 1/2	29 1/2
Taft	16 1/2	16 1/8	16 1/2
20th.Fox	24 1/2	24	24
United Artists	29	27 1/2	28 1/2
Warner Bros.	14	13 1/2	13 1/2
Westinghouse	31 1/2	29 1/2	29 1/2
Zenith Radio	56 1/4	53 1/4	53 1/4

AMERICAN STOCK EXCHANGE

	14 1/4	13 1/2	13 1/2
Capital Cities	14 1/4	13 1/2	13 1/2
Desilu	8 1/4	7 3/4	8
Esquire, Inc.	9 1/4	8 3/4	9
Filmways	6 1/2	5 1/2	6 1/2
Movielob	10	10	10
MPO	8 1/2	7 1/2	7 1/2
NIA	1 1/2	1 1/4	1 1/2
Reeves Sound	4 1/2	4 1/4	4 1/2
Rollins	12	11 1/2	12
Screen Gens.	16	14 1/2	16
Technicolor	12 1/2	11 1/2	12 1/2
TelePromPter	10 1/2	9 1/2	9 1/2
Trans-Lux	13	12 1/4	12 1/4
TV Industries	11 1/2	11 1/4	11 1/4

\*OVER THE COUNTER

Jerrold	8 1/2	6 1/4
Meredith	23	23
Metrodata	12	12
Official Films	1 1/2	1 1/2
Scranton	6 1/2	6 1/2
Sterling	1 1/2	1 1/2
Transcontinent	8 1/2	8 1/2
Wometco	17	17

\* Courtesy of National Association of Security Dealers.

## 3 Stations Keep a Promise To Air Anti-Abortion Telecast

Detroit—Following presentation of the April 28 "Defenders" show "The Benefactors," concerning abortion, three Storer TV stations promised viewers that another program would follow at a later date presenting opposing views. "The Benefactors" had, in effect, campaigned for liberalization of abortion laws.

Last night the three stations, WJBK-TV (Detroit), WAGA-TV (Atlanta), and WJW-TV (Cleveland), presented "Reply to the Benefactors."

### Cederberg Moderator

The half-hour program was videotaped at WJBK-TV and moderated at the stations news director Carl Cederberg. Appearing with Cederberg in the discussion were Dr. Linus Maino and his wife Mary, a nurse; Dr. Robert Drews, a psychiatrist; Father Thomas Ruffin, Eastern Orthodox priest, and Oakland County Prosecutor George Taylor.

Taking an anti-abortion stand, the group argued against variously labeling it either immoral or criminal.

### 'Birdie' Trio Reunites For 'Musical Theatre'

Singer - dancer Chita Rivera, composer Charles Strouse and lyricist Lee Adams will be reunited on WCBS-TV's "American Musical Theatre" Sunday. The trio was last together in the "Bye Bye Birdie" show, and will reminisce about their experiences in working together and their plans for the future.

### Orlando NBC Affil Signs Times Sales as Nat'l Rep

Orlando, Fla. — WESH-TV here, has appointed Advertising Times Sales its new national rep. The NBC affiliate transmits from a tower between Daytona Beach and Orlando, supplying unduplicated network service to central Florida.

### JFK Aide to Outline U.S. Economic Outlook

Walter Heller, President Kennedy's chief economic advisor, will offer a prediction on the nation's immediate economic outlook and discuss the administration's two tax revision bills now in the Senate Finance Committee on "Issues and Answers" June 10 on ABC-TV and Radio.

### Leff to Join Fields' Team

Perry Leff, Vp for the last seven years of Frank Cooper Associates, will join Fields Associates, Ltd. June 1 as partner and VP. The Fields' managerial firm has such clients as Henry Fonda, Joanne Woodward, Phil Silvers, Judy Garland, Paul Newman, Polly Bergen and Peter Sellers.

Leff, was formerly with the New York law firm of Reinheimer and Cohen, and previously was counsel and director of business affairs of Ashley-Steiner, Inc.

Leff will be in New York this weekend for meetings with David Begelman, Freddie Fields' partner in the firm, to discuss acquisition of properties for clients. Fields then will return to the firm's new offices in Los Angeles.

### Car 54's Toody, Muldoon Booked for Freedomland

Joe E. Ross and Fred Gwynne, Toody and Muldoon of NBC-TV's "Car 54" series, will share the spotlight with Gene Krupa's Quartet at Freedomland's Moon Bowl this week-end.

## WBC Skein Explores Inter-American Ties

"The Alliance for Progress," a series of 14 quarter-hour programs on Inter-American relations, will premiere June 12 on the six Westinghouse Broadcasting Co. radio stations. The initial WBC airing will be on consecutive weeknights.

Secretary of State Dean Rusk and Dr. Milton Eisenhower, president of John Hopkins U., are among the speakers in the new series produced by WBC, based on a recent group of lectures presented by the School of Advanced International Studies of John Hopkins. Jose Figueres, former president of Costa Rica, and Teodoro Moscoso, coordinator of The Alliance for Progress, are other dignitaries scheduled.

### Dr. Eisenhower First

Dr. Eisenhower is featured in the first four programs, tracing the historic roots of the Alliance. Figueres occupies the next five programs with the subject of political and economic goals. Moscoso discusses social changes on two programs. Rusk, in the final three programs, views the Alliance in the context of world affairs. Rusk is introduced by Christian Herter, former Secretary of State.

## Radio Opera Series Sets 'Il Trovatore'

Verdi's "Il Trovatore" will be heard tomorrow on WOR's series, "Radio's Golden World Opera." It stars Leontyne Price, Rosalind Elias, Richard Lewis, Leonard Warren and Giorgio Zucchi.

Host is Jay Harrison, director of the opera and classical division of Reader's Digest.

### Donahue, Connie Stevens In 1st Fall 'Eye' Seg

"Go for Baroque" is the segment of ABC-TV's "Hawaii Eye" to be aired in the Fall. Troy Donahue and Connie Stevens will star, with the series produced by Charles Hoffman, with Don Horwitz as supervising producer. Irving Moore directs this episode.

**SUNDAY NIGHT**

**N B C**

10:00 to 11:00 P. M.

**DuPONT SHOW OF THE WEEK**

**DAVID L. WOLPER'S**

**Production of**

**D - DAY**

**NARRATED BY RICHARD BASEHART**

A One Hour Special Using A New and Unusual  
Dramatic Technique in the Production of Documentaries

*Produced and Directed by*

**MEL STUART**

Written by

**MALVIN WARD**

Music Composed and Conducted by

**ELMER BERNSTEIN**

**Station Looks at Life Thru Multi-Hued Lens**

Houston — KTRK will start airing color shows periodically after several years of black and white only broadcasting. The first color program will be "Horizons Unlimited," filmed in Japan. Host will be Jim Hilburn.

**Passionists Expand Telecasting Efforts**

West Springfield, Mass. — The Rev. Fidelis Rice, C.P., director of the Passionist Fathers' weekly radio program, "The Hour of the Crucified," has received authorization for the construction of a new building for the apostolate of the Passionists.

The one-story building will house recording studios for audio-tape and film, studios for mass production of sound-tapes, filming areas, film labs and offices for the program's personnel.

The Passionists also produce the weekly telecast, "Chalice of Salvation."

**Prefers Home Base**

Pittsburgh — Pat Shemo Williams, KDKA promotion secretary for over five years, is resigning her post to concentrate on household duties. She married Jim Williams, station deejay, a year ago.



By TED GREEN

... TV-film star Tony Perkins may do his own hour dramatic special for a major video network in the Fall ... Songstar Connie Francis' first book, "For Every Young Heart," advice to teenagers, will be off the presses Sept. 1, published by Prentice-Hall ... Veteran TV-cafe dancer Pat Rooney will be celebrating his 82nd birthday in July ... Jackie Mason, popular TV-nightclub comedian, will headline the July 4 show at The Mayflower Hotel in Atlantic City, booked by new entertainment director Bea Kalmus ... Video comedian Louis Nye autographed the waiters' jackets while dining at Bon Vivant on West 36th St.



... The Gaslight Club's keeping its Speaking Room open all Summer ... Talented Merv Griffin will make a PA tour of Pennsylvania this month ... Saverio Saridis, the singing ex-cop, flies to California for guest TV appearances and to start work on his latest Warner Bros. movie ... The Luau 400 now gives away face masks to the kids ... NBC's Paul Taubman set for a city post ... Mongo Santamania, the swingin'est drummer and orchestra leader around, would be great on the "Tonight" show. He's the wildest! ... Swank Lombardy Hotel, which was built by William Randolph Hearst, has some of the fanciest suites for rent, all privately decorated ... Society orchestra leader Phil Bennett gets a chance to act on an upcoming segment of the "Edge of Night."



... Meet: Earl Wrightson, star of his own TV show on CBS, the "American Musical Theatre," recently awarded an Emmy. The son of a Methodist minister, the Columbia Recording star started his career as the lead singer in the choir of his father's church in Baltimore. While singing on a local radio station, he was heard by John Charles Thomas who convinced him to try his luck in New York. Becoming the protegee of Robert Weede, he was soon engaged for a regular radio series, co-starring with Percy Faith and Eleanor Steber. An overnight success, Earl was immediately signed to star in the revival of Sig-mund Romberg's "New Moon." Later moving into TV, his booming voice quickly established him as a star in this medium. Earl has appeared on all the leading musical and variety shows, including regular engagements on the "Jack Paar Show" and the "Bell Telephone Hour." His latest album, still to be released, is titled "Soldier of Fortune Ballads."



WRIGHTSON



... What amazes this pillar is the terrific turnout by show business at the recent cocktail party given by TV beauty expert Norma Mathews to launch her new Playgirl salon for the TV and fashion world. It was so crowded that this pillar could only spot such TV, radio, film, stage and nightclub luminaries as Red Buttons, Fran Warren, Jackie Kannon, Micki Marto, Bea Kalmus, Lillian Roth, Marie MacDonald, Sherree North, Hope Hampton, Carol Ohmart, Greta Thyssen, Chester Morris, Wendy Barrie, Russell Nype, etc. Even showbiz furrier Allen Grant, whose creations grace many a video stanza, showed up to pay tribute to the lovely blonde Norma.



... The incomparable Hildegarde returns to New York from Springfield, Ill., to make a repeat appearance on NBC-TV's "Tonight" show today. Guest hosts for the evening will be Peter Lind Hayes and Mary Healy ... John Sinn, head of Ziv-UA, headed the list of TV officials on hand to wish the Cafe St. Denis a happy 29th anniversary ... Juli Christman, pianist at the Stanhope Hotel, is doing TV commercials. She has a lovely pair of hands to match her pretty face ... Irving J. Bottner, president of Esquire Shoe Care Products, is an ex-bootblack. On "Play Your Hunch," he shined Merv Griffin's shoes and got 1,000 fan letters as a result. "I may go back to shoe-shining," Irv quips ... Otto Preminger, famed producer-director of the current "Advise and Consent" and others, will guest on the Bob Dixon Show today.

**Rod Serling Telepla Don Short-Story Att**

"New Stories from the Twilight Zone," third volume rewrite short story form by Rod Serling from his CBS-TV series, has been published by Bantam Books, a first printing of more than 600,000 copies.

**College-Pro Grid 1 On ABC-TV 8th Year**

ABC-TV on Aug. 3 will present the College All-Star Football Game from Chicago's Soldier Field for the eighth straight year, sponsored by the Gillette Safety Razor Co., via Maxon, Inc., and Razor Brewing, via Lang, Fischel, Stashower, and Reynolds Tobacco via William Esty Co.

This 29th annual tilt, a portion of the Chicago Tribune's Green Bay Packers and the top college players who will pit the NFL pro football in June.

**Devon Horse Show Set As Philly, N.Y. Spec**

Philadelphia—Highlights of the 66th annual Devon Horse Show will be aired tomorrow on WNBC-TV here for the third consecutive year. Commentary will be provided by the station's Vince Leonard and radio-TV personality Patricia Don, with Bill Bryson, well-known equestrian authority, on hand for the occasion.


The two-and-a-half-hour special will also be carried by WNBC-TV New York.

**N. Y. Religious Choirs 'Sing Around the City'**

A new four-week series, "Sing Around the City," starts Sunday on WNBC-TV's "Protestant Fourth R" program. Outstanding youth choirs from four of New York's boroughs will be featured presenting musical worship programs for children and young people. Host-narrator is Howard Sanders of the Voices In, an octet, and a member of Abyssinian Baptist Church.

**Fete for Mayor's Ass't To Be Covered by WLIE**

The testimonial dinner for Raymond Jones, special assistant to Mayor Wagner, will be shown on WLIE tomorrow night, 9:15 PM. Attending the affair will be, in addition to the mayor, John Bailey, Democratic National Committee chairman, and Rep. Arthur Clayton Powell.



The Voice of the Delaware Valley

Complete NEWS DEPARTMENT, plus MBS NEWS

Direct WEATHER REPORTS from U.S. WEATHER BUREAU

Good, Listenable MUSIC

A dedicated COMMUNITY SERVICE station

920 ON YOUR DIAL

**WTTM**

# 15 AFFILIS SEND EXEC'S TO ABC-TV PROMO MEETS

Promo managers from 115 ABC-TV affiliates will attend the 11th annual promotion Clinics sponsored by the network this month, the largest turnout in the history of the web's annual art-sleeve get-togethers. The meetings will be held in New York June 18-19; Chicago June 22, and San Francisco June 25-

Geared to an exchange of ideas between the network and the affiliates and the mapping of plans to promote the new season starting in the Fall, first half of each of the three sessions will be devoted to a discussion of the network's advertising, on-air promotion, publicity and exploitation opportunities, and the second half the affiliates' follow-through.

**Various Themes Included**  
To be thoroughly aired are national and local promotion ideas; shows, and whens of various exploitation projects; publicity plans; the development of on-air campaigns; star tours; merchandising plans, and advertising. ABC press information VP Michael J. Foster will chair the meetings. Also participating for ABC-TV will be Donald Foley, newly appointed VP and advertising director; Andre Gebstaedt, VP-promo manager; Jerry Brewster, TV on-air promo director; Ed Mesbov, ABC-TV exploitation director; Eli Henry, West Coast press info director, and Harry Zigmond, West Coast exploitation director.

## Pa., Minn. Groups Seek New TV Outlets on UHF

*Washington Bureau of RADIO-TV DAILY*  
Washington — William L. Fox has applied to the FCC for a new TV station on UHF Channel 29 in Jenkintown, Pa. Twin City Area Educational TV has applied for a new noncommercial ETV station on UHF Channel 17 in St. Paul, Minn.

## Philly Sta. Teaches Community Service

**Philadelphia** — WCAU - TV, CBS-owned station here, held its first community service seminar this week, attended by over 100 representatives of charitable, civic and educational institutions in the Greater Philadelphia area. The session was devoted to a discussion of the ways in which community organizations may use the station's facilities for more effective campaigns, and to a series of group seminars at which representatives of agricultural, religious, medical, arts, educational and civic groups met with station producers to discuss their respective areas.

# Present Chi Emmy Awards

(Continued from Page 1)  
"Man of the Year" was president from 1958 to 1960, received a special award from Dreier, ATAS president, while his WBBM-TV program was cited as best for general entertainment. The Governor's Emmy Award went to Edward L. Rverson, founder and president of WTTW, for outstanding achievement in the field of educational television. The accolade for sports programming went to Illinois State High School Basketball on WBKB, while "Dr. Posin's Giants," on WTTW, was adjudged the victor in the public service or education series category.  
**'Countdown' a Winner**  
"Countdown," on WBKB, won the laurel as the best single public service or educational program. "On Camera" winners, in addition to Dreier, were: Weatherman, Harry Volkman, WBKB; Salesperson, Lee Phillips, WBBM-TV; Tutor, Dr. Daniel Q. Posin, WTTW, and Children's Program reformer, Jim Stewart, WBKB. Behind the Camera winners in-

cluded: Producer (National), Dave Barnhizer, WNBQ; Producer (Local), David McElroy, WBKB; Director, Cliff Braun, WBKB; Writer (Programs), Len O'Connor, WNBQ, and Writer (Commercials), Clair Acton, of the McCann-Erickson advertising agency.

**Sponsored by Two**  
Sponsors for the TV gala were the United Insurance Co. of America and United Bank of America through N. N. Perlstein Associates.

## Red Cross Releases Film For Tornado-Prone Areas

*Washington Bureau of RADIO-TV DAILY*  
Washington — The three four- and a-half-minute "Tornado Disaster Action" film and recording for TV and radio use has been released by the American National Red Cross. The film contains official U. S. Weather Bureau and Red Cross instructions on how to protect life and property before and during a tornado, and is for broadcasting use in areas subject to tornadoes.

# New RAB Members Break Growth Mark

A total of 214 U. S. radio stations have joined RAB since Jan. 1, shattering all membership growth records in the organization's 11-year history, the bureau reports. The new membership, roughly equal to 6 per cent of all U. S. radio stations, exceeds by nearly 50 per cent the totals for any January-May membership growth and tops by 15 the number of stations joining RAB during all of last year.

Reasons cited by president Kevin B. Sweeney for RAB's swift growth in 1962 were: "First — this is radio's year. Stations are determined to reach far higher levels of sales and profits than at any time in the past five years. "Second — there is an almost universal recognition that radio's problems with many retail and national advertisers can only be solved on an industry basis.

**Aimed at Since '57**  
"Third — 1962 is the year of RAB's big sales weapon; the year we planned and spent for every year since 1957 when we began our first sales effectiveness research. RAB is now able to provide irrefutable data that radio is more effective than other media for all kinds of selling."

## 'Incentive Compensation' Of CBS-TV Hit by FCC

(Continued from Page 1)  
Dept. stated: "In sum, we believe that the effect of the CBS plan is clearly to hinder a station from clearing for other network and non-network programs, and that it penalizes a station for so doing. "In effect, the network is withholding a part of the compensation which the station could expect to receive under prior existing contracts until the substantial number of clearances desired by CBS have occurred. Although the plan does not contain an express requirement concerning a minimum number of clearances, its practical operation has the same effect. No public interest reasons in support of the plan have been offered."

## NBC-TV Elevates Five In Sales Service Dept

(Continued from Page 1)  
ager, co-op sales, Harvey Gannon, manager, special services, and James P. O'Brien, manager, station services. Johnson was formerly manager, station and co-op sales, and has been with NBC 11 years. Hooper was previously a station sales rep and has been with NBC nine years. Gannon has been with NBC for 32 years. O'Brien was formerly manager, service reps.



in the public interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## 40 Candles on Cake For WFAA in Dallas

Dallas — WFAA has begun a countdown towards its 40th birthday June 26, kicking off the 40-day celebration with a cocktail party at the Chaparral Club attended by over 300 agency and account execs. Theme of the party was "Out of the Roaring '20s and Into the Soaring '60s."

On the air, WFAA is featuring music from each year and head-

WFAA has promoted Bob Walker to TV news director and named Walter Evans radio news director. Walker joined the station a year ago after serving as manager of WJPF, Herrin, Ill. Evans came to the station last year from KSEF, Nacogdoches, and KTRC-AM-TV, Austin.

line stories which made the news the specific year. The promotion began with 1922 and is being carried out in chronological order. In addition, a contest is being held, with winners receiving two transistor radios daily during the 40-day promotion.

## Cambridge School Lauds Boston Outlets' Pubserv

Boston — William M. McCormick, WNAE-TV president, will accept a Citation of Merit June 13 from the Cambridge School for the station's outstanding policy in regard to public service programming. He will receive the award at the school's commencement exercises at 8 PM in the New England Life Hall.



MCCORMICK

The Cambridge School Citations of Merit are awarded each year to persons and companies who have made outstanding strides in furthering the cause of higher education through the media of communications. Milton Graham, president, will make the presentation.

## Vermont U. is Rooting For Statewide ETV Net

Washington — The FCC has been asked to make a Vermont-wide ETV system possible by switching three unused commercial UHF channels to educational. The request came from Vermont U., which said engineering planning under a Ford Foundation grant disclosed the need for four ETV stations to serve the state.

# U.S. TV PRODUCERS EYE MEXICO FOR FILM WORK

Special to RADIO-TV DAILY

Mexico City—U. S. and other foreign interests are looking to Mexico as a TV production site. Mexican unions view all this with enthusiasm and indicate their willingness to cooperate in setting up a production center for TV shorts. They point out that Mexican natural scenery is excellent for locations, and technicians and actors are on hand.

Warner Bros. and MCA are among those said to be considering south of the border productions. Venezuelan actor-emcee Jose D'Yator also hopes to set up facilities here. Chief attraction is low production costs. Pay scales are far below American minimums, and half-hour segments can be turned out for \$5,000 or less.

Warners, in considering Mexican production, has contacted the America Studios, according to Victor Parra, studio manager. No date has been set for starting production, but firm has put Mexican comic Antonio Espino under contract.

MCA is considering investing in a series to be made here in association with Juan Filcer, with a total of 39 segments to be produced. These, made in English, would be exploited in the U. S. and Europe with Spanish dubbing also likely.

## Ellen Johansen Is Mgr. For Conover-Mast Mag.

Ellen M. Johansen has been appointed sales promotion manager of "Volume Feeding Management," published by Conover-Mast, and will headquarter in the New York offices. Prior to joining this organization, Miss Johansen was promotion manager for Storer Programs, and before that with Printers' Ink Publishing, Grey Advertising and Westinghouse Broadcasting Co.

## Wolper's 'D-Day' Ready As 'DuPont Show' Spec

Hollywood, Calif. — Wolper productions has wrapped up work on its hour TV special, "D-Day," following four months of research and production. The documentary, produced by David L. Wolper and Mel Stuart, will be aired Sunday on NBC-TV's "DuPont Show of the Week." Host-narrator is Richard Basehart.

## Tele-Radio & TV Sales Gets Miami Spanish Outlet

Miami—Tele-Radio & TV Sales has been signed as national rep for WMET, the only Spanish-programmed radio station in the metropolitan market here. The firm specializes in Spanish radio and TV stations in the U. S.

## What's Left of Mastodon To Be WNBC Tele-fare

Recently unearthed bones of a mastodon which roamed New Jersey some 20,000 years ago will be telecast for the first time tomorrow on WNBC's "Tri-State Report." The bones will be viewed on a visit to the New Jersey School of Conservation.

## TvB Holds 'Clinics' North of the Border

Special to RADIO-TV DAILY

Toronto — TvB of Canada is holding sales clinics for its member station personnel in three major cities and giving presentations in five areas to advertiser and agency representatives.

This is the first time clinics of this kind have been held in Canada, though long popular with TvB members in the U. S. They will concentrate on local sales problems and new ideas for selective sales.

William R. Seth Jr., director of TvB Canada, will conduct the clinics with a member of the U. S. Bureau making up the team. The first session will be held here June 6, attended by Howard P. Abrahams, TvB VP local sales VP and organizer of the U. S. clinics.

## Ampex Signs 3 New Reps For East, Midwest Sales

West Coast Bureau of RADIO-TV DAILY  
Redwood City, Calif. — Ampex Corporation has announced the appointment of three new manufacturer's reps to handle sales of professional and consumer equipment and magnetic tape in the East and Midwest.

The companies are Herb W. Knaggs Co., Belleville, Ill.; Stinson-Platt Co., Narberth, Pa. and R. W. Mitscher Co., Buffalo, N. Y.

## Sarnoff Backs Kennedy

(Continued from Page 1)

including 'The Great Debate' Though the plan submitted by the President would not apply to the mid-term elections of 1962, or offices other than President and vice president in 1964, I believe responsible broadcasters will join with me in hoping for its passage as an important step in the right direction."

## Visual Execs Attend Int'l TV Conference

Three Visual Electronics international execs are on a European trip highlighted by 11th annual International TV Conference now in progress in London. The trip also will include a tour of several of Visual's plant-manufacturers and broadcast installations in Europe.

On the trip are Leo Riggo, sales engineering manager, Charles E. Spicer, manager automation systems, and He J. Antonisse, European sales agent.

## Taft Broadcasting U.S. Lowenthal and Lawrence

Cincinnati, O.—Taft Broadcasting Co. here has announced appointments of Leon H. Lowenthal to the newly created post of director of sales development, John T. Lawrence, Jr., to general manager of the FM division.

Lowenthal, formerly FM general manager, joined the Taft family in 1958, coming from Gold Broadcasting Co. as VP and general manager of Musicast.

Lawrence, also with Taft since 1958 as an account exec, was formerly with the Cincinnati Times-Star.

## Eye TV Global Status

(Continued from Page 1)

nis Seuse, BBC-TV's rep in the U.S.; Jacques Saltebert, director of the French Broadcasting System in North America; and G. McCarthy, TV Export Agency; Lister Sinclair, Canadian post-playwright-performer; Leonard Mauger, int'l operations director for Amalgamated TV Services of Australia, and Frank Youshimura, int'l division manager of the Fuji Television Co., Tokyo.

## Reckon It's Okay

Amarillo — MGM-TV has received permission from the Texas Park Board to use Palo Duro Canyon for location sites in its "Rehide" series. Filming will probably begin there in July or August.

## Scholarship by ASCAP Will Honor Stravinsky

ASCAP is paying tribute to distinguished member, Igor Stravinsky, by creating a scholarship of \$1,000 each year for five years to be given to a student or musician designated by the composer. Stravinsky, who celebrated his 80th birthday in June, has been a member of ASCAP since 1910.

# Disk Spinning

By LOU GROSSMAN

Former editor of "Orchestra World" and ad exec of "Who's Who in Radio," Lou Grossman has joined the Radio-TV Daily staff as a Special Representative of the industry.

Columbia Records is releasing 12 new LPs in June. Among them will be 11 Masterworks, 15 pop bums, the re-creation of Harold Arlen's "Pins and Needles" and two Latin American albums featuring Mexico's top rhythm band, a Sonora Santanera. Recording the new hit musical, "Bravo Giovanni," starring Cesare Siepi as his first Broadway role, heads the list of the Masterworks.

Okeh Records, recently reactivated label and a subsidiary of Epic, has just signed vocalist Ted Taylor, rhythm and blues singer. His first single will be released within the next two weeks.

Coral Records this week is releasing pianist Stanley Paul's recording of the title theme from Paramount's new picture "My Darling Clementine." Franz Waxman wrote the movie musical score, published by Famous Music.

Magellan Sounds, Inc., makers of children's records in cooperation with the Book of Knowledge, as just named Leonard Osheens general Sales Manager.

Capitol has recorded the original sound track of the new Broadway show, "A Funny Thing Happened on the Way to the Forum," to be released this month with a local-level promo tie-in. Parkway Records' Chubby Checker is off on a three-week PA tour of Mexico and the British West Indies month, returning in time for his debut Aug. 1 at the Sands Hotel, Las Vegas. Linda Scott, 21-year-old Congress label singer, leaves today on a Pacific tour. Her first stop two days later is Wellington, N.Z. She'll return to an engagement at San Francisco's Cow Palace coinciding with the release of her latest Congress album, "Linda," and visit Los Angeles June 18-20 in a promo tour.

Capitol Records has just released "The Fabulous Hits of Dinah Shore," featuring Dick Reynolds conducting the vocal group in an LP of new performances of her old hits. Among the tunes are "Laughing on the Outside," "I'll Walk Alone," and "Mad About Him. Sad Without Him. How Can I Be Glad Without Him?"

## Citizens Hail Outlets For Backing Politicos

Roanoke, Va.—A flood of approving wires, letters and phone calls from the Roanoke Valley community has engulfed WLSL-TV and Radio since the stations announced that in the future they would follow a policy of endorsement of political candidates on local, state and national levels, it was announced by TV public affairs director Joe Moffat.

"The reaction has been most encouraging," he said. "That WLSL radio and TV will afford another viewpoint on community affairs such as election of candidates important to the welfare of the people seems to be the major factor in the public's reaction."

"Many of the letters we received on our editorial policy have said in effect 'WLSL has taken a major step forward in becoming an active participant in community affairs rather than an interested but ineffective bystander. It's about time that this important medium of communications took such a part in the community it serves.'"

## USIA's Ed Murrow Visits CBS-TV 'Conversation'

Edward R. Murrow, director of the United States Information Agency, will guest on CBS-TV's "Washington Conversation" Sunday. Host Paul Niven will interview Murrow about his background and his personal philosophy.

## S.C.-Ga. 'Casters Will Hear Collins

NAB president LeRoy Collins will speak at the joint annual convention, Aug. 5-7, of the South Carolina and Georgia broadcasters associations at Jekyll Island, Ga.

Among other participants will be Charles Sweeney, chief of FTC's radio-TV monitoring service; Rep. Oren Harris (D. Ark.) chairman of House Interstate and Foreign Commerce Committee. NAB's Jim Hulbert, and Ted Leitzell, PR director, Zenith Sales Corp.

## 'B'Wana Don' Slated By Storer Programs

Storer Programs, Inc., has released a new family program, "B'Wana Don in Jungle-La," featuring Don Hunt ("B'Wana Don") of Detroit. The series will consist of 130 half-hour programs and will be available for daily stripping or once-a-week programming.

"B'Wana Don," the safari leader in Jungle-La, is accompanied by Bongo Bailey, his chief helper and mischief making chimpanzee whose favorite hobby is doing the Twist, plus visitors including lizards, kangaroos and flying squirrels. On one program the audience will go with Bongo on a submarine safari to see rare tropical fish.

The series has been on in Detroit and Cleveland for some time and is the highest-rated daytime program on WJW, Cleveland, said Storer Programs. In the April, ARB, B'Wana Don received an average 14, 9-9:30 AM, reaching 208,000 homes.

## Tobacco Ad Billings Up

(Continued from Page 1)

against \$176,034,976 the previous year. TV gross time billings last year were \$114,605,184, an increase of 1.8 per cent over 1960's total of \$112,598,694. Of the total \$84,868,184 was spent on network and \$29,737,000 for spot in 1960 compared with \$76,912,694 for network and \$35,686,000 for spot in 1960.

R. J. Reynolds was leading advertiser in the tobacco field, with measured media expenditures of \$37,451,875 in 1961 against \$34,133,105 in 1960. Its TV advertising amounted to \$24,040,862, 64.2 per cent of its total.

P. Lorillard's Kent Cigarettes was leading brand in TV, with network and spot gross time billings of \$10,738,373. Second was Reynolds' Winston Cigarettes, a \$9,277,042 in web and spot TV.

Spot TV figures are compiled by TvB-Rorabaugh, while network totals come from TvB/LNA BAR.

## 2 Pro, 2 Con To Debate Medicare, Good or Bad?

Detroit — "Medicare—a help or a hoax?" will be investigated this week-end on WJR's "Sunday Supplement." Appearing in favor of Medicare will be Rep. John Dingell (D., Mich.) and Dr. James H. Graves, clinical director of Detroit's Receiving Hospital. Speaking against will be Dr. Ralph Cooper, president of the Wayne County Medical Society, and Dr. Sydney Adler, a member of the Society.

☆ ☆ *Let's Talk It Over* ☆ ☆

(Continued from Page 1)

in the stability of American enterprise with more investments of dollar-on-dollar savings.

It is advertising of goods and services of national creative genius that has helped make up the most powerful country in the democratic world—and the only one capable of turning back the riptide of international Communism. The arsenal of our strength must never again be jeopardized by the men elected and selected to protect it for the sake of personal explorations into publicity via the highroads of official inquiry and Page One headline-busting.

IT HAS seemed of late to many thoughtful observers of the Washington scene that one sure way to climb out of the shadows of legislative or administrative halls is to condemn broadcastling or hurl allegations of deceptive advertising practices.

How easy it appears for a Harris to cadge newsprint space by a "purity" announcement that he's going to quiz admen on what motivates certain time buys! . . . How "heroic" of a Minow to summon up a "wasteland" and then hire hundreds of key TV executives into knots for long periods at tremendous costs to the taxpayers by holding public hearings which make him the darling of feature writers! . . . How daring of the FTC to declare one can't shove fuzz off a peach, or use shaving cream to simulate the head on a stein of beer for a video commercial! . . . How "gallant" of Sen. Dodd to inveigh against the magic box as a corruptor of our youth!

Come, gentlemen, can this mess of print pottage be worth the very risk of shaking the essential confidence of 170-million people in the economic dynamism of an advertising system which moves merchandise that pays your salaries and expenses, sustains our men-in-arms in many sectors of the world, shoots our astronauts toward the moon? Of course the answer is "No," a thousand times over.

If you and the others thereby feel deprived of access to public adulation, we might induce a network to open up an hour TV special for your fancy doings. It would even be cheaper for broadcasters, agencies, et al, to hire Madison Square Garden for a Gigantic Circus of Solonic Probers, a la Ringling Brothers, and get the whole bit over with in one terrific forensic bingee.

How about it, gentlemen? Enough's enough.

## Canada Admen Cite Video's Sales Power

Special to RADIO-TV DAILY

**Toronto** — Representatives of five of Canada's major advertisers plus two important retailers gave their unbiased views of TV as an advertising medium in TvB of Canada's new presentation during the recent Association of Canadian Advertisers convention conducted here.

Titled "Canadian Television — M-M-R-S-P," the presentation traced the growth of the medium from a handful of TV homes in the early 1950s to its present level of more than 4 million TV homes throughout Canada. It was delivered by William R. Seth, Jr., executive director of TvB of Canada, who wound up the presentation by introducing seven key advertisers representing various industries and levels of advertising.

## Ann Freemantle Returns To 'Catholic Hour' Series

During the Sundays of June, author, critic and editor Anne Freemantle will return to NBC's "Catholic Hour" as hostess for a four-part series, "Great Adventure." The program will explore the soul's quest of God as illustrated in great Christian writings. Readings of the prose and poetry will be performed by professional actors guesting on the show.

## Baur to Head Video Tape For Broadcasting Service

Richard C. Baur has been appointed video tape director for TV Broadcasting Service, to start production June 14 in the Upper Catskills. He leaves Crosley Broadcasting Corp. where he is currently a producer-director for WLWI-TV, Indianapolis, Ind.

## 'Tightrope' Hero Signs For 'Panic Button' Role

Mike Connors, star of the "Tightrope" TV series, has been signed to star with Maurice Chevalier, Eleanor Parker and Jayne Mansfield in "Panic Button," movie being filmed in Rome by 7 Arts Productions for Warner Bros.

## Works of Artist Benton Profile Midwestern U.S.

The small towns and big men of the American Midwest will be illustrated through words and paintings of Thomas Hart Benton, America's controversial painter, on CBS-TV's "An Artist's America" on Thursday. Benton will read excerpts from his autobiography and show his paintings on display in his home.

# AGENCY NEWSCAST

By RALPH TYLER

John A. Masterson, former radio-TV producer, has been appointed a VP in the New York office of MacManus, John & Adams. Previously he was an account supervisor with Tatham-Laird, Chicago, heading their New York office with particular attention to TV.



Before going into advertising, Masterson was president of radio-TV producing and packaging firm of Masterson, Reddy & Nelson. Known by the trade as "The Three Johns," they created and/or produced such shows as "Bride and Groom," "Tom Breneman's Breakfast in Hollywood," "Eleanor and Anna Roosevelt," "Jack Paar's Bank on the Stars" (Paar's first net TV show), "Voice of a Nation," "Double or Nothing" and "Live like a Millionaire."

Hart Advertising, St. Louis, announces the appointment of two new members to its creative staff. Stewart McCormack, formerly executive art director of D'Arcy Ad-

vertising, will be Hart's art director, and Paul Davis will head the copy department. . . . T. L. Reimel Advertising, which recently opened new offices in Philadelphia, has named Miss Nikki Caccia as Reimel's executive assistant. For the last five years she was an account manager at Weightman, Inc., Philadelphia.

Bennett B. Holmes has been appointed Broadcast Account Executive on the American Tobacco account by Lawrence C. Gumbiner Advertising. He'll be responsible for all matters in the broadcast area other than sports on the Dual Filter Tareyton account. Dick Blue will continue as account executive for sports.

All State Lumber Co., Thomas Organ and Golden Shores are sponsoring WGN's new "Dancing Party," taped Sunday evenings at Chicago's Aragon ballroom and televised on Fridays.

## Toledo Station to Mars' Demand R

**Stamford, Conn.**—WTO do, is the latest station to "Demand Radio," a program service of Mars Broadcast and has been assigned to Demand Radio 123. The consists of a 24-hour-a-day program package supplied by Mars and features specially prepared segments, commercial records, news breaks and features, among others.

Mars executive VP Bob Ney noted that the company supplies its Demand Radio with community features to provide important information to the station's listeners. "It differentiates our feature-conventional radio segments that we supply all the talent production techniques that minuscule of the grand network radio," he added.

## WVPI's 'Motor Memo'

**Mt. Kisco, N. Y.** — A new feature, "Motor Memo," has been added to WVPI's "Operation Bird." Host Bob Partridge on the doings of sports car antique car clubs and motorcycle associations.

## Williamsburg Drama Tells America's Musical Past

**Binghamton, N. Y.**—A dramatic glimpse of America's musical past, "Music of Williamsburg," will be aired on WNBC-TV here Saturday. The half-hour film, unfolding as a series of vignettes, features segments from Negro folk songs to the rhythmic roots of jazz and up to sedate 18th century chamber music.

Sidney Meyers directed the film with Alan Lomax as music adviser. Musical director and arranger was Gene Forrell.

## Steve Lawrence Returns To Alma Mater 'Tonight'

Steve Lawrence returns to his berth on NBC-TV's "Tonight Show" as MC for the week of June 19. His popularity on the show dates back to the old Steve Allen "Tonight Show" when, after a guest appearance, he was asked to become a permanent member of the cast.

## Dick Hughes Takes Spot With Avery-Knodel Sales

Richard H. Hughes has joined Avery-Knodel, radio-TV station reps. in the TV sales department. Previously, he had been with NBC's TV sales service for five years.



Our Research Department has just completed a significant report on today's radio-television industry. It examines the growth potential of the three major networks—and submits our opinion of the investment opportunity offered by each of these communications giants.

Is this the right time to invest in broadcasting common stock? Which network offers the most encouraging prospects? Our Report answers these questions for you.

Listen to "Today's Business"—WOR, 7:15 P.M., Mon-Fri.

## BACHE & Co.

Founded 1879

Members of all leading exchanges: Mutual Fund Dealers  
36 Wall Street, New York 5.—Tel. Digby 4-3600  
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Bloomington Ind

Established Feb 1955

VOL. 90, NO. 106

MONDAY, JUNE 4, 1962

TEN CENTS

## TELSTAR SPINS WORLD TV MEET

### CASTERS RALLY TO FIGHT AD POWER-PLAY BY FTC

Radio and TV broadcasters are reported rallying behind advertisers and agency group forces in their fight to crush FTC Chairman Paul Rand Dixon's request that Congress grant in the right of temporary injunction against commercials which he deems may do "irreparable damage" to the public.

AFA counsel John Ryan has indicated that Dixon's move is for "a grant of power that has never been given to any individual, to any subdivision of government, or to any political body in the history of our republic."

Even "the most stupid lawyer" can keep a case alive long enough to ruin any small businessman involved, the FTC claims in seeking weapon which, advertisers say,

(Continued on Page 6)

### Schlusser, Gilles Get NBC-TV Veep Stripes

The election of Herbert S. Schlusser and Nicholas C. Gilles as NBC vice presidents of NBC-TV has been announced by Robert W. Saroff, board chairman.

Schlusser becomes VP, Talent and Program Administration. Gilles now VP, Business Affairs.

Gilles has been with NBC since July, 1949, when he graduated

(Continued on Page 2)

### Perry Resigns NAB Post to Become A Consultant

Washington Bureau of RADIO-TV DAILY — John L. Perry is resigning his post as assistant to be president of NAB to establish his own Washington consulting service. He said he'll provide clients with Washington representation and counsel in broadcasting, education, publishing and government.

NAB president LeRoy Collins  
(Continued on Page 6)



SCHLUSSER

### Gordon Oliver Starting Soon on 2 New Pilots

Hollywood — Former movie actor Gordon Oliver, producer of "Mr. Adams and Eve," "Mr. Lucky," "Peter Gunn" and "Mr. Smith Goes to Washington," has bought the video rights of two new properties for the '63-'64 season. He begins pilot work soon on "Three to Get Ready," drama by Ernest Rivera and Sheldon Stark, and "As Cheaply As One," comedy by Rieca and Russell Beggs.

### Conspiracy in Sales Laid to RKO General

Teledizing Inc. is seeking damages of \$1,110,000 in a suit against RKO General and four persons for allegedly conspiring to destroy its business. RKO has brought counterclaims against Teledizing for breach of contract.

According to the complaint, Richard O'Toole, Herbert Saltzman and Leonard Golden were engaged by Robert Leder of RKO General's New York outlet as exclusive sales reps to food-store manufacturers under a merchandising plan.

RKO General is charged with  
(Continued on Page 2)

### TV Puts Gloss on Wax Firms' Ad Expenditures

Wax advertisers continued to expand their advertising budgets in '61, with an increasingly greater share going to TV. Total gross time and space expenditures in consumer measured media, said TVB, totaled \$26.8 million in '61, with 89.4 per cent, or \$23.9 million, for network and spot TV. Expenditures for TV, in '60 were \$19.6 million. S. C. Johnson & Son was the leader again in '61 with total ad billings of \$8,767,387, 97.4 per cent going to TV, followed by Simoniz Co. with billings of \$5,795,384, 95.4 per cent in TV.

### Everything Is 'Go' For Color in Britain; First Video Ad Set

Special to RADIO-TV DAILY

London—First experimental colorcasting by a British commercial TV station is expected to take place within the next few days — although the exact date has not been announced.

Programs, broadcast from the Independent TV Authority's Croydon transmitter, will be outside  
(Continued on Page 2)

### Mussolini Script Suit Concludes This Week

West Coast Bureau of RADIO-TV DAILY

Hollywood—Conclusion is expected this week in the trial of writer Laslo Bush-Feketes who is suing CBS for \$200,000 breach of contract damages. The writer contends CBS promised to negotiate for purchase of his story "The Killers of Mussolini," but filmed it without his permission.

### Televieing No Strain If Set's Well Adjusted

"Televieing will have no ill effects on the eyes," says Dr. John W. Ferree, executive director of the National Society for the Prevention of Blindness. "If the room is properly lighted and the picture adjusted."

### Applicants Get Together To Start Rochester's 13

Rochester — The majority of applicants for Channel 13—proposed third TV channel in the Rochester area—have agreed to  
(Continued on Page 7)

### 25 European Nations Accept U. S. Invitation For N. Y. Conference

With world TV erasing national boundaries and gathering muscle-power to leap oceans with greater ease than an astronaut, heads of the three major U. S. networks, plus the chiefs of ETV and USIA, have invited the European Broadcasting System to meet for the first time in America.

EBU, with its eye on the day when Telstar will spin over the globe, weaving a single vision for the many-tongued millions, has accepted. Delegates, representing 25 countries in the European Broadcasting Zone and 21 associate members, will meet in New York Oct. 22-27.

The fact alone of the forthcoming sessions means to U. S. broadcasters that now "we're truly international."

Visitors and their hosts will consider the use of satellites in communications, general exchange  
(Continued on Page 5)

### Color 'Sold'—Paramount Buys Skelton's Mobiles

West Coast Bureau of RADIO-TV DAILY

Hollywood — To expand further and diversify its facilities rental division, Paramount Television Productions has purchased Red Skelton's mobile color equipment. The equipment is housed in three, 40-foot coaches and is available for direct color broadcasting, recording and works on monochrome as well.

The new acquisition will be housed on PTP's lot and can leave  
(Continued on Page 5)

### Curtis Cosmetics Firm Won't Spray Time-Buys

Helene Curtis Industries will once again, as it did this season, place its network video business exclusively with NBC-TV. Don Durgin, NBC-TV sales VP, said Helene Curtis has purchased sponsorship in three 1962-'63 nighttime programs: "The Virginian," "The Jack Paar Show," and "Saturday Night at the Movies."



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4 Outlets Buy Rights To Ormandy Special

"Eugene Ormandy's Sound of America," a special hour of music by leading American composers, offered recently for domestic syndication by CBS Films, has been sold in four markets, the firm announced.

Sold to 4 Stations

The program, with Ormandy conducting the Philadelphia Orchestra and serving as commentator, has been sold to WSB-TV (Atlanta), WBAL-TV (Baltimore), WGR-TV (Buffalo), and WBNS-TV (Columbus, O.).

Rutgers Prof Launches 'Great Theme' Series

The first of three weekly lectures in "The Second Telling: Great Themes in Literature Stated and Restated" begins today on "Summer Semester" on WCBS-TV.

Dr. Edward Huberman, associated professor of English at Newark College of Arts and Sciences of Rutgers, will conduct the course, tracing recurrent themes in literature that remain timely.

Everything Looks 'Go' For Color in England

(Continued from Page 1)

normal viewing hours and will use the 405-line French SECAM system. The BBC has been putting out experimental color broadcasts for some time, using the American NTSC system.

Holy Land Film Set

The ICA color transmissions are originated by ABC-TV, which has been working on closed-circuit color programs for some time. The fact that ABC expects early introduction of multi-hued TV in Britain was evident in its decision to shoot the current Holy Land feature, "Journey of a Lifetime," in color.

Most of the new studios built in Britain have been designed for prompt conversion to color when the government gives the "go ahead" signal.

David Sarnoff Fellowship Goes to NBC's Hal Davis

Hal Davis, NBC's Radio-TV Daily Burbank, Calif., Harold E. Davis, with NBC accounting department here, has been awarded a \$2,500 David Sarnoff Fellowship, selected by the RCA Education Committee on the basis of academic aptitude, promise of professional achievements and character. He will be given a year's leave of absence to attend Columbia University to work toward a Master's Degree in Business Administration.

SCHWERIN EVOLVES KEY TO CREATE GOOD TV ADS

After studying more than 18,000 TV commercials, the Schwerin Research Corp. believes it has come up with answers on how to tell good from bad. However, before publishing the "Seven Fundamentals of Successful Commercials," SRC warns:

"These fundamentals are not intended as shackles on creativity... They were arrived at through analysis of a great many commercials; they were deduced after the creative fact... Every successful commercial has an inexorable inner logic at its core, a dynamism that seems to be above rules. Whether these commercials were carefully thought out or, like Toppy, just grown, we don't know."

'Fundamentals' Listed

Here are the fundamentals discovered by SRC: (1) There should be one unified impression; (2) There should be commitment to a dominant mood—either logical or emotional; (3) The video should do the primary work, as audio is a supporting element; (4) The structure and order should be as simple as possible; (5) The product story should be presented in the viewer's terms, not the product's; (7) Any entertainment that is used should have "product purpose."

COMING AND GOING

DON KELLERMAN, producer of TV's "Accent on an American" has moved back after two weeks with taping in Independence, Mo., Sea Island and Monticello, Va.

GENE TUNESI, set designer of "Our Five Daughters," in Europe on location.

TOM HOWELL, VP of Celmaton Division of Screen Gems, and CARL SCHUEER, program development officer to Flint, Mich. on business.

RAYMOND BURR has returned to Europe.

BARBARA SAPINSLEY, staffer for TV's "Twentieth Century," has left for vacations in Paris and Greece.

SAMUEL HACKER, of Samuel Hays Co. to London, Paris, Rome, Frankfurt and Barcelona for business meetings.

DON BALSAMO, KMJ-TV general manager, to Chicago and N. Y. on two week sales trip.

JACKIE GLEASON has arrived in Angeles.

Palmer Heads Field Of 'Open' Telecast

Chicago—WBBM-TV's cameras will pick up the action of the closing rounds of the 59th Western Open June 30 and July 1 at the Medinah Country Club. Sports director Bruce Roberts, Hugh Hill and John Coughlin are handling the stroke-by-stroke account.

The Western Open telecasts are sponsored by Chicago's Northern Trust Co., through Waldle and Briggs. Defending champion Arnold Palmer heads the traditionally classic field.

'Conspiracy' Is Charged

(Continued from Page 1)

luring the salesmen. Subsequently, Teledizing lost its renewal contract with the company. The four salesmen are alleged to have a food merchandising plan of their own in violation of Teledizing rights.

ADD UP THE FACTS! ADULT AUDIENCE + TOTAL AUDIENCE K-MUZ NO. 1 BUY HOUSTON

Schlosser, Gilles Get NBC-TV Veep Stripes

(Continued from Page 1)

from Harvard Graduate School of Business. He joined Staff Budget 1950, moving to Radio Business Affairs



GILLES

and later manager, TV Business Administration. Business Affairs Department.

Schlosser was formerly director, TV Talent and Program Administration, to which he was appointed in last June. He joined NBC in 1957 as attorney for CNP and later became its VP and general manager. A graduate of Princeton U. with summa cum laude honors, Schlosser received his law degree at Yale.

Schubeck Joins WRC

Philadelphia—John Schubeck, former newscaster - reporter at WJR, Detroit, has joined the WRCV-AM-TV news staff.

'Empire' Series Cameras Roll

NBC-TV's "Empire," said to be the first major dramatic series in the modern West, has started production in and around Santa Fe, where all the episodes will be filmed.

Producer is Frank Pierson, Richard Egan, Terry Moore, Lee Seymour and Ryan O'Neal star the hour show, which deals with the operation of a 500,000-acre ranch.

Victor Jory guests in the first episode, "Ride to a Fall" by John Trevey. Abner Biberman will direct the teleplay, which premieres Sept. 25.

HERBERT LEROY RICE AGENCY, INC. RCA Building—New York City. Leading insurers in the Broadcasting Advertising fields for over 32 years. PERSONAL INSURANCE COMMERCIAL Telephone: CI 7-1456



*For the  
first time  
Warner Bros.  
most popular  
TV series  
are available  
on an  
individual  
market basis.*

■ MAVERICK, starring James Garner and Jack Kelly; ■ SURFSIDE 6, starring Van Williams, Lee Patterson, Diane McBain and Margarita Sierra; ■ SUGARFOOT, starring Will Hutchins; ■ THE ROARING 20's, starring Dorothy Provine, Rex Reason, Donald May and Gary Vinson; ■ BRONCO, starring Ty Hardin; ■ "BOURBON STREET BEAT, starring Andrew Duggan, Arlene Howell and Richard Long; ■ THE ALASKANS, starring Roger Moore, Dorothy Provine and Jeff York; ■ LAWMAN, starring John Russell, Peter Brown and Peggie Castle; ■ COLT.45, starring Wayne Preston and Donald May.



Warner Bros. TV Division, 666 Fifth Ave., New York, N. Y. CI 6-1000



By TED GREEN

• • • Baby daughter for Lee Stevens and her hubby. He's William Morris Agency legal department . . . Kathleen Rossi of Magazine and TV Guide's Joe Keyes are honeymooning and Bill Paer, the talented singing-instrumental duo at the Stee Paramus, N. J., will tape a segment for NBC Radio's "Monitor."

• • • My Stetson's off to Jackie Gleason, as usual, for making screening what it should be, as this pillar caught a preview of great picture "Gigol." If anybody can be tagged to fill the shoes of Charlie Chaplin, it certainly is Jackie. Beautifully directed by Kelly, the Seven Arts film production merits seven stars.

• • • Talented singer Julie Lee stopped the show cold at her recent appearance in the Friars' Club. Great things are predicted for this gifted vocalist . . . Publicist Bernie Gurtman and pretty school teacher Eleanor Drucker seemed more interested in each other than the food at the Britannia the other night . . . Hint: There's talk that Joe E. Brown would be receptive to an emcee job with a TV show . . . Desiderio Alberto y de arch III is better known to us as Desi Arnaz.

• • • Meet: John "Jack" Gleason, just elected executive vice president of Advertising Technical Associates. Long active on the metropolitan broadcasting scene, he was H. V. Kattenborn's associate on WNTA-TV's "Eye Witness" series; public affairs director for WADO, and "Jolly Jack" to the moppets on WNTA-TV. His face and voice are beamed into your home on commercials he's done for top national sponsors. In his new role, he will direct activities of all seven divisions of Advertising Technical Associates, a service agency to the advertising profession located here in Gothamtown.



GLEASON

• • • Fire commissioner Edward Thompson has asked this column to inform the industry that during the month of June fire houses in New York City will serve as collection points for gifts by the public of used paperback books. The books will be sold so that the blind may have an opportunity for rehabilitation training and guide dog free of charge . . . G. Levitan, CBS-TV special events director, as a prelude to his promotion as a judge for the 1962 Miss Pennsylvania Pageant . . . G. Okon and her ad agency exec husband, Ted, have bought a beautiful 23-foot Coronet. So it's down to the sea in ships this Summer for the WPIX weather gal . . . WLIB's commentator, Estelle Sternberger, recently had one of her talks published in the Negro History Bulletin, one of the most widely read Negro periodicals.

• • • Goings on at WNAO, Boston: Music librarian Dorothy Kachadorian returned from happy Virgin Isle honeymoon as the Edward Gulachenski . . . Bill Marlowe's presiding over Monday "Bandstand" show from 2:15-4 PM plus regular Saturday saint 12:15-2 PM.



## LET'S FIND OUT

This week, the people at NBC — and therefore the New York trade in general — can finally decide, once and for all, whether "ACROSS THE SEVEN SEAS" is or isn't the best color television series in the entire field of non-fiction programming.

We say flatly, immodestly, and without fear of contradiction, that there is nothing in the documentary field that can touch this series from ANY viewpoint: color quality, production quality, production values, and rating potential.

Incidentally, two of the four biggest foreign markets have verbally committed to the full 39 episodes without even seeing the pilot print: simply on the strength of some strong word of mouth from Hollywood film circles, plus the recommendation of a distributor who is not even handling the product!

Ken Hildebrandt, our tireless sales hero, will be staying at the St. Moritz and will be happy to conduct color screenings for any other interested parties.

I sincerely hope you can find the time to take a look. With all this wind, the reader is entitled to know if the ship can sail.

Thank you.

— JACK DOUGLAS

Adv.

## FAA Extends Its Ban On FM Radios in Air

Washington — The ban on portable FM radios on all U. S. commercial airplanes and restrictions on their use on other U. S. civil aircraft has been extended by the FAA for another year.

The rule was put into effect last year after tests revealed FM sets affected operation of VHF radio navigation equipment.

## Johnson, Sloan Move U At Metro Area Station

Buxton L. (Buck) Johnson has been appointed New York area manager for WPAT AM & 4. He joined the station in November, '61 as an account executive after almost six years in sales with Blair TV.

In another WPAT appointment, John F. Sloan has been named director of the station's client relations.

# ABC-TV Execs. Affil Govs. Assembling in N. Y.

## Wednesday Session Agenda Concentrates on New Programming

ABC-TV execs will meet in the board of governors the network's Affiliates Association Wednesday at New York's Savoy Hilton Hotel, to discuss future programming, it was announced by ABC-TV station executives VP Robert L. Coe, who will attend the session.

Also representing ABC-TV will be AB-PT president Leonard H. Anderson; AB-PT executive VP Tom B. Siegel; Thomas W. Moore, VP in charge of the network; Julius Barnathan, ABC-VP

BC-TV International and CF-TV, Toronto, will host a party over 300 ad execs Wednesday afternoon in New York's Roosevelt Hotel to outline the Toronto market and the station's impact.

TV Int'l is the world rep for O-TV. Speakers will include station's William Crampton, general manager; Murray Cherry, program director, and Ted Cheney, commercial manager. ABC Int'l president Donald Doyle.

General manager of the TV network; Edward Bieler, TV day sales VP; Michael Boland, special controls VP; Giraud Oster, TV daytime programming VP; Donald Foley, ad-promo VP; Michael J. Foster, press info

and James C. Hagerty, news, special events and pubaffairs VP; Ted Schneider, TV administration VP; Donald Shaw, TV station operations VP; Joseph Giaquinto, station clearance director; W. Levinson, manager of state communications. TV star relations.

**Board Members Coming**  
Officers and members of the board of governors attending are chairman John F. Dille, Jr., president, WJSV-TV, South Bend; vice chairman Thomas W. Moore, president, WFBC-TV, Norfolk; secretary W. W. Warren, KOMO-TV, Seattle; treasurer in Minneapolis, VP-general manager KCPX-TV, Salt Lake City; Edward W. Maschmeier, general manager, WHNC-TV, New Haven; Noel, general manager, WHCTV, Memphis; Lawrence T. Cook II, VP of Taft Broadcasting, WKPC-TV, Cincinnati; Mike Givro, WFAA-TV, Dallas.

**WWSW Book Reviews**  
Pemburgh — Dr. Solomon B. Wolf of Rodef Shalom Temple presents a series of book reviews on WWSW-AM-FM. Books to be discussed include "Inside Europe Today" and "To Kill a Mocking-

## Betty Tells Who Won In TV Academy Race

Results of the election to the New York chapter board of governors, Academy of TV Arts and Sciences, have been announced by president Betty Furness, who said the board will meet June 15 to elect next year's officers of the organization.

The 20 newly elected governors, who will join a like number of incumbents on the board, are Louise Allbritton, Robert Keeshan (actors and actresses); Herbert Andrews, Marvin Chomsky (artistic personnel); Don Hewitt, Bill Hobin (directors and choreographers); Larry Lowenstein, Mort Werner (executives); Douglas Edwards, Bill Leonard (hosts); Henry Sylvern, Paul Taubman (musicians); Bob Hite, Shari Lewis (performers); Bob Banner, Albert McCleery (producers); Hamilton Morgen, Paul F. Wittlig (technicians), and David Davidson, Richard Hanser (writers).

## 'Our World' to View Ann Arbor Research

A look at three research projects at the U. of Michigan will begin the Monday-through-Friday "Understanding Our World" series scheduled New York's WOR-TV today.

The week's schedule continues with "Advances in Shipping" Tuesday; interview with AP sportswriter Ted Smits Wednesday; "The Cellist and his Music" Thursday, and a discussion of small business Friday.

## TV Creating Own 'One World'

(Continued from Page 1)

of programs, problems of videotape exchanges, TV news coverage of important world events, and children's programs.

John F. White, president of National ETV and Radio Center, is chairman of the organizing committee for the historic meeting. Working with him are Merle S. Jones, president CBS TV stations; Alfred Stern, VP, NBC Enterprises; James Larkin, development manager, ABC International TV, Inc., and Howard Maier, assistant to the director, TV Service, USA.

Olof Rydbeck, EBU president and director-general of Swedish Broadcasting Corp., is expected to head the European delegation. The EBU was founded in 1950 to succeed the International Broadcasting Union created in 1925. The union's general secretariat is in

## Youths Go Job Hunting Via Video Public Service

Chicago—WBBK and the Illinois State Employment Service will shortly begin a cooperative "Jobs for Youth" TV spot campaign using metropolitan area Summer job seekers. The public service project aims at focusing attention on the necessity of finding Summer jobs for all young people who are unemployed in Illinois.

## Ramsland on Board Of Station in Duluth

Chicago — Odin S. Ramsland, executive VP-general manager of KDAL, Inc., Duluth-Superior, was elected a director at the annual board meeting.

Directors re-elected include J. Howard Wood, chairman; Ward L. Quaal, president; James A. Cotey, treasurer, WGN, Fred J. Nichols, assistant to the president, Tribune Co.; Carl J. Meyers, vice VP and manager of engineering and operations, WGN, Inc., and Bruce Dennis, manager of news, WGN, Inc.

KDAL, Inc., formerly the Red River Broadcasting Co., is an affiliate of WGN, broadcast division of the Tribune Co. The Duluth-Superior station was purchased in January, 1961, from the estate of Dalton LeMasurier.



RAMSLAND

## Corinthian Names Scholarship Trio

C. Wrede Petersmeyer, president, Corinthian Broadcasting, and Dr. Harold Niver of the University of Washington have announced the three winners in the first Corinthian Summer Scholarship program.

They are Thomas Clark Dowden, Georgia U., Donald R. Pukala, Illinois U., and Joel Stanley Stejn, San Diego State.

Under plans of the scholarship, each winner will undergo an intensive six-week program at one of the Corinthian stations. A special curriculum embracing the non-technical phases of broadcasting has been set-up for this purpose.

## Sales for AA's 'Bomba' Tack on Another 15

Fifteen more stations have purchased the Allied Artists TV Corp.'s package of 13 "Bomba, The Jungle Boy" series, it was announced by Robert B. Morin, VP and general sales manager.

Sales were recorded with KVOS, Bellingham, Wash.; WTJV, Miami, Fla.; WFGA Jacksonville, Fla.; KSYD Wichita Falls, Tex.; KBMT Beaumont, Tex.; WJRT Flint, Mich.; KTAG Shreveport, La.; WAST Albany, N. Y.; WHEN Syracuse, N. Y.; WFBC Greenville, S. C.; WSM Nashville, Tenn.; WDEF Chattanooga, Tenn.; WKBW Buffalo, N. Y.; KONO San Antonio, Tex.; WFLA Tampa, Fla.

## Color 'Sold'—Paramount Buys Skelton's Mobiles

(Continued from Page 1)

its Hollywood base for remote assignments anywhere in North America.

The announcement followed Paramount's entry into the color receiver field with the licensing of Japan's Sony Corp. to manufacture sets using Paramount's Lawrence chromatic color tube.

## Philly JD Documentary In Library of Congress

Philadelphia — In response to a request from the Library of Congress, WCAU-TV here has presented it with a film of its documentary, "Demons in the Street." The film, dramatizing the efforts of area youth workers in curbing gang violence among teen-age juvenile delinquents, won numerous awards after its telecast last December.

## They're Off and Running

On CBS Tiny TV Camera  
First use of CBS-TV's revolutionary wireless portable TV camera at a sporting event will take place at the Belmont Stakes Saturday. The small, 20-pound transistorized and miniaturized camera will be placed in the paddock area for a closer glimpse of the thoroughbreds going to the post.

# HOLLYWOOD TELEGRAPH

ODAYS NEWS AND VIEWS OF THE WEST COAST

• • • KABC is utilizing the present universal preoccupation with financial matters by starting anew daily five-minute programs this evening titled "The World of Money." The program, sponsored by World Savings and Loan, deals with all aspects of making and keeping money.

★ ★ ★

• • • Dick Powell has purchased "Crazy Sunday," an F. Scott Fitzgerald short story, from the author's estate for his Four Star series. Screen writer James Pow will do the script as his first television effort. Among his credits are "Around the World in 80 Days," "Cat on a Hot Tin Roof," and "Summer and Smoke."

★ ★ ★

• • • Four Star continues to make news with the signing of Tom McKnight as producer and William Harmon as co-producer of "McKeever and the Colonel." The first segment, "By the Book," goes into production June 20. Also at Four Star, executive producer Dick Powell has signed Robert Morley to star in "The Big Day" for the Powell series. Morley has just arrived from England for filming.

★ ★ ★

• • • Martin Barsky's Pacific Productions started late last week at International Video Tape on its new syndicated TV series, "Folk Music Festival." Linda Darnell is hostess-narrator for the series, with Kathy Taylor handling the female singing chores on the first show. Vivian J. Cooper is writing the scripts which deal with the history of folk songs. A five-minute series for syndication will be taped simultaneously with the half-hour show.

★ ★ ★

• • • Three more dramatic documentaries for "The Story Of" Wolper Productions series for Ziv-UA will start filming in June and July, making a total of nine going before the cameras within the next eight weeks. The latest ones set are "Marine Recruit," "American Beauty" and "Missile Scientist." Mel Stuart is producer-director of the series. Wolper has signed Vilis Lapieniks as photography director. He will be in charge of both still and motion picture photography.

★ ★ ★

• • • For the fourth successive year an hour March of Dimes special will be filmed in Hollywood for national distribution. It will be made at 20th with Jack Donohue as producer-director and Howard Ross as talent coordinator.

★ ★ ★

• • • Jason Evers, star of "The Best Years," which starts at Revue in September, is doing a guest star shot in "Gunsmoke," currently filming. CBS has signed Candid Productions to produce an hour spec on the world figure-skating championships, set for Milan in March, '63. David Rose is doing a series of p.a.'s in Europe to promote his M-G-M single and album, "The Stripper." Ken Murray will do a special show at Disneyland June 16, assisted by his daughters, Pammie, 10 and Janie, 8. They recently appeared with him on the "Tonight" show.

★ ★ ★

• • • Clete Roberts, editor-in-chief of KTLA News, has named John W. Strobel assignment editor, replacing Bruce Cohn who left to join NBC. Ann Margaret recorded the first of two new RCA Victor albums over the week-end.

★ ★ ★

• • • Steve Lawrence will play the title role in "Pal Joey" on tour this Summer. Kay Stevens closes at the Riviera in Vegas this week and opens at the Mapes in Reno June 14. Benny Carter will conduct at the Las Vegas Jazz Festival, according to coordinator Jack Eglash. Cy Howard has signed Richard Kinon to direct the American sequences of "Fair Exchange." Desilu comedy to bow on CBS in the Fall. Director for the British sequences has not yet been named. KABC newsman Ralph James has been signed to do a Winchell-like voice in the Warner Brothers "Bugs Bunny" cartoon, "The Unmentionables."

★ ★ ★

• • • Ily Averback will produce the Four Star series "Ensign O'Toole," in a deal that also calls for him to direct several segments. Series will be viewed at 7 PM on NBC in the fall, with production slated to star in mid-June. KABC Radio will carry the Compton Invitational Track Meet Saturday night.

## 'Flair' Show Highlights New JFK Fitness Program

A message by President F. Kennedy concerning an established physical fitness program of special benefit to our children will be broadcast exclusively on the "Physi-ness Day" show on ABC's June 13. Dick Van Dyke and Annie Prudden are hosts.

## 4 More Sales Nets For 7 Arts Post-'50s

Seven Arts in the past concluded four more stations of post-'50s, highlighted by of 82 titles for WNCN-TV, and the acquisition of 120 Bros. post-'50s by KOAT-TV Buena Vista and WALA-TV. It was announced by Klauber, VP-national sales agent.

WNCN-TV contracted 82 Warner Bros. features in 2 and 3 of Seven Arts' "The '50s" while KOAT-TV and WALA-TV were signed to 120 Warner Bros. post-'50 titles in Vols. 1, 2 and 3. In addition, WEEK-TV, Peoria, bought together with 17 Seven Arts' original Features.

## Fight FTC Power-Play

(Continued from Page 1)

would find the accused served before trial. Dixon's measure, submit, offers no redress of a dismissal of a complaint; vindictive much later on would not compensate for values that have been stroved.

Advertisers assert they support legislation that protect the public while a being tried but James Hogarty, proprietary Assn., attorney said remedy proposed here is worse than the evil."

## New Verbiage Tried

In the face of Bar Assn. criticism, Dixon tried the effect of new language to do that no temporary order could be enforced unless a Court of appeals found that FTC had substantial evidence.

Mahlon F. Perkins, Jr., attorney for the 4-As, noted that organization is "in complete sympathy with the FTC desire to eliminate illegal practices," adding there would be no objections if the junctions were lodged in courts.

## STORK NEWS

Tim and Donalje Fitzgerald came the parents of a boy. Scott, Mother is secretary at Nashick, KTLA's advertising promotion director.

## Storer Denies Claim Of Contract Breach

Storer Broadcasting Co. has entered a blanket denial of allegations made against it in a \$100,000 breach of contract suit filed in New York's Federal Court by Plandome Advertising, Inc.

Plandome claims the now extinct WPFH Broadcasting Co. in Philadelphia entered a written agreement December, '56, to telecast certain programs weekly, and that Storer persuaded the station to break the agreement.

In reply, Storer says it had already purchased all the assets of WPFH, including assignment of the contract, before the programs were terminated, hence it was not "a stranger" interfering.

Storer further contends the contract was breached by Plandome in failing to make required payments due before the next scheduled program, and not clearing program content as required.

## Perry Resigns NAB Post To Become A Consultant

(Continued from Page 1)

said Perry who was his administrative assistant is Florida state government and came with him to NAB, will continue to assist him on a part-time basis after he leaves the NAB staff.

## Genet's 'Balcony' Theme On 'Learning Invitation'

Contemporary playwright Jean Genet's "The Balcony" will be discussed on CBS "Invitation to Learning" today. The program is in the current series devoted to "Theatre in the 20th Century" presented in conjunction with the AEA.

## WEDDING BELLS

### Ambrosio—Olney

Michael J. Ambrosio married to Carol Lynn Olney in St. Mary Gate of Heaven R. C. Church. Groom is with CBS-TV Press Information and bride is with RCA.

### Huesch—Boucher

Jean Huesch and Philip E. Boucher were married in Floral Park, N. Y. Jean is with CBS-TV Sales. Boucher is with TWA.

# OP ADVERTISERS FLOCK O ALLEN SHOW ON WPIX

Five major advertisers have signed for participations for 11 spots in the new, late-night, 90-minute "Steve Allen Show" on WPIX in less than two weeks after the program was announced, it was reported by sales.

John A. Patterson, Produced Westinghouse Broadcasting, show will debut here June 25. The programs taped two weeks in advance of the opening at Los Angeles.

Len Sherman serves as producer, Don Trenner, music director and Tom Conway, host and air confidant of Allen. Guests include personalities from Broadway, Broadway and TV, and new performers.

Advertisers are Armstrong Rubia Lennen & Newell, thru Bristol-Myers, for Excedrin, Ipana, Vitalis Clairol, coordinated by Doherty, Steers & Shenfield. August; Gen. Foods for Seize Frozen Foods the first of the show, via Young & Rubicam.

## Several Colgate Products

Colgate-Palmolive, for a number of its products including Dental Cream thru Debar, via Ted Bates & Co., plus one-month campaign for Velocolor representation for Ad on the radio, both via L&N; Johnson & Johnson for Merin on the radio, via Y&R.

## Arundel Opens Station With 'Responsible' Vow

Charlestown, W. Va. — Arthur Arundel inaugurated his new WVA Radio, which went on the air here this week, pledging the station will serve as "the responsible independent voice of Jefferson county."

Arundel's purpose of good broadcasting he added, "is not simply to entertain, read commercials and do news on the air — but to move hearts, minds and souls."

Arundel also owns WAVA in Arlington, Va.

## Arundel Lauds Premiere Of 'Noah and Flood'

Washington — Rep. Edward P. Brooke (D., Mass.) has praised the program for a premiere of Igor Stravinsky's "Noah and the Flood" on June 14 on "Breck's Golden Show" on CBS-TV. He said the premiere is an example of a show that "stands to the 'highest of cultural standards,'" and the sponsor and network "performing a noteworthy public service."

# AGENCIES

By RALPH TYLER

When Venice Festival judges meet June 13 to select the world's best documentary films, one of the entries they'll consider is the spare time work of a New York advertising man. "The Birth of a Painting," a 13-minute film is a product of RF TV Productions, headed by Russell Ford, who also is director of TV and Radio Production at Doherty, Clifford, Steers and Shenfield, Inc. The 35 mm color film shows the development of a painting of four jazz musicians. As the painting changes from a series of abstractions to a synthesized work, the musical accompaniment progresses from disjointed chords to Dixieland jazz.

Association of National Advertisers will hold a workshop on Advertising Administration and Cost Control (including agency-client financial relationships) June 20-21 at Chicago. George B. Cotts, manager, advertising administration, Aluminium Company of America, heads the program committee. Speakers will include: Murray Hillman, VP and chairman, marketing plans board, McCann-Erickson; James R. Lewis, corporate director, PR and advertising, Thompson Ramo Woolridge, Inc.; Herbert D. Manelove, VP and media director, BBDO; Kenneth C. Shunberg, president, Central Media Bureau, and Alfred Bohrer, advertising accountant, National Biscuit Co.

"Tune-In Reminder Cards" have been introduced by WQXR, New York, to promote special programs among advertising people. The first mailing announced today's two-hour special, "The Art of Koussevitzky." Kraft Foods Ltd. will sponsor Kraft Mystery Theatre for its second season on CBC-TV beginning June 13.

## John Crosby Bon Voyage On 'Arthur Godfrey Time'

John Crosby, New York Herald Tribune columnist, will guest on CBS Radio's "Arthur Godfrey Time" Wednesday and Thursday, before leaving for Europe. He'll discuss a variety of topics including juvenile delinquency, movies on commercial airliners, dime novels of the past and his experiences in interviewing celebrities as Nehru, Nasser and others.

## Production Crew Set To Film '62-3 'Sons'

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Production crew assignments for filming of Fred MacMurray's "My Three Sons" series for next season have been set by Don Fedderson Productions. "Sons" commences filming June 11 at Desilu-Gower Studios, with Bill Frawley, as "Bub," and the titular roles of "My Three Sons," essayed by Tim Considine, Don Grady and Stanley Livingston.

Ed Martmann and Gene Reynolds are set to produce and direct.

## Rochester's Applicant's Form Temporary Corp.

(Continued from Page 1)

work together under terms of a special temporary authorization.

The FCC set up the authorization when it realized it might take from one to two years to decide the permanent recipient of the final third channel grant.

Officers of the new corporation for the interim operation, named Channel 13 of Rochester, Inc., are Harper Sibley, Jr., chairman of the board; Leon Halperin, VP; Dennis J. Livadas, secretary, and William N. Posner, treasurer.

## Wolf Sets Up Bowl Pins For 7th Strike In Row

Detroit — For the seventh year, Fred Wolf of WXYZ will film the "Championship Bowling" series, seen on more than 200 stations nationwide. Wolf will be in Winston-Salem, N.C., June 4-15 and will film 26 shows.

## 100-Gs Promo For L.A. Ears

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — KGBS, 50,000-watt Storer station here, has begun a major sweepstakes promotion with heavy on-air, direct mail and newspaper support. General manager Wendell B. Campbell said some \$100,000 in cash and merchandise prizes will be awarded to the station's listeners over a 12-month period.

Every quarter-hour of the broadcast day a different prize will be offered. Listeners must hold sweepstakes tickets which are made available through the station, its advertisers' mailing lists and through ads in area newspapers. If the listener holds a winning number he or she must call KGBS and answer a question pertaining to the station's programming and personalities.



I had rather do and not promise, than  
promise and not do.

A. Warwick

—A Thought For The Day—

MARTIN HIMMEL, President  
DUNNAN & JEFFREY, Inc.  
730 Fifth Avenue  
New York, N. Y.

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# parts

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A broadcaster must be a man of many parts. He is an editor. A sociologist. An educator. A business man. A showman. A psychologist. An engineer. An advertising expert. A lawyer. He is most especially an analyst. His success depends entirely on his ability to analyze an audience, appraise their reactions, and key their response to substantial programming. People watch. People listen. People know.

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**POST • NEWSWEEK STATIONS**  
A DIVISION OF THE WASHINGTON POST COMPANY

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WTOP-TV, CHANNEL 9, WASHINGTON, D.C. 

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA 

WTOP RADIO, WASHINGTON, D.C.

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Established Febru

VOL. 90, NO. 107

TUESDAY, JUNE 3, 1962

TEN CEN

## PAULEY SCORNS NIELSEN RATINGS

### BRITAIN MAY BAN CIGARETTE PUFFS

Snuff-Out Seen Likely  
In Glow of Cancer Scare

Special to RADIO-TV DAILY

London — All cigarette advertisements may soon disappear from British TV. At the moment, all commercial stations are voluntarily operating a "no smoking ads" ban before 9 PM to avoid

(Continued on Page 10)

### Candy, Gum Makers Spent 84% of Budget (\$38.8-Mils.) on TV

Measured consumer media expenditures for candy and gum companies rose 5.4 per cent in 61 to hit \$38.8-million, with TV getting 84 per cent of the total, the TVB reported yesterday.

TV gross time billings for candy (Continued on Page 9)

### Nick Bolton Is Gen. Mgr. Of Taft's Cincy Station

Cincinnati — Taft Broadcasting has appointed Nick Bolton general manager of WKRC here, succeeding Hubbard Hood, who retires after 22 years with WKRC. Bolton has been with WKRC in the post of assistant general manager since January.



BOLTON



Ninety-eight percent of WPIX-11 advertisers are national. A big factor in this kind of acceptance is our "no mail" policy. No mail order advertisers! Where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT

Adv.

### Free Economy Periled by Attack on Advertising

Albany—Attacks on advertising are attacks against the basic principles of our free economy. John R. Sheehan, TVB's national sales VP yesterday, told the Twin City Advertising Club here. "It comes right up against the question of regulation, not of advertising alone but of private business in general," he said. "Badly needed to combat this trend is a better selling job to business management on the importance of advertising in the entire marketing function."

### FCC Acted Too Fast In Hitting CBS: Ford

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC should have waited for completion of court action, lone dissenter Frederick Ford said in disagreeing with the majority action holding the (Continued on Page 5)

### Services Thursday For Edgar Kobak, 67

Funeral services will be held Thursday morning at Campbell's parlors, 81st and Madison Ave., for Edgar Kobak, 67, veteran broadcasting executive, who died in Atlantic City on Sunday. Kobak, a business consultant in recent years, had served as NBC VP in charge of sales for two years and for four years was a VP at



KOBAK

(Continued on Page 8)

### Package Deal Hit; Researchers Declare Other Nets Signed Up

ABC Radio's battle with C. Nielsen Co. over measurement techniques flared anew as network president Robert Pauley confirmed that his skein had been dropped from the research service.

Pauley stoutly maintained at a press conference in his office that "we are mainly after a better and more comprehensive system and have been working with Nielsen for about a year and half toward this end. We feel was their responsibility to correct inconsistencies in the existing service before venturing into it (Continued on Page 10)



PAULEY

### Nixon's Primary Contest Tops Coast Coverage

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Coverage of California primary gets top priority tonight on KLAC, with its entire news force on the job. Reports will be aired uninterrupted until outcomes of all races are determined. Key accounts will come from campaign headquarters gubernatorial candidates Nixon and Shell.

### Atlanta GM Paris-Crash To Help in Plane Blast

Atlanta — WAGA-TV's general manager Ken Bagwell flew Paris today to join Atlanta Mayor Ivan Allen Jr. in aiding at the crash scene of the Air France jetliner that crashed and burned take-off Monday. 106 Atlanta members of the Atlanta A.A. Assoc. were among the 130 persons killed. Bagwell expects help with the return of bodies and gather information for relatives in the WAGA-TV news and

### Press-Postage 'Duel' Aired

A CBS editorial and a Post Office Department response will be broadcast on the five CBS-owned TV stations tomorrow and Thursday, respectively, regarding pending legislation which CBS believes would jeopardize continued publication of some magazines and newspapers. Dr. Frank Stanton, CBS President, will air

the editorial, and Postmaster General J. Edward Day will present the opposing viewpoint.

Day is appearing at the invitation (Continued on Page 5)



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MARTIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : Editor

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WASHINGTON BUREAU Harry Landa... CHICAGO BUREAU Hal Tate... CANADIAN BUREAU... LONDON BUREAU... MEXICO CITY OFFICE: Pedro Nieto Amador...

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MEXICO CITY OFFICE: Pedro Nieto Amador... ROME OFFICE: John Perillari... PUEBLO OFFICE:...

### U. S. Catholic Men Film Council Series

The National Council of Catholic Men will produce a series of films on the history and development of the Catholic Church in the light of its general councils.

NCCM executive director Martin Work said shooting will start Friday. The four half-hour films will be seen on "The Catholic Hour" on NBC in May '63.

### Puleo Harmonizes Tune Into 'Oh Johnny' Skein

Johnny Puleo, popular leader of the Harmonica Gang, is planning a pilot of a new TV series he has acquired. He meets with production company officials on the West Coast soon to schedule shooting for his proposed situation-comedy show, "Oh Johnny."

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# COMING AND GOING

BOB SINNETT, WEER, Boston, sales manager, in N. Y., visiting CBS Radio Spot Sales.

DON PASNAU, TV dancer, to Warnersville, Pa., for personal appearances.

DONALD J. TRAGESER, KKKA sales manager and assistant general manager, in N. Y. this week from Pittsburgh, for meetings with clients and reps. AM Radio Sales.

DOROTHY PROVINCE has returned to Hollywood from London, where she starred in the "Sunday Night of the Palladium" TV show.

JOHN BOX, JR., Solobon Stations' managing director, to Washington for NAB Radio Development Committee meetings.

PEER OPPENHEIMER, executive producer of NBC-TV's "Here's Hollywood," and JACK LINKLETTER, co-host on the series, to West Berlin, Nice, Monte Carlo and Munich for film interviews with theatrical personalities.

ED O'CONNELL, Irwin-O'Donnell Productions VP and sales manager, in town from Hollywood for business meetings.

BOB HOPE returns to the West Coast tomorrow after attending the graduation of his son, Tony, from Georgetown U. in Washington.

BLAIR CLARK, CBS News VP and general manager, ERNEST TEISER, assistant general manager, BILL LEONARD, executive producer, Election Unit, and BILL EAMES, his associate producer, in San Francisco to cover the California primaries today.

## WGN's Ward Quaal Gets Honorary LLB

Chicago—Ward L. Quaal, exec VP and general manager of WGN, will deliver the commencement address today before the 1962 graduation class of Mundelein College.

Sister Mary Ann Ida, B.V.M., president of Mundelein, said Quaal will be given an honorary Doctor of Laws degree.

"In honoring Quaal," Sister Ida said, "Mundelein is once again recognizing the services and accomplishments of a man who is using his talents for the betterment of society of the city of Chicago."

## Ontario Outlet Joins TvB; Station Plans Expansion

Toronto—Independent station CHCH-TV, Hamilton, has signed with TvB of Canada as the 45th member of the bureau. The station dropped its network affiliation last year, and assumed its "new look" with augmented power, an increased sales staff and continuous daytime programming.

## House Voices Approval Of Medal to Bob Hope

Washington—The House yesterday passed by voice vote, without audible dissent, a bill which would award Bob Hope a gold medal for his years of activity in entertaining servicemen around the world and for his value as a "good will ambassador." Last year, the Senate unanimously passed a similar measure. Now House and Senate must agree on exact details before the bill can go to the White House for signature by the President.

## Musicians Play Sad Tune; Probers Still Dry-Eyed

Washington—The Musicians' union has received very little sympathy in its request for Congressional action to halt use of music recorded abroad on sound tracks of TV shows. A report issued by the House Education and Labor subcommittee, probing effects of exports and imports on U. S. employment, said that "probably the most effective remedy" is in the musicians union's collective bargaining power.

## BarberShop4's Lather Chords

Forty-five quartets and 15 choruses vie for national vocal honors in the championship finals of the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc., June 24 in Kansas City. The contest finals will be aired on CBS. This is the organization's 24th annual convention which 3,000 delegates are expected to attend, including more than 1,000 quartets and over 600 choruses.

The program will be produced by the KCMO staff in Kansas City and marks the seventh year that CBS has presented the winners. The Buffalo Bills, heard regularly on "Arthur Godfrey Time" are past national champions.

## AFTRA Fetes Banghart On 25th Anniversary

Washington—Ken Banghart will be guest of honor tonight at the 25th anniversary dinner for AFTRA here. He is being singled out for the distinction as one of the founders of the organization.

# FINANCIAL

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-F, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Call, Decca, Disney, East. Kodak, Gen. Pres., Gen. Tel., Hazeltine Corp., Hoeghvaag, MCA, M-G-M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th.Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

## AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, DeSilo, Esquire, Inc., Filmways, HPO, NTA, Reeves Sound, Refilms, Screen Gems, Technicolor, TELPromper, TV Industries.

## OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Transcontinent, Wometco.

## KHAK Sold for \$135,111

Chad Rapids, Ia.—The ICA has approved sale of KHAK FM by Don-Lo Broadcasting, Northland Broadcasting for \$113 plus \$12,000 for an agreement not to compete within 50 mi for five years. Commissioner Bailey was the sole FCC dissenter.

## GREAT NECK ESTATE

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Ask to see the NEWEST EPISODES of the greatest cartoon series of them all! Then ask yourself—can you afford to pass up "The Mighty Hercules"?

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**'Radio Captures Hearts & Hearts Buy Diamonds'**

Radio Advertising Bureau has come out with a pocket-sized presentation aimed at the nation's jewelry stores and called "Charm More Jewelry Customers with Radio." It reports that radio "captures the hearts of young married women and teen-age girls," who spend an average of 15 hours with the medium every week.



By TED GREEN

• • • Jonah Jones and his quartet will lend their services to the Bill Vance Memorial program June 17 at Greenwich (Conn.) High School. Jack Sterling emcees . . . George Goodman, WLIB public affairs director, emcees the annual school progress report today at PS 28 in Manhattan. Assistant school superintendent Charles M. Sharp will make the presentation. "Your Schools, Inc., A Report to the Stockholders" . . . Gloria Okon's new boat will be christened "Loving Care" when it is launched on Sunday. The WPIX weather gal will spend her off time cruising up and down eastern waters—by the way Gloria, we still have our skipper's cap . . . Jules and Abe Wilsker of the Westchester Dinner Theatre report that William Bendix is really packing 'em in for "Take Me Along," which will run at the Yonkers spot thru Sunday . . . Actress Eva Gabor is busy studying scripts for a suitable vehicle for a Broadway show or TV series.

• • • Goings on at WLIB: Musicaster Rocky Groce, voted the most popular deejay of The Frenchaires organization in Queens . . . Evelyn Cunningham, hostess of "The Home Show," is conducting a one-woman crusade for the placement of Negro children in foster homes. On June 18 she will conclude a three-month campaign with the last of a series of interviews. Her batting average is in the .700s . . . General manager Harry Novik readjusts plans to move into new quarters next month . . . Jazzman Billy Taylor has expanded his "Billy Taylor Jazz Show" to 4 hours and 45 minutes on Saturdays. He is now heard at 4-8:45 PM.

• • • Bill Calder, program director of WINZ, Miami, informs of the appointment of Jim Harper as production supervisor. A member of the WINZ staff for the past six years, Harper will continue as deejay for the 2:30-5:30 PM musical program, and will also be on the air for special events . . . Investment Planning Group of New Jersey has purchased a four-week schedule of daily 30-second spots on WJRZ's "Elizabeth Morgan Show."

• • • Meet: Peter M. Affe, station manager for WNBC-TV. This publication noted recently (May 23) that NBC Films is syndicating "Piaçasso: An American Tribute"—the first time that an original one-shot produced by a local station has been given the syndication treatment. It was the savvy and showmanship of Pete, who just celebrated his first year at the helm of the NBC-TV flagship in New York, that brought "Piaçasso" to local TV screens. Affe, who is bringing the network look to local TV, should know how to do it—since he's a veteran of both local and network broadcasting. From 1943, when he joined NBC, he has gone through the ranks from newsreel editing, through local operations, network operations, production supervision of all on-air network operations, local program manager, to the rank of daytime programs manager for NBC-TV at the time he left the parent company to become WNBC-TV station manager. Tune in to this column next year at this time. You are sure to recall of TV history as made by a rising showman.



AFFE

• • • Marshall Stone, executive producer of Filmex, and Victor Lukens, Filmex motion picture innovating photographer, touring Europe filming a series of TV commercials in various locales. Filmex's series, "Great Decisions 1962," filmed for NET, will be seen on WNDR here in the Fall. My stetson's off to Bob Bergmann for this very important series . . . AFTRA's Tony Incanni is now a grandfather twice over. The latest is Christopher Curran . . . Maria Peron, new star on the radio-TV horizon, has been signed for the new Broadway production, "Cut Loose," which goes into production in August . . . Composer Jacques Belasco is working on a special score for an NBC-TV special for Fall showing. Belasco has written the music for 12 previous NBC-TV specials.

**Ted Williams Hits Home With Sports Comment**

Ted Williams, the "sports splinter" of Red Sox baseball fame, has started a coast-to-coast commentary show on NBC for (WNBC) Saturdays. The home-run hitter talks about the world of sports, including an on which he is considered authority.

**Buick Golf Tourney Sinks NBC-TV Puff**

First network TV coverage of the Buick Open Golf Tourney at Warwick Hills Country Club in Grand Blanc, Mich. will be V on ed July 8 when NBC telecasts the concluding holes. Coverage for the tournament will be sponsored by the Buick Motor Division of General Motors through McCann-Erickson. Ed Burke, a former masters and champion, captured last year's event in an 18-hole playoff with Billy Casper and Johnny Pott.

**KIMN Picks John Blair As Its National Reps**

Denver — The appointment of John Blair and Co. as exclusive national sales reps for KIMN has been announced by John Hunsaker, the station's president. Robert Franklin is national sales manager at KIMN.

**Canadian TvB Appoints Austin as Research Mgr**

Toronto — William R. Seitz, Canadian TvB director, has announced the appointment of Reyn W. Austin as research manager. He will take charge of planning and coordinating all research activities as well as supervise the bureau's library. Austin comes to TvB from McConnell, Eastman & Co. here, where he was assistant to the senior VP.

**Brevard College Series Cited by Cancer Society**

Orlando, Fla.—Brevard Junior College, Cocoa, Fla. has been commended by the American Cancer Society for its program devoted to cancer research and prevention. The series of six half-hour programs was included in the weekly TV program, "Brevard Junior College Presents."

**Two to WJZ-TV**

Baltimore — John Quigley has joined WJZ-TV as assistant program manager, and Randy Galt has been added to the staff as news-cameraman.

**Pubserv 1-Minuters Going to 220 Outlets**

Atlanta — One-minute public service announcements on the report of the Commission on Goals for Higher Education in the South have been sent to 220 commercial and ETV stations in the South and border states.

NAB president LeRoy Collins, a member of the goals commission, is featured on the filmed announcement, which also shows scenes from several Southern universities.

The report, concerned with higher education in the South now and in the future, was distributed to the stations by the Southern Regional Education Board under funds from a grant by the Sperry and Hutchinson Co.

**Northeast WCGR Affil**

Ithaca, N. Y.—Northeast Radio Network has become affiliated with WCGR Network, according to F. W. Hodge, NRN general manager. WCGR is managed by Westley G. Kimble.



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LONG ISLAND HUSBANDS' SEAL OF APPROVAL

# N. Y. State Ass'n to Tackle Policy Problems

## Three-Day Session In Saratoga Springs Called by Sam Slate

The New York State Broadcasters Association will conduct its first Management conference at the Gideon Putnam Hotel, Saratoga Springs, Sept. 6-8, it was announced by president Sam Slate, VP-general manager, WCBS Radio, following a meeting of the association board of directors in New York City. Harold Neal, VP-general manager, WABC Radio, was appointed as one of the co-chairman of the three-day program.

### First Conclave of Its Kind

This is the first such meeting of the NYSBA since it was established in 1955.

Slate noted, "An increasing number of problems are confronting the broadcasters of the nation and the State of New York at the management level. Primary purpose of these sessions is to provide members with an opportunity to discuss in detail with experts the problems, their ramifications and possible solutions."

### Data from Other Sections

"We will hear what is being done in other sections of the country, learn about successful policies pursued by some of our members at the local level and provide information which will help them in the communities they are serving."

## Ford Defends CBS

(Continued from Page 1)

graduated CBS affiliate compensation plan contrary to FCC rules. Text of the dissent was made public yesterday.

Ford said, "I think it most unwise for the commission to take an action, the effect of which may well prevent the antitrust suit from being litigated on its merits. At a time when many of the aspects of the network-affiliation relationship are under study by the commission, it would be most helpful to have a ruling by the courts on the legality from an antitrust standpoint of this kind of network compensation plan and its impact on the commission's consideration of option time."

## 'Arts Forum' Gives Lift To St. Louis Culture

St. Louis—To facilitate public interest in art and music organizations, KFUD here is launching "Arts Forum" tomorrow as a series investigating the problems of these groups. With Or. Arthur Carl Piepkorn, moderator, will be guests from different fields of the arts.

## Tass, AP Negotiate Int'l News Pix Pact

Special to RADIO-TV DAILY

Moscow — A new framework establishing a commercial basis for photo exchanges between Tass, the Soviet agency, and international news photo agencies has been established in an agreement signed here by The Associated Press and Tass, culminating 20 years of negotiation. The contract specifies that Tass will give no other international agency more favored treatment than is accorded AP. AP agreed to give no other Soviet agency more favored treatment than Tass.

The pact is the first written photo agreement, ever reached between Tass and an agency distributing pictures in more than one country. The agreement becomes effective Aug. 1 and will be applied unilaterally by Tass to other international agencies the same date.

## More Time, Longer Works For 'Symphony Hall'

"Symphony Hall," WQXR symphonic program, will be expanded to two hours on Thursday evenings, beginning this week. The increased time schedule has been planned to permit the presentation of longer and important works not ordinarily encompassed on other programs, and will be aired in FM stereo. The extra time was formerly occupied by the Philadelphia Orchestra concerts which ended in May.

Among the works featured during June will be Ravel's complete "Daphnis and Chloé" on June 7; Bruckner's Symphony No. 9 on June 14; Falla's "Nights in the Gardens of Spain" and Holst's "The Planets" on June 21; and Beethoven's Ninth Symphony ("Choral") on June 28.

## Air Day, Stanton Views

(Continued from Page 1)

tion of CBS and his views will be broadcast in the same time periods as the editorial.

In a telegram to the Postmaster General, Stanton said: "Delighted you are agreeable to taking opposing viewpoint to CBS editorial against postal rate increases which we feel would jeopardize continued publication certain magazines and newspapers."

## WCC Sold for \$70,000

Bremen, Ga. — FCC has approved sale of WCC here, by Southwest Alabama Broadcasting to James H. Shedd and Ross W. Long for \$70,000.

## RADIO LISTENERS DENY THEY'RE TRUE LISTENERS

Many people who listen to the radio don't consider themselves listeners, a pilot motivational research project conducted for New York's Better Broadcast Bureau reveals. Discussing the study, BBB president Clifford J. Barborka, Jr., said:

"The extent of personal radio listening on a daily basis is much larger than we believe, even though some of it is a daily accumulation of smaller doses and even though many actual listeners don't consider themselves listeners when first asked the question.

"The reasons for the latter phenomenon," he said, "are probably because their initial response to the question of radio listening is to compare it with the 'living room' way they used to listen to radio or the 'living room' way they presently watch TV or, perhaps, their first reaction is that radio listening is not very socially important.

### Medium Is Important

"But whatever the reasons, the pattern of radio listening and the fact that the medium plays an important part in peoples' lives clearly emerges through the technique of lengthy individual and group interviews."

The study was conducted in Chicago by Barlow Survey Service and is being used as part of the presentation the BBB prepared for Station Representatives Association to stimulate more spot radio business among Detroit's car-making giants and their agencies.

### Other Highlights

Other survey highlights are: (1) Radio listeners identify stations more by personalities and programming than by call letters; (2) Radio is a family medium, with each member having a personal programming preference and a set of his own to listen to; (3) Irritating advertising is, despite much consternation, a powerful influence, especially over the long run; (4) Humor, too, can be a potent force, but not humor for the sake of humor. It must be used in a framework that sells, not merely entertains.

### Insincerity Resented

(5) Consumers resent insincerity in advertising and they are sophisticated enough to spot it in any form; (6) Advertising and media still have much to learn to improve their ability to influence and inform the consumer, especially the car-buying public; (7) There is a great gap between manufacturer image and dealer image.

## Antheil's Final Score To Be Premiered on CBS

The night before American composer George Antheil died he played his newly completed score of "Cabeza de Vaca" conductor Alfredo Antonini. The CBS Symphony Orchestra under Antonini's direction will present the world premiere of the work Sunday on "Look Up and Live."

## Barkerettes' Prize: 20 Shares of AT&T

Twenty shares of AT&T stock will be the prize in a drawing sponsored by the New York Variety Club Barkerettes, the district auxiliary of Tent No. 35. The drawing will be held Dec. 15 at the Waldorf-Astoria at the Barkerettes' first annual Variety Club Charity Ball. The contest was announced at the Barkerettes Spring luncheon-meeting in Springfield, where the ladies set a goal to raise \$10,000. Each ticket will represent a contribution of \$10; only 1,000 tickets will be sold. Two women have agreed to allocate the funds to the tent's New York Variety Club Foundation, which supports the local tent's efforts.

The drive for funds was proposed by Mrs. Harry Pinstein, coming Chief Barkerette, as first project in office. Charles A. Coale, Chief Barker of Tent No. 35, officially launched the drive when he purchased the first batch of 10 tickets.

## WBC Prexy Heads Drive For U.S. Library Week

Westinghouse Broadcasting president Donald H. McGann has been named chairman of steering committee for National Library Week, Apr. 21-27, succeeds Bernard Barnes, TV VP, who continues on the committee.

McGann was chairman of TV Code Review Board of NAB in '59 and '60, and is currently chairman of NAB's research committee and a member of board of directors of the Advertising Council, Inc.

# In Chicago



... the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



In Chicago

# WGN

## TELEVISION

*offers better  
programming through dedicated  
community service!*



*—the most respected call letters in broadcasting*

### WGN IS CHICAGO

## AMA, Merck Sponsor Mental Health Show

New horizons in research and treatment of mental illness will be seen on NBC June 22 in a program sponsored by the American Medical Association in cooperation with Merck Sharp & Dohme, Division of Merck & Co.

The one-hour documentary will present special remote segments from hospitals and clinics in New York, Detroit, Indianapolis, Seattle and Oklaoma City.

Lou Hazam is producer of the NBC News presentation. John Chancellor is narrator, assisted by Dr. John Romano, chairman of the Department of Psychiatry at the U. of Rochester School of Medicine and psychiatrist-in-chief at the Rochester Medical Center, Rochester, N. Y.

## Patricia Humphrey on Pubrel Staff in D.C.

It's from the Bureau of RADIO-TV DAILY. Washington—Patricia C. Humphrey has been appointed public relations coordinator for WRCTV, NBC-owned station here. She was formerly production assistant for the station and with WRCTV, Mrs. Humphrey, with NBC for the past three years, participated in the first internship program sponsored by the Association of Women in Radio and TV.

Well known in broadcasting circles, she was a featured speaker at a recent convention of the AWR-TV, of which she is a member of the Washington chapter.

## College Series Replaces 'Continental Classroom'

"Frontiers of Learning," a new daily series of educational programs, has been scheduled by WNBC-TV to replace "Continental Classroom" starting Monday. The first project is an examination of college education in the Metropolitan area, as illustrated by the case study of a typical college applicant. Part of the series will be devoted to a critical study of the types of colleges available.

## Cincy Schools Take Air For Info-Music Mixture

Cincinnati — The public schools here are presenting the "Dusty Rhodes Show" every Sunday night on WSAI with news from the Board of Education — along with pop music. Notices on Summer work opportunities, work permits, Summer school, recreation, Fall schedule planning and college preparation are being aired.

## 'Bullwinkle' Making PA Tour; Tie-in Deals Reach New High

"Bullwinkle," star of his own animated series on NBC-TV, has been packing them in during personal appearances at expositions, shopping centers, stores, theatres and fairgrounds, according to Allan Stone, president of Licensing Corp. of America, the moose's official rep for merchandising and appearances. Accompanying "Bullwinkle" in

"Bullwinkle" and "Rocky" are on an official mission for the Treasury Dept., spearheading the annual drive to sell Savings Bonds and Stamps. They are promoting participation in government savings plans for children through the "Rocky and Bullwinkle Savings Stamp Club."

most of his live performances are "Rocky the Flying Squirrel" and interpreter Danny Dillon. Both "The Bullwinkle Show" and "Rocky and His Friends" were

created by Jay Ward and Bill Scott for Producers Associates of Television. Peter M. Piech is executive producer.

Stone noted that a newly created title "Bullwinkle" cartoon strip is ready for release to newspapers throughout the country.

### Company Roster Near 100

He said that some 50 leading manufacturers have released products based on both cartoon characters; about 30 firms are producing toys and various playthings; a half-dozen companies are making various types of books and records, and licenses have been granted for soaps, wearing apparel, household items and food products.

## ABC News in Build-Up Of Pacific Coast Ops

Al Mann has been named Pacific Coast correspondent for ABC News; it was announced by James C. Hagerty, ABC VP for news, special events and public affairs. He will headquarter at KABC-TV. ABC station in Los Angeles.

## Fidler Joins Rounsville

Atlanta — M. E. "Doc" Fidler, manager of the member development department of Radio Advertising Bureau, will join the Rounsville radio chain as sales VP. He has also been manager of Radio Anthracite and was at one time connected with Armed Forces Radio.

## WIP Going 'Art-y'

Philadelphia—WIP will participate in the traditional Rittenhouse Square Clothesline Exhibition where professional artists from the area will display their works Thursday thru Saturday. The winning oil painting will be presented with a cash award of \$100 by Harvey L. Glascock, WIP VP general manager, and the painting will become part of the WIP-Metropolitan Broadcasting Art Collection.

## 'Muny Opera Startime'

St. Louis—KPLR-TV is launching a 14-week taped series titled "Muny Opera Startime," highlighting the stars and songs of Forest Park Summer Theatre. The

## WAZL Marks 30th Yr. In Dual 'Radio Day' Fete

Hazleton, Pa. — As part of the "Radio Month" celebrations, WAZL here held its annual "Radio Day," recently, also featured as a major event of the Kiwanis Club. This year's festivities have been acclaimed one of the most successful, with many top national personalities in attendance. Tony Marvin appeared as speaker for the day at meetings and conferences scheduled on the program.

The celebration had a double meaning for the station. It was WAZL's 30th anniversary, and throughout the year, highlights of radio's contribution to the country, and, on a local level, the station's contribution to Hazleton, are being planned.

## 2 New Drama Series In the Works at CBC

Special to RADIO-TV DAILY. Toronto — Two new dramatized series are under way at CBC. The net has signed Taylor TV Productions Ltd. to produce a daily drama series for Fall telecast. In addition, CBC is starting production of a 52-week skein of dramas, most with Canadian grounds, for April launch.

The agreement with Taylor calls for production of 39 episodes, with CBC having option for a further 39. They will be available for sale to Canadian writers will acquire series from a library of by the late Robert Howarth, say, a Canadian who became an American citizen and who were seen on such programs "Studio One" and "Krewe Theatre."

## Kobak Rites Thursday

(Continued from Page 1)

Lord & Thomas, now Foot & Belding.

Later, he returned to WAZL in charge of Blue Network sales. When the two companies separated, he became executive VP of the Blue Network of ABC. Kobak was president and director of Mutual Broadcasting Co. from 1944-49, after which he opened his own office.

He was president of the Advertising Research Foundation, American Federation of Advertising Marketing Executives Society, was the first chairman of Broadcast Bureau. He had been director of the Hickory Hill Broadcasting Co., which operated in WA, Thompson, Ga. He was married by his wife, Evelyn, sons and two sisters.

# News Flashes From Coast-to-Coast

## WIP Going 'Art-y'

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St. Louis—KPLR-TV is launching a 14-week taped series titled "Muny Opera Startime," highlighting the stars and songs of Forest Park Summer Theatre. The

first program on Sunday will feature Mike Todd, Jr. and songwriter Sammy Fain.

## Carson 'Mr. Wonderful'

Dallas—Johnny Carson has accepted B'nai B'rith Big D chapter's invitation to come to Dallas to receive the organization's "Mr. Wonderful" award for his contributions to show business and for his humanitarian work in the years he has been a star.

## Kids See Show 'Live'

Ft. Worth — KTVT - TV's "Popeye Playhouse" is celebrating school's end with daily outdoor shows to which the children of Dallas and Ft. Worth are invited. The programs feature

"Cap'n Swabbie" and "Twerp."

## Votes Cast to SA

Dallas — KBOX has completed its annual "Principal of the Year" contest. The 5,000 pounds of cash were donated to the Salvation Army as a public service project and a record dance awarded to the top school.

## Docs Discuss Disease

Seattle — KING has broadcast new weekly program titled "Doctor's Diagnosis," produced in cooperation with the King County Medical Society. Specialists discuss various diseases and answer questions from listeners.



# Chicago

By MAL TATE

plenty of celebrities here appearing in a motion picture film the Wilding Studios for Deere Company. Cliff Arquette in Charley Weaver role is featured with Andy Devine, Allen Jenkins, Byron Folger, Parker Kelly and Donna Douglas. Jim Henson is producer for Wild-About-TV, billing in P. J. Hoff, presenters of Emmys here were over Emmy winners themselves.

★ ★ ★

WGN program manager Robert Mofford has announced the appointment of Robert Henley as production supervisor. Henley has been a member of the WGN news department since October, 1959. Before joining WGN, he was a member of WILL, Urbana; WRFX, Frankfort; and WDQN, Du Quoin. New groom and bride Frank Romolo, chief editor Niles firm and Susan Rivmodel, and former assistant MAQ and WNBQ's Jack Eiken Wilson Meats used WMAQ's Bowman to make a series of spots at Niles, through Camp-Mithun, Chicago.

★ ★ ★

The Broadcast Advertising Club of Chicago concluded its 1961-62 luncheon with a special luncheon at the Sheraton Hotel in which eight college scholarships to four Chicago colleges were awarded. The scholarship program was established in 1959 to provide financial aid to qualified college students studying advertising and marketing who intend to enter the broadcast advertising field upon graduation. Howie Meyers, BAC board member, headed the scholarship committee. . . . Thomas K. . . . formerly a vice president of Dancer-Fitzgerald-Sample, . . . joined the Clinton E. Frank

## WPIX Buys 'Bozo' For Five More Years

WPIX has renewed "Bozo the Clown" for an additional five years non-cancellable, it was announced by Harvey L. Victor, VP-general sales manager of Jayark Films Corp. In addition to renewing the current "Bozo" library, WPIX purchased telecast rights to the 52 additional "Bozo" cartoons now in production.

"Bozo the Clown" is the only WPIX program with a live audience and has been the kingpin of the station's strong line-up of children's programming. In the first week of its run, "Bozo" captured the No. 1 rating in its time period and over the course of its three-year run on the station has never relinquished first place.

Portrayed by Bill Britten, "Bozo" has played an active role in community relations for WPIX.

## \$38.8 Mills. for Gum Ads

(Continued from Page 1)

and chewing gum were \$32,645,278 in '61, against \$29,265,803 in '60. Spot billings were \$19,270,100 last year, compared with \$16,557,500 in 1960 (Source: TvB-Rora-baugh). Network '61 billings were \$13,375,178 compared with \$12,708,303 in 1960 (Source: TvB-LNA-BAR).

TV's share of candy and gum advertising has risen steadily in the past several years. From a share of 67.1 per cent of the measured media total in '59, the share rose to 79.6 per cent in '60.

Among top ten advertisers in the category, TV billings accounted for 85.6 per cent, against 82.6 per cent in '60. Leading company again was Wm. Wrigley, Jr. Co. with '61 gross billings of \$11,867,865, compared with \$10,741,472 in 1960. Next two biggest TV time buyers both over the \$4.5-million mark are Beech-Nut Life Savers and American Chicle Co.

## No. Ala. Bids for Ch. 19

Huntsville, Ala. — North Alabama Broadcasters has applied to the FCC for a new TV station on UHF Channel 19 here.

## HAWAII SAVORS FRESH NEWSCAST

Same Day Cronkite Report  
A Network News TV First

"CBS News With Walter Cronkite" will be broadcast daily on KGMB-TV, Honolulu, beginning Monday, making it the first regularly scheduled news show presented in the Islands the same day it is viewed on the mainland.

The CBS-TV news report will be seen each day in every state but Alaska, spanning more than 5,000 miles from Presque Isle, Me., to Honolulu.

Cronkite's news show will be video taped in Los Angeles and the tapes flown by jetliner to Honolulu for showing on a late night newscast.

## 'Pelican' Stations Name ATS as Reps

The four "Pelican" stations of Louisiana have appointed Advertising Time Sales as their new national rep. ATS will represent KPLC-TV and Radio Lake Charles, and KALB-TV and Radio Alexandria. T. B. Lanford is the president of all four "Pelican" stations.

## 7 Arts Signs 5 More For Concert Specials

Five more sales of the series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra were racked up during the past week by Seven Arts Associated, it was announced by Robert Rich, VP-general sales manager. The specials were purchased for WNEW-TV, New York; WTTG, Washington; WAVE-TV, Louisville; WSM-TV, Nashville, and KTRG-TV, Honolulu.

### Previous Sales Numerous

Previous sales include those made to WJBK-TV, Detroit; WIDH-TV, Boston; WMAZ-TV, Baltimore; WGR-TV, Buffalo; WTVN, Columbus, O.; WTRF-TV, Wheeling; WICU-TV, Erie; WABI-TV, Bangor; KFSA-TV, Ft. Smith, and KOLO-TV, Reno.

The concerts, conducted by Charles Munch and Erich Leinsdorf, also include appearances by guest conductors Richard Burgin, Aaron Copland and William Steinberg. The series marks Seven Arts' first venture into TV production and first property other than feature films and cartoons for TV distribution. It is also the symphony's first commercial affiliation other than its current exclusive recording pact with RCA Victor.

# REMINDER!!

## NEW YORK CHAPTER OF THE BROADCAST PIONEERS

### ANNUAL DINNER MEETING — ELECTION OF OFFICERS

THURSDAY EVENING, JUNE 7, 1962  
EMPIRE ROOM — LEXINGTON HOTEL

For reservations contact:

M. H. SHAPIRO  
Broadcast Pioneers  
589 Fifth Avenue, New York, N. Y.  
PLaza 9-1500

COCKTAILS 6 P.M.  
DINNER 7 P.M.  
(entertainment)

Tickets Will Also Be Available at the Door

## Shopping Bag Holds Memphis

Dallas—Build the "world's largest shopping bag," add a sporting cast of 40, and a quiet Memphis neighborhood becomes a bustling TV set. That's what happened when Humble Oil, Houston, and its advertising agency, McCann-Erickson, dispatched a location crew of Dallas-

Herndon to an Esso service station in Memphis to produce a new series of commercials. The Humble's "Happy Motoring Festival Spectacular," 1 million prizes and gifts will be awarded, including motor boats, luggage,

bicycles, cameras, fishing rods and, to each of the six grand prize winners, a new air-conditioned car and \$1,000 cash.

In order to show a million prizes in a single TV commercial, Keitz & Herndon erected a 35-foot-high, white canvas bag of gifts, supported by metal scaffolding, in front of the "Summer East" Esso station in suburban Memphis.

## Iannucci Promotes Krause and Jelinek

Salvatore J. Iannucci, Jr., newly appointed VP of CBS-TV business affairs, yesterday announced the following two appointments:

Bernard Krause, currently manager - contracts, talent and rights, to director of business affairs-administration.

Robert A. Jelinek, currently a member of the business affairs staff, to director of contracts, talent and rights.

Krause joined the business affairs department in June, 1958. Previously, he was business manager of the TV-Radio department of Cunningham & Walsh, and before that he served with WGY-WRGB in Schenectady, as program manager.

Jelinek joined business affairs in September, 1960, after serving in the legal department of Y&R for three years and prior to that in the law firm of White & Case.



IANNUCCI

## U. K. Opposes Ciggie Ads

(Continued from Page 1)

Influencing children.

A total ban may be urged by an advisory committee on the Independent TV Authority, watchdog of commercial TV in Britain. It's part of the nation's current campaign against smoking following a Royal College of Surgeons report linking smoking with cancer.

Members of Parliament have recently protested against some cigarette ads on TV which impart a romantic aura to smoking.

## MBS-Canada Extended

Washington Bureau of RADIO-TV DAILY  
Washington—Mutual Broadcasting has received another year's extension of its authority to transmit programs to Canadian Broadcasting Corp. stations and to stations licensed by the Canadian government, the FCC reports.

## Intermountain's Flagship Gets ABA Justice Laurel

Salt Lake City—Intermountain network's news director Bruce Miller and Intermountain flagship station KALL here have been cited by the Utah State Bar Ass'n for contributions to justice and law. The annual awards were held in conjunction with the Rocky Mountain meeting of the ABA. A gold trophy and \$250 check accompanied the citation.

## AGENCY NEWSCAST

By RALPH TYLER

Dirk Content has joined the Lawrence C. Gumbinner agency as TV producer on the American Tobacco account. Previously, he was at Kenyon & Eckhardt for two years and before that with Young & Rubicam for more than seven years. Prior to this Content was at BBDO as a print art director and later a TV producer.

Ewald Brothers Dairy, through the Lloyd Nelson agency, Minneapolis, is co-sponsoring the WT-CN Time-Life series of "Topic A" news and feature reports.

"Freedom University of the Air," a TV series on the Communist challenge has been sold to station WITI, Milwaukee, and KOSA, Odessa-Midland, Texas. The Freedom University Association, a group of ten local sponsors of the series in Milwaukee, will present a kick-off spectacular on June 20 featuring the "Eleventh Commandment," a 90-minute motion picture filmed on the island of Formosa, produced by Robert B. Raitheek. Series in the Odessa-Midland area begins Friday, sponsored by the National Bank of Odessa.

Universal Advertising Agency has named Mrs. Norma Lindikoff media director. Mrs. Lindikoff has served as Traffic Manager since joining the Agency in May of 1961.

## Pauley in Reply to Nielsen

(Continued from Page 1)

measurement of other areas of radio usage.

He said Nielsen is now packaging "a soon-due transistor-plus ratings with its auto-plus and in-home service" and "you have to buy it all."

"We're concerned," Pauley said, "that the addition of battery-operated radio to its list will compound in-home ratings shortcomings. It will produce bigger numbers but we don't feel it will reflect total radio activity."

Rodney Shearer, in charge of national services for Nielsen's media research division, declared that the new package is "the result of suggestions from the various networks as well as our own, and goes into effect July 1.

"Pauley's suggestions were incorporated in all of them, along with those by other executives. Before we made the final decision on this, we had a meeting attended by all four networks. Three of them have subscribed to the new package. I would conclude from that that it can't be full of 'short-comings'."

Pauley had told newsmen yesterday that "when five stations

### Thought for Today

"In nearly all the foreign markets, the great development in television, the great acceleration of set ownership, great increase in programming and general improvement in quality of programming, came after the introduction of the competitive element of commercial TV."

—John G. McCarthy, Pres.  
Television Export Assoc.

prior to that time she was employed by WAGM and WAGM-TV Presque Isle, Me., as national and network traffic manager.

Robert D. Belden, John H. Hatheway and Richard J. Keegan have been made account supervisors in the V & R contact department. Belden & Hatheway joined the agency in 1950. Keegan came there in 1960.

Three K & E executives have been elected to the agency's board of directors. They are Budd Hemmick, L. D. Griffith and W. Lee Abbott.

can deliver more homes for a particular network radio show that 178 stations (including the original five) can deliver for the same show during the same rating period and by the same rating outfit, then it must be evident to broadcasters that something is wrong and that an enormous injustice exists. We feel responsible radio men should do something about it, and we propose to."

He noted that "a year ago we offered a seven point proposal to Nielsen to improve and help stabilize their highly inadequate in-home rating service, and have met with them several times since." There has been no improvement, he commented.

Pauley said Nielsen hadn't any great impact on ABC Radio's sales picture, which has shown a steady improvement. Using the figures of his net's first quarter of '61 as a basis, he noted the second quarter was 110 per cent over that; the third up 118 per cent; the fourth, 140 per cent; the first quarter of '62, 151 per cent, and the second quarter up a projected 158 per cent, with four weeks of selling left.

WOW!

WHLI<sup>isla</sup>  
IS A  
BIG  
FOOD  
MARKET

And how!

\$814,000,000  
IN FOOD STORE  
SALES... AND MORE  
RESTAURANTS THAN  
YOU CAN SHAKE  
A STICK AT!

And WHLI'S  
THE BEST STATION  
FOR FOOD  
ADVERTISERS,  
DELIVERING A  
LARGER DAYTIME  
SHOPPING AUDIENCE  
THAN ANY OTHER  
STATION.



The independent 1  
Island (Nassau-Suffolk) market  
— 4th largest in the U.S. —  
where over 2 million customers  
live and shop.

→ 10,000 WAT

WHLI AM 1100  
FM 98.3

MEMPHIS  
LONG ISLAND, N. Y.

the voice of  
Long Island

PAUL GODDARD, Pres., Gen. Mgr.  
JOSEPH A. LEWIS, Exec. Vice Pres., Sales

Represented by GHI-Pe



Indiana University  
Bloomington Ind

Established

DL 90, NO. 108

WEDNESDAY, JUNE 6, 1962

TEN CENTS

## PARAMOUNT THAWING POST-48s?

### Faulk's UN Activity Was Ignored by Aware

John Henry Faulk's attendance at a dinner commemorating the first anniversary of the United Nations was deliberately omitted from a Channels item about his activities. Paul L. Milton, a radio-TV playwright and one of the founders of Aware, Inc., admitted yesterday in N. Y. Supreme Court. Testifying for the defense in the \$111,000 libel suit brought by Faulk, he reasoned the occasion itself was considered non-Communist as a whole.

### DuPont Deal Fuses Schaffner and Cook

Producer-director Franklin Schaffner and Fielder Cook have made a new TV producing organization The Directors Company, headquartered in New York. The first assignment involves seven one-hour specials for next season's "DuPont Show of the Week" on NBC-TV. Schaffner and Cook will be executive producers of all seven and alternate in directing them. The first will be produced in New York. Schaffner this week begins directing 20th Century-Fox's "Celebration." Cook, meanwhile, is preparing with producer Paul Monahan a new hour CBS series for the '64 season, "Project Hope."

### Former Names Sy Silver WHN's Production Chief

Sy Silver has been appointed to the newly created post of production director for WHN, Station WATN in New York. He formerly was the station's co-director. Silver began at WATS, Sayre, (Continued on Page 5)

### King Features Entering Music World Full-Tilt

King Features Syndicate is entering the music business as both publisher and recording company. C. McLearn, general manager, and Al Brodax, TV director, said yesterday. KFS concluded an agreement this week with Sid R. Gandy, head of King Crosby's Project Records, to develop music for King Features' new "Barneyoogle & Snuffy Smith" animated TV series, debut next season.

### FOUR SCHOOLS GET CBS ALUMNI GIFT

Grants Now Total \$338,000  
Donated on Employees' Behalf

Four universities will receive grants totaling \$21,000 from the CBS Foundation on behalf of seven of their alumni who are executives of CBS. With this year's grants, 52 colleges and universities have received a total of \$338,000 on behalf of 145 CBS employees.

The 1962 grants are made on behalf of: Peter M. Abel, Columbia U.; Richard Brum, New York U.; Robert F. Davis, New York U.; Richard H. Low, Columbia U.; Erik Porterfield, Columbia U.; Dallas Townsend, Princeton U.; and Robert D. Wood, U. of South Carolina.

### Vid Outlet Managers To Confer in Atlanta

Atlanta — TV broadcasters from this and neighboring states have been invited to participate in a GAB-sponsored program, designed specifically for management. It is set for June 19 at the Dinkler-Plaza Hotel in this city.

Heading the program is R. Russell Eagan, Washington attorney, who represented WGN. (Continued on Page 6)

### Courtney Bid Favored

Winfield, Kans. — FCC hearing examiner Millard F. French has issued an initial decision looking toward a grant of Courtney Broadcasting's application for a new AM radio station on 1550 kcs, 250 watts, daytime, here.

### Joint Group Probes Financial, Talent Aid For Educational TV

Commercial and educational broadcasters, now teamed to work on mutual problems, have set up three major projects. Targets of the new liaison committee are:

A subcommittee to consider "standards of legitimate financial underwriting for ETV which would provide proper recognition for those underwriters without lapsing into the area of commercial sponsorship. (James Robertson, NET VP, and Lee Ruwltch.

(Continued on Page 5)

### 'Steel Hour' Continues Originals Thru Summer

TV's live dramatic series, "The U. S. Steel Hour," will continue through the coming season via CBS-TV. In its ninth year, the program will telecast original productions throughout the summer—with no repeats.

### NAB Appoints Jay Lewis Its Publications Editor

Washington Bureau of RADIO-TV DAILY  
Washington — Jay Lewis, a former reporter with the INS (now UPI) Washington Bureau, will become NAB publications editor June 18. His duties include editing regular NAB publications and assisting in special public relations projects.

### Balaban Considering A Licensing Set-Up, Stockholders Advised

Paramount Pictures Corp. which has been withholding its post-'48 films backlog from TV, is considering making them available for telecast, indicated at yesterday's annual stockholders' meeting. The company's pre-'48s now are on the TV market as the result of an outright deal with MCA.

Revenue Vital, Says Balaban  
Discussing the post-'48s, Balaban noted:

"A licensing arrangement appears unquestionably preferable to sale of our rights. The matter of experienced merchandising becomes a most essential factor in assuring the maximum revenue from this source of important income. We hope this matter will be fully resolved by the time of the next annual meeting."

Balaban also said pay TV could provide motion picture producer with added revenue. Pointing to

(Continued on Page 6)

### KTLA's 'Line of Sight' On California Primary

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Bill Stout will present an analysis of the California primary on his KTLA program, "Line of Sight," today, with Robert L. McCarthy, San Francisco, Democratic senator, and former Republican congressman and county party chairman Patrick Hillings.

### Regional Victors Strut Stuff In Dallas, L.A. TV Ad Fests

The 1962 American TV Commercials Festival will present its top Southwest and West Coast regional awards and conduct morning workshops and luncheon showings of national award winners in the Sheraton-Dallas Hotel tomorrow and the Beverly Hilton Hotel June 13. Regional premieres of the festival's film review of commercial trends — "Heartbeats of 1962" — will take place in both Dallas and Los Angeles. In both cities, William R. Gibbs TV commercial production VP to J. Walter Thompson, will present an anthology of award-winning production techniques prepared (Continued on Page 7)

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**ARTHUR PERLES** - Editor

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**Pubserv 'Eye' Plea  
 Draws Big Response**

Philadelphia — Pubserv announcements for the Eye Foundation of Delaware Valley by WC-AU's Doug Arthur have resulted in 3,401 inquiries—and 61 per cent of the inquiries led to eye pledges.  
 E. LeRoy Grant, foundation executive director, said 944 eyes have been distributed without cost. Most seek to restore sight through corneal transplantation.

**KJAX Off 'Til Aug. 22**  
 Use *Common Bureau of RADIO-TV DAILY*  
 Santa Rosa, Calif. — KJAX here, has been granted authority by the FCC to remain off the air until Aug. 22 for financial reorganization.

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

**WGBI**  
 scranton-wilkes barre  
 and WDAU TV represented by H-R

**COMING AND GOING**

**ART LINKLETTER** in Warren, O., to begin rehearsals for a stage production of "Father of the Bride."

**JIM BACKUS** and his wife in Washington, D. C., where he will address the American Book Sellers Association.

**IRENE RYAN** has returned to Hollywood from Hawaii to begin work in CBS-TV's "The Beverly Hillsbillies."

**JACK ARBIB**, sales director for Cello-matic, division of Screen Gems, to RICHmond, Norfolk and Baltimore on business.

**JACK PAAR** has returned from a trip to the South Pacific.

**STUART SCHULBERG**, co-producer of "David Brinkley's Journal," to Europe to film upcoming programs.

**JAMES MILLINGTON-DRAKE** and **ROSS MAWTHORN** of Visatone TV Pty. Ltd., Australia, in N. P., headquartered at Charles Michelson office.

**BERNARD HERRMANN**, musical conductor, returns from London today.

**DON FEDDERSON** and **JACK MINOR** have returned to Hollywood business meetings in N. Y. and Chicago.

**LAWRENCE WELK** in town for radio and TV appearances.

**RUTH OLAY** to Hollywood from N. Y. to tape a guest spot on the "Vic Damone Show."

**ROBERT GIST** in Albuquerque to direct an episode of "Empire."

**TV Called 'Vast Wonderland';  
 Faults Likened to Humanity**

"I have taken great exception to the statement that TV is a vast wasteland. You see, I have found that TV is really a vast wonderland." This was typical of the statements expressed in

the nationwide "What I Like About TV Programming" contest just concluded by Ziv-UA and participating stations, in conjunction with showing of the syndicated series, "Everglades," starring Ron Hayes.

The prize-winning letter by Cecil H. Talley, Shreveport, La., said: "If we do not like all the programs (and sometimes we don't), I hope we will remember that there are a few million others whom you are trying to please and who may not have the same tastes as we—but who have as much right to be entertained."

Another winner summed it up with: "Television is no nearer perfection than humanity."

**Packard Bell TV Sets  
 Equipped for VHF in '62**

Use *Common Bureau of RADIO-TV DAILY*  
 Los Angeles — Packard Bell's new line of 1962 black and white TV sets were introduced to distributors at the company's annual sales convention in the Beverly Wilshire Hotel here. With prices ranging from \$150 to \$350, all the models are equipped with UHF as well as VHF channels.

The new designs were unveiled by Kenneth R. Johnson, VP in charge of the Home Products division.

**Jockey Horsin' Around!**

St. Louis — WIL deejay Dick Clayton's 5-year-old gelding horse, Sandstrom, has won two blue ribbons in the Academy of Visitation Horse Show, open jumper class.

**FINANCE**

(June 5)

**NEW YORK STOCK MARKET**

	High	Low	Cl.
Admiral Corp.	13 1/4	13	13
AB-PT	28 1/2	27 3/4	28 1/2
A. T. & T.	109 3/4	104 1/2	109 3/4
AVCO	20 1/2	19	20
CBS	34 3/4	33 1/4	34
Columbia Pfc.	16 1/2	16 1/2	16 1/2
Crav-Coll.	27 1/4	25 1/2	27 1/4
Decca	40 1/4	37 1/2	38 1/2
Disney	31 1/4	29 1/2	30 1/2
East. Kodak	97 1/2	92	95 1/2
Gen. Elec.	32 1/2	30 1/2	31 1/2
General Tel.	21 1/2	20 1/2	21 1/2
Hazeltine Corp.	18 1/2	18	18 1/2
Magnavox	33 1/2	30 1/2	32 1/2
MCA	43 1/4	41	43
M.G.M.	33 1/4	32 1/2	33 1/4
Nat. General.	6 1/4	6 1/4	6 1/4
Paramount	42	40 1/2	40 1/2
Porough	56	55 1/2	55 1/2
RCA	49 1/2	47	48 1/2
Storer	29 1/2	29 1/2	29 1/2
Toll	16	14 1/2	14 1/2
20th-Fox	24 1/4	23 1/2	24 1/4
United Artists	27 1/2	27	27
Warner Bros.	13 1/2	12 1/2	13 1/2
Westinghouse	28 1/2	27 1/2	28 1/2
Zenith Radio	53	48	51 1/2

**AMERICAN STOCK EXCHANGE**

Capital Cities	13 1/4	12 1/2	13 1/4
DeSilo	8	7 1/2	7 1/2
Equire, Inc.	9	9	9
Filmways	5 1/2	5 1/2	5 1/2
McGraw-Hill	10 1/2	10 1/2	10 1/2
MPO	7 3/4	7 3/4	7 3/4
NTA	1 1/4	1 1/4	1 1/4
Reeves Sound	3 1/2	3 1/2	3 1/2
Screen Gems	15	14 1/4	14 1/4
Technicolor	11 1/2	10 1/2	10 1/2
TelePromPter	9 1/2	8 1/2	8 1/2
Trans-Lux	5 1/2	5 1/2	5 1/2
TV Industries	1 1/4	1 1/4	1 1/4

**OVER THE COUNTER**

Jerrold	5 1/4
Mercedith	24
Metro-media	12 1/2
Official Films	1 1/4
Scranton	6 1/2
Sterling	1 1/4
Transcontinental	8 1/2
Wometco	18

Courtesy of National Association of Security Dealers.

**Indiana Broadcasts  
 Start June 16 Cont.**

Indianapolis — Arrangements have been completed for a conference of Indiana broadcasters 16 here, the IBA announced meetings will be held in the IBA Club and several presentations will discuss "The E-caster and Government ways of looking at it."

**RESEARCH AND WRITING  
 FOR RADIO AND TV PROGRAMS  
 ON SOVIET AFFAIRS**

Box 2213, Gr. Cent. Sta. P. O. N. Y.  
 N. Y.  
 Telephone: COOEE 914, CE 8-623

**'Big Payoff' TVer Returns,  
 Still Seeks 'Lady in Mink'**

Robert Paige, screen and TV star, has been signed by Wall Framar again to host "The Big Payoff," which returns live to TV Labor Day. The show is still seeking a new "lady in mink" to replace Bess Myersun.

**Wyatt Again Reigns  
 Over Chicago's BAC**

Chicago—William R. Wyatt, a VP of the A. C. Nielsen Co., has been elected to a second term as president of the Broadcast Advertising Club of Chicago. Wyatt served as executive VP during the '60-'61 season and since has been the group's head.

Other new officers elected by the board are Cy Wagner, executive VP; Alan Axtell, treasurer, and Warren Middleton, secretary.

**'Int'l Hour' Goes Latin  
 With Argentine Music**

St. Louis — Dances and folk songs of Argentina will set the mood for the "International Hour" scheduled on KMOX-TV Sunday.

The program was produced by Proartel of Argentina for the 1962 international exchange, conducted by the five CBS-owned TV stations and broadcasters from eight countries.

**"Film does the unusual!"**



**"LET YOUR FINGERS DO YOUR WALKING,"** says the AT&T commercial for its Yellow Pages. Proposition is excitingly executed through meticulously selected fingers and live camera work involving miniatures on a moving platform. Done to perfection on Eastman high-speed film with prints on Eastman print stock to bring all the inherent brilliance of the negative to the TV screen. Two steps—negative, positive—each of vital importance to sponsor, network, local station and viewer! For further information, write

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, 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: AT&T (Yellow Pages)**

**AGENCY: Cunningham & Walsh, Inc.**

**PRODUCER: Farkas Films, Inc.**

## Demand Scores Ten-Strike

### Pin Shows on for Summer

Columbus, O.—WTVN-TV here has yielded to popular demand and will continue its three bowling shows, "Spare Time," "Pin Busters" and "Ohio Star Bowling," throughout the Summer. The programs, originating from the station's bowling studios, will be shown in their regular time slots.

## CBS Radio Inks 19 For \$3-Mil. in Ads

CBS Radio reports it has closed contracts totaling \$3 million with 19 advertisers during the last month. Signed to new contracts (not including renewals) were:

Knox Gelatin, via Charles W. Hoyt for "Arthur Godfrey Time," Kayser-Roth Hosiery, via Daniel & Charles for "Arthur Godfrey Time," Onania Corp., via Strandberg & Associates for "Arthur Godfrey Time," U. S. Steel, via BDD&O for "Bing Crosby-Rosemary Clooney," Nestle, thru McCann-Erickson, for "Garry Moore Radio Show," Sinclair Refining, via Geyer, Morey, Madden & Ballard, for "Johnny Dollar," "It's New," "Science Beat," news and news analysis; General Foods, thru Y & R for "Garry Moore Radio Show," General Cigar thru Y & R for the Preakness and Belmont stakes; AT&T, via N. W. Ayer, for "Suspense," "Observations, U.S.A.," news and news analysis; General Motors service section, via D. P. Brother, for "European Diary," "White House Correspondent" and "Quotes of the Week," Grove Labs for "Johnny Dollar," "Science Beat," "This Week in Business" and "White House Correspondent," Standard Brands, via J. Walter Thompson for "One Woman's Washington," "Worldwide Sports," news and news analysis; American Motors, Inc., through GMM&B for the Scott Carpenter orbital flight, and Chrysler, via Ayer, for "Side-lights," "Worldwide Sports" and news.

## H. Livingston Named

Cincinnati — The appointment of Harrison P. Livingston as meteorologist with COMEX Radar Weather Service of WLW-Radio and TV has been announced by Crosley Broadcasting. Livingston will be assigned to radar forecasts compiled for WLW's news and weather broadcasts.

## HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. EL 4-6405



By TED GREEN

• • • Caroline Byass and WCBS head editorial radio scripter Allan Littell middle-aided it in N.Y.C. . . . "Crying" comedian Rip Taylor has been signed by MCA talent agency to a three-year contract since his hit guest shots on Ed Sullivan's CBS-TV show . . . Baby girl for Mort Hochsteins. Pop is an NBC news writer . . . TV-cafe star Jackie Mason will debut in the new 700-seat nightclub of The Mayflower Hotel in Atlantic City the July 4 week-end . . . Veteran maestro Russ Morgan is cutting down his big band to be able to tour the night club lounges across country shortly.

• • • T. Tommy Cutler, longtime emcee and announcer on WSM, Nashville, didn't know how many friends he had until everyone began pushing his new Philips Records disk, "Green Door," to a hit . . . Hal Jackson, WWRL personality, producing a big benefit for the Brooklyn Branch of the NAACP, June 22 at the Brevoort Theatre in Brooklyn . . . Gloria Lambert, starring on the NBC-TV's Milt Miller show, will appear in stock, musicals and straight plays in her native New England this Summer . . . The gor-jus singer and actress Polly Bergen, now starring in the new film "Cape Fear," has just signed an exclusive recording contract by Philips Records . . . Mercury's Buddy Morrow is a pro. This no one denies. His recording of "Night Train" is a masterpiece and ranks as one of the most requested tunes in musicolun.

• • • Golings on at Decca: Lots of excitement attending the imminent release of Vincent Edwards' (Dr. Ben Casey) first record album. Edwards, who was in N. Y. recently for the Emmy Awards and a family visit, was swamped with picture and autograph requests by all the secretaries, receptionists, etc. when he visited the diskery's offices for conferences . . . Comedian Charlie Manna, whose astronaut routine is now legend, has been voted the best tension breaker at Cape Canaveral by our Project Mercury guys . . . Warren Covington and his big band follow up their record album hits with a busy schedule of proms and graduation dances . . . Decca brass, including resident Milton Rackmil, veep Martin Salkin, sales veep Sydney Goldberg and A&R veep Milt Gabler, journeyed to Nashville last week for confabs with regional personnel and to view a recording session by Burl Ives.

• • • Dick Doty, WINZ news public affairs VP, has resigned from the station, effective July 1. Dick leaves Miami June 15 for a well-earned vacation. WINZ's loss can be some New York station's gain. Dick is one of the tops in his field . . . When you are buying records don't fail to get Verve's album on Jackie Mason, "I'm the Greatest Comedian in the World—Only Nobody Knows It Yet," and the ABC Paramount record, "Hello Dere," with Marty Allen and Steve Rossi. Both records are loaded with laughs . . . TV agent Clark Andrews casting for sun and fun at Durado Beach Hotel, Puerto Rico.

• • • On the Ascot label, The Cottillions made their debut in a most exciting manner: "This Road/What kind of day has it been." This is the first Ascot release spotlighting one of the top singing groups around the wax trail today. Another new one is Shelton Dunsaway with "Just One Kiss." It has all the earmarks of a real smash.

## Hot MGM/Verve Artists Booked Into Top Clubs

Based on MGM/Verve's current success with hot singles and albums, many artists on the label are now being booked in some of the top nightspots, clubs and theatres around the country. Oscar Peterson does a two-week stint at the Village Vanguard in NY beginning Tuesday; Phyllis Diller, Orpheum Winding, Birdland, thru next week; Tommy Edwards, current-weeks; Tommy Edwards, currently at Hardwick's, Seattle, thru June 16.

## Klugherz Directing Segs On Hammarskjold, Italy

Director Daniel Klugherz, of CBS-TV's "The Twentieth Century," is busy these days preparing two documentaries for next season. He is in Sweden with CBS News cameraman Paul Bruck shooting a film on the life of the late Dag Hammarskjold. Later this month, Klugherz goes to Italy to do a story on the country's booming industrial north, with CBS newsmen Winston Burdett writing the narration as on-scene reporter.

## 'Japan Day' Vid Sparks 'Nationality

Portland, Ore. — KA presentation of an all-day on "Northwest Live" with such lively viewer that a series of "nationality grams has been planned. Japan Day is slated this Friday. Less Gienna Page will presentments of exclusively cultural aspects.

## 1,200 AFM Union Meet in Pittsburgh

Some 1,200 delegates, sending 700 locals and quarter-million members American Federation of Musicians (AFL-CIO) will attend 65th annual convention musicians' union in the Auditorium at Pittsburgh June 11-14.

Rep. Robert N. Giaini, Conn.), sponsor of House tion 141 which sparked by the subcommittee on tion Investigating economic conditions of performing artists, will be guest speaker.

## Winter Gets VP Post With Meridian F. Ims

Special to RADIO-TV DAILY Montreal—The appointment of John A. Winter as VP and manager of Meridian Films has been announced by N. A. president. Winter is well known in the Canadian broadcast industry as producer, director and, more recently, an advertising exec. He was formerly Kenyon & Eckhardt as director of media and broadcast sales and before that with Coe Brown & Co.

## So. Calif. Broadcasters Elect Sutton an Exec

Los Angeles—Robert P. Sutton, CBS Radio VP and general manager of KNX here, has been elected vice chairman of the Southern California Broadcasters' Association for 1962-63. With since 1952, he was made Radio VP and general manager of KNX in March, 1961.

## Torah Festival Observed

The Jewish Holiday of youth, which celebrates the birth of the Torah to Moses, was celebrated on WEVD's "The Jewish Home Show" on WEVI day. There will be readings of the Bible by Ruth Jacobs, the gram's hostess, with holiday concert in Hebrew and English by star Herbert Straus.

## P&G Joins Backers of Steve Allen in N.Y.

Procter & Gamble has joined the list of major advertisers buying participations in the late-night, 90-minute "Steve Allen Show" on WPIX, signing a 52-week contract in behalf of Camay Soap, via Leo Burnett Co., Chicago, effective July 1. Produced by Westinghouse Broadcasting for its TV stations plus syndication, the five-a-week programs will debut in New York June 25.

### Mike Douglas Host

Serving as host and on-air companion of Allen will be Mike Douglas, who replaces the previously announced Tom Conway. The program will be taped two weeks in advance at the new Steve Allen Playhouse in Los Angeles, with Stan Burns as writer, and follow somewhat the successful format established by Steve in the early '50s on the old "Tonight" show.

## Schwernin Corp. Boosts Anderson, Grusby to VPs

Charles E. Anderson and Norman R. Grusby have been named VPs of the Schwernin Research Corp. Anderson is in charge of the firm's sales promotion department. Grusby services several of the firm's major advertising accounts.

## Study Aid to ETV

(Continued from Page 1)

ETV, exec VP, head this program.

A survey to determine assistance of all types which commercial TV stations give to ETV stations.

A larger pool of professional personnel for radio and ETV broadcasting. Study guides are available. William Harley, NAEB president, and Robert Hyland, KMOX VP and general manager.

## Winds Abate, Antenna Up

Austin, Tex. — The 90-foot antenna for KLRN, ETV station for the Austin-San Antonio area, has been placed atop the 10-foot tower at the transmitter site nine miles south of San Marcos, after a delay of almost two weeks because of high winds. The antenna will send out a TV picture in a circular pattern, blanketing an area of central Texas with a population of more than 1 million.

Both San Antonio and Austin are in the primary coverage area. Most people will be able to receive the channel with only the "rabbit ears" commonly used for antenna in the home. The station will operate on a standard broad-

# CBS-TV AIRS FALL PLANS IN NINE PROMO SESSIONS

CBS-TV's third annual regional promotion meetings will be held in nine different cities June 12-22, with over 280 to hear reports from two teams of station promo-publicity managers on the new season's programming and its promo tools.

## RUFF AND REDDY RETURN IN COLOR

"The Ruff and Reddy Show," cartoon series previously on NBC-TV for three years, returns to the network as a color series Sept. 29, starring Bob Cottle as new host. Capt. Bob has been a popular children's performer in Boston.

Sponsors to date include Marx Toys, through Ted Bates; Horsman Dolls, through Manchester Organizations; and Selchow & Wightner Games, through Doner-Harrison Inc.

"The Ruff and Reddy Show" replaces "Pip the Piper" in the Saturday morning spot.

## Ken Small Gets Nod For FAB's Exec Slot

Miami—Kenneth F. Small, director of WRUF-AM-FM, Gainesville, has been appointed executive secretary of the Florida Association of Broadcasters by a unanimous vote of the board. Small will assume duties June 15 at the FAB convention at the International Inn in Tampa.

Small will direct the activities of the association from his office in Gainesville, publishing a monthly bulletin and coordinating activities of the state's radio and TV stations.

## ETV Switch for Atlanta

Atlanta, Ga. — The Board of Education here has petitioned the FCC to switch commercial UHF TV Channel 57, Marietta to this city, and to reserve it for ETV.

cast band and no special equipment will be needed to receive the station.

"Waited Long," Says Willett "We've waited a long time for this day," said N. W. Willett, chief engineer for KLRN. "Now all we have to do is get the transmitter equipment delivered and installed and we'll be broadcasting." Delivery on the transmitter is expected about July 1. It will take six to eight weeks to install the transmitter and get it into operation.

One team consists of George Bristol and Leonard Broom, sales promo; Ernie Stern, press info, and Ed Scovill, affiliate relations, and will be at Boston's Sheraton Plaza on Tuesday; the Sheraton Chicago June 14; Omaha's Sheraton Fontenelle June 18, and Denver's Brown Palace June 20.

### All Areas Served

Comprising the other team are Alex Kennedy, sales promo; James Kane, press info, and Dave Williams, affiliate relations, who will be at Pittsburgh's Penn Sheraton on Tuesday; the Atlanta Biltmore June 14; New Orleans' Sheraton Charles June 18, and the Sheraton Dallas June 20.

On June 22, Bert Lown of affiliate relations will join Bristol, Kennedy, Brown, Kane and Stern for meeting in Seattle's Norselander Restaurant at the SS Dominion Monarch Hotel.

## Dad Will Have Company For His 'Day' Colorcast

Chicago—"Family Portrait" will be the musical theme for NBC's Father's Day "Patterns in Music" colorcast June 17. The family, in this case, will include mom and the kids as well as dad in music, spoken and visual portraits.

John Doremus is host of the weekly color show, which originates from the WNBQ-NBC studios in Chicago. The program will be seen 30 minutes later than currently, replacing "Update" beginning June 17.

## Storer Names Sy Silver WHN's Production Chief

(Continued from Page 1)

Pa., and in 1955 became a sportscaster - producer at WSAZ-TV, Huntington, W. Va. In 1961 he joined WMGM as a music librarian. After the station was sold to Storer Broadcasting in February, 1962, he was named music co-director.

## TV Brings Catholic Mass To Shut-Ins on Sundays

Phoenix—KPHO-TV is telecasting the entire Catholic Mass each Sunday for shut-ins throughout the state as well as in California and New Mexico. The service will be celebrated by priests from Brophy College here and has been arranged by the Council of Catholic Nurses.

# SUPERCAR

the hottest  
kid show  
in the business

WPIX NEW YORK  
Saturday 6:30 pm

- ★ Beats four competing programs with a 13 rating!
- ★ Top-rated program on station on week-end!
- ★ Has delivered solidly since it premiered!



WKST-TV Youngstown  
Saturday 6:30 pm

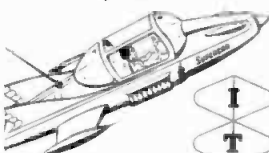
- ★ Opens with a 17 rating!
- ★ Out-draws top competition two to one!
- ★ Highest-rated children's show in the market!

(Based on March, ARB)

# SUPERCAR

Already sold in  
107 markets!...

If it is available in yours  
—grab it!



INDEPENDENT  
TELEVISION  
CORPORATION

33 EAST 46th ST., NYC 17 - PLAZA 9-2100

## Radio, TV Blanketing Demo, GOP Meetings

**Boston** — Broadcasters will give thorough coverage to the Massachusetts Democratic convention in Springfield tomorrow through Saturday, and the Republican convention in Worcester June 15-16.

WNAC and WNAC-TV will report the conventions with programming chiefs Jack Maloy and George Cyr, news director Bill Whalen, State House reporter and political expert Al Benjamin, and Yankee Network News Service.

### 9-Man Team from WBZ

WBZ is sending a nine-man news team to cover the Democratic meeting, under the supervision of news director Ed Fouhy and including announcer - reporters Art Gardner, Bob Lape, Dick Levitan; editor - reporter Reg Laite, as well as technicians and producer Jack Williams.

WBZ's "Politics '62" starts today with a half-hour conventional show on Program PM.

## ASCAP Engages Bruck To Promote U. S. Music

Gene Bruck, program and music director of WBAI-FM, New York, has accepted a position with ASCAP as co-ordinator of concert and symphonic repertory.

ASCAP said Bruck's job will be "to stimulate a knowledge and appreciation of our American composers with all organizations in the music field and with the general public."

## TV Conclave in Atlanta

(Continued from Page 1)

TV, Chicago, at the recent programming public hearing conducted by FCC Commissioner Robert E. Lee.

Other speakers are Dan Shields, NBA special assistant for TV, and William Neal, president, Liller, Neal, Battle & Lindsay, Atlanta. There will also be a workshop session. TV Day chairman is Raymond E. Carow, general manager, WALB-TV, Albany, Ga.

## WVEC-TV and Virginians Salute 7 U. S. Spacemen

The communities of the Virginia Peninsula and WVEC-TV have presented America's seven astronauts with a distinguished service award. The award was made by Hampton Mayor George Bentley. Five of the spacemen were present. Earlier, the station had staged an "Astronauts' Day," with all seven taking part in the observance.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Bob Forward and KLAC cancelled all commercials between 5:05 and 5:30 PM Monday to carry a special documentary program, "The Hawthorne Story," an account of the brutal beating of 17-year old Ronald Barrett by a gang of young hoodlums. It is one thing to carry a public service program at night or on a week-end, but scheduling it in prime time rates a bow for KLAC.

• • • Dinah Shore does a one-night stand tonight at the Riviera Hotel in Las Vegas to try out new material for her *One Woman Show*, to be taped June 11 for airing on NBC-TV Oct. 14 as the first of next season's series. Executive producer Henry Jaffe had hoped to tape the show in Las Vegas but color precludes the possibility.

• • • Steve Lawrence emceed the "Tonight Show" over NBC the week of June 19. Steve is no stranger to the nocturnal clambake. He was a regular on the old Steve Allen "Tonight Show." His Summer schedule includes Freeddomland June 25 through July 1 and a month in the title role of "Pal Joey," plus a late-August engagement at the Malibu Beach Club on Long Island. Jerry Lewis had them laughing up a storm at the testimonial dinner for the new IATSE v.p. George Flaherty the other night, but the surprise hit of the show was "Hawaiian Eye's" Poncie Ponce, a very talented performer who doesn't get nearly enough to do on the TV series.

• • • Warner Brothers' "The Gallant Men," debuting on ABC-TV next fall, will also be viewed over the CBC network in Canada. Troy Donahue is on the cover of the June issue of Seventeen. KHL-TV claims the longest cartoon show in the world, "Big Baby Sitter," two hours and 15 minutes every morning starting at 7:45. Myron J. Bennett starts reading the New Testament over KGBS at 9:30 AM Sunday and the programs will continue for 62 weeks, by which time the entire New Testament will have been heard. It took Bennett more than eight months to tape the broadcasts, which will also be released to the public on long-playing records.

• • • KHJ Radio Program Director Arnie Schorr addressed the radio class of Pasadena City College last week on "Where are our future radio personnel coming from?" He received 15 immediate requests for jobs at KHJ! Under new ownership KMAK is reported number 2 in Fresno. The Colgreene stations in Honolulu and San Bernardino are also well up there, with K-POI #1 in Hooper and Pulse and KMEN rising rapidly in the San Bernardino-Riverside area. The Gunther Less KTLA "World Adventures" is featuring a Cunard Steamship Company film this week. Among the guests this week are Peter Gill, manager of the Millionaire Club and some of his entertainers along with James McFarlane, assistant manager of the Cunard Line.

• • • Choro Records is tying in with plans of the Honolulu City Council to honor Honolulu-born James Shigeteta by releasing Shigeteta's first lp album there at the same time - June 28. Stan Freberg will make a series of Chun King commercials using Paramount Television Productions facilities, with production starting today. The commercials will be recorded on video tape and Marconi direct-to-film.

## Young Taps Barborka as VP

Seeking a different approach and attitude toward radio station representation, Adam Young Inc. has named Clifford J. Barborka, Jr., VP in charge of the radio sales firm. Barborka formerly was president of the Better Broadcast Bureau.

In addition, Esther Raueh, has been named director of radio research sales development. Miss Raueh is a former VP of BBB.

According to the firm, it will concentrate now on presenting creative "sound" ideas, selling radio's potential as a medium and minimizing the importance of

ratings.

"A way to catapult radio sales presentations out of the doldrums," Barborka said, "is not by compiling more volumes of statistics, but by actually showing that it is an effective solution to marketing problems."

A sound studio is presently being installed on the firm's premises to develop the group's new approach to radio marketing.

## 4 Committee Chief Appointed by IRT

International Radio and Television Society president William K. McDaniel, NBC executive, has announced the appointment of Martin L. Nierman, Crisbaum, Anthony Failace and Howard H. Benedict to head their coming season committees.

The Round Table Committee will be headed by Nierman, Ward Petry & Co. executive. Rashbaum, research - promotion VP for Harrington, Righter, Parsons, will be chairman of 1962-63 Time Buying & Sales Seminar.

The third annual Broadcast Follies will take place next 15, with Failace, president, Failace Productions, as head of the committee which will produce the show. Benedict, national director, Radio-TV Division, Angle Publications, will be chairman of the Admissions Committee, an office he held during the past year.

## Paramount's Post-'48's May Go to Television

(Continued from Page 1)

Paramount's Telemeter test in Etobicoke, he said it is "quite a bit" that even such a pilot operation pay TV is making a substantial contribution to total film gross in that community."

He continued:

"There is good reason to believe the Telemeter operation could be operated on a profitable basis when expanded to 25,000 homes or about 30 per cent of the potential subscribers in the wired area he added.

In color TV, Balaban said Lumence Chromatron tubes have been constructed which have the potentiality of 400-foot lambert brightness and "have much more latitude for manufacturing variations than those we made previously."

## Celebrates 40th Anniversary

Detroit — Edwin G. "Ed" Boyes, who joined WJW in 1912 has celebrated his 40th anniversary with the station. He is presently assigned to its transmitter.

## Spanish-Tongue Firemen Advise WADO Listeners

WADO today debuts a new series called "La Voz de los Braveros" (The Voice of the Firemen), aimed at bringing information from New York's Fire Department to the city's Spanish-speaking residents. Featured the Wednesday morning show will be Capt. Luther Hooley and Fireman Pablo Gonzalez, plus other Spanish-speaking members of the department's information bureau.



# Tim Conway's TV Star Rises

Cleveland — A new comedian makes his initial appearance June 1 on "The Garry Moore Show." Seven months ago, the selfsame comedian was employed as a producer-director-air personality at JW-TV. He was known then as Tim Conway and will be known as Tim Moore on the show. Conway has appeared as a regular on "The Steve Allen Show" and will "also hold down a regular spot on a new network series, McHale's Men." Conway spent two years in local TV production here.

# Commercials Festival Awards Tomorrow

(Continued from Page 1)  
The Film Producers Association of New York. Additionally, Dallas, Gibbs will address the television audience on "Pride in Creativity."  
Other workshop features will include analysis by a panel of top ad executives headed by Lawrence E. DuPont, radio-TV agency for Tracy, Locke agency, of finalists in three product categories in the festival competition, and presentation of new video tape techniques by the staff of WFAA-TV, Dallas.

**'Coast' Theme on Coast**  
In Los Angeles, feature of the workshop will be a panel of top executives analyzing "The Creative Spirit Behind the West Coast Advertisers." Moderator will be Mrs. Fred Sanders, radio-TV VP for Honig, Cooper & Harrington. Other panelists include Walter Child, president of Guild, Bascom Bonfigli, and Stan Freberg, who recently addressed the New York Festival audience on May 4.  
Another workshop feature will be "New Uses and Techniques For Video Tape," presented by John Macchia, VP of KTTV, Los Angeles, which will also feed a closed-circuit telecast of winning video tapes to the Beverly Hilton.

# 'Close-Up' Eyes New Comedians

A distillation of the nation's new laughter will be examined Tuesday on ABC-TV's "Bell & Howell Close-Up" of "The New Comedians."  
Produced, directed and written for the ABC News special projects division by Helen Jean Rogers, the show mirrors the current trend in comedy with the humor of Mort Sahl, Dick Gregory, Jules Feiffer and two groups of satirists, "The Second City" and "The Upright Citizens." The changing style of comedy will be discussed by Bergen Evans, Northwestern U. English pro-

# AGENCY NEWSCAST

By RALPH TYLER

Joseph H. Moss, president of Moss Associates, yesterday announced the election of E. Jonny Graff as executive VP of the 25-year-old agency. Moss said the firm name will be changed to Moss, Graff Associates, Inc.

Graff, formerly president of WNTA Broadcasting and a former director of its parent company, National Telefilm Associates, will be in charge of new business at the expanded agency. His extensive experience in TV tape and film production, syndication and station programming will be used to stimulate wider use of the broadcast media among smaller-budget advertisers.



GRAFF

What's an "untant?" And the answer "The two little dots over the 'n' in Wurzbucker Hofbrau;" is the theme of the new humorous radio campaign planned for Wurzbucker Hofbrau Beer, by the Original Beer Importing & Distributing Co. Twenty and 30-second commercials will run in the New York area. Newly appointed agency for the account is Rose-Martin. Irl W. Rose II, agency president, is account supervisor.

H. Grady Chandler, Jr., has joined K & E as marketing group head. He has been with Revlon for the past two years, with basic responsibilities in the Knor-mark Subsidiary, in New Products, and in International Operations. Before that Chandler was with the Best Foods Division of Corn Products and with P & G for nine years.

Smith, Barney & Co., Wall Street investment firm, renewed its sponsorship of "Music Magazine" on WQXR for another 52

## Thought for Today

"Radio's achievements over the past 12 years have been accomplished despite public apathy and FCC indifference. Radio has struggled hard to remold itself in a post-TV society, and this struggle may have been the greatest and most successful experiment ever conducted in a vacuum. Just think what it might become if it were to benefit from the concerted attentions of the public, the FCC and the critics."  
—R. Peter Straus, President, WMCA

**Weeks. Agency Is Albert Frank-Guenther Law.**

D. Robert Parman, senior VP and a director of Ted Bates & Co. has been re-elected chairman of the board of directors of the New York County Chapter of the National Multiple Sclerosis Society. Parman is a member of the executive committee and a director of the society's national board.

# Baum, Lewis Upped by GAC

General Artists Corp. has elected a new board of directors, including Herbert J. Siegel, GAC's chairman; president Larry Kanagan; Martin Baum; Buddy Howe, and Don W. Sharpe. Baum, in addition, was appointed general manager in charge of West Coast operations and continues as president of the Motion Picture Division.

In other moves, Abe Newborn, VP of the New York Equity divisional operation, assumes full responsibility for that department; Larry Lewis, who has been controller and assistant treasurer, has been promoted to treasurer of the company.

# Bunyon Scout Exposition Slated as Detroit Spec

Detroit—A demonstration of the outdoor skills of 35,000 Cub Scouts, Boy Scouts and Explorers will be telecast by WWJ-TV here Saturday from the Michigan State Fairgrounds. Titled the "Paul Bunyon Scouting Exposition," the special will show over 600 examples of Scoutcraft hobbies and sciences.

Don Perrie and Hugh Roberts will serve as on-camera guides through the logging activities.



Better be three hours too soon, than one minute too late.

Shakespeare

## —A Thought For The Day—

**MARTIN HIMMEL, President**  
DUNNAN & JEFFREY, Inc.  
730 Fifth Avenue  
New York, N. Y.

# WOW! 68 MARKETS ALL SOLD ON HENNESEY!



NBC Films scored a pair of giant-size regional sales when the Bowman Biscuit Company and Foremost Dairies bought HENNESEY for their multiple market campaigns.

Bowman Biscuit wrapped up the Jackie Cooper series for a regional spread in 36 markets in the Southwest. Foremost Dairies chose HENNESEY to lead their sales drive in 23 markets, including KRCA-TV in Los Angeles.

What's more, 9 major market stations (each acting individually) have added HENNESEY to their Fall program lineups: WABC-TV, New York City; WRC-TV, Washington, D. C.; WGN-TV, Chicago; WJBK-TV, Detroit; WDBO-TV, Orlando; KPTV

Portland, Ore.; WFMJ-TV, Youngstown; WLBT, Jackson, Miss.; WHDH-TV, Boston.

HENNESEY—no sooner said than sold! One reason: in his three-year network run, Hennesey has averaged a 36 share of audience.\* Another: he's still on the network, being watched by millions of loyal followers across the country (including many fans in your area). When you schedule 96 half-hours of HENNESEY right at the end of this network run, you get a ready-made local audience—and sponsors!

**NBC FILMS**

\*N.Y.T. Oct. 159 to Mar. 1, '62. Total U.S. 2.24%



Indiana University Library  
Bloomington Ind

Established February

90, NO. 109

THURSDAY, JUNE 7, 1962

TEN CENTS

PREMIERE CT. }  
HIGHS ISSUE }

# HAS FCC POWER IN PAY-TV?

## Stanton Tells Nation: Press Is Curbed 'We're All Losers

Frank Stanton took the form of his networks' CBS radio and TV stations as the U. S. yesterday to help a competitor in a fight bigger than any commercial fight.

The fight is the always-threatening, never-entirely-won battle for freedom of speech. Current wish for which Stanton voted was in opposition to

(Continued on Page 6)

## Murphy Resigns as Exec of Louis Channel

Louis — Paul E. Peltason, general manager of KTVI (TV), announced the resignation of F. Murphy as VP-general manager, effective July 1. Murphy has been with KTVI since April, 1957. Ralph Hansen, KTVI GM, will be in overall charge until Murphy's successor is named.

## Two Senators to Quiz Murphy on Newark Show

Newark — FCC chairman Newton Minow is to be the guest of Sen. Harrison A. Williams, Jr. (R., N. J.) during WJRZ's half-hour "Case-Williams Senate Review" June 17. The station presents this special feature with the two senators every other week.

## Unauthorized Antenna Use Leads to Fine

WOL-TV Washington has been fined by the FCC. It is liable to a \$100 fine putting a new antenna system into operation without authorization. The WOL-TV antenna matter revolves around use of a new antenna system for which the station had a permit, without prior notification to the FCC.

## HURRICANE, LOGS IMPERIL LICENSE

Hearing to Determine  
Fate of Delaware AM-FM

Washington Bureau of RADIO-TV DAILY  
Washington — WDOV-AM-FM, Dover, Del., owned by Henry Rau, is faced with proceedings leading toward either revocation of its license or a fine of up to \$10,000 for allegedly violating FCC emergency rules during Hurricane Hazel.

The station is also charged with submitting false program logs and false information concerning them in an effort to mislead the commission. Another charge alleges "double billing" of certain local

(Continued on Page 4)

## 'Wagon Train' Rolls For Fall Bow on ABC

Hollywood — Production by Revue Studios has begun here on "Wagon Train" for the 1962-'63 season, with the series to debut on ABC-TV Sept. 19 in the same time slot and day it occupied in previous years on NBC-TV. Continuing as the wagonmaster is John McIntire, with Frank McGrath, Terry Wilson and Scott Miller playing the other leads.

Sponsors will be Alberto Culver via Compton Advertising

(Continued on Page 6)

## New England TV Group Withdraws Station Bid

Washington Bureau of RADIO-TV DAILY  
Washington — New England Industries has withdrawn its bid for a new TV station in Yuma, Ariz. The FCC said yesterday

## NAB Calls Engineers To Diagnose Ailment Afflicting AM Radio

With AM radio suffering from the ills of station overpopulation, anemia due to lack of advertising red blood corpuscles and the intense competition of its sistermedium, TV, the NAB yesterday was reported embarked on a clinical analysis to determine a progressive cure.

The area of investigation which holds greatest promise is to be found through engineering studies, according to George C. Hatch of Salt Lake City's Intermountain Network, who is serving as chairman of the Radio Development Committee created by the

(Continued on Page 6)

## Rochester Ch. 13 Names Landsman President-GM

Rochester, N. Y. — Richard C. Landsman has been appointed president - general manager of Channel 13 of Rochester, Inc. Active in broadcasting and advertising over 20 years, he last was an account executive with WNEW-TV, New York, and has also been with Edward



LANDSMAN

Petry Co., the Katz Agency and WBAL-TV, Baltimore. He organized the Six Nations TV Corp. last November to file for Channel 13 in Syracuse.

## Authority to Regulate Hartford Experiment Rate Also Queried

By HARRY LANDO

Washington Bureau of RADIO-TV DAILY

Washington — The Hartford public will be asked to pay \$15.5 million to receive pay TV, a tremendous public stake in the projected RKO experiment, and in addition there will be trials of other systems if the authorization for Hartford is not reversed. The Supreme Court was told by Marcus Cohn, asking on behalf of his theatre-owner clients a review of the Appeals Court decision in favor of the Hartford experiment.

Cohn based his appeal on two grounds. He questioned whether, as found by the FCC and the Appeals Courts, the commission has the legal power to authorize pay TV. He asked whether, if the FCC is found to have the power, it could have legally authorized

(Continued on Page 7)

## MCA Shareholders Agree To Decca Exchange Offer

Stockholders of MCA have approved the exchange offer to stockholders of Decca Records. MCA board of directors declared a dividend of 37½ cents a share of the new convertible preferred stock, effective only if the exchange offer to Decca stockholders goes through no later than June 18.

## Major Party Chiefs OK Toe-to-Toe TV Clash

Chairman John M. Bailey of the Democratic National Committee and Rep. William E. Miller of New York, chairman of the Republican National Committee, have agreed to appear on a special pre-election NBC-TV news special, "The National Chairman," Aug. 26. Bailey and Miller will be interviewed by NBC correspondents Chet Huntley and David Brinkley who are anchormen for the Elections Night coverage.

## Ol' Redhead to Entertain Admen in Denver

Denver — Arthur Godfrey will entertain at the joint convention of the Advertising Federation of America and the Advertising Association of the West, at a dinner June 25 in the Hilton Hotel here. The six-day convention will be the year's largest gathering of client, ad agency and media reps. In addition to Godfrey's appearance, the delegates will also tour the U. S. Air Force Academy, participate in a golf tournament, and other events.

**CHAS. A. ALICANTE** - President & Publ.  
**MARVIN KIRSCH** - Assoc. Publ. Gen. Mgr.  
**ARTHUR PERLES** - Editor

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**COMING AND GOING**

**FINANCIAL**

(June 6)

**JACK BENNY** to San Jose, where he will be guest violin soloist with the **Marvin Symphony Orchestra** Saturday.

**JOHN CHANCELLOR, FRANK BLAIR** and **LOUISE KING**, "Today" show stars, to St. Louis Saturday, to tape a program on the Mississippi waterway.

**ROSEMARY GIBSON, WTCN**, Minneapolis, public affairs department secretary, to British Guiana to join her husband.

**TOMMY SANDS** and **NANCY SINATRA** have arrived in L. A.

**DAVE SHAW**, KFI newsmen, off on a three-week European junket.

**JANE MEADOWS, BRUCE GORDON, PAT STANLEY** and **HOWARD ST. JOHN** in town for rehearsals of upcoming "DuPont Show of the Week."

**SUZANNE PELSANG**, former production assistant for NBC-TV's "Tonight" show to the Coast to join Barry Shear's staff for production of "The Lively Ones."

**DALE WASSERMAN**, playwright, arrives in Hollywood this week for meetings at the Frank Cooper office.

**LEE GOODMAN** has left for San Francisco to shoot commercials, and Sacramento, to star in a production of "Bye, Bye, Birdie."

**NEW YORK STOCK MARKET**

	High	Low	Cl.
Admiral Corp.	13 1/2	13 1/8	13 1/8
AB-PT	29 3/4	29 1/4	29 1/4
A. T. & T.	111 1/4	108 1/2	108 1/2
AVCO	21 1/2	20 1/4	20 1/4
CBS	35 3/4	34 1/2	35 1/4
Columbia Pic.	17	16 1/2	16 1/2
Crow-Coll.	28	27	28
Dacca	40 3/4	39 1/4	40 1/4
Disney	31 1/2	30 3/4	31 1/4
East. Kodak.	97 1/2	95 3/4	96
Gen. Elec.	33 1/4	32	32 1/4
General Tel.	21 3/4	21 1/4	21 1/4
Hazeltine Corp.	19 3/4	18 1/2	18 1/2
Magnavox	34 3/4	33	33 1/4
MCA	44 3/4	44 1/4	44 1/4
M.G.M.	35	34 1/4	34 1/4
Nat. General.	6 3/4	6 1/4	6 1/4
Paramount	42	40 1/2	41 1/4
Plough	56	55 1/4	55 1/4
RCA	51 1/4	48 1/2	48 1/2
Storer	30 1/4	30	30
Tell	15 1/2	15	15 1/4
20th Fox	25 1/2	25	25 1/4
United Artists	27 1/2	27	27 1/4
Warner Bros.	13 1/4	13 1/4	13 1/4
Westinghouse	30 1/2	28 1/2	29 1/4
Zenith Radio.	54	51 3/4	52 1/4

**AMERICAN STOCK EXCHANGE**

Capital Cities	13	12 1/2	12 1/2
Desilu	8 1/4	7 3/4	8 1/4
Esquire, Inc.	9	8 3/4	9
MPO	8 3/4	8 1/4	8 1/4
NTA	1 1/4	1 1/4	1 1/4
Reeves Sound	3 3/4	3 3/4	3 3/4
Screen Gems	15	14 1/2	15
Technicolor	11 1/2	11	11
TelePrompTer	9 1/2	9	9 1/4
Trans-Lux	12 1/4	11 3/4	12
TV Industries	1 3/4	1 3/4	1 3/4

**OVER THE COUNTER**

Jerrold	5 1/2	5 1/2	5 1/2
Meredith	25	25	25
MetroMedia	13 1/4	13 1/4	13 1/4
Official Films	1 1/4	1 1/4	1 1/4
Swilling	1 1/4	1 1/4	1 1/4
Transcontinent	8 1/2	8 1/2	8 1/2
Wameco	15	15	15

\* Courtesy of National Association of City Dealers.

**WPAT Account Exec**

New York — Donald F. Quire has joined WPAT-AM as an account exec.

**RESEARCH ASSISTANT**

Agency, Representative or Station Group

Career man seeks an opportunity to apply talents, acquired with and radio group ownership search, trade association research and promotion, network station relations and local station experience. Well oriented in time buy and sales, newspaper advertising trade press and news service. Would make hard-working assistant in aggressive research and production organization.

Box 181, Radio-TV Daily  
 1501 Broadway, New York City

**Engineer Strike Shuts AM for Nearly 2 Hrs.**

Granite City, Ill. — WGNU, which recently celebrated its first anniversary, was off the air for one hour and 45 minutes Friday due to a strike by its engineers, members of the International Brotherhood of Electrical Workers Local 4. Station owner Chuck Norman, a St. Louis TV personality, said WGNU was able to resume broadcasting by hiring a non-union engineer.

**Will Join Alton Local**

However, he said the new engineer may join Teamsters Local 525 of nearby Alton, Ill., which represents other employees. Norman said the station recognizes the Teamsters as the representative of its employees and that contract terms would be "in keeping with the location, power and other considerations in regard to the station."

**New Debbie Drake Segs In Banner Films Hopper**

Banner Films has acquired a second series of 130 new Debbie Drake episodes, with a release date of July 1. It was announced by president Charles McGregor. Coupled with the original 130 episodes, this new series now puts 260 segments into syndication.

Sales on the first Debbie Drake Group now total 99 markets.

**'Unwasteland' CBS TVer Offers Eliot's 'Wasteland'**

T. S. Eliot's massive poem, "The Wasteland," is the topic of CBS's Invitation to Learning" June 18. Chairman George Crothers will be joined in the discussion by John Ciardi of Saturday Review and John Unterecker of Columbia.

**Columbus Educators Seeking ETV Channel**

Columbus, O. — The newly formed Central Ohio ETV Foundation, headed by Ohio State U.'s Dr. Chalmers Hixson, is seeking help from the ETV Commission in obtaining an FCC okay for a new TV outlet here.

"If the FCC approves the new channel," Hixson said, "the foundation will be ready to work out a financing arrangement to make the program a reality."

Presently, Central Ohio schools utilize the facilities of WOSU-TV but, Hixson said, it can barely meet the needs of Columbus.

**Automated Electronics Applies for D. C. Channel**

(Illustration Division of RADIO-TV DAILY)

Washington — Automated Electronics has applied to the FCC for a TV station on UHF channel 20 in Washington, D. C., the commission reported yesterday.

**WANTED**

12.5 KW UHF TV

Transmitter

with

associated equipment

Box No. 180, RADIO-TV DAILY  
 1501 Broadway, New York 36, N. Y.

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*WBKB-Channel 7 extends warmest thanks to all the members of the Chicago Chapter of the Academy of Television Arts and Sciences.*

*We likewise extend our sincere appreciation and congratulations to the members of our staff for their outstanding achievement.*

**ALEX DREIER**

*"Alex Dreier News and Weather"*

**BEST NEWS COMMENTATOR AWARD  
BEST PERFORMER AWARD**

**JIM STEWART**

*"Here's Gevaldine"*

**BEST CHILDREN'S PERFORMER AWARD**

**DAVID McELROY**

*"Countdown," "Expedition in Ideas," "Off the Cuff"*

**BEST PRODUCER AWARD**

**CLIFF BRAUN**

*"Countdown," "Expedition in Ideas," "Off the Cuff"*

**BEST DIRECTOR AWARD**

**BILL BIRCH**

*"Alex Dreier News and Weather"*

**BEST CAMERAMAN AWARD** (film)

**PHIL CARLSON**

**BEST CAMERAMAN AWARD** (live or tape)

**"COUNTDOWN"**

**BEST PUBLIC SERVICE OR EDUCATIONAL  
PROGRAM**

**"ILLINOIS STATE HIGH SCHOOL BASKETBALL"**

**BEST SPORTS PROGRAM**

*Produced by N. W. Ayer & Son, Inc. for Illinois Bell Telephone Co.*

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*An Owned-And-Operated Station of the American Broadcasting Company  
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CHANNEL

**7**

## Si Senor, Say Mexicans To TV Unionizing Effort

Mexico City—The Union of Radio and TV Industry Workers is moving to unionize all industry employees throughout Mexico. Sergio Iltas, a union exec, revealed that 49 workers of XEW-TV, Tijuana, have come into the fold. Union has also filed notice of strike intent preliminary to negotiations with management, as required by law.

## McCormick Honored For Boston Series

Boston—William E. McCormick, president of WNAC and the Yankee Network Division of RKO, has been given the "Standard of Excellence Award" of the Greater Boston Chamber of Commerce.

The honor cited McCormick for creating the "Expedition Boston" series of 13 TV programs highlighting the assets of metropolitan Boston.

He spent his entire career in radio-TV sales and management with WOR, New York, and in Boston since August, 1960.

## FCC Hearing for WDOV

(Continued from Page 1)

merchants to deceive national advertisers. Placing of these charges against WDOV.

The FCC ordered WDOV to show cause why its licenses shouldn't be revoked, and to appear at a hearing to be held in Dover at a time to be set later and was told that if license revocation is not ordered the station faces "an apparent liability up to \$10,000" in the way of a fine.

The FCC said its records "indicate" that the stations violated rules by broadcasting commercial programs and commercial announcements during "emergency" operations on Sept. 19, because of the hurricane.

## Kammer Joins WTMJ

Milwaukee — Thomas R. Kammer, Madison TV news director for the past three years, has joined the news staff of WTMJ-AM-TV.



By TED GREEN

• • • Gene Kelly, who was supposed to host-narrate David L. Wolper's sequel to "Hollywood: The Golden Years," won't because he's tied up with his own TV series. Meanwhile, Wolper's talking with Gig Young about host-narrating a TV documentary, but not "Hollywood: The Talkies." . . . Aside to friends of Sam Leviton: He's back as executive director of "The Parc-Club" . . . Spotted Frank Zuzolo on Madison Ave., after the funeral services for Ed Kobak. Frank has just completed a PR assignment for the American Committee on Migration, and he's coming back to the industry. Some smart outfit should grab this talented guy.

• • • My Stetson's off to: U. S. Steel, which is continuing its show via CBS Network for the coming season ending in June 1963. Currently in its ninth year, the program will telecast original productions throughout the Summer months without repeats, on alternate Wednesday evenings, at 10 P.M. EDT. The "U. S. Steel Hour," emanating from New York, is produced by The Theatre Guild.

• • • Meet: Jack Roberts, partner, executive VP and creative director of Carson/Roberts/Inc., Los Angeles' largest independent ad agency. Roberts formed his partnership with Ralph Carson 15 years ago, emphasizing creativity and business relationships based on mutual respect. Educated at Washington U. and the Art Center in Los Angeles, he was a pilot in the Army Air Force. Roberts' awards include TV Film Festival; both Los Angeles and New York Art Directors Clubs; American Institute of Graphic Arts, and the Advertising Association of the West, and he has written the theme lyrics for two network TV shows. He is presently serving as vice chairman of the International Design Conference at Aspen, Colo.



ROBERTS

• • • My Stetson's off to: Julia Lee, who belts 'em out with the best of them. Named by Johnny Johnston (the Julia for Julia London and the Lee for Peggy Lee), she's a combo of both. Watch this gal go places in a hurry! . . . Another who's reaching for the stars is Ruth Olay (she's Sid White's niece). She wowed 'em Monday on the "Tonight" show. Ruth was immediately signed for a guest spot on the "Vic Damone Show." To the many who have been wondering who the spokesman is on the Armstrong commercial and the voice on the Feeneman commercial: It's none other than Gordon Hammett.

• • • William Kronick has been signed by executive producer David L. Wolper to produce and direct "Story of an Actress," dramatic documentary in "The Story Of" series, which Wolper Productions is producing for Ziv-UA. Kronick is in New York seeking an unknown actress for the title subject. Naked City's Paul Burke, raving about Carmel Myers latest cologne for men "Formale" . . . TV actor Crane Jackson is an accomplished writer who is currently scripting a book based on the life of a struggling actor. Crane has a good memory . . . Singer-comedienne Arlene Casey is hunting for a New York apartment. Job offers should keep her here for a long time.

• • • After Lanny's sensational appearance on the "Telephone Hour" Apr. 13 as host, and his long record at CBS with his own radio hour six times a week, somebody said "How come that he hasn't had a rush of sponsors to benefit by his terrific personality and singing abilities?" . . . In the Far East tradition of honoring the elders, singer Jo Ann Campbell returned from Tokyo with her grandfather, who escorted Jo Ann on a personal appearance tour . . . Noreen Parker, Decca Recording artist, was crowned Miss Portable Radio by the Eveready battery people at the "Portable Radio Treasure Hunt" planned for the expected 40,000 visitors to Freedomland this past week-end.

• • • TV World Magazine, discontinued in 1960, resumes with the September issue. Dorothy White is the new editor; Paul Denis again doing gossip dept' . . . S. Klein department stores, for their combination screen and storm windows, have contracted through Metlis & Lebow for large spot schedules on WINS and WJYZ.

**Hurricane Carla** Given to City She . . . NBC News is giving a "Hurricane!" story of Carla, to the Galveston, Tex. library at the library. Galveston was in Carla. The film was on "Du Po. S. of the Week" May 27.

## Canada Groups I City's 2nd French

Special to RADIO-TV DA Toronto — A proposal of the Board of Broadcastors by a company headed by John Murdock to set up a French-language TV station in Chicoutimi, Quebec's Saguenay-Lac St. Jean district, has taken position from three quarters.

A group that includes radio stations CJMT, Chicoutimi; Roberval, and CFGT. Almed until a BBG hearing next week when it will present a simplification. The existing chartered Murdock's proposal, though the area isn't big enough to support two commercial stations. An Arvida committee also opposed the move.

## Gov. Appoints Chisman To Va. ETV Committee

Norfolk-Hampton, Va.—Tom P. Chisman, president and general manager of WVEC-TV, has been appointed to the Virginia ETV Committee.



CHISMAN

Chisman, the only ETV commissioner in the state to join the ETV committee, is a member of the EC-TV committee. He is extensive projects in conjunction with Norfolk-Hampton School Board, devoting nearly four hours to the project over a three-month period.

## GREAT NECK ESTATE

Beautiful ranch type home, English roof, 4 bedrooms, 3 baths. Screened porch, flagstone terrace, 2-car garage. Tennis, pool, and dock privileges. Ideally located near schools and \$49,000.

Call Hunter 2-7387

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FESTIVAL OF THE 7 ARTS  
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WHITE MOUNTAINS  
5 LAKES • 5,500 ACRES

Lake TABLETON Club  
Pike • New Hampshire  
Information: Walter Jacobs

# Her Fourth



Winner of a fourth straight Chicago Emmy award as the best person on camera was Lee Phillip, star of the "Lee Phillip Show" on WBBM-TV, CBS 5-0.

# Local Warns Grads Don't Coddling

Chicago—Let America do too much for you and we'll wind up in a totalitarian state, Ward L. Quaal, vice VP of the University of Chicago, said in a general address to the graduates of the University of Chicago.



Ward L. Quaal, vice VP of the University of Chicago, said in a general address to the graduates of the University of Chicago. "Great Music from Chicago," aired on WGN-TV, resulted in an Emmy to Chicago Symphony.

# Algen's 'Return of the Native'

Chicago — Native Chicagoan Algen has joined WBKB in a series of specials about this city which will go into production in his Autumn and aim at presenting his written impressions of the city for the TV screen.

Algen is the author of "Chicago City on the Make," "The Wilderness," "Man With Golden Arm" and "Walk on Wild Side." Production will start this Autumn when Algen returns from the Bremer's cruise in the Pacific on a Japanese tramp steamer. On this trip he plans to finish a fiction travel book on which he is now working. Although at

# Chicago Golden Gals Awards Presentation Top Score: WBKB, 9

Chicago — A recap of the recent local Emmy Awards shows that WBKB, ABC 5-0 here, walked off with top honors capturing nine statuettes including one in collaboration with N. W. Ayer & Son. The station's Alex Dreier won two Emmys—one for best performer and another as best broadcaster or commentator. Another went to Bill Finch for best cameraman of a filmed show in "Alex Dreier News."

WBKB's David McElroy was named best producer of a local show and Cliff Braun, best director, both for "Countdown," which was also honored as the best public service or educational program. Chosen best performer on a children's program was Jim Stewart for "Here's Geraldine," with Phil Carlson named best cameraman handling a live or tape show, for "Wide World of Sports."

The station also telecast Illinois State High School basketball games, which resulted in an award to the local N. W. Ayer office for best sports program.

WBKB-TV garnered two Emmys—one to Lee Phillip, named best sales person for her "Lee Phillip Show" five-a-weeker, and one to "At Random," hosted by Irv Kupcinet, as best entertainment program. Kupcinet also got a special Emmy for his services as founder and two-term president of the local ATAS chapter. "Great Music from Chicago," aired on WGN-TV, resulted in an Emmy to Chicago Symphony.

Dr. Daniel Q. Posin of DePaul U. captured two Emmys for his two shows on educational station WTTW-TV, while five awards went to WNBQ, NBC 5-0, in both on-air and off-camera categories.

present there are no definite plans on the series' format, Algen is definite about showing the Chicago he knows.

# Storer Moves Mertens From Cleveland to Chi

Chicago — Joseph E. "Bud" Mertens has been appointed an account executive in the office here of Storer TV Sales, effective July 2. George U. Lyons, mid-west sales manager, said yesterday. His most recent assignment was with WJW-TV, Cleveland. Mertens began in broadcasting in Los Angeles with NBC and also served the net's o&o. KRCA-TV, there.

# Emmys Find Home at WBKB



Three of the local Emmy winners at WBKB, ABC-TV 5-0 in Chicago, stay close to a big replica of their awards. They are (l to r) Cliff Braun, best director; Jim Stewart, best performer on children's shows, and Norman Ross, best public service or educational show.

# 'Casting' Traffic Tie-Ups Is WGN Knotty Problem

Chicago—Special traffic bulletins covering highways leading to and from congested areas will be broadcast each Sunday as a public service safety measure by WGN. The service will assist motorists in the four-state area of Illinois, Indiana, Wisconsin and Michigan.



with  
sincere  
thanks  
*Lee Phillip*  
Chicago's  
Best Sales Person  
WBBM-TV  
FOURTH ANNUAL CHICAGO ACADEMY OF TELEVISION ARTS AND SCIENCES

## New Toronto Channel Hits High Sales Peak

CFTO-TV Toronto, anchor station for the privately owned CTV Network in Canada, had net time sales for the first quarter of this year 26 per cent ahead of the same 1961 period, and "the second quarter will very likely surpass the first quarter if our April comparison indicates a trend," according to commercial manager Ted Delancy. He noted that April time sales are 48 per cent over the same month last year.

### Addresses Ad Men

Delancy was speaking before over 200 ad agency execs last night at the Roosevelt Hotel, in a presentation conducted by the station and ABC-TV International, world-wide rep outside of Canada for CFTO-TV. Also addressing the gathering were general manager William Crampton, program director Murray Chercov and ABC-TV Int'l sales manager "Chuck" Dwyer.

In March, 1961, Crampton said, CFTO-TV reached 625,500 unduplicated homes; by last January that figure had climbed to 692,190 homes.

## NAB for Technical Study

(Continued from Page 1)

National Association of Broadcasters.

Consequently, a subcommittee has been authorized to study engineering aspects of the problem and another to develop broad policy determinations.

Tackling the problem zealously, Hatch's group met in Washington a few days ago with FCC chairman Minow and Commissioners Hyde, Bartley, Craven and Cross who were accompanied by seven members of the Commission staff.

On the Hatch committee are: John F. Box Jr., the Balaban Stations, St. Louis; Melvin Goldberg, Westinghouse Broadcasting, New York; H. Randolph Holder, WGAU, Athens, Ga.; Ray Johnson, KMED, Medford, Ore.; Carl E. Lee, Fetzer Broadcasting, Kalamazoo, Mich.; John F. Patt, WJR, Detroit; Loyd Sigmon, Golden West Broadcasters, L. A.; and Cecil Woodland, WEJL, Scranton.

## Hartford Video Film A Yale Teaching Tool

Hartford — A film produced by WTIC-TV has become "a valuable teaching tool" for the faculty of the Yale Drama School and the University's Classics Department. A 30-minute version of the Greek classic, "Atræmmon." It was produced by WTIC-TV in 1959 and presented to Yale in early May by Leonard J. Patrick, III, the station's TV program VP.



By PETER C. DAVALLE

• • • Charles A. Alcoate, publisher RADIO-TV DAILY and THE FILM DAILY, and I were just about the first to welcome Dorothy ("Roaring Twenties") Provine to Britain at ATV's crowded press reception for Warner Brothers' flapper girl the other day. Dorothy's over here for two weeks for the Palladium, TV dates and to record a 60-minute show which ATV will screen later this year. Escorting Dorothy was Bob Weiss, international director for Warner Brothers records. Dorothy's long-player "The Roaring Twenties" has sold more than 91,000 copies in Britain.

☆ ☆ ☆

• • • Horror-film king Boris Karloff was guest-of-honor at ABC-TV's weekly press buffet to give details of ABC's new Saturday night science-fiction play series "Out of this World," which he'll MC between June 30 and mid September. It's his debut in science fiction, he says. Also present was writer Norman King, whose TV play "Night Stop" was aired by ABC over the week-end. His play "Shadow of Doubt" is soon to be produced on Broadway. Watch out for this dynamic new writer!

☆ ☆ ☆

• • • Eartha Kitt did a marathon TV recording session in London before she left. Included in her schedule: "Juke Box Jury" (for BBC-TV), three religious broadcasts, three stories for children and, also for BBC-TV, a full-length play, "Member of the Family," specially written for her and actor Richard Todd by Michael Voyagey. Eartha also recorded a spectacular for Southern TV, with chubby comic Harry Secombe as her co-star.

☆ ☆ ☆

• • • Leonard Miall, formerly BBC's chief correspondent in Washington, has been appointed to assist the BBC Director of Television in work concerned with the development of the BBC's TV service. Strong rumors are circulating that Miall's upgrading in the Corporation is in hopeful anticipation of the Government's allocating Britain's third TV channel (there are only two at present) to BBC and not the commercial network.

☆ ☆ ☆

• • • BBC-TV's "Black and White Minstrels Show," which won the top prize at last year's Montreux festival, has been transferred to the stage at London's Victoria Palace Theatre. As in the TV original, singers' voices were on tape. A vitally important report by the Pilkington Committee, which will make recommendations about the future shape of British TV and radio, will be published as a Government White Paper early in July.

## Stanton: Press Fight's Ours

(Continued from Page 1)

Postal rate hikes that could price many magazines and newspapers into oblivion.

Stanton, in his rare, five-minute editorial broadcasts, pointed out the immediate impact of this proposed postal legislation would be felt by magazines and newspapers, not by broadcasting.

### Rapprochement Seen

Some observers saw Stanton's speech as a step toward improving chances for an industry rapprochement with print media, now divided over who gets the advertising dollar, but united in the common need for freedom.

Stanton said one of the "greatest bulwarks of our liberty is our free and diversified press. . . . The greater the number of worthwhile publications we are able to read,

the more we know; and the more we know, the greater our chances are of remaining strong and free as a nation."

"But," he continued, "CBS opposes it because we believe that freedom of the press, like all fundamental freedoms, is indivisible. If the freedom of one medium is endangered so is the freedom of all others. And if we diminish the freedom of any one medium, we diminish the freedom of all others. Should this happen, every one of us would be the loser."

A reply to Stanton's editorial will be made today by Postmaster General J. Edward Day on all CBS-owned TV and radio stations except KNX, Los Angeles, which will present his response tomorrow.

## Channel 13 Operates Praise WPIX for A

WPIX has been commended Educational Broadcasting chairman Howard Shepard by Dr. Samuel for its \$250,000 contribution to the operation of new ETWINDT on Channel 13.

In a brief ceremony a dios of WPIX, executive manager Fred M. issued the first payments to Shepard. Four additional payments of \$50,000 will be made on June 1 of each year that the station continues operation of educational channel in New York City.

### Lauded by Dr. Gould

Shepard, in accepting it on behalf of the new ETWINDT commended WPIX for its contribution in equaling the amount contributed by the three major networks. Dr. Gould, in a recent interview, commented: "The cooperation your activities gives us increased as we move ahead in the task of creating an educational channel for the metropolitan area. I express my thanks to you and the board of directors of WPIX regarding the splendid work done on our behalf."

## Wagon Train to Roll

(Continued from Page 1)

Bristol-Myers, Young & Rubicam, Sullivan, Stauff and Bayles; Gillette Razor, Maxon, Inc.; Mercury, Kenyon & Eckhardt; Pepsi-Cola Co., Batten, Durstine & Osborn; I. Craft Labs, Papert, Koenig, Reynolds, Tobacco, Willa Co.; Sunbeam Corp., Foot & Belding, Union Carbide Co., and Procter & Gamble.

## 7 Yrs. of 'Critic's Choice' Sounds Off in Final Year

"Critic's Choice," with Stegman as producer-conductor, is in its final week on the air. In last show tomorrow program, on the air for seven years, will host a with Jussi Bjorling, noted tenor.

## Nitcow! DJ Serenades Fair's Clean-Up Show

Seattle—From 2-6 AM the Coliseum Century 21 Work site is a deserted place except a maintenance crew and Frost, KING disk jockey sits in a glass booth spinning records throughout the night. Clean-up crew doesn't believe in piping his music on. They like to taste he's serenading them while they v



# WRT SETS TOUR OF U.S. OR A FOREIGN R-TV GAL

Part One" of a proposed extensive three-part program of national service under the auspices of the Educational Foundation of American Women in Radio and Television is to enter its pilot stage, it been announced by Nena Badenoch, chairman of the foundation's board of trustees.

calls for providing an English-speaking foreign woman, personally engaged in radio and with an eight-week national study of commercial as well as educational broadcasting in the United States, together with extracurricular participation in family and civic activities. The visitor is to spend two weeks in four different geographical areas.

planned for Five Months overseas-visitor project is first to be activated as a result of a five-month study, which included rounds of conferences with industry officials and government agencies. It received the approval of AWRT's advisory committee last month as suitable for a pilot participation. It will be worked out in close cooperation with the State Department. Badenoch said, "The first national visitor is being financed by the donations made by members at the closing day of the convention in May."

## Comb Heads Pubserv Jefferson Outlets

rofit — Veteran announcer Newcomb has been named as head of public affairs for the Standard Broadcasting here he has been for eight years. He will work with foreign analyst Ruppert Gillet and director of a special public affairs office.

ries H. Crutchfield, exec VP general manager, said that Newcomb was a natural choice for the position of coordinating public affairs activities. Newcomb is producer of "Radio Moscow."

## Take for Irvin

Montreal — Dick Irvin has been named sports supervisor for WPTV. He will also be co-host of "Man's Club" with Brian McKeel, and "Pinbusters" with McKeel.

## OBITUARY

### John G. Cole

Services will be held tomorrow at 10 AM in the Congregational Church, Darien Conn., for John G. Cole, VP and TV production supervisor of Sullivan, Stauffer, Hill & Bayles, Inc. Cole died of a cerebral hemorrhage at a Presbyterian Hospital after a long illness.

# Coast, So'west Get TV Ad Fest Awards

A series of 7-Eleven Food Stores commercials titled "Watermelons" has been selected as the top Southwest regional market award-winner in the 1962 American TV Commercials Festival. Produced on tape by WFAA-TV, via the Stanford Agency, Dallas, the campaign also tied for Best Local Retail Store commercial in the national competition.

Runner-up was Southwest commercial produced for Mrs. Baird's Bread via Tracy, Locke Co., Dallas, by Jamieson Films, Dallas.

Top West Coast regional market award winner is the Bank of America's "Bankamericard #1" commercial produced for Johnson & Lewis, San Francisco, by Film-Fair, Hollywood. It was also selected as Best Bank ad in the national competition. Runner-up was a campaign for Harrah's, Reno and Lake Tahoe, produced by Davidson Films, San Francisco, for Hoefler, Dieterich & Brown, San Francisco.

## Eldon Campbell Honored By Butler U. Seminary

Indianapolis. — Eldon Campbell, VP-general manager of the WFBM stations, will be awarded a doctor of humane letters degree by the Christian Theological Seminary of Butler U. at the school's commencement to be held here tomorrow.

Campbell will be cited for his excellence of leadership in his field, and for his contributions to the church and community through services to Christian Theological Seminary and the Indianapolis Church Federation in religious broadcasting and TV.

# CASTERS WARNED: 'QUIT TEASING'

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has again warned broadcasters that "teaser" or "come-on" spots which do not mention sponsor's names or products are considered serious violations of commission rules, subject to fines.

The commission said it has recently received complaints that stations in various sections of the country are participating in such campaigns, despite illegality warnings.

The FCC describes a "teaser" as "in essence a short and succinct announcement utilizing catch words, slogans, symbols, etc., designed to arouse the curiosity of the public as to the identity of the advertiser or product, which is revealed in subsequent announcements."

## San Diego Chargers Ink Pact with KFMB

San Diego — A contract has been signed between KFMB and the AFL San Diego Chargers, giving the station exclusive rights to air the Charger grid games.

Also, KFMB is to be the flagship station of a new regional network — Charger-Transcontinent — comprised of stations throughout Southern California, Arizona and Nevada.

## Riverboat Is Background For 'Limelitters' on 'Today'

The "Limelitters," popular folk singing group, will guest on NBC-TV's "Today" show June 21, performing from aboard an old-fashioned riverboat as it cruises up the Mississippi River.

## Young 'Heifer for Hope' Makes TV Bow in Philly

Philadelphia — The "Heifers for Hope" project will be spotlighted on the Monday-thru-Friday "Bill Bennett Show" today on WCAU-TV. Bennett will welcome Howard J. Holtz who will present a calf destined for a Mexican farmer after it is reared by children attending the Owen J. Roberts School.

## Ford Buys Skip-Week Backing of 'O'Toole'

Purchase of alternate-week sponsorship of "Ensign O'Toole" by Ford Division of Ford Motor Co. completes backing of the program almost four months before it starts Sept. 23. Co-sponsor, as announced earlier, is Liggett & Myers. Both orders were placed via J. Walter Thompson.

The '62-'63 series stars Dean Jones in title role, and co-stars Jay C. Flippen, Harvey Lembeck, Jack Albertson and Jack Mulvaney.

## UN Series Sheds Light On Today's Tanganyika

"The Morning After," a look at newly-independent Tanganyika, will be seen on the UN series "International Zone" Sunday on WNBC-TV. Alistair Cooke is host.

(Continued from Page 1)

the RKO operation without first considering whether it has the power to regulate the rates charged, and if so whether it should exercise the power.

Cohn said the FCC based its assumption of authority on the fact that the Communications Act didn't specifically prohibit pay-TV, and claimed the Appeals Court never did consider the FCC's power to authorize pay-TV on a permanent basis, but based its opinion on the experimental nature of the operation.

### One Finding Accepted

The theatre owners' brief added that they would not appeal the finding of the lower court that the FCC was correct in not insisting on precise programming statements before making the grant to

RKO, but they argued that Supreme Court review is strongly indicated on the other two grounds.

### 'Drastic Change' Seen

"A system which requires the direct payment of fees by the public, in order to receive programs broadcast on public controlled facilities, represents a major and drastic change in the nature of American broadcasting," it was argued. "The decision is, therefore, of far reaching significance, and may result in a basic change in activities which consume a very substantial portion of the time and attention of the people of the United States."

If allowed to flourish, pay TV could result in permanent loss of programs and program material to the free viewing audience and

in addition might siphon off viewers, thus threatening the commercial support free TV needs. The Court was told.

In addition, it was argued, establishment of pay-TV by patent-holders raises the possibility of control of broadcast material in much the same way as the owners of original radio broadcast patents threatened to establish absolute control in the early days of radio."

### Recalls Other Court Edicts

Cohn said those who enacted the Communications Act never considered pay-TV "as a meaningful possibility," and that FCC assumption of power merely because of lack of a specific restriction falls under previous Supreme Court decisions striking down assumption of broad and undetailed powers by regulatory agencies.

## Demo Conclave Gets Big WBZ-TV Cover

Boston — WBZ-TV has a 10-man team in Springfield, Mass., today through Saturday for live, mobile videotape and film coverage of the State Democratic Convention.

On the scene is newsman Arch MacDonald, news supervisor Dinny Whitmarsh, public affairs director Ron Little, writer-producer Ira Lurvey, cameramen Dick Gmljgis and Nat Whittemore and four technicians. Assistant program manager Ted Doyle and news director Larry Pickard will coordinate convention coverage at the station.

### Live and Taped

The coverage will include live feeds of all important events, through facilities of WWLP-TV, Springfield. Videotapes and film will be flown via helicopter from the convention site to a parking lot opposite the station.

## Sportscaster Bob Neal Adds 'Yeopener' Chores

Cleveland — Bob Neal, WERE sportscaster, launched a new career yesterday with his first morning show. The offering was a remote from the Biltmore Hotel in New York City where Neal is at for the telecast of the Yankee-Indian game.

The Monday-Friday broadcasts will emanate from WERE's studios here, but during the baseball season there will be eleven remotes whenever Neal has a television commitment in another city.

## Friendly Frost Realigns Babylon Outlet Staff

The promotion of Jack Marino to program director of WGLI, Babylon, L. I., has been announced by David H. Polinger, director of Friendly Frost Broadcast Division. Marino, who joined the station as music director two years ago, will be succeeded by Ray Mineo, staff announcer. Fred Facey joins the station's news-casting staff, coming from HOG, Panama City.

## ETV Inspired Year's Top Mom

Birmingham — A 70-year-old widow devoted to helping adult illiterates learn to read and write was recently named American Mother of the Year.

Mrs. Mary Weatherly of Fort Payne, Ala., became interested in the problems of the DeKalb County residents after viewing a series on the Alabama Educational Television network geared to an adult

# AGENCY NEWSCAST

By RALPH TYLER

Manhattan's building mania may force ad exec Gene Taylor to reach for a phone instead of a flashlight when he wants to "talk" with his wife. As things are now, Taylor, VP in charge of creative services for Fuller & Smith & Ross, uses blink-a-code to signal his wife from his 36th floor Fifth Ave. office to their Victorian home in Weehawken across the Hudson. Taylor says: "The blinking started out for kicks. Often I have to work late and this system is kind of a novel way of saying 'hi' to my wife. Our house is right on the edge of the Palisades. All the houses along there are easy to see from my office on a clear day."

Formation of a partnership to provide marketing - advertising counsel and special media assistance to advertisers in the small to medium budget classification throughout the United States, has been announced by William M. Ziegler, Jr. Ziegler will continue in his duties as VP and account supervisor with Del Wood Associates, whom he joined two years ago. Previously he had been an account rep with J. Walter Thompson and a VP and account supervisor at Compton Advertising.

Rollins (Rib) Smith has joined D'Arcy Advertising, New York, as a producer in the radio-TV department.

Smith, has been in TV production since 1949, when he joined Wm. Esty Co. Subsequently he was on the TV production staffs of Y & R, and Ted Bates.

George T. Land has been named VP and director of creative services of Roman Advertising Co., St. Louis. For the past six years Land has resided in Mexico where he served as director of radio, TV and motion pictures for K & E and a general manager of XET-TV, NBC affiliate in Monterrey. In the U. S., his last post was operations manager of WLBT, Lamar TV, Jackson, Miss.

Quaker City Chocolate and Confectionery Co., Philadelphia, has

## Thought for Today

*"If the people are incapable of selecting their own TV and radio programs, they are equally incapable of electing their own public officials. The logical corollaries to program control are universal thought control and the ultimate denial of free speech and the right to vote."*

—Fran's P. Fogarty, Exec. VP  
Meredith Broadcasting, Omaha

switched agencies from Bauer-Tripp, Philadelphia, to Donahue & Coe, New York. Kenneth S. Duffes is the account exec. . . .

Arthur C. Fatt, chairman of the board of Grey Advertising, New York, has been appointed to the board of directors of the AFA. Emerson Foote, president of the McCann-Erickson, has been named to the executive committee of the AFA board.

## MGM Starts Film On 2 NBC Hr. Series

With the signing of Rust as a regular and Rains as a guest in "Saidict," and Jack Carter to "Dr. Kildare," MGM-TV gun production on two of one-hour series scheduled. Fall on NBC. The third "Eleventh Hour," which production next week.

Rust, young actor who won critical acclaim in "The Wild Side," will play young law assistant to Edmund O'Brien, who plays role. Rains appears in the episode. "Nice Little Dog the Lawyer's Leg," writer-producer William Frost Segal directs the episode. Jack Neuman is executive cer.

## Ed Busse Joins KEX As Ad-Promo Head

West Coast Bureau of RADIO-TV, Portland, Ore. — Ed Busse has joined the staff at KEX advertising and promotion tor.

Busse fills the position left by Dick Newton who joined public relations department Westinghouse Broadcasting.

Nothing Outshouts  
Quality and Integrity!

## WEDDING BELLS

Scharmen-O'Quinn  
George Scharmen of KENS-TV and June O'Quinn, WOAI-TV, were married in San Antonio.

THE ASSOCIATED PRESS



Indiana University Library  
Bloomington Ind

# TV WEB SALES PACING BIZ GAINS

## MGM Skeins Backed in Canada

### G, American Home Major Buy on CTW

Special to RADIO-TV DAILY  
Toronto—All three of MGM's hour series—"Eleventh Hour," "Sam Benedict" and "Kildare"—will be co-sponsored this fall on the CTW Network by American Home Products and Procter & Gamble of Canada, Ltd. Richard A. Harper, CTW director of world-wide ad sales, said all three series are licensed to P&G, which in a report he had to have approved portions. CTW which begins its second season (Continued on Page 8)

### Warner Label Inks Pact Cut Disks in Brazil

Special Bureau of RADIO-TV DAILY  
Frankfurt — Arrangements have been concluded through which Warner Bros. Records will be manufactured under the WBR label in Brazil beginning this month. This makes the label available in all major markets in South America, and a total of 42 other markets where the disks are known under its own trademark and logo.

## Tabakin Wraps Up 'Probe' For NTA's Syndie Initialer

West Coast Bureau of RADIO-TV DAILY  
In the first, major program deal since becoming NTA president, Bernard Tabakin has announced his company has signed



TABAKIN

Dr. Albert E. Burke's TV series, "Probe." Dr. Burke already is in production in Hartford, Conn., for September start dates. "Probe" also becomes the initial series to be syndicated under NTA's newly formed A-ward Programs Division. A full-scale, NTA sales

### Remote Pickup Bases Weighed for Wartime Use

Installation of remote broadcast pickup base stations at suitable locations from which official broadcasts may originate in time of war or other emergencies threatening life and property has been proposed by the FCC. The setup would also be used to interconnect radio stations operating in the emergency system. Broadcasters have until July 16 to file comments on the proposed rulemaking.

## 'Discovery' Hunting Foreign Kiddie Pix

Jules Power, producer of the new afternoon children's series, "Discovery," debuting in the fall on ABC-TV as a five-a-weeker, is negotiating with TV producers abroad to acquire children's programming now shown in Japan, England, Russia, France and other countries for inclusion in the skein.

This was disclosed as Power spoke before some 200 New York City school teachers yesterday afternoon at New York's Donnell Library in a TIO session for teachers on "TV in Today's World."

Power told the teachers that "Discovery" will aim primarily at (Continued on Page 8)

## HOUSE, SENATE TV DEBATE BILL

Javits to Ask Suspension Of 315 for Top Candidates

Washington Bureau of RADIO-TV DAILY  
Washington—A bill to provide TV debates between major candidates for U. S. Senate and House is to be introduced in the Senate by Sen. Jacob K. Javits (R. N. Y.).

The bill would suspend equal time provisions of the Communications Act of 1936 only. Javits, who is running for re-election, commented, "I'm perfectly willing to engage in debates, as I always have, in and out of season."

## 4 N.J. ETV-Channels Would Blanket State

Montclair, N. J. — According to a coverage map just released by the New Jersey Educational Television Corp., four highpower, ultra-high-frequency stations would be capable of blanketing the state with educational and cultural TV programs. NJ-ETV hopes to establish all four stations as part of a long-range plan to provide noncommercial educational TV for New Jersey.

The first station—with studios in Glen Ridge and a transmitter in Montclair—is expected to go on the air this year. Preliminary estimates place its cost at about \$750,000, and the cost of the other three stations at about \$500,000 each. In addition, the four transmitters will cost about \$24,000.

The other transmitters will be (Continued on Page 7)

## Majors' First '62 Qtr. In 11.6% Rise; Trend Prediction: Upward

Video network gross billings — now a respected bellwether in Wall Street on the immediate futures for many of the nation's key industries — yesterday registered a solid increase of 11.6 per cent for '62's first quarter, according to the TVB.

Reliable sources indicated to RADIO-TV DAILY that the trend in this second quarter which ends this month, appears to be maintaining the healthy pace set by the year's first segment.

Since the reported billings clearly reflect an economic situation six to nine months hence, this "look ahead" on the country's (Continued on Page 3)

## Appoint Randolph Brent Station Mgr in Norfolk

Norfolk — Randolph S. Brent has been appointed station manager for WVEC-TV here.

Operations manager with the CBS Sports Dept't for the past few years, he joined CBS in 1953 and has worked in operations, traffic dept'l, as assistant manager before joining the CBS sports department in 1956.



BRENT

## 'Gallant' Sponsors Ride NBC Vidlanes in Fall

General Mills, via Dancer-Fitzgerald-Sample, and Schaper Mfg. Co., via Knox-Reeves, will sponsor Saturday re-runs of "Captain Gallant" on NBC-TV, starting Sept. 29. The half-hour series, starring Buster Crabbe, Fuzzy Knight, Gilles Quaint and Daniel Lecourtois in tales of the Foreign Legion, was first aired on NBC-TV in 1955. It is produced by Frantel, Inc.

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**COMING AND GOING**

EDWARD P. MORGAN, ABC news commentator, to Whittier, Cal., to address the graduating class of Whittier College, Sat. urday.

RONNIE BROWN to Las Vegas for personal appearances.

ART HECHT, program, promotion and merchandise director of CBS Radio, to

Hilton-Head Island, S. C., Monday, on vacation.

AL CAHILL WAST-TV sports director, to Mendham, N. J., to direct the National Aquatic School of the Boy Scouts of Amer. lco during this week.

BILL HAYES arrives in town this week-end from Vancouver, B. C., to host NBC's "Monitor" segment, Sunday.

**FINANCIAL**

(June 7)

**NEW YORK STOCK MARKET**

	High	Low
Admiral Corp.	13 3/4	13 3/8
AB-PT	29 1/2	28 5/8
A. T. & T.	110	107 1/2
AVCO	21	20 1/2
CBS	34 3/4	35 1/8
Columbia Pic.	16 1/4	16 1/4
Crow-Coll.	28 3/4	27 1/4
Decca	42 3/4	40 1/2
Disney	32 1/4	30 3/4
East. Kodak	99 1/2	96
Gen. Elec.	34 1/4	32 3/4
General Tel.	21 3/4	21 1/8
Hazeltine Corp	18 1/8	18 1/8
Magnavox	34 3/4	33 5/8
MCA	44 1/4	43 1/2
M-G-M	35	34 1/2
Nat. General.	6 1/4	6 1/2
Paramount	41 3/4	41
Plough	57 1/2	55 7/8
RCA	49 3/4	48 1/2
Storer	30 3/4	30 3/4
Taft	15 1/2	15 1/4
20th-Cent.	25 3/4	25
United Artists	27 3/4	27 1/4
Warner Bros.	13 1/2	13 1/4
Westinghouse	29 1/2	28 3/4
Zenith Radio	53 1/2	52 3/4

**AMERICAN STOCK EXCHANGE**

Capital Cities	13 1/4	12 3/4
Desilu	8	8
Esquire, Inc.	9	9
Filmways	6 1/4	5 5/8
NFA	1 1/4	1 1/4
Reeves Sound	4	4
Rollins	11 1/8	11 1/4
Technicolor	11 1/4	11 1/4
TelePrompTer	9 1/2	9 1/8
Trans-Lux	12 1/4	12
TV Industries	19 1/2	19

**OVER THE COUNTER**

Jerrold	25
Meredith	5
Metrodata	13
Offical Films	1
Sterling	1
Transcontinent	8
Wambert	19

\* Courtesy of National Association of Dealers.

**Cherniavsky Heads BMI Foreign Dep't**

Leo Cherniavsky has been named coordinator of foreign performing rights administration for Broadcast Music, Inc. it was announced by Carl Haverlin, BMI president. Cherniavsky will coordinate and supervise the operations of the BMI Foreign Department, which works directly with the 21 foreign performance groups around the world with which BMI has agreements.

Prior to coming to the United States in 1940, Cherniavsky studied music in various European countries and was graduated from the Berlin Conservatory of Music. He joined BMI in 1955, after working with various radio, concert music and electrical transcription organizations.

**Did Grandma Need a Fix When Medicine Went?**

The possibility that some old-time patent medicines were so heavily opiated as to be habit forming, if not addictive, will be explored on CBS Radio's "Science Editor" June 15. Host-narrator is Hale Sparks.

**Broadcaster's Wife Leaves \$376,319**

St. Louis—The estate of Mrs. George M. Burbach, widow of the former general manager of KSD and KSD-TV, owned by the Post-Dispatch, has been valued at \$376,319 in an inventory filed in Probate Court.

**Aids Shriners Hospital**

Principal assets were stocks with a market value of \$936,655; bonds, \$101,971; cash, \$34,942, and goods and chattels, \$3,065. She died Mar. 28 and her husband passed away in April, 1959.

Mrs. Burbach left about half his \$768,669 estate in a trust fund for the benefit of his wife and authorized her to dispose of the principal of the will. The other half was placed in trust for her benefit, with the income passing to five relatives on her death. The principal, on the death of last survivor, is to go to the St. Louis Shriners Hospital for Crippled Children.

**NBC Affiliates Purchase Desilu Playhouse Shows**

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Four NBC O-O TV stations have purchased the 45 one-hour features of Desilu Playhouse for airing during the 1962-63 season. It has been announced by Richard Dinsmore, VP and GM of Desilu Sales, Inc.

KRCA-TV, Los Angeles; WNBC-TV, New York; WNBO-TV, Chicago, and WRCV-TV, Philadelphia, are among 19 national and international markets sold thus far.

The films were originally telecast on CBS during the 1958-59 and 1959-60 seasons.

**CBS News Adds Quartet To Observations Roster**

Four CBS newsmen stationed at regional bureaus have been added to the roster of correspondents heard on "Observations, U.S.A." They are Huges Rudd, Atlanta; Dan Rather, Dallas; Dave Dugan, New York, and Neil Strawser, Washington.

The series, devoted to reports on the passing scene from various parts of the U. S., is produced by Orson Marden, under supervision of Joel Heller, manager-radio of CBS News public affairs department.

**Repeat 'Death of Judas'**

The National Council of Catholic Men has announced that it will repeat Paul Claudel's "The Death of Judas" Sunday on ABC-TV, as part of "Directions '62: A Catholic Perspective."

**WJW-TV Tells Story Of Mound Ace Feller**

Cleveland -- WJW-TV pays tribute this month to one of Cleveland's most prominent citizens when it videos "The Bob Feller Story." In July, Feller will be installed into Baseball's Hall of Fame at Cooperstown, N. Y.

A gold-plated kinescope of the program has been accepted by the Hall of Fame to be exhibited along with Feller's mementos. This marks the first TV program to be contained within the baseball shrine.

**See ETV-N.J. 'Blanket'**

(Continued from Page 1)

located in the Hightstown-Pennville area, with studios at Rutgers U.; at Glassboro, with studios at Glassboro State College, and in the Egg Harbor-Cologne area, with studios in Atlantic City.

**'Let's Put it in the Skillet and See What Pops'**

To some, watching a movie without popcorn is like kissing an unconscious girl in an asbestos fireman's suit under water on a muggy day after a shot of novocaine. The zing is missing. With this in mind, ABC-TV and the Popcorn Institute have arranged a tie-in promo of the net's "Hollywood Special" Sunday night feature films series. Popcorn truck drivers will knock on residential doors during the show and hand out popcorn to viewers, courtesy of local stations.

**Series on U.S. Problems Begins with Mass Media**

"Communities in Crisis, 10 programs on the ills of life in America will start Monday on WNDO and continue on WDO through June 22.

The first program, "Brothering, Publishing, the 'Mov' and 'You,'" will study the effects of mass communications on the family. The topic will be cussed by Bennett Cerf, publisher of Random House; producer Preminger; Robert L. Critic for "The Saturday Review"; Irving Gitlin, executive producer of NBC News, and Arthur L. writer and importer of

**McGavren Reps WISN**

Daren F. McGavren, president of WISN-TV, has announced the representation of WISN, Milwaukee Wis. on June 1.

# Y. OWES THANKS TO G-T OR LIVE VID-HUB TITLE

Mark Goodson and Bill Todman's highly successful TV casting firm, which has been a salient factor in New York's position as the nation's live video production center, celebrates its 16th anniversary this month.

The huge success in the city has propelled the TV industry now accounts for hundreds of millions of dollars spent in the metropolitan New York area according to municipal authorities.

Throughout the past decade has been a great movement of TV production from New York to Hollywood (with this exodus went jobs, payrolls and money). G-T remains its production headquarters here. Presently packages half-hours of programming daily and during the Summer months, the G-T film product total a record 32 half-hour weeks—85 per cent live.

## Jobs Total 784

Looking down the 25 half-hours of programming into economic factors, Goodson and Todman are directly responsible for jobs of 784 people in the New York area—and indirectly responsible for giving employment to hundreds of others.

There are 195 permanent employees on the firm's New York staff and 589 representing network crews on the seven G-T shows originated here. Many of them have been on the air for years and include:

"That's My Line," 13 years; "I Got a Secret," 10 years; "The Price is Right," six years; "Tell The Truth," six years; "As Your Hunch," four years; "When," two years; and "The Word," one year.

**Jobs Wanted, Says Goodson**  
According to Mark Goodson, the casting and game shows will also be essentially a New York production. It's his feeling that New York supplies a more suitable type of celebrity (other than models and actresses) and the atmosphere provides a better type of analyst than the coast.

Bill Goodson-Todman has effected a successful TV film operation in Hollywood, close to the home of player-talent. G-T's quarters will continue to remain in New York.

On their 16th birthday, Goodson and Todman—unlike the networks of old—are not without their own "country."

## 'This World' Notes Ann'y

Waukegan, Ill.—The St. Mark's Episcopal Church here, will be featured on WNBQ's "In This World" broadcast Sunday, commemorating the 75th anniversary of the founding of the church's boys' choir.

Los Angeles — Veteran southern California newscaster and editor Howard Flynn this month completes the 3,000th news broadcast for the same sponsor on the same station at the same daily time. The cast is the Harris & Frank news aired Monday through Friday on KMPX.

## Flynn Makes it 3,000 For Same L. A. Sponsor

Los Angeles — Veteran southern California newscaster and editor Howard Flynn this month completes the 3,000th news broadcast for the same sponsor on the same station at the same daily time. The cast is the Harris & Frank news aired Monday through Friday on KMPX.

## Scott Jarrett Speaks To NCAB at Charlotte

Greensboro, N. C. — Scott Jarrett, newly elected president of the Radio and TV News Directors Ass'n, will address a meeting of the North Carolina Ass'n of Broadcasters in Charlotte Monday.

News director at WPMY-TV, here, Jarrett said the talk is designed to help members of the NCAB meet their obligations to the public as well as to the FCC. "Nowhere can a broadcaster more fully meet these obligations," Jarrett said, "than in his approach to electronic journalism."

## Harry James Ends Season Of Sunnybrook Bandcasts

Philadelphia — WRCV will feature Harry James Orchestra tomorrow on "Big Band Broadcast" from the Sunnybrook Ballroom in Pottstown, Pa. The show, emceed by Bill Bransome, concludes the Sunnybrook series of remotes until Fall.

## Nets' Billing Cheerful News

(Continued from Page 1)

economy, despite all-too-recent bear market headlines, should give harried ticker-tape guardians cause to crack a smile.

Gross billings for the three networks totaled \$194,594,333 for the first quarter as opposed to \$174,436,398 for the corresponding period of '61.

CBS-TV showed the largest single improvement among the three nets with a \$74.8 million first quarter gross against \$65.1 million in 1961—a 14.9 per cent gain.

NBC-TV was up 12.4 per cent, rising from \$61.9 million to \$69.6 million. ABC-TV's hike in time buys went from \$47.4 million to \$50.2 million, for a 5.9 per cent betterment of its quarter figures

## CBC Outlets Complete Blueprint for Crisis

Special to RADIO-TV DAILY

Toronto—The Canadian Broadcasting Corp. has energized its networks on a 24-hour basis, ready to broadcast instructions and information should any national emergency arise.

Under the federal government's emergency plan, key CBC stations are staffed around the clock, although not on the air. The network connecting these stations is in continuous operation, feeding music in order to maintain network communications between the stations.

## More Stars Add Lustre To Ed Sullivan Salute

The Ed Sullivan 14th Anniversary Show June 24 has added more performers with the signing of Jack Carter, Bing Crosby, Tennessee Ernie Ford and Kathryn and Arthur Murray.

Producer Robert Precht said the show will be programmed so that a host is not necessary, and Sullivan will be able to enjoy it from a seat in the audience.

## Debussy, Wilder Works Heard in Kendall Concert

West Coast Bureau of RADIO-TV DAILY

Hollywood—Claude Debussy's "Suite Bergamasque," performed by pianist Walter Gieseking, and Alec Wilder's "Quintet for Woodwinds, No. 2, 1956" played by the New York Woodwind Quintet will be the two feature presentations on KNX's "Kendall on Music" Sunday. Dr. Raymond Kandall, dean of the School of Music at Southern California U., hosts the regular concerts with comments as well as in-person guests.

of a year ago.

Nighttime billings were up 10 per cent, rising from \$120.1 million to 132.1 million. Daytime buys made a 15 per cent leap upward, lifting from 54.3 million to 62.5.

March was the peak month of the quarter with \$67,571,023 in billings; January and February figures were \$65,780,759 and \$61,242,551, respectively.

CBS had a boom month in March, garnering \$25,724,663 while ABC had the low-water monthly mark of \$15,757,364, registered in February.

Network TV billings are compiled by Leading National Advertisers/Broadcast Advertisers reports and released through the TVB.

in the public interest

W

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A

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TV

STEINMAN STATION  
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**BEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD**

## Chicago Symphony In Two New Markets

Chicago — Two new markets—WIBC, Pittsburgh, and WBNS-TV, Virgin Island—have bought "Great Music from Chicago" from WGN Syndication Sales.

The concert series, featuring the Chicago Symphony Orchestra, guest conductors and soloists, has been sold to a total of 32 markets in the U. S., Argentina, Uruguay, Canada, and the Virgin Islands. It's now in its third season of syndication.

## Moscow Contest Winners Perform for Philly TV

Philadelphia — WRCV is the only TV station in America to have recorded complete programs featuring Susan Starr, one of the top winners in the Tchaikovsky International Music Competition in Moscow, and two other American winners.

The Susan Starr 30-minute special will be telecast on June 20 in prime time, pre-empting NBC's "Play Your Hunch." Programs starring Leslie Parnas, a St. Louis cellist, and Shmuel Ashkenazi, an Israeli violinist living in Philadelphia for the last five years, will be telecast later.

## U. S. Catholic Education Appraised in 2-Part Series

A two-part series on Catholic higher education in the U. S. will be presented on CBS-TV's "Look Up and Live," June 17 and 24. The programs are produced by the network's public affairs department in cooperation with the National Council of Catholic Men.

Part I will start with a statistical survey of American Catholic higher education and enter into an analysis of the aims and contributions of today's Catholic colleges to the good of the entire nation.

Part II will treat some of the recent self-criticisms within Catholic higher education, and discuss the threats—cultural, scientific, financial—to the survival of the private, liberal-arts colleges. It will take up the role of the layman on the faculty of the Catholic college.

## The Treat's on the Kids For Mom, Dad N. Y. Trip

Four winners of the "Why I'd Like to Take My Mommy and Daddy to New York" contest do just that tomorrow. The contest is sponsored annually by "Colonel Clown," children's personality on Connecticut's WTNB.



By TED GREEN

• • • The March of Dimes and New York's Commission on Human Rights both recently awarded talented and charming Ruth K. Hill (WEVD—Voice of America, producer-writer-narrator) two citations for outstanding contribution to the cause of human rights through creative broadcasting, best on the local scene. Ruth wound up for the Summer exodus with Jose Quintero and Denise Levertov discussing "Business of Culture in America." The program resumes in the Fall from the UN.

• • • Golings on at Philips records: The Three Cheers, a group whose versatility made them the favorites of former President and Mrs. Dwight D. Eisenhower during their four years as a U. S. Air Force Special Services entertainment team, now have the Philips label. An instrumental vocal group, The Three Cheers' new disk, "Now I Lay Me Down to Cry," showcases the versatile talents of the trio. . . . An original sound-track recording from the British movie, "A Taste of Honey," has been released. The single, titled "The Big Ship Sails on the Alley-Alley-O," is by the Corona Kids, an English group which performs the picture's background music. . . . Meade Lux Lewis, a key figure in the 1930's boogie-woogie movements, has been signed.

• • • Meet: Jackie Mason, top new young comic, who comes from a long line of rabbis. He studied for the rabbinate and had his own pulpit in Virginia, but was getting too many laughs in his sermons and so decided to break into show business. Jackie ran the usual gamut of Borscht Belt hotels until Steve Allen put him on his TV show. Then he was in orbit. Jack Paar and Ed Sullivan alternated in offering him guest shows until after about a dozen he was a national figure. In February, he sold out in a one-man show at Town Hall for which he received \$500. On May 28, the same promoters presented him at Carnegie Hall and Jackie walked off with \$5,000. This Summer, Jackie will try his hand in legit essaying the Sam Levene role in "Fair Game" at the Edgewater Beach Hotel in Chicago. Jackie's three brothers are rabbis and his sisters are married to rabbis. Occasionally, he may sermonize between his laughs.



MASON

• • • Hey, Steve Allen! Before you sign anyone for a spot on your new TV opus, be sure to see and hear handsome young Tom Golden. A natural along the lines of Steve Lawrence, Andy Williams and the other talented youths who got their "big break" on your old "Tonight" stanza. . . . Producer Michael Golan, whose "Sing Along With Israel" album is becoming an international hit, is a bridegroom of six weeks. Congrats, Mike, and keep making those great albums. . . . The Overseas Press Club Board of Governors has re-appointed Bill Kling as chairman of the Radio-TV Committee.

• • • Goings on at Mercury Records: Merv Griffin, who recently emceed two weeks of NBC's "Tonight" Show, has come out with a single for Mercury, "House of Horrors" b/w "Pretty Girl." Orchestra is conducted by Charles Grean. . . . Dick Contino, who recently cut a new album for early release, sails for Hawaii late this month, accompanied by Mrs. Contino and their four youngsters. While in the 50th state, Dick will play several dates, including appearances at Pearl Harbor Naval Base and Hickham Air Force Base.

## Spanish Station Promotes Public School Benefits

WHOM, which programs 19 hours daily to New York's Spanish-speaking community, will begin a series tomorrow titled "Why You Should Send Your Children to Kindergarten." It will be devoted to acquainting parents with the opportunities available to children in the New York public school system.

## Citizens Dial Dixon Show To Query Gov. Rockefeller

Citizens of New York State will have an opportunity to question Gov. Rockefeller directly by "beeper" telephone on a special edition of Bob Dixon's WCBS Radio "Speak Up" program Wednesday. The show is being expanded to 45 minutes and CBS is offering it to other stations in the state.

## Taping Begins Monday On Steve Allen Theater

Production begins Monday on the late-night, 90-minute "Steve Allen Show" at its permanent home—Los Angeles' The Steve Allen Playhouse—with its first set for June 25 on the ABC-TV Inghouse Broadcasting Station as well as other stations.

Los Angeles — KTLA latest station to purchase "Steve Allen Show" for late viewing Monday-through

via syndication. Produced by WBC, each nightly show is taped two weeks in advance.

Meantime, WBC program VP Richard M. Pack has accepted the appointment of Hoffman as associate producer. Steve Binder as director. Skaggs as operations manager.

Hoffman for the past two years was associated exclusively with the late Ernie Kovacs, producing the comic's "Take a Look" series and all of his TV specials. Binder has spent a producer-director for the five years with ABC-TV. He previously was operations manager on WBC's "PM" late-night which ends in two weeks.

## Stereo-Styled Pitches Gain FM Prizes for 6

Three radio timebuyers and three copywriters won advertising schedules for clients and FM stereo equipment for themselves in the first "Stereo Spectacular Awards" test conducted by WTFM, New York.

The contest invited buyers to submit one-minute commercial styled for stereo, on behalf of their accounts. First prize of \$500 stereo consoles was won by Mrs. Edna S. Cathcart, time buyer for J. M. Mathes, and copy James Adams. Their one-minute commercial for Canada Dry won three weeks of 15 spots per

## Full Time Stereo

Garden City, N. Y. — Island's first all FM stereo station, WLIR, has increased stereo broadcasting to full time schedule.

## ABC-TV Slates Show Of 'Plainsman' Skeel

ABC-TV begins a Summer of "The Law of the Plains" July 2, which stars Michael A. as Deputy U. S. Marshall Buckhart. "Plainsman" is produced by Procter and Gamble through Benton & Bowles, Inc.



## Disk Spinning

By LOU GROSSMAN

MGM Records is releasing 20 album package this month, 11 on the new label, eight on Verve and five on Choro. Highlighting the new releases on MGM are the original soundtrack from "Lolita," David Rose album of "The Upper & Other Fun Songs" already shipped, a new Connie Francis album of hit songs, and Paul Smith Quartet playing "The Music Man" & Other Motion Picture Favorites. Verve albums being released are Jack Teagarden's "Think Well of Me," "Storybook Nights," Dizzy Gillespie's Carnegie Hall Concert, "For The Lord" with the Mary Kaye Trio, others including "Another World" by Jonny Winters. The one on Choro is an album by vocalist Dave Ward titled "I Love Every-

one." Fox Records is currently reorganizing, and many new releases are in the preparation stage, one of which is the Sound track of "Cleopatra," with Alex doing the score. Accord- ing to Basil Bova, many name artists are scheduled to be added to the roster. Also scheduled for im- mediate release is "Mr. Hobbs' Name" from the motion picture, which Hobbs Takes A Vacation. The book was written by Henry Man-

From ABC - Paramount, three LPs will soon hit the record shelves—a vocal, an instrumental and a follow-up on the current list fad. The first is an album of Hawaiian music, starring singer Ed Kenney and called "Ed Kenney's Hawaii." England's Eddie Calvert is featured in an instrumental LP, "Eddie's Golden Age Book," highlighting past pop hits. "Teddy Randazzo Twists" is a new LP of the popular star and features the Dazzlers. Under- stand that Teddy will soon be touring the Philippines and sev- eral of the principal countries of South America.

Ten new pop albums will be available this month by RCA Victor, including another live sound track by Henry Man- ti and collections from Peter Nero, Norman Luboff, Marty Gold and Don Gibson. Peter Nero's "For Nero-Ninded" is a cluster of Broadway, Hollywood and Tin Pan Alley melodies arranged by Marty Gold.

## Music Men Get Peek At Radio-TV Future

U. S. music merchants will be told what's ahead for radio-TV as a highlight of the 1962 Music Industry Trade Show in New York June 24-28. The look at the future in consumer electronics will be held June 26, with four separate sessions on educational television, color TV, radio and phonographs.

Keynote speakers will be Ivan A. Nestingen, Undersecretary for Health, Education and Welfare; TV network VPs Don Durgin of NBC and Alfred Schneider of ABC; Robert T. Bartley of the FCC; and Glenn E. Wallichs, president of Capitol Records.

## Chicago Outlet Opens Doors to Science Lab

Chicago — WBBM will present "Science Unlimited," series featuring Dr. Raymond P. Mariella and his science lab, for the second consecutive Summer, starting tomorrow.

The series is designed for high school students. Dr. Mariella, chairman of the Department of Chemistry at Loyola U., conducts experiments, reviews latest science news, and interviews an outstanding high school science student each week.

## Fondiller's Video Thesis Gains Columbia Masters

Harvey V. Fondiller, a PR account exec with Fuller & Smith & Ross, has picked up a Master of Fine Arts degree from Columbia U. for his 72-page essay on NBC-TV's "Wide Wide World." The thesis is one of the few on TV ever accepted for an advanced degree by the university.

## Cassavetes in 2-Way Deal For 'Lloyd Bridges Show'

John Cassavetes has signed a two-way deal with Aaron Spelling, exec producer of the "Lloyd Bridges Show," premiering on CBS-TV in the Fall. Cassavetes will guest star in the initial episode and direct a subsequent segment. The latter one will top-line Gene Roddenberry, in real life. Mrs. Cassavetes.

## Debate on Demand

Lincoln — KUON-TV viewers became so enthusiastic about a recent hour discussion of urban renewal, that the station preempted its regular programming to broadcast a 2-hour-and-25-minute program, the instant debate in its history. Members of the audience were invited to phone in their questions while the program was on the air.

## AGENCY NEWSCAST

By RALPH TYLER

An experiment in San Francisco would indicate that a teen-age dance show is a good vehicle to sell sports cars. British Motor Car Distributors has renewed its spot announcements

## Thought for Today

"Radio's biggest problem is that we suffer from a massive inferiority complex. We've accepted second-class citizenship; as an industry we've embraced it; and, what's worse, we've gotten used to operating within its limitations."

—Stephen B. Labunski  
VP, Gen. Mgr., WMCA

MIDWEST MEDLEY: William Colbert, formerly with WLW-I and WTTV, Indianapolis, has joined Bob Long Associates as account exec . . . Mrs. Charles B. May has been named radio-TV continuity writer and PR liaison exec for Syntax Advertising, Cleveland . . . Norman G. Wilenhofer, account exec with Martin and Roberts Advertising, Fort Wayne, Ind., has been named assistant advertising and PR manager for Peter Eckrich and Sons, meat specialty firm. He was formerly promo manager, director of programming, and assistant station manager of WGL, Fort

Wayne, and earlier had been known as Norm Carroll, a pianist on net broadcasts . . . Robert W. Dilworth has resigned as advertising manager of the Glass Container, Plastic Products, and Closure divisions of Owens-Illinois Glass Co., Toledo, to become VP of John I. Carr Associates, Toledo, agency.

Wynn Oil has placed the biggest radio net order in its history. It will co-sponsor NBC's "News on the Hour" for seven alternate weeks starting Monday. The order was placed through Erwin Wasey, Ruthrauff & Ryan.



The secret of success is constancy to purpose.

Disraeli

—A Thought For The Day—

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DUNNAN & JEFFREY, Inc.  
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New York, N. Y.

## TV Casts Spotlight On Market Nosedive

"What's With the Stock Market," an hour discussion of the recent market losses, reasons behind them and what the future holds, will be seen on WOR-TV Wednesday.

Moderator is Don Rogers. New York Herald Tribune financial editor, for a panel to include executives of E. F. Hutton, Lehman Brothers, Joseph Thal and Co., Shearson, Hammill & Co., Reynolds & Co., McDonnell & Co., and small stockholders representative.

### Dillon to Speak

Filmed interviews with American Motors president George Romney, Treasury Secretary Douglas Dillon and House Speaker John McCormack also will be aired.

## WHLI's Godofsky Chosen For Nassau Charter Post

Paul Godofsky, president, WHLI, Hempstead, L. I., has been named to the Nassau County Charter Commission by county executive Eugene Nickerson.

Godofsky, and his late brother Elias, founded the station in 1947. He has been president of the station since 1951. Before 1947, he was program director for WMCA.

## 'Discovery' Hunting Foreign Kiddie Pix

(Continued from Page 1)

"seeing what the child wants seen, doing what he wants to do, exploring what he would like to explore."

Initial sequences in the series will deal with historical events and geographical monuments, zoos, museums, colleges and universities, business and industry (where research is being conducted in areas of great interest to children) and areas of government, said Power.

## Herb Claasen Switches From H-R to ABC Int'l

Herbert A. Claasen has been appointed an account exec for ABC International TV. He leaves his current post as assistant sales manager for H-R TV, with which he has been associated since 1956. Formerly, he was with Henry I. Christal, Ruihrauff & Ryan and Compton Advertising.

## Look for Criminals, but Not Too Closely

The NYC Police Dept. has launched a drive to apprehend the 13 "most wanted" criminals on their fugitive list, by broadcasting their descriptions over WMCA. As a safety measure, however, WMCA cautions listeners not to approach anyone fitting a fugitive's description, but to contact a precinct station house or police headquarters.

# HOLLYWOOD TELEVISION

• • • KTLA's plunge into the thick of the late evening fray via the purchase of the WBC "Steve Allen Show" will create at least a four-way tug-of-war for audience with Mike Stokely, Tom Duggan and Johnny Carson in the Fall, not to mention the fate on the other three channels. With KTLA kicking off later this month and other markets around the country starting the Steve Allen show shortly, Steve could build up quite a listening habit nationally before Carson gets off the ground.

• • • After ten years at KTTV, Rick Spalla Video Productions has moved over to larger quarters at Samuel Goldwyn Studios and has added eight people to his staff. The expansion was sparked by several new accounts and a tie-up with Trans-Lux for financing and releasing of the "Guest Shot" TV series which will be released in syndication September. Mike Casey moves over from 20th Century-Fox as publicity head in addition to his duties as star liaison man.

• • • John Stephens has signed on for his third consecutive year as production supervisor of the Fred MacMurray "My Three Sons" series with Don Fedderson Productions. Filming of the 38 episodes for the 1962-63 season starts Monday at Desilu-Gower studios.

• • • Larry Finley, Tops Records VP, files in from New York June 16 on business which includes taping an interview with conductor-arranger Jimmie Haskell for release by Al Petker's Personality Scope over 1600 radio stations.

• • • Actor Bill Talman, district attorney on the Perry Mason TV series, tells how it feels to be a chronic loser when he is interviewed on Allen Rich's KHJ Radio program Sunday. If the interview is a success maybe Rich ought to go after Casey Stengel.

• • • Johnny Bradford and Ray Brenner have packed to write 18 teleplays for "The Real Mc Coy," which will start its sixth season on ABC in the Fall. KHJ-TV's Wayne Thomas will be honored at a luncheon June 14th by the Southern California Women's Athletic Group as "the outstanding local TV personality of the year." How did Vic Tanny miss out?

• • • The Elliott Brothers Orchestra, singer Mavis Rivers and the Four Preps vocal group will be featured when KTTV does "Meet Me At Disneyland" live on Saturday, June 16.

## Protestant Anti-Red Work Viewed by 4 Authorities

The June series of WNBC-TV's "Our Protestant Heritage" is featuring interviews of four experts on how Protestants are combating communism at home and abroad. Lead-off guest Sunday was Dr. Oswald Hoffmann, national PR director for the Lutheran Church-Missouri Synod. On the following Sundays will be Dr. Harold A. Bostey of Christ Church Methodist; the Rev. Arthur Walsley, national citizenship director for the Episcopal Church, and final guest will be Dr. Eugene Carson Blake, clerk of the United Presbyterian Church.

## Judce Replaces Johnson At CBS National Sales

Tom Judce has been appointed an account exec in the New York office of CBS TV Stations National Sales, replacing Kenneth M. Johnson, who joined Capital Cities Broadcasting Corp. Judce came to National Sales from CBS Animations, a unit of CBS Films, where he has served as general sales manager since May, '61.

## ABC Radio Trkes Over As Rep of Its West Net

ABC Radio has taken over exclusive representation of its regional ABC Radio West network, and plans to hire account execs in New York, Los Angeles and Chicago to replace Averv-Knodel, which previously rep'd the regional division. ABC Radio president Robert Pauley said ABC Radio West is now selling at the rate of \$800,000 a year, against \$200,000 when it was originally created.

## Harold Klein, R Boosted by ABC

Two administrative changes at ABC Films have been announced. Harold J. Klein, who has been sales manager, has been named to the board of directors, and a new C. Fox, controller, has been named administrative vice president.

Klein joined ABC Films as an account exec. Before that he had been named to head the firm's sales program, he had been in charge of business affairs.

Fox came to ABC in 1958 to go to the films division as an accountant. He became controller two years later.

## Three MGM Series Sponsored in Canada

(Continued from Page 1)  
year of operation this program has been used heavily since its inception by both P&G and Canadian Home, according to Harold Smith, national program director for the network. He said that P&G is also expected to sponsor "To Tell the Truth" and will participate with Canadian Home in the new magazine program, "Newspaper." The program will be produced by Ross Macdonald.

### On NBC-TV in U.S.

Harold Smith said two additional sponsors will be announced shortly for "Eleventh Hour," "Benedict" on Canada's privately owned commercial network. "Hour" will be aired Tuesday, "Benedict" Fridays, and "Viewpoint" Sundays. All three will be on NBC-TV in the U.S.

Negotiations were conducted by Barry L. Thomas, program manager for P&G of Canada. E. McAnerney, ad manager of Whitehall Labs division of American Home; Colin Davis, associate director of media advertising at Young & Rubicam; and William Robinson, MGM Canadian sales manager.

## 'Viewpoint' by Mail

Atlanta — On request, ABC has begun mailing the "Viewpoint," a five-minute topical program heard twice weekly, to leading city, county and state officials, other broadcast officials, and to broadcast public

## Plight of Placeless Youth In Hr. Probe on N.Y.

The plight of jobless and less teenagers will be probed today on WCBS-TV's "Eye on New York" in the second of a series on the problems of youth. The first half of the hour program will be devoted to the film, "What's Old Enough . . . Goodbye!" which four officials will discuss the dropout problem.



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## NEW TUNE TAPPED IN MUSIC FEUD

### DUTIES OF REVIEW BOARD FORMALIZED BY THE FCC

Washington—The FCC has formally set up its review board, a new announcement formalizes the duties of the board. As previously announced, the chairman will be Donald J. Berkner, chief of the Office of Opinion and Review. Other members will be Dee W. Pincock, assistant general counsel in charge of the regulatory division; Joseph N. Sweeney, chief of the renewal and transfer division, and Horace E. Nelson, engineering assistant to Commissioner Bartley.

The duties of the board will be to take original action on the following interlocking matters precisely acted upon by the commission, the now-abolished motion picture commissioner or the chief hearing examiner:

- petitions to amend, modify, enlarge or delete issues upon which hearing was ordered; petitions to intervene; requests to file additional pleadings; petitions by adverse parties requesting dismissal in application; joint requests for approval of agreements and

(Continued on Page 5)

### Colgate Spends Half-Mil. First-Run Pix in L.A.

Los Angeles — Colgate-Palmer is one of the largest purchasers by a single advertiser in an individual market, contracted for a two-hour presentation of a first-run film on Friday in prime time on KTTV here. The deal reportedly involves \$500,000. The series will be called "Colgate Theatre."

...arks, 'You're the Top,'  
...alesmen Tell TV Star  
...ert Parks, cited as "an out-  
...standing TV personality who sells  
...sponsors' wares honestly, per-  
...sively and in good taste," has  
...been named "Salesman of the  
...Year" by the National Associa-  
...tion of Direct Selling Companies.  
...will pick up a bronze plaque on  
...ABC-TV program June 26.

### CUBA ON-AIR MEN TO MEXICO MEET

3 Delegates Expected  
For Announcers Congress

Special to RADIO-TV DAILY  
Mexico City—The sixth Inter-American Announcers Congress will be held here within two months, with Cuba — which now has a private broadcasting enterprise—expected to send three delegates, although other Latin American nations have complained that country should not be per-

(Continued on Page 2)

### Ideal Toys Backing Four Fall Net Shows

Ideal Toy Corp., via Grey Advertising, has ordered a Fall network TV advertising campaign, placed exclusively with CBS, that exceeds three quarters of a million dollars.

Four programs will be co-sponsored: "Alvin and the Chipmunks," "Rin Tin Tin," "Roy Rogers" and "Mighty Mouse," adding up to two hours of Saturday morning programming. The net schedule will be supplemented in 55 cities with spot drives.

### Cox Quits Surrounding Sound

Jim Cox has resigned as sales VP of Surrounding Sound, Inc., reportedly culminating several weeks of disagreement over sales policy for the broadcasting industry. The primary product of Surrounding Sound, known as the Surrounding Sound Broadcaster, was debuted industry-wide for the first time during the April convention of the NAB in Chicago under his supervision.

### Christians' Attitude On U.S. Radio, TV Proving Big Stickler

What should be the Christian attitude toward radio and TV in America today is proving a puzzle to the National Council of Churches, representing 32 Protestant and Eastern Orthodox denominations.

Because of two unresolved questions on broadcasting, the council's general board, meeting in New York, has rejected a pronouncement on mass communications five years in the making.

One of the questions is censorship. The statement said bluntly

(Continued on Page 5)

### Rank Closed-Circuiting London TV Ad Film Fest

Special to RADIO-TV DAILY  
London — The Rank Kalee Division of the Rank Organization has been awarded the contract to supply the closed-circuit TV equipment being used this week at the ninth International Advertising Film Festival. Over 400 TV commercials are entered.

### 3 New AMs, FM Outlet Get Approval to Operate

Washington — The FCC has approved applications for three new AMs and one new FM station. Snake River Radio and TV has been granted an AM outlet, on 1340 kc. 250 watts, for unlimited time in Jackson, Wyo. Jack G.

(Continued on Page 3)

### Industry Unit Meets With ASCAP Today To Bridge Fee Scale

Officials of the All-Industry TV Stations Music Licensing Negotiating Committee and ASCAP will meet in New York City today in the chambers of



Judge Sylvester Ryan of the U. S. Southern District Court in an effort to un-block the legal struggle to resolve the multi-million-dollar-a-year matter of broadcasting fees for music.

Hamilton Shea, president-station manager of WSWA-TV, Harrisonburg, Va., and chairman of the industry committee, said the session was called by Judge Ryan, who told both factions he is "tired of waiting" for some progress in negotiations. Today's session will seek to obtain

(Continued on Page 3)

### Add Leach, McLaughlin For New Rahall Channel

Tampa-St. Petersburg — Sam G. Rahall, president of WTSP-TV, Inc., here, has appointed Robert E. Leach technical director of the new Channel 10, and named Pat McLaughlin its TV engineering supervisor. Leach was chief engineer for WSPA-TV, Spartanburg, and KLAS-TV Las Vegas. McLaughlin comes from WSFA-TV, Montgomery, Ala., and WSUN-TV here.

### Gold Medal to Bob Hope Given Kennedy Approval

Washington — President Kennedy has signed into law the Congressional resolution authorizing a gold medal to be awarded to Bob Hope for his years of activity entertaining servicemen around the world and for his achievements as good-will ambassador for the U. S.

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# Nixon, Brown Get TV Offer

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KTTV has offered air time and production facilities to Gov. Edmund G. "Pat" Brown and Richard Nixon for live telecast debates on their campaigns for governor of California. The station said Nixon has already "expressed a desire for such a series of debates," but Gov. Brown has not yet said yes or no.

KTTV said it will make the telecasts available throughout the state through cooperation with the three major broadcasting networks "if it proved to be desirable and practical."

## IT'S SURPRISING—

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

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# REGIONAL PROMO MEETS BOW THIS WEEK FOR NBC

Promo managers of NBC-TV's affiliates in the East will convene in New York Thursday and Friday with net execs for the first in a series of four regional meetings.

Advertising and promotion plans for the '61-'63 season will be the topic. Subsequent meetings will be held in New Orleans, June 17-18; Chicago, June 19-20, and Los Angeles, June 21-22.

Sydney H. Eiges, public information VP, will conduct the meetings. NBC execs taking part will be Ellis O. Moore, press-publicity VP; Al Rylander, promotional services VP; John Porter, advertising director; Gerald Rowe, manager, audience advertising and promotion, and Ray Johnson, station promotion manager.

In Los Angeles, Casey Shawhan, director, press and publicity, West Coast, and Don Allen, manager, promotional services, also will participate. Reyn Parks will represent McCann-Erickson, agency for NBC, in the meetings.

## Sale of Control Okayed

La Follette, Tenn. — The FCC has approved the sale of 72.92 per cent of WJAF here by W. J. Hatfield to James B. Childress and David A. Rawley, Jr., for \$35,600.

## OBITUARY

### James H. Foster

Services were held June 4 in Dallas for veteran broadcaster James H. Foster, 42, who died after an extended illness. Foster had been an executive VP with Liberty Broadcasting System.

# ABC Develops Mike Pre-Amp

A new microphone signal pre-amplifier, developed by ABC Engineers, is being manufactured by Tarc Electronics. Completely transistorized, the new "in-line" pre-amplifier is two inches long by three-quarters of an inch in diameter and plugs into the socket end of any standard microphone.

Frank Marx, president of ABC Engineers, said the new pre-amplifier received its first "on-the-air" test during ABC's coverage of Astronaut John Glenn's venture into orbit, and was extensively used by the network for Astronaut Scott Carpenter's flight in May.

Noting that the "in-line" pre-amplifier will also be used in all phases of the ABC-TV network's heavy sports schedule, Marx said initial use of the device will be for remote and special telecasts.

## COMING AND GOING

WALTER CRONKITE and family, to Europe Thursday on a month-long vacation.

LEONARD W. SCHNEIDER, Decca Records VP, returns to N. Y. following business meetings in Europe.

KEN FRIEDE, manager, and CHARLIE REILLY, publisher's rep for TV Guide, N. Y., have returned from a business trip to St. Thomas, V. I.

AMEL STUAR, Wolper Productions producer-director, to Hollywood from Europe, for meetings with David L. Wolper.

# Texas' Casters Select Alamo City for Confab

San Antonio—The Texas Ass'n of Broadcasters has selected the Granada Hotel here as the site of its 1962 convention. Date for the meeting is Oct. 21-22.

Also, for the second year, TAB is cooperating with Howard Payne College in Brownwood to present a special two-week radio workshop. A staff of specialists from Texas stations has been gathered for the course that runs thru Friday.

## Ellenwood Assisting

H. Wayne — Jim Ellenwood has been named news director of WGL, assisting Bob Dean, news director. Ellenwood was formerly with WKJG.

# Huge Fair Celebrates 60 Years of Wireless At Coliseum Nov. 21

The first International Communications Fair takes place at New York's Coliseum Nov. 28, a five-day consumer annual show which celebrates 60 years of wireless activity since Marconi sent the first message across the Atlantic to today's teletype relays.

With the current skyboom in radio communication, the ICF will display the latest equipment in wireless communication that can be used by the amateur, the professional and the private citizen, and the profession and industry.

## 'Reports from Congress End in Match of Solid

ABC-TV's "Reports from Congress," a review of the session of the 87th Congress, feature two senators and their representatives on its final programs tomorrow and next day. On the first program, members of one party will pose questions to two members of the other party, reversing the roles on the second program.

Appearing for the Democrats are Sen. Vance Kartke of Iowa, chairman of the Senate Commerce Committee, and Rep. John F. Kennedy of California, deputy majority leader. For the Republicans will be Sen. Burke Hickenlooper of Ohio, chairman of the Senate Rules Committee, and Rep. Robert M. Byrnes of Wisconsin, chairman of the House Republican Conference.

## Announcers' Confab

(Continued from Page 1)mitted to be present.

Other countries which will send delegates to the Congress, in addition to Mexico, include Brazil, Bolivia, Argentina, Peru, Costa Rica, El Salvador, Colombia, Venezuela, Ecuador, Panama, Ecuador and the United States.

A single station market fulltimer that has a 10 year record of profitable operation. The market is the agricultural and manufacturing center for the area. 29% down.

**MIDWEST \$175,000**

This profitable 5 kw fulltime station is always tops in audience. Complete staff available to new owner. Only 29% down to qualified buyer.

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# ANOTHER STEP TOWARD BOOK OF AUTOMATED LOGS

Washington Bureau of RADIO-TV DAILY

Washington—The FCC, in line with a proposal by NAB, has instituted rulemaking proceedings to consider permission for AM, FM and TV stations to use automatic devices for keeping their operating logs. The FCC turned down a further NAB bid for relaxation of the present requirement for recording readings of the AM frequency monitor each half-hour.

The commission, in order to avoid confusion, points out that the current proposals deal only with the operating log, and that the more publicized projected revision of program log requirements is an entirely separate matter.

The proposals, about which the FCC invites industry comment, would also divide the operating log into two separate logs. One containing entries concerning operation of the transmitter and the other, less-frequent entries relating to the maintenance of equipment.

### Daily Entries Treated

It would require the supervisory radio operation of small stations allowed to function without full-time attendance by an operator holding a first-class license to make daily entries in the maintenance log regarding maintenance and the operation of equipment.

Also, it would repeat in the rules dealing with the keeping of logs, all the logging requirements now in the various rule sections.

## News Staff Pinch Hits As Alex Dreier Vacations

Chicago—Members of WBK's news staff will substitute for vacationing Alex Dreier, June 19 through July 1. Joe Slattery will take over "Alex Dreier News and Features" while Tom Casey subs on ABC-TV's "Midday Report with Alex Dreier." Norman Ross will handle Dreier's two daily news shows on the station.

### To KTLA News

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — John W. Strobel, a 12-year veteran in the broadcast news field, has been named assignment editor for KTLA News, replacing Bruce Cohn who resigned to join NBC.

## Nets, Gov't at Music Meet

(Continued from Page 1)

some clarifications on possible paths of additional negotiation.

In addition to officials from both factions, the meeting will also be attended by representatives of the major networks and the U. S. Justice Department, the latter be-

## RAB Spots 8 Sites For Annual Sessions To Aid Station Execs

Over 120 subjects will be covered during RAB's series of Management Conferences, which this year will be held in eight locations starting Sept. 10-11 in San Francisco and concluding Oct. 4-5 in Fort Worth, it was announced by president Kevin B. Sweeney.

The meetings will analyze successful sales, promotion, programming and management methods of radio stations, and RAB urges execs attending the "all-work sessions" to speak out freely on their experiences in the area under discussion—with a "no-filibustering rule to be strictly enforced."

The full schedule is as follows: Sept. 10-11, Hayett House, San Francisco; Sept. 13-14, O'Hare Inn, Des Plaines, Ill. (near Chicago); Sept. 17-18, The Lodge, Williamsburg, Va.; Sept. 20-21, Cherry Hill Inn, Haddonfield, N. J. (near Philadelphia); Sept. 24-25, Hilton Inn, Atlanta; Sept. 27-28, Dearborn Inn, Dearborn, Mich.; Oct. 1-2, Glenwood Manor, Overland Park, Kan. (near Kansas City), and Oct. 4-5, Western Hills Hotel, Fort Worth.

### New Outlets Approved

(Continued from Page 1)

Hunt's application has been approved for an AM on 1500 kc. 1 kw, daytime, in Doniphan, Mo., and Victoria Broadcasting's for an AM on 1380 kc, 500 watts, directional antenna, daytime, in Redfield, S. D. An FM has been approved for Mid-American Broadcasting, Louisville, as a Class B, 119.7 mc.

### Alan Fischler to Head NTA 'Award Programs'

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Alan Fischler, well known broadcast sales executive, has been named to head up the newly-formed "award programs" division on National Telefilm Associates, Inc., effectively.

Fischler will maintain offices at NTA's Beverly Hills headquarters. His first project in the new position will be to develop and direct a nationwide sales campaign on NAT's "Probe" series.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## ANSOME NOVEL BBC-TV 6-PARTER

'Swallows and Amazons'  
Being Filmed on Location

Special to RADIO-TV DAILY

London—Shooting begins this month on a series of six 30-minute programs based on Arthur Ransome's book, "Swallows and Amazons," first published in 1930 and now in its 32nd edition. Being produced for BBC-TV, shooting is slated on and around Lake Windermere to coincide with exact locations around which the author wrote this and other books.

Producer John Robins has selected the novel, with Ransome's advice and full approval. Peter Saunders is serving as director and John Paul is playing the leading part of Mr. Turner to the children in the story—Tom Flint.

## Warner Sales Chief Returns from Coast

Joseph Kotler, newly appointed chief of Warner Bros. TV Program Division, has returned to New York from a business trip to the West Coast, where he visited the Warner Bros. studios in Burbank. Kotler heads sales for Warner Bros. TV film series, which are being sold for the first time on a market-by-market basis. The first step being offered in individual markets includes "Maverick," "HardSide 6," "The Roaring 20's," "Barfoot," "Bourbon Street" and "Bronco."

## TV FMer Gets Beat with 'Jazz in Stereo'

Metropolitan New York jazz fans will be able to hear regular stereo broadcasts of great bands, groups and soloists via a WTFM "Jazz in Stereo" series. The special series will be broadcast for 13 Sundays with host Clark, a former jazz drummer himself.

## Line Limit Still Stands

Louisville — The FCC has denied the application of Rounsaville for unlimited time operation of WLOU here with a nighttime directional antenna at a different site than that used during the day.



## THIS AND THAT

My wife isn't like other women, but she's been practicing. This is her latest wifely pearl, while watching the recent Emmy telecast: "Aren't you glad you don't have talent, dear? How awful those poor losers must feel! You just go on being a straight man, dear, and don't be jealous!"

Speaking of wives, I am looking forward to the day when the wife of an astronaut hero will say: "Worried? Of course I was worried, you idiot!"

After each annual Emmy awards, we hear beefs, beefs, beefs. Why can't this thing be straightened out, once and for all? Imagine how the winners must feel, picking up the trade papers the morning after their "triumph," and reading the sour grapes from the perennial grippers. Let's honor these people properly, or forget the whole thing. No true professional takes pride in disputed recognition. Personally, I found no fault with the balloting, and felt that this year's presentation was the best—especially the second half, with its parade of dignified and respected honoraries and guests.

All of us know that at least 50 percent of next September's new programs will have received the pink slip by January 15. And yet, despite this mathematical certainty, we are informed almost daily that our TV visionaries are already blueprinting the 1964-65 season, or some such nonsense. That distant 1964-65 season wouldn't be so worrisome if these people would concentrate on developing—from the season ahead—bit shows that might conceivably last THRU the next three seasons. But we all know that this is entirely too sensible and too conservative for the likes of our visionaries. It is so much easier to sell 'em, forget 'em, cancel 'em, and then, as usual, begin blueprinting five years hence!

It happened last Wednesday night, at 11:15 p.m. I switched the dial to our local CBS outlet to see a highly touted English movie. Instead, Dr. Frank Stanton was on the screen with a "CBS editorial." Now perhaps this has been done before, but if so I've missed it. Dr. Stanton spoke for about five minutes, in opposition to the Congressional bill (HR 7927) which would increase postal rates for magazines and other periodicals. Editorializing against the bill, Dr. Stanton argued that it would spell ruin for many of our leading periodicals. To my knowledge, this is the first time that a network has editorialized on a bill before the Congress. It was also five minutes of living television that I for one will not soon forget.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Joseph Bennett, author of "Luxury Cruise," a floating Dolce Vita, wants Vince ("Ben Casey") Edwards for the rship medic in the TV version of the racy novel . . . Bobby left GAC for William Morris, where former GACer Roz guide his career . . . Hildegarde and teen recording star Tony Or appearing together on a recent benefit, amicably agreed that both continue to use "Bless You" as a personal signature . . . garita Sierra left MCA for William Morris . . . Nigerian jazz mer Michael Babatunde Olatunji is writing a book for kid African rhythms and musical instruments, for John Day Publ

• • • Anita Bryant will continue to be leading female attr at nation's biggest fairs. Among them: Illinois-Duquoin State Wisconsin State Fair in Milwaukee . . . Linda Darnell shu Summer stock dates to head for Spain for movie and night engagements. London and South Africa on the itinerary for TV personal appearances . . . TV character actor Laurie Main take for Robert Coute in "Camelot" . . . Helen Noga, Johnny M manager, took her new protege, Mike Clifford, off the Columbia and will place him with United Artists where Leber and Strolze direct his recording career.

• • • A Tip of the Stetson to: The three TV stations in Norfolk-Newport News market, WTAR-TV, WAVY-TV, WVEC-TV which wisely forgot their natural antipathy towards radio and up the New York area with a series of spots selling the market rival medium WPAT. The campaign has really cast the spotlight on the Southern metropolis.

• • • Meet: Bob Banner, head of one of the fastest-growing production teams in network TV. Bob Banner Associates, As executive producer of such top-rated CBS-TV program



BANNER

"The Garry Moore Show," "Candid Camera," "Julie and Carol at Carnegie" and numerous other properties, he has extended his activities into the educational field as well, setting up a number of TV fellowships to stimulate the flow of qualified young people into TV. College seniors and graduate students with the appropriate educational backgrounds who have demonstrated a sincere desire for a TV career will be offered an eight-week "internship" to observe first-hand the production and organization of network shows. Banner was once a faculty member at Northwestern and two of his associates, Julio DiBenedetto and Bob Wright, were students in the same department. Banner has taken a major producing role in TV since then with such shows "Garroway at Large," "Omnibus," "The Metropolitan Opera" productions, "The Dinah Shore Show" and "The Fred Waring Show." In addition, he has earned three "Emmys," three Christopher Awards and a Sylvania Award.

• • • It's good to hear that Harold Essex, president of WSJS-Winston-Salem, one of TV's most respected and admired executives back in action again after a bout of ill health . . . Tom Gilch executive VP of WESH-TV, Daytona Beach-Orlando, was in the last week drumming up business for his booming area which is Cape Canaveral. Tom says the area is growing so fast that movie owners can't think of names for their new motels fast enough to ahead . . . Hy Kirman of Amphicar, the sports auto that propels water, has been swamped by TV producers who would like to the car in various mysteries, situation comedies and pranks. For boat lovers, this car is from out of this world.

• • • Jimmy Dean, the singer with the hot record, and the Will Morris office have been closeted together for many hours recent A new TV show starting in the Fall should be born from the contact . . . The word around is that Arthur Godfrey will use his new recovery, Barbara Velasco, during the week if he does the "Toni's show in September. She held off a chance to do a "PM" date so that her video debut would be with Arthur.

# Canada Outlet Under Probe For Eichmann Commentary

Special to RADIO-TV DAILY

**Montreal**—The Board of Broadcast Governors is investigating the controversy surrounding comments made on CKGM's "Open Mind" program by moderator Herb Manning the night of July 31, following Eichmann's execution in Israel. Manning has been replaced on the program by George Davies, the station's operation manager.

Following Manning's comments, 80 persons picketed the station here, and police were called for a stone was thrown through the window. Picketing was resumed the next night when Manning resumed his discussion of the Eichmann case with listeners who are in their opinions.

**'Unfortunate,' Says Stirling**  
 Station owner Geoffrey Stirling, who stepped out of town when the incident occurred, but on his return he was forced to six hours of recordings of two shows in question and "In our opinion certain unwise personal remarks, imitations and misinterpretations made that in the eyes of the B.B.G. management were outside bounds of good taste. We feel that an apology is owed to the whole Jewish community in Montreal, whose members have contributed so much to the building of this great city, and we apologize to those individuals who have been named into the program in good faith and were not given—in our opinion—the fullest understanding and opportunity to express their opinion, nor was their emotional involvement treated with the full compassion and humility in the face of the monstrous act symbolized by Eichmann."

## Decca Sets Dividend 10 Cents Per Share

Directors of Decca Records have approved a regular quarterly dividend of 10 cents per share on the company's capital stock, payable June 29 to stockholders of record June 18.

## Radio-TV Puzzles Churchmen

(Continued from Page 1)

should be none, but the members wondered if there might not be exceptional cases where censorship would be necessary.

Another question was the method of management to control programming. The pronouncement said nothing on this. But a member, recalling that the stations refused to carry the MA rebuttal to President Kennedy's Medicare speech on the grounds it was "unduly controversial" said that management con-

## 70 Candles on the Cake When CBS Salutes Porter

Composer Cole Porter will be given a 70th birthday salute on "Calendar" today on CBS-TV. Joining the tribute will be Porter's friend Elsa Maxwell, musical comedy star Patricia Morison, who starred in the composer's "Kiss Me Kate," and pianists Cy Walter and Stan Freeman, who will play some of his hits.

## Review Board Duties Formalized by FCC

(Continued from Page 1)

termination of such proceedings if the agreements make this possible; petitions for waiver of the commission's local notice rules; dismissal of applications with prejudice for failure to comply with local notice requirements.

Also dismissal of cease and desist, suspension and revocation proceedings; petitions for acceptance of late written appearances and late written statements; termination of hearing proceedings; and all pleading filed in cases or matters which are before the board.

### Chief Examiner Protected

The review board will act on all appeals from interlocutory rulings of the hearing examiners, but the chief hearing examiner will continue to act on original interlocutory matters peculiar to the hearing process, itself, such as setting time and place of hearings and designating hearing examiners.

Other interlocutory matters will be ruled upon by the officer presiding at the particular hearing.

control of programming may sometimes need limitation.

The board voted to refer the pronouncement, written by the council's Broadcasting and Film Commission, to a special commission appointed by council president J. Irwin Miller, Columbus, Ind., industrialist.

The new commission will include members of the old, but will be considerably broader. It is to come up with a revised statement at the board's next meeting in December.

## 13 Named to Advise WNDT on School TV

A 13-member Advisory Council has been established for the School TV Service which will be a regular feature of the program schedule when WNDT (Channel 13), New York, begins broadcast operations this Fall. It was announced by Richard D. Heffner, general manager of the station.

Members are Dr. Clare Baldwin, representing New York City school sup't Dr. John J. Theobald; Dr. William J. Edgar, Fairfield, Conn., school sup't; Dr. Robert S. Fleming, assistant education commissioner, Trenton; Dr. John B. Gessinger, Tenafly, N. J., school sup't; Dr. John P. McGulre, Huntington, N. Y., school sup't; Msgr. John P. Haverly, Archdiocese of New York school sup't.

Also, Dr. James H. Johnson, Caldwell, N. J., school sup't; Dr. Louis M. Klein, Harrison, N. Y., school sup't; Dr. Edward J. McCleary, East Meadow, N. Y., school sup't; Dr. Gordon Peterkin, Westport, Conn., school sup't; Dr. Clifford L. Rall, Port Chester, N. Y., school sup't; Dr. Allen S. Rosebrock, director of teachers education, Trenton, and Dr. John Blackhall Smith, Greenwich, Conn., school sup't.

## Symphony Concerts Aired On WWJ for 10th Year

**Detroit** — The Detroit Symphony Orchestra, under the baton of assistant conductor Valter Poole, begins its 10th season of Summer concerts from the Michigan State Fairgrounds tomorrow on WWJ. The broadcasts will be sponsored by the National Bank of Detroit, the Detroit Edison Co. and the Music Performance Trust Funds of the Recording Industries.

## Educators Cite Alma John For 'Honor School' Plugs

Alma John, director of women's activities for WWRL, has been honored by the NYC Board of Education in connection with her efforts to promote educational recognition in the area. On her WWRL daily show, Mrs. John pays tribute to an "honor school of the month" and gives information regarding that school's special achievements.

## Chicago Stations Honor Rotarians with Concert

**Chicago** — For the third consecutive year, WBNQ and WMAQ will salute the Chicago Rotarians with a concert featuring four vocal artists accompanied by Joseph Gallicchio and the NBC-Chicago orchestra. The concert luncheon will be held tomorrow in the Sherman Hotel here.

# SUPERCAR

the hottest  
 kid show  
 in the business

**KDKA-TV Pittsburgh**  
 Thursday, 6:30 pm

- ★ Dominates the period with an 18 rating!
- ★ Wins 48% share against "Highway Patrol" and "Huntley-Brinkley."
- ★ Has climbed steadily every month since last November!

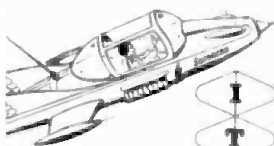


**WWL-TV New Orleans**  
 Saturday, 12 Noon

- ★ Swamps top competition 14 to 4!
- ★ Dominates the period with the highest noon rating in the market. Any station, any day!
- ★ Out-rates "Superman," "Bozo," "3 Stooges", etc. (Based on March, 1961)

# SUPERCAR

Already sold in  
 107 markets!...  
 If it is available in yours  
 -grab it!



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## AFM Prexy Pleased By Music 'Climate'

Pittsburgh—An "improved national climate" conducive to the support of music and the performing arts is seen in a report delivered at the American Federation of Musicians annual convention here.

In the report, International president Herman Kenin emphasizes "the mounting crescendo of support for governmental aid to the performing arts," and says the Federation's long advocacy of government aid is now being accompanied "by a heartening chorus" of public and official support.

## Bigger Staff, Offices At 'FM Listeners Guide'

"FM Listener's Guide" is adding editorial staff and moving into bigger offices in New York. Editor-publisher Robert J. Wattoff says the FM program and local music guide anticipates a 200,000 circulation by year's end.

Ralph Freas has been named audio editor. He was editor of "Stereo 1962 Edition," audio editor of High Fidelity magazine, associate editor of Billboard Music Week, and is currently assistant publisher of Audio Times.

## Thompson Joins TNT As Sales Engineer

Theatre Network Television has appointed Robert G. Thompson as sales engineer. A former director of TV technical operations at CBS, he will market the TNT Eidophor large screen TV projector and various other engineering services of TNT.

## Columbia Releasing LP Of Julie & Carol Spec

Columbia Records has just announced the release of "Julie and Carol at Carnegie Hall." The TV special will be aired tonight on CBS. The show includes several original tunes as "No Mozart Tonight," "You're So London," and Frank Loesser's "Big D" that Julie and Carol did so well on the Garry Moore Show.

## Rod in 'New Dimension'; Chill Eyes From Circus

Rod Serling, host and creator of "The Twilight Zone," and Chill Wills, star of "Frontier Circus," both on CBS-TV, will be among the judges selecting Miss Arizona 1962 in that state's finals for the Miss Universe Contest. CBS will televise the Miss Universe finals July 14 from Miami.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Robert Pirosh has concluded negotiations with the Mark Twain estate for his proposed TV series, "Puddin'head Wilson," which he expects to have ready for the 1963-64 season. Pirosh hopes to land Bob Newhart to play the title role, if the comedian's schedule permits. Newhart goes to New York next week for meetings with NBC about possible co-sponsorship with Beechnut of his Emmy-winning comedy show for next season. Co-sponsors must be set within the next 30 days if the "Bob Newhart Show" is to be back on NBC in the Fall.

★ ★ ★ ★

• • • Billy Box, one of the pioneers in the humorous greeting card business and former syndicated cartoonist, has joined Jay Ward Productions as promotion VP for "The Bullwinkle Show" and "Fractured Flickers."

★ ★ ★ ★

• • • David L. Wolper's "Biography" series makes its debut on KRCA June 23 in the 7-7:30 PM slot with the story of Fiorello La Guardia... Bert Leonard's "Route 66" resumed production last Friday with George Maharis back at work for the first time since his recent illness. Regular co-star is Martin Milner, and Swedish actor Lars Passgaard will co-star in the first segment, "A Little Something From Mother."

★ ★ ★ ★

• • • Broadway and screen actor Steven Hill will guest in the opening Fall segment of the "Ben Casey" series, which starts shooting at Desilu Gower tomorrow... Tom Ewell and Barbara Rush co-star in "The Honorable Mr. Higgins," an original teleplay for the Four Star "Dick Powell Show," with filming scheduled to begin Friday.

★ ★ ★ ★

• • • KCOP general manager John Hopkins has called up news veteran Bill Johns from KTVT, Ft. Worth-Dallas. Johns joins KCOP next Monday as newscaster and news-special events director. Teamed with Johns will be Ala Sloane, who will do a weather and sports strip from 6:15-6:30 PM and a nightly weather show at 11:05 PM.

★ ★ ★ ★

• • • "Dragnet" returns to the air in Los Angeles when KTLA strips it at 7 PM next Monday. "Beat the Odds" is being moved and will follow the detective series Monday through Friday... We didn't see it, but from the description we would like to have seen Jackie Gleason's face at the Brown Derby Tuesday (Election Day) when the waiter explained why he could not fill Jackie's order for a drink before lunch.

★ ★ ★ ★

• • • Filming starts at Revue today of "Ordeal in Darkness" for the Fred Astaire "Alcoa Premiere" series next Fall. It stars Richard Conte, Keir Dullea and Jocelyn Brando, with Herschell Daugherty directing. After this segment there will be a lapse of several weeks before production resumes.

★ ★ ★ ★

• • • The Retail Clerks Union, Local 770, is in radio for the first time, after 12 years in television, with its purchase of "Ten O'Clock Wire," long-established quarter hour newscast aired seven nights a week on KNX at 10 PM... Three Daily TV programs handled by the Frank Cooper office have been renewed. "Your First Impression" with Bill Leyden will be back on NBC, "Seven Keys" on ABC and "The Verdict Is Yours" on CBS. The latter show switches to a new time at 10 AM daily.

## 17 Outlets Locked for Steve

"The Steve Allen Show" will open with a lineup of at least 17 television stations across the country, when the nightly 90-minute series premieres June 25. It was announced by Mike Roberts, VP-general manager of WBC Program Sales.

Among the outlets which have purchased the series are KTLA, Los Angeles; WTOP-TV, Wash-

ington; KMBC-TV, Kansas City; KTVI, St. Louis; KRNT-TV, Des Moines; KATU, Portland, Ore.; WGAN-TV, Portland, Me.; WLVI, Indianapolis; WCCO-TV, Minneapolis; WHYN-TV, Springfield, Mass.; and KOOL-TV, Phoenix. Previously announced as carrying "The Steve Allen Show" have been WPIX, New York, and the five Westinghouse TV stations.

## No'east Telepix R... Prime T. V. Librar

Prime T. V. Films, Inc., has pointed Northeast Telepix sociates as exclusive distributor of its extensive library in England and the State of New York, it was announced by execs Michael Hyams and Campbell, Jr. Prime also through its home office in New York City; Ben Barry Assoc. Chicago, for the Midwest; Ettlinger Associates, Los Angeles for the West Coast, and Te of Canada, located in Toronto.

There are 450 features in Prime library, including 128 Lippert; 250 Hal Roach sub highlighted by 60 Laurel Hardy two-reelers and 13 L features; the half-hour "High Road to Danger," "Kingdom of the Sea;" the Jimmy Demaret golf show, numerous short subjects in color.

## Hass on Bd., Glade a V... For Utah Station Corp.

Salt Lake City—Saul Hassett has been elected to board of Radio Service Corp. Utah and Earl J. Glade was a community relations VP. RS is the parent company of KSL-TV here.

Hass is president of Queen Broadcasting Co., operator KIRO-TV, and is prominent Washington state business circle. A former mayor of Salt Lake City, Glade has been consultant PR rep for RSC. He organ KSL radio, serving as the station manager for nearly 20 years.

## Martha Wright to Learn Spanish 'Phrase-a-Day'

Martha Wright today be asking listeners to join her she learns a "phrase-a-day" conversational Spanish, a daily feature of her WCBS B "At Your Service" program. E day Charles F. Berlitz, of Berlitz Schools of Languages VP and editor of Berlitz Publications, take a popular Spanish phrase of expression and to Martha and her listeners the per method of pronouncing th

## From Pills to Camera Now 'TV Fotog of Yea

Charlotte, N. C. — George ras, of WSOC-TV here, has named "Southern TV Photographer of the Year" at the South Short Course Competition. ras is a former pharmacist until five years ago, didn't own a camera.



# AGENCY NEWSCAST

By RALPH TYLER

spot purchase believed to be the first of its kind is now selling Madison Ave. on the virtues of the Norfolk News, Va., market. Three TV stations in the market area — WAVY, WVAR and WVEC—are conducting a week-long campaign on metropolitan New York's WPAT (Paterson, N. J.) to bend the ear of Row. Twelve to 14 one-minute ads each week are being aired between 7-7:30 am period and between 7-8 pm.

The Better Vision Institute, a national educational organization of ophthalmologists, optometrists, opticians, opticians and optical laboratories and manufacturers, has appointed Doyle, Bernbach & Bernbach of New York to handle its advertising. Edward Heig has joined Earle Ludgin of Chicago-based agency, as a consultant. For the last 3 1/2 years he held a similar position at MacFarland Aveyard, Inc. and Bowles has been assigned to advertising for the analgesic product "Instatine" of Glendale Labs division of Sterling. The product is now in several markets.

Herz Rent A Car opens its schedule of expanded network advertising, it will sponsor Jack Paar (Friday nights) and Jackie Gleason (Saturday nights, CBS). Wynne Oil of Azusa, Calif., begins sponsorship today of NBC Radio's "On the Hour." The company bought seven alternate spots of the show through September. Wasey, Ruthrauff & Ryan agency. T. Beverley Keim, general director, signed for sponsorship.

ambert & Feasley has appointed Finegan account super-

## RESEARCH ASSISTANT

Agency, Representative, or Station Group  
 A man seeks an opportunity to apply talents, acquired with TV radio group ownership research, trade association research, promotion, network station relations and local station experience. Well oriented in time buying, sales, newspaper advertising, press and news services. Would make hard-working assistant in progressive research and promotion organization.

Box 101, Radio-TV Daily  
 601 Broadway, New York City

## Thought for Today

"We in advertising must devote more effort to internal communications—communication with our management, communication with our departmental counterparts and communication with our retailers. By so doing, we will break down the 'solid chrome curtain' that stands in the way of mutual understanding and which clogs the gears of an efficient and effective sales machine."

—Arnold C. Thomson,  
 Director of Advertising for Dodge

visor for Fizzles Instant Sparkling Drink Tablets. He formerly was account supervisor at Cunningham & Walsh and ad manager of Fairmont Food Co.

Fifth annual conference of the European Market Association of Advertising Agencies will be held in London Sept. 13-14. Member of the board of EMA for North America is Edwin Van Brunt, executive VP of Van Brunt & Co., advertising-marketing, New York. Delegates from most of the 32 countries in membership are expected to attend the conference to review developments in trade between member countries and formulate policy to expand inter-country marketing and advertising liaison.

## WTVD Skeds Colorcasts As New NBC Affiliate

Durham-Raleigh, N. C. — WTVD here has become affiliated with NBC-TV. It was jointly announced by Tom Knode, VP for NBC stations relations, and Harman L. Duncan, the station's general manager. Capital Cities Broadcasting Corp. is the licensee for the station, which has a power range of 316 kw visual and is able to transmit in color.

Knode said that 68 per cent of NBC's nighttime programming will be in color this Fall, and most of it will be made available to the Durham-Raleigh market.

## Florida AM Off 'Til Fall

Sanford, Fla. — The FCC's Broadcast Bureau has granted WFSR permission to remain off the air until Sept. 3 to correct technical difficulties and for financial reorganization.

## 7 Arts Post-'50 Pix Boost Nashville Mart

Programming of Seven Arts' package of Warner Bros. post-'50 films on WLAC-TV Nashville, has increased Saturday evening viewing 40 per cent in that market and upped Friday night sets-in-use by 9 per cent, according to the latest ARB ratings. It was announced by 7 Arts VP-national sales manager Donald Klauber.

WLAC-TV began programming "Films of the '50s" on Friday and Saturday evenings, from 10:15 PM to conclusion, the week-end of Feb. 16-17. The March, 1962, average quarter-hour sets-in-use increased to 30.5 from 22.9 the same month of 1961, while the Friday night figure last March climbed to 24.9 from 22.9 in March, 1961.

### 15-Min. Ratings Improve

In addition, WLAC-TV's Friday and Saturday evening average quarter-hour ratings increased 50 per cent. On Fridays in March, 1961, the station had an 11.1 rating. In 1962 this was increased to 16.6. On Saturdays in March, 1961, WLAC-TV had a 13.7 average rating, which jumped to 21 last March.

Homes viewing WLAC-TV per average quarter-hour also increased on Fridays, from 19,200 in 1961 to 47,400 this March.

## Atlanta Pump Jockey Gets WSB Safety Award

Atlanta—WSB has awarded service station owner Lamar J. Hyde a \$100 first prize in a station-sponsored traffic safety contest. The "Safety-thon Weekend" is a state-wide project of the Georgia Ass'n of Broadcasters, in cooperation with the Georgia Ass'n of Petroleum Retailers and the Petroleum Council.

## 'Casters UJA Party Hosted by Helena R.

Leading New York TV and radio broadcasters hold their annual cocktail party on behalf of the UJA tomorrow at the home of Helena Rubinstein. Mme. Rubinstein will welcome the guests and show them her famous collection of modern art.

## Stanley Talks at Yeshiva On 'Net Responsibility'

Edward Stanley, NBC public affairs director, will give one of the lectures in a Summer course on "TV in the Public Interest" at Yeshiva U. Graduate School of Education, New York. He'll speak July 17 on "The Four Corners of Network Responsibility."



AIRLINE TICKETS — Los Angeles, Chicago, New York



PRIZES for your important Radio and TV promotions.

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MARTIN HIMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

## Series Hopeful Aims Red Cold War Tools

A prototype has recently been taped by U. S. Broadcast Production of a program in a forthcoming national series — "Counterchallenge—Program for Victory"—of weekly TV and radio forums to provide authoritative and realistic solutions to one of the nation's gravest problems—how to achieve victory for the democracies in the cold war.

The prototype has the same title as the first program projected for the series, "Dictated from Moscow—World DeMOBracy," an analysis of Soviet strategy and techniques in Communist ability to provoke and inflame mob violence throughout the world. The panelists recommend ways to "turn the tables."

## Continental 'Casting Opens Coast Rep. Office

West Coast Bureau of RADIO TV DAILY

Los Angeles — Continental Broadcasting has opened a representative office here for its stations WNJR, Newark, N. J.; WBEW, Chicago; WRAP, Norfolk, Va.; newly acquired KDAY, Los Angeles; and WGEE, Indianapolis.

Hank Guzik is national sales manager for the California office. All stations are full-time Negro programmed except WGEE, which is part-time Negro programmed.

## Puerto Rico Day Parade Covered Live by WADO

WADO broadcast the Puerto Rican Day Parade yesterday, marking the first time any Spanish radio station has aired live and direct the "Desfile Puertorriqueno," the most important symbol of unification of the Spanish-speaking communities of New York, New Jersey and Connecticut, it was announced by vice president and station manager Sydney Kavaleer.

With mikes stationed at the official reviewing stand, WADO announcers had interviewed dignitaries from Puerto Rico and New York. The station also had remote facilities along the line of march.

## Bill Bendix to MC 'Happy Birthday' to U.S.

Los Angeles—KNXT will present a musical entitled "Happy Birthday, America" on July 3, 9-10 P.M. This is the third in a series of four specials designed to capture the spirit of America in music. William Bendix will narrate.



By PETER C. DAVELLE

• • • Dorothy "Pinky" Provine doesn't just love London . . . the capital's made her speechless! Literally! The "Roaring Twenties" girl, beloved of millions over here, contracted laryngitis two days before she was due to top the bill in ATV's Palladium spectacular. But she went on and did her stuff just the same—miming to discs of some of her greatest successes . . . Her vocal trouble was turned to good effect, too. She went through a comic routine with show MC Norman Vaughan, using speech boards to carry on a zany conversation. Her press coverage over here has been fantastic.

★ ★ ★

• • • Judy Garland, Douglas Fairbanks, Nelson Riddle and U. S. Ambassador to Britain David Bruce were among the thousands at London's Festival Hall to watch Frank Sinatra's show for charity. ABC TV paid the charity—Invalid Children's Aid—£10,000 for the tele-recording which they put out on Saturday night . . . Black market tickets were fetching as much as £20 . . . Typical Press reaction to the show was this comment in London's "Evening News": "It was superb . . . musical magic."

★ ★ ★

• • • Most expensive TV play in British history has just been taped over here. It's Ibsen's "Hedda Gabler," with Ingrid Bergman, Trevor Howard, Michael Redgrave and Ralph Richardson . . . It was produced by the BBC, America's CBS and independent U. S. magnate David Susskind, and estimated cost is put at £100,000 . . . There'll be simultaneous screening in the U. S. and Britain in October . . . Working on the play were American director Alex Segal, and three producers, including Mr. Susskind, and Lars Schmidt (Bergman's husband.)

★ ★ ★

• • • British show business this week mourns Maurice Winnick, the man who bought up the European copyrights of many American TV and radio quiz games including "What's My Line?," "Twenty Questions" and "The Name's the Same." Maurice died after a two-year illness . . . The Queen paid tribute to several TV and radio men in her Birthday Honors List. The CHE went to Thomas Cadett, BBC correspondent in Paris and to Kenneth Adam, BBC director of TV. It's a knighthood for Isaac Shoenberg of EMI who led the development of 405-line TV.

★ ★ ★

• • • ARTV soon launches "Needle Match," a weekly series in which British and U. S. discs compete for top marks . . . Count Basie bows on British TV in Granada's "Personal Appearance" show . . . BBC TV have screened Phil Silvers' "The Slowest Gun in the West" . . . the CBS "Judy Garland Show," entered for the Montreux Festival, goes out over the whole BBC-TV network on June 11.

## Vid Newsmen Scope Half-Year's Events NBC News Shuffles Trio of Newsmen

Chicago—A panel of WBBM-TV newsmen will review top international, national and local news events during the first half of 1962 on a telecast of "Perspective: Mid-Year 1962" Thursday.

The Group consists of Frank Reynolds, Carter Davidson, Hugh Hill, John Madigan and Fahey Flynn as moderator. "Perspective: Mid-Year 1962" is a presentation of the WBBM-TV news department and is sponsored by First Federal Savings and Loan Ass'n of Chicago through Ladd, Wells & Southward.

Re-assignment of three NBC News correspondents, involving bureaus in Paris and Tokyo, has been announced by William R. McAndrew, exec VP NBC News.

Correspondents in the new assignments effective Sept. 1 are: John Rich, bureau chief, Paris; Bernard Frizell, Paris-based roving correspondent, and Cecil Brown, bureau chief, Tokyo.

Rich will become bureau chief in Tokyo, Frizell takes over the Paris bureau and Brown will be assigned to NBC News here as a special correspondent.

## Network Pioneer Has 40-Candle C

St. Louis — KSD, which formally opened June 26, 1922, though the station first aired the air with a brief broadcast of that year, is observing its 40th anniversary this morning.

The Post-Dispatch station will publish a 40-page booklet, itself, and broadcast a number of short vignettes highlighting memorable KSD and NBC programs of yesteryear.

The station was a pioneer in network broadcasting, having been a member of the original (New York) Chain" which the National Broadcasting Company, November, 1926. KSD employees were consulted for NBC's broadcast on Nov. 15, 1926, one of eight charter stations on the NBC roster.

## Lutherans Expanding African Radio Efforts

Establishment of radio production facilities in West Africa, is being coordinated by the Missionary Board of Lutheran Synodical Conference. The recording studio was used to produce Lutheran programs for West Africa.

Negotiations have also been completed for the introduction of Lutheran Hour programs in eight additional languages: Amharic, Bemba, Chitumbua, Malagasy, Shona, Sesotho, and Cinyanja.

## Pepe Becomes Kalmu After Helping JFK Fe

Paul E. Pepe has joined Kalmus Co. as a VP after completing a special assignment for the firm as press director of "New York's Birthday Salute to President Kennedy." Pepe, formerly an account supervisor with Bennet Public Relations and before that an accountant with Robert Taplinger & Co.

## Music Maestro Anton Honored for His TV Work

Tampa—Tampa U. today conferred an honorary degree of Doctor of Humanities and Letters on CBS music director Alfred Antonini at commencement ceremonies here. The honorary degree is in recognition of Antonini's cultural understanding through such TV programs as "Two Centuries," "American Music Theatre," "A Tour of the House with Mrs. John F. Kennedy" and a number of special



Established February 9, 1937

L. 90, NO. 112

TUESDAY, JUNE 12, 1962

TEN CENTS

## UG-O-WAR ON COMMISSION SEAT

### 's Compromise Pre-Sunrise Ops ns House Unit OK

Washington Bureau of RADIO-TV DAILY  
Washington—The House Com-  
mittee has approved a  
which would permit pre-  
sunrise operation—as early as 4  
—for daytime-only stations  
operating those hours, with  
visions to guard against inter-  
ference with fulltime radio sta-

The bill is little more than com-  
promise acceptance of a compromise  
approved by the FCC.—to drop pro-  
(Continued on Page 8)

### Elects Abe Mandell Executive Vice Pres.

Abe Mandell has been elected  
Executive VP of Independent Tele-  
vision Corp. Sales and administra-  
tive VP since  
February, 1961.  
he joined ITC  
in 1958 as for-  
eign sales direc-  
tor and was  
promoted to  
foreign opera-  
tions VP in  
May, 1960. In  
his new post,  
Mandell will be  
actively engag-  
ed in the over-  
sight and execution of  
programming and sales activities.

### Hearings on Calendar To Revoke License

Washington, Del.—The FCC has set  
a date for a pre-hearing confer-  
ence on proceedings looking to  
revoking the license of WD-  
M-FM here for alleged fail-  
ure to file logs and double bill-  
ing of local advertisers, and has  
scheduled the actual hearings here  
on June 27. FCC chief hearing ex-  
aminer James D. Cunningham has  
been assigned to the case, attest-  
ing to the importance with which  
the FCC regards it.

**tough nut**

Advertisers must have the extra impact of local spot television to crack the tough New York market. WPIX-TV offers the best combination of market-cracking opportunities—Minutes in Prime Time in a quality "network" atmosphere.

**NEW YORK'S PRESTIGE INDEPENDENT**

Adv.

### Cross Top Favorite As Harris, Magnuson Jockey for Proteges

By HARRY LANDO  
Washington Bureau of RADIO-TV DAILY  
Washington — Pundits and  
other self-styled experts have  
been predicting reappoint-  
ment of John S. Cross of Arkansas  
to a full seven-year term on the  
FCC. They may be right this time.  
Cross, in his first term, is serving  
out the time remaining when  
Richard Mack resigned. His re-  
appointment is strongly supported  
by Rep. Oren Harris (D., Ark.)  
who heads the House Committee  
that has jurisdiction over the FCC.  
Sen. Warren Magnuson (D.,  
Wash.), Harris' counterpart in the  
Senate, supports the candidacy  
of his protege, Kenneth Cox, now  
heading the Broadcast Bureau,  
one of the most powerful posts in  
the commission.

It was understood when Cox  
went with the commission he  
would eventually wind up as one  
of the commissioners. But Magnu-  
(Continued on Page 3)

## Gross Billings For Spot TV \$182 Mil. in First Quarter

National and regional spot TV gross time billings rose 16.7  
per cent in the first quarter of this year, TvB reports. Billings  
for the quarter totaled \$182 mil-  
lion. The percentage increase fig-  
ure was obtained by a study of  
305 stations reporting in both the  
first quarter of '61 and '62.

Products that showed big in-  
creases in billings included: sport-  
ing goods, bicycles, toys, up 141  
per cent to \$1,767,000 first quarter  
'62, from \$734,000 first quarter '61;  
building material, up 108 per cent  
(Continued on Page 6)

### MIAMI OUTLET LODGES APPEAL

Biscayne Seeks Court Switch  
Of FCC Challenge to Operation

Miami—Niles Trammell, presi-  
dent of Biscayne TV Corp., which  
owns and operates WCKT-TV, an-  
nounced yesterday that the com-  
pany had lodged its appeal with  
the U. S. Court of Appeals for the  
District of Columbia Circuit, seek-  
ing a reversal of the recent order  
by the FCC challenging the con-  
tinued operation of WCKT-TV by  
Biscayne.

Trammell stated that the grant,  
under which it constructed and  
has operated the station since  
1956, has been the subject of an  
almost continuous chain of litiga-  
tion since the outlet was estab-  
lished.

### 34-Yr.-Old 'Mitch' Mgr. Succumbs After Assault

Robert A. Bischoff, NBC-TV  
exec and unit manager for the  
"Sing Along with Mitch" program,  
died Saturday from injuries sus-  
tained in an assault. He would  
have been 34 on Sunday. Services  
will be held tonight at the Volk  
Funeral Home, Teaneck, N. J.  
Bischoff joined NBC in August,  
1950, as a page. He is survived by  
his wife, Eileen.

### Tex. AM Shifts Owners, Ed Ditter Named Mgr.

Beaumont—Ed Ditter has been  
appointed manager of KAYC here,  
by Texas Coast Broadcasters of  
Beaumont, Inc., which recently  
acquired the outlet, formerly  
known as KRIC. The sister FM  
outlet has had its call letters  
changed to KAYE-FM. Most of  
the former KRIC staffers will re-  
main, according to David Morris,  
president of the station owner.

### Jersey Station 1st to Air N. Y. Legislature Meet

Newark — New York's two-  
month-old law permitting broad-  
casts of legislative procedures is  
to be put to use for the first time  
by New Jersey-based WJER, key  
station of Communications Indus-  
tries Corp. It will air excerpts of  
the June 27 public hearing by the  
N. Y. Joint Legislative Committee  
studying proposed changes in  
N. Y.'s alcohol law.

**CHAS. A. ALICOATE** - President & Publ.

**MARVIN KIRSCH** - Assoc. Publ-Gen Mgr.

**ARTHUR PERLES** - Editor

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**Javits Introduces Bill To Suspend Sec. 315**

Washington Bureau of **RADIO-TV DAILY** Washington—Sen. Jacob Javits (D., N. Y.) cited NBC and CBS arguments for suspension of Sec. 315 so that "TV (can) perform its full role in the democratic process," as he formally introduced his bill to suspend the equal time requirements for candidates for U. S. Senate and U. S. House for 1962 only.

"The suspension would have the effect of giving broadcasters an opportunity to use their own judgment, subject to the usual FCC control, to see that time is equally divided between candidates of major parties, and also that candidates of minor parties are given a fair opportunity to make their views known.

**N.Y. Studio Opens for 'Herc'**

New York's newest animation studio, Adventure Cartoons for TV, has been opened to produce "The Mighty Hercules" cartoon series for Trans-Lux TV Corp. Joe Oriolo serves as producer-director, Roger Carlin as exec producer and Arthur Brooks as production coordinator on the new skein. Sid Ginsberg is serving in the capacity

**COMING AND GOING**

**PATT BARNES**, WISN-AM-TV, Milwaukee, public affairs director, arrives in town Friday for a visit.

**DON KELLERMAN**, CBS-TV's "Accent" producer, to Monticello, Va. today to tape an upcoming program.

**CHITA RIVERA** leaves today for the Coast to recreate her role in "West Side Story" at the Moulin Rouge.

**DOUGLAS M. SCHUSTER**, of VHF, Inc., to the Coast for production meetings.

**DAVID SUSSKIND**, **LEE PATTERSON**, TV and film actor, and **BLAKE EDWARDS**, TV and motion picture producer, arrive in N. Y. today aboard the Queen Mary.

**JEROME THOR**, TV actor, has arrived in N. Y. from Madrid, to confer with Samuel Bronston on TV production plans.

**EDWARD M. JONES**, CBS Reports producer, has left with a camera crew for seven weeks of filming in the Republic of the Congo.

**SUMMER RADIO POPPING TO SOFT-DRINK BOTTLERS**

Coca-Cola Bottling Co. in Norfolk and surrounding cities has kicked off a heavily charged June-through-September radio campaign on 10 stations, it was reported by RAB in a survey of the radio techniques of some representative U. S. bottling firms. Coke in Norfolk will use more than 5,000 spots over the Summer.

The bureau quotes the president of the bottler's ad agency, McCurry, Henderson, Enright: "We pay a premium for TV advertising and in Summer we find we get a far greater return with a full-scale saturation campaign on radio. We've discovered a lot of loyalty to local radio stations. We use radio to cover our distribution area completely."

**Written Up by RAB**

The Norfolk bottler is one of nine firms profiled by RAB in the report, which is issued under the title, "Make Sales Pop With Radio." All nine reflect the tremendous radio activity current in the bottling industry, which recently ranked radio as its No. 1 ad medium. Another active firm is Royal Crown Cola in Newark, a bottler which concentrates its entire advertising budget in radio and radio-linked promotions. The firm reports sales running a full 30 per cent ahead of last year when no radio was being placed.

Pepsi-Cola in Baton Rouge and Coke in Phoenix are also covered in the report. The Louisiana bottler credits radio with its rapid rise to second spot in a highly competitive soft-drink market. In 18 months the firm has been on radio, sales have climbed by 28 per cent.

of production coordinator for Trans-Lux.

"The Mighty Hercules" was recently acquired by WBZ-TV, Boston; KDKA, Pittsburgh; and KP-LX, San Francisco. It consists of 130 cartoons, each running 5 1/2 minutes, and plans have already been drawn to produce a total of 195 cartoons by 1963.

**FINANCIAL**

(June 11)

**NEW YORK STOCK MARKET**

	High	Low	Chg.
Admiral Corp.	13 1/2	13 1/4	1/4
AB.T.	28 1/2	27 1/2	2 1/2
A. T. & T.	109	106 1/4	107 1/4
AVCO	20 1/2	20 1/4	20 1/2
CBS	36 1/2	35 1/2	35 1/2
Columbia Pfc.	7 1/2	7 1/2	7 1/2
Crow-Coll.	27 1/2	26 1/4	26 1/4
Decca	43 1/4	41 1/2	41 1/2
Disney	31	30 3/4	31
East. Kodak	98	95 1/4	96
Gen. Elec.	33 1/2	32 3/4	33 1/2
General Tel.	21 1/2	20 3/4	21
Hazelton Inc.	18 1/2	18 1/4	18 1/2
Magnolia Corp.	33 1/2	32 3/4	32 3/4
MCA	43	41 1/4	41 1/4
M-G-M.	34 1/2	34 1/4	34 1/2
Nat. General.	7 1/4	6 3/4	7
Paramount	41 1/4	41	41 1/4
Plough	56	55	55
RCA	48 1/2	47 1/4	47 1/4
Storrs	30	29 1/2	29 1/2
20th-Fox	25	23	23
United Artists	28 1/2	28 1/2	28 1/2
Warner Bros.	13 1/2	13 1/4	13 1/4
Westinghouse	28 1/2	28 1/4	28 1/4
Zenith Radio	5 1/4	5 0 1/4	5 1/4

**AMERICAN STOCK EXCHANGE**

Capital Cities	13 1/4	13 1/4	13 1/4
DeSitu	8 1/2	7 3/4	8 1/2
Filmways	6 1/4	6	6
MPO	8	8	8
Reeves Sound	4 1/4	3 3/4	4
Screen Gems	15 1/2	15 1/4	15 1/4
Technicolor	11 1/4	10 3/4	10 3/4
TelePromPter	8 1/2	8 1/4	8 1/4
Trans-Lux	13 1/2	12 3/4	12 3/4

**OVER THE COUNTER**

Jazzold	8 1/2
Meredith	26 1/2
Metromedia	13 1/2
Official Films	1 1/4
Scranton	6 1/2
Sterling	13 1/4
Transcontinent	8 1/2
Wamelco	20

(Supplied by the National Association of Security Dealers.)

**SENATORS MARK OUTLET'S ANN'Y**  
Pell Takes Floor to Praise Station's 40 Years' Service

Washington Bureau of **RADIO-TV DAILY** Washington — Sen. Claiborne Pell (D., R.I.) has taken the Senate floor to congratulate WEAN, Providence, on its 40th anniversary.

Sen. Pell said the station, through its first 25 years, provided the public with a variety of information and entertainment programs and when TV arrived, "adjusted to the challenge provided by the new visual medium by offering a new format of music, news and public service."

**New AA-TV Project Creates Sales Talent**

Robert B. Morin, VP and general sales manager of Allied Artists TV Corp., has started a formal training project to create new sales talent for Allied's syndicated TV programs. First appointee is Elliot A. Benner, who will be attached to the Chicago branch office.

Allied also announced it has sold a science fiction series of 20 recent-vintage features to seven stations: KTVK, Phoenix; WNBQ, Chicago; WBNS-TV, Columbus, O.; WCKT, Miami; WHN-TV, New Britain, Conn.; WWLP, Springfield, Mass.; and WOR-TV, New York City.

Such recent films as "The Atomic Man," starring Gene Nelson, and "Target Earth," starring Richard Denning, are included, along with "The Cosmic Man," "Daughter of Dr. Jekyll," "Frankenstein-1970," "House on Haunted Hill," and "Indestructible Man."

**Tele-Service Taps Scott As Director, Sales Chief**

In a major expansion program which includes the integrative all operations under one U. S. Tele-Service Corp. has appointed Louis J. Scott as administrative director and head of its services. Scott was formerly with Frederick J. Atkins, and before that with Chemstrand Corp., Burlington Industries.

**'20th Century' to Repeat Glory of Battleships Seg**

"End of the Battleship," history of the rise and fall of the battleship, will be re-aired CBS-TV's "Twentieth Century July 1. Walter Cronkite, host, interview Vice Adm. William Bagley (USN, Ret.), skipper of the Missouri, last battleship of the Navy, and Gen. Clayton Bissell (USAF, Ret.) who sank the German battleship Ostfriesland.

# NBC Aids NAB Code With Script Synopses

## Adams Tells Stations How Will Strengthen 'Self-Regulation'

NBC will soon send synopses every episode in adventure, western and suspense TV to affiliates and the NAB offices "to strengthen the ties of industry self-regulation." Senior exec VP David C. Adams said the synopses will be prepared by NBC Broadcast Standards editors as they review scripts.

In a letter to affiliates, Adams said that NBC is already implementing procedures agreed upon with the NAB Code Authority, by sharing its offices with detailed program information and by-day consultation between the web's Broadcast Standards and NAB Code representation program questions as they arise.

## Pre-Screening Approved

NBC also reaffirmed NBC's willingness to permit pre-screening programs when the NAB Authority believes this is necessary to permit it to judge the question intelligently.

Adams can see no element of "censorship" or centralized control in pre-screening under these circumstances, which would always be jointly with representatives of the network concerned, he said.

## Adams Signs Sam Gallu 63-64 TV Projects

Los Angeles — Warner Bros. has signed Sam Gallu as writer-producer-director to work on new TV projects for the 1963-64 season, returning to the studio on Monday. He was formerly head of his own company, having produced "The Blue Bird" and "Navy Log."

## Howes Ups Curtain Voice of Firestone

Los Angeles — Ann Howes will guest star in the premiere of "The Voice of Firestone" when it returns to the air on ABC-TV. Miss Howes just starred in "Brigadoon" at the New York City Center.

## Give a Cigarette—Oops! My Paging Receiver

Los Angeles — All KRIG-KBES men have been equipped with "Mobilphone" paging receivers about the size of a cigarette with a seven-inch antenna. Messages can be relayed to men in the field, enabling them to give faster service to their

## 2 of 3 FM Families Listen During Week, U. S. Survey Shows

Two out of three U. S. families with FM radio listen to it during the average week, the first nationwide FM survey reveals.

The study of 27 metropolitan areas throughout the U. S. was made by Pulse, Inc., for Triangle Stations. The research shows that 42.3 per cent of the radio families have FM service, and 44 per cent of the FM families are part of the audience during the average day.

Some of the nation's top markets had a larger-than-average FM penetration. In metropolitan New York, FM families comprise 54.4 per cent of radio families; in Los Angeles, 49.4 per cent; in Boston 50.6, and in San Francisco 48.4.

## DJ Swings with Teens For Dimes Drive Laurels

Chicago — Dick Biondi, popular DJ on WLS, has been honored by the Cook County chapter of the March of Dimes for organizing a teenage fund-raising program. The certificate of appreciation was made at the recent annual meeting of the chapter at the Palmer House here.

Biondi called on his young audience to aid a worthy cause, and the response was overwhelming. The DJ held dances with proceeds going to the March of Dimes. "Teenagers are great citizens," says Biondi. "They'll help whenever they can."

## Mutual Appoints Okun Eastern Sales Manager

Arthur Okun has been named Eastern sales manager of Mutual Broadcasting. He joined MBS as an account exec in 1958 after five years with CBS Radio.

## Creative TVers Told to 'Talk Up' Ad Importance

Dallas — "Get out and sell the importance of advertising to the American consumer," creative TV people were urged here recently by William R. Gibbs, J. Walter Thompson VP and commercial production director. Speaking at the 3rd American TV Commercials Festival, Gibbs said, "Learn as much as possible about the advertising industry's role in the economy, and then talk about it to your friends, your family and your associates."

## Full CBC Facilities Set Up for Election

Toronto — The greatest concentration of technical equipment and manpower for coverage of a federal election in the history of Canadian broadcasting, has been assembled by the CBC for Monday's election. On TV, the full national network will be linked together, reaching from St. John's to Victoria. On radio, the Trans-Canada network will broadcast the election coverage.

Both radio and TV coverage will begin in each time zone at the close of the polls, with broadcasting to continue until the overall result is known. The general pattern of TV coverage Monday will be 20 minutes of network telecasting in each half-hour, with local stations breaking away for 10 minutes of local returns. On radio, there will be 25 minutes of regional-national coverage each half-hour, followed by five minutes of local broadcasts to complete the half-hour.

## Storer Promotes Eaton To Head Detroit Sales

Detroit — Seymour "Hap" Eaton has been appointed general sales manager for Storer Broadcasting Co.'s WJBK-TV here. He was formerly the station's national sales manager, and before joining Storer was an account exec with Peter, Griffin, Woodward. Starting his career with RKO-Radio Pictures in 1948, he switched to TV in 1953 with NBC-TV Films.

## FAULK NOT SEEN AT RED MEETS

Vincent W. Hartnett testified yesterday he attended Communist meetings from 1943 to 1955 to gather material for "Red Channels," but did not "recall" seeing John Henry Faulk or hearing of him at any of the gatherings.

"Red Channels" linked Faulk to "Communist affiliations" in 1956, after Faulk had begun to attack the publication in his union, but the alleged "affiliations" were supposed to have occurred before 1950. Hartnett is one of three defendants in Faulk's \$1-million libel suit.

## New Series to Guide Youth to Professions

"Career" a weekly series of 30-minute films aimed at guiding teen-agers and their parents in selecting a profession, is being prepared by Taylor/Nodland for TV network release this Fall. It was announced by President Sheril Taylor, George Hankoff, president of Capricorn TV Co., will represent Taylor/Nodland in the sale of the series.

To be hosted by Nicholas O'Brian and Kim Haley, the program features profiles of a variety of exciting careers, successful approaches to these careers and interviews with prominent persons.

A number of diversified professions—foreign service, fashion design, geologist, investment banker, photographer, among others—will be highlighted, with the TV camera pin-pointing the qualifications, training and advancement opportunities in these fields.

## Cool Cats Define Jazz For Hip Alan Grant Show

Alan Grant found out what jazz was all about when he started a "Definition of Jazz" contest on his daily WRFM "Concepts of Jazz" program. Listeners were asked to write in their ideas of the "best," and the letters were judged by a panel of leading figures in the field. The winner received a Polaroid camera.

## Cross Seen Held on FCC

(Continued from Page 1)

son has gone out of his way to make it known he is keeping his hands entirely off the current opening.

There is a suspicion of horse-trading between Rep. Harris and Sen. Magnuson on the matter. Another Democratic seat, that of T. A. M. Craven, will be opening up next year.

Cross tends to vote in the FCC with those who feel the least regulation is the best. Cox would vote strongly with FCC chairman

Mnow for more regulation. A logical horse trade would be to defer administration regulatory objectives with reappointment of Cross this year, while saving the appointment of Cox until next year.

The fact that Cross has persisted in voting as he believes, rather than with the administration in an attempt to cinch the reappointment he certainly wants, in itself argues that Cross must be confident of getting the post again.

# We're doubly honored...

For the first time in the distinguished history of the Sloan Awards, a single company's radio and television stations have both won this award in the same year.



*WGN-Radio for the 4th consecutive year. An unsurpassed achievement!*

"To WGN-Radio for a continuous, year-around safety education campaign with special reference to Northwestern University Reviewing Stand, Signal Ten and WGN Trafficopter Service."



FOR DISTINGUISHED PUBLIC SERVICE  
IN HIGHWAY SAFETY



STATION WGN-TV CHICAGO, ILLINOIS  
1961

"To WGN-TV for continuous, year-around safety  
education programming with special reference to the  
series 'The Other Guy' and 'Morality in Driving'."

## WGN Radio and Television

*better programming through dedicated community service—2501 Bradley Place, Chicago 18, Illinois*

## Bowden Joins BCH, Leaves Own Rep Co.

James D. Bowden has joined Broadcast Clearing House as its midwest manager in Chicago after leaving his position as head of his own Minneapolis station representatives firm. The James D. Bowden Co.

Bowden will make his headquarters in the Chicago office BCH opened earlier this month in an expansion move to service Midwest clients. Bowden has headed his own representation company since 1959. Before that he worked as manager of the Chicago office of the John E. Pearson representative firm.

## WTTW Scholarship

Trenton—A local high school boy has been selected as the winner of the Thomas Alva Edison Foundation scholarship of \$1,000, made available to an outstanding student because of the award received by WTTM as "The Radio Station that Best Served Youth during 1961."

## U. S. Economy Viewed

Austin — "The American Business System," 10 programs on basic economics, will be presented next season on educational station KLRN-TV. The NET filmed series is being produced under a grant from the National Ass'n of Manufacturers.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

William N. (Bill) Davidson (one of the nicest guys in this industry) veepee



DAVIDSON

and director of Advertising Times Sales, took the final leap with Jeanne Walker. The bride is presently associated with the New York World's Fair as administrative assistant to the executive VP. The ceremony took place in the community Reform Church of Manhasset, L.I. . . . congratulatory Bill . . . BBC-TV filming an hour show at Astroland, the \$3-Million space age extravaganza in Coney Island . . . Plans afoot to beam TV across the sea via cables . . . Merv Griffin to plane to Canada in July for a series of personal appearances . . . Apartment huntress Pat Palmer has Liberace's Italian villa for rent . . . Elegant Lombardy Hotel has Xavier Cugat and Abbe Lane's apartment for rent . . . Earl Wrightson rivals Como as the most relaxed man on TV . . . Luau 400 has "Family Show" star Carol Knox to draw the winner of its trip to Hawaii contest tomorrow.

Lew Heilbronner, manager of WJQS, Jackson, Miss., received the National Safety Council's Public Interest Award from the Mississippi Safety Council. Lew schedules an hour safety show each week, which consists of safety talks, spots and music . . . Award-winning star of stage, screen, radio and TV, Thomas Mitchell, will guest star on "Perry Como's Kraft Music Hall" NBC-TV colorcast Nov. 21 . . . A number of inquiries have been received regarding the availability of Lanny Ross for radio or TV host-guest spots, as a result of the item we used last Thursday to remind the industry of Lanny's great talents, which should need no reminder.

Meet: Paul Richards, who was born in the shadow of the Hollywood sound stages and decided upon a theatrical career at the age of 10. Winning his Master's degree in Theatre Arts at UCLA, he came East to study under Lee Strassberg and Michel Chekov and his professional range and versatility have made him virtually "a star without a series." His credits include "Richard III" and "Twelfth Night" on the stage, and featured roles in nearly every TV series on the air. Currently under contract for three motion pictures with film producer James Clavell, Paul is spending his Summer in Canada playing the leading role in "The Sweet and the Bitter," the first picture in the series.



RICHARDS

Barbara Harris, who will play the female lead in next season's musical comedy to be produced in New York by Richard Rodgers and Alan Jay Lerner, has been signed to a long-term contract by Mercury . . . Eddy Howard and his orchestra, longtime Mercury recorders, have opened for a two-month stand at the Casino, Santa Catalina Island, Calif., and later will work a month at Elitch Gardens, Denver . . . Mercury's Meg Myles' movie, "Satan in Blue Heels," is getting top reviews. Meg has been asked to do the "Louise-Gypsy Rose Lee" role in the Summer version of "Gypsy."

## Spot TV Gross Billings Jump

(Continued from Page 1)

to \$498,000 from \$240,000; household paper products, up 85 per cent to \$15,748,000 from \$11,035,000, and gasoline and lubricants, up 66 per cent to \$6,731,000 from \$4,066,000.

Of the \$182,098,000 total for the quarter, \$149,519,000 was spent for announcements, \$19,078,000 for programs and the remaining \$13,501,000 for IDs.

The 10 top spot TV advertisers in first quarter '62 were Procter & Gamble, \$16,528,800; Lever Brothers, \$6,599,300; Colgate Palmolive, \$5,244,200; General Foods, \$4,762,800; Bristol Myers, \$3,324,600; William Wrigley, \$3,282,100; P. Lorillard, \$3,069,800; Coca Cola, \$2,975,500; Standard Brands, \$2,807,700, and American Home Products, \$2,491,200.

## U Fight Over V M Ending After 8 Year

Washington Bureau of RADIO-TV — One of the UHF TV stations to fight intrusion of programs from station into its area has eight years, finally had a decision in its favor, the tentative one.

The celebrated case involves application of WSPA - TV, Fawnsburg, S. C., to switch its transmitter from Hogback Mountain, Paris Mountain, WAIM-TV, Channel 40, Anderson, S.C., from the grounds that this brings WSPA programs in community served by WAIM case has been in the court mandated to the FCC and before the courts in the years which followed.

The FCC has now taken to direct preparation of which would affirm an initial decision granting the WAIM to the extent of setting aside first (Apr. 30, 1954) FCC decision to permit the transmitter to

## Lundberg on 'Learning' Shrinks Threat of China

Guesting tomorrow on "Sures of Learning," WNYC FM, Ferdinand Lundberg, a best-seller on modern so will develop his theory that is overrated as a threat to free world. He will also discuss the likelihood of atomic war coming changes in the American and Russian political systems aspects of his new book, "Coming World Transformat" scheduled for release this year Doubleday.

Lundberg will be interviewed by NYU Prof. Walter James Ler, moderator of the show, program originated as a WL TV presentation on May 25.

## Return Bow for 'Psalms' Set to Ellington Music

"Psalms," a program of temporary ballets by choreographer John Butler, set to the music of Duke Ellington's "Such Sweet Thunder," will be aired again CBS-TV "Lamp Unto My Feet" Sunday, based on Psalms 8, 18 and 99, the ballets illustrate moods and meanings of man's relationship to God.

## WDBJ Carries Three-Day City-County Golf Tournament

Roanoke—WDBJ, a CBS affiliate, has begun three-day broadcast of the city-county golf tournament. Dave van Horne handles the sportscast which originates from three of the city's country clubs. Local business concerns sponsoring the entire golfcast.



# AGENCIES

By RALPH TYLER

Stan Freberg has just finished series of commercials for Chung Chinese Foods, using the dummies of Paramount TV Productions. Jack Donahue directed. The commercials were recorded on video-tape and Marjorie direct-to-film. This is the 14th series of commercials that Berg, Ltd., has produced at New York. The other three, for Nyctol, Serio and Chun King, all won awards in their categories in Third American TV Commercial Festival in New York last week. Agency for Chun King is G&O.

Shenley Distillers, pleased by the reception to its new midday-to-dawn program of pop music and shows on WYNY, has renewed its sponsorship for another 13 weeks, reports ad director in Parets. In addition to the Schenley offers public and community service bulletins, time, meter, news, traffic conditions and safety messages on the Monday-Saturday program.

**ST. LOUIS SIDE GLANCES:**  
Kimbrough, copywriter for Amer Advertising, has been elected president of the St. Louis Men's Advertising Club. A former feature writer for the Post-Dispatch and women's editor of the World Star-Times, she is immediately past national president of the Sigma Phi.

Ed R. Daniels, Inc., with live accounts billing \$2.5 million, has merged into the Chicago operation of Don Kemper Co. Daniels was made VP in charge of the Chicago office. Among Daniels' execs moving over to the larger organization are Roy Sabo, who will become an account supervisor, and Michael R. New, a specialist in sales promotion and merchandising. Daniels' accounts to be serviced by the merged firm include Canfield, Stranges, Adams Korn Kurks, Candy and Uptown Bever-

## Thought for Today

"I must admit that I am often happy about scripts and also about teleprompters. I think that I should try very often to use teleprompters without scripts if you particularly when they are a part of personal experiences. . . . I think you can destroy a lot of feeling, the rhythm, the cadence of speech, if you use scripts. Use a man who is reading a script as if it is acting."  
— Canadian representative for BBC  
Lawrence Stapley

# JINGLERS ARE JANGLED BY MUSICIANS' DEMANDS

Special to RADIO-TV DAILY

London — Britain's powerful musician's union which has won a big pay increase from London theatre owners, has now turned its sights on TV. The union has ordered its members

**If Dad's a Good Sport You WINS Yankee Tix**  
WINS is observing Father's Day with a contest on "Why My Dad Is a Good Sport." Listeners had to write in 50 words or less their opinions, and the lucky winner will receive a pair of tickets to a New York Yankee game at Yankee Stadium.

not to work on any TV commercials after June 30 unless a \$56 minimum fee is paid for each performance. According to the union, some members are getting paid as little as \$7 dollars per commercial.

Meanwhile, jingle writers have formed their own union to meet the possible threat to their jobs caused by the musicians' move. They are calling themselves the Assn. of Composers and Advertisers. One spokesman said "We are worried, that if the musicians withdrew their labor, the jingles will be recorded abroad, which will hit both groups."

## Ins. Dividend To H. K. Smith

"Howard K. Smith—News and Comment" will again be sponsored by Nationwide Insurance of Columbus, O., for the 1962-63 season on ABC-TV. It has been announced by James C. Hagerty, ABC VP, and by Murray D. Lincoln, Nationwide president.

The news show, which will continue throughout the Summer in its Wednesday slot, moves to Sunday in September. The program is produced by Bill Kobin and directed by Jack Sameth.

## Miss Brooks in New Post With Arthur Jacobs Co.

Gertrude Brooks has joined the Arthur P. Jacobs Co. to handle motion picture and TV accounts in the firm's New York office. Previously with 20th Century-Fox for nine years, Miss Brooks was magazine contact and fashion coordinator, in addition to doing publicity work for some of 20th's top stars.

# 'Face to Face' Brings Hull Back to Web TV

Warren Hull, one of broadcasting's best-known emcees, returns to network TV June 24 as host of "Face to Face," Summer replacement for Jack Benny on CBS. The program will emanate from Hollywood, produced by Ralph Edwards.

Hull, whose list of achievements runs the gamut from leads in Broadway musicals to starring roles in 38 movies, was co-host of the long-ago radio topper "Vox Pop" and served in the same capacity on "Strike It Rich" on TV in his last network stint. When "Rich" left the air in 1957, he retired.

But the desire to become active in TV again stirred Hull, and in 1959, at the direct encouragement of the owner of WTAR-TV, Norfolk, he became host of an hour daily "Get Together" on the CBS affiliate. He will return to that station when Benny resumes in the Fall.

## KFAB Captures Nine

Omaha — KFAB has received nine of the 18 Gold Frame Awards of the Omaha Radio & TV Council for excellence in general news presentation, news specials, editorial voice, music, religious and educational programming.

## Puppets, Debate, Trials On 'World Understanding'

Highlights of this week's "Understanding Our World" series, on WOR-TV, will be a puppet version of the classic comedy, "The Menace," a high school debate on the question of Federal regulation of labor's power to strike and a discussion of the Nuremberg war trials by the chief English prosecutor, Sir Hartley Shawcross.

These episodes, starting today and running through Friday, are produced by the Michigan U. TV Center.

## Norman, Dean Tied Up In Tight 'Sullivan' Deal

Harvey Norman and Stanley Dean, the comedy team who got their chance at the big time in the new Copacabana show, have been signed for CBS-TV's "Ed Sullivan Show" of Sept. 2. They won't be permitted to do any other TV show until after the Sullivan appearance.

## Fred Allen Story Filmed For Wolper's 'Bio' Series

Wolper's new Bureau of RADIO-TV DAILY Hollywood — The story of the late Fred Allen has been scheduled for the "Biography" series Wolper Productions is producing for Official Films.

It's our birthday

ONE YEAR OLD !  
AND SOME BABY !

PRIME T.V. FILMS, INC. THANKS  
T.V. STATIONS ALL OVER THE  
WORLD FOR MAKING OUR FIRST  
YEAR A HEALTHY ONE

Michael Hyams  
Alec Campbell Jr.  
Lillian Hoffman

120 WEST 57th STREET, NEW YORK 19, NEW YORK  
Columbus 5-7480

OUR FAMILY

<b>WEST COAST</b> Eiffinger Associates 6800 Sunset Blvd. Hollywood, California	<b>MID-WEST</b> Ben Barry Associates 223 W. Wabash Ave. Chicago, Ill.	<b>NEW ENGLAND</b> Ted Swift Northeast Tele-Pict Associates 80 Bealston St. Boston, Mass.	<b>CANADA</b> Telefilm of Canada 130 Carlton St. Toronto, Ontario
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## AFM Seeking Power Over Radio License In 'Live Music' Fued

Pittsburgh—The American Federation of Musicians seeks legislative authority to enable the AFM or its locals to intervene in renewals of licenses for "broadcasters who continue to neglect their sworn obligation to employ live musicians and other local talent." AFM president Herman Kenin told the 65th annual AFM convention here.

The union's legislative effort is also directed toward compelling the labeling by origin of cut-rate foreign music recordings used as background in perhaps one-half of otherwise wholly American made TV films and tapes. Kenin said.

### 'Like Death and Taxes'

On another matter, Kenin told the delegates the union can "never hope to totally eliminate canned music because like death and taxes, it is here to stay." "But," he said, "the musicians have demonstrated the will and vitality to carry on more militantly than ever the fight for live music and the human being who creates it."

## New Directors Co. Signs Miss Babbins as Producer

The Directors Co. recently formed by Franklin Schaffner and Fielder Cook, has signed Jacqueline Babbins as producer of the one-hour dramatic specials for CBS-TV's "DuPont Show of the Week" next season. Miss Babbins was formerly with Talent Associates, and before that with Irene Selznick Productions.

## Laurels Ring the Brows Of WNAC Cameramen

Boston — WNAC-TV News cameramen won three awards in the 37th annual photographic contest of the Boston Press Photographers Association. Bob Dinneen received a second prize for the "Safety Car" story and a third prize for "Breakthrough," the story of the Callahan Tunnel. Russ Hopkins snared a second prize for the five-alarm fire at Castle Island Pier.

## FCC Compromise OK'd

(Continued from Page 1)

ceedings aimed at cutting out these pre-sunrise operations in return for a committee turnaround of the appeal by the daytimers for minimum 6 AM-6 PM operation, with the pre-sunrise operation in the cases now permitted, and which would be permitted under the bill. The committee is not now expected to act on the 6-6 bill.

## WBC Newsgal Corrick A National Headliner

Ann M. Corrick, radio and TV news reporter for Westinghouse Broadcasting Co. in Washington, has been named a 1962 National Headliner by Theta Sigma Phi, the professional fraternity for women in journalism.

A broadcast journalist in Washington since 1943, Miss Corrick is serving as president of the Radio-TV Correspondents Ass'n, the first woman president in the 22-year-old organization.

### Was NBC Producer

Before joining Westinghouse in 1958 as assistant chief of its Washington new bureau, she was producer of NBC's radio and TV programs, "American Forum of the Air" and "Youth Wants to Know." As Washington correspondent for WDSU-TV, she produced and moderated "Dateline Washington," which won a Sylvania citation for public service.

## Reeves Is Top Speaker At 11th NCTA Conclave

(Continued from RADIO-TV DAILY)

Washington—Jerome R. "Tad" Reeves, general manager of KDKA-TV, Pittsburgh, will be the featured speaker at the 11th annual convention of the National Community TV Association here June 20. NCTA prexy William Dalton has announced.

Reeves will speak at a special luncheon session on CATV system relations with broadcasters. Other broadcasting figures will also participate in the sessions, running from June 17-22.

## Police Like His 'Action'

St. Louis — Nelson Kirkwood, news director of WIL Action Central, has received a letter of commendation from Curtis Brontron, Metropolitan Police Department chief, for his editorials about the police department, its role in the community, and the service it renders.

## WBAP-TV Gets 'Gospel'

Fl. Worth — "Gospel Favorites," which grew from a local show in Greenville, S. C., to a nationally syndicated program, has bowed on WBAP-TV. Originator Bob Poole also emcees the telecast, which spotlights nationally known gospel quartets.

## Party People

Scranton — WDAU-TV and Fairmont Foods Co. played host to 1,100 children and parents at Fairmont's Junior Auction Blrth-

## Hildreth Outlet Moves To 'Studio City' Site

Bangor — WABI-TV here, key station in the Hildreth TV network, has begun telecasting from its new communications center, "Studio City." TV studio operations were moved overnight, without any interruption in the telecast schedule.

## Court Ruling Helps Station

The U. S. Supreme Court set aside a lower court ruling yesterday and ordered reinstatement of WMCA's complaint that apportionment of the New York State Legislature violates the U.S. Constitution's equal protection clause.

WMCA president Peter Straus said the station will present a report tonight on the fight for a new system of apportionment. Views of President Kennedy, Gov. Rockefeller, State Attorney General Lefkowitz, Mayor Wagner and former U.S. Solicitor General will be heard.

Straus said the Supreme Court action raises hopes that New York City voters "will finally get orchestra seats in the Legislature." "We've been sitting in the peanut gallery long enough," he added.

## Cruse in New Sales Post

(West Coast Bureau of RADIO-TV DAILY)

Hollywood — Richard F. Cruse has been appointed sales promotion director of KFRE-AM-TV and KRFM, Fresno.

## KDKA Radio Man Biggest Sales Man

Pittsburgh — KDKA says May was its greatest month since it went on the air in 1920 as America's first commercial station.

KDKA is represented by ally by AM Radio Sales. TV time billing topped a month honors that included a Delta Chi national award for news reporting, an Ohio award for programming a special citation from the American County Bar Association.

## WNAC Tells Boston: What They Are Reading

Boston — WNAC is promoting a new feature, "What ton is Reading," to listene this always-bookish city.

Each Friday in "Radio B Afternoon Edition," Leif J. tells weekend readers what neighbors are perusing. Or following Wednesday mor Bill Hahn on his "Around Town" gives the reader st and adds sidelights and from to time interviews an author.

## H-R Appoints Grossmo Sales Promotional Head

Columbus, O. — Myron Grossman, merchandising sales development director of WBNS-TV, has been named rector of sales promotion for Reps and H-R TV. New York will represent the firm in promotional efforts among 25 TV 30 radio stations across the c try.

# News Flashes From Coast-to-Coast

day Party, held adjaent to the studios and televised outdoors.

## Theatre Solute

Dallas — A new series of programs devoted to musical theatre has begun on WRR-FM, with Tom Hughes, managing director of the State Fair Musicals, serving as commentator and musicals' cast members as guests.

## WSB Aims U. Games

Atlanta—The 10-game schedule of the Georgia football team will be broadcast by WSB again in 1962, including a 15-minute pre-game warmup each week.

## Back at Desk

Omaha — William O. (Bill) Wiseman, WOW station and sales manager who suffered a serious injury as a result of a fall on the ice in January, has returned to

his desk part time after months absence.

## For Early Birds

St. Louis — KADY has a "Eye Opener" program at AM with Guy Nunn, contain news, weather, sports and mu In addition, it features shop and union news, presented UAW public service.

## Jaycees 'Appreciate' Courts

Miami — WQAM's Alan Conroy has been awarded a Certificate of Appreciation by the MI and U. S. Junior Chamber Commerce for outstanding s ice.

## Taylor to KFSA

Fl. Smith — George Taylor, 15-year radio veteran and 11-1 sportscaster in AAA baseball, the Southern Ass'n, has named program director and e morning DJ of KFSA.



Indiana University Library  
Bloomington Ind

Established February 9, 1945

90, NO. 113

WEDNESDAY, JUNE 13, 1956

NTS

## DENVER'S FEEVEE TEST ASSAILED

### U. S. Color System Used in British 'Dry Run'

London—The American NTSC system has been chosen by Britain's for a color TV demonstration which, said ATV, could be the type of what a color "ad mag" of the future would be like. Occasion was the introduction of a new cigarette. Color pix were transmitted from the cigarette factory 15 miles from London, to the Piccadilly Hotel in the heart of the capital. The linking equipment will be the basis of color service when the government gives the go-ahead.

### Musicians' Residuals Urged For Broadcast Recordings

Pittsburgh—Guarantees to musicians of fees for continued use of recordings and an end to what he termed "exploitation" by broadcasters was urged yesterday by Robert N. Glaimo (D., Conn.), in a speech at the 65th annual convention of the American Federation of Musicians here.

"The performance itself is a good one," Glaimo maintained, "but the answer to this complex problem lies in revision of our outdated copyright laws." According to Glaimo, warnings were issued by ex-VP AFM president Joseph Petrillo in the early 1940's.

(Continued on Page 3)

### Pauley, Weinbach Join Radio, TV Boards

Bert R. Pauley, ABC Radio president, has been appointed to the AB Radio Board and Mordecai Weinbach, ABC VP and ABC general counsel, to the NAB Radio Board. Pauley replaces Weinbach on the Radio Board, and Pauley replaces Alfred R. Beck-ABC Washington VP, on the board.

### Comedy Situation Comedy Shows in Fall on CBS-TV

Exchange," what CBS says will be the first weekly long TV situation comedy debuts on the net Sept. 21. Edited by Cy Howard and starring Eddie Foy, Jr., the skein concerns the home life of two families in New York and the one in London.

### PEACOCK STRUTS THRU 7 STUDIOS

NBC Color in New York  
Adding 6-A to Facilities

NBC's peacock is spreading its wings further with studio 6-A being equipped for color broadcasting by July 1. On completion of Peacock Theatre in September, the net will have seven studios in New York City for color originations.

Studio 6-A, originally constructed as a radio studio, was renovated as a black-and-white TV facility last year, with an eye to making it readily adaptable for color.

### Cartoons' Renewals Outpace Last Year's

Renewals of cartoon series by TV stations are running 25 per cent ahead of last year, United Artists Associated reported yesterday. If renewals maintain momentum, a record number is anticipated this year. UAA's sales executives said.

Ten renewals have been racked up on the past two weeks on UAA's "Popeye" and Warner Bros. cartoons. "Popeye" has been renewed by WIBC, Pittsburgh; WROC-TV, Rochester, N. Y.; KO-

(Continued on Page 3)

### Crosley, WIBC File Pact Terms to Settle Indianapolis Dispute

Washington Bureau of RADIO-TV DAILY  
Washington — An agreement under which the bitter eight-year litigation over Indianapolis Channel 13 would be ended, with Crosley Broadcasting Corp. keeping station WLW-1 on Channel 13, and WIBC buying TV Station WLW-A, Atlanta, Ga., from Crosley, was submitted to the FCC for approval yesterday. Crosley had been ordered off

(Continued on Page 8)

### Len Traube, WCBS-TV, Leaving Info-Adv. Post

Leonard Traube, director of information services and advertising for WCBS-TV for over two years, has left the net's New York flagship station. He will announce his plans soon.

### Louisville Outlets Name Four to New Exec Posts

Louisville — WAVE, Inc., has placed Ralph Jackson in charge of its outlets here and named him WAVE-TV station manager; appointed Woodford H. Dulaney, Jr., station manager of WAVE Radio;

(Continued on Page 7)

### Teleglobe Experiment Held 'More Deficient' Than Hartford Trial

Pay TV has taken another stiff jolt on the chin—but it's still far from down.

A group of theatre owners yesterday told the FCC it should turn down the proposed three-year pay-TV test of the Teleglobe system on KTVR, Denver.

This follows in the wake of an appeal to the Supreme Court for review of the FCC's right to authorize the RKO Hartford pay-TV experiment, scheduled to start soon.

Marcus Cohn, attorney for the theatre owners, said the Denver application is "even more deficient" than the Hartford application. He said it should be rejected "out of hand" but, if the FCC isn't willing to go that far, it should at least hold hearings to clear up alleged inadequacies in the application. Applicant, he maintained,

(Continued on Page 6)

### Utah Bar Cites Station In Citizen Rights Series

Salt Lake City—KCPX-TV has been given the Utah State Bar TV Award. Douglas Ellison, general manager, and Dan Rainger, program director, accepted the award. Rainger produced a series on citizens' legal rights.

### P&G Sails With ITC's 'Drake'

Procter & Gamble, through Leo Burnett Co., has purchased "The Adventures of Sir Francis Drake" from Independent TV Corp. Series, starring Terence Morgan, starts on NBC-TV June 24 in the Sunday time slot now occupied by another P & G property, "Car 54, Where are You?"

Exec producer of the series, filmed in England, is Leslie Harris. The sale now gives ITC two programs on NBC-TV. The other, "Fury," was recently renewed for its seventh year.

Commenting on the fact "Drake" was produced abroad, ITC president Michael Nidorf said the purchase "by as astute a TV buyer as Procter & Gamble,

should forever eliminate the question 'Where was it made?'"

"It's the most pointless question in the business," he continued. "What difference does it make where a show was filmed? The important questions are 'Who made it?' 'How was it made?'"

"What was put into it?"—all of which are clues to the basic question: "What does it look like on the screen?"

He said half of ITC's \$60 million gross comes from series produced outside the U. S.

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## CBS Skeds Jazzmen From Freedomland

Freedomland's Moon Bowl will once more echo the refrains of live Dixieland and modern jazz when WCB's Ed Joyce returns with his "Traditional and Modern Jazz Bands" June 25 to broadcast live from the popular entertainment park.

This marks Ed Joyce's third season with his troupe at the outdoor wonderland. His performance two years ago, when Freedomland first opened, met with such impressive approval that the management has invited his return annually.

**WDCA**  
 A DOMINANT VIEW  
 scranton, wilkes barre and WGBI represented by H-R

## COMING AND GOING

**MAL KLEIN**, VP and general manager of KHJ-TV, Hollywood, in N.Y. for business meetings.

**JOSEPH M. SCULLY**, TV Guide's national circulation manager, has returned from a business trip to the Virgin Islands and Puerto Rico.

**STAN KAPLAN**, of Mars Broadcasting Co., to Atlanta for Demand Radio conference.

**BILL LEONARD**, CBS News Election Unit executive producer, will speak at the 25th reunion of his class at Dartmouth, tomorrow.

**AMANDA BLAKE** of CBS-TV's "Gunsmoke," to Washington, D. C. and Wil-

**GEORGE BRISTOL**, **LEONARD BROOM**, **ERNIE STERN** and **ED SCOVILL**, executives of CBS-TV's sales promotion, press information and affiliate relations departments, respectively, will visit Boston, Chicago, Omaha, Denver and Seattle for the network's third annual Regional Promotion Meetings.

**MINA MORET**, of the Stern & Scharf Office, in San Francisco for client meetings.

**BEN BRADY**, producer of "Perry Mason," has arrived in N. Y. aboard the United States.

**GIL RODIN**, TV producer and musical director, to Sidney, for an assignment for Revue of Australia.

## RADIO GAINING ON PRINT IN RACE FOR AD DOLLARS

Charlotte, N. C.—Radio this decade will close the gap in the race with newspapers for the advertisers' dollars, with much of the lift coming from retailers, the North Carolina Ass'n of Broadcasters was told at its annual convention here yesterday by RAB member development director Patrick E. Rheume.

"While the space boys have been rolling up spectacular gains," he said "radio has quietly but surely been building its own launch mechanism" including the two-year RAB "Department Store Challenge" study, final results of which will soon be revealed.

The study measured the advertising impact of radio and newspapers for over 9,000 items at the Higbee Co., Cleveland department store.

However, he cautioned against over-optimism by revealing a series of media comparisons prepared by RAB, showing that radio still lagged seriously. Using radio vs. newspaper data for several North Carolina markets, Rheume noted that Sunday editions of daily newspapers often gross annually more than all radio stations in the market.

## Chris:ophers in 11th Year With New Series, Laurels

The Christopher TV program, scheduled on more than 300 stations in the U. S., Canada and throughout the Armed Services, goes into its 11th year with a new series. Filming of 26 segments has been completed here and in Hollywood. Father James Keller, M. M. director, announced.

Recently given a citation by the Radio & TV Council of Middle Tennessee for the second consecutive year, the Christopher presentations stress personal responsibility in applying eternal values in government, labor, education and entertainment.

## Daily Political Earful For Top Political City

Washington—WVDC has inaugurated a new program, "Politics and People," tailored to appeal to both professional and amateur politicians. Political affairs director Joe Phipps explains the day's political developments on the five-minute program Monday thru Friday evenings.

## Westinghouse Spec Puts Wallace in Orbit

Mike Wallace will make a single orbit around the globe for Westinghouse Broadcasting Co. under the title "Around the World in 40 Days." Leaving for Tokyo June 26, his first stop in the radio reportage tour, he'll send back feature stories from two dozen countries, reporting on the man in the street up to officials of state.

While abroad, Wallace will also cover spot news for Westinghouse's Washington News Bureau, and follow stories as they develop along his itinerary, concentrating on Asia and Africa. His wife accompanies him, as still photographer.

The radio reports and interviews will be heard on the six WBC outlets and, via syndication, in other markets across the country.

## Hear Sears thru Summer

Philadelphia — Bill Sears will appear as a guest personality on WCAU programs this Summer.

## FINANCE

(June 12)  
 NEW YORK STOCK MARKET

	High	Low	Chg.
Admiral Corp.	13 1/8	12 3/4	1/2
ABPT	27 1/2	26	2 1/2
A. I. & T.	107 1/2	105	10 1/2
AVCO	20 1/4	19 1/8	1/8
CBS	36	35 1/2	3/4
Columbia Pic.	16 1/2	15 1/8	1/8
Crow-Coll.	26 1/2	24 1/2	2 1/4
Oceco	40 3/4	39 1/4	40
Disney	30 1/2	29 1/2	29
East. Kodak	96 1/4	92 1/8	92
Gen. Elec.	33 1/2	32 1/2	32
General Tel.	21	20	20
Hogeline Corp	18 1/8	18	18
Magnavox	32 1/2	30 1/2	30
MCA	41 1/8	39 1/8	39
M-G-M	33 1/2	32 1/2	32
Nat. General	6 7/8	6 1/2	6
Paramount	41 1/8	41	41
Plough	54 1/2	53 1/2	54
RCA	46 1/4	44 1/4	44
Slater	29 1/4	29 1/4	29 1/4
Taft	15 1/2	15	15
20th-Fox	22 1/4	21	21
United Artists	28 1/2	28 1/2	28 1/2
Warner Bros.	13 1/2	12 1/2	12 1/2
Westinghouse	28 1/2	27 1/2	27 1/2
Zenith Radio	50 1/4	48 1/4	48 1/4

**AMERICAN STOCK EXCHANGE**

Capital Cities	13 1/4	13	13
DeSilu	8	8	8
Movielab	10	9 1/2	9 1/2
NTA	1 1/4	1 1/8	1 1/8
Reeves Sound	3 7/8	3 1/2	3 1/2
Screen Gems	14 1/4	14 1/2	14 1/2
Technicolor	10 1/2	10	10
TelePromp	8 1/2	8 1/8	8 1/8
Trans-Lux	12 1/2	11 1/2	11 1/2

**\*OVER THE COUNTER**

Jerrold	41 1/2	39 1/2	39 1/2
Meredith	21 1/2	20 1/2	20 1/2
MetroMedia	13 1/2	13 1/2	13 1/2
Official Films	1 1/2	1 1/2	1 1/2
Scranton	6 1/2	6 1/2	6 1/2
Sterling	1 1/2	1 1/2	1 1/2
Transcontinent	7 1/2	7 1/2	7 1/2
Wometco	20 1/2	20 1/2	20 1/2

† Courtesy of National Association of Security Dealers.

## Standard Radio's Net 66% Above Year Earl

Special to RADIO-TV DAILY  
**Montreal** — Standard Ltd., operator of CFRB, TC and CJAD, Montreal, reported consolidated net earnings for ended Mar. 31 of \$518,043, per cent from the preceding \$312,401.

The sum is equal to \$ share, compared to \$1.45 the before.

## FOR SALE LUXURY CO-OP

5th Avenue & 83rd Street  
 (Opp. Met. Museum)  
 7 Huge Rooms — 3 Baths  
 Monthly Maintenance — \$500!  
 Possession at Your Convenience.  
 Yours if You Can Afford the Best

Call LARRY WYNN SU. 7-5

# Radio a Match For TV, Rep Study Contends

## st of Same Mart AM Sales Firm ows Audio Power

Comparing the TV spot schedule of a national advertiser with a spot radio rate on three competitive stations in the same market, Radio Sales Co. yesterday said that, with 10 per cent less radio delivered 331 per cent impressions; in the in-home space only, radio delivered 17 per cent more homes, 174 per cent frequency and 20 per cent adults.

A survey for AM Radio sales conducted by A. C. Nielsen and, giving TV the greatest advantage," the rating studied (November-December, 1961) was highest in a 12-month period, with the same used to analyze radio.

### In 294,600 Homes

Sales noted that radio reached 294,600 different homes in a week for a 33.9 per cent penetration, against TV's 250,800 or 29 per cent penetration. The message was heard an average of 1.9 times a week, against 1.9 for TV.

Radio audience was composed of six per cent children, 30 per cent teenagers; 39 per cent adults, and 52 per cent women.

TV's was 14 per cent children, 31 per cent teenagers; 34 per cent men, and 46 per cent women.

## on Renewals Up

(Continued from Page 1)

TV, Columbia, Mo.; WTVW, St. Louis, Mo.; and WIBW-TV, Topeka, Kan.

Warner Bros. cartoons, consisting of "Bugs Bunny" and "Melodies" subjects, have been signed by KXMB-TV, Bismarck, N. D.; KOMU-TV, Columbia, Mo.; KXJB-TV, Valley City, N. D.; WIBW-TV, Topeka, Kan.; and XV, Midland, Tex.

U.S. has been sold by 172 TV markets, including the top 100. Sales of the Warner Bros. cartoons total 169 million spots.

## TV Daily Gets Thanks

for Big-Hearted Thanks to TV producer Don Mahoney in New York to pick up the Washington medal as this Blind Father of the Year, and RADIO-TV DAILY yesterday for its role in breaking the blindness. After years of blindness, Mahoney told of his hope, hoping it would encourage others to overcome their blindness, my friends wouldn't think I could when I didn't recognize

## WHOM Harnesses FM To Spanish Service

WHOM, which devotes 19 hours daily to Spanish programs and currently reaches an average audience share of 81 per cent of Spanish homes, will begin simulcasting its schedule on WHOM-FM Saturday. The audience share figure is according to the latest Pulse survey.

WHOM now maintains an information and guidance center on its premises, known as Centro de Orientacion, which attracts hundreds of listeners each week. Beginning tomorrow classes will be organized at the WHOM studios to prepare Puerto Ricans to pass the New York State Regents' literacy test, for voting.

In cooperation with the New York City Board of Education, WHOM is also launching a new series of programs entitled, "Why You Should Send Your Child to Kindergarten." It is common practice in Puerto Rico to enroll children at the age of 6, by-passing the Kindergarten.

## Polk, Leicht, Carlisle New Staffers at WNDT

The following staff appointments at WNDT have been announced by GM Richard L. Heffner: Lee Polk has been named manager of children's programs, Frank Leicht assumes the production manager post and Robert D. E. Carlisle was appointed producer of the adult telecourse programs.

## Asks Musician Residuals

(Continued from Page 1)

that "promiscuous use of recorded music would drive all live performers from radio and TV," were unheeded and instead "Congress took its cue from the broadcasters and the Lea Act was passed—paving the way for broadcasters to convert their franchises into glorified juke boxes."

Gialmo noted that with the advance of quality recording techniques, live performances were no longer necessary for good radio programs and that the answer to an automated broadcast industry could only be supplied by government.

## Henreid Inks to Direct 'Rock' Seg for Bridges

Paul Henreid has been signed by exec producer Aaron Spelling to direct "Now, You Take Your Average Rock," for CBS-TV's "Lloyd Bridges Show." He'll roll the film tomorrow at Four Star for producer Everett Chambers.

## SPANISH UHF DUE IN LOS ANGELES

All-Foreign-Language TV  
Stated for Mid-Sept. Bow

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KMEX-TV, first Spanish-language TV station in the nation initially licensed by the FCC to broadcast entirely in a foreign language, will go on the air as a UHF in mid-September, manager Julian Kaufman has announced. It will broadcast on Channel 34 from its Mt. Wilson transmitter. Studios will open in August.

KMEX-TV is jointly owned by Fouce Amusement Enterprises, Rene Anselmo, Edward Nobel, Emilio Azcarraga and Kaufman. Under reciprocal trade agreements between the U. S. and Mexico, KMEX-TV will import taped shows on a regular program basis featuring Mexican talent.

## O'Brien to MGM-TV As Latin Sales Mgr.

MGM, continuing its expansion to meet worldwide TV needs, has appointed John L. O'Brien to the newly created post of Latin American sales manager for MGM-TV, it was announced by Richard A. Harper, the company's worldwide syndicated sales director. He joins John Spiers, named European and United Kingdom sales manager last year, and William Robinson, Canadian sales manager.

O'Brien, formerly general manager of MGM de Chile, will operate out of Mexico City starting about July 1. He has been with MGM in Chile for the past 23 years.

## N.Y. Station Batting 1,000 In Sweep of Yank Telecasts

The seasonal SRO sign has been hoisted by WPIX for all pre-and post-game shows, station around the New York Yankee purchased all the baseball primary IDs for the season. UAL will be represented around the pre and post-game telecasts and between double-headers. The contract, placed by N. W. Ayer & Son, extends through Sept. 30.

The station break spots and pre and post-game telecasts have been sold to American Doll & Toy via Madison Square Advertising; Bardahl Manufacturing via Miller, Mackay, Hoek & Hartung; Chase Manhattan via Ted Bates, Colgate-Palmolive by Ted Bates; General Mills via Knox Reeves

## Screen Gems Offers New Canada TV Pilot

Special to RADIO-TV DAILY

Montreal—Screen Gems (Canada) Ltd. announced that in association with CHAN-TV, Vancouver, a pilot film for a new series has been produced. The proposed skein, "People in Conflict" is designed for both afternoon and evening programming.

Basically, the effort is a panel-moderator type which views typical human conflicts and would suggest some resolution. Rai Purdy is producer.

## 4th 'Dobie Gillis' Year Under Way at 20th-Fox

West Coast Bureau of RADIO-TV DAILY

Hollywood—"Dobie Gillis" rolls this week at 20th-Fox's Western Ave. studios to launch its fourth season for CBS-TV. Tuesday Weld, regular in the 1959-60 series, will guest in some of the episodes, but the cast is essentially the same with Dwayne Hickman, Florida Freibus, Frank Faylan and Bob Denver.

This season's series of 39 segments moves to a new time slot in the Fall, from Tuesdays to Wednesdays, 8:30 PM.

## Hartford Outlets Promote Dick Ahles to Info Chief

Hartford, Conn. — Richard F. Ahles has been named information director of WTIC-TV-AM-FM here, Paul W. Morency, prexy of Travelers Broadcasting Service Corp., has announced. Ahles joined the station's promotion department last November from the Hartford Courant, the city's leading newspaper.

Advertising; Hertz Corp. via Norman, Craig, Kummel; Bristol-Myers via Doherty, Clifford, Steers & Shenfield; Melville Shoe through Doyle Dane Bernbach; Mobil Oil via Ted Bates; Texaco via B&B; J. B. Williams via Parkson, and Ford Dealers of New York, New Jersey and Connecticut via J. Walter Thompson.

"Sportsman's Club," which is presented before the pre-home game telecasts has been sold to GE's Housewares Division through Maxon.

CIGARETTES



..greatest  
cigarette  
vending  
machine  
ever  
devised!

Television! Its unrivalled power to pre-sell products fits precisely into the machinery of our self-service economy. In the new world of automated selling consider, for example, the alliance between television and cigarettes. The manufacturers of cigarettes now spend twice as many advertising dollars in television as in newspapers, magazines, and all other measured media combined!

Within television, one network consistently does more pre-selling than any other. For the tenth straight year American business is spending the greatest part of its television budget where the American people (for the seventh straight year) are spending the greatest part of their time - the **CBS TELEVISION NETWORK** ●

## Hugh Downs on Rostrum At N. J. Commencement

Hugh Downs, "Concentration" and "Tonight" personality, will address the Bergenfield, N. J., High School graduating class Sunday. As principal speaker, he will discuss "Personal Freedom."

## 'Ripcord' Parachutes Float Into 2nd Year

Ziv - UA's syndicated series, "Ripcord," goes into production immediately for a second year, it has been announced by M. J. (Bud) Rifkin, the firm's exec VP in charge of sales. The decision to extend the Larry Pennell-Ken Curtis starring series came in part, Rifkin said, as a result of renewal by leading regional sponsors.

Prominent among the first-year advertisers renewing are Savannah Sugar Co., through Burton E. Wyatt; Standard Oil of Texas, through White and Shuford; and Lincoln Income Life Insurance Co., through Fred R. Becker.

## Exhibitors Urge FCC To Halt Denver Toll-TV

(Continued from Page 1)

has given no firm programming plans, committed itself "not to present the kind of programming in the entertainment field which is now available or could be made available free if the present application were not granted."

The theatre owners said a trial operation of untested equipment confined to only 2,000 people couldn't provide the FCC with meaningful information sought through authorizing such experimental operations.

### Charges Quoted

They also said the system poses "obvious problems of voice-and-picture synchronization," and yet the public is to be asked to pay a \$10 installation fee, a monthly telephone company wire charge of \$3.25, plus a per-program charge ranging from 25 cents to \$3.50. It was argued that the FCC should at least hold off until the system is proved technically.

The feevee opponents said a station which doesn't own the physical equipment used, plays no part in preparation of programs, will not deal directly with subscribers, isn't meeting FCC requirements for licensee responsibility.

## HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 57th Street  
New York 22, N. Y. ELdorado 8-6465



By TED GREEN

• • • Many TV stars are reported wary about signing contracts into '63 and '64. They're waiting to see about pay-TV, and figure a full projection of the picture (as they say on Madison Avenue) will be available by yearend. . . . Leslie Uggams, Mitch Miller's star vocalist, turned 19. . . . Buxton L. (Buck) Johnson has been appointed New York sales manager for WPAT-AM-FM, with John F. Sloan named client relations director. . . . Robert S. Taplinger Associates has added American Univend Corp., Cal-Tech Systems and Supronics Corp. for corporate PR. . . . WKXR-FM, Cambridge, Mass., has added Hamilton Benz to its sales and programming staff. . . . Robert G. Fincannon has been appointed VP-general manager of WTAQ-TV, Marion, Ind. . . . Miami Beach's gift to New York, the talented and beautiful singer Terry Madson, at Rattazzi's with a top network exec looking over what appeared to be a contract. If so it's about time.

• • • Comedienne Rusty Warren observes: "The first thing a man notices about a pretty girl is whether his wife is around" . . . Copa comic George Kirby is working on a new invention. It's a washing machine that sews the buttons back on. . . . Hugh Gray Raisky, scenic designer for CBS-TV the past three years, is shifting to Tele-Cine, Inc., as executive art director in Washington, D. C. The new firm deals exclusively in color TV production for the networks. . . . The John Kennedy Coloring Book was written by another JK—comedian Jackie Kannon.

• • • Tony Perkins in New York for pre-production meetings on "Harold" . . . Forrest Tucker to Kansas City for "Music Man" . . . Fabian to New York this month for Summer stock rehearsals. . . . Grace Downs, who runs the Miss New York City beauty contest, said the new rules requiring contestants to be talented as well as pretty, have made it easier on the judges. "It's easier," she explains. "to tell a girl that she's not talented than that she's not pretty" . . . The Cliff Dwellers' platter, "Midnight in Canaveral," is put out by Liza Records, owned jointly by Liz Taylor and Mike Todd, Jr. Comedian Bernie Allen: "Commissioner Barnes hasn't eased the traffic situation yet, but he's made it a lot easier for gagwriters."

• • • Our Chirago spy informs us that Bob Bergman, president of Filmedx and PR-programming chairman for the Film Producers Ass'n, conducted a good seminar on "New Trends and Techniques in Commercials" at the American TV Commercials Festival in the Sheraton-Chicago. . . . A reliable report from our Caribbean correspondent and advisor states that Bill Carpenter, lately of Community Club Awards, is buying a San Juan radio station. In Spanish, yet. Should go well with Bill steering it. Time nuyers with San Juan on the list, keep this one in mind.

• • • Gaslight Club Speakeasy to be used for a future showing of "The Untouchables" . . . Yolande Bavan, of Lambert, Hendricks and Yolande, was the first female DJ in the history of BBC, London. . . . National closed-circuit TVing of police lineups now being tested.

## WJR Skeds 13th Year Of 'Summer Concerts'

Detroit — WJR will air the Detroit Symphony Orchestra's "Summer Concert" series Thursday evenings, this week through Aug. 9, for the 13th consecutive year.

This season's series will be sponsored for the 10th year by the Detroit Edison Co., the National Bank of Detroit and the Music Performance Trust Funds of the Recording Industries in cooperation with the Detroit Federation of Musicians.

## 'Project Telstar' Orbits Into TAC Library Spot

Portland, Me. — "Project Telstar," WMTW-TV documentary, has been accepted for inclusion in the TV Affiliates Corp. library, John W. Guider, station prexy and general manager, recently announced.

The half-hour film probes the vast resources that will become available through the extended use of satellite microwave systems. Details of the Echo 1 satellite's successful orbit are the focal points of the special.

## Omaha Outlet Casts O With 'Newsboat' Report

Omaha—KBON here has taken to the water with a "Newsboat" added to its fleet of mobile broadcasting equipment. The station originates live reports local boating conditions 10 times each week-end, direct from a floating unit.

## Jimmie to Promote Mickey Mouse Club

Jimmie Dodd, host of the Walt Disney "Mickey Mouse Club" series, will be "goodwill ambassador" when the club resumes in the Fall as a syndicated TV presentation coast to coast.

Dodd will make appearances sales areas and do a number TV and radio guest shots. The club has gone past the \$1 million sales mark in markets across the U. S.

## Jayark 'Blockbuster' Pix Now Sold to 193 Outlets

Jayark Films Corp. has added seven markets for its "Blockbuster" features, placing the package on a total of 193 stations. It was announced by VP-general sales manager Harvey L. Victor. Latest sales were to WAST-TV, Albany, N. Y.; KPDA-TV, Amarillo; WINR-TV, Binghamton, N. Y.; WRLB-TV, Columbus, Ga.; WBIR - TV, Knoxville; KNTV San Jose, and WCTV, Tallahassee.

## 'Family Show' Plans Tips For Motor Vacationists

Families planning auto vacation trips this Summer will get some timely tips on WNBC-TV's "Family Show" tomorrow, and continuing on Tuesday and June 21. The special features will deal with essentials of good motoring and advice on planning that vacation jaunt.

## WEDDING BELLS

### Keady-Went

Edward J. Keady, VHF, Inc. account executive, and Martha Went were married Saturday in Tuxedo Park, N. Y.

### Bove-Peinado

Frank Bove, KHJ-TV, Hollywood, sales service manager, and Helen Peinado were married Saturday, at St. Gregory Catholic Church.

### Wheeler-Williams

Howard Wheeler and Pat Williams were married in Charlotte, N. C. Wheeler is WBTV publicity director.



# 13 Hr. Specs Bought For Fall Air in L.A.

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — KTLA has purchased 13 one-hour specials, six of them David L. Wolper produced documentaries, for Fall showing. It was announced by Robert Quinlan, program director. The package was purchased from Sterling TV Co. Included are:

- "D-Day," "Biography of a Roodle," narrated by Mike Wallace; Hollywood: The Golden Years; Gene Kelly; "The Legend of Ruloph Valentino," Frank Gallop; Behind The Great Wall," Chet Huntley; "The Little Giants;" Dreams That Men Die For—Ordeal by Ice;" "George K. Arthur's Tize Package;" "The Magic Shoemaker;" "The Hunters;" "The reatest Athlete in the World," Mike Wallace; "Man Explores the universe;" Mike Wallace, and White Mane," Albert LaMorisse.

## Louisville Outlets Name our to New Exec Posts

(Continued from Page 1)

Named Houston D. Jones to succeed Jackson as WAVE-TV commercial manager, and set George Norton, IV, secretary-treasurer of WAVE, Inc., in charge of the corporation's research and development.

Jackson, second VP of WAVE, Inc., was WAVE-TV commercial manager since the station went on the air in 1948. Dulaney, commercial manager of WAVE Radio since 1956, will continue in that post as well as the station management.

Jones has been with WAVE-TV since 1949, last as assistant commercial manager, while Norton has been secretary-treasurer of the corporation since 1961. George W. Norton, Jr., is president of WAVE, Inc., and Nathan Lord first VP. The firm also owns and operates WAVE-TV, Evansville, and WFRV-TV, Green Bay.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Robert Plrosh will be competing with himself this Fall when his ABC-TV series "Combat" plays opposite NBC's "Laramie," for which he wrote and produced the original pilot three years ago. Both series are at 7:30 Tuesday night. "Combat" rolled at MGM Monday with Robert Brees producing. Steven Hill reports to MGM for a starring role in a segment of "The Eleventh Hour" series June 21. He finishes his role in the "Ben Casey" opener June 20. Frank Gorshin will guest on a Vic Damone NBC show this Summer, with date to be determined.

• • • George Schaefer has begun rehearsals of "Teahouse of the August Moon" with the original Broadway cast for the first Hallmark presentation of the new season. The show will be taped in color for telecasting over NBC Oct. 26. Schaefer recently signed a non-exclusive three picture deal with Paramount and will fly to Hollywood as soon as he completes his current Hallmark assignment. Pat McVey reports to Filmmaster Monday for his co-starring role in an upcoming "Death Valley Days" segment. Editing of the first episode of "Folk Music Theatre" has been completed. Linda Darnell is hostess-narrator of the series which is produced by Martin Barsky's Pacific Productions. The Limelighters are in town to tape their appearance on the premiere of the new "Steve Allen Show" and to fill a segment of "Here's Hollywood". KLAC's Dick Whittington takes a week off to announce "The Steve Allen Show" with Al Lahman, Jr. sitting in for him each afternoon.

• • • Hal Hudson, Ralph Edwards' partner in WardSan Productions, is completing arrangements with writer Donald S. Sanford for WardSan to produce Sanford's new TV projects. "The Iron Pony" and "Johnny Appleseed". Sixteen featured actors have been set for the first two segments of "My Three Sons" which started rolling Monday at Desilu.

• • • The Jaffe Agency has added John Bennett as executive head of its TV department. Formerly with Goldston-Tobias, Bennett will be in charge of packaging, TV producers, directors and performers. Curt Massey's son, Steve, 21, will join his father's musical-variety show on KRCA for the Summer. "The Curt Massey Show" is in its 7th consecutive year on KRCA. Daystar Productions' executive producer Leslie Stevens has set nine writers to develop properties for the "Stoney Burke" ABC-TV series for next season. In addition, Stevens has completed eight scripts and Story Consultant Bob Barbash is scheduled to write three.

• • • Franklin Schaffner and Fielder Cook have named Jacqueline Babbin producer of the seven hour-dramatic specials that will be made for "DuPont Show of the Week" by their recently formed Directors Company. Miss Babbin has been with Talent Associates the past eight years. Red Buttons is reviving his "Shoe-Shine Boy" character this week when he tapes his segment of the anniversary special honoring Ed Sullivan. Program will be aired over CBS later this month.

# SUPERCAR

the hottest  
 kid show  
 in the business

CKLW-TV DETROIT  
 Thursday, 6:30 pm

- ★ "Owns" the period with a 16 rating!
- ★ Tops "Huntley-Brinkley" as it has done every month since November!
- ★ Out-rates a list of kid shows that reach from "Bozo" to "Wizard!"



KMBC-TV Kansas City  
 Saturday, 10:30 am

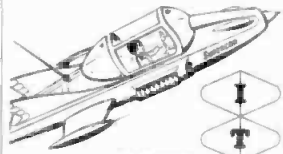
- ★ Makes its rating debut with a 13 AB!
- ★ Crushes top competition 13 to 8!
- ★ Out-rates a list of kid shows as long as your arm!

(Based on March, AB)

# SUPERCAR

Already sold in  
 107 markets!...

If it is available in yours  
 -grab it!



INDEPENDENT TELEVISION CORPORATION  
 33 EAST 48th ST., NYC 17 • PLAZA 6-8100

## News Flashes From Coast-to-Coast

**Beauty Fills WJRT Screen**  
 Flint, Mich. — Nancy Anne Fleming, Miss America of 1961 and a native of Michigan, will be as hostess for this city's preliminary of the Miss America pageant. Sponsored by WJRT, the event will be televised in an hour special today.

**Is Tune in 'Chapel'**  
 Houston — "Children's Chapel," a denominational worship program for young listeners, featuring a dramatized Bible story, song singing and prayer, is at-

tracting grade school youngsters on KHCB-FM.

**Solute the Skipper**  
 Ft. Lauderdale — Skipper Chuck of WTVJ's "Popeye Playhouse" will be at the opening of a Stop and Save Trading Stamp Corp. redemption center tomorrow, to greet visitors and sign autographs.

**Concerts in Stereo**  
 Los Angeles — KCBH-FM has completed three live stereo broadcasts of a series of concerts from Royce Hall at UCLA. Franz Wax-

man; Juan Jose Castro, Argentina's leading conductor, and England's Sir William Walton conducted the concerts.

**Van Gets Hops Rollin'**  
 San Antonio — Charlie Van KONO deejay, is scheduled to begin a weekly record hop each Wednesday night on the Tourist Club roof garden.

**Sue to Do the Talking**  
 Providence — Sue Bailey Reid, WJAR personality, will be Jay Kroll's vacation replacement on "Talk of the Town" next week.

## Allen Backers Flood Los Angeles Channel

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles**—Within 25 hours of the announcement of KTLA's purchase of the new "Steve Allen Show," to begin airing June 25, 13 major advertisers bought into the nightly program.

National advertisers, signed by KTLA's national reps. Peters, Griffin & Woodward, include Carter Products via Ted Bates Co., New York; Gen. Foods, for Yuban Coffee, Benton & Bowles, N. Y.; Nestle Co. for Nestea, McCann-Erickson, N. Y.; Gen. Mills, for

P&G has added to its New York "Steve Allen Show" buy on WPIX, signing for 52-week flights on behalf of Crest Toothpaste via B&B. and Dash via D-F-S, in addition to its already announced 52-week Camay Soap campaign via Leo Burnett Co.

Wheaties, Knox-Reeves, Minneapolis; Lever Bros., for Swan Liquid, BBD&O, N. Y.; American Chicle, Bates; Beecham Products, for Brylcreem and MacLeans, K & E, and Colgate-Palmolive, for Palmolive Hand Soap, Bates.

Local advertisers include Frigidaire Appliances via Dancer-Fitzgerald-Sample; B. F. Goodrich, BBD&O, Los Angeles; Frank Taylor Ford, Falcon Advertising; and Zody's Department Stores.

## AGENCY NEWSCAST

By RALPH TYLER

Needham, Louis and Brorby, new agency for Betty Crocker mixes, is making its first public appearance for General Mills with a promo for a new dark chocolate cake mix. TV commercials will begin next month on General Mills daytime and nighttime shows. The promo will also tie-in Hershey Cocoa, which supplies the chocolate for the mix.

"Should the medium size agency be concerned with advertising's social responsibilities?" will be discussed by a panel at a League of Advertising Agencies dinner Tuesday at the Advertising Club, New York. Emmanuel Demby, president of MPI, media and motivational research firm, will discuss how social responsibilities can mean profits for the medium size agency. Norman Gottlieb, VP and counsel for the National Better Business Bureau, will speak on "Self Regulation or More Government Regulation." Moderator will be Dr. Walter A. Gaw, supervisor, advertising division, Baruch School of New York City College.

Colorforms, New Jersey toy manufacturer, is boosting its sales drive this Summer with 31 weekly TV spots on local stations in addition to its 52-weeks-a-year

### Thought for Today

"We believe the honest facts themselves are there to sell. We believe radio to be one of the most powerful merchandising tools yet devised. . . . It touches every human being in America and is part of the fabric of our way of life. . . . Anything as all-encompassing as radio does not need a Barnum-like technique. There may be a fool born every minute but he rarely winds up in any responsible position."

—Robert Hurlleigh

Mutual Broadcasting Corporation  
 president

sked on CBS's "Captain Kangaroo" show. Theme is "Take Along Colorforms" on vacation trips, camps and resorts.

Kevin Kennedy has joined Lennen & Newell as senior VP and management account supervisor on the P. Lorillard Co. account. Kennedy was most recently a VP and management supervisor at Kenyon & Eckhardt, and was with BBD&O before that.

## CBC in Biggest Sale As Kraft Buys for Franchise

Special to RADIO-TV DAILY

**Toronto**—Kraft Foods Ltd. signed a contract for the last TV network program package ever negotiated between one company and the CBC, according to CBC-TV sales head John Maloney.

The package includes full sponsorship of the weekly hour "Garry Moore Show," co-sponsorship of "Parade," a half-hour variety show produced by the CBC; co-sponsorship of "Red River Jamboree" half-hour CBC Winnipeg production of western and country music and partial sponsorship of "Disney Presents." The contracts effect with the 1962-63 CBC TV network schedule.

Needham, Louis & Brorby died the buys for "Garry Moore Parade" and "Red River Jamboree" and Foote, Cone & Blanding for "Walt Disney Present-

## It's Sheils, Bruno Banned For Johnny Carson Again

All Bruno of the personal management firm of Sheils & Bruno, New York and Beverly Hills, announced it has renewed Johnny Carson to a long-term management contract. Carson, who has been under the firm's banner since 1957, begins as host on NBC's "Tonight" Oct. 8.

## Crosley, WIBC File Pact Terms

(Continued from Page 1)

the channel and WIBC declared the winning applicant by the FCC, a decision Crosley has been appealing.

Under the agreement, WIBC would pay Crosley \$2,941,000 for the Atlanta station with lease of the studio building and land, or \$3,320,000 if it wants to buy the real estate also. In turn, Crosley would pay to WIBC for withdrawing its Indianapolis application \$100,007.20, this sum being for actual out-of-pocket expenses in the eight years of litigation.

Crosley won the channel originally, but WIBC had the decision overturned in the courts on the grounds that commissioner T. A.

M. Craven hadn't heard oral argument and therefore shouldn't have voted. There was no allegation of anything approaching improper conduct. In the new contest ordered by the courts, the FCC found WIBC the superior applicant. Crosley secured a stay of execution from the Commission pending the outcome of its appeal for reconsideration.

The joint WIBC-Crosley request for approval of the agreements states that both parties will continue the legal fight for the Indianapolis channel if approval of both parts of the agreement is not received. It is argued that the legal fight would take two years and perhaps more, and that quick settlement is in the public interest in that it will save the government money and give the Crosley TV station the stability and ability to serve the public it has lacked with all the uncertainties.

### STORK NEWS

KGO-TV director Marty Pasetta became the father of a boy, born at St. Mary's Hospital, San Francisco.

# WTIC - POLITZ STUDY TAKES A NEW AND CLOSER LOOK AT RADIO LISTENERS IN RICH, RICH SOUTHERN NEW ENGLAND

\* YOU, TOO, MAY TAKE A LONG LOOK AT THIS IN-DEPTH AUDIENCE SURVEY. JUST CALL YOUR NEAREST HENRY I. CHRISTAL OFFICE



### Philly Outlet Sells Out 19-Game Eagles 'Spread'

Philadelphia — The 19-game Philadelphia Eagles' pro football schedule to be broadcast on WC-AU is sold out this season. Co-sponsors are the Rambler Dealers of Philadelphia via Geyer, Morey, Madden & Ballard; Household Finance via Needham, Louis & Brorby, and Phillies Cigars via Werman & Schorr.



Indiana University Library  
Bloomington, Ind.

Established February 9,

THURSDAY, JUNE 14,

ENTS

VOL. 90, NO. 114

## STORER SEES WAY TO AD PEACE

### RCA Color Set Sales Score 3-Fold Leap; Volume Hits Peak

Paced by nearly triple the orders for color TV sets in the first five months of this year, compared with the same period in 1951, the RCA Sales Corp. is experiencing its highest dollar volume since the TV boom of '51, marketing VP Raymond W. Saxon reported yesterday.

Stating that the upward trend is continuing, he noted that "sales (Continued on Page 5)

### Bolling Creates 2 Posts for Selective Campaigns

Roger O'Connor, account executive with CBS Network Sales, and Richard G. Koeng, account executive for Mutual Broadcasting, have joined The Bolling Co., station representative, to fill two new posts as sales VPs for TV and radio, respectively. They will start on their new duties Monday.

George W. Bolling, president, (Continued on Page 10)

### Station in Centralia Sold for \$155,000

Centralia, Ill.—WCNT has been sold by Carson W. Rodgers to Edward N. Palen for \$155,000, subject to FCC approval, according to Hamilton-Landis and Associates, Washington brokers. Palen owns WOKZ in Alton, Ill. WCNT is a 1-KW daytimer on 110 KC.

## Jacksonville Case Still Open

Washington Bureau of *RADIO-TV DAILY*

Washington—The FCC's Broadcast Bureau has asked the Commission to remand to the hearing examiners for further testimony the "influence" case involving Jacksonville TV Channel 4, on which Florida-Georgia TV is presently operating FGA-TV.

Former FCC commissioner Richard A. Mack should be heard, should Msgr. Sheehy, Roger Main, Fred A. Kent, Mrs. Frances Weeger, James Stockton and

## MINK-LADEN 'BIG PAYOFF' HIGHBALLS TO 80 MARTS

Veteran producer Walter Frammer is bringing back his "Big Payoff" after a two-year absence—this time not for network but direct-to-station distribution. He said his daytime show will appear with about a two-week lag between the day it is produced and the day the station broadcasts the processed tape.

### BEGON TO PARIS FOR ABC NEWS

European Producer to Serve As Liaison for Men in Field

Jack Begon has been named European producer for ABC News, and will work out of its Paris bureau under the chief European correspondent, Lou Ciolfi, serving as liaison between the New York assignment desks, program producers and correspondents in the field. He leaves for Europe this week.

With ABC News since 1960.

(Continued on Page 5)

## Commercial U Outlet Requested in Jersey

Newark—New Jersey TV Broadcasting Corp. currently is preparing formal submission to the FCC for a new UHF license which, if issued, would return commercial TV to New Jersey. Call letters WNJ-TV will be requested for the new station, which would also broadcast in

(Continued on Page 8)

others, Broadcast Bureau said.

The hearing examiner's decision looked toward setting aside the 1956 FCC decision granting the channel to Florida-Georgia and toward disqualifying the City of Jacksonville and Jacksonville Broadcasting from competing for the station in a new contest.



FRAMMER

Frammer said about 40 stations already have bought the "Big Payoff" and his target is 40 more by the time the show debuts Sept. 3.

Frammer said he has just signed a half-million dollar contract for a large studio-on-wheels and a 12-

(Continued on Page 5)

## Cooper, DeDominicis Mull \$1.1-Mil. Deal

Ken Cooper, owner of WICC, Bridgeport, Conn., and WICC-FM, Milford, Conn., is reportedly negotiating with Aldo De Dominicis, owner of WHAY, New Britain, for Cooper and his associates to assume control of WHAY through a stock transfer said to be worth \$1.1 million.

Also involved in the transaction is WDEE, Hamden, in which De Dominicis has a majority interest. If the deal goes through, De Dominicis, would become a minority

(Continued on Page 8)

## Detroit's Sportscasters Elect Gentle President

Detroit—Joe Gentile, CKLW sportscaster, was recently voted president of the Detroit Sports Broadcasters Assn. A veteran sportscaster, Gentile handles the station's afternoon and evening sports shows and also appears on the Ted Lindsay.

## Mutual Respect Key To Solution: Michaels; TvB Enters Conflict

The seething battle of product protection on TV—thus far fought with memoranda, questionnaires and press releases—yesterday appeared headed for some kind of a truce between advertisers and their agencies on the one hand and broadcasters on the other.

Although each side in the widespread brouhaha still declares a determination to stand its ground, there are now first signs of leaving. (Continued on Page 10)

## 'Stoney Burke' in Harness At San Fernando Valley

Hollywood—Production began on location in the San Fernando Valley yesterday on Daystar Productions' "Stoney Burke," hour rodeo series set for ABC-TV in the Fall. First guest star signed by executive producer-director Leslie Stevens is Ina Balin, for "Child of Luxury," first of 25 segments to be filmed in the next six months. Stevens directs from his own script.

## John Downey Takes Reins Of WCAU, Philadelphia

John O. Downey has been named VP-general manager of WCAU, CBS 6—o in Philadelphia, effective June 30. Program direc-

(Continued on Page 9)

## 'Calendar' Guests Probe Today's JFK Press Meet

CBS-TV's "Calendar" will devote its entire half-hour this morning to a discussion of the significance of President Kennedy's press conference set for later in the day. Host is CBS News correspondent Harry Reasoner, who is joined by senior White House correspondent Merriman Smith of UPI; Marquis Childs, historian, political analyst and syndicated columnist, and CBS News Washington correspondent Robert Pierpont.

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## Lone Star Debaters Take on Oxfordians

Students at Oxford U. in England will meet the American winners of NBC-TV's recent "Championship Debate" series July 3 in an hour, live international Championship Debate special on NBC-TV.

"International TV Debate" is the result of a challenge cabled to NBC in March by the Oxford Union of Oxford U., suggesting that the winner of "Championship Debate" meet an Oxford team in an international debate. The victorists North Texas State U. team accepted the challenge, and NBC scheduled the contest as a nighttime special.

A public affairs presentation of NBC News, George Heinemann will be executive producer and Blair Chotzinoff, producer.

## Florida Outlet Now Full Color

Jacksonville — Jesse H. Cripe, VP and GM of WFGA-TV, has announced that all live programs originating from the WFGA-TV studios will be telecast in color. This raises the color schedule to 40 hours per week.

WFGA-TV has been equipped since its beginning five years ago

# COMING AND GOING

**ALEX KENNEDY, JAMES KANE AND DAVE WILLIAMS**, of CBS-TV's sales promotion, press information and affiliate relations departments, respectively, to Pittsburgh, Atlanta, New Orleans and Dallas for the network's third annual regional promotion meetings.

**SPENCER DANES**, WOBS "Total Information News" director, has returned to Miami following a tour of U. S. defense installations in Europe.

**DOUGLAS M. SCHESTEK**, of VHF, Inc., to Seattle World's Fair and then N. Y. for production meetings.

**FRANK ALEXANDER**, Videotape Unlimited president, to Washington for business meetings.

## Westinghouse Adds 3 To Baltimore Channel

Washington Bureau of RADIO-TV DAILY  
**Baltimore** — Westinghouse Broadcasting has appointed Don Knox producer-director of WJZ-TV here, named Charles (Bud) Ford operations director and will add Joe Templeton in mid-July as ass'n news director and on-air newsmen.

Knox was previously an associate director at ABC-TV, New York.

Ford, formerly the operations manager for WNBC, N. Y., had been with NBC in Cleveland, Chicago and N. Y. for 13 years, and Templeton will join the station from WTVJ-TV, Miami, where he has been a newscaster for four years.

## Four Outlets Get Okay For Summer Sign-Offs

Washington Bureau of RADIO-TV DAILY  
**Washington** — The FCC's broadcast bureau has granted permission to four stations to remain off the air for varying reasons during the forthcoming summer months.

The stations, and their return-to-air dates, are KWIX-FM, St. Louis, Sept. 10; WSAJ, Grove City, Pa., Sept. 22; KBPS, Portland, Ore., Sept. 24, and KARO-FM, Houston, Aug. 31.

for live, slide, film and network color. Since then, two color video tape machines have been acquired.

Cripe said the decision to go full color was based on the substantial increase ('61-'62) interest in the growing Jacksonville market in color TV.

**BEVERLY GARLAND** arrives in town today to begin rehearsals for a guest spot in "The Nurses."

**FRANK PIERSON**, producer of Screen Gems' "Empire," to Santa Fe, N. M., on business.

**THEODORE BIKEL** in N. Y. filming a segment on the "Dr. Kildare" series.

**HERBERT B. LEONARD**, executive producer of "Route 66," to Crescent City, Ore., with head writer, **STIRLING SILLIPHANT**, and location manager, **JOHN BENSON**, to scout locations and story material for upcoming programs.

**JERRY LEIDER**, CBS-TV special programs director, has returned from a business trip to Pittsburgh.

## CBS RADIO PROMO WINS FIRST PRIZE

Visual Association Cites  
 'Expansion for the '60s'

CBS Radio's general presentation, "Expansion for the Sixties," which traces the evolution of radio

as an ad medium, has won a first prize in the ninth annual competition of the National Visual Presentations Ass'n. Produced by Leon Luxenberg, CBS Radio sales presentations director, it was written and directed by Gordon Auchincloss.



LUXENBERG

The 28-minute audio-visual presentation was under the overall supervision of W. Thomas Dawson, the network's information services director, and comprises a blending of slides and a miniature transmitter which activates portable radios distributed throughout the audience. Over 2,000 ad and business execs have seen it to date.

## Carling Stamps Label On Canada 'New Breed'

Special to RADIO-TV DAILY  
**Montreal** — Carling Breweries Ltd. has purchased sponsorship of "The New Breed," an hour action-adventure series which debuted June 5 on CBLT.

The New Breed highlights the latest methods of law enforcement used by the Metropolitan Squad of the Los Angeles Police department.

Agencies for the account are the F. H. Hayhurst Co. Ltd. and McKim Advertising Ltd.

# FINANCIAL

(June 13)  
 NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12 7/8	12 1/2	12 1/2
AMP	26 1/2	25 3/4	25 3/4
A. T. & T.	10 1/2	10 1/4	10 1/4
AVCO	19 1/4	19	19 1/4
CBS	35 1/4	34 3/4	34 3/4
Columbia Pic.	16	15 1/4	15 1/4
Crow.Coll.	25	23	23
Decca	40 3/8	38 3/4	38 3/4
Disney	29 7/8	29	29
East. Kodak	94	91 3/4	91 3/4
Gen. Electric	32 3/4	31 1/4	32
General Tel.	20 3/8	20	20 1/4
Holladay Corp	18	17	17
Magnavox	31 1/2	30	30
MCA	39 1/2	38 3/8	38 3/8
M-G-M	32	30 3/4	30 3/4
Nat. General	6 5/8	6 1/2	6 1/2
Paramount	40 3/8	40	40
Plough	53 1/2	53	53
RCA	45 3/4	43 1/2	43 1/2
Storer	29 1/4	29	29 1/4
Telf.	15	14 1/4	14 1/4
20th-Fox	21	20 1/4	20 1/4
United Artists	28 1/2	28	28
Warner Bros.	12 1/2	12	12 1/2
Westinghouse	27 1/2	27 1/4	27 1/4
Zenith Radio	51	48 3/4	48 3/4

## AMERICAN STOCK EXCHANGE

Capital Cities	13	12 1/2	12 1/2
DeSitu	8	7 3/4	7 3/4
Esquire, Inc.	8 7/8	8 1/2	8 1/2
Filmways	5 1/2	5 1/4	5 1/4
Movielab	9 1/4	9	9
MPO	7 1/2	7 1/4	7 1/4
NTA	1 1/2	1 1/4	1 1/4
Reeves Sound	3 1/2	3 1/8	3 1/8
Rolling	11 1/2	11	11 1/4
Screen Gems	14 1/4	14 1/4	14 1/4
Technicolor	10 3/4	9 3/4	9 3/4
TelePromPter	8 1/2	8	8
Trans-Lux	12 1/2	11 1/2	12 1/2
TV Industries	1 1/2	1 1/4	1 1/4

## OVER THE COUNTER

	Bid	Ask
Jerrold	5	
Meredith	25	2 1/2
Metromedia	12 1/4	1
Official Films	1 1/4	
Scranton	5 1/2	
Sterling	1 1/2	
Transcontinent	7 1/2	
Wometco	20 1/4	2

\* Courtesy of National Association of Security Dealers.

## KNX, Legion Revived Razzle-Dazzle 4th

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — An old-time festive 4th of July celebration will be revived at MacArthur Park here this Summer under the sponsorship of KNX Radio and the Los Angeles County Council of the American Legion.

KNX will broadcast part of the festivities live from the park. Sixteen personalities Bob Crane, P. Buttram, Leo "Zeke" Manne, Elroy Hirsch and Tom Kelly will participate in a show skedded include guest stars, political speakers and visiting firemen.

## Murphy in the Morning

Dallas — Tom Murphy has joined KBOX as the "Good Morning" personality from 6-9 A.M.



## LOOKING FOR A SPONSOR?

Well...Sponsors are looking too...looking for the best buy in TV time to sell their products and services...quality feature film programming is a proven way of accomplishing this..."Films of the 50's" is an exciting new product, well balanced, with today's top stars, in today's pictures...Seven Arts' "Films of the

50's" sell Advertiser's products and services from Erie\* to San Diego"...to find and keep Sponsors...program the best...Program Seven Arts' "Films of the 50's" —Money Makers of the 60's."

\*For a complete rundown on these and other successful Sponsor case histories contact your nearest Seven Arts sales office.



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### Bill Leonard to Address 25th Dartmouth Reunion

Bill Leonard, executive producer, CBS News Election Unit, will speak on conservatism in America at the 25th reunion of his class at Dartmouth College today. A CBS News correspondent, Leonard is also working on a "CBS Reports" program on international education, much of which is being filmed at Dartmouth.



By TED GREEN

### KEX Really Airs Traf With Whirlybird Rep

Portland, Ore. Westinghouse KEX here is using a helle the "Hoverbird," to bring it test in traffic news to its list. The whirlybird takes to th twice a day for the station, at hours, and is put at the sev local official agencies for s events.

### Jean Richter Leads Distaff 'Cast Group

Jean Richter, equipment control manager, Radio Liberty, is the newly-elected president of New York chapter, American Women in Radio and TV. Miss Richter had been first VP.

Other officers named at the annual meeting recently were: Florence Monroe, TV supervisor, WNYC, First VP; Catherine Lynch, librarian, ABC, second VP; Martha Zeisler, account exec, The Mernay Organization, recording secretary; Lucille Schulberg, TV-radio copy department, BBD&O, corresponding secretary; and Susan Wayne, VP, Gotham Film Productions, treasurer. Retiring president Aileen Paul, TV food consultant now serves on the board of directors.

### 'Musical Theatre' Books 'Anything Goes' Troupe

Eileen Rodgers, star of off-Broadway's "Anything Goes," and the three producers of the show get together on WCBS-TV's "American Musical Theatre" Sunday. They will recount some of their experiences in putting on the musical, as well as offer a belated tribute to Cole Porter who celebrated his 70th birthday recently. Highlights of the program will be the songs "Take Me Back to Manhattan" and "Friendship."

• • • Schenley Distillers Co., delighted with the public reception of its new midnight-to-dawn program of popular music and show tunes on WVNJ, has extended its sponsorship for another 13 weeks. . . . Jeanne Martell is one of the beauties entered in the "Miss Fashion Trades" contest being held by Club 133. . . . Woody Herman's "Rose Room" disk is a fast climber on the deejay polls. It's a selection from his new album, "Swing Low, Sweet Clarinet." . . . Gerald Charm has been appointed associate art director of the Wexton Agency. . . . Philips Records has signed Timmie Rogers, veteran show business comic, singer and song writer. . . . At the Grotto Restaurant, Jean Martin in a huddle with a top network exec, while two tables away a group of ad agency exec's wondered what's going on.

• • • Jerry Melmed has been appointed director of CBS' weekday Kenneth Banghart "At Your Service" program (4:15-6:00 PM). Melmed was formerly director on the all-night WCBS "Music 'Til Dawn" program. . . . Motion picture and TV star Marie Wilson, known as "Irma" to her millions of fans, will star in "Gentlemen Prefer Blondes" for four weeks at the Westchester Dinner Theatre. . . . Bob Lindemuth has lined up an array of entertainment for the Diamond Beach Resort Motel in Wildwood, N. J., this Summer. Among those slated are Tony Martin, Connie Stevens and Johnny Mathis. . . . TV has come to this: Amphicar, the sports cars that swim, actually has a spot in its dashboard for a TV set. Now, not only can you drive it on land, guide it via the waterways, but also watch TV.

• • • Meet: Allen Gray, whose announcing on the "At Your Service" show on WCBS, is a favorite with housewives in the New York area. A specialist in selling food products, Allen studies his work at point of sale, attends grocers' conventions, sales meetings and serves as a food packing and distribution consultant. A native of Council Bluffs, Ia., he lives in Westport, Conn., with his wife and their three sons. Allen is an avid painter—both of houses which he remodels and of portraits. He teaches in a Westport Sunday School.

• • • TV and film comedy star Joe Bishop has been signed to appear in the Smirnoff vodka national color magazine promotions following Julie Newmar, who breaks in that series shortly. . . . "Billy Mitchell," first military figure to be documented by Wolper Productions without official com-

operation, has been set as the next segment in the "Biography" series for Official Films. . . . Mercury Records will soon release new albums by The Smothers, Brothers, Herman Clebanoff and Tiny Hill. . . . Mercury has introduced a new Limelight Series of albums on its Mercury-Wing label. The series will be made up entirely of selective group of recordings of original cast shows, original music scores from hit shows and movies and comedy albums.

• • • Herb Kaplan, Heinz Kubicka, Al Mirchin and Benjamin Stern, who own and operate Aura Recording, are celebrating their third year in business. . . . James Arnold has joined the Personal Appearance Division of GAG. . . . Five years ago this week Paul Henreid became a TV director on "Alfred Hitchcock Presents." He noted the anniversary by signing to direct an upcoming Hitchcock show. . . . Milton Karl handling disk and radio promo for Franklin Geltman's Summer Festival of Stars at Randall's Island. Show headlines Bob Hope, Jerry Lewis and Keely Smith, plus Buddy Morrow's Orchestra and top jazz stars.

• • • London Records is striving to expand its "Phase 4" stereo project, which was launched in 1961. Their method of reproducing sound to gain the maximum effect in hi fi stereo is excellent and the end result of "I.M. 20 C.R. (individually monitored 20-channel recording)" highly entertaining. Through the use of its new 20-channel console mixer, which can reproduce and distribute sound from any instrument or instruments playing simultaneously, London has enhanced the intelligibility and realism of the music.

### Hall of Famer Benny To Get 'Free' Lunch

West Coast Bureau of RADIO-TV D. Hollywood—Jack Benny he a list of 14 newly-elected members of the Radio Hall of 1 announced yesterday by the A lean College of Radio Arts, C and Sciences. Donald Mann, C ident of the group, said Benny veteran of 30 years in radio TV, would be honored wi luncheon in Chicago, July 2

Others to be honored this included Amos and Andy (E man Golden and Charles Cor Fred Allen, Norman Corwin Lee DeForest, Arthur Godfre V. Kaltenborn, Graham McNa Don McNeill, Guglielmo Mar Edward R. Murrow, Gen. D Sarnoff, Kate Smith and White.

### Chrislaw Taps Sheldon To Pen 'Patty Duke'

Screen writer Sidney She has been signed to write "Patty Duke Show," it was nounced by William Asher, l of TV operations for Peter 1 ford's Chrislaw Productions. company will produce the series for Ziv-UA, bringing to home screens the 15-year old of the "Miracle Worker."

### Cooper on Sales Force Of Screen Gems Subsid

Jack Arbib, sales director Cellomatic, a division of Sc Gems, has announced the pointment of Larry Cooper as count exec.



13th Annual  
WHITE MOUNTAINS'  
FESTIVAL of the ARTS  
July 6th to 23rd  
SKY HIGH in the  
WHITE MOUNTAINS  
5 LAKES • 5,500 ACRES

Lake TABLETON Club  
Pike • New Hampshire  
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FOR SALE  
LUXURY CO-OP  
5th Avenue & 83rd Street  
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7 Huge Rooms — 3 Baths  
Monthly Maintenance — \$500  
Possession at Your Convenience  
Yours If You Can Afford the Best  
Call LARRY WYNN SU. 7-500

# Nearly 9 of 10 Followed Orbit on N. Y. R-TV

## Free World's Russian Voice Moves Its Gotham Studios

Radio Liberty—most powerful shortwave voice of the free world heard in the Soviet Union — will move its New York headquarters tomorrow to larger studios in mid-Manhattan. The freedom network's parent organization, the American Committee for Liberation, also will move to the same quarters.

Largest part of Radio Liberty's technical facilities and employees in Munich, Germany, and the maintains transmitting stations elsewhere in Europe and the East. It broadcasts around the clock in Russian and 16 other languages of the USSR.

### Steve's Wife & In-Law To Help Premiere Show

Audrey and Jayne Meadows and the Limelighters will be first night guests when the new "Steve Allen Show" premieres June 25. Jazz great Terry Gibbs, singer Philly Duke and comedian Ken Phillips will also be an honor for the opening show and the next four telecasts.

### S. Steel Camera Crew Sits 'Scene of Crime'

"Scene of the Crime," starring Fry Townes, Betty White and Patricia Collinge, will be aired June 27 on CBS-TV's "U. S. 1 Hour." The drama, about a man who sets out to discover whether he actually committed the murder for which he has served a 20-year term, will be directed by John Donovan. Steel Hour is produced by The Theatre Guild, George Kondolf, executive producer.

### A Color Set Sales Up

(Continued from Page 1)  
Color TV receivers for the first six months of 1962 were some 15 per cent ahead of last year's total units and dollar volume. RCA's total TV business established new sales records in both units and dollars in May, and sales the initial five months of the year.

Color sets weren't the only products moving fast. Saxon also reported that b-&-w TV unit sales were the best ever for May. Radio sets in May registered the best sales figure in six years, with five-month unit total the highest since 1951, and "Victrola" monograph dollar volume last month surpassed all previous months.

### Well Show Where To Go, and You Even Win Prizes

Detroit—Four prizes top the latest WJW-TV here is running its Tuesday night show, "Week-End." Contestants fill in "I would like to have 'Week-end' visit..." with a favorite Michigan vacation spot. Winners will be decided by drawing of cards on the program July 3.

### Pulse Finds 6.4 Mil. Heard Radio Airings, With 6.1 Mil. Viewers

A Pulse survey of the New York metropolitan area has found that 87 per cent of those over the age of 21 heard or viewed Scott Carpenter's flight on radio and TV, with a median average listening time of 56 minutes and a median average of 51 minutes on TV. Based on 200 personal interviews, Pulse projected that only 1,269,000 neither viewed nor heard light reportage.

The research firm said 6,394,000 New Yorkers (age 21 up) heard the radio flight coverage, doing 56 per cent of their listening away from home, while TV coverage was seen by 6.1 million adult New York area residents. Almost half the out-of-home radio listening was done at work, one-quarter in autos.

#### 4% Via Newspapers

Almost half the people (4,516,000) got their first word of the flight on TV, with almost as many (4,506,000) hearing it first on radio. Newspapers, said Pulse, brought the first news to only 4 per cent, while word-of-mouth accounted for the remaining "first-heards"—1,420,000.

Pulse noted that by 3 PM that day all but 355,200 of a possible 10,149,000 N. Y. adults were aware of the flight. At 7 AM 1,116,500 knew of the impending flight. By 8 AM the number had jumped to 5,836,100. By 9 AM the orbit-conscious population leaped to 7,206,000. By 10 AM another 1,015,000 had joined the group, for a total of 8,221,000.

## Airing Solves Family's Plight

Washington Bureau of RADIO-TV DAILY  
Washington—WWDC has found a job for Donald Mossburg and a home for his family after most other efforts had failed. The Mossburgs had been forced to live in their car for nearly a week, unable to raise money to rent a house.

#### Introduced June 6

The story was first told to WWDC listeners by Fred Fiske on June 6. Within the next 24 hours, the Mossburgs had found a home with an 80-year-old widow and Donald Mossburg had obtained a job as a furniture re-finisher, according to WWDC president Ben Strouse.

## Mink-Swathed Show Returns

(Continued from Page 1)

man technical crew to take the show anywhere in the country. His plan is to be in New York for 20 weeks of the year, the West Coast, 12; Chicago, 4; Miami, 4; Las Vegas, 2, and in other cities during major local events such as the Mardi Gras, Derby or State Fair.

The "Big Payoff" was dropped by CBS after nine years on the network. The termination occurred six weeks before the quiz scandal broke, although it was not involved in any unfavorable circumstance.

Framer said he has completely eliminated the quiz aspect from his new format by having his contestants win by luck and ability to observe and to recall a scene presented to them.

Top prize again will be mink coats but this time \$2 will be given away each year, instead of \$26, as formerly.

Robert Paige again will be host and man of fashion on the show. Framer is negotiating to get Bess Myerson back as "The Lady in Mink."

Framer said the show will cost \$35,000 and is designed to sell six spots a day. The stations will do the selling to advertisers; Framer will produce and package it.

#### Key Stations Purchasers

Among stations which have bought the show, he said, are WNEW, WXYZ, KTLA, Los Angeles, WXYZ, Detroit, and WTTG, Washington.

Co-directors for Walt Framer Productions, Inc., are Mike Case and Ken Buckridge, with Bill Hamilton, unit manager, and Helen Boss, fashion coordinator.

Framer said if the new plan is a success, he'll also bring back "Strike it Rich" and "For Love or Money."

## Arkansas 'Casters Planning Fall Meet

Paragould, Ark.—The Arkansas Broadcasters Ass'n will hold its Fall meeting Aug. 24-25 at the Sam Peck Motel here, when new officers and directors will be elected. Program chairman for the season will be Ted Rand of KD-RS here, who is assisting president J. C. Willis of KVOM, Morrilton, in lining up speakers and entertainment.

#### FCC Member Expected

Hi Mayo of KBRI, Brinkley, secretary-treasurer of the ABA, said among those who already stated their intent to attend are a FCC commissioner, an NAB executive and Oliver Gramling of the AP in New York, secretary of the Associated Press Radio-Television Ass'n.

## New Book to Present 185 'Emphasis' Reports

"The Best of Emphasis," a collection of 185 commentaries aired on NBC's "Emphasis" series, will be published in October by the Newman Press, Westminster, Md. Forty-five correspondents are represented with samples of their work in the book.

The foreword will be by NBC exec VP William R. McAndrew. Arthur W. Hepler of NBC News, edited the new work.

## Begon Going to France

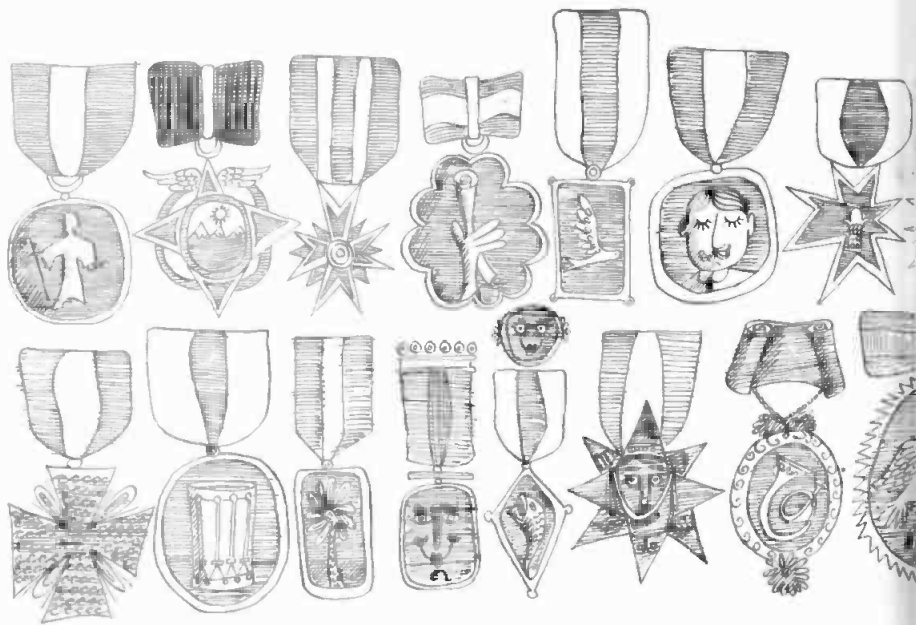
(Continued from Page 1)

Begon this season produced and was a reporter for ABC-TV's "Editor's Choice," and in May produced "MA-7: The Carpenter Orbit," the network's daylong programming of the Carpenter orbit. He previously was with NBC in its Rome bureau and in New York; served as news director of WBUF, Buffalo, and founded and published the Rome Daily American which he sold in 1951.

## Dads, Sons Make Music On CBS Radio Tribute

WCB's radio's all-night "Music Till Dawn" program celebrates Father's Day with "A Musical Salute to the Fathers and Sons of the Masters." Sunday. The tribute consists of musical selections either written or performed by the fathers and sons of distinguished figures in the field of classical music. Bob Hall hosts the music offering which is produced by Lyman Clardy.

# THIRTY-THREE



WRCV-TV has won thirty-three different awards from January, 1961 through March, 1962. Each honored a specific facet of WRCV-TV's programming. Together, they highlight the many hours WRCV-TV devotes to public affairs, news, religious and cultural programming... extensive service which has won recognition for WRCV-TV as Philadelphia's com-

munity leadership station. But let the awards speak for themselves: Lutheran Church—Missouri Synod Golden Certificate Award for local religious programming"; Freedoms Foundation Award—George Washington Honor Medal for an on-the-air study of "The Destiny of Freedom"; and "Can You Afford Tomorrow," Pennsylvania Associated Press

Broadcasters Award for "Outstanding Coverage of a Special Event—the political crisis that envelops Camden, N. J.;" Catholic Broadcasters Association Gold Bell Award citing WRCV-TV as the "outstanding television station in the United States"; Exchange Club Award—the only citation this year to a television station in the United States; Vigi-



# FOR WRCV-TV



ots Award for "Story of Free-  
 "—and WRCV-TV is one of only  
 stations in the country to be hon-  
 I; B'nai B'rith Award for WRCV-  
 "Portraits in Music"—the first  
 r honoring a local television  
 "ature" program.

Awards from: Catholic War Vet-  
 as - City of Hope - Air Force Acad-  
 - Boy Scouts - National Safety

Council - Germantown Community  
 Council - U.S. Marine Corps - Phila-  
 delphia Safety Council - Leukemia  
 Society - Hadassah - Allied Jewish  
 Appeal - Camp Fire Girls - U.S. Air  
 Force - Vision Conservation Institute  
 - Jewish War Veterans - Radio Free  
 Europe - Pennsylvania School for the  
 Deaf - United Fund - Crime Commis-  
 sion of Philadelphia. \*The first of such awards to go to a Philadelphia television station.

## WRCV-TV

### NBC TELEVISION IN PHILADELPHIA CH 3

NBC OWNED. REPRESENTED BY NBC SPOT SALES



By MAL TATE

Herbert A. Seltz, assistant professor and program supervisor of the Indiana U. radio-TV service, will spend next Fall and Winter in Europe studying the use of classical music on TV. He will take with him filmed examples of musical shows, including Opera Theatre, produced for TV at Indiana U., which he will show at meetings in Salzburg and Rome

WBKB is having great success with Sunday show featuring journalists who cover "foreign" beats. Called "Press Internationale," it is a Le Van Enterprise produced by Bob Lewandowski and directed by Richard Victor... WBKM-TV's top feminine performer, Lee Phillip, is honorary chairman for a benefit theatre night for United Cerebral Palsy which will be held at the Melody Top Theatre in suburban Hillside.

Sig Sakowicz has opened a West Coast office headed by Juliana Portman in Los Angeles. Sig's WGN and WTAQ shows are promoted here by 2,265 members of his Fan Club... WGN manager Charles Gates was awarded a distinguished service citation at the recent Beloit College Commencement exercises in Beloit, Wis. He received the citation for his achievements in broadcasting. Currently on the school's organization board, Gates is former chairman of the Beloit College Alumni Fund.

The Chicago Northern Trust Co., via Waldie & Briggs, will sponsor the \$50,000 Western Open golf tournament from Medinah Country Club here June 30 and July 1. It will be telecast exclusively on WBHM-TV via two remote pick-ups of closing rounds. WBHM-TV sports director Bruce Roberts, will handle the show with Hugh Hill and John Coughlin.

### Canadian Gals Speak Out In CBC Special Telecast

Toronto — Canadian women speak their minds on a CBC-TV special for women, "The Best Thing in The World," to be telecast June 25. The special is a fare-runner to the forthcoming CBC conference, "The Real World of Women," slated for Toronto U. in September. The conference's main theme is woman's role in the modern world.

## Mexican Music Si, Yankee Records No

Special to RADIO-TV DAILY

Mexico City — Benito Ramos Fuster, announcer at XEBK, in Nuevo Laredo, here to complain to Department of Communications authorities, charged that many Mexican stations along the border strip are violating Mexican radio industry regulations.

Allegedly, the stations are using up to 95 per cent American records featuring songs, musical numbers and dramatic shows. Disk jockey programs specially feature American songs, buying records across the international line.

Competition from platters featuring English-language songs is strong, according to Fuster. He hopes that the Departments of Communications and Education (which has an author's rights division) will investigate and take necessary action so that ratio between Mexican and American songs is more equitable.

## 3 New BBC Governors To Serve 'Til July, '64

Special to RADIO-TV DAILY

London — Three new BBC governors have been named in an announcement from the Prime Minister's office, all to serve thru July 29, 1964, when the present BBC Charter expires. They are Sir Richard Pike Pim, former inspector general of the Royal Ulster Constabulary; Miss Anne Godwin, chairman of the Trades Union Congress, and Sir Ashley Clarke, British ambassador to Italy.

### Breaking the Ice

Buffalo — WEBR general manager David F. Leopold has received a letter from commanding officer K. N. Black of the Coast Guard Cutter Ojibway thanking the station and Jack Sharpe for his daily reports of the ice conditions in Lake Erie. The information assisted the Coast Guard in its ice-breaking operation.

### 34 Yrs. With 'Polish Hour'

South Bend — WSBT's "The Polish Hour" has entered its 34th year under the same announcer. First aired June 7, 1929, it has been done by Francis K. Czyzewski, a staff writer for the South Bend Tribune newspaper, over the entire period.

### WDOK Wins AFTRA Honors

Cleveland — WDOK received

## WLIB Establishes Top Score With N.Y. Negro Listen

WLIB has laid claim to being the No. 1 radio station New York metropolitan area devoted primarily to the Negro audience, based on Pulse surveys done last April. The station said a seven-county survey gave it a total share-of-audience of 20 in the 6 AM period, against a 12 share of its nearest competitor and a 9 scored by the third Negro station.

From noon-7:15 PM, said WL-IB, it tied the No. 2 station at 16, against the third station's 13. The seven-counties include New York's five boroughs, plus Essex and Hudson counties in New Jersey.

### Eight Counties Studied

In an eight-county survey, eliminating Jersey's Essex County but adding Nassau and Suffolk counties on Long Island, WL-IB said Pulse gave it a 21 share-of-audience in the 6 AM-noon period, against 11 for its nearest competitor and 9 for the No. 3 station. From noon-6 PM, it said it chalked up a 17 to its competitors' respective 12s.

WLIB said a rating breakdown by half-hour among the three stations places it ahead of its competitors beginning at 6:30 AM and continuing without a break through the 2-2:30 PM period.

### Cooper, DeDominicis

(Continued from Page 1)

stockholder in both WICC and WHAY. He is also expected to be required to dispose of his WDEE interest because of the duopoly signal overlap among the three stations involved.

## '61 U.K. Radio Imports Register Sharp Drop

Washington — 1961 imported British radio sets, valued at \$600, declined from the 1960 level of \$200,000 and \$292,000 in value. This was in the face of a 1 cent rise in British shipped electronic products to the United States in 1960-61.

## Zenith Expands Line To 15 Color TV Sets

Chicago—Zenith has expanded its line of color TV receivers to 15 basic models, ranging in price from \$549 to \$1,750. Zenith Corp. president L. C. True said improvements in color include a new amplifier "that strengthens the color reproduction of the video signal and fine tuning even easier."

### Seek N. J. UHF Outlet

(Continued from Page 1)

color. Group's president, Ed Gerstein, told RADIO-TV DAILY today: "Our slogan will be 'Bring New Jersey First' and shall bring programming equipment and services to all in the vast area, including million ethnic and racial groups now passed completely by mass-produced TV," he added.

## News Flashes From Coast-to-Coast

two top honors in the annual awards of the Cleveland AFTRA Chapter. The special George Roberts Award for the best performer in radio went to announcer Howie Lund, and the Award for the best radio show went to the 11-year-old "Candlelight Concert."

### 'Spring Hop' A Hit

Buffalo — Over 2,000 teenagers were recent guests of WKBW at the KB "Spring Hop," held in cooperation with H. I. S. sportswear. DeeJay Tom Shannon hosted. Each couple donated 50 cents to the WKBW scholarship fund.

## STORK NEWS

It's a boy, John, for John and Leslie Weston. Dad is KPIX, San Francisco newscaster, and Leslie is former Ice Follies skating star.

which will provide for the education of a student selected by Buffalo Board of Education study broadcasting at the school of his or her choice.

### Valentine Heads CJAD Sales

Montreal — W. T. Valentine been appointed national sales supervisor for CJAD, where he will work in association with sales manager Murray Morris.

### KAPE Cops Award

San Antonio — KAPE has received the 1962 San Antonio Media Award for outstanding public service to the community.

### Davis to WOLF

Ithaca, N. Y. — George L. Davis formerly with WOOD-AM-5 takes over the mid-morning slot at WOLF.



## Spot Radio Use Up For Top Advertisers

A survey of business activity during the first four months of '62, conducted by CBS Radio Spot Sales, indicates sizeable increases in important advertiser categories as compared with the same period of 1961 on the major market stations serviced by the representa-

CBS Radio Spot Sales has promoted Robert E. Ryan to manager of sales development from his post as Midwest client relations director, effective July 1. With the rep firm since last October, he formerly was at KSMN, Mason City, and KCFI, Cedar Falls, both Iowa.

tive firm, according to Maurie Webster, CBS VP and general manager of the organization's spot sales division.

"With overall business showing an 8 per cent increase," he said, "the top six business categories accounted for 15.8 per cent more advertising revenue in 1962 than the year before. Food products again led the field and travel was once more in second place. The biggest increase in advertising expenditure was shown by consumer services, which accounted for 39 per cent more than in 1961, causing it to rise from fifth to third place."

## 5 Additional Stations Buy 'Bozo' from Jayark

"Bozo the Clown" and "Bozo's Cartoon Storybook" have been sold to five more stations by Jayark Films. They are WCSC-TV, Charleston, S. C.; KTVR, Denver; WICU, Erie; KVGJ, Glendive, Mont.; and KTVW, Tacoma-Seattle.

## Peace Goal of Nets, Agencies

(Continued from Page 1)

ening Influences. Representative organizations such as the TvB and the ANA may be getting together soon to seek a peaceful solution. Calmer voices are maintaining that differences have been sufficiently aired to warrant a new evaluation of the total picture.

Stressing the need for mutual respect by agencies and stations for each other's rights, Storer Broadcasting Co. yesterday stated the product protection policy for its five TV stations exceeds, in most instances the "safety zones" requested by advertisers.

Replying to an inquiry from Edward A. Grey, senior VP for media at Ted Bates & Co., Storer TV VP Bill Michaels said:

"Basically, we will consider any reasonable qualification on product protection when an order is accepted by us," Michaels said

Ruth Jones of JWT, New York, has become the first woman ever to head an American Association of Advertising Agencies national committee with her appointment as chairman for broadcast media.

Her vice chairman on the committee is Louis J. Nelson of Wade Advertising, Chicago. Reappointed chairman of the 4A's TV and radio administration committee was David Miller of Y&R, New York, with Hildred Sanders of Honig-Cooper & Harrington, Los Angeles, as vice chairman. The 340 member agencies of 4A handle about three-fourths of the national advertising volume.

The Marion Broadcasting Co., Marion, Ohio, and the Association of Railroad Advertising Managers are among new members announced by the Advertising Federation of America. New agency members include Dean L. Burdick Associates, New York, de Garmo, Inc., New York; Diaper-Munson-Swearingen, Memphis, Duncan-Brooks, Inc., Garden City, N. Y., Edward W. Robotham, Westport, Conn., and Waters Advertising, Newport News, Va.

Reach, McClinton & Co., New York, has affiliated with Smees Advertising Ltd. of London. The Gotham firm will represent Smees in the U. S. and Smees will represent R/M in Britain and Europe.

**NORTHERN NEIGHBOR NOTES:** Kraft Foods has signed a contract for the largest TV net program package ever negotiated between one company and the CBC. The package includes full sponsorship of the weekly, hour-

that, after many hours of discussion among station managers, sales managers, reps and advertisers. Storer principals have reluctantly concluded the problem does not lend itself to a simple formula or common policy.

**Cites Compounded Confusion**  
"There are just too many nuances, too many widely conflicting views," he said. "The expanding use of multi-product commercials both on and off the network is compounding the confusion — a situation which stations relish less than the advertisers."

In general, he added, Storer TV stations adhere to a policy of no conflicting product adjacency, approximate 15 minute separations and no product conflict on successive inserts in participating programs.

## AGENCY NEWSCAST

By RALPH TYLER

### Thought for Today

"The days of generalized ratings approaches to broadcast sponsorships plus the increasingly mounting costs of such sponsorships is prompting an increasing number of advertisers to pick and choose — markets, stations, even different programming for different areas. They're simply trying to get the best spread for their dollars."

—George W. Bolling  
President, The Bolling Co.,  
station reps

long "Garry Moore Show;" co-sponsorship of "Parade," a half-hour variety show produced by CBC; co-sponsorship of "Red River Jamboree," half-hour CBC Winnipeg production of western and country music, and partial sponsorship of "Walt Disney Presents." Needham, Louis & Brorby is the agency for all the shows except "Walt Disney Presents," which is handled by Foote, Cone & Belding.

## GE 'Tune-Up' Bozo TV Dealer Business

Owensboro, Ky.—A net to build business for radio and TV service dealers across the nation in September and October. "1962 Tune-Up Spectacular" been announced by General Electric.

The plan will promote preventive maintenance at work time and combines several advertising media including TV, radio. As part of the campaign, names will be listed in local editions of TV Guide. "Food in Focus" recipe book featuring favorite foods of people will be available as a business builder.

## New Posts at Bolling

(Continued from Page 1)

said the posts were created to take advantage of an increasing tendency by national advertisers to pick and choose market station line-ups in today's competitive, budget-conscious advertising campaigns.

He also said the two new will help Bolling service a line-up of stations with country skills permitting them to take the most of this trend with them to all concerned.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS



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VOL. 90, NO. 115

FRIDAY, JUNE 15, 1962

TEN CENTS

# ALL-CHANNEL BILL A SHOO-IN!

## FTC SWAMPED; SEEKING 21 MORE AD 'SLEUTHS'

Washington Bureau of RADIO-TV DAILY

Washington—Monitoring of TV commercials for false and misleading claims has limped to a halt for lack of manpower, a House Appropriations Subcommittee was told in secret hearings by Paul Rand Dixon, chairman of the Federal Trade Commission. The FTC has asked for 21 additional men for their bureau of deceptive practices and, presumably, the monitoring would begin again on at least a limited scale if the funds were granted. The hearings actually took place on Jan. 26, but were made public only yesterday.

Dixon told the subcommittee the FTC gets a week of commercial continuity from all networks each month, and that it gets four sets of 24-hours each from individual TV stations and each group radio station on a per-year basis.

(Continued on Page 7)

## Carl Haverlin Chairs Wisconsin Art Session

Carl Haverlin, Broadcast Music Inc. president, served as chairman of a session on "The Institutions of Art in America" which was part of a recently completed three-day conference on the arts held in Racine, Wis.

The conference, exploring regional arts activity in America, was sponsored by the University of Wisconsin Extension Division in cooperation with the Johnson Foundation.

## 90-Min. 'Lone Ranger' Unmasked by Telesynd

Telesynd has acquired a 90-minute feature film of "The Lone Ranger" produced in 1956 by Warner Bros. and featuring the same cast as that of the half-hour "Lone Ranger" series it is syndicating. Initial sale of this first "Lone Ranger" feature released for TV was CBS, which purchased it for its o-o stations in New York, Philadelphia, St. Louis, Chicago and Los Angeles.

## Gov't Examiner Claims Continental Wax Slipped

The Continental Wax Co. has been hit in a ruling by FTC hearing examiner John B. Poindexter that its radio and TV as well as print ads for "Six-Month Floor Wax" are false and the very name is deceptive and should be dropped. He said the product doesn't provide an effective coating of wax on the average household floor for six months.

## Britain's 3rd Channel To BBC? Verdict Due

Special to RADIO-TV DAILY

London — The British cabinet is now studying recommendations of the Pilkington Committee on the future of TV and radio in this country. The Pilkington report itself, most eagerly awaited statement in the history of British TV, is expected to be published.

(Continued on Page 3)

## Sarnoff Punctures Harmful Image Myth Of U.S. TV Overseas

Philadelphia — Robert W. Sarnoff squared off yesterday against "false fovee" over the effects of TV on America's image abroad.



SARNOFF

The NBC board chairman cited Government findings that American TV exports are actually making a favorable impression overseas. He spoke at a luncheon of the USO of Philadelphia, which presented its annual "Liberty Bell Award" to NBC's WRCV and WRCV-TV for their support.

Sarnoff gave results of a USA survey of 34 of its field posts.

(Continued on Page 3)

## Guineas Award on CBC

Special to RADIO-TV DAILY

Montreal.—CBC-TV and Radio will air the presentation of the Guinness by the Queen Mother to the owner of the horse winning the Queen's Plate tomorrow.

<b>Let's Talk It Over</b>	<b>The Ethical &amp; Practical In Advocacy by Minow of On-Air Editorializing</b>
By ARTHUR PERLES	

THIS column has spoken out with more frequency that it enjoyed doing to register strong disagreement with past pronouncements of FCC chairman Newton Minow. It is therefore a distinct pleasure to find complete accord with him on a subject we have espoused before—and to which we will continue to give unflagging support 'till the end of time.

A reliable informant advises that the Commission chief this week-end will be seen on the Philadelphia air and heard in the metropolitan New York-New Jersey area urging more on-air editorializing by sight or sound stations everywhere.

Quite frankly, here is one sure way any responsible broadcaster can improve the over-all look of his station's program log when periodically

(Continued on Page 8)

## Signing by President Assumed As Measure Gets Senate Approval

Washington Bureau of RADIO-TV DAILY

Washington—The all-channel TV set bill, already passed by the House, yesterday was approved by the Senate by a voice vote. The measure now goes back to the House for a minor technical change. Passage of the bill was sought in order to give UHF TV stations a chance to survive in markets which have VHF stations and in order to make deintermixture unnecessary. Presidential signature is believed to be assured, since chairman Newton Minow and the other six FCC commissioners were in favor of the bill.

The FCC recently delayed moves to take operating VHF stations out of eight communities, with the promise that the eight markets would not be made all-UHF if the bill passed.

The measure had the strong support of the FCC.

(Continued on Page 4)

## 'Product' Group of IRE To Meet in November

West Coast Bureau of RADIO-TV DAILY

San Francisco—The Institute of Radio Engineers Professional Group on Product Engineering and Production will hold its 6th national conference here Nov. 1-2. Theme is "Product Engineering for the '60s."

The program will cover joining techniques, process equipment, production and circuit packaging. General chairman is Art Kromer of Varian Associates, Palo Alto.

## Will the Phony Glenn Please Just Fly Away?

San Francisco—ABC newsmar Al Mann, who covered the orbital flight of John Glenn, saved the Mark Hopkins Hotel here some money this week when he spotted a phony Glenn signing autographs in the lobby. Hotel management said it was going to pick up the make-believe astronaut's tab. When Mann started to question him, he flew the coop.

**CHAS. A. ALICOATE** : President & Publ.

**MARVIN KIRSCH** : Assoc. Publ.-Gen Mgr.

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**TV Series to Give Marketing Insight**

Business execs will join educators in weekly discussions of American economic problems on "Marketing on the Move," every Saturday on WNBC-TV starting June 23.

The series begins with "The Future of Downtown Retailing," with Prof. Edward C. Bursk, editor of the Harvard Business Review and educational director of the International Business Institute, as moderator. ETV station WGBH, Boston, produced the marketing series in association with the International Retailing Institute.

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**COMING AND GOING**

**HANK ALEXANDER**, Video Tape Unit limited president, to Washington for business meetings.

**ROBERT MILFORD**, CBS-TV network programs director, back from a business trip to London.

**HARRY REASONER**, CBS News correspondent, to leave this week-end to film "Calendar" sequences.

**BUDDY ROGERS** leaves today for the Orient to begin production on "Buddy Rogers Adventurous Hobby" for TV.

**ALFREDO ANTONINI**, CBS music director, has returned from Tampa, where he received an honorary degree of Doctor of Humane Letters from the U. of Tampa.

**ROBERT GIST** has returned from Santa Fe, N. M., where he directed "Empire" episode.

**GEORGE T. SHUPERT**, 20th-Fox TV VP in charge of sales, to Hollywood for meetings with Peter G. Levothes and William Self.

**AFM Members Tuning Up For Symphony Recognition**

Pittsburgh—The third day session yesterday of the American Federation of Musicians' convention saw the delegates giving-

**Mexico TV Buys Pack Of 600 Top Cartoons**

Mexico City—Televicentro has acquired a new package of 600 cartoons from Hollywood, for telecast on XIIGC-TV. Among the hatch purchased are the "Popeye," "Felix the Cat," "Barney the Bear" and "Mickey Mouse" strips.

To insure early afternoon adjournment today, the delegates voted to begin the concluding session at 9:30 AM. A last function of the convention will be to disburse to delegates per diem payments in an aggregate of nearly \$300,000.

**Celeste Holm Narrates Thailand's Food Needs**

As part of the Food and Agriculture Organization's effort to bring increase balanced food supplies to Thailand, Celeste Holm narrates the UN's "Net Value" on "Around the World" over WOR tomorrow.

Other features are an interview with Paul Edwards, UNICEF representative in the Philippines, and a commentary by U. S. Narcotics Commissioner Harry Anslinger.

**Walker-Rewalt Reps Two**

Walker-Rewalt Co. radio reps. has announced the addition of two new accounts. The stations are WFMV, Richmond, Va., and ABC affiliate WNXT, Portsmouth, O.

**Keep Up With Riley**

Detroit — In a major re-alignment of daily morning program assignments, newsmen Dwayne Riley is now heard on WWJ's 7 AM, 8 AM and 9 AM newscasts.

**U. S. Video Spotted on TV Guide Award Show**

Sketches spoofing TV's effects on American life will highlight the "3rd Annual TV Guide Award Show" colobrest on NBC June 21. David Garroway will be host-narrator and Judy Holliday and Art Carney will star in the sketches. Eight awards to personalities and programs, voted by viewers, will be presented by James Quirk, publisher of TV Guide magazine.

**FINANCIAL**

(June 14)

**NEW YORK STOCK MARKET**

	High	Low	Close
Admiral Corp.	127 1/2	115 1/2	115 1/2
AB.PT.	25 3/4	24 1/2	25
A. T. & T.	104	100 3/4	101 1/2
AVCO	19 1/2	18 1/2	18 1/2
CBS	32 1/2	33 1/4	33 1/4
Columbia Pic.	16	15 1/4	15 1/4
Crow-Coll.	80 3/4	77 1/2	79
Decca	38 1/2	37 1/2	37 1/2
Disney	28 1/2	26 3/4	26 3/4
East. Kodak	92 1/4	88 1/4	88 1/4
Gen. Elec.	32 1/4	29 1/2	29 1/2
General Tel.	20 1/2	19 1/2	19 1/2
Hotelier Corp	17 1/2	17 1/4	17 1/4
Magnovox	31	29 1/8	29 1/8
MCA	39	38	39
M.G.M.	31 1/2	30 1/2	30 1/2
Nat. General	6 1/2	6 1/4	6 1/4
Paramount	40	39 1/8	39 1/8
Plough	53	52 1/2	52 1/2
RCA	44 1/2	42	42 1/4
Storer	29 1/2	28 1/4	28 1/4
20th.Fox	20 1/2	19 1/8	19 1/4
United Artists	28	27 1/2	27 1/2
Warner Bros.	12 1/2	12 1/4	12 1/4
Westinghouse	28	26 1/2	26 1/2
Zenith Radio	49 1/2	47 1/2	48

**AMERICAN STOCK EXCHANGE**

Capital Cities	12 1/2	12	12
Desilu	73 1/4	73 1/4	73 1/4
Equity, Int.	83 1/2	81 1/2	81 1/2
Filmways	5 1/2	5 1/2	5 1/2
Movielab	9	9	9
NTA	11 1/2	11 1/2	11 1/2
Reeves Sound	3 1/8	3	3
Rollins	11 1/4	11 1/4	11 1/4
Screen Gems	14 1/2	14 1/2	14 1/2
Technicolor	10 3/4	9 1/2	9 1/2
TelPromPter	8	7 1/2	7 1/2
Trans-Lux	13 1/2	11 1/2	13 1/2
TV Industries	15 1/2	15 1/2	15 1/2

**OVER THE COUNTER**

Jerrold	4 1/2
Meredith	25
Metromedia	12 1/2
Official Films	
Scranton	6 1/2
Sterling	1 1/2
Transcontinent	19 1/2
Wometex	1 1/2

\* Courtesy of National Association of City Dealers.

**Chun King Quits BBD&O**

Duluth, Minn. — Chun Corp. has announced its termination with BBD&O as the agent for its canned American-Origin food line. The frozen line, formerly held by BBD&O also, was recently assigned to McCann-McKee. A replacement for the fledgling account has not named.

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# Stop Swallowing Competitors' Tale: Collins

## Chi's WGES, 3 TVers In Kansas, Nebraska Sold; Total: \$3 Mil.

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has approved sale of WGES, Chicago, to McLendon Corp. for \$1 million, plus and additional \$1 million to Elizabeth M. Hinzman and John A. Dyer. The Commission ruled also that the sellers are not to compete within 100 miles for ten years. Chairman Hlow obtained and Commissioner Bartley dissented.

**Satellites of KARD-TV**  
The Commission also approved sale of KCKT-TV, Great Bend, Kans., KGLD-TV, Garden City, Kans., and KOMC-TV, McCook, Neb., by Central Kansas TV to Wichita TV for a total of \$1,037,000 on condition the sales are consummated within 25 days. Wichita TV plans to operate these three stations as satellites of KARD-TV, Wichita.

## Kingston Edict Soon

(Continued from Page 1)  
ended in two weeks.  
A consensus of opinion among British political correspondents flows:  
The third TV channel will go to the BBC and not to the independent companies (at the moment, BBC and ITV have one channel each).  
Transmission next year on the 65-line system (405 at the moment).  
Higher rents to be paid to the Independent Television Authority by the program companies.  
A new management for the Independent Television News.

## Sarnoff Blasts Image Myth

(Continued from Page 1)  
around the world on the impact of American TV. In summary, it is that U. S. commercial TV showings "currently are more helpful than harmful in creating favorable attitudes toward the U. S."  
**Cites Increase in News**  
Sarnoff said the only significant change in the export of American TV programs since the survey was made last year has been a relative increase in news and informational programs.  
In NBC's case, he said, news and informational broadcasts now make up more than 15 per cent of the company's total exports—a higher percentage than the net represented domestically until three years ago.  
Sarnoff said American TV could

## Danger Not External, It's Within Industry, N. C. 'Casters Told

Charlotte, N. C.—Decrying what he termed "scapegoating," NAB president Leroy Collins has called on responsible broadcasters to stop playing into the hands of irresponsible competitors by "swallowing the myth that all their troubles stem from a meddling government, and everything wrong would go away if the government would."

### Sees Danger from Within

He told the North Carolina Broadcasters Ass'n here this week that the real danger to the industry's freedom is not from some external force but from within, when the responsible joins with the irresponsible to "scream in anguish about censorship where it does not exist, and government control where it is legitimate."

Collins suggested that in place of the fear of government, broadcasters employ "collective" self-discipline and "get on with the job of running radio and TV stations like grown men and women instead of scared rabbits." He said this should be the alternative to ineffective individual self-discipline, rather than no discipline at all or discipline imposed by government.

### In Praise of Discipline

"We must not allow the dust of anti-government storms to blind us to, or divert us from, our own obligations as fully responsible stewards of this great medium of communication," said Collins. "The basic truth is that no one can be free without discipline and that the free broadcaster in reality is the broadcaster who disciplines himself."

## Sarnoff Blasts Image Myth

(Continued from Page 1)  
stand some criticisms both at home and in what it sends abroad. However, he added, this cannot justify "the exertion of official influence," no matter how indirect, on TV in America or programs exported to the world.  
"By the very nature of an open society," he said, "we stand before the world, 'warts and all.' We can on more hide our flaws, nor should we want to, than we can hide the crack in the Liberty Bell."  
**Looks at Future**  
Sarnoff said the advent of satellite communications, making it possible to bounce TV signals across the oceans, should not lead to increased concern about the American image projected abroad by TV.

## ROBERT MASON REPS NAB ON JOURNALISM COUNCIL

Washington Bureau of RADIO-TV DAILY  
Washington—Robert T. Mason, president-general manager, WMRN, Marion, O., has been named NAB's rep on the American Council on Education for Journalism, which represents both educational and professional organizations. It was created to enhance the professional status of journalism by establishing minimum educational standards and stimulating and encouraging sound journalism programs.

## 'NAB Code or FCC Code?' Subject of 'Casters Meet

Milwaukee — The Wisconsin Broadcasters Ass'n holds its Summer meeting Thursday in Lake Lawn Lodge, Delavan. John Box, Jr., managing director, the Bala-hon stations, will discuss "NAB Code or FCC Code, Which Shall It Be?" Also slated to speak is Frank Shakespeare, CBS VP.

## Newsman In Africa To See Peace Corps

Washington Bureau of RADIO-TV DAILY  
Washington—Jerry Landay, national news editor for Westinghouse Broadcasting, is in Africa putting together a series on the Peace Corps on its first anniversary.

"Africa: Peace Corps Plus One" is the title of the series of four (possibly five) half-hour programs he is making during 26 days in Ghana and Tanganyika.

The segs will be broadcast in early September on Westinghouse radio outlets and also via syndication in New York and other cities. Bob Nelson, WBZ, Boston, newsman, is handling Landay's syndicated series, "Radio News Day," in his absence.

## McCurdy Heads WFIL's Commercial Sales Dept.

Philadelphia—Eugene McCurdy has been named commercial manager of WFIL. McCurdy formerly was sales manager, WBAL-TV, Baltimore, for three years.  
In addition to his broadcasting experience, McCurdy was sales manager of the Englander Mattress Co., Baltimore branch, for seven years.

## Chicago Prof in Seminar On 'Meet the Professor'

A seminar on the philosophy of science will be held by guest instructor Dr. Joseph J. Schwab, Chicago U. professor, on ABC-TV's "Meet the Professor" Sunday. The program, produced by Harry Rasky and directed by Robert DeLaney, is an ABC News public affairs presentation in cooperation with the Association for Higher Education.

Howard H. Bell, NAB industry affairs VP, will replace Mason as a member of the Council's Accrediting Committee, with James H. Hubbert, NAB manager of broadcast personnel and economics, to serve as Bell's alternate.

**Collins Enthusiastic**  
In announcing the appointments, NAB president LeRoy Collins said: "We are happy to continue our support and our participation in the program of the Council and its Accrediting Committee. The high standards which the council fosters in training young people for journalism careers are essential to meeting with competence the growing manpower needs of the profession."

## 'Double-Header' Honors 2 Stravinsky Birthdays

Washington Bureau of RADIO-TV DAILY  
Washington — Since there is a dispute about the exact date of Igor Stravinsky's birthday, WGM-S will celebrate the composer's 80th year on both Sunday and Monday. Stravinsky was born under the old Russian calendar, and although he celebrates on the 18th, some scholars insist his birthday was actually June 17, 1882.

## Many Canadians to See Jack Paar for 1st Time

Toronto — When the CTV network carries the new "Jack Paar Show" on a pre-release basis this Fall, many Canadians will be seeing the personality for the first time. Only those Canadian viewers in range of U. S. border stations carrying the show became acquainted with Paar's late-night TVer.



MASON

## 'Editor's Choice' Views Caring Teenage Habit

"Going Steady," a report on teenage dating habits, will be topic of "Editor's Choice" Sunday on ABC-TV. Fendall Yersa, editorial director, will interview teenagers, parents and psychologists on both sides of the question.



By TED GREEN

## Underwriters Ready Z-Net Promo Drive

A nation-wide TV advertising campaign directed toward the mass market represented by automobile and homeowners is being launched this Summer by the Insurance Co. of North America.

From June 23 thru Oct. 28, INA will sponsor one-minute color commercials on NBC's "Saturday Night at the Movies" on 152 stations. On Sunday evenings, the one-minuters will appear on 134 ABC stations on "Hollywood Special," a program debuting this season.

The campaign is directed by advertising manager Samuel R. Boggs, 2nd, Agency is N. W. Ayer & Son, Philadelphia.

## Rockefeller To Report On 'State of the Arts'

A report by Gov. Rockefeller on the New York State Council on the Arts will be seen Sunday on WNBC-TV. After an intro by Helen Hayes, glimpses of the New York City Ballet, the Phoenix Theatre production of "Androcles and the Lion," the New York City Opera Company's "Mikado," a rehearsal of the Buffalo Philharmonic, and several art exhibits will be shown. Council member Richard B. K. McLanathan will join the governor in reporting on the work of the council.

## All-Channel TV Bill Passed by the Senate

(Continued from Page 1)

backing of the Association of Maximum Service Telecasters, NAB, the networks, operating VHF stations and even some set manufacturers, although Electronics Industries Ass'n opposed it. UHF interests were glad to endorse the bill, but not at the price of losing deinterference.

One year after the bill becomes law, all TV sets sold in interstate commerce must be equipped to receive the 70 UHF channels as well as the 12 VHF. The theory is that over a period of time, as sets wear out, UHF sets will become more and more numerous in the hands of the public so that UHF stations will be able to compete.

• • • We've finally found out why there's so much construction going on along W. 66th St. It's part of a gigantic scheme by WABC to find office space to house Rick Sklar. The network flagship's newest acquisition, Rick will head up production and community service. If Rick's past history at WINS, WMGM and WHN is any indication, we can expect to hear some new excitement at 770 on the dial... A host of celebrities from the worlds of TV, stage and screen will turn out tonight to pay tribute to Gene Seville's new Roman Room Restaurant, adjacent to his Casa Seville night club in Franklin Square. L. L. Gene is celebrating his 27th year at the Casa Seville.

• • • TV beauty expert Norma Mathews, who launched her new Playgirl salon recently, already has a bid for it to be used in a TV series... Bet you didn't know that British comedy star Peter Sellers and Peter Mengrone of the Punjab are look-alikes... Singer Fran Warren headed for Sydney, Australia, yesterday for two weeks of "down under" TV guest stints. She'll do a dramatic pilot film while there... Hugo Winterhalter, musical conductor of the Conno show, told the Vesuvio crowd that the big thing on his mind wasn't TV—but his daughter's marriage... BBC's alter Tony Franciosa to come across the drink and wear a Brando-type T-shirt in a British telespec of "A Streetcar Named Desire"... Julie Newman said at the Grapshulm that she's looking for a TV series... Shelley Berman, TV nightclub, Verve Record and Broadway star, will display his comedy talent at Las Vegas' Sahara for one month, beginning June 26... Victor Burge, an M-G-M Records headliner in addition to his other media accomplishments, will be at the Greek Theatre in L. A. for three days, beginning June 27... Peter Lawford huddled with his TV writers at the Sherry-Netherlands' Le Petit.

• • • Meet: Bill Michaels, TV VP for Storer Broadcasting, who is responsible for the overall operation of Storer's WJBK-TV, Detroit; WJW-TV, Cleveland; WSPD-TV, Toledo; WITI-TV, Milwaukee, and WAGA-TV, Atlanta. Michaels began his broadcasting career in 1940 as a sportscaster at KABC, San Antonio, later moving into promotion, merchandising, sales and management at the station. When Storer acquired the property in 1953, he was retained as general manager. In 1954 he was transferred to Detroit as managing director of WJBK-TV, and became a VP in 1956. Michaels was elected a Storer director in 1959, was made a regional VP in 1960 and last year was appointed VP for TV. A graduate of San Antonio U. (now Trinity U.), where he lettered in football, basketball and golf, Michaels today is a low-handicap golfer and in 1959 participated in the U. S. National Amateur tourney. Married and the father of three children, Bill and his family reside in Detroit's suburban Bloomfield Hills.



MICHAELS

• • • Songstar Steve Alaimo is scoring as a recording and night club artist. His New York debut will be at the Roundtable on Monday. The young man opened a two-weeks engagement at the Eden Roc last November and was held-over for six months. He waxes for Checker Records, where his first two albums topped the 500,000 sales mark... Chuck Keilus, a senior TV producer at D'Arcy, resigns today and moves to the West Coast for partnership with TV personality George Fenneman in a TV commercial and industrial firm. To be known as George Fenneman Productions, it will headquarter in Hollywood, although Chuck says a New York office will be set up as soon as possible.

• • • Arthur Godfrey's new singing discovery, Barbara Velasco, has opened at Montreal's Skyline Hotel... Clown-comedian Leo Leibman, who last year appeared on the "Super Circus" TV show, is now displaying his zany antics for adults and children nightly at the Parkway East Restaurant.

'Stone Face' Kept in Do  
So He'll React to Antic  
Security precautions have b  
clamped down at CBS-TV so  
Sullivan won't know the rou  
of the guests who'll pay trib  
to him June 24 on the 14th  
niversary of "The Ed Sullivan  
Show." The net wants his re  
tions to his guest's antics to  
spontaneous and unpremedita

## Steve Allen Backers Climbing on Wagon

The new "Steve Allen Show" bowing on WPIX June 25 continues to serve as an outstanding summer sales stimulant along Madison Ave., with the announcement that two more major advertisers have climbed aboard in late-night series.

Beginning June 26, White Laboratories, division of American Home Products Corp., will be represented on the program. The contract, placed through T. Bales, covers 28 weeks of the series.

Best Foods division of Conner Products Co., on behalf of Heumann's Mayonnaise, participating on the show starting June 27 for five weeks. The agency is Danco Fitzgerald-Sample.

## Godfrey Holds 2 Chairs For Pair of Musicians

Lawrence Welk and Dimitri Tiomkin will be among the guest next week on CBS Radio's "Arthur Godfrey Time." On Tuesday, Welk will discuss his long career which has ranged from musician to bandleader to stardom as leading TV personality. Tiomkin, Russian-born musician and composer whose songs and scores have won three Oscars, will be Wednesday's guest.

## Ted Williams Offers Tips To Leaguers on 'Sullivan'

Little Leaguers will get some hot tips on baseball from ex-Fox Sox great Ted Williams on CBS-TV's "Ed Sullivan Show" Sunday. As a special bonus, Sullivan is offering Little League clubs a chance to get free prints of a half-hour film, "Batting with Ted."

## Catholic Men Telecast Le Corbusier 'Flicker'

"Lights and Shadows," film Le Corbusier's new Dom-ino building in France, will be seen by the National Council of Catholic Men's program Sunday on AETV. Film was produced by Radio TV Francais.



# ast TV Academy Elect Officers

...East Bureau of RADIO-TV DAILY  
ollywood—Board of govern-  
of the Hollywood Chapter,  
emy of TV Arts and Sciences.  
I meet July 2 to elect officers  
national trustees and to ap-  
committee chairmen for the

ew board members are:  
ter Castle, cinematographers;  
Post, directors; John Nelson,  
cutives; Charles Freeman, film  
ors; Don De Fore, performers;  
es Fonda, producers, and John  
reevey, writers. Retained for  
additional two-year term were  
vin Aubrey Davis, art direc-  
; Theodore Grenier, engineers,  
John Scott Trotter, musicians.  
overnors with one more year  
erve are: Howard E. Johnson,  
directors; Walter Streng, cine-  
ographers; Bluth Grauman,  
ctors; Joseph Walter, engineers;  
dy Cummings, executives; Wil-  
Mosher, film editors; Nelson  
ile, musicians; Wendell Corey,  
ormers; Gail Patrick Jackson,  
gram producers, and Dick  
Z. writers.

# Grafman Jo'ning 7 Arts AE in Midwest Div.

oward Grafman has been ap-  
ointed Midwest Division account  
exec for Seven  
Arts Associa-  
ted, it was an-  
nounced by  
Robert Rich,  
VP - general  
sales manager.  
He will head-  
quarter in Sev-  
en Arts' Chic-  
ago office with  
Robert Hoff-  
man, Midwest  
Division man-  
ager.

Grafman, an  
near veteran of broadcasting  
TV film distribution, former-  
sales general manager of WXFM,  
rago. Prior to that he was a  
ner in Barry-Grafman and  
ociates, a TV film sales organi-  
on. From 1951-1953 Grafman  
director of WMAQ, NBC o-o  
Chicago.

# Today' is Headin' for Texas

BC-TV's early-morning "To-  
day" program will originate from  
as during the week of June  
19.

ost John Chancellor, Louise  
and Jean Shepherd. New  
radio and stage personality,  
I be in the Lone Star State for  
roadcasts. Frank Blair will  
main in New York to present  
news.  
On June 25, the program will

## Stratton Demands CBS Equality Via Hot Wire

A blistering telegram demanding time equal to the "four or five minutes" given Gov. Nelson Rockefeller, on a CBS documentary, "Fifty faces of '62," has been sent to that network, with a copy to the FCC, by gubernatorial candidate Rep. Samuel Stratton (D., N. Y.). Following receipt of the Stratton telegram, Thomas F. Fisher, CBS general counsel, pointed out that the CBS program in question "was a news documentary designed to assist the public in its understanding of the role and significance of the elective process in the current off-year elections and campaigns."  
"We will study Congressman's Stratton's telegram," said Fisher, "and will respond to him shortly."

# Popeye Gets Own Museum

The Popeye Museum opens tomorrow at Freedomland in New York, tying in with the appearance of the new Popeye act at the giant amusement park. Prepared by King Features Syndicate, owners of Popeye and distributor of the 220 made-for-TV Popeye cartoons, the museum was conceived by Gene Plotnik, KFS-TV creative services director, who also produced the new act.



PLOTNIK

The museum will include a step-by-step demonstration of how a Popeye TV cartoon is made, winding up with a screening of the same cartoon used in the demonstration. It will also feature an illustrated history of Popeye, from the start of "The Thimble Theatre" in 1919.

## McCarthy Emcee

The new act is being emceed in its engagement at Freedomland by Capt. Jack McCarthy, host of the "Popeye Show" on WPIX, with the museum opening to feature appearances by McCarthy, Popeye and Brutus. After the park closes for the season, the exhibits will be made available to other suitable locations.

## Swift's No'east Telepix Prime TV Films Distrib.

Northeast Telepix Associates is headed by Ted Swift. It is Prime TV films' exclusive distributor for New England and New York State. There are 450 features in the Prime library.

visit the Fort Worth stockyards, largest in Texas. On the 26th and 29th, the site will be the Six Flags Over Texas entertainment park, which brings to life the state's past. On June 27, "Today" travels to the huge B. A. Phillips horse ranch at Frisco, Tex. On the 28th, the program originates from the new Inn of the Six Flags, where prominent Texans will be interviewed.

# '40th Birthday Party' Gets 1 Hr. on WGN

Chicago — Highlights of WGN's "40th Birthday Party" will be broadcast Monday, featuring Jack Brickhouse, Pierre Andre and Eddie Hubbard, Quin Ryan; Bob Elson; Shirley Bell, WGN's "Little Orphan Annie," and Lawrence

WGN begins broadcasting "Dancing from the Aragon" tomorrow night, featuring Ron Terry and his orchestra, plus the songs of Elaine Rodgers and the Cassidy Sisters, in live weekly airings.

Salerno, who sang the Orphan Annie theme song, will also be heard on the hour broadcast.

The complete three-hour program was originally broadcast on WGN May 18, as part of the station's 40th birthday celebration.

## George Mitchell Pegged For Daystar's 'Stoney'

George Mitchell has been signed by Leslie Stevens, exec producer of Daystar Productions, for a role in the film's new hour Monday night series on ABC-TV, "Stoney Burke." Mitchell cut short his European vacation to report tomorrow, when production starts rolling.

## Nut-Comic Marty Engles Entertains (?) L.A. Couch

Beverly Hills — Type casting? Comedian Marty Engles co-starring this Fall in ABC-TV's "I'm Dickens, He's Fenster," whose brand of humor is nuttier than a fruit-cake, has signed to MC and perform at a show being sponsored by the Los Angeles Society of Clinical Psychologists, June 23, at the Beverly Hilton Hotel. The Society is building a Training Center and Mental Hygiene Clinic to be located in the Venice, Calif. area.



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## Si Siegel Aids Drive Of Greater N.Y. Fund

Simon B. Siegel, executive VP of American Broadcasting-Paramount Theatres, has accepted the vice chairmanship of the Major Corporations Division of the Greater New York Fund, where he will direct the 1962 Greater N. Y. Fund appeal among 180 major corporations and their 474,000 employees in the greater N. Y. area.



SIEGEL

The Fund, whose 1962 goal is \$11 million, helps nearly 4 million persons annually through 425 participating medical, health and welfare agencies. As the largest network of charities in the world, the Fund receives active support from publicly owned corporations and private firms, as well as from organized labor and local government.

Herbert B. Woodman, president of Interchemical Corp., is serving as campaign chairman for the 1962 Greater New York Fund appeal.

## Providence Outlet Skeds Stereo Summer Concerts

Providence, R. I. — John E. Donofrio, general manager of WPFM, has announced that the station is airing the Saturday concerts of the Boston Pops Orchestra live in FM Stereo. The program originates direct from Symphony Hall in Boston, and will continue for the remainder of the concert season.

In addition to this series, WPFM plans to air the Boston Symphony's concerts at the Berkshire Music Festival at Tanglewood as taped stereo programs.

## Dean Rusk, Sen. Keating Take 'Look at Congress'

Secretary of State Dean Rusk will be Senator Kenneth Keating's guest on WOR-TV's "Let's Look at Congress" Sunday, 11 AM. The program is aired every other week as a public service.

## University Remembers White House 'Boswell'

Sandler Vanocur, NBC News White House correspondent, will be among 26 alumni to receive a merit award for distinction in business or community service from Northwestern U. tomorrow. Vanocur is Class of '50.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Desilu Productions' three studios will be operating at 89 per cent of capacity beginning July 1, president Desi Arnaz has advised. Signing of a deal for Lenny Stern's Hedday Productions to film the Marty Ingels ABC comedy show, "I'm Dickens, He's Fenster," at Desilu-Cahuenga will result in the operating rise. This will be the ninth half-hour series set for filming at Desilu, in addition to four hour-shows and two feature motion pictures.

• • • TV and motion picture producer Joseph Shafiel has just bought the motion picture and video rights to the Saturday Evening Post story, "I Was a Burglar With a Badge," by Robert Whearely. The story concerns the recent police scandals in Denver, which Whearely exposed in a series of articles in the Denver Post.

• • • Irene Cuffe will do another segment of "A Day In Court" for ABC in the Fall. She has just finished her second appearance on the daytime . . . Sammy Davis Jr. makes an appearance on "Your First Impression" on NBC-TV today to plug the Allied Artists picture "Reprieve," in which he has a major role.

• • • Daystar executive producer Leslie Stevens has set Eduard Franz for the second guest star role in the "Child of Luxury" segment of the new one hour "Stoney Burke" series to be seen on ABC. Stevens wrote the script and will also direct this segment . . . The Highwaymen, a young folk-singing group, make their first TV appearance on the "Ed Sullivan Show" Sunday. They graduated from Wesleyan just two weeks ago. It was at the University that they became friends and began their career in show business.

• • • The Plumbing Industry Progress and Education Fund has purchased three five-minute newscasts a week for 52 weeks beginning July 1 on 13 Southern California radio stations through David Olsen Advertising. The stations are KGBS and KNX, Los Angeles; KFMB and KOGO, San Diego; KDB, Santa Barbara; KRNO, San Bernardino; KCOY, Santa Maria; KAVL, Lancaster; KXO, El Centro; KVEN, Ventura; KPRO, Riverside and KATY, San Luis Obispo.

• • • Justice Brothers Distributing Co. of Monrovia has set an intensive ad campaign in Southern California for Wynn's Friction Proofing products. Among media already set are KFI with newscasts and a variety of programs on KTLA and KABC-TV. Placed by Teawell and Sholty, San Diego.

• • • Since the Frank Cooper office set Michele Lee in "Bravo Giovanni" on Broadway, he has three offers of TV series for her . . . Bobby Vee will be interviewed on NBC's "Here's Hollywood" today . . . Presidential aide Arthur Schlesinger, Jr. discusses his role in the White House during his guest appearance tonight on Joe Dolan's KHJ-TV show . . . Walter O'Keefe took the day off from his KHJ radio show to watch his son Anthony's graduation from the University of Southern California.

• • • Steve Lawrence has quite a lineup of guests set for his week of hosting the NBC "Tonight Show" next week. It includes Betty Comden and Adolph Green, Phyllis Newman of "Subways Are For Sleeping," Robert Hossen, Susan Strassberg, Shelley Winters, Julie Styne, The Highwaymen and Robert Preston, not to mention Eydie Gorme.

## Von Zahn Returns to U.S.

Newsman Peter von Zahn has just returned from Germany where he conferred with the network directors about the expansion of German TV. He will be given a reception Tuesday in the Overseas Press Club, New York.

Since 1951, von Zahn has been active here as the official West German Radio's correspondent in the United States.

In 1959, a German network asked him to establish his own program companies with a net

of correspondents around the world. The companies—one American (Documentary Programs) and one German (Windrose), are producing two half-hour programs a week for German TV. Some of these films have been sold to the USIA and to American, British and European mainland broadcasters.

## 49 TV Spots Taped In Record 7 Days

West Coast Bureau of RADIO-TV

Los Angeles—KTTV Pro-Division has just set a new at the station by videotape spot commercials for 12 clients within seven days.

Twelve one-minute announcements were completed for and its agency, Dancer, general-Sample of New York, Davidow was the account series of three each were deduced for Great Western S. and Loan Association and King. Agency for Great W is Doyle-Dane-Bernbach, and son and Jorgensen represent Waste King.

Spots also were videotaped Fulvita, via Anderson-McCo Christmas Valley Land Development, thru Neil Elliott Advertising; Van de Kamp's Holland Bakeries, via Lennen and N. Jack LaLanne Inc., via Con Ford Dealers of Southern California, thru JWT; Northwestern Insurance, via Miller, kay, Hoecq and Hartung, Se Stouffer's Foods, via Kels MacLeod and Grove of Pittsb Chicken of the Sea, via E Wasey, Ruthrauff and Ryan Fritos, also via EWR&R.

## Berlin Wall 'Scaled' By Video Documentar

St. Louis — KMOX, CBS presents an hour special of Berlin wall, "The Face That No Eyes," tonight. Document was written by Steve Rowa, assistant director of public a who was in Europe gathering information for the special.

Included will be interviews with West Berlin Mayor Brandt; Gen. Albert Watson, Commandant in Berlin; Gen. ris Norstad, Supreme Allied mander in Europe, and resi of both sides of the Iron Cu

## Koenig Joins Burnett Co

Leo Burnett Co. has announced the appointment of Stanley ing as marketing supervisor, ning to the firm from BBD&C where that, he was with Mathieson for 13 years.

## Summer 'Talent Scout' Gets Floyd in 1st Row

Floyd Patterson will join erans Carol Burnett and Johnson when CBS-TV's "11 Scouts" replaces the "G Moore Show" for the Su July 3, with Jim Backus a host. Patterson will be the for singer Mickey Alan.

# NOW IT'S TV TO READ BY N NETWORK KIDDIE SHOW

"Reading Room," a new weekly series designed to stimulate and encourage reading among children in the 8-12 age group, will be presented on the CBS-TV netting Sept. 22. It was announced yesterday by Richard S. Salant, president of CBS News.

"This series of broadcasts will fill an important CBS News slot in the difficult field of innovation broadcasting for young viewers," Mr. Salant said, "and Saturday time period should assure a sizeable audience of youngsters to whom this series is being directed."

## Educators to Participate

Weekly elements of the broadcast will include a "Book-of-the-week," selected by a distinguished group of educators familiar with the reading habits, interests and needs of children in the 8-12 bracket; an appearance on a broadcast of the author of selected book, or an expert who will field the book covers; and a panel of children, who will discuss the book and talk with the host about it.

Books will be chosen covering a variety of fields, ranging from current events, from geography and science to history and biography. Children's libraries across the nation will be informed in advance of the book to be reviewed and discussed on a broadcast, so that children will be able to read the book before viewing the broadcast.

The series is being produced under the overall supervision of John W. Kiermaier, VP for public affairs, CBS News.

## Additional Ad 'Sicuths' Requested by FTC

(Continued from Page 1)

Group 2 radio stations, 783 of them—submit 24-hour commercial minutes twice a year; the group 3 stations, one time a year.

It was further testified that the FCC called in 163,910 radio and TV transcripts on this basis in the five months, July-Nov., '61, while it also scanning 127,052 newspaper and magazine pages. However, Dixon conceded that the FCC is piling up because his advising examiners can't keep up with the amount the FTC is getting.

Chairman Albert Thomas (D., Pa.) said, "You have been working and working hard, chasing a lot of many rabbits." He pointed out that the current year's \$10,000,000 appropriation for the FCC be the largest in history for the agency, and compares to \$8,009,000 in the previous year and a 10 per cent increase to \$11,845,000 asked for this year.

## 2 CANINE PARTY REAL CAT'S MEOW

Peoria — WTVH holds its second annual Dog Party this Saturday to celebrate the new Walt Disney Film "Big Red." Last year over 500 dogs were fed at the canine smorgasbord while their masters kept a sharp lookout for stray cats. All dogs attending have to bring with them a Master on a leash.

## 2 Degrees — But 1 Brown

West Coast Bureau of RADIO TV DAILY  
Los Angeles — John Anthony Brown, creator and narrator of "Governments of Man" heard here Fridays on KNX Radio, should have been twins. Brown, who also is VP for public affairs and finance, Occidental College, was awarded two honorary degrees last week, but at commencement a thousand miles apart.

Brown made it in person to Westminster College, Fulton, Mo., to pick up an honorary LL.D. Doctor of Laws. His honorary LL.D. Doctor of Humane Letters, was received in absentia at Ursinus College, Collegeville, Pa.

## Goulet Wings Over Pond To Bow on Br.'ish TV

Robert Goulet flies to London today from his Broadway co-starring chores in "Camelot" to make his British TV bow as star-host of a Granada-TV special.

The program will be produced by the Perry Como TV production staff, and will feature British actor Robert Morley, comedian Donn Adams, pianist Lee Evans, and the comedy folk singing team of the Smothers Brothers.

## Heavyweight, Humorists Talk It Over with Hy

Heavyweight champ Floyd Patterson, humorists Harry Hershfield and "Slapsy" Maxie Rosenbloom will be on WOR-TV's "The Hy Gardner Show" tomorrow. Patterson will talk about his upcoming fight with Sonny Liston and his took, "Victory Over Myself," and the other two will discuss show biz.

## New Dr. Burke Skein In Fall Bow on WPIX

WPIX, further implementing its previously announced \$3-million major program expansion, has acquired the new Dr. Albert E. Burke educational discussion series, "Probe," which will be a weekly prime-time beginning in the Fall. National Telefilm Associates will distribute the 52-week series, being produced on tape at WHNB-TV, New Britain, Conn.

"Probe" will feature Dr. Burke, an authority on the menace of communism, in discussions of provocative subjects of paramount interest to New York TV viewers, with particular emphasis on geopolitics and world affairs. He is currently world affairs and educational consultant for WHNB-TV.

## Baptist Conference Hails Efforts of Philly Outlet

Philadelphia — WHAT here has been given the first annual President's Award of the Baptist Ministers' Conference in ceremonies on the Pennsylvania U campus. The citation was for "contributions to advancing human brotherhood and a better understanding of the Negro community's problems."

Dolly Banks, station manager, accepted the award. WHAT was the only local organization honored by the Conference.

## Kendrick Relieves Kalb For CBS News Moscow

Alexander Kendrick, CBS News London bureau chief, has arrived in the Soviet Union to relieve CBS News Moscow correspondent Marvin Kalb for a month. Kalb is in Finland on an assignment for "The Twentieth Century" series, before leaving to go on his annual vacation.

Kendrick will report from Moscow until mid-July, when Kalb will return to his post in the Russian capital. CBS News correspondent Blaine Littell will cover the London Bureau while Kendrick is in Moscow.

## WRRL's Barr & Wheeler MC Gospel Extravaganza

Fred Barr and "Doc" Wheeler, of WRRL, will present a gospel extravaganza at Town Hall today to honor Prof. Alex Bradford, gospel group leader, before he leaves for Europe. The send-off will feature the Uterbach Concert Ensemble, the Faith Temple Radio Choir, Marion Williams and the Gospel Chorus of the Greater Abyssinian Baptist Church of Newark, N.J.

## Disk Spinning

By LOU GROSSMAN

Verve Records just signed two artists, and will release albums by both this month. Signed are vocalist Jacqy Parker for an album titled "Spotlight on Jacqy Parker," with "Where Do We Go From Here" the name given to the Don Randi Trio album. At the press preview of "Lolita," a special paper disk was presented to all persons attending, plugging MGM's singles from "Lolita" by Sue Lyon and Leroy Holmes. MGM's sound track of the movie was delivered to the dealers yesterday.

20th-Fox is packaging a Summer offer of six albums, featuring such artists as Shirley Temple, Tommy Dorsey, Glenn Miller, George Gershwin, Harry Simeone and "Great Themes from the Movies," at a special price of \$1.98 ea.

Sam Clark, president of ABC-Paramount Records, just announced the signing of singer-actress Michelle Lee, currently appearing on Broadway. Also announced is the leaving on the 23rd of Harry Levine and Nat Hale for Europe to discuss foreign distribution and licensing.

Frank Sinatra has signed Ethel Merman to an exclusive LP album contract for his Reprise label, with Billy May to conduct her first release titled "Merman". Pilot Records, a new company, may have its first hit in the release of "Bad Mouthin'," with Buddy Carroll doing the vocals.

Bobby Rydell is currently shooting Columbia's "Bye Bye Birdie" in Hollywood, and has just completed his newest Cameo recording session, "All The Hits," which will be released this week. Dr. Feelgood and the Interns cut their first LP for Okeh, which is also putting out its first single by R&R singer Jimmy Breedlove "Don't Let It Happen."

**THE HIT! OF THE WEEK**

SPARKING!  
**JAYE P. MORGAN**  
SINGS  
**"A HEARTACHE NAMED JOHNNY"**  
K 13076

**M-G-M** Records

## Alkon Will Produce New ABC Kids' Show

Selig Alkon has been named producer for "Discovery '62," new Monday - thru - Friday children's program to begin Oct. 1 on ABC-TV. He has been in charge of production for the "Circle Theatre" for the last three years.

Other production personnel for the new program, named by executive producer Jules Power, include Max Miller and Danny Wilson as associate producers, and Harold Azine, Ronald Liss and Sol Stember as writers.

## Story Behind Top Ads Highlights Coast TV Fest

*West Coast Bureau of RADIO-TV DAILY*  
**Hollywood** — Participants in this week's West Coast TV Commercials Festival at the Beverly Hilton Hotel took part in a panel workshop on "The Creative Story Behind the West Coast Winners," moderated by Mrs. Hildred Sanders, VP of Hohig-Cooper & Harrington.

Also preceding the actual viewing and introduction of the top commercials was a demonstration by John Vrba, VP of KTTV, of new uses and techniques for video tape, and one by William R. Gibbs, VP of J. Walter Thompson, New York, on award winning film techniques.

## AGENCY NEWSCAST

By RALPH TYLER

"Can advertising be both effective and ethical" is the question to be discussed by a brain trust June 22 at the Cincinnati National Convention of the American Marketing Association.

Albert Shepard, president of Motivation Dynamics, Mohegan Lake, N. Y., will present case histories illustrating ways in which current ads are and are not both effective and ethical. Others in the discussion will be Sidney R. Bernstein, editor, Advertising Age, and the Rev. Thomas M. Garrett, professor of ethics, U. of Scranton. Prof. Edward Bursk, editor, Harvard Business Review, will be chairman.

John F. Robertson has joined the radio-TV dept. of Compton Advertising in Los Angeles as a producer. For the last 11 years he has been a supervisor in the Los Angeles office of McCann-Erickson. Some of the programs on which he supervised are the "Art Linkletter Show" and the "Bub Cummings Show." He has also supervised film and taped commercials and promo pieces for such personalities as Frank Sinatra, George Gobel, Hob Cummings and Dale Robertson.

Hertz American Express International, with nearly 400 car rental locations in 55 foreign coun-

### Thought for Today

... academic communicators must learn from the commercial broadcaster how to be eloquent and vivid. An Ichabod Crane complex smothers much of the significant information and wisdom of which the intellectual community is possessed. Only very rarely is educational communication as good as commercial communication at its best. The Real West did more to counteract the myths about the American frontier experience than a regiment of history professors."

—Patrick Hazard  
 University of Hawaii

tries, Alaska and Hawaii, announced the appointment yesterday of Norman Craig & Kummel as its world-wide advertising agency effective Oct. 1. The agency has handled Hertz U. S. advertising program since 1959.

John J. Alvarez, marketing exec at Sullivan, Stauffer, Colwell & Bayles, is the new Commander of Advertising Men's Post No. 209, American Legion.

Donald W. Walton has been appointed as VP, director of creative services for D. P. Brothier and Co., Detroit. For the last four years, Walton has been a VP on the Oldsmobile account, where he most recently was creative coordinator. At the same time, the agency elevated Leonard Kutowski to the post of creative supervisor from the position of copy chief on the Olds account.

### Why Germans Went Nazi Told by Man on the Spot

A West German, who lived through the last years of the Weimar Republic and then under Hitler, tells what made Germans turn to Nazism on NBC-TV's "Germany: Fathers and Sons" today. Along with reminiscences will be films of the crucial years up to the post-war period. The program, sponsored by Purex Corp., is an NBC News presentation.

### Arnold Taken on Board GAC's 'Personal' Div.

James Arnold has joined the Personal Appearances Division of General Artists Corp. and will work under Bob Weems, who heads the one-nighter department.

## 41 New Outlets for MCA Off-Nets

MCA TV has added 41 sales for its hour off-nights, with "Thriller" on WFBC-TV Altoona; KB1 ver; WLUK-TV, Green Bay; P-TV, Harrisburg; KON Honolulu; KMSP-TV, Mills; WFIL-TV, Philadelphia; BS-TV, Shreveport; WC Waterdown; KSYD-TV, Falls; KXTV, Sacramento; WBSA-TV, York, Pa.

Many Take "Checkmate" has added T-TV; WFIL-TV; WLUK-TV; P-TV; KONA-TV; WC KTVE, El Dorado; KSHO-Vegas; WTVP, Decatur; Peoria; XETV, San Diego; San Francisco, and WC Portland, Me. "Frontier" has picked up WHP-TV; TV; WCHS-TV; WCNY-TV, Indianapolis; KTRG, lulu, and KTVR-TV, Denver.

MCA TV's original off-nights—"Riverboat," "Sus Overland Trail" and "C City"—have added WCIN WBSA-TV; KTRG; KTV KMSP-TV; WLTV, Green, Ky; WTOK-TV, Miss; WSAU-TV, Wausau; and KGMB-TV, Honolulu.

## Lehar's 'Merry Widow' Whirls on 'Opera World'

"Golden World of Opera" will offer Franz "The Merry Widow" tonight plus the first intermezzo vanni Battista Pergolesi's opera, "La Serva Padrona" former will star Eliza Schwarzkopf, Anton Niessich Kunz and Nicolai Gedde. The program is hosted by Harrison, opera director. "Reader's Digest of Music" will have as his intermission the noted conductor, Franz

### Sunday Night Host

New York — WINS has deejay Bob Booker to its Sunday host of the "All Show," midnight to 6 A.M. Tucker will continue to Monday-Saturday show.

### 'Liz Morgan' Lister Asked to Drop a Li

WJRZ, Newark, N. J., has had a write-in contest for Elizabeth Morgan Show. eners will get prizes for letters on (1) why they show, (2) what they would like to hear on it that they have not heard, and (3) what would like to hear on radio.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

it is subjected to the critical scrutiny of the FCC.

For, we maintain that Mr. Minow is on firmest ground in his concern over the development trend toward single-newspaper ownership in U. S. cities. The inevitable rationale is that this sad decline in daily print journalism could lead to a monopoly in public opinion via the press of each community thus affected.

It is believed to have triggered a decision by Mr. Minow to join with U. S. Senator Harrison A. Williams, Jr. (D. N.J.), in advocacy of more local editorial broadcasts to close the gap between one-voiced opinion and the open forum of a democracy.

THIS accelerating need again was poignantly indicated a few weeks ago when the aggressive Newhouse chain acquired the morning, midday and Sunday newspapers in New Orleans. At latest report there are said to be about 50 municipalities where the press is within the control of a single individual or corporation. The greatest possible protection against the potential dangers of tightly-controlled expression is obviously via the electronic media which, admittedly, have contributed toward the vanishing press and must now become the platform for the nation's divergent views.

It should be noted here that the broadcast outlets Messrs. Minow and Harrison have chosen for their air-editorials are among the nation's foremost exponents of this cause. They are WCAU-TV, in the Quaker City—on O&O of CBS, which weekly presents, along with similar features, the hardhitting "CBS Views the Press," and WJRZ, Network link in Communication Industries Corp.'s "golden circle" group, whose stations have become strong opinion-holders, particularly in the single-ownership newspaper cities of Poughkeepsie, N. Y. Youngstown, O. and Springfield, Mass.



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TEN CENTS

## R-TV FUTURE: PEACE OR PROBE?

### V Code Reviewers Endorse Monitoring, Master Log Checks

Special Correspondent  
Seattle — A broadened program of monitoring TV stations subscribing to the TV Code, involving omission of copies of official master logs the NAB



SWEZEY

Code director Robert D. Swezey said "monitoring is a most important factor in self-regulation but has not been entirely satisfactory because it has not

(Continued on Page 8)

### Anderson Joins NCTA

Washington Bureau of RADIO TV DAILY  
Washington — Don Anderson has been named information director of National Community Association. Anderson was with Richards Associates here.

## Paper, Foil, Photo Ad Budgets Go TV-Way

Advertising expenditures in other media have been cut in favor of increased TV usage by manufacturers of household paper products and aluminum foil, as well as makers of photographic equipment and film, according to the latest studies conducted by the TvB.

### off a \$9-Mil. Leader

Advertising for household paper products and aluminum foil rising at rapid rate, with TV billings alone increasing 28 per cent in the first quarter of 1962, the first quarter this year, network and national spot billings totaled \$7,220,515, compared with billings of \$5,600,142 in the like quarter a year ago.

For the full year 1961, expenditures in measured consumer media (newspapers, magazines and

(Continued on Page 3)

### Librarians & TV Are Closer Than They Think

Miami Beach, Fla.—TV and the local librarian have more in common than either has recognized to date, says Jules Power, ABC director of children's programming. Speaking before 250 delegates of the American Library Association here, Power said TV can provide "a point of departure from which the child can seek the additional enjoyment and information to be found in books."

### 'Sneak' Broadcasts Bring a \$1-G Fine

Washington Bureau of RADIO TV DAILY  
Washington — The FCC has made final its order to L. L. Gaffaney to pay a \$1,000 fine for unauthorized pre-sunrise operation of KOLS, Pryor, Okla., contrary to U.S.-Mexican and NARBA treaties and contrary to FCC rules. The commission said Gaffaney's defense presented no new evidence to warrant reduction of

(Continued on Page 9)

### Pansullo Gets Top Posts At Newington, Conn., AM

Newington, Conn. — Anthony Pansullo has been appointed station manager-general sales manager for WRYM, with Joseph M. Tasker, Jr., upped to program director. Pansullo joined WRYM in September, 1960, and Tasker came to the station two years ago.

### MEXICAN PSYCHE FACES TV 'CURE'

Epoch of Confusion?  
Seen Accepting Need

Mexico City — Psychologist Dr. Hector Chavarria has recommended that Mexican television undertake a series of special programs devoted to distinct branches of mental education in general. This to cover personal relationships.

(Continued on Page 8)

### Minn. Outlet Bid Denied

Bloomington, Minn. — FCC hearing examiner Chester F. Naumowicz, Jr., has recommended dismissal of Charles and Marie Niles' application for a new AM station here on 740 kc, 250 watts, daytime, directional antenna. The dismissal, for failure to follow through on the bid, would be "with prejudice."

### FCC's Budget 'Pitch' Revealed Promising 'Audits' & Inquiries

There's little or no comfort for broadcasters in revelations over this weekend of secret hearings held last Winter by the House Appropriations Independent Offices Subcommittee on an FCC pitch for a \$575,000 increase in its budget.

In his zeal to enhance his staff as well as area of domination, Commission chairman Minow, it now becomes known, pledged to step up investigations and operations "audits" of broadcasting stations.

So, today's big question marks —unanswered—for network and station executives are these:

After the headlines parlay of nearing and probes by the FCC through the Winter and into the Spring, does Minow still feel the need to justify his extra allotment by churning up still more painful, non-productive flurries of inequity? If so, what's left to bog-tie broadcasters and their key personnel and siphon company funds to meet barndoor-wide charges? Or, will Minow follow the current White House line of

(Continued on Page 3)

### Gig Young Buys TV Script With Twist on TV Critics

Hollywood Bureau of RADIO TV DAILY  
Hollywood — Gig Young has no qualms about the number of good TV scripts available. In fact he has just purchased one, "While Nobody's Looking," in which he plans to star for a current anthology show. The show is about a TV critic terrorized by, of all things, a program.

### Lincoln Center Opening Sponsored by Corning

Corning Glass has signed to sponsor the two-hour opening program of New York's Lincoln Center for the Performing Arts Sept. 23 on CBS-TV from the center's Philharmonic Hall. Agency is BHD&O.

### 3rd Wolper Movie TVer Eyes 'The Great Stars'

Los Angeles — "Hollywood: The Great Stars" will be the third TV documentary about the motion picture industry to be produced by Wolper-Sterling Productions. Dealing with inside stories of the "big name" screen personalities, the hour program will have Jack Haley, Jr., as producer and Marshall Flaum as director.

### Video's Giant Film Bite

Half of all measured consumer media expenditures by photographic equipment and film manufacturers went to TV in 1961, with manufacturer time and space billings in TV, magazines and newspapers last year totaling \$21,716,458, an increase of 8.5 per cent from the \$20,012,900 spent in 1960.

Of the billings for 1961, 49.9 per cent or \$10,842,221 was for network and spot TV, compared

(Continued on Page 3)

**CHAS. A. ALICOATE**, President & Publ.

**MARVIN KIRSCH**, Assoc. Publ.-Gen. Mgr.

**ARTHUR PERLES**, Editor

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## Miss Fontaine, Schell In 'Kraft Theatre' Bow

Pre-war Nazi Berlin sets the pace for Oscar winners Maximilian Schell and Joan Fontaine, along with John Williams, in a TV adaptation of William C. White's best seller, "Perilous," on NBC-TV's "Kraft Mystery Theatre" June 27.

The series is the Summer replacement for the "Kraft Music Hall," and is sponsored by Kraft Foods via J. Walter Thompson Co.

## 'Camouflage Is Extended For 13 Weeks in New Slot

Jerry Hammer's "Camouflage," on ABC-TV, has been renewed by the network for another 13 weeks, to be aired a half-hour later starting July 2. It is emceed by Don Morrow and produced by Gil Cates, and started in January, 1961.

**ADD UP THE FACTS!**  
**ADULT AUDIENCE**  
**+ TOTAL AUDIENCE**  
**K-NUZ NO. 1 BUY**  
HOUSTON

# COMING AND GOING

**DONALD H. McCANNON**, president of Westinghouse Broadcasting Co., flew back to New York over the week-end following the kick-off luncheon for the WBC Steve Allen show at Perina's in Los Angeles, Friday.

**ARTHUR GODFREY** to Mason City, Ia. to emcee the national press preview of Warner Brothers "The Music Man."

**RAY BOLGER** has left N. Y. for the West Coast.

**RAYMOND BURR** to Detroit, where he will star in the stage play "Critt's Choice."

**JACK KELLY** in Indianapolis to star in "The Moon is Blue" at the Avondale Playhouse for one week. Then he will go to Chicago where he will star in "Under the Yum Yum Tree."

**MICHAEL DANN**, CBS-TV Network VP, to Denver and Seattle to visit the network's regional promotion clinics there. **GERALD LEIDER**, special programs director, visiting regional promotion clinics in Dallas and Omaha.

**STAN KAPLAN** and **ROBERT Y. WHITNEY** in Toledo to confer with Demand Radio 1.2.3 (WIO) execs.

**LANE SLATE**, CBS-TV "Ascend" series writer, has left for Denver, Cental City, Las Vegas and San Francisco.

**ROBERT P. SUTTON**, CBS Radio VP and KNX general manager, leaves on a one-week vacation.

**HOWARD KALMenson**, owner of KWKW, L.A., in town today and tomorrow, headquartered at National Time Sales.

## 4A's STILL OPPOSE FTC ON 'DUE PROCESS' LACK

Reaffirming the 4As opposition to H. R. 8830, the association's general counsel Mahlon F. Perkins Jr. of Donovan, Leisure, Newton & Irvine, further stated in a recent letter to the

House Committee on Interstate and Foreign Commerce, that FTC chairman Paul Rand Dixon's proposed amendments "do not meet his objections to the bill."

According to Perkins, the amendments proposed to "be certain that the objectives of due process and adequate judicial review would be accomplished" fall short of their goal and do not cure the "fundamental defect of letting the very persons who have brought charges, pass upon their prima facie validity and the need for immediate relief.

"The court still could not substitute its own judgment for that of the Commission," Perkins stated. "It would have to enforce the order unless it found the commission had acted arbitrarily or capriciously."

He added that the "hearings would be conducted by the commission upon affidavits without oral testimony or cross-examination. How could the commission be challenged for preferring its own pieces of paper to those of the respondent?" he concluded.

## Joseph Kohn to Direct 1st ATU Feature Film

Joseph Kohn, director of "Rock 'n Roll Review," "Basin Street" and "Jazz Festival," will direct "The Woman and the Whale" in association with ATU Productions. The film, slated to roll in Greece this month, is the first full-length feature for ATU, producer of filmed TV commercials. The story is based on Delmar Morlarsky's novel, with the screen play by Kohn.

## Deejay Plays Pachyderm In B'wana Don Zoo Promo

Cleveland — WJW morning disk jockey Ed Fisher is among the growing list of personalities who join B'wana Don in his "B'wana Don Day" at the zoo June 30. Keeping the flavor of the day, Fisher will appear behind bars in the pachyderm building.

## 1st Federal Backs All News Specials

Pittsburgh—First Federal Savings and Loan Association of Pittsburgh has entered a unique agreement with KDKA Radio. The firm will sponsor all of the major documentaries and news specials on the station through the end of the year.

The sponsorship started with the "New Wall in Europe," hour documentary about the relation of the Common Market on the Pittsburgh area. Lando Advertising handles the account.

## Columbia Records Spins 'Bravo Giovanni' Version

Columbia Records is releasing an instrumental version of Broadway's newest musical comedy hit, "Bravo Giovanni," featuring Luther Henderson and his orchestra. The diskery is also electronically re-channeling 11 of its top-selling LPs for stereo, including the original cast recording of "South Pacific."

## Chi Promo Semin Kick Off NBC Skeed Of Regional Meet

Promotions managers of TV's affiliated stations in the west convene in Chicago tomorrow and Wednesday with NBC in a regional seminar at which network's advertising and promotion plans for the 1962-63 will be outlined.

NBC personnel participating in the meeting include Al Rorer, NBC VP, promotional secretary John Porter, director, advertising Gerald Rowe, manager, advertising and promotion Johnson, manager, station promotion; and John Scuppoo, manager, promotional services, all of York, and Donald Allen, manager, promotional services, Coast. Reyn Parke will represent McCann-Erickson, Inc., advertising agency for NBC.

## Rust Outlet Joins ABC As Rochester Affiliate

Rochester, N. Y.—With the affiliation of WHAM, Class clear station, ABC Radio expands its primary full time coverage to 22 counties in western York and northern Pennsylvania. The Rust Broadcasting Co. is the third 50-kw to join ABC the past month.

WHAM, celebrating its year in broadcasting, opens full-time, non-directional on kc.

## Donald Trenner Handling Steve Allen Baton Chorus

Donald Trenner will serve musical director for the "Steve Allen Show," the new nightly series produced by Westinghouse Broadcasting beginning June 1. Trenner conducted for Allen his wife Jayne Meadows as they played Las Vegas last. As theme music, Trenner chosen "This Could be the Best of Something," a highly popular song of which the composer Allen himself.

## THREE HATS — ONE CREATIVE HEAD

- Advertising Manager
- Publicity - Promotion
- Advertising Sales

Heavy Broadcast. Twelve Year Experience in Solving all Ad-P Sales Problems. Desires Future Not Just Another Job.

BOX NO. 182, RADIO-TV DAILY 1501 BROADWAY, N. Y. C

# Kops Keeps NAB Editorializing Unit Chair

## 7-Man Committee Helps Broadcasters Take On-Air Stands

Daniel W. Kops, President of the WAVZ Broadcasting Corp., New Haven, and the WTRY Broadcasting Corp., Albany-Troy-Schenectady, has been



KOPS

reappointed chairman of the NAB committee on editorializing for 1962-63. The committee assists broadcast-ers in the growing art of on-air editorials. NAB industry affairs VP Howard H. Bell serves as liaison between the committee and the AB staff.

Also reappointed to the committee were Frank J. Abbott, Jr., resident of WGGP, Sanford, C.; Frederick S. Houwink, VP-general manager of the Evening Broadcasting Co., Washington (WMAL-AM-FM-TV), and John F. Dille, Jr., president of Ruth Publishing Co., Elkhart, Ind. (WTRC and WSJV-TV, Elkhart, Ind.) and WKJG-AM-TV, Ft. Wayne).

Newly named were Rex G. Howell, president-general manager, KREX-AM-FM-TV, Grand Junction, Colo.; A. Louis Reed, executive VP-general manager, WDSU-AM-FM-TV, New Orleans; and George Whitney, VP-general manager, KFMB-TV, San Diego. UT: KOPS

## Video's Giant Film Bite

(Continued from Page 1)  
With TV billings of \$9,994,604 for photo equipment and film manufacturers in 1960. Magazine billings in 1961 were \$8,169,171, while newspaper national billings were \$7,050,666 from the group.

Leading advertiser was Eastman Kodak, with newspaper, magazine and newspaper billings \$11,699,016 in 1961, of which 44.5 per cent or \$5,204,151 were TV billings. Polaroid Corp. ranked second with billings of \$3,325,179 in the three media, with 14 per cent or \$3,216,222 in TV. Bell & Howell Co. billed \$1,435,330, with 96.3 per cent or \$1,382,300 in TV.

## Ridings Rolls for KXOL

Ft. Worth — According to VP-general manager Earle Fletcher, KXOL has engaged the Paul Ridings PR firm to help tell and sell the KXOL story. Ridings will direct his agency's activities in behalf of the station, assisted by Ben Harrison as client rep on the account.

## No 'Merchant' Outside N.Y.C.

CBS says it will not release to any station outside of New York the tape of "The Merchant of Venice" performance sked-

The network statement followed a story in the New York Times which told of a delegation of the city's Board of Rabbis protesting the production of what the rabbis

termed an anti-Semitic play. Joseph Papp, Shakespeare Festival director, said he agreed to ask the network not to release the tape to stations outside of New York "not because I feel the play is anti-Semitic, but because the rabbis seemed so sincerely concerned."

## Chattanooga AM-FM Bought for \$225,000

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has approved the sale of WOOD AM-FM, Chattanooga, by WOOD Broadcasting to Bowling Green Broadcasters, Cy N. Bahakel owner, for \$225,000, with commissioner Bartley dissenting.

The commission also approved transfer of KOKA, Shreveport, from McLendon Shreveport to KREB, Inc., for \$94,261, and transfer of KREB, Shreveport, from KREB, Inc. to McLendon Shreveport for \$36,394, with the owners to keep their call letters and to exchange station frequencies and powers.

## Allied Artists TV Signs 6 More 'Bomba' Outlets

"Bomba. The Jungle Boy" features have been sold in six more markets by Allied Artists TV Corp., it was announced by Robert B. Morin, VP-general sales manager. Purchasers were WEWS, Cleveland; WISH-TV, Indianapolis; KATV, Little Rock; KVOO-TV, Tulsa; WBNS-TV, Columbus, O.; and WNEP-TV, Scranton.

Meantime, AA-TV has appointed Sidney Cohen to its sales staff, operating out of its New York office under Eastern sales manager C. P. (Pete) Jaeger. Cohen was formerly an account exec with WQMR, Washington.

## 'Calendar' Visits Theatre Of Shakespeare Festival

The New York Shakespeare Festival's Amphitheatre in Central Park will be the subject of a filmed report on CBS-TV's "Calendar" today. Hostess Mary Fickett will tour the outdoor theatre and interview George Scott and Nan Martin, stars of the season's first production, "The Merchant of Venice." The program is a CBS News public affairs presentation with Mel Ferber producing and Martin Carr as director.

## Gillette, Chrysler Buy All-Star BB on R-TV

NBC-TV will colorcast baseball's two All-Star Games July 10 and July 30, with NBC Radio also covering the twin attractions. Co-sponsors on both media will be the Gillette Safety Razor Co., via Maxon, Inc., and Chrysler Corp., via Leo Burnett Co.

Washington's new District of Columbia Stadium will be the scene of the July 10 contest, with the July 30 game to be played at Wrigley Field in Chicago.

NBC-TV has televised every All-Star classic since 1950, including the two games in 1959, 1960 and 1961. The second games in 1960 (in New York) and 1961 (in Boston) were televised in color. This will be the sixth straight year of All-Star coverage for NBC Radio, which broadcast the first game in 1933.

## Unanswered Questions For Networks, Stations

(Continued from Page 1)  
giving industry a chance to breathe freely?

Minow told the legislators that despite continued FCC reorganization, some 1,015 cases are to be carried over into the next fiscal year, while a mere 656 will be backlogged for the following year.

One possible insight into the near future is this quote from the Commission's statement to the House subcommittee:

"... We will continue field investigations to obtain essential facts in an objective and thorough manner; comprehensive audits of selected stations or groups of stations will be conducted for the purpose of making an analysis in depth of the operation of these stations; and continuing analysis of incoming complaint mail will be made to reflect various and changing trends in the broadcast industry for the purpose of determining matters which may indicate the need for corrective action through suggested legislation, modification of existing rules, or institution of new rules."

## 'Most Concentrated' Video Specials Drive For Sneeze Season

Billed by ABC as the most concentrated advertising campaign using specials in TV history, Pharmcraft Laboratories will back three hour-long specials on the net over a four-day period, Aug. 11-14. The trio is "Invitation to Paris," "The Bing Crosby Show" and Shelley Berman's one-man show.

The specials are being used for the national introduction of Allerest allergy tablets for relief of hay fever symptoms. The tight schedule is explained by the briefness of the hay fever season, which begins in the middle of August and runs until the first frost.

### Clarified by Edwards

Maupi Edwards, Pharmcraft Marketing VP, said: "This is the period when there is a need for Allerest and to fill that need we are letting people know about our product in a big way right at the time they need it."

Pharmcraft is supplementing its three specials with advertising in 12 ABC-TV series throughout the summer. Agency is Papert, Koenig & Lois.

## Scott a \$9-Mil. Leader

(Continued from Page 1)  
TV) for household paper products and foil were \$32.5 million, of which \$23,013,331 or 70.8 per cent was for TV. Of this total, \$15,796,001 was for network gross time billings (Source: TvB/LNA-BAR) while \$7,217,330 was in national spot TV (Source: TvB-Rora-baugh). In 1960, network TV billings were \$11,549,153 for household paper products and foil, and \$6,163,000 was spent in spot TV for a total of \$17,712,153.

Eight of 10 advertisers in the classification during 1961 spent more than half of their expenditures in TV. Leader was the Scott Paper Co., with three-media billings of \$8,958,310, of which total 88.8 per cent was for TV. Kimberly-Clark Corp.'s three media billings were \$4,527,283, with 95.5 per cent in TV.

## 'Verdict Is Yours' Adds Whitaker, New AM Slot

Jack Whitaker, radio-TV veteran, becomes the court reporter today on "The Verdict Is Yours," Monday thru Friday series on CBS-TV. The series moves from its afternoon slot to a morning time.

A DRAMA OF EASTER / A STUDY OF THE PROBLEM CHILD / NEWS EACH WEEKDAY AFTERNOON AT



THIS IS N

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.



AT 2:25 / AND AGAIN AT 4:55 / ANDY WILLIAMS AND THE AFRICA OF ROBERT RUARK



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

## THE LOSER IS A WINNER



It's been said that "first impressions are lasting," but The Tube refutes this ancient adage. I caught the very first "Maverick" program years ago, and quickly predicted to my wife—who wasn't listening anyway—that the Garner boy wouldn't last the week!

Earlier this season, I watched the premiere of "Cain's Hundred," and again, predicted to my wife that the fellow wouldn't last. (As usual, my wife was fascinated with her own conversation).

Well, trade reports indicate that "Cain's Hundred" won't be around next season, but don't bet against Nicholas Cain—in real life, Mark Richman.

My opinions are not those of a Critic or Program Director or Time Buyer. I do not have the background for these jobs.

I can, however, offer the cold, crassly commercial, totally objective views of a producer with 15 years of trial and tears to his credit.

As a producer, I would have to say that Mark Richman is quite possibly the best actor appearing in a weekly series today.

If I were the head of a major TV studio, and set out to build a stable of stars, I would seek out Mark Richman and Jack Kelly as my first choices.

Richman took on the most unbelievable role of the year, and wore it like a pair of favorite old shoes. Jack Kelly came into the "Maverick" series, early, and stayed late. He was still there at the final bell.

The hazards of my occupation as a producer forced me to bypass the short run. I can't get excited over flash performers who skyrocket to the top overnight, and have no place to go but down.

For my money, give me people like Gary Moore and Bill Cullen, and Hugh Downs; Martin Gabel and Lee Cobb; Walter Cronkite and Eric Sevareid and Huntley-Brinkley; Ariele Francis and Dorothy Kilgallen. Come radio, movies, stage or TV, performers such as these are always working, always picking up that paycheck, always delivering the goods.

These people, and not the handful of cowboy or detective stars, are the real moneymakers of our business. These are the pros, the solid citizens, the people who command the respect of other pros.

And this year, Mark Richman joined the group.

Blessed with perhaps the most honest and sensitive face and eyes of any new male performer now working, he could, if he chose, be one of the greatest pitchmen the industry has ever known.

Time will tell, and that's all the lad needs to prove his worth.

—JACK DOUGLAS

Advt.



By TED GREEN

Key members of "Mr. Smith Goes to Washington," came up this Fall on ABC-TV, flew from the West Coast to the capital week to shoot footage of Washington scenes for the series. Mark the trip were Fess Parker, who'll be starred in the title role, producer Hal Stanley and associate producer Ben Hersh. Before leaving Los Angeles, Stanley signed writers Ben Gershman and Milton Pa to turn out nine scripts. . . . On Loretta Young's new TV series, she'll portray a mother of seven. She probably won't be seen in the series again, but she'll appear on the TV screen in the role of an apron twice. . . . Erroll Garner, a smash hit on concert tour of European countries, is doing four TV shows this month in London, Rome, Milan and Amsterdam. . . . Kathy Godfrey, Arthur's sister, who's been on radio and TV interviewing celebrities for years, will be in the shoe on the other foot since she wrote her first book, "Gene in the Family." She's been the guest celebrity on 17 panel shows in the last four weeks. Kathy's new tome is doing more than sell books. Broadway Producers visualize Elhel Merman as the mother of the Godfrey clan, the genius meant by the title.

Why can't people leave well-enough—or better—alone? Take the case of Jim Lucas, who springboarded to success with his offbeat music on his WNBC morning show. His tunes were familiar and easy on the ear. Yesterday, while lunching at The Grotto, a clutch of admen asked me this one: "How come Lucas now is playing rock 'n' roll?" Wish I had an answer, other than it's a big mistake to switch from a hit to a faltering guess. And, while we're on the subject, Jim, please manage to keep those ayem pubserv remotes in your program. Radio needs more, not less, of this material. . . . Goings on at Mercury: As part of Mercury's Summer sales drive, it is releasing three to four new albums per week during June. . . . Dr. Frederick Fennell, Mercury artist, has joined the Minneapolis Symphony Orchestra as associate conductor to Stanislaw Skrowaczewski, who records on the label. . . . John Woolford, sales manager, Classical Division, has transferred from New York to the firm's Chicago office. Don Gold, prominent music expert, writer and editor, has joined staff of the Mercury Records as coordinator of imported music. Mercury's documentary album, "The Civil War — Its Music and Sounds," is creating high-level interest among Civil War buffs, historical organizations and educators.



LUCAS

Inez Robb, noted columnist for the World-Telegram and Sun, discusses her latest book, "Don't Just Stand There," when she guests with Liz Morgan on WJZ. . . . A tip of the Stetson to Will Ted Steel for his terrific editorials, especially his last week-end comment on the New York Fire Department. . . . Lee Grant, star of "Detective Story" and "Two for the Seesaw," has signed to star the Baron-Brody Production, "The Truant," for E. S. Sumner Co. has added Dave Brydson to its sales staff. The company opens Chicago office July 1. Gene Altwiek, formerly Mutual Broadcasting System's national sales manager, will head up the Sumner Chicago operation. . . . Fordham Ad Club's final luncheon of the season will be held Thursday at the Ruse Restaurant on W. 52nd St.

### Lionel Hampton to Serve Wash. TV as Music Dir.

Washington Bureau of RADIO-TV DAILY  
Washington — Lionel Hampton has signed as musical director for United Broadcasting's WOOK-TV, a UHF station which goes on the air here Sept. 1 as the first TV station primarily slanted toward the Negro audience. Hampton will also serve as a consultant to the 7 AM, 3 PM and the soon-to-be 4 TV stations in the United chain.

### More Outlets Than Ever Soked 'Children's Chapel'

Chicago — "Children's Chapel" a weekly radio series of Bible stories and prayers produced by the radio-TV department of the National Lutheran Council, now aired by more stations than any other time in its 15-year history. The program has been continued because of the many protests issued when NLC recently dropped it from its schedule.

# May Daytime Business Sets NBC-TV Mark

## 14 Advertisers Pour \$13.5-Mil. into Sked, Most for Long Term

The largest one-month total of new and renewal business in the history of NBC-TV's daytime schedule—\$13,470,000—was placed during May. It was announced by James Heffgen, network director of daytime sales. Orders from 14 national advertisers topped by nearly \$2 million the previous one-month high of \$11 million established in June, 1961.

Since most of the buys were long-term, one NBC spokesman noted that it indicates the beginning of a "bullish fourth quarter."

Orders for sponsorship were placed in every NBC-TV Monday-Friday daytime program in which time was available, and there was a healthy increase in the three major Saturday morning shows.

### Borden Heavy Buyer

Included among the new orders was a \$2.5-million purchase by the Borden Co., via Young & Rubicam, returning to NBC for the first time since 1959. Also, Thomas Leeming Co., via William Esty Co., bought sponsorship in NBC-TV's fourth-quarter daytime sked for the fourth consecutive year. NBC's oldest continual daytime sponsor, Procter & Gamble, renewed its daytime advertising for the 10th straight year.

Other new orders were placed during May by Alcoa, via Ketchum, MacLeod & Grove; Colgate-Palmolive, Ted Bates; Dumas Milner, Post & Morr; Gen. Mills, Needham, Louis & Broby; Heublein, Fletcher Richards, Calkins & Holden; Lever Bros.; Reach McClinton; Quaker Oats; J. Walter Thompson and Sawyer's, Richard G. Montgomery.

## Richard 'Giggles' Collier Mirths with 'Girls, Girls'

Richard Collier, formerly "Mr. Giggles" on WPIX-TV, has been signed for a key role in the upcoming Hal Wallis production with Elvis Presley, "Girls! Girls! Girls!" Collier is known for his children's programs which also included the popular ABC show, "Mr. Jolly."

## Northeast FMers Bloom With Extra Garden Tips

Ithaca, N. Y. — Northeast Radio Network has increased its program service for flower and vegetable gardeners. Advice by experts at Cornell U.'s Agriculture College will be featured on the "Farm Show," aired on the network's five FM stations throughout New York State.

## Industry Celebrates Rodgers' 60th B'day

A luncheon honoring Richard Rodgers on his 60th birthday will be jointly sponsored by Columbia U., the Juilliard School of Music, the Philharmonic Symphony Society of New York and ASCAP at the Waldorf-Astoria June 28. Howard Cullman, honorary chairman of the Port of New York Authority, heads the committee for the event.

### Heckscher Chairman

August Heckscher, adviser to the President on cultural affairs, will preside. Participating will be the duo-piano team of Wittmore and Lawe; Mary Martin; Bennett Cerf; William Schuman of Lincoln Center; Dr. Peter Menin, the new president of Juilliard; Robert Moses of the World's Fair; David Keiser of the Philharmonic; Stanley Adams of ASCAP, and Lawrence H. Chamberlain, VP of Columbia U.

## Taylor Gets Outlet Nod As Sales Account Exec

Chicago—Richard E. Taylor has been appointed an account exec in the WNBQ sales department. For the last year he has been on the sales staff of WLS here, and before coming to Chicago served with WTW, Cleveland, and WGA-TV, Atlanta.

In another station change, James C. Timothy transferred from the WNBQ sales staff, where he has been an account exec for the last 2½ years, to the same position with NBC-TV Spot Sales, Chicago.

## Biberman Signed to Direct Chrysler's 'Empire' Seg

Abner Biberman has been signed by producer Frank Pierson to direct "Ride to a Fall," the first segment of the new Chrysler Corp. series, "Empire." The weekly show, premiering Sept. 25 on NBC-TV, stars Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal. Biberman has already left for Santa Fe, where the show will be filmed.

## Omaha Outlet Ups Quaira To Cover Midwest Sales

Omaha, Neb. — Ken Quaira has been promoted to assistant manager in charge of Midwest sales for WOW here. His territory includes Denver, Chicago, New Orleans and Minneapolis, as well as some accounts beyond that area. Quaira has been with the station for 11 years in different sales posts.

## HULBERT WRITES POLITICAL NOVEL

Holt, Rinehart, Winston Publish 'Caster's Noon on the 3rd Day'

James H. Hulbert, of the NAB, is the author of a novel to be published by Holt, Rinehart and Winston in August.

Hulbert, now manager of NAB's department of broadcast personnel and economics, was formerly an assistant in the White House. He was with NBC before joining NAB in 1954.

Entitled "Noon on the Third Day," the novel goes behind the scenes in today's Washington to describe the conflict between principle and pressure in political life. The principal characters are a U. S. senator, a labor union leader and corporation lobbyist.

## Educational 'Docs' In Monthly WPIX Slot

"Frontiers of Knowledge," a new monthly series of half-hour documentaries exploring developments along a broad front of scientific knowledge, will premiere today on WPIX. Produced in cooperation with Pennsylvania U. and other leading educational and research organizations, it will be sponsored by Colgate-Palmolive, via Ted Bates & Co.

### Science Is Theme

Scientific progress in the field of criminal detection is the theme for the initial broadcast, "Dead Men Tell Tales," narrated by host John B. Roberts and combining dramatic and documentary techniques.

"Dead Men Tell Tales" is written by William Schramm and directed by John Toutakaldjian. Producer is Charles Keller. A Triangle Stations production, the series is distributed for TV by Trans-Lux TV Corp.

## '20th Century' to Repeat Nazi 'Minister of Hate'

CBS-TV's "Twentieth Century" will repeat its episode, "Minister of Hate," the story of Joseph Goebbels, on Sunday with Walter Cronkite as commentator. In addition to the filmed segment of the program will be interviews of British historian H. R. Trevor-Roper by CBS correspondent Alexander Kendrick and of producer-director Fritz Lang by newscaster Daniel Schorr. "Twentieth Century" is a CBS News public affairs presentation sponsored by the Prudential Insurance Co. of America.

## WABC Rate Increase Planned for July 1

WABC Radio is raising its advertising rates July 1, with orders received on or before that date to be accepted under the old rates—provided the schedule runs on or before Aug. 1.—It was announced by Harold L. Neal, VP-general manager of the station. He added that current advertisers and/or others joining WABC prior to July 1 will be protected for six months from the date of the rate increase.

Reasons for the rate increase were spelled out by sales manager John J. McSweeney, who noted: "Whereas 18 months ago WABC was eighth or lower in the market today we are No. 3 or better in three surveys—Pulse, Nielsen and Hooper. This represents an average increase in audience of over 250 per cent... creating New York's most remarkable radio success story."

## Osborne, Wendt Switch In WFBM Promotions

Indianapolis, Ind. — Two special promotions have been announced by the WFBM stations here. Ozzie Osborne has been moved up to an account exec for WFBM-TV, after being program and production manager for WFBM-FM since 1960. He joined the station in 1951 as DJ and announcer on the AM outlet.

Replacing Osborne as program director is Tom Wendt, originally with the engineering department since March, 1951.

## WNDT Names Benjamin Special Projects Chief

James Benjamin, free-lance writer-producer since 1956, has been named special projects coordinator for WNDT. Some of his most recent work includes "The Age of Anxiety," two-part program on psychiatry for "Twentieth Century," and "The Gentle Persuaders," an NBC special on the American Quakers.

## Lescoulie Goes from 'Go Back to Panel on Today'

Jack Lescoulie returns to NBC-TV's "Today" July 9 as a regular panelist on the early morning show. Until last Summer, Jack has been a steady member of the series for nine straight years. During the past season, he was co-star of the network's "12.30."

## 'Appreciation' Tapes To Congress Library

NBC has donated its 1937-41 collection of "NBC Music Appreciation Hour" radio broadcast recordings to the Library of Congress. It was announced by William K. McDaniel, exec VP, NBC radio network. The late Walter Damrosch led the NBC orchestra and delivered the commentary aimed at school children.

## Four 'Think' Specials Skedded for Summer

Four informational specials have been set for prime time telecasts on CBS July 12 and Aug. 2, 16 and 30. Produced under the overall supervision of John W. Ciernia, VP for public affairs, CBS News, the specials announced are:

July 12, "Calendar" takes a look at the American woman in her home; Aug. 2, an experiment in dialogue by Warren V. Bush, producer of "At the Source" and "The Great Challenge" series; Aug. 16, the American people as reflected in the works of outstanding American poets; and Aug. 30, an experiment in music, put together by Perry Wolff, producer of "A Tour of the White House with Mrs. John F. Kennedy."

## Perry Joins TV Outlet To Assume Sales Post

Denver, Colo. — Al Perry will join the sales staff of KOA-TV here, effective June 25, coming from KLAJ where he is general manager. He has been in Colorado broadcasting posts for the past 5 years, having started his career with KCSJ, Pueblo, as an announcer.

Perry has also been with KM-FR, Denver, KKTU-TV, Colorado Springs, and went to KLAJ in 1961.

## Loggers Back Monitoring

(Continued from Page 1)

can be complete enough to cover all stations."

Monitoring all stations would be too expensive, the board held, and hence the recommendation of a combination of log analysis, with logs submitted on a completely confidential basis, and tape spot checks to be used in the interim year.

The board said it realizes voluntary submission of logs will impose a burden on some stations, but "the principle of self-regulation through voluntary submission of information must transcend considerations of personal convenience."

# HOLLYWOOD

TODAY'S NEWS AND VIEWS FROM THE WEST COAST

• • • Humble Oil will increase its national coverage of college football next Fall to include California. McCann-Erickson, Houston, has completed arrangements to extend the Humble football broadcasts to Los Angeles and San Francisco. In Los Angeles Humble will co-sponsor the 10 USC games on KNX, plus two Stanford games. In San Francisco the Oil company will sponsor all the Stanford games on KCBS.

• • • It makes a guy wonder! Larry Markes wrote five scripts for the "Room For One More" TV series, with his wife, actress Diana Herbert, in mind. But in each case the producer said she was not right for the part. Larry Markes, another comedy writer, came up with a script for the same series and guess who was selected for the part?

• • • KABC today adds another 25 minutes of hard news to its four-hour morning block. "Early Morning News Roundup" will air 6:30 AM Monday through Friday.

• • • Producer Josef Shaffel has secured the TV rights to the "Dear George" stories which ran in The Saturday Evening Post and Colliers for eight years. He is now negotiating with a top comedy star for the series, and is also having meetings with TV network execs with a look toward September, 1963.

• • • Oklahoma U. football coach Bud Wilkinson, head of the U.S.'s Youth Physical Program, is in town for discussions with J. Thomas Price, Jr., and Henry Saperstein regarding a 39-episode series on physical fitness, as requested by the President.

• • • The Frank Cooper office has just set Al C. Ward to develop an original plot and series to be called "Barriade" for Four Star TV, and writer Jerry Davis to write a teleplay, "The Pastry Chef," for Revue's "Mellale's Men."

• • • Shooting of the "Donna Reed Show" has halted until Aug. 13, according to producer Tony Owen. The recent illness of George Maharis cost him \$80,000 in PA bookings. Rex Allen will appear at the Southeast Arkansas Livestock show and rodeo, along with his musical trio and his horse, Koko.

• • • KGO-TV newsmen Carlton Cordell got his station and ABC a rare beat with an exclusive interview with the warden of Alcatraz the days of the escape. Zeke Manners fills in for Bob Crane on his KNX morning show when Crane vacations for six days this week. Zeke continues his Saturday night "Sing Along with Leo Z."

• • • Producer-director Barry Shear has signed 14 performers for NBC's Vic Damone series, "The Lively Ones," with taping to be done over the next few weeks. The series replaces "Hazel" for eight weeks, starting July 26.

## Norfolk's William Gietz At Columbia U. Seminar

William A. Gietz, sales VP for WTAR-TV, Norfolk, is participating in a Columbia U. executive program in business administration presented by the Graduate School of Business, Harriman, N. Y. The six-week course extends through July 20.

The advanced program, offered to senior business execs, is designed to emphasize administration, national and international economic forces as they affect business, and concepts of planning.

## Daytime 'Tell the Truth' Preems with Top Sleuths

Ferretting out the truth-tellers from the imposters on CBS-TV's new daytime version of "To Tell the Truth," premiering today, will be Met Opera singer Mimi Benzell, Ann Howes, Sam Levenson and Barry Nelson. Bud Collyer, host of the nighttime counterpart since 1956, continues as host for the day show.

Gil Fates, exec producer of the evening program, will function in the same post for the new version, with Willie Stein as associate producer. Paul Alter directs.

## Station Wants to Know What Its Listeners Want

New York's WRFB is asking listeners to tell, in 50 words or less, their suggestions on programming, music preferences and how much time they devote to the station. Authors of the 10 best letters each week will get tickets to the Mineola Playhouse.

## Fierman Sales Head At MGM Telestudios

Robert L. Fierman, formerly with KTTV Tape Productions, has joined MGM Telestudios as sales manager. It was announced by George K. Gould, president and GM of the Metro-Goldwyn-Mayer subsidiary.



FIERMAN

A commercial production veteran, Fierman joined KTTV 2 1/2 years ago and was instrumental in boosting the activity of its video tape production subsidiary. In 1954, he served as associate producer of the "Colgate Comedy Hour" and has produced the Hallmark Card commercials broadcast on "Hallmark Hall of Fame."

In his new post, Fierman succeeds Ernest Motyle who resigned to join Lennen & Newell, Inc.

## Adler Demonstrates ETV For Future VHF Band

Plainfield, N. Y. — Adler Electronics Corp. has demonstrated here for industry and government leaders its new, low-cost multi-program ETV system. The project was to support the FCC's proposed rules to open the 2,000 mc band for ETV, providing 20 6-mc channels that will assure service in most communities. The Adler system is geared for the new band's opening.

## 'Mental' Theme in Mexico

(Continued from Page 1)

giving a clear presentation of methods of study and concepts and aims of psychiatry and psychology, in addition to allied themes.

"We live in an epoch of distrust and confusion, in which children, youth and even adults have no definite concept of their personal participation in the human struggle," Dr. Chavarria said. "It is absolutely essential that we use the force of television for educational purposes," he added.

## Surrounding Sound Names Brogna V-P

West Coast Bureau of **RADIO-TV DAILY**  
**Los Angeles** — S. R. Brogna has been elected VP-general manager of Surrounding Sound, Inc., manufacturer-distributor of electronic delay and reverberation equipment. President Milton Bruecker also revealed that James Cox, former sales VP, has resigned from the company.

Brogna, associated with electronics and industrial engineering procedures for the past 18 years, joined SSI last September as head of its manufacturing operations. He now assumes responsibility in all areas, including sales and research.

Prior to his present affiliation, Brogna conducted his own electronic consultancy business and was assistant director of manufacturing for five years with Pacific Mercury Electronics.

## itions Devote Shows to 'Connie Francis Day'

"Connie Francis Day" was marked Saturday on WBAM, Montgomery, Ala., and WAPE, Jacksonville, Fla., as part of a promotional tour she is making, four to six hours of continuous selections from her albums were programmed that day, in conjunction with personal appearances she'll make in those cities later in the month.

On Friday, Miss Francis will do a one-nighter at the Coliseum in Montgomery, followed by a similar appearance the next night in Jacksonville.

## ine for 'Sneak' Airings

(Continued from Page 1)  
 The fine imposed by the commission.

Also, Leo Joseph Theriot, who was ordered to take KLFT, Golden Meadow, La., off the air for technical violations, has lost his bid for an extension of time until after June 15 to permit consideration of a new application for a station by somebody else to serve the area. The FCC said it is giving the new application "expedited consideration" and that is all that is necessary under the circumstances.

## Toledo Staffers Wed on TV

**Toledo, O.**—WTOL viewers will attend the wedding on Saturday of two of the station's top personalities, Connie Harlan and Gordon Ward. The church ceremony will be taped earlier in the afternoon and shown that evening.

Miss Harlan, known to her "Romper Room" audience as "Miss Connie," joined the station in February, 1960, and plans

# AGENCY NEWSCAST

by RALPH TYLER

Lawrence Richard Wilken has been appointed media director of the Boston office of BBD&O. A graduate of Yale and Harvard School of Business Administration, he previously was a network specialist with Grey Advertising. Before that he was an assistant brand manager for Colgate-Palmolive and a marketing planning project director and media buyer for Benton and Bowles. In Boston, he'll establish basic media plans and strategy for local clients, and coordinate projects of the agency's New York Media Department.

**Equitable Life, via Foote, Cone and Belding, New York**, will launch a 16-week spot radio campaign in some 115 markets beginning Aug. 19. Charles R. Corcoran, Equitable's VP, Advertising, Publications and Press Relations, said an important part of the campaign will be promo efforts conducted jointly by the company's field offices in cooperation with the stations carrying the spot schedule.

Radio-TV announcer Chet Gould was selected by A.T.&T. for a series of TV blurbs to be aired coast to coast. Gould, who is the regular ABC Radio newscaster on Sunday evenings, is the commercial rep on the air for such products as Spring Cigarettes, Albert Culver, Buick, Medi-Quik and others.

Richard J. Cusack is now a copy group supervisor for Fuller & Smith & Ross, New York. Cusack has been a copywriter at FSR for more than a year, and formerly was a copywriter at McCann-Marshall. Tom E. Harder has joined Kenyon & Eckhardt as an account supervisor. He comes to K&E from BBD&O.

Hertz Rent-A-Car, through Norman, Craig & Kummel, New York, has renewed sponsorship of the Tom Franklin portion of "The Big Three" news strip on KTLA. Los Angeles. Hertz will sponsor on alternate evenings. Roy Terzi, of the New York of-

to continue as host of the show. Ward has been a WTOL-TV newscaster since October, 1958, coming from KYW, Cleveland. Before that, he was a field rep for the NAB.

The station will present the couple with a half-hour film of the televised ceremony. The special pre-empted CBS-TV's "Dick Van Dyke Show."

## Minow Says Pubserv Needs Sponsorship

Washington Bureau of **RADIO-TV DAILY**  
**Washington** — FCC Chairman Newton N. Minow, in a broadcast interview with Sen. Harrison A. Williams, Jr. (D., N.J.) said the commission is urging sponsorship of pubserv programming.

"The thing we're trying to do is the commission," he said in a feature aired Saturday over WC-AU-TV, Philadelphia, and yesterday over WJFZ-Radio, Newark, N. J., "is to abandon the idea that a non-sponsored program is necessarily a better program than a sponsored one. We're trying to encourage the mixing of sponsorship with quality."

## Warners Taps Davidson, Andrews to Head Sales

Warner Bros. TV Division has appointed John Davidson and William P. Andrews district sales managers. Davidson, for the last seven years with Ziv-VA, will head the southeastern district, and Andrews will operate out of New York. Andrews was with ITC for three years as western and eastern division sales manager, general sales manager, and most recently as VP in charge of domestic syndication.

## Thought for Today

"Certainly the best thing TV can do in entertainment—not in news or public affairs, which is an exciting world to itself—is to catch actors and actresses performing in a good play at the very peak of their abilities, with the scene flowing, taking off, going back and forth, building in that wonderful interplay that great actors and actresses have."

—George Schaefer,  
 Compass Productions

flee of Peters, Griffin, Woodward, the station's national sales rep, landed the sale.

Kenyon & Eckhardt, New York, has been selected as agency for The World of Food, Inc., which will be the only all-food building in the 1964-65 New York World's Fair. Some of the exhibitors who have already signed for the industry showcase are Whirlpool, Pepsi-Cola, Lipton, Seabrook Farms, Lea & Perrins and Wise Potato Chips.



The way to gain a good reputation is to endeavor to be what you desire to appear.

Socrates

—A Thought For The Day—

**MARTIN HIMMEL, President**  
 DUNNAN & JEFFREY, Inc.  
 730 Fifth Avenue  
 New York, N. Y.

### 'Y'all Come to Ga.,' Casters Ass'n Says

Atlanta, Ga. — Broadcasting association president from 48 states and a spokesman for the Federal Trade Commission have been invited to participate in the Georgia Assn. of Broadcasters' 27th annual Summer meeting Aug. 5-7 at Jekyll Island.

"Since the South Carolina broadcasters are meeting with us," convention chairman C. C. Smith said, "we decided to invite reps from all the states to join us on the Georgia coast."

Among key convention speakers will be Charles Sweeney, chief of the FTC's Food and Drug Advertising and radio-TV monitoring division; Rep. Oren Harris (D., Ark.); NAB president LeRoy Collins; and Ted Leitzell, Zenith Sales Corp. public relations director.

The GAB meeting will open with an awards banquet and conclude with the annual meeting.

### Show Hails Birthdays

Chicago — A farewell to Spring and a hello to Summer, along with birthday salutes honoring Jacques Offenbach and Rockwell Kent, will be among the features highlighted on "Patterns in Music" next week on WMAQ.

## L.A. Station Invests Heavily In Highly Varied Programs

By our Coast Bureau of RADIO-TV DAILY

Los Angeles—KTLA is investing heavily in new programming, buying live, video-taped and film shows and negotiations are continuing toward the purchase of additional top grade properties, it has been announced by S. L. "Stretch" Adler, VP and GM of Paramount TV Productions.

### First Is 'Dragnet'

The first newly acquired series to be aired is "Dragnet," which debuts this evening. "The Big Payoff," "The Steve Allen Show," and "Hopalong Cassidy" are a few of the others already purchased.

For the youngsters, KTLA has acquired rights to 52 half-hour and 47 one hour episodes of "Hopalong Cassidy," to augment its children's programming. In addition, the station will be running "Rin Tin Tin," and "Capt. Gallant."

### 13 Specials Bought

Thirteen one-hour specials including six David L. Wolper produced documentaries, have been purchased by the Paramount-owned station. The package includes: "D-Day," "Biography of a Rookie," "The Greatest Athlete in the World," and "Man Explores the Universe."

## 'DIALOGUE' TAPS MADE-IN-N.Y. PIX

The film industry in New York is the subject of WNBC-TV's "Dialogue," with Dr. Brian O'Doherty tonight. Titled "Made in New York," the program will feature excerpts from a variety of made-in-New York features and short films, along with a panel of film makers who will discuss New York's position in the industry.

Among the films to be sampled are: "Children of the Sun," "On The Pole," "Guns of the Trees," and "Achoo Mr. Khrushchev." Peretz Johannes, Richard Leacock, and Stan Vanderbeck, all film makers, are Dr. O'Doherty's guests.

### Card Shuffles to WERE

Cleveland — Dex Card, formerly of KYW, has joined WERE, where he is heard daily from 3-7 PM.

## Kodak, P&G, Texaco Back TV Award Show

Eastman Kodak, Procter & Gamble and Texaco have backed one-third sponsorship each "The Third Annual TV G Award Show" colorcast on Sunday.

The Kodak order was placed through J. Walter Thompson, the other two via Benton & Bowles. The show, produced by R. Gimbel and written by Good Ace and his staff, will be ch entertainment, with the aw taking up only a small seg of hour.

Program will originate in New York.

## Macleish Verse Drama 'Summer Accent' T'ver

"The Fall of the City," a v play on freedom by Archib MacLeish, will be the June presentation on "Accent on American Summer" on CBS. Colleen Dewhurst, Sanford Merner and Alvin Epstein will star the production.

Don Kellerman is producer James Perrin is associate producer of the TV version of "Fall of the City." John J. Mond is director.



You may win prestige and cash in the Silver Anniversary of TWA's annual competition. Fifteen categories include newspaper, magazine, radio-television and photographic coverage of commercial aviation and air travel. Material published or broadcast between Sept. 15, 1961 and Sept. 15, 1962 is eligible. Entries must be postmarked by midnight Sept. 20 and received Sept. 25, 1962. You may submit as many entries as you wish. For complete details, write to Mr. Gordon Gilmore, TWA, 380 Madison Avenue, New York 17, N. Y.

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VOL. 90, NO. 117

TUESDAY, JU

TEN CENTS

## HEARINGS 'CIRCUS' TO HIT ROAD?

### BILLY GRAHAM'S NEW TV CRUSADE

100 Stations in Lineup.  
With WPIX as Flagship

For the second successive year, WPIX will serve as the New York flagship station for a major TV crusade conducted nationally by noted evangelist Billy Graham in 100 stations across the nation beginning July 6. Dr. Graham will be initially presented to the New York metropolitan area audience.

(Continued on Page 7)

### 2-Week Faulk Trial Has 2 More to Go

The Supreme Court Justice in the John Henry Faulk million-dollar libel suit against Aware, Inc., and two others told opposing lawyers yesterday he wanted the case before the jury not later than June 28.

Justice Abraham N. Geller, allowed the defense to read from the pre-trial testimony of Syracuse.

(Continued on Page 8)

### Changes in For Ed Thoms at Fort Wayne Outlet

Fort Wayne — Hilliard Gates will replace Edward G. Thoms as general manager of WKJG radio and TV on July 1. Thoms will remain with the stations in an advisory capacity the rest of 1962. Gates is now the stations' assistant general manager and sports director.

### Extras Get Extra Bonus in Toll-Free Phone Calls

Los Angeles — The Screen Extras Guild has succeeded in obtaining toll-free telephone charges for extra players calling Central casting for work from San Fernando Valley. Taking effect in October, the service will save extras an average of \$27.50 each month.



The coveted Seal of Good Practice is broadcasting's unexcelled honor. WPIX-11 is the only New York independent TV station whose high standards and practices have merited this emblem of conscientious broadcasting.

### Untrumped honor

### Lee Recommending Chicago-Style Inquiry For Other Markets

By HARRY LANDO  
Washington Bureau of RADIO-TV DAILY

Washington—Chicago-type hearings on TV programming should be repeated "on a limited basis, from time to time" in typical markets of different kinds, FCC Commissioner Robert E. Lee recommended in a 134-page report on the inquiry which he conducted in the midwest metropolitan area.

Lee's major point concerned what he felt to be automatic clearance for network programs by the skins o-o's.

He noted that complaints by religious groups and Negro groups about alleged lack of consideration for their needs might rise from mutual misunderstanding. Lee concluded that providing local live programming is a difficult task.

(Continued on Page 5)

### Industry Arms to Rub Out Politics Equal Time Ruling

Shape-up begins this week in all major sections of the industry for a full-scale onslaught to wipe out the onerous political equal time provisions of the Communications Act. "D-Day" for the attack is Tuesday, July 10, and the battleground will be the Washington hearings room of Sen. John Pastore's Commerce Communications subcommittee.

Although the hearing has been called on proposals to modify,

(Continued on Page 3)

### Bud Austin on the Coast For More G-T Film Plans

Harold M. (Bud) Austin, Goodson-Todman's New York executive VP, flew West yesterday to continue meetings on G-T film plans begun last week in Manhattan. During the past week in New York, Mark Goodson, Bill Todman, Austin, Harris Kattelman, G-T Hollywood chief, and Mac Benoff, head of G-T's film operations, conferred at Goodson-Todman headquarters and with network officials.

### Silman Voted Prexy Of Academy in D. C.

Washington Bureau of RADIO-TV DAILY

Washington — Jim Silman, WT-OP-TV program director, has been unanimously elected president of the Washington Chapter of the Academy of Television Arts and Sciences, succeeding Robert M. Adams. Silman served as 2nd VP and chairman of the Local Chapter.

(Continued on Page 7)

### Petry Expands TV Staff; Names Ted Page as a VP

Edward Petry & Co. in an overall expansion of its TV division, has elected E. C. (Ted) Page, Eastern Sales manager, as a VP.

(Continued on Page 6)

### William Breen Appointed Sales Rep for NBC Films

William P. Breen has been appointed sales VP of NBC Films. Since beginning his NBC Films career 10 years ago, he has been sales manager, sales supervisor, Eastern sales manager and prior to this promotion, national sales manager. His appointment was announced by Morris Rittenberg, president of NBC Films.



### New 'Third Man' Series Starts on WABC in Fall

WABC-TV, New York, flagship of the ABC network, has bought the newly-produced series of "The Third Man" from National Television Associates for a prime time slot Fridays starting in Fall.

Vol. 90, No. 117 Tues., June 19, 1962 10 Cts.  
**CHAS. A. ALICANTE** - President & Publ.  
**MARVIN KIRSCH** - Assoc. Publ. Gen. Mgr.  
**ARTHUR PERLES** - Editor

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 cio Estrella, Grupo 4, Planta 12.

**WARREN BUSH**, producer of CBS News, and assistant, **ROGER SMITH**, to Conway, Mass., for pre-production work on a special broadcast to be aired in August.

**DON TREVOR**, VP and radio-TV director of Doyle, Donohue, Benbach, has returned from a business trip to Europe.

**CHARLES A. KING**, Mutual Broadcasting Co. station relations director, to St. Paul for a business meeting.

**STAN KAPLAN**, of Mars Broadcasting, arrives in L.A. for meetings on new outlet for Demand Radio.

**CHARLES KURLAT**, CBS News Latin American correspondent, to Mexico City from Rio de Janeiro, to cover President and Mrs. Kennedy's forthcoming trip there.

**JANE BARTON**, N.Y.S. radio-TV program director, in N.Y. for two weeks naval reserve duty as LCDR with Armed Forces Press. Radio, TV Service.

**JIMMIE HASKELL**, music conductor-arranger, in N.Y. for recording sessions and TV appearances.

**ROBERT TROUT**, CBS news correspondent, and his wife, leave tomorrow on a three-month tour of Europe.

**LEE STONE**, Walt Framer Productions VP in charge of national sales, in Hollywood in connection with "The Big Payoff" program.

**BOB CRANE**, KNX personality, has left on a week's vacation.

**NEW YORK STOCK MARKET**

	High	Low	Cl
Admiral Corp.	13 3/8	12 5/8	12 3/4
ABT	26 3/4	26 1/8	26 1/2
A. T. & T.	100 1/2	103 3/4	103 3/4
AMC	20 3/4	19 3/4	20
CBS	35 3/4	34 1/2	34 1/2
Columbia Pic.	16 1/2	16 1/4	16 1/4
Crow Coll.	23 1/2	22 5/8	22 5/8
Decca	40	38 3/4	40
Discon	29	27 3/4	29
East. Kodak	93	91	91 1/2
Gen. Elec.	31 1/2	29 3/4	30 1/2
General Tel.	20 1/2	19 1/4	19 1/4
Hottelintone Corp.	17 1/4	17 1/4	17 1/4
Magnavox	32 5/8	31 1/4	31 1/4
MCA	40	39	39 3/4
M-G-M	32	30 3/4	31 1/4
Nat. General	6 3/4	6 1/2	6 1/2
Paramount	40 1/2	40	40 1/4
Plough	52 3/4	51	51
RCA	45 3/4	43 3/4	44 3/4
Storer	29 3/4	29	29 1/4
Taft	14 1/4	14 1/4	14 1/4
20th-Cent.	20 3/4	19 3/4	20 1/4
United Artists	28 1/2	28 1/2	28 1/2
Warner Bros.	13	12 1/2	12 1/2
Westinghouse	29 1/2	27 3/4	27 3/4
Zenith Radio	51 3/4	48 3/4	50

**AMERICAN STOCK EXCHANGE**

Capitol Cities	11 3/4	11 1/4	11 1/4
DeSoto	8	7 3/4	7 3/4
Esquire, Inc.	9	9	9
Filmways	6	5 3/4	5 3/4
MPO	7 3/4	7 1/4	7 1/4
NTA	1 1/4	1 1/4	1 1/4
Reeves Sound	3 3/4	3 3/4	3 3/4
Rollins	11 1/4	11 1/4	11 1/4
Technical	10 1/2	10	10 1/4
TidePromoter	8	8	8
Trans-Lux	13 3/4	13 1/4	13 1/4
TV Industries	1 1/4	1 1/4	1 1/4

**OVER THE COUNTER**

Jerrold	8 1/2
Meredith	25
MetroMedia	12 1/4
Official Films	6
Scribner	6
Sterling	1 1/2
Transcontinent	8
Wometco	19

**Wichita Station Covers Consecration of Bishop**

Wichita, Kan. — KAKE-TV took its cameras to St. Mary's Cathedral here to cover, live, consecration of Bishop-elect natus Strecker tomorrow. It will be the first time a Bishop-elect has been consecrated in the Cathedral and the only time a priest, in the Wichita diocese, reached the Episcopacy. In addition to the consecration ceremony, the station will present films of Bishop-elect Strecker's home parish of Spearville, Kan.

**TV's Bill Thomas Takes Hoosier-to-Quaker Route**

Philadelphia — Charles W. Thomas has been named assistant general TV sales manager of WFL-TV. For the last two years Thomas was general sales manager of WTTV, Indianapolis.

**Rites Held in Milwaukee For Walter J. Damm, 69**

Milwaukee—Funeral services were held in this city yesterday for veteran broadcaster Walter J. Damm, 69, who died Friday.

Retired VP and general manager of WTMJ and WTMJ-TV, Damm was president of the NAB, 1930-31, and a director for many years.



DAMM

He was on the NAB committee which wrote the first radio code of ethics, and later the commercial section of the TV code.

Among the country's foremost leaders in radio and TV, Damm was a member of the first TV code review board and served on the committee to negotiate the first contract with ASCAP. He was on the government's Board of War Communications, was president of the TV Broadcasters' Association and an organizer of NBC-TV Affiliates, which he served as chairman until his retirement four years ago.

**Buffalo Outlet to Cover Local Golf Tournaments**

Buffalo — WEBR will carry local golf tournaments again this year, planning two reports per hour during the afternoon, direct from the links. Thursday thru Saturday, morning man Al Meltzer, a former sportscaster, will describe the action at the Cherry Hill Tournament in Canada. July 11-14, WEBR sports director Charley Bailey broadcasts from the National Publix Tournament.

A Buffalo Chevrolet dealer will sponsor the first tourney coverage, and a local bank and a Buick dealer the second.

**COURT REFUSES DROP-IN APPEAL**

Washington Bureau of RADIO-TV DAILY — The Appeals Court has turned down the Joint Council on Education Broadcasting and upheld the FCC's refusal to reserve drop-in VHF Channel 13 for educational television in Syracuse, N. Y. Educational Interests are one of the applicants in the contest now going on for the channel, and the Appeals Court pointed this out.

Chief reason for the short-spaced "drop ins" is to provide outlets for all three networks in important markets.

**Spec Marks 10 Years For Wayne U. Station**

Detroit — Completing its first decade on the air, Wayne State U.'s WDET (FM) will highlight its progress on a special anniversary program Saturday with a message from Wayne's president, Dr. Clarence Hilberry. Given to the university by the UAW-CIO in 1952, the station has since extended its programming from 42 to 70 hours a week, while increasing power from 50 kw to 79 kw.

Wayne programs, through the WDET Tape Network, have been carried by 97 commercial stations. Since June, 1959, the outlet has been part of a four-station network made up of university-owned broadcasting stations in Michigan.

**Radio-TV Sets Show Upward Sales Trend**

Washington Bureau of RADIO-TV DAILY — Washington — Distributor sales and factory production of radio and TV sets in the first four months of 1962 were well over the marks of the same months last year. Electronics Industries Ass'n reports.

Distributor sales of TV sets in Jan.-Apr., 1962, were 1,932,729 units compared with 1,680,672 in the same period last year, while for radios it was 2,987,497 against 2,637,850.

Factory production of TV sets in the first four months this year hit 2,200,201 units, while for radio it was 6,098,498, including 2,137,627 auto sets which are not included in sales figures. Comparable figures last year were 1,715,619 for television, and 4,714,078 (including 1,454,906 auto sets) for radio.

**COLLECTIONS**  
 For the Industry  
**ALL OVER THE WORLD**  
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# Six Advertisers on 'Go' For RAB Big Test

## TRANSCONTINENT BOARD NOTES DIVIDEND JUMP

Transcontinent Television Corp. yesterday declared a dividend of 12 and one-half cents per share on the outstanding common stock, payable Aug. 15, 1962 to stockholders of record by 31. David C. Moore, Transcontinent president, said the Board voted the dividend at a meeting of the company's New York offices. Total dividends declared or paid so far this year total 37½ cents, compared with a total of 25 cents for the entire year of '61. Moore also reported that Transcontinent assumed operation of radio station WDOK and WDOK-1, Cleveland, Ohio on May 1. The stations were acquired from the National Broadcasters, Inc. of Cleveland. Other Transcontinent stations are: WGR-TV, AM and FM, Buffalo; WNEP-TV, Scranton; WAKB-TV, WDAF-TV, AM and FM, Kansas City; KFMB-TV, AM and FM, San Diego; and KERO-TV, Bakersfield, Cal.

## Suburb Microscoped Boston Mike Spec

Boston — Nearby Stoughton will be the focal point of new Z documentary in the half-hour "Sounds of Democracy" series Saturday titled "Suburban Realism." Harry Durning, WBZ editorial editor, wrote the study, which was produced by Ed Fouhy, Z news director. Stoughton is typical of the many smaller communities which are faced the problems of post-war suburban population explosion, the need for new schools, police and fire departments, competition from new shopping centers, traffic congestion—and how to pay for all of this.

## Bruce Still Joins Balaban St. Louis Production

St. Louis — Bruce Still has joined Balaban's WIL here as production director, coming from WTV, Pittsburgh, where he is currently in sales coordination. He is author of the recent article, "51 Radio by Radio."

## Detergent Drama Marks 10 Years of Suds Scripts

The Guiding Light, daytime dramatic series, marks its 10th anniversary on CBS-TV June 30. One of the first shows of its kind made the switch from radio, series is written by Mrs. Frances Nixon and directed by Wal-Gorman. Procter & Gamble is sponsor through Compton Advertising.

## SKEIN EXAMINES MEDIA 'VALUES'

Cleveland Outlet Carries Half-hour Sunday Series

Cleveland—A half-hour Sunday series, "People or Puppets," produced by the Union Theological Seminary of New York, has been launched on WJW.

The skein, distributed through the National Association of Educational Broadcasters, presents the values and concepts created, reflected and re-inforced by the modern mass media as compared with the values and concepts rooted in time and our moral-religious traditions.

## 10 Sponsors Tie Up At 'Cheyenne' Corral

West Coast Bureau of RADIO-TV DAILY  
Hollywood — With Clint Walker continuing as Cheyenne Bodie, ABC-TV's "The Cheyenne Show" returns for the eighth year on Sept. 24 in its usual time slot, Mondays, 7:30 PM. The series of Old West sagas, produced by Warner Bros., will feature a newcomer this season, Larry Ward as United States Marshal Frank Ragan.

Sponsors are: American Tobacco, via BBD&O; Block Drug Co., via Grey Advertising Agency; General Foods Corp., via Benton & Bowles; Lincoln-Mercury Division of the Ford Motor Co., via Kenyon & Eckhardt; Norwich Pharmaceutical Co., via Benton & Bowles; Procter & Gamble Co., via Compton Advertising; Schick, via Norman, Craig & Kummel; Union Carbide Corp., via William Esty Co.; Warner-Lambert Products Division, Warner-Lambert Pharmaceutical Co., via Ted Bates Co.; and H. C. Moores Co., Division of M&R Dietetic Laboratories, via Benton & Bowles.

## Tribute to Ray Charles Swings on Saturday AMs

West Coast Bureau of RADIO-TV DAILY  
Hollywood — KDAY has launched a new half-hour program, "Soul Sound," a tribute to the "Genius of Ray Charles," as a Saturday morning feature. KDAY deejay Lonnie Rochon conducts the show.

## \$85-Mils. 'Potential' Awaiting the Outcome Of Mid-July Trials

Six national advertisers will be on the air by mid-July under Radio Advertising Bureau's test plan to prove what radio can do to move merchandise.

By December, at least 30 radio advertisers will be under the plan. RAB president Kevin B. Sweeney told the semi-annual meeting of the RAB board of directors in New York.

The national advertisers committed for July include four who presently spend no money in radio, and two who are spending no money in the markets where they have agreed to test, he said. The advertisers include food processors, an airline, a toiletries firm and a household cleanser.

Sweeney said more than 60 advertisers representing a potential of \$85 million to radio, have heard test plan presentations.

### Many Were Turned Down

"We have already turned down more tests than we have accepted," he said, "because many of the proposed tests would do little to prove or disprove the case for radio."

Sweeney said RAB was in the middle of its biggest new membership year in history. He noted that more stations joined the bureau in the first five months of this year than in the entire 1961.

"We expect more than 500 radio stations to join RAB in 1962—a figure that is 30 per cent ahead of any single year in our 11-year history," he said.

## Gird for '315' Fight

(Continued from Page 1)

eliminate or change section 315, nothing would satisfy most broadcasters more than outright repeal.

With this thought evidently in mind, Pastore (D., R.I.) has already stated that all who wish to testify will be permitted to do so. This means the whole spectrum of ideology—from preservation of the status quo to total banishment—will be aired.

Sen. Warren Magnuson (D., Wash.), chairman of the full Senate Commerce Committee, has introduced a bill which would permanently suspend equal time mandates with respect to candidates for President and Vice President, as was done on a temporary basis in 1960. (President Kennedy has received a report from an advisory commission on campaign problems, recommending another temporary suspension for just these offices in 1964. Some legislators have asked that the suspension include also candidates for Senate and House.

## No Revolution Seen In Any Space Shifts Of Video Spectrum

Washington Bureau of RADIO-TV DAILY

Washington—Any change in TV spectrum space will be "evolutionary, not revolutionary"—but the long-term developments conceivably may be of lasting importance," the Armed Forces Communications and Electronics Ass'n was told here by Irvin Stewart, just named to the newly created post of director of Telecommunications Management.

In his first public speech, he pointed out that everyone thinks he should have more spectrum space than he now has, and acknowledged as to possible future shifts in spectrum uses: "Experience compels recognition that the necessary decisions are not likely to be uniformly acceptable and pleasant in all their aspects."

### Clarifies Duties

Stewart noted that the FCC manages the non-government part of the spectrum, while his office is responsible for government uses—chiefly defense—and he and the FCC are working "in the closest cooperation," which both parties intend to go on doing.

He didn't mention that in the past there has been talk of the government's taking some TV channels for defense purposes, or that on another occasion the FCC tried to get some of the defense part of the spectrum for additional VHF TV channels.

## Leonard on Safety Panel

Philadelphia — Vince Leonard, WRCV-TV news commentator, will serve as panel moderator today at the third annual Governor's Traffic Safety Conference in Harrisburg. Geared to "Highway Users and the Public Interest," the panel will explore the role played by auto clubs, trucking associations and other groups in the promotion of safer streets.

## Watts, Bartley Keynoters For Electronics Session

Keynoter for a symposium on "What's Ahead for Color TV?" will be W. Walter Watts, RCA executive VP, with FCC commissioner Robert T. Bartley to serve in the same capacity on the question, "What's Ahead for Radio" at the Electronic Industries Ass'n overall electronics symposium June 26 at the Hotel New Yorker. ITFW undersecretary L. A. Nestigen will talk about the aid from private enterprise expected for ETV.

# Hubert is going to Harvard

... at least, he was until he got a D in third arithmetic, which, rationalized his fond parents didn't show what Hubert could really do.

Like grades in school, program ratings are a measure of performance. In television, performance is partly a matter of program preference. Ratings tell how many people are watching something about these people.

This is useful information for everybody involved... for advertisers buying audiences, for stations building a program service... and for plain people getting what they want from TV.

Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay. They are indispensable for a popular medium that wants to stay popular. Where the customer does not pay directly for the product, ratings are the only practical way to find out what he wants.

But, say the critics, the majority, when it comes to television, should not rule. And it doesn't all the time anyway.

The award-winning Corinthian documentary "Visit to St. Albert's Monastery," didn't do better in rating points than Hubert did in arithmetic. The big difference: we didn't expect it would, but we're proud of it anyway.

Responsible broadcasters will always want an accurate measure of audience response as a more factor in developing a varied and free program service.

*Responsibility in Broadcasting*

## THE CORINTHIAN

## Linkletter Picked For Skein on Reds

Art Linkletter has agreed to host and narrate Storer Programs' newest entry in the syndicated field, "Communism: R.M.E. (the initials R.M.E. are taken from a quote by Winston Churchill who called Communism "a riddle wrapped in a mystery inside an enigma.)"

Linkletter will make a month's tour of Russia beginning June 28, before completing the series. The skein will consist of 26 half-hour programs clarifying the differences between communism and the free world. Storer Programs is producing in cooperation with United Press International and Fox Movie-tone News. Scripts and production are under the supervision of Sherman H. Dryer.

## 'Cast Cocktail Party' Nets \$25,000 for UJA

Celebs of stage screen and radio mingled with broadcasting execs in an enthusiastic turnout recently at the home of Madame Helena Rubinstein, where a reception and cocktail party climaxed the industry's 1962 UJA rescue and resettlement campaign.

The function raised \$25,000 for UJA's overseas agencies, it was reported by Peter Straus, WMCA, chairman of UJA's broadcast division. In a special presentation, Straus was awarded the UJA past chairman's award by David Ross for his "commendable work" last year.

## Named Production Mgr.

Denver — Don Mumford has been named production manager of KBTU, replacing Russ Kundert who has resigned. Mumford will also continue supervision of the film department, as he has done for the past eight years.

## Golden Gate

... and its environs

By BILL SNEA

San Francisco — Efforts by some stations hereabout to kill radio music programs may be gaining. If successful those disc jockeys with only the talent to read commercials and yawn the title of the next record should have bus fare to Golden Gate Bridge where other people have jumped

with lesser worries. Like we mean, man, the be-bop is out and the babble is in.

There is no doubt the all-talk format here started with the efficiently organized "Spectrum 74," four-hour daily program at KCBS. A lot of Radio Row rogues thought general manager Jules Dundes was off his rocker earlier this year when he inaugurated the no-music, all-talk daily afternoon (1 to 4) clambake. Well, after 60 days of "Spectrum" on the CBS outlet, KCBS jumped over all other stations in listening ratings around the Golden Gate and points north, south and east.

During May, KCBS tallied ten new accounts of 13-weeks or better from such agencies as Bill Gans & Co., New York (Time, Inc.); BBD&O. (Western Airlines) and others. And with California's hottest elections in a decade upcoming (Gov. Pat Brown and Dick Nixon, etc.) KCBS is being bugged for prime political paid time.

The only serious afternoon rival to KBKS is KSFO with the with the Giant baseball games. But additional anti-music experiments are being conducted on the late night side of the dial.

## Coke Offers Chicago A Picasso Refresher

Chicago — Coca-Cola Bottling Co. of Chicago through McCann-Erickson will sponsor "Picasso: An American Tribute," a special hour colorcast on WNBQ, July 3, which views the greatest single collection of original paintings and sculpture by Pablo Picasso ever assembled at one time in this country.

The program presents a study of the man as well as the artist as Brian O'Doherty, art authority, lecturer and writer introduces famous Picasso originals and men who are experts on his work. The local presentation will pre-empt NBC-TV's "International Debate" program.

## Freedomland Bandsmen Go Live on CBS Radio

Some of the nation's leading dance orchestras, presented each Monday evening from Freedomland, New York, will be heard live on CBS Radio this week thru Sept. 24. On tap are Benny Goodman, Count Basie, Xavier Cugat, Stan Kenton and Harry James, among others.

This is the second consecutive year that CBS Radio is carrying the "name band" attractions from the new outdoor amusement area in New York City. The half-hour programs will be presented under the general supervision of Louis Teicher.

## Film in Local TV Bow

Omaha — "This Is Nebraska" will have its TV premiere for the Omaha-Lincoln area today on KETV. The movie is said to be based on Nebraska people working on farms. In industry, in research and in offices. Geographically, it views all section of the state.

## 'Limited Basis' Program Probes Proposed

(Continued from Page 1)

proposition, with local talent shipping out to New York and Hollywood, and with the difficulty of matching network quality with single station budgets.

Not all suggestions for serving community needs had been sound, he said and some of the sound ones might have been otherwise impractical. In general, he added, civic, charitable organizations, educators, local, state and federal government organizations, all seemed "happy with the treatment they receive," with areas of controversy concerning local religious and racial and social problems and local talent. Some of these

misunderstandings, Lee said, have probably been cleared away by the hearings, themselves.

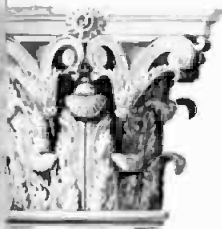
The Commissioner then went into the "one perplexing problem" he said exists with respect to network-owned stations, adding that the same problem would probably apply to stations under multiple ownership and even singly-owned stations under non-resident management. This, he said, is the question of local autonomy.

He noted the executives of the Chicago network o-o's theoretically have power to turn down a network program for a local one, but said that this in fact doesn't happen; local executives may

sometimes ask the New York headquarters, and even in those cases, "New York Management, as often as not, turns down local programming in favor of its network programs."

He added "the joinder, in one organization, of network program production and sales, and owned and operated stations, with their conflicting interests and desires resolved by a top level management echelon, it seems, raises a basic conflict in interest problem."

Lee criticized the broadcasting unions and many witnesses for testifying on matters which were not supposed to be parts of the Chicago hearing.



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HOUSTON
-  **KOTV**  
TULSA
-  **KXTV**  
SACRAMENTO
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FORT WAYNE
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INDIANAPOLIS

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# TATIONS

## EDIE ADAMS SET FOR 8 ABC SPECS

Muriel Cigars Wraps Up Musical Comedy Headliner



By TED GREEN

Edie Adams will star in eight half-hour music-and-comedy shows on ABC-TV during the 1962-63 season, beginning Oct. 21. Consolidated Cigar Corp. will sponsor the series on behalf of Muriel Cigars, via Lennen & Newell.

Miss Adams has started in the Broadway musical hits, "Wonderful Town" and "Lil Abner"; has appeared in the motion pictures, "The Apartment" and "Lover Come Back," and in TV she frequently appeared as guest on the programs of her late husband, Ernie Kovacs, and was nominated for an Emmy Award for "Here's Edie," her ABC-TV special last April.

## Petry Adds to Staff In Video Expansion

(Continued from Page 1)

appointed salesmen Alfred M. Masini and Malcolm B. James as group sales managers; added Thomas J. O'Dea, James D. Curran and Len Tronick to its New York sales staff, and named Karl H. Mayers assistant marketing-sales development manager.

With the Petry Co. for eight years, Page previously was with the Hollinbery Co. for four years and ABC Spot Sales for two. Masini with Petry since early 1957, formerly was with CBS three years as a sales exec. James joined Petry in 1955, after service with Ted Bates & Co., Anderson & Cairns and Ruthrauff & Ryan.

Mayers came to Petry on June 1 and before that was with The Ladies Home Journal and Purolet Products. O'Dea, who also joined the company June 1, previously was with ABC-TV national Time sales and WXYZ-TV, Detroit; Curran and Tronick join Petry July 1. Curran coming from the Boiling Co. and Tronick from Venard, Rintoul & McConnell.

## New Coast News Duties For McGuinness, McCoy

*Los Angeles* — Pat McGuinness has been assigned as the news-caster for the 7:30 A.M. edition of the news on KNX and the CBS Radio Pacific Network. Hugh McCoy also has assumed new duties, and is now heard on the 5:45 P.M. edition of regional and world news heard on KNX and the CBS Radio Pacific Network. They are filling the vacancy created by the sudden death of CBS newscaster Frank Goss.

• • • Harry Singer, president of the Newspaper Reporters Association of New York City, has appointed this reporter as chairman and Robert I. Queen as co-chairman of the Liaison Committee with Radio and TV. The committee furnishes informed reporter-specialists for TV panel shows, news programs and public affairs shows. Members are Gabe Pressman, William Kalna, Lester Dinoff, Walter Crsby, Earl Ross and Edward Hymoff. My Stetson is off to WABC-TV and Joe Franklin for their "Jobs For Youth" campaign, which is finding jobs for teenagers. Joe is daily interviewing two youngsters from the Youth Employment Service and the Youth Board who are seeking Summer jobs and full-time employment. The station is urging employers to hire a teenager, as idleness breeds juvenile delinquency. This is a real public service project. The Les Dinoff are expecting their second image in August. He's WABC-TV's publicity boss. Mel Allen will be the "Fall Guy" at the Circus Saints and Sinners luncheon today at the Waldorf-Astoria.

• • • Meet: Carol Collins, or "Choo Choo," as she is known to TV fans, who has appeared frequently on "Play Your Hunch," "Memory Lane" and other TV shows. Choo Choo first made her debut in New York TV as a hostess on "The Big Surprise." Born 21 years ago in Baltimore, Choo Choo, while in her teens, was the star of a TV show there called "Quiz Time," and did TV commercials for over 50 companies. The blonde beauty also had her own radio show for Baltimore's WBR, titled "Mystery Girl." A graduate of the Peabody Institute of Music, Choo Choo landed her first important nightclub singing job this month—as vocalist with The Ronnie Brown Jazz Trio, for an engagement at Las Vegas' Thunderbird. Choo Choo and Ronnie will also film the pilot for a musical-variety TV series which will be shown to the networks this Fall. In the meantime, you can expect to see more of her on New York TV this Fall!



MISS COLLINS

• • • At the Colony Beach Club in Lido Beach L. I., Mimi Benzell and husband Walter Gould discussing her future plans in TV (which certainly can use beautiful and talented Mimi) with Irving Kramer, Long Island's top real estate baron. Outside a cabana, a hot gin game going on and Al Kelly, the world's greatest, doing a sensational job of double-talk kibitzing. Did you hear Jean Klavin's (Klavin & Finch) calypso verse on runaway financier Edward Gilbert last week? — just great, as you know these guys are, strictly on the ad-lib. Steve Lawrence, who hosts NBC-TV's "Tonight" show this week, visits the Gimbel's-TV Guide Summer Festival information booth at the New York store tomorrow at noon. A galaxy of stars will lend their talents to a gala Gay Nineties Party tomorrow for the benefit of the Greenwich Village Fresh Air Fund. Art Carney and Jinx Falkenberg will head the roster of show biz celebrities at the Fifth Avenue Hotel staged by the Greenwich Village Kiwanis Club. Emcee will be Ed Stokes, featured on WHN and NBC's "Monitor."

• • • This week at Radio Miami WGBS: Spencer Danes, "Total Information News" director, returned from a 21-day tour of United States defense installations in Europe. The tour, under the guidance of the Departments of Defense and State, took Danes to Paris, London, Holy Loch (Scotland), Berlin and Naples. Promotion manager Pat Hanly, with the help of lovely Miss Miami Beach of 1962, sealed a WGBS "Total Information News" program in a time capsule buried deep in the foundation of the new Federal Aviation Agency Control Center in Miami. The time capsule will be opened in the year 2000. Ken Malden, public affairs director, accepted an award from the Radio and Television Commission of the Baptist Church, presented to the entire staff for Distinctive Public Service.

## AIR NEW CAREER FOR SUMMERALL

Giants' Placekicking Star Leaves Grid for CBS-TV

Pat Summerall, placekicker of the New York football team, has retired from the pro ranks to become a CBS-TV sportscaster and will team with Dick Schenkel for the 1962 Giants' season, which starts Sept. 16. Schenkel will do the play-by-play, Summerall analyzing the action.

During his 10 years in the business, Summerall compiled one of the finest records ever made by a player. He scored a total of 567 points as a result of 101 field goals, extra points and one touchdown. Summerall missed only eight extra points during his entire career and had converted 129 consecutive points at the end of a season.

## 'Kid' Coogan Signs For NBC-TV Comedy

Jackie Coogan and Elisabeth Fraser have been signed by producer Tom McKnight for starring roles in "McKeever," the Colonel," NBC-TV's new comedy series about life in a military school which starts Sunday.

Allyn Joslyn and Scott L. LaStar as Col. Blackwell and Capt. McKeever, respectively.

## 'Wide World' TV Essay Accepted for Masters

The genesis, production problems, sales tactics and demise of NBC-TV's "Wide World" are analyzed in an essay accepted for the Master of Arts degree at Columbia U.

Written by Harvey V. Fondiller, an NBC press department staffer from 1955-1960, the essay is one of the few dealing with TV ever accepted for an advanced degree at Columbia. The 72-page study traces the origin and development of the "Wide World" format and assesses the program's significance in the history of TV.

Fondiller is now a public relations exec for Fuller & Smith & Ross.

## Arness to Narrate Spec For Army's 'Big Picture'

*Hollywood*—As part of the U. S. Army's "Big Picture" series James Arness of "Gunsmoke" will narrate a special color film dramatizing the unconventional aspects of warfare facing our troops in Viet Nam. With an introduction by President Kennedy, the film will be shown on 350 TV stations and to Armed Forces abroad.

## 62 Schools, Colleges Enlist in 3rd Summer Of Flying Classroom

Lafayette, Ind.—The third series of Summer workshops using airborne TV instruction got under way this week with 62 schools, colleges and universities sponsoring the "flying classrooms." The series is produced in conjunction with the Midwest Program on Airborne TV Instruction.

During the past two seasons, MPATI classes, beamed from a DC-6, have attracted a combined total of some 9,000 teachers and school administrators, with over 7,000 expected to participate this year. In May, MPATI completed its first full year of daily instructional telecasts to 2,200 schools in Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin.

MPATI is a non-profit educational institution with member schools and colleges assuming its management and financing.

## 'A Kin to Win' Topping Bradley's Game Sales

Special to RADIO-TV DAILY

Toronto — The board game version of a Canadian television program, "A Kin to Win" is currently the Milton Bradley Co.'s biggest seller in its price range in the Canadian market. The TV show, seen in daily afternoon and Sunday night versions on the Canadian CTV network, may soon be on TV in the United States. It originates at CFCF-TV, Montreal.

E. Roger Muir, president of Lew Merritt Enterprises, creators of "A Kin to Win," was notified by Somerville Industries, Bradley's affiliate in Canada, that the new board game based on his TV show passed their previous best sellers, "Concentration" and "Village," in sales this year.

## D. C. Academy Elects

(Continued from Page 1)

Emmy Awards Committee last year.

Other officers elected to one-year terms are 1st VP, Ellis Shook, WTTG production manager; 2nd VP, Lewis W. Shollenberger, director of special events and news at ABC in Washington; secretary, Rhoda Raider, Raider Advertising; and treasurer, William Callaway, WRC business manager.

Elected to serve on the board for two years are Philip Martin, president of Norwood Studios; Ted McDowell, WMAL news director; Miss Raider; Shollenberger; and Shook. Remaining on the board are Robert M. Adams, Lillian Brown, William Callaway, Weston J. Harris, Jim Silman and Herb Victor.

## AGENCY NEWSCAST

By RALPH TYLER

A long look at the "Ten Mistakes in Communication" is provided in the most recent publication of the Institute for Motivational Research. The decalogue of "boo boos" results from a failure "to step out of psychological confines, put on the other fellow's shoes, suit, hat and skin as well."

### Thought for Today

"A suffering face in a proprietary drug message often has the opposite effect from the one intended. 'I can't look that horrible.' Telling a mother that she can help cure all kinds of minor ailments, with this new miracle drug and forgetting to mention that her own knowledge, affection and role as a family doctor is still necessary—may be the shortest way to ruining your sales."

—Institute for Motivational Research

## NBC Lensman Beaten By Mexican Troops

Special to RADIO-TV DAILY

Mexico City—Manuel del Castillo Negrete, an NBC News cameraman, was beaten unconscious by soldiers last week for filming a meeting of irate peasants. He was the only newsmen at the town of Cuernavaca, about 50 miles south of Mexico City, to cover a meeting of peasants who were gathering to protest lax land reforms.

Truckloads of peasants were turned back from the meeting site by soldiers at a roadblock. As Castillo filmed the scene, he was taken into custody by a civilian and soldier. A hundred feet of film he had taken was confiscated along with his camera. Castillo was held 26 hours and questioned repeatedly.

### Left on Road

Castillo was taken by jeep to isolated road. He was beaten unconscious and left on the roadside. A passing motorist brought him to Mexico City where he was placed under a doctor's care. The extent of his internal injuries is not yet known. NBC News has protested to the Mexican Embassy.

## Graham Again on WPIX

(Continued from Page 1)

dience in five special hour programs telecast in prime time July 6 through July 13.

He is currently conducting a month-long crusade in Chicago at McCormick Place and Soldier's Field, where his addresses are being taped for presentation to New York audiences and later to national TV audiences on stations across the country. Walter F. Bennett & Co. of Philadelphia represented the nationally-known evangelist.

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## Ventriloquist Stars On Kids' Panel Show

Ziv-United Artists has signed Paul Winchell and Jerry Mahoney to star in a new comedy-panel show, "Quick on the Draw." The sketch is produced by Jerry Hammett Productions in association with Ziv-UA. Herbert M. Moss is producer and Gil Cates is director.

Planned as a weekly half-hour show, it will pit youngsters (aged 11 to 16) against each other in identifying song titles, quotations or other familiar groups of words represented by a drawing. Each week's top scorer is eligible for a \$2,500 college scholarship.

## Association Offering Project Mercury Film

Association Films, New York, is distributing "The Mastery of Space," 58-minute documentary from the National Aeronautics and Space Administration on the scope and meaning of the Project Mercury program.

To help stations promote their air dates, Association Films has prepared a kit containing a "TV Guide" type write-up, 20-second spot announcements for on-the-air promotion, and a selection of one-line newspaper synopses for local program listings.

## Wedding Day Approaches For N. Y. Negro Station

WRLR's wedding day is drawing near, with Honeymoon Contest winners Barbara Rice and David Challenor to be married on-the-air Friday on Fred Barr's "Gospel Time" at noon. After the ceremony, a reception will be held at the Tavern-on-the-Green in Central Park.

In the evening the wedding party will be the guests of Major Robinson, WRLR personality and Jet magazine columnist, at the Palm Cafe in Harlem, and then on the town. WRLR is also picking up the tab for a week's honeymoon in the Catskills, marriage license, bouquet, wedding cake and a \$500 hi-fi set.

## St. Louis 'Youth Salute' Wins Dignitaries' Kudos

St. Louis—WIL. In its first annual "Salute to Youth," has crowned two local teenagers as the outstanding young citizens of 1962. Adults made the nominations, a civic committee selected 10 finalists and the winners were chosen by station listeners. Among the dignitaries endorsing the promotion were Gov. John Dalton, Joseph Cardinal Ritter and USA director Edward R. Murrow.



By PETER C. DAVALLE

• • • Odds are that NBC will set up a co-production deal with Britain and BBC before the end of the year. Present plans envisage the filming over here of two series—"Waltzing Matilda" and "Espionage." I understand NBC is also likely to acquire a number of 60-minute ATV and BBC drama productions for screening in the States. It's estimated that seven hours of NBC programs go out on the BBC and independent TV networks over here each week.

• • • Britain declares war on America this week—on the TV screens, that is. Missiles? Pop records. It's a new program from ARTV, called "Needle Match" . . . Idea is that a panel of 11 judges will listen to British and U. S. recordings of the same number—and then cast their vote . . . Panel will be strictly neutral . . . While the panel listen to the records, a team of dancers will interpret them visually . . . Names of the two promoters, who will speak for the British and U. S. entries, have not yet been announced.

• • • Boris Karloff bows in his science fiction series for ABC—"Out of this World"—on June 24. There'll be 12 hour-plays in the series, by British and U. S. writers, including John Wyndham, Isaac Asimov, Rog Phillips and Philip K. Dick . . . Karloff will act as host during the plays. As a kind of "trailer," he appeared as a gangster in ARTV's "Dickie Henderson Show" the other evening.

• • • The U. S. series, "Just Drunk," has been booked by Anglia TV, after scoring high marks in the ratings charts of other companies . . . Talks to avert a strike by musicians working on British TV commercials—they want higher fees—have struck a deadlock. Both sides will try again on June 22.

• • • Bruce Forsyth, personality boy of British TV, says his wife expects her third child in November. They've already got two girls. Jack de Manio, comper of BBC sound radio's morning program "Today," is convalescing in St. Tropez after hospital treatment for an arm injury sustained in a fall at Broadcasting House . . . Lord Rank retires from the chairmanship of the powerful Rank Organization in the autumn. His present right-hand man, John Davis, will replace him.

• • • Alarmed at the number of TV programs which stress brutality, sadism and misconduct, the National Association of Head Teachers has called on parents to switch off any TV play or film which they feel might have a bad effect on children . . . The Association president, John W. Watts, says "there is a positive responsibility upon program contractors to refrain from broadcasting suggestive and brutal material."

• • • Most British TV critics raved over the CBS "Judy Garland Show" recently put out by BBC-TV. Said Peter Black of the "Daily Mail": "A feat of talent and personality of U. S. show-biz and U. S. television . . . background skill stretched to capacity . . . triumphant."

## Northeast Network Adds Three Summer Accounts

Three new clients have signed with Northeast Radio Network for schedules extending through August, general manager F. W. Hodge has announced. The accounts are Endicott-Johnson Shoes, Southern Oil Co. of New York and Eldridge Park, an amusement center.

The network is owned and operated by Ivy Broadcasting Co. and serves over 30 AM and FM affiliates in New York State and Pennsylvania.

## Fla. Outlet Taps Three As Fifth Ann'y Winners

Jacksonville — Jesse H. Cripe, VP and general manager of WFGA-TV, has presented three awards in a contest to design an advertising campaign for the station's fifth anniversary, about to be celebrated.

The awards went to three graduating seniors from the U. of Florida: Ann Holmes, first place; Don Addis, second, and Lora Jane Paschal, third. Judging was handled by Bacon, Hartman and Vollbrecht Advertising.

## New Cast, Sketch For TV Guide Special

Martha Greenhouse, Frome, Philip Visco and C. Flanders have been added to the cast of Sunday's "TV Award Show" collocation of TV. Miss Greenhouse and Frome will play the neighbors in the "Celebrity at Home" sketch. Philip Visco will play the newsboy, and Flanders will enact the cop on the Frome also will appear as the tender in the "Engaged" sketch.

**TV-Critic Sketch Out**  
A comedy sketch about of nightclub performers backstage life is spent developing ways to break into TV, substituted for the sketch the TV critic and his wife.

Other changes include the addition of Bob Herget, who will musical staging for the Selma Diamond, Jay Bank, Frank Peppiatt and John Worth as members of George Ace's writing staff; Warren McCarty and Jay Krause (in addition to Tom Trimble) as scene signers. Costumes will be by O'Bradovich.

## Engle Joins News Staff Of Detroit Goodwill Station

Detroit—Ray Engle has been appointed to the news staff of WJLW-TV station here, formerly was at WILX-TV, Jackson, Mich., as news director for three years.

## Faulk Trial Nears End

(Continued from Page 1)  
cause supermarket operator Clarence A. Johnson, 73, one of the defendants who said he did not testify at the current trial because of ill health.  
Justice Geller told Faulk's attorney to appoint a doctor to examine Johnson and report findings to the court. The trial, in which Faulk said he was listed from broadcasting because of the defendants, is in its third week.

## Dr. Baxter in New Sket For Alabama ETV Week

Birmingham — Dr. Frank I. ter, retired English professor, has become a TV personality in his many appearances in various series, will be featured on Alabama ETV Network this Summer in a 15-week series tracing the history of communication. Titled "The Written Word," it will be projected by the Alabama Broadcasting Services for the network in cooperation with NE

# TELEVISION DAILY

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OL 90, NO. 118

WEDNESDAY, JUNE 20, 1962

TEN CENTS

## PASTORE BILL DOOMS SEC. 315

### Senate Unit Chairman Seeking Total Repeal For Equal Air Time

A wave of hope yesterday swept through the executive offices of broadcasting companies in New York that the demise of the political equal time law may be close at hand.

The upbeat surge came on the wings of news yesterday from Washington that Sen. John O. Pastore, chairman of the powerful Commerce Communications subcommittee (it has jurisdiction over the FCC and regulations affecting the industry) took two significant steps.

He declared himself unequivocally in favor of total repeal.

In the absence of Sen. Vance Hartke (D. Ind.), Sen. Pastore introduced a bill, which the former has been sponsoring, for outright banishment of Section 315 of the Communications Act.

As reported in RADIO-TV DAILY yesterday, Pastore has called hearings, to begin July 10, on bills in the hopper on the controversial legislation. These bills would variously suspend the section for Presidential and Vice Presidential.

(Continued on Page 7)

### Betty Furness Re-elected Proxy of Academy in N.Y.

Betty Furness has been reelected president of the TV Academy's New York Chapter. The first woman president in the group's six-year history, she is also the first.

(Continued on Page 6)

### Gillette Sales Execs At Bat for Series

Boston — Gillette, holding its annual sales meetings this week in four different cities, will see if any of its execs can hit a home run with a new sales pitch for sponsorship of the 1962 World Series on radio and TV. Gillette's major sales run each year is scored thru sponsoring baseball's annual Autumn classic. This will be the company's 24th year of backing coverage.

### SWEZEY COUNTERS BLOWS OF ADVERTISING'S CRITICS

West Coast Bureau of RADIO-TV DAILY

San Diego — Turning from his preoccupation with broadcasting to advertising's general problems, Robert D. Swezey, NAR code director, contends advertising is being subjected to "ridicule and bitter accusations" for conditions beyond its control.

In a speech prepared for delivery today at a joint luncheon of the Better Business Bureau and the Advertising and Sales Club in this city Swezey said that if advertising seems concerned with

(Continued on Page 5)

### SLATE EXPLAINS FAULK DISMISSAL

WCBS Chief Says Faulk Was Told Ratings Declined

Sam J. Slate, WCBS general manager, testified yesterday he told John Henry Faulk in 1956 the station would have to drop his show because of a decline in his ratings. Faulk was dismissed in September, 1957, Slate said.

Under questioning by attorneys for the plaintiff in Faulk's libel suit against Aware, Inc., and two

(Continued on Page 3)

### Curran Ad-Publicity Dir. For Five ABC-TV O-Os

Don B. Curran, publicity-promotion director for the ABC 0-0 radio stations since joining the network in April, 1961, has been named advertising-publicity director of the network's five 0-0 TV stations. His radio successor will be named shortly. Curran now reports to Donald Foley, ABC VP and ad-promo



CURRAN

director on all station advertising

(Continued on Page 3)

### Small Joining CBS News As Bureau Exec in D.C.

Bill Small, news director of WHAS and WHAS-TV, Louisville, has been named assistant news director in the CBS News Washington Bureau. He will join CBS news in New York, July 1, for two months before he moves to Washington. Small has held the Louisville post since the early part of 1956.

### Mutual Salutes Rodgers

Composer Richard Rodgers will be honored on his 60th birthday tonight on Mutual's "The World Today." Mary Martin, Diannah Carroll and Robert Goulet, among others, will be on hand to join the

### CBS Sells 5 Series for Airing in Canada Prior to U.S. Debuts

Described as "what we believe to be the largest single foreign order ever received by

an American TV film distributor," the sale for 1962-'63 to CBC-TV of "The Nurses," a new Jack Webb anthology, new family comedy series starring Buddy Ebsen, "The Defenders" and "Perry Mason," was revealed yesterday by CBS Films' international sales director Ralph Tuck.

The five skeins, which will total four hours of programming a week on CBC-TV, were sold on a firm 52-week basis. Episodes in each series will be telecast in Canada before they are aired in the U.S. Representing CBS in the negotiations was

(Continued on Page 3)

### WBNC Casts Want Ads for Young Job-Seekers

To help the "Employment of Youth" campaign of the New York City Youth Board and the National Committee on Employment of Youth, WBNC Radio is offering a "Job Wanted" service. The station airs 10 announcements each day in which five job applicants' qualifications are listed.

### Self in New Pact as 20th VP

William Self has been signed to a new contract as production P at 20th Century-Fox TV. Self, who joined 20th in December, 1959, as executive producer of various series, was elected to his present post last October. He currently is supervising the development of extensive pilot programming for broadcasting during the 1963-64 season.

He came to 20th from CBS-TV.

where he was West Coast director of programs and administration. Previously he produced the "Frank Sinatra Show," both live and on films, and for more than four years was producer of the "Schlitz Playhouse of Stars" American

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## Four Sponsors Buy Summertime 'Hunch'

The summertime "Play Your Hunch" starring Merv Griffin and which runs through Sept. 26, has been purchased by four national advertisers.

The NBC-TV series' sponsors are Sealtest Division of National Dairy Products, through N. W. Ayer & Son; Colgate-Palmolive, through Ted Bates, and P. Lorillard and Mennen Co., both through Grey Advertising.

Comedienne Kay Ballard will be the special guest when the series starts its run on the network today.

## 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 350,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



# COMING AND GOING

**TOM COCHRAN**, NBC producer, to Italy.

**ERNEST PINTOFF**, Pintoff Prods. pres. sent to France as American juror in the International Animation fete.

**WILLIAM LAWRENCE** to Mexico for ABC coverage of President and Mrs. Kennedy's trip.

**DORIS ANN** and the NBC-TV religious programs unit, in Jerusalem filming sites for four-program history on Roman Catholicism.

**JERRY LEWIS** due in N. Y. Sunday to take over the "Tonight" show.

**AV WESTIN**, CBS News producer-director, in Finland for a "Twentieth Century" filming assignment with **MARVIN KALB**.

**MARSHALL FLAUM**, producer, in Hollywood for his initial documentary assignment with Waliper Productions.

**HARVEY ORKIN**, of Frank Cooper's N. Y. office, in Hollywood for conferences.

**AL PELLEGRINI** to Houston from Los Vegas to handle the music for Gene Barry, p.a. there.

**THOMAS C. McCRAY**, NBC VP and KRCA general manager, and **JAMES PARKS**, sales director, on a business trip to San Francisco.

## Services Tomorrow For Alfred Levy, 52

Alfred Levy, 52, president of Talent Associates - Paramount Ltd., died yesterday in Littleton, N. H. Services will be held tomorrow at 11:30 AM in the Frank Campbell funeral parlor on Madison Ave. He is survived by his wife (actress Therese Hunter), his mother and a brother. Talent Associates-Paramount grew out of Talent Associates founded in 1948 by Levy and his partner, David Susskind.

Levy, who practiced law for some years in Dallas, became personal manager for a number of stars when he moved to the West Coast, including Frank Sinatra, Doris Day and Gordon MacRae. For two seasons he also produced and directed the "Frank Sinatra Show" on CBS Radio. In 1945 Levy—with Richard Dorso and Martin Melcher — formed Century Artists, a talent rep firm which was disbanded two years later.

### Was West Coast Head

When Talent Associates was formed, the company represented producers, directors and other creative talent, and also produced TV programs. The rep phase was later dropped in order to concentrate on production. In recent months, Levy directed the company's West Coast activities from Beverly Hills.

## Vet Newsman Manages UPI Raleigh Bureau

Atlanta—Robert S. McNeill, Jr., a native North Carolinian and a veteran United Press International staff member in the South, has been named North Carolina manager for UPI with headquarters in Raleigh.

McNeill succeeds William A. Shires, who will become Raleigh correspondent for the North Carolina Ass'n of Afternoon Dailies.

**Texas ET Unit Produces Bill of Rights Into TVer**  
 Houston — "Ideas in Focus," a TV series produced on KPCC-TV by The Texas Bill of Rights Foundation, a newly formed, non-partisan educational group, premiered here recently. The taped discussions are designed to make the public more aware of both the spirit and letter of The Bill of Rights and the U. S. and Texas constitutions.

## Tucson Broadcasters Hear Efforts Hailed

Tucson—A most unusual hearing was conducted by the radio and TV stations here recently. It was called by the broadcasters to help them determine what community leaders in many fields thought about the service rendered by the broadcast profession, and to help the stations set programming policy in the future.

An interesting result of the meeting pertained to specific programming suggestions. According to Ray Owen, Tucson Broadcasters Ass'n president, "in every case where specific suggestions were made, the stations were eager to develop and test such programming."

Arizona Gov. Paul Fanin sent a letter to the association expressing his satisfaction with the "effort to provide Tucson listeners and viewers with the highest quality programming."

## Goulet Joins Kick-Off Of CBS 'Talent Scouts'

Broadway and TV star Robert Goulet, who started his career in Canada, will join heavyweight champion Floyd Patterson, Carol Burnett and Van Johnson as a guest celebrity talent scout on the premiere "Talent Scouts" telecast July 3 on CBS.

# FINANCIAL

(June 19)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12 3/4	12 1/2	12 1/2
AB-T	26 1/2	26 1/4	26 1/4
A. T. & T.	104 1/2	103 1/2	104 1/2
AVCO	20 1/4	19 3/4	20
CBS	34 1/2	34 1/4	34 1/4
Columbia Pic.	15 1/2	15 1/4	15 1/4
Crow-Coll.	22 1/2	21 1/2	22 1/2
Decca	40	37	37 1/2
Disney	29 1/2	28 1/2	29
East. Kodak	92	90 1/2	91 1/2
Gen. Elec.	30	29 1/2	29 1/2
Hazeltine Corp	17 1/2	17 1/4	17 1/4
Magnavox	32	31 1/2	31 1/2
MCA	38 1/2	37 1/2	38 1/2
M-G-M	31 1/2	31 1/4	31 1/4
Nat. General	6 1/2	6 1/4	6 1/4
Paramount	39 1/2	39 1/4	39 1/4
Pfizer	52	51	52
RCA	44 1/2	43 1/4	44
Singer	29 1/4	28 3/4	28 3/4
Int'l	14 1/2	14	14 1/4
20th.Fox	20 1/2	19 1/2	20 1/2
United Artists	28	27 1/2	27 1/2
Warner Bros.	13	12 1/2	13
Westinghouse	27 1/2	27 1/4	27 1/4
Zenith Radio	51	49 1/4	50 1/4

AMERICAN STOCK EXCHANGE

Esquire, Inc.	9	8 1/2	9
Filmways	6	5 1/2	5 1/2
Movielab	9 1/2	9 1/2	9 1/2
MPO	7 1/2	7 1/4	7 1/4
NTA	1 1/2	1 1/4	1 1/4
Reeves Sound	3 1/2	3 1/4	3 1/4
Screen Gems	14 1/2	14 1/2	14 1/2
Technicolor	10 1/2	9 1/2	10
TelePrompTer	8	7 1/2	7 1/2
Trans-Lux	13 1/2	13 1/4	13 1/4
TV Industries	1 1/2	1 1/2	1 1/2

OVER THE COUNTER

Jerrold	5
Meredith	25 1/2
Metromedia	12 1/2
Official Films	7 1/2
Scranton	6 1/2
Sterling	1 1/2
Transcontinent	8
Wometco	19

## JFK's Mexico Jaunt Gets NBC Radio Spec

"The President in Mexico" cover President Kennedy's three-day visit to that country as a special report on the NBC Radio Network June 29. With Sam Flanders as anchorman in New York, the program will recall President's activities as well as air reports from correspondents Ray Scherer, Richard Valeriani and Dave Weber assigned to trip.

WNBC will not carry the special on the specified time, but will air it at a later date.

## Rogers Quits NAB Bd.

Washington—W. D. "Dub" Rogers, president of Texas Television, Lubbock, has submitted resignation as a member of NAB board of directors, pointing out that because of a change in station ownership status he is no longer actively engaged in station management.



# Steve Allen Near SRO on WBC Channels

## 50 Nat'l Advertisers Join Local Sponsors For New Late-Niter

When Steve Allen returns to late-night TV on Monday, 50 national advertisers will be participating sponsors of the 90-minute, Monday-thru-Friday series on the five Westinghouse broadcasting TV stations. In addition, each outlet has a number of local advertisers for the show, starting it off as an almost complete sellout on the WBC stations, according to A. W. Dannenbaum, WBC sales VP.

Among the advertisers who have bought three or more WBC markets are Star-Kist Tuna, Gillette, Welch, Simoniz, Wrigley, Alka Seltzer, Allstate, Lipton, Bristol-Myers for Clairol and Vitalls. Two-market buys were made by Goodrich, Liggett & Myers, Betty Crocker, Schweppes (via Pepsi-Cola), Allantone, Aerosol, Carter Products, Philip Morris, Coca Cola, Goddard Tire, Schlitz, Kellogg's, Campbell Soups and Shell Oil Co.

### 13 on Single Station

Among the national advertisers on a single WBC station are Pet Milk, Procter & Gamble for Dash, Peanutes, SOS Pads, Norelco, Baker Oats, Mennen Foods, Borden, McCormick Tea, Hamm's Beer, Weston-Purina, Standard Oil and 3M.

Dannenbaum pointed out that the large number of national advertisers buying the Steve Allen show does not imply an increase in the length or frequency of commercials. He said WBC continues to maintain its strict commercial standards, with no reduction of time between commercials and in their number. Other stations across the country will also carry the nightly program, syndicated.

## Morse Leads Seminar

CBS Reports producer Arthur Morse will lead an all-day seminar on writing and producing for TV at the Multi-National Communications Specialists seminar at Brandeis University, Waltham, Mass., today.

## WJR's Tomlinson at Fair For Michigan Day Fete

Detroit — WJR news editor Frank Tomlinson covered the Michigan Day ceremonies direct on the Seattle World's Fair. He'll air on-the-spot reports and give a full account of the activities in his evening show tomorrow and again on Sunday. Tomlinson is the daily Michigan newscaster to accompany the official state delegation to the Fair.

## Trout Off to Europe To See What's What

CBS news commentator Robert Trout left this week on a three-month tour of Europe, and will send back reports to the network's New York headquarters. His itinerary includes stops in London and Paris, and extensive travel inside Spain for a first-hand observation of the political situation there.



TROUT

While Trout's away, Roger Mudd will take over "CBS News with Robert Trout" Saturdays on WCBS-TV; Doug Edwards will sub on the Monday-thru-Friday "Seven O'Clock Report," and Allan Jackson will cover Trout's five-minute Sunday reports.

## W. Va. Gov. Appoints WCHS Pair to Posts

Charleston, W. Va. — Harry M. Brawley, director of public affairs and promotion at WCHS radio-TV, has been named to the West Virginia Educational Authority by Gov. W. W. Barron, who created the authority to supervise the state program in developing educational uses of radio and TV.

Barron also appointed William P. Dix, Jr., the station's GM, to the Governor's Advisory Committee on Traffic Safety.

## Curran Ad-Publicity Head For Five ABC-TV O-Os

(Continued from Page 1)

and on-air promo matters, and to ABC press info VP Michael J. Foster on all station PR and publicity matters.

He joined ABC after serving as promo manager of KTVI, ABC-TV affiliate in St. Louis. He began at KNOR, Norman, Okla., later spent a year with KGWA, Enid, Okla., then went to the Griffin Broadcasting Group as promo manager and later served as station manager for the Pine Bluff Studios of KATV, Little Rock.

## Dalton Is CoFC Adviser

Washington Bureau of RADIO-TV DAILY

Washington — William Dalton, National Community TV Ass'n President, has been appointed to the U.S. Chamber of Commerce Ass'n advisory committee.

## ASCAP APPLAUDS CLOSE HARMONY

Rule, Frohlich KC Bound To Bestow Quartet Awards

ASCAP coordinator of public affairs Jimmy Rule and PR director Dick Frohlich have flown to Kansas City for the Sixth Annual International Convention of the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America. They'll present ASCAP trophies to winners of international barbershop quartet contests.

Other ASCAP officials will be represented today thru Saturday at the American Symphony Orchestra League Convention in Chicago, including Morton Gould, chairman of the society's symphony and concert committee; Paul Creston, director; Gerald Deakin, manager of the concert division, and Gene Bruck, newly-appointed co-ordinator of concert and symphonic repertory.

## Fears of Police Ire Against ABC-TV Fade

Fears that ABC-TV's recent controversial episode of "Target: The Corruptors," (telecast June 8) would invoke an unfavorable reaction from law enforcement agencies, causing two of its six sponsors (Alberto Culver and Mobile Oil) to cancel, have dissipated in the show's aftermath.

The only reaction from police agencies has been favorable and complimentary of the network's presentation of the controversial issue. The story dealt with crooked police officers.

## 5' CBS Series to Canada

(Continued from Page 1)

Page One Limited, of Toronto, recently named the firm's Canadian agent.

"The Nurses" starring Shirl Conway and Zina Bethune, is a new hour series created by Herbert Brodkin, executive producer of "Defenders." The new Webb skein, tentatively titled "True," will feature Webb as host, narrator and occasional leading actor in stories based on factual, authenticated articles which have appeared in the monthly magazine. True.

The Ebsen series, tentatively titled "The Hillbillies," features Irene Ryan, Donna Douglas and Max Baer, Jr. "Defenders," starring E. G. Marshall and Robert Reed, has just completed its first year on CBC-TV. "Perry Mason," with Raymond Burr in the title role, is now in its second year.

## Amos Baron Helming UAA's Western Ops

West Coast Bureau of RADIO-TV DAILY, Los Angeles — Amos T. Baron, veteran Coast broadcasting executive, has been named western division manager of United Artists Associated. He will make his headquarters at the company's office here. Baron's appointment is the initial step in expanding western operations and in effecting a closer liaison with broadcasters in the area.

VP and general sales manager of KCOP-TV, Los Angeles, until last month, Baron was at the same time director of sales for the broadcast division of Nafsi Corp., which included KPTV, Portland, Ore., and KTVT, Fort Worth. Previously, he was general manager of KABC-TV and, before that of KABC. Other posts included those of general sales manager of KABC and of the ABC Pacific Radio net.

## Philly Channel Skeds Cavalcade of Wayne Pix

Philadelphia — John Wayne will be seen in some of his top films during "John Wayne Week" on WCAU-TV, starting Sunday. The hits will be shown on the station's "Early Show" and "Late Show" each day.

Kicking off the cavalcade will be "The High and the Mighty," presented in a double showing on "Picture for a Sunday Afternoon" and later that day on the "Late Show."

## Slate Clarifies Dismissal

(Continued from Page 1)

others, Slate said he had discussed with Faulk the concept that sponsors were dropping his show because of an allegation against him in "Red Channels."

Earlier, pre-trial testimony of Vincent W. Hartnett, one of the defendants, was read. In the transcript, Hartnett was quoted as saying he would be willing to endorse Faulk for a TV position, and that Faulk was "clear" politically as far as he was concerned.

## Senior Class Cancer Tale Nets Station's \$700 Gift

Washington — WWDC has offered \$700 to finance a trip to Washington by the senior class of Community High School in Glen Lake, Mich. The station heard about the fact that the class saved for three years to make the trip and then had instead given the money to a classmate stricken with cancer.

## Most Uniformed Actor Dons Navy Blues Now

Hollywood—With the shooting of NBC's new series, "Ensign O'Toole," Jack Mullaney keeps his unbroken record of always appearing in uniform. In all his past roles in films, and in the "Ann Southern Show," Mullaney has been in one uniform or another. Now it's Navy blues.

## MCA Adds 17 Buys For ½-Hr. Off-Nets

MCA TV's half-hour off-network programs have added 17 new station sales to its rapidly growing lists, with new "Dragnet" purchasers including WBZ-TV, Boston; WLTV, Bowling Green, Ky.; WLUC-TV, Green Bay; KT-

The exchange-of-stock offered between MCA, Inc., and Decca Records, Inc., has been approved by Decca stockholders and declared effective and expired at the close of business Monday. Announcement was made by MCA Chairman Jules C. Stein through the investment bankers firm of Lehman Bros. Approval by Decca holders is perhaps the last of the possible obstacles to the acquisition by MCA of Decca.

RG, Honolulu; WDAF-TV, Kansas City; WHNC-TV, New Haven; KNDO, Yakima; KONO-TV, San Antonio, and WGR-TV, Buffalo. "M-Squad" has added KNDO; WLBT, Jackson, Miss.; KNTV, San Jose; WTVH, Peoria; WREX-TV, Rockford, Ill., and WTVF, Decatur. "Restless Gun" has recently been purchased by KOIN-TV, Portland, Ore., and KTLA, Los Angeles.

Up to 276 half-hours of "Dragnet" are available for local station programming; 117 half-hours of "M-Squad," and 77 half-hours of "Restless Gun."

## OBITUARY

### E. C. Frase

Memphis — E. C. "Pop" Frase, 59, WMC-AM-FM-TV chief engineer, and a 28-year broadcasting veteran, died here last week. He joined the station in 1934 and became supervising engineer in 1944.

Frase is survived by his wife, Ruth, and four sons.

### HOWARD E. STARK

Broker and Financial  
Consultants

Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. Telephone 3-9405



By TED GREEN

• • • Singer Enzo Stuarti setting plans to begin shooting his new TV series, "We're Not Strangers," in his native Italy in the Fall . . . Comedienne Rusty Warren figured out a way to turn a half-hour western show into an hour. Let everyone on the program draw slower

Oscar Brown, Jr., wants Ruby Dee for the female lead in his new musical, "Slave Story" . . . The Dot Album, "Vaughn Monroe's Greatest Hits," released only two weeks ago has already passed the 75,000 mark in sales . . . Singer Carmel Quinn, a familiar face to all TV fans due to her numerous appearances on the Paar and Godfrey shows, will make her N. Y. night club debut in a two-week run at the Copa beginning July 5 . . . Public relations whiz Norman King fast becoming the Hilton of the resort field. Norm last year purchased the Kingswood Country Club in Haverstraw, N. Y., for "Over-28ers," and this season picked up the half-million-dollar, plush Pine Hill Lodge in Mt. Freedom, N. J., geared to the 19-30 age group. Running the Jersey country club is Marty Gudis, one-time social director for King.



• • • Barbara Dana, young TV-legit veteran, makes her musical debut July 3 in "Bye Bye Birdie" at Hyde Park Playhouse. She is the daughter of Young & Rubicam TV exec Richard Dana . . . Producer-director Bill Hoblin celebrating his election to the board of directors of the N. Y. Chapter of the Academy of TV Arts and Sciences, gave his "Sing Along" production crew a real treat by checking out their sea legs on his new 35-foot racing sloop . . . Peter Perri, top N. Y. photographer who has "shot" most of the big theatrical names in the city, has been commissioned to do a series of fashion layouts for several top national mags . . . A tip of my Stetson to Martin Carr for the fine directing job he did on Bill Leonard's CBS special, "Fifty Faces of '62." We find it amazing how much good creative direction can add to a public affairs show.



• • • Meet: Beth Hollinger Ferro, producer of Goodson-Todman's daytime "Price Is Right" on NBC. Beth debuted on "Price" as a writer and fashion coordinator two days after the show went on the air in 1956. She had, earlier, graduated at Columbia University's Pulitzer School of Journalism, and gone on to become a fashion magazine writer, fashion consultant and producer and director of fashion shows. Beth had always wanted to get into TV, however, so she quit her various jobs and, through a friend, became a writer for Kate Smith's NBC program. Subsequently she produced and wrote the Bess Myerson show on ABC and produced and wrote the Faye Emerson show, "Women Want to Know." After each day's "Price," and planning for the next one. Beth keeps house on Central Park West for her husband and their 2-year-old son, Matthew. Ferro, a bass-baritone, is a member of the Metropolitan Opera Studio and teaches in the music department at Hunter College. Beth's talented brother, Hy Hollinger, is publicity manager of Paramount Pictures.



FERRO



• • • Bill Gale, one of radio and TV's top jingle producers who took a hiatus from music to go into TV production ("County Fair," among others) is now back in the jingle business. Bill's jingles have been past award-winners. Notable among these are "What'll you have . . ." for Pabst Blue Ribbon . . . After Phil Silvers finishes filming "Forty Pounds of Trouble" for Tony Curtis, he jets to N. Y. for Sunday's salute to Ed Sullivan . . . Jim Backus, host of this Summer's "Talent Scouts," on CBS-TV, lectured American Booksellers Ass'n in Washington this week. Jim has just penned his third tome . . . "West Side Story" soundtrack still #1 in retail sales seller after over 20 weeks.

## Daughter Dons Bikini To Join Ma in TV Show

Judy Lloyd, daughter of a former radio personality, Esther Ralston and Ted Dail, formerly of Radio-TV Dail, appears today on her mother's ring show, "Our Five Daughters" on NBC-TV, as a Bikini girl resort scene. Judy is an actress and singer, and with her looks stands a good chance of locating her mother's fab career.

## 'Congress of Strings' On Nationwide View

East Lansing — A national educational TV network is set up to carry three programs showcasing the fourth annual Congress of Strings at Michigan State U., sponsored by the American Federation of Musicians in cooperation with the university to provide eight weeks of scholarship instruction to 150 youths from the United States and Canada.

Ranking in age from 15-22, youths are chosen from community auditions conducted by local groups which have formed community committees in their areas. They receive free tuition.

The three TV programs were part of a special project first presented for the first time last year including nationally known symphony conductors who will direct the Student String Concert Orchestra.

## Spain Marks Radio Day With Int'l R-TV Awards

Special to RADIO-TV DAILY — Barcelona, Spain—Preparations are under way to commemorate Radio Day, Nov. 14, when the medium was inaugurated here in 1924. The occasion will be marked by awards going to figures in the country who have distinguished themselves in radio and TV during the last season.

This year, the Novel Prize valued at 50,000 pesetas, approximately \$800 in U. S. currency, information regarding the event will be bed from the general secretariat of Radio Day in this city.

## STORK NEWS

WCBS' early bird Jack Stern and his wife Barbara, become parents of their sixth daughter, Linda Marie, born June 18 at St. Joseph's Hospital, Stamford, Conn.

Edward and Pat Blaker become parents of a girl, Kelly-Ann, born at New York Hospital. Ed is production manager for J. M. Blair Co.

# SO. CALIF. R-TV WOMEN ELECT NEW '62-3 SLATE

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Jennie DeVivier of Mary Markham Productions has been elected president of the Radio-TV Women of Southern California for 1962-'63. Other officers of the group are Gene Karaganian, KTLA operations manager. 1st VP; Jacqueline Brown, radio-TV manager, Bergen. Lynn & Lee Associates. 2nd VP; Evelyn Bigsby, former associate managing editor for women's features, TV Guide. 3rd VP.

Also, Ruth Adams, radio-TV director, California Pharmacy Journal, recording secretary; Elsa Cronenberg, office manager, Avery Knodel, corresponding secretary; Juanita Butts, KTTV administrative secretary, treasurer, and Felice Greene of Audiences Unlimited, assistant treasurer.

On the board are Dona Clark (ex-officio), free - lance writer; Juanita Royal, KCOP accounting manager; Dolores Finlay, KRCA press-publicity supervisor; Mabel Hill, McFadden & Eddy PR; El-nora Von Verdó, independent TV packager, and actress-journal Janet Blair and Lois January.

## Jayark's 'Bozo' Rights To Chi Outlet for 5 Yrs.

WGN-TV, Chicago, has renewed "Bozo the Clown" for five years. It was revealed by Harvey L. Victor, general sales manager of Jayark Films Corp. In addition to renewing telecast rights to the original "Bozo" library, WGN-TV purchased rights to the 52 additional "Bozo" cartoons now in production and scheduled for complete delivery in September.

WGN-TV programs the "Bozo" library within the framework of an hour children's extravaganza titled "Bozo's Circus." The program is telecast daily and on Saturday morning, when a taped replay of one of the shows of the previous week is telecast.

"Bozo" played by Bob Bell, is assisted by Ned Locke as The Ringmaster; Hal Taylor, the champion gymnast from Wisconsin U., as "Tails," an acrobatic clown; Bob Trendler's Big Top Band, and a galaxy of visiting circus performers.

## Bobby Darin Real 'King' With Heart Fund Aid

Singer Bobby Darin has contributed \$10,000, his fee for an appearance on Ed Sullivan's show last month, to the Heart Fund of the American Heart Association. A past sufferer of rheumatic fever, Darin has led several Fund campaigns, and has been given the title, "King of Hearts."

## 4 Comics' Wives Discuss Hubbies With Hy Gardner

Wives of four of the nation's top comedians guest on WOR-TV's "The Hy Gardner Show" Saturday in a discussion about the private mounds, fears, off-stage senses of humor and home lives of their respective husbands. Appearing will be Mrs. Joey Adams, Mrs. Jack E. Leonard, Mrs. Buddy Hackett and Mrs. Jan Murray.

## Opera's Story Dramatic TV

Binghamton, N. Y. — The dramatic story of the Tri-Cities Opera, the world premiere of Myron Pink's "Opus Jeremiah," and its impact not only on this community, but also on musical circles throughout the country will be seen tomorrow evening on WBNF TV Sponsor is Millbrook, for Miracle-Mix Bread.

The program relates the story of how an opera started in Michigan, came to Binghamton and was produced by the Tri-Cities Opera in cooperation with the New York State Council on the Arts.

WBNF-TV camera crews attended meetings with the composer, rehearsals and opening night of the opera, and finally went to the critics to compile the necessary film footage to recreate the story. The show was written and directed by L. Peter Edles, narrated by Len Hathaway and produced under the direction of the station's department of public affairs.

## 15 Market Deal in Canada

(Continued from Page 1)

Reed, president of Official,

"Biography" is the first TV program to be purchased by the Canadian sponsor. Official was assisted by All-Canada Radio & Television Ltd., appointed only a week ago as Canadian distributor of the series.

### Third Such Sponsorship

The new regional, the third multi-market sponsorship spread for the series, brings U. S. and Canadian sales to 103 markets, Reed said. The two other regionals were purchased by Strietmann Biscuit Co. for 24 Southern U. S. markets through Ralph H. Jones

## WLIB Summer Sked Has 17 Pubserv Hrs.

Seventeen hours of public service programming devoted to "The Community in Action" will be presented for 12 consecutive weeks on WLIB. It was announced by Harry Novik, president-general manager. The Summer series will examine the different aspects and services of 12 agencies working for the social and economic welfare of New York City's 1,750,000 Negro citizens.

The broadcasts comprise five separate weekly programs over a three-month schedule, with each nightly segment to be heard Mondays through Fridays, 9-9:15. The series was produced by WLIB public affairs director George W. Goodman and his staff of reporters.

## NAB Code Director Asks Ad Freedom from Trivia

(Continued from Page 1)

trivialities it is because the country itself is so concerned.

He said the very efficiency of the American economy is forcing advertising to confine its creative abilities within the extremely narrow limits of degrees of excellence.

"All leading brands of gasoline have achieved a phenomenal degree of efficiency," he said. "All leading makes of automobiles which they propel are wonders of mechanical perfection. Cigarettes, soaps, detergents, and countless other products have reached quality standards which make it almost impossible for the most discriminating purchaser to select among them except upon the most fragile, virtually non-existent individual characteristics."

He added that it is "advertising's strenuous and well-intentioned efforts to work with minutiae" that has led to accusations that it is establishing false values and exploiting the public.

Co. of Cincinnati and by Pacific Gas & Electric Co. for seven

Los Angeles — Producer Jack Haley, Jr., has added nine more subjects to the "Biography" series.

Subject and writers for the half-hour telefilms are: John B. Lewis and David Ben-Gurion; to Alan Lansburg; Admiral Chester Nimitz, General Francisco Franco and Sen. Joseph McCarthy; to Al Ramrus; Charles De Gaulle and Henry Ford; to Nicholas Noxon, and Mark Twain and Sigmund Freud to Forrest Allen.

California markets via BBD&O, San Francisco.



That's WSB-TV's  
average  
share  
of Atlanta  
audience

Monday through Sunday, 9 AM til mid night, the latest ARB Feb 16 Mar. 15, reports WSB-TV extended its dominance of Atlanta television. This makes 52 consecutive months that Atlantans have shown a decided preference for WSB-TV over the two other television stations in this million plus market. This loyalty makes WSB-TV the top sales-producing station in Atlanta. Let it move your products, too!



Affiliated with The Atlanta Journal and Constitution.  
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte.  
WHD/WHIO TV, Dayton.



## LATE PAUL WHITE IN HALL OF FAME

'Father of Radio News'  
To Be Inducted July 27

West Coast Bureau of RADIO-TV DAILY  
San Diego — KFMB-TV's former news director, the late Paul W. White, has been selected for an honored place in the newly established Radio Hall of Fame, it was announced by George Whitney, the station's VP-general manager. The selection of 15 persons was made by the American college of Radio Arts, Crafts, and Sciences on the basis of individual contribution in the broadcasting field which helped shape the industry.

White pioneered the development of news presentation on radio and subsequently became known as the father of radio news. He was news director for KFMB-TV and KFMB at the time of his death in 1955. He was CBS public affairs director from 1934-1947.

## Betty Furness Prexy Of N. Y. ATAS Again

(Continued from Page 1)

president to hold office for two consecutive terms. In addition to Miss Furness, the balance of last year's slate was reelected except for Paul Taubman named treasurer.

Other officers are 1st VP, Bob Banner, president, Bob Banner Associates; 2nd VP, Larry Lowenstein, GAC VP; secretary, Evelyn F. Burkey, executive director, Writers Guild of America, East.

Miss Furness, regarded by many as television's leading spokeswoman, has served in the local organization as 2nd VP and also as secretary of the parent National Academy. She has also been on the board of governors for five years and a national trustee for the past three. In addition, she was also co-chairman of the Membership Committee and was on the National Awards Balloting Procedures and Entry Qualifications Committees.

## '11th Hour' Seg to Roll With Morris, Miss Bettin

Sandra Bettin and Chester Morris have been signed by MGM-TV for roles in the "Along About Late in the Afternoon" episode of NBC-TV's "The Eleventh Hour" series. The story deals with a criminal king-pin who falls victim to a mental illness.



FURNESS

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

Executive producer Herbert B. Leonard has cast Buster Keaton as guest co-star in the "Journey to Nineveh" episode of "Route 66" which rolls this week. Keaton has appeared but rarely in TV and motion pictures in the U. S. because he has been busy making p.a. tours of Europe, where his silent films are very big on TV.

Walter O'Keefe is looking for names for his KIII Radio Show. Producer Cal Milner at KIII is the contact. Veteran commentator John J. Anthony covers the news in depth on his one-hour programs Saturday and Sunday on KMLA-FM. 24-year-old Paul Wallace has just re-created his Broadway role of "Tulsa" in Mervyn LeRoy's "Gypsy"—and now the July issue of "Teen" features him with Natalie Wood.

You're apt to see a lot more of actor Ray Walston since he has been set in the title role in "Reformation of Willie Henryrry," for the Revue series, "Going My Way." His character parts in features brought him this TV role. Jim Fritzell and Everett Greenbaum have been set by the Frank Cooper office to prepare a pilot script for Four Star comics Ford and Hines. Dale Wasserman will pen "The Circle of Death" for the Jack Webb "True" series. Steve Lawrence, hosting the "Tonight" show this week, to do a week at the Living Room in Chicago starting Sept. 14.

Veteran character actor Abraham Sofaer has a leading role in the current "The Visitors" segment of "Dr. Kildare." Not that actors of Sofaer's calibre don't keep busy, but the way dramatic series are set up, an actor can appear in but one episode per season. One of these days some producer will revive a character who did especially well and bring him back in another episode. It is from such things that spinoffs derive.

KNX has set Pat McGuinness as newscaster for the 7:30 AM edition over KNX and the CBS Pacific Network, with Hugh McCoy on at 5:45 PM. McGuinness and McCoy are filling the vacancy created by the recent death of Frank Goss.

KHJ-TV's Mal Klein and Don Balsano have returned from a sales trip to New York. Bob Sutton, General Manager of KNX, due back from a one week vacation Monday. KTTV's Jim Hoffman is recuperating at home trying to heal a fractured collarbone and hand.

Leon Ames, fresh from completing the first 35 shows of his "Father of the Bride" series, has signed with Walt Disney for an important role in the feature film, "Son of Flubber."

Charlie Teagarden and his new group are the latest to be signed by Jack Eklash for the first annual Las Vegas Jazz Festival next month. Phil Turetsky and Jimmie Baker are on tour this week to hold special screenings of "Jazz Scene U.S.A." in San Francisco, Pittsburgh, Chicago and New York.

## WORLD TV 'LIVE' STILL FAR OFF

FCC Commissioner Tells  
Difficulties Involved

West Coast Bureau of RADIO-TV DAILY  
Seattle — International beamed directly to home receivers, as contrasted to programs beamed to distribution networks of other nations often for delay retransmission, is not as near some people believe, FCC commissioner T. A. M. Craven of the Washington U. School of Communication.

He pointed out the difficulty inherent in world use of some incompatible TV systems, different time zones throughout the world and the problem of interference with earthbound channels.

## Playcast Will Show N.Y.'s New Theatre

When WCBS-TV airs "The Merchant of Venice" tomorrow New Yorkers will get their first look at the city's newest theater, a 2,300-seat outdoor amphitheater on Lake Belvedere in Central Park.

The amphitheater will serve as the first permanent home of New York's Shakespeare Festival, which has presented free Shakespearean plays in various parts of the city for the last six years. It was dedicated Monday at a benefit preview. Excerpts from the dedication also will be shown on tomorrow's 2½-hour telecast.

## Ohio Rep for W. Va. TV

Cleveland — Ohio Stations representatives has been appointed to handle sales in Ohio and Pittsburgh for WHTN-TV, Huntington, W. Va.

# News Flashes From Coast-to-Coast

### East Meets West

Dallas — Hiroaki Ohtawa, Mitsuhiro Murata and Tsinemi Takahashi, of the Japan Broadcasting Corp., took a look at the broadcasting scene here on a tour of WFAA-TV and KRLD-TV facilities. The trio was selected from among 15,000 employees of the firm to visit and study the medium in the U. S.

### Centennial Comm. Member

Washington — Larry Beckman, WTOP's public affairs director, has been appointed to the Arrangements Committee of the Emancipation Proclamation Cen-

tennial ceremony, at the request of Congressman Schwengel. The ceremony will be held at the Lincoln Memorial Sept. 22.

### Hepler Joins KHOU-TV

Houston — Mark Hepler, former New Orleans radio and TV journalist who recently completed his fellowship for the CBS News Foundation in the 1961-'62 year, has joined KHOU-TV as a news editor.

### Orr Retires

Houston — B. F. Orr, KTRH president, has retired. He was also president of the Rice Hotel

Co., general manager of the Rice Hotel and Texas State Hotel manager.

### WIL Establishes Award

St. Louis — WIL has established the "Assumption Man of the Year" Award, in honor of Ralph (Bud) Clark, former WJL newsmen, who died last October. Clark was a graduate of Assumption High School. This annual award is to be presented to the Assumption senior who "best exemplifies the qualities of an outstanding athlete and upholds the record of academic scholarship

## Rochester's Ch. 13 Gets Ready to Build

Rochester, N. Y. — Channel 13 of Rochester, Inc., has signed contracts totalling more than half a million dollars with Radio Corp. of America for a tower, transmitter and antenna for the new TV outlet.

The tower will be situated on

George S. Driscoll has been appointed Channel 13 engineering manager by the board of directors of the interim corporation. He has an extensive broadcast engineering background dating back to 1928, when he began his career with WMBQ, Auburn.

Pinnacle Hill here. Pending FCC approval, a base for the tower and a new building to house the transmitter banks of equipment will be built next to the present Channel 5 and Channel 10 installation. Construction efforts will be pressed to realize the Sept. 15 on-air target.

## Pastore Carving 'RIP' On Equal Time in Senate

(Continued from Page 1)

Candidates in 1964, as was done in 1960, and suspend for Congressional and even gubernatorial candidates in 1962.

"I believe the provision should be repealed, rather than suspending election by election," Pastore said.

"Repeal would be a well-deserved vote of confidence in the broadcasting industry, which in no way abused the temporary freedom objectively to use its mature sense of fair play in the public interest."

### Obligations Unchanged

Pastore pointed out that repeal would not "diminish or affect" legal and FCC requirements that broadcasters have the duty to provide a fair cross-section of opinion in coverage of public affairs and controversy.

Pastore pointed out that temporary suspension made possible the 1960 "Great Debates," by relieving broadcasters of the need to give equal time to splinter candidates. He argued that the track record of fairness was such as to merit permanent repeal.

## TVer Goes on Radio Ad Spree

Mobile — WALA-TV advertised its new 1,400-foot antenna with 4,429 spots on 30 radio stations this month. The campaign was launched on the theory that "everybody listens to radio some time each day."

After the antenna went into service, the news was aired on every AM outlet within a 30-mile radius of Mobile, with minute spots every half-hour the

# AGENCY NEWSCAST

By RALPH TYLER

Around-the-clock barrage of "Road to Hong Kong" TV spots started this week to boost the first film to be released under United Artists' "Premiere Showcase" plan (simultaneous first-run engagements in 13 metropolitan New York theatres). The TV spots were produced by Stan Freberg and are of 10-second, and one - minute duration. They're being spotted around such programs as "David Brinkley's Journal," "Walt Disney's World," "Dr. Kildare," "Car 54," and the "Loretta Young Show."

The Venice International Advertising Film Festival has awarded its TV Grand Prize to an MPO-produced commercial "Who says beer is a man's beverage?" made for JWT and its client, the United Brewers Assn. It is the first time in several years that the award has been given to a U. S. producer. Last year's TV grand prize went to a British producer. For two consecutive years before that it was taken by commercials produced overseas for Chevrolet.

Lee Bowman will be spokesman for the AMA and Merck Sharp & Dohme, co-sponsors of "Breakthrough: Mental Illness," hour special to be aired on NBC-TV Friday. Vichy of France, Inc. has renewed for another 13 weeks their schedule of one-minute daily spots on "The Elizabeth Morgan Show." The purchase was made through Wunderman, Ricketts & Kline, Inc., to advertise Vichy Celestins, an imported mineral water . . . WRCV Radio, Philadelphia, is airing a remote from the show room of the Norristown Ford Co. Friday, featuring Arlen Saylor and his 17-piece band. Arrangements were made through Cox and Tanz, agency, and Norman Leebron, WRCV account exec.

Louis J. Nicholas has joined Geyer, Morey, Ballard as VP and account exec. He'll headquarter in the Los Angeles office. Previously he was VP and account supervisor at Kenyon & Eckhardt . . . Dick Katerndahl, manager of the Denver branch of Campbell-Ewald for the last 5½

### Thought for Today

"Advertising is a highly developed form of mass selling, without which mass production and mass distribution would not have been achieved. It is financed by business as an intelligent and essential investment in distribution. It functions as a progressive social force, based on the revolutionary proposition that everyone should have the right to enjoy the fruits of our modern technology, and that if we allow free competition in the market place the informed consumer will make decisions which will encourage continuously improved products at lowest possible prices."

—Norman H. Strouse,  
Pres., J. Walter Thompson

years, has been transferred to the Detroit office as merchandising account exec for Chevrolet passenger cars. Replacing him as Denver manager is John Hamill, formerly of KLZ Radio, and a director of the Advertising Club of Denver.

## Henry Brenner Heads R-TV Research Unit

Henry Brenner has been elected president of the Radio and Television Research Council for 1962-63. President of the Home Testing Institute—TVQ, he succeeds Mary McKenna.

Also, Miss Babette Jackson, senior project director in the research department of Dancer-Fitzgerald-Sample, was elected VP, and Miss Rose Marie O'Reilly, CBS-TV ratings research manager, was chosen secretary-treasurer.

The Radio and TV Research Council, founded 20 years ago, is designed to provide for informal discussions among its members of radio and TV research problems, and through these discussions to improve the methods and techniques of radio and TV research.

## 'Telesports' Makes Bow With Schenkel, Leaming

Sportscasters Chris Schenkel and Jim Leaming will narrate a new weekly sports program, "Telesports Digest," bowing Saturday on WPIX.

Distributed by Tel Ra Productions of Philadelphia, the half-hour film series will feature highlights of top athletes in action.



You can preach a better sermon with your life than with your lips.

Goldsmith

—A Thought For The Day—

MARTIN HIMMEL, President  
DUNNAN & JEFFREY, Inc.  
730 Fifth Avenue  
New York, N. Y.

first five days, and 20 ten-second spots daily the next 10 days.

W. B. "Waddy" Pape, the station's general manager, said radio was decided on as the surest means of reaching the outlying areas.

# WOW! THREE BIG REGIONAL SALES! CALIFORNIA OIL 12 MARKETS! BOWMAN BISCUIT 36 MARKETS! FOREMOST DAIRIES 23 MARKETS! ALL FOR HENNESEY!

Together, including nine stations in major markets that bought the Jackie Cooper series individually, over 70 markets are already sold on **HENNESEY**... and all in almost no time at all! Looks like **HENNESEY** has what advertisers are looking for nowadays: A popular star in a hit network series (96 half-hours)—ready for action right at the windup of the network run. It means ready-made local audiences ready to listen to your product story. **NBC FILMS**  
**HENNESEY**—no sooner said than sold!





Established February

VOL. 90, NO. 119

THURSDAY, JUNE 21, 1962

TEN CENTS

# CATV: "CRISIS FOR THE FUTURE"

## Westinghouse Gears Specials for Youths in Prime TV Hours

Westinghouse Broadcasting this Fall starts production on a series of young people's specials for prime-time viewing, with cultural arts to be the area explored on a monthly basis beginning in September. It was announced by WBC programming VP Richard M. Pack. At least 12 programs are planned on a one-a-month basis, with the full roster of topics



PACK

(Continued on Page 4)

## Initial OK Looks Toward Stations in Ohio, Ind.

Washington Bureau of RADIO-TV DAILY  
Washington — FCC hearing examiner Annie Neal Hunting has issued an initial decision looking toward grant of applications of Crawford County Broadcasting for a new AM station on 1540 kc, 500 watts, daytime, directional antenna, in Bucyrus, O., and Airon, Ind., for a new station on the same frequency with 250 watts, daytime, Decatur, Ind.

## Austin Storm Tied Up By 'Do-it-Yourselfers'

Austin, Tex.—The KTBC News Department boasts a city-wide staff of storm reporters. On a recent Sunday night, a thunderstorm struck Austin, and KTBC appealed, "will listeners please fill with reports of rainfall and storm damage?" Three reporters were tied up on telephones for the next half-hour, and they had the story wrapped up and reported back to their listeners in another 30 minutes.

## CLEVELAND EYES REPAIR PERMITS

City Ordinance Proposes TV Servicemen's Licenses

Cleveland—Frequent complaints to the Better Business Bureau on practices and prices of TV servicemen have sparked renewed interest in a proposed ordinance which would require repairmen to meet standards of licensing. The measure was defeated once before: (Continued on Page 6)

## Louisville Operator Buys in Little Rock

Washington Bureau of RADIO-TV DAILY  
Washington — Glen Harmon has purchased KAJI, Little Rock, for \$105,000, through W. B. Grimes & Co. The sale is subject to FCC approval.

Harmon, a broadcast veteran, is manager and owner of WINN, Louisville. An application is pending for the sale of WINN to G. D. Kincaid.

Sellers of KAJI are Michael (Continued on Page 8)

## Rosel Hyde Derides Gov't-Owned System For Space Satellites

West Coast Bureau of RADIO-TV DAILY  
Seattle—Government ownership of a space satellite communications system would hardly be a good way to demonstrate the superiority of the private enterprise system. FCC Commissioner Rosel H. Hyde said here, yesterday. A bill on this very subject is pending in the Senate.



HYDE

Speaking to the Mountain-Pacific States Conference of Public Service Commissions, Hyde mentioned the

(Continued on Page 5)

## Provo CP Canceled

Provo, Utah—Champion Electronics has abandoned its construction permit for KCHL. FCC has cancelled the call letters.

## Storer in Production Tie-In For Networks, Syndication

Storer Programs, Inc., and Television Artists and Producers Corp. have announced a working relationship looking to the development and production of TV properties both for network



LEE

and syndication. The announcement was made jointly by SPI VP Terry H. Lee and TAPC President Bruce Eells. To handle expanded operations, new offices have been established for both Storer Programs and Television Artists in Hollywood. The first two properties devel-

oped under this joint arrangement are "The Charlie McCarthy Show" and "The Littlest Hobo," both now in color production on location and in Hollywood.

The "McCarthy Show" will feature the famous characters created by Edgar Bergen in a situation comedy combining both live action and animation. "Hobo" is a half-hour adult action-adventure series starring London, an amazingly intelligent German Shepherd dog. Based on the feature film of the same name, the latter will be produced for SPI by Dorrell and Stewart McGowan, who also produced the movie.

## NAB Seeking Solution To Inequities Periling Commercial Stations

Encroachment of community antenna systems on regular commercial TV operators yesterday was fingered by NAB executive Dan Shields as "the crisis for the future" of the video broadcasting industry.

It's no longer "a little fellow piping programs over a hill," according to Shields, who contends: "Big investors are looking into CATV and all of its ramifications, as well—pay TV, FM, music and even commercials!"

Stressing the fact that the NAB does not oppose CATV, per se, Shields nevertheless revealed that the organization is seeking a solution to "inequities caused when a system seriously affects the operation or existence of a local station."

Earlier this week, in an address before the Georgia Ass'n of Broadcasters, Shields declared that community antennas are engaged in an "unregulated industry com-

(Continued on Page 8)

## Mike Shapiro Interviews Minow at NAB Confab

Dallas — Mike Shapiro, GM of WFFA-TV will be in Washington June 25-29 for the NAB directors meeting at which time he will tape an interview with FCC chairman Newton N. Minow. The interview will be aired in July on Shapiro's "Let Me Speak to the Manager" program.

## U.S. Rubber Helps NBC Stretch Radio Revenue

U. S. Rubber Co. tops a list of 22 advertisers signing with NBC Radio for \$1.6 million in new and renewed business over the last three weeks. The rubber manufacturer will promote its tires on a week-end saturation basis on "Monitor 62" for 13 weeks beginning June 30. Fletcher Richards, Calkins & Holden placed the order.

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**WASHINGTON BUREAU**  
Harry Lande  
Office: 1126 National Press Building  
Executive: 3-6889

**WEST COAST OFFICES**  
Lawrence B. Kravner, Vice-President and General Manager  
6425 Hollywood Blvd., Phone: Hollywood 9-3951

**CHICAGO BUREAU**  
Mal Tate  
192 North Clark St.  
Telephone: AN 8-0647, 3-5250

**CANADIAN BUREAU**  
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Room 314, Belmont St., Montreal

**LONDON BUREAU**  
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**COMING AND GOING**

ROBERT RUSSELL BENNETT, musical director of NBC's "Project 20," has returned to N.Y. after a holiday in Rome, where he completed work on a symphony.

ROBERT JAMIESON, CBS-TV Canadian director has returned from a week-end trip to Toronto.

MAX BYGRAVES, British radio-TV comedian has left for London by BOAC.

MAGGIE MCNELLIS to London by BOAC.

HANK WARNER, BS-TV press information director, back from a North Carolina vacation.

BILL TODMAN in Hollywood this week for business meetings.

MITCHELL R. LEISER, formerly with GAC-TV and G-T Productions, to Europe for TV program conferences with Interiel Companies there.

WALLY KIGHTLY TV actor, in town from the Coast for TV assignments.

HARVEY ORKIN, of Frank Cooper's N.Y. office, has returned to N.Y. following conferences in Hollywood.

MEL STUART, Wolper Productions producer-director, back in Hollywood after three weeks of business in Europe.

MANOLO TORRENTE to London for taping of Milton A. Leli's upcoming TV series "Broadway Goes Latin."

**FINANCIAL**

(June 20)

**NEW YORK STOCK MARKET**

Admiral Corp.	12 1/2	12	12
AB.T	26 1/2	26	26
A. T. & T.	105 1/2	102 1/2	103
AVCO	20 1/2	19 1/4	19 1/4
CBS	34	34	34
Columbia Pic.	15 1/2	15 1/2	15 1/2
Crown Coll.	22	21 1/2	21 1/2
Decca	38 1/2	37 1/4	37 1/4
Disney	29	28 1/2	28 1/2
East Kodak	9 1/2	8 1/4	8 1/4
Gen. Elec.	31	30 1/2	30 1/2
General Tel.	20	19 1/2	19 1/2
Hazeltine Corp.	17 1/2	17	17
Magnavox	32 1/2	30 1/2	30 1/2
MCA	3 1/2	3 1/2	3 1/2
M-G-M	3 1/4	3 1/4	3 1/4
Not. General	6 1/2	6 1/4	6 1/4
Paramount	40	39 1/2	39 1/2
Plough	53	51	51
RCA	43 1/2	41 1/4	41 1/4
Singer	28 1/2	28 1/2	28 1/2
20th. Fox	20 1/2	20	20
United Artists	27 1/2	27	27
Warner Bros	13 1/2	12 1/2	12 1/2
Westinghouse	27 1/2	26 1/2	26 1/2
Zenith Radio	5 1/2	4 1/4	4 1/4

**AMERICAN STOCK EXCHANGE**

Capital Cities	1 1/2	1 1/2	1 1/2
DeSilu	7 1/2	7 1/2	7 1/2
Filmway	5 1/2	5 1/2	5 1/2
Movielab	9 1/2	9 1/2	9 1/2
MPO	7 1/2	7 1/2	7 1/2
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	3 1/2	3 1/2	3 1/2
Rollins	11 1/2	11 1/2	11 1/2
Screen Gems	14 1/2	14 1/2	14 1/2
Technicolor	9 1/2	9 1/2	9 1/2
Tele-Prompter	7 1/2	7 1/2	7 1/2
Trans-Lux	13 1/2	12 1/2	12 1/2
TV Industries	1 1/2	1 1/2	1 1/2

**OVER THE COUNTER**

Bid	Ask
Jarold	5
Meredith	25 1/2
Metromedia	12 1/2
Official Films	7 1/2
Scranton	5
Stearling	1 1/2
Transcontinent	8 1/2
Wometco	19

\* Courtesy of National Association of TV Dealers

**45th Lutheran Confab Views Radio's Role**

The importance of indigenous, relevant programming in global Christian broadcasting will be stressed during the 45th annual international convention of the Lutheran Laymen's League July 8-11 in Portland, Ore.

The League sponsors the "Lutheran Hour," the largest non-government supported radio broadcasting operation in the world. Dr. Walter Schur, an Oxford, Mass., physician who heads the Lutheran Hour Committee, will discuss the program's objective.

Explaining the term "indigenous," he states that "material used on radio must reveal prior contact with the listener in a realistic understanding of his situation, problems, background and need. Each program should project the culture in which the target listener is found."

**MGM Teletudios Prexy Talks on Tape Progress**

George K. Gould, MGM Teletudios president and general manager, will speak on "New Techniques in Video Tape Production" tonight at a seminar of the Society of Motion Picture and TV Engineers in New York.

The lecture is the last of seven in the society's Spring series, organized by the group's East Coast Sub-committee on Audio-Video Recording.

**TRIO PICKS UP TAB FOR ELROY'S SHOW**

U. S. Coast Bureau of Radio TV DAILY  
Hollywood — Three sponsors have lined up behind Elroy Hirsch to present his "Elroy Hirsch Sports Final" on KNX, Hirsch, who started his sportscasting job last month, is sponsored by General Cigar, through Young & Rubicam; Pennzoil, through Eisaman-Johns & Law, and Western Federal Savings & Loan through Robinson & Haynes. Each has purchased five-minute segments.

**Mattel Helps Back ABC's 'Discovery'**

U. S. Coast Bureau of Radio TV DAILY  
Los Angeles — Mattel, Inc., Hawthorne, Calif., toymakers, will participate in sponsorship of "Discovery," new half-hour youth-oriented TV program debuting on ABC this Fall. In addition, Mattel products will get increasingly heavy exposure on TV during the 13 weeks before Christmas.

The company has skedded \$5.7 million in advertising for this year nationally. Agency is Carson/Roberts, Inc. The "Discovery" sponsorship will augment Mattel's continuing full sponsorship of its own network show on ABC-TV, "Matty's Funnies with Beany and Cecil."

**P&G, Coca-Cola, Gillette, Buy CBC 'Talent Scouts'**

Special to RADIO TV DAILY  
Montreal — Three national advertisers have purchased sponsorship in "Celebrity Talent Scouts," which debuts on CBC-TV July 3 as Summer replacement for the "Garry Moore Show." They are Procter & Gamble via Compton Advertising; Coca-Cola via McCann-Erickson, and Gillette Safety Razor via Spitzer, Mills & Bates.

**Telesistema Tapped For Kennedy Visit**

CBS-TV coverage of President and Mrs. Kennedy's visit to Mexico June 29-July 1 will use facilities of "Telesistema" in Mexico City and KENS-TV, the net's San Antonio, Tex., affiliate.

The events of the first day of the visit will be reported in a special same-day edition of "Eyewitness" June 29. A CBS News Extra to be broadcast on the final day of the visit, July 1, will sum up the trip. Charles Collingwood, reporter on "Eyewitness," will be the on-the-scene anchor man for both broadcasts.

**Florida Gets AM Station**

Oakland Park, Fla. — Albert S. Tedesco has been granted a new AM radio station on 1520 kc. 1 kw. here, the FCC reports.

**Color Cameras 'On the Strip'**

U. S. Coast Bureau of Radio TV DAILY  
Los Angeles — A half-hour color music special, "On the Strip," will be aired on KRCA Monday with Russell Arms, singing star of "Hit Parade" for five years, as host.

Other performers will be Calvin Jackson, pianist - conductor and composer, vocalist Peggy

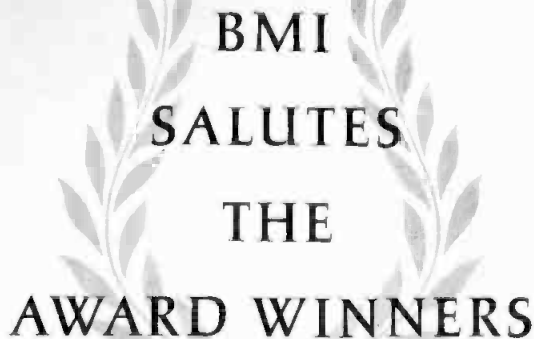
Taylor, jazz guitarist Barney Kessel, and Calvin Jackson's Group. Fred Rice is the producer of the series.

**Sounds on Name Bands Woven Into CBS Web**

CBS Radio next week begins featuring outstanding name bands nightly, with four programs coming from the Steel Pier, Atlantic City and Tuesday offerings beamed from the Casino Beach Club, Virginia Beach, Va. The Atlantic City schedule opens with Gene Krupa, Carmen Cavallaro and his orchestra kick off the Virginia Beach airings.

Other bands to be featured include the Glenn Miller orchestra under the direction of Ray S. Kinley; Tony Pastor; Stan Zlotin; Blue Barron, and the Duke of Dixieland. Many of the groups will be heard from both sites at different times during the summer.





**BMI  
SALUTES  
THE  
AWARD WINNERS**

The great honors from distinguished organizations, presented in the month of May, reflect the significant contributions being made to the music of our time by composers and publishers affiliated with BMI.

We congratulate these award winners and take great pride in having their honored works in the BMI repertoire.

**1962 PULITZER PRIZE**

**ROBERT WARD**  
*"The Crucible,"*  
 an opera after the play by  
 Arthur Miller

\*

**NEW YORK MUSIC CRITICS  
CIRCLE CITATION**

**ARTHUR BERGER**  
*"Quarter"*

**ELLIOTT CARTER**  
*"Double Concerto"*

**ROBERT WARD**  
*"The Crucible"*

\*

**1962 HENRY HADLEY MEDAL**

From the National Association of  
 American Composers and Conductors  
 for Outstanding Service to American  
 Music

**HENRY COWELL**

\*

**LILI BOULANGER MEMORIAL  
AWARD**

**CHARLES WUORINEN**  
 (co-winner)

**NARAS AWARDS**

(National Academy of Recording  
 Arts and Sciences)

Records of the works of the  
 following writers whose music  
 is licensed by BMI

RAY CHARLES

JIMMY DEAN

MAHALIA JACKSON

GALT MacDERMOT

ELAINE MAY

PERCY MAYFIELD

PETER NERO

MIKE NICHOLS

SI ZENTNER

**NATIONAL INSTITUTE OF  
ARTS AND LETTERS**

**LEON KIRCHNER**  
 Elected to Membership

\*

**GRAND PRIX AWARD**  
 (The News Society of Italy)

**Best Jazz Album of the Year**  
*"Mingus Presents Mingus"*  
**CHARLES MINGUS**

\*

**OBIE (Off Broadway) AWARDS**

**Best Musical**

*"Fly Blackbird"*  
 written by  
**C. JACKSON,**  
**JAMES HATCH**  
 and  
**Jerome Eskow**

\*

**IVOR NOVELLO AWARDS**

For Outstanding Contributions to  
 British Popular and Light Music

**Most Performed Work of the Year**

*"My Kind of Girl"*  
 written by  
**LESLIE BRICUSSE**

\*

**Year's Outstanding Light  
Orchestral Composition**

*"The Secrets of the Seine"*  
 written by  
**TONY OSBORNE**

\*

**Year's Outstanding Jazz Composition**

*"African Waltz"*  
 written by  
**GALT MacDERMOT**

\*

**MOE (Music Operators of America)**

**Most Popular Record of the Year**

*"Big Bad John"*  
 written by  
**JIMMY DEAN**

\*

1962

**GUGGENHEIM FELLOWSHIPS**

**GUNTHER SCHULLER**  
**EZRA SIMS**



\* **BROADCAST  
MUSIC,  
INC.**

589 Fifth Avenue  
 New York 17, New York

## Air Blast Object Felled, No Connection: WEJL

Seranton, Pa. — The day after a broadcast editorial on WEJL criticized the minimum of 15 minutes free parking, the toll booth was almost demolished by a vehicle. WEJL GM Cecil Woodland assures there is no connection between the station's editorial and the damaged toll booth.



By TED GREEN

## Conn. Solons Praise State R-TV Pubserv

New Haven — The Connecticut Broadcasters Ass'n has drawn praise from state solons for its 1961 public service record, as recently documented by a national public accounting firm. The senators and congressmen were unanimous in their approbation of the stations' donations of more than \$105 million in air time for public service. Scovell, Wellington & Co. did the tabulating.

Gov John Dempsey congratulated the Connecticut broadcasting industry for its contributions and agreed that the time donated to public service causes amounted to a "staggering total."

Fifth District Congressman John Monagan said he commends state broadcasters for a "substantial public service contribution." Congratulations were also received from Congressman Emilio Q. Daddario of the First District and Senator Prescott Bush who said, "I have long been aware of the excellent record of Connecticut radio stations."

## Rubinstein Embellishes 'Concert Hall' Telecast

Renowned pianist Artur Rubinstein appears on WOR-TV's "World Artists Concert Hall" Sunday. He will offer Mendelssohn's "Spinning Song," "Liebestraum" by Liszt and "C Sharp Minor Waltz" and "Polonaise Militaire" by Chopin.

In addition, viewers will glimpse Rubinstein at home with his family, and during practice hours. He will discuss his life and career.

13th Annual  
WHITE MOUNTAINS'  
FESTIVAL of the 7 ARTS  
July 6th to 23rd

SKY HIGH in the  
WHITE MOUNTAINS

3 LAKES • 5,500 ACRES

Lake **TARLETON** Club

Pike • New Hampshire

Information: Walter Jacobs

• • • Pat Boone will be at Freedomland this week-end for a three-day stand . . . Howard Sinnott, one of N. Y.'s top agents, gets his 21st year of Park Department dances rolling tonight with Buddy Morrow and his orchestra at Wollman Memorial in Central Park . . . Martin Carr to direct two upcoming "Lamp Unto My Feet" shows. Carr has become one of the most sought-after young directors on the CBS staff . . . "Captain" Nick Gargano, whose "Sportsmen of the Sea" radio show for Bonadettes was a huge success in the New York area last year, has transferred for the Summer months to Miami. His show will be heard on WGBS under the auspices of the Council for Safe Family Boating.

★ ★ ★ ★

• • • Erroll Garner's current European tour has been lengthened two weeks to include a special TV show in Amsterdam on Tuesday at the request of the Dutch government . . . Anna Sosenko is riding high with two of her compositions doing well in the wax parade—"Darling Je Vous Aime Beaucoeur" on Atlantic, and "I'll Be Yours" on May . . . Noted NBC News' UN correspondent Pauline Frederick will face the interviewer for a change Sunday when she is the featured guest on WLAD's (Danbury) "Sunday at Stonehenge" program . . . John Bruno, owner of the Pen & Pencil Steakhouse, is a happy man. He has just learned that on Jack Bailey's "Queen for a Day" ABC-TV show his restaurant was selected as one of the top eateries in New York . . . Walt Fraser has signed Denise Lor as the musical fashion plate on his "Big Pay Off" TV show. For eight years, Denise was featured comedienne and singer of the daytime Garry Moore TV show.

★ ★ ★ ★

• • • Freedomland scooped entertainment world by signing up Benny Goodman for Aug. 12-16, right after his return from Russian triumph. It has Harry James slated this week-end: Steve Lawrence, June 25th-July 1 with the Woody Herman and Glenn Miller bands. Other stellar bands upcoming include Stan Kenton, Tommy Dorsey, Les Elgart, Lionel Hampton . . . Jackie Kannon will appear on the Joe Franklin show tomorrow. Joe will give the whole show to Jackie and, just between us, this talented comedian should have his own show. Broadway calls him the versatile comic . . . The Legion of Decency gave Jackie Gleason's film, "Gigot," an A-1 rating . . . "Crying" TV comedian Rip Taylor revealed while dining at Bon Vivant he'll soon wax a comedy LP titled "I Cried All the Way to the Bank," via the Ans-Atlas label.

★ ★ ★ ★

• • • Goings on at Goodson-Todman: David Ludden, 14-year-old son of "Password" host Allen Ludden, makes his acting debut as his father's son in "Critic's Choice" for two weeks in August stock at Dennis, Mass., and Skowhegan, Me. . . The nite edition of "Password," incidentally, swamped "Laramie" and "Bachelor Father" to capture a 40.2 share of the audience—biggest nighttime rating ever for this Goodson-Todman show—in Nielsen ratings for the week ending June 3 . . . Beginning Wednesday, when "The Rebel" returns via re-runs to NBC, Goodson-Todman will have an all-time record of 32 half-hours on the air a week . . . 15 new staffers had to be added to the payroll to handle the new daytime version of "To Tell the Truth" on CBS . . . "Play Your Hunch's" popular Merv Griffin spends his week-ends repairing the plumbing at his Califon, N. J., farm. Hey Merv—youze got a union card??

★ ★ ★ ★

• • • Musical chairs at WSJS, Winston Salem, produced three new positions for veteran members of the staff. F. O. Carver, news director for 16 years, became the station's first PR director; Max Ulrich with WSJS since 1950, has been named the manager of its program department, and Charles H. Pointel, former radio department manager, was appointed manager of WSJS News Central.

★ ★ ★ ★

• • • My Stetson's off to: WSLS-TV, Roanoke, Va., for capturing more than half of the awards handed out by the Virginia AP broadcasters. Of 11 first-place awards to Virginia TV stations, WSLS-TV won prizes in five different categories.

## Rain Rains, Snow Snow On TV Weather Report

Detroit — An innovation in weather reporting — that in weather symbols look like they in motion — has been loaned on WJBK. The technique is polarized light to activate the symbols on a chemically coated film.

## Palma to Do TV Ads Via Alexander Prod

Alexander Productions, Inc. has been formed in New York City for the production of commercials, theatre advertising and business films. The new company will use the picture facilities of Alexander Film Co. in Colorado Springs, Colo., and Puerto Rico, with all creative control to emanate from New York.

Michael Palma, former executive VP of Transfilm-Caravel, organized the new company which will serve as its president. He said the company will have New York production facilities available, but will concentrate on lower-cost filming at the 18-acre Alexander movie plant in Colorado, with completion services in NYC. Palma added that his company will guarantee the production of New York or Hollywood quality films at savings of up to 25 per cent.

## WABC Youth Plan Set

(Continued from Page 1)

and performers to be announced. The five WBC stations will program in early evening hours, with a second telecast each show scheduled in an early time slot. The series will also be syndicated. Pack said it will explore the history, traditions, mechanics of the classical arts, symphony, opera, drama, ballet, painting and sculpture.

First program will be "Magical Magic," a capsule history of the art of magic starring Maurice Christopher who, in addition to his troupe, will be assisted by actors Julie Harris and Zoltan. Other specials include "First Concert," featuring the Cleveland Symphony and Robert Shaw Choral, with Shaw conducting and narrating; Billie Cora Baird using their puppets to show the history of marionettes and "Black Nativity," off-Broadway gospel play of last season.

Santangelo Producer

Michael R. Santangelo will serve as producer; James Easton, director; Bert Cowlan, assistant producer, and Bud Wendell, Jules Schwerin, editors. WBC is effecting tie-ins with local libraries and museums as well as school projects.

# L. A. All-Spanish U-TV to Be Int'l Flagship

## Mexican Video Giant Will Feed Programs To Channel in Fall

*West Coast Bureau of RADIO-TV DAILY*  
**Los Angeles** — KMXB-TV, reputed the first all-Spanish language TV station in the U. S., becomes the flagship of the newly organized Spanish Int'l Network when it goes on the air here in mid-September as a UHF. It was announced by acting general manager Julian Kaufman. Already broadcasting as part of the web are five VHF stations and one UHF outlet.

The station's programming will be created and filmed by Telesistema Mexicano, Mexican TV complex which has 18 studios, 52 TV cameras and nine Ampex videotape machines, and each week uses more than 500 actors and 600 musicians to produce 250 live shows, 28 of them musicals and all taped, said Kaufman.

### Exports to Latin America

Telesistema programs 18 stations in Mexico and exports videotaped shows throughout Latin America. Its entire tape library, including footage from mobile units, will be made available for KMXB-TV programming.

The Spanish Int'l Network's five Mexican stations, all operating in border cities, are XEJ-TV, Ciudad Juarez, which also feeds into El Paso; XEFE-TV, Nuevo Laredo, also serving Laredo; XEFA-TV, Nogales, Sonora, also serving ad-joined Nogales, Ariz.; XEM-TV, Mexicali, feeding El Centro, Calif.; Calceico, Baja California, and other Imperial Valley cities, and KEWT-TV, Tijuana, also serving the San Diego area. A sister station, KWEX, San Antonio, has been broadcasting in Spanish since February.

## Hyde Eyes Space Bill

*(Continued from Page 1)*

minence of a test of transoceanic TV via space satellites.

He denied the possibility of liquor, big profits, and claimed the glamour of space communications and the automatic assumption "that there must be a fortune in that for someone" is behind the move for Government ownership.

The House has passed a bill to set up a private corporation to own and control the system. After a bit of filibustering in the senate by those who want government ownership, that body is expected to approve a similar bill.

## Fargo Wants New ETVer

**Fargo, N. D.**—North Central Educational Television has applied to the FCC for a new ETV station on Channel 13 here.

## Dougherty New Prez Of R. I. Casters Ass'n

**Providence**—Joseph P. Dougherty, Capital Cities Broadcasting VP since January, 1960, has been named president of the Rhode Island Broadcasters Ass'n. He is general manager of WPHO-TV here, a post he has held since May, 1958, when Capital Cities purchased WPHO AM-FM-TV from Cherry & Webb Broadcasting Co.

Dougherty entered broadcasting in 1954 with WPTZ, Philadelphia. Before joining Capital Cities, he was sales manager of WJZ-TV, Baltimore, and assistant sales manager of KYW-TV, Cleveland. Prior to 1954, he was supervisor for the Washington Times-Herald and district manager for the Standard Fruit Co. in Cincinnati.

## Half-Hour Film Blasts Bogus Cure Merchants

A half-hour educational film, "The Misery Merchants," sponsored by the Arthritis and Rheumatism Foundation, is being distributed by the Institute of Visual Communication, New York.

The film, produced by Warner Bros., tells the story of the promotion of a bogus treatment for arthritis and what it does to a young woman. Filmed for TV and other audiences, it stars Dennis O'Keefe, Jean Wallace, Jerome Cowan and Dan O'Herialby.

## Giving of the Law Seen In Light of Democracy

"The Giving of the Law as a Democratic Act: Democracy and the Chosen People" is the title of the July 1 "Eternal Light" broadcast on NBC Radio. The program is part of the Summer series of dialogues between author-critic Mark Van Doren and author-lecturer Maurice Samuel. This season the entire series is devoted to "Democracy and the Bible."

## Boston Amateurs at Sea With School for Sailors

**Boston**—To enable New England's amateur sailors to enjoy a safer and happier boating season, WIDH-TV here is airing an 8-week course on "Small Boat Seamanship." Produced with the cooperation of the U. S. Coast Guard Auxiliary, Edward Holden, an expert on small crafts, is host and instructor.

## CBS Radio Meeting Planned



Meeting this week to prepare the agenda of the ninth annual convention of the CBS Radio Affiliates Ass'n Sept. 12-13 at the Waldorf-Astoria were Advisory Board members (l to r) Dr. Frank Stanton, CBS president, E. K. Hartenbuer, KCMO, Kansas City, District 7 director and chairman of the ass'n; CBS Radio president Arthur Hull Hayes, and John S. Hayes, WTOP, Washington, ex-chairman of the ass'n and ex-officio member of the Advisory Board.

## Court Gives Robbins Additional \$22,550

In addition to the \$140,000 awarded to Dave Robbins by the N. Y. Supreme Court May 6 in his plagiarism case against Frank Cooper Assoc., the court has ruled an added \$20,550 in legal interest.

The legal action taken by Robbins was based on his contention that the now extinct "Dotto" quiz show was founded on an idea he presented to Cooper regarding a children's show "Junior Journal" of which "Who's Dot?" was a part. Robbins held that "Dotto" and "Who's Dot?" were identical, although he had never signed a contract with Cooper giving him rights. Joseph Calderone represented Robbins.

## Aqua Ski, Irish Derby Spark 'World of Sports'

The Masters Water Ski Championships at Calloway Gardens, Pine Mountain, Ga., and the Irish Sweepstakes Derby, Curragh, Ireland, will be presented July 1 on ABC-TV's "Wide World of Sports." Jim McKay and Michael O'Hehir will cover the Irish Sweepstakes Derby, and Jim Simpson and Stew McDonald will be on hand for the water tournament.

Roone Arledge is exec producer of the program, with Barney Nagler producing the Derby segment, and Jack Lubell for the aqua events.

## Philco Quadruples Video Ad Spending

Philco will spend four times as much for national TV advertising in the last half of this year than it did in the same period last year. Charles H. Hakimian, general sales and marketing manager for the Consumer Products Division, said Philco's Fall TV sked will include 55 network commercial minutes on two specials, eight regular evening shows, and four daytime programs.

The Fall campaign will be launched with sponsorship of the Miss America pageant on CBS-TV Sept. 8. Philco will use a second TV special Oct. 8, when it sponsors the premiere of Johnny Carson's "Tonight" show on the NBC network.

## Flouridation Pros, Cons Return on Detroit Outlet

**Detroit**—Audience response has prompted WJBK to rebroadcast two controversial "Assignment Detroit" shows, hosted by newsman Bob King. The programs, on flouridation in the Detroit area, were originally aired Apr. 29 and May 6.

The pro viewpoints will be heard on Sunday, featuring Dr. William Travis of the Detroit District Dental Society. The negative side will be presented July 1, with Dr. George L. Waldbott, staff physician at the Harper Hospital.

## AP's Kramp Directs Member Relations

Louis J. Kramp has been appointed director of member relations for The Associated Press. He has been a general executive in the membership department since 1956 and was elected an assistant secretary of the AP in 1961 and continues in that position.



KRAMP

Oliver Gramling, assistant general manager, said Kramp will work with all domestic chiefs of bureau and regional membership executives on membership matters in all states and continue to act for Gramling in his absence.

## Repair Permits Eyed

(Continued from Page 1)

according to the BBB, one of every three calls in the past few years has had reference to repairmen.

The proposed ordinance will be discussed Sunday on WJW-TV's "Cleveland Caucus," moderated by Sydney Andorn. Appearing will be Councilman John Plich, sponsor of the measure; attorney Paul Walter, who opposed it once before when it was defeated; Ike Levine, founder of the Electronic TV Repairmen's Ass'n, and George Valenti, business agent of the International Union of Electrical Workers.

## Mass. Salesgirl Picked 1962 Musicmakers Queen

A 19-year-old salesgirl in West Springfield, Mass., Carol Trombly, has been chosen Music Queen of 1962 and will reign over the Music Industry Trade Show June 24-28. The trade show is sponsored by the National Ass'n of Music Merchants. Miss Trombly was selected by a panel of judges that included King Crosby, Mitch Miller, Jose Melis and Robert Preston.

## St. Lou 'Mouse Club' Gels Big Kroger Push

St. Louis — In a major merchandising campaign, the Kroger Co. has signed for full sponsorship of Walt Disney's "Mickey Mouse Club" five days a week for 52 weeks on KTVI-TV. The children's show debuts there as a half-hour program scheduled for Oct. 8.

The grocery store chain will have special promotions with Disney premiums and trading stamp plans. It will also feature traffic builders throughout the year of sponsorship. Store display material will center around the "Mickey Mouse Club" and Disney motion pictures. Kroger Co. film commercials will tie in with the particular theme of each club show.

Jimmie Dodd, host and head mouseketeer of the "Mickey Mouse Club," will make personal appearances in St. Louis Oct. 4, 5 and 6 to kick off the program.

## 7 Arts Post-'50 Pix Boost Ohio Channel

Programming of Seven Arts' post-'50 films over a seven-month period from last October to this April on WBNS-TV, Columbus, O., increased the station's average quarter-hour ratings 52 per cent; average quarter-hour share-of-audience 43 per cent, and average quarter-hour of viewing homes by 24,605, according to an ARB study announced by Robert Rich. Seven Arts VP-general sales manager.

He said WBNS-TV premiered its new feature film showcase on Oct. 19, 1961 and during the 22 rating weeks in the seven-month study programmed 13 Seven Arts "Films of the '50s" in two hours of prime time each Thursday.

The station's seven-month average quarter-hour ratings increased from 13 in Oct., 1960-Apr., 1961, to 19.7 in Oct., 1961-Apr., 1962, with the quarter-hour share-of-audience jumping from 20.7 per cent in the first period to 29.8 per cent in the latest survey. Average quarter - hour viewing homes went from 45,070 in the 1960-'61 period to 69,675, with Thursday 8-10 PM sets-in-use in Columbus increasing 6 per cent in the survey periods.

## Broadway Musical Stars Duet on 'Entertainment'

Alfred Drake and Jill Corey will share the spotlight as guest vocalists on CBS Radio's "Entertainment U.S.A." Sunday. They will do hit tunes from Broadway musicals.

## TV ACTOR GRASS IS MORALE 'HIKER'

Reservist Among N.Y. Troop Leaving for Summer Training

Broadway and TV actor Guy Grass will be among the reservists from the metropolitan area taking part in Army reserve training this Summer. But when Guy's sergeant bellows "Let's show on the road," he really means it. Guy is an entertainment specialist with the 30th Special Services Co. slated to leave for Camp Drum, Watertown, Saturday.

The primary mission of the army unit is to maintain the esprit de corps of the combat soldier and reducing the psychological stresses of battle.

One method that special Grass uses is providing live entertainment and music Arts and crafts activities by the craft and library section also help relax tensions. Applicants for the show are interviewed and auditioned by Spec. Henry S. Tausend, a troop agent for MCA.

## Central Media Bur. Adds Cranley as Exec

Central Media Bureau, Inc., has appointed Raymond Cranley, project leader for the CMB broadcast program, supervising systems analysis, computer programming and production. CMB, which announced its new computer service for the advertising industry in Fall, began its all-media programming for agency clients in January.

Cranley joins CMB after a decade of data-processing experience.

Cranley also has experience mechanizing TV and radio stations. At Peters, Griffin, Woodward he supervised the data-processing operation, processing capabilities, broadcast orders and schedule changes, as well as issuing salesmen's billing projections and station revenue estimates.

## Hoffman Promoted

Altoona — Lantz Hoffman has been promoted to WFFB new operations director, under new director Bob James.

## No Quebec TV License, 2 Quit Governors Board

Montreal — Dr. Eugene Forsey and Professor Guy Hudson have announced their resignations from the Broadcast Governors Board in protest against the Board's failure to issue a TV license to Quebec City. The license was refused to the CBC.

# News Flashes From Coast-to-Coast

### Traffic Reports Thru Summer

Boston — Auto traffic reports will be regularly broadcast on WBZ at the peak hours every Friday, Saturday and Sunday through the Summer until Sept. 23. AAA traffic spotters will be supplying instant traffic descriptions to the WBZ newscroom, which will be coordinated with local and state police reports to compile the latest "Bumper-to-Bumper" conditions.

### Union Sponsors News

Los Angeles — The Retail Clerks Union Local 770 has assumed full sponsorship of KNX's news program, "Ten O'Clock Wire."

### Eastern Open Skedded

Baltimore — WJZ-TV will cover the 13th annual Eastern Open Golf Tourney on Sunday. Jim West, Jules Westheimer and Don Bruchey will handle the an-

nouncing from the 16th to 18th greens.

### 2 Announcers Added

Boston — George Erwin, former general manager at WESX, Salem, and John E. Chadderton, former newsmen at WHIL, Medford, have been appointed temporary staff announcers at WEEL.

### Poston Makes Changes

Houston — With Jack Poston as the new sales-promo manager for KFMK-FM, a switch in program format is expected to take place within the next two weeks. Amateur travelers will make tape recordings of their trips, which will be presented on the station, and hourly reports will be given on what can be seen on local TV.

### KIL Celebrates 15th

Dallas — Owner-operator Lee Segall hosted a party for stock-

holder, staff and press celebrating the station's 15th birthday.

### WSOC-TV Awards Scholarship

Charlotte — The national \$1,000 Thomas Alva Edison Scholarship, won by WSOC-TV for being "The Station that Best Served Youth in 1961," has been awarded by the station to an outstanding local high school student.

### WFAA Explores Education

Dallas — Leading Dallas educators are helping listeners explore the educational opportunities and challenges here, on WFAA's "Sunday Seminar."

### Takes Final 'Break'

St. Louis — KTVI's "Coffee Break," a live weekday entertainment and interview program, is going off the air and will be replaced by a movie.

## Leeming Co. Backs NBC's 'Man's World'

Thomas Leeming & Co., via William Ealy Co., has purchased weekly sponsorship in "It's a Man's World," new NBC-TV hour comedy-adventure series to be presented Mondays starting Sept. 17.

The series is about four boys who live in a houseboat, nicknamed "the Elephant," which is moored at a dock in a small Midwestern college town.

The houseboat dwellers will be played by Glenn Corbett, Mike Burns, Ted Bessell and Randy Boone, co-stars of the all-family series, which has been created as a "permanent character anthology" by its creator-producer-director Peter Tewksbury. Tewksbury served in the same triple capacity for the recent "My Three Sons" series.

## John Cassavetes, B'kel Are 'Wanted in Surgery'

John Cassavetes and Theodore Bikel have signed for guest star roles in "The Visitors," new episode of MGM-TV's "Dr. Kildare" series. They join regular stars Richard Chamberlain and Raymond Massey in the seg. to be directed by Paul Wendkos.

Frank R. Pierson wrote the series. Norman Fellan is exec producer on the series, and David Victor is the producer.

## Study Finds Probable Error In Spot Ad Rating Practice

Traditional media practice of assuming the rating of a TV spot announcement is the average of the preceding and following quarter-hour "is probably in error," says the American Research Bureau.

In a study made for Adam Young, Inc., the bureau researched an extreme circumstance—a commercial TV station (WLIX in Lansing, Mich.) which shares the same channel with an ETV outlet (WSMH).

The bureau counted the audience during specific announcements within a two-minute period covering the end of the ETV cuts and the beginning of commercial broadcasting. The actual audience, the researchers found, was significantly higher than the average of the preceding and following quarter-hour segs.

**Chirlied by Rustin**  
Marvin Rustin, director of research of Young-TV, summed up: "The results of the survey point to the fact that at all stations when a substantially higher-rated segment follows the lower-rated period, the break audience is considerably higher than the average of the segments."

## WWCO Picks a Flower

Waterbury, Conn.—Bill Flower has been appointed WWCO news director. Flower has served as a Summer replacement at the station since 1959 and was formerly with WTAP, Parkersburg, W. Va.

## Promo Harvests Praise Plus Apple for Teacher

Vanungtown — WKIN has wrapped up a 14-week "Apple for the Teacher" promo and stamped it "Grade A." Students contended for apples supplied by the A&P while writing in praise of their teachers.

## Storer Miami Outlet Gains New Laurels

Miami — WGBS recently received honors for its "total information news" operation at the annual meeting of Florida UPI Broadcasters, held during the 27th convention of the Florida Ass'n of Broadcasters.

A Storer station, WGBS garnered laurels for the "best multi-man news operation in Florida" and also won top state honors for the "best coverage of a local news story"—the Bluebelle case.

Spencer Danes, WGBS news director, was named to the board of the UPI Broadcasters Ass'n at the same meeting. The awards were accepted by Bernard E. Neary, VP and GM of the Storer outlet.

## Roanoke CBS Station Welcomes 38th Year

Roanoke—WDBJ, the CBS affiliate here, has just concluded celebration of its 38th anniversary. The station is the oldest in the Roanoke area and second oldest in the state.

As part of the celebration, WDBJ aired greetings from CBS personalities including Arthur Godfrey, Garry Moore, Duward Kirby and Bing Crosby.

Highlight of the event was a "38th Anniversary Give-Away" when shoppers were interviewed by a mobile unit thus registering them for 38 cash prizes to be announced on the regular WDBJ morning show. Mel Mayfield, the outlet's promotion director, handled the festivities.

## Experts Get 3-Way Call On New Chicago Show

Chicago—WBBM is airing a new Monday-through-Friday night show, "Conference Call with Fehy Flynn." The half-hour program features telephone calls to leading experts in various fields, with listeners getting in on a three-way discussion by calling the station. The range of subjects is expected to serve as a "town forum" for Midwestern listening audiences.

The show is produced by Herman Fell who makes a specialty of interview and conversation programs.

## ABC-TV Affil Execs Kick Off Promo Meetings in N.Y.

Promotion managers from ABC-TV affiliates meet at the St. Moritz Hotel in New York this week in the first of a series of regional ABC-TV promotion clinics. In the foreground (L to R) are Paul Whittingham, WICU-TV, Erie; Arie Landrum, WCCA-TV, Columbia, S. C.; Bob Doerr, WTUN, Cleveland.

In the accompanying photo are: Seated (L to R) D. W. Witherpoon, WRAL, Raleigh; Carl Fuchs, WSUN-TV, St. Petersburg; Walt Smith, Rochester, N. Y.; Jeanne Barrett, WRVA, Richmond; Grayce Papps, WMTW, Portland, Me.; Marion Brechner, WLOF, Orlando; Dorothy Muford, WNEP, Scranton; Phyllis Dougherty, WNAC-TV, Boston; William Edwards, manager of ABC-TV on-air promotion, Western Division; Don Shepherd, WLDC-TV, Asheville; H. Taylor Valen, WJZ-TV, Baltimore; Heywood Meeks, WMAL-TV, Washington; Jack Hyland, WFIL-TV, Philadelphia; Adolph Seton, ABC-TV manager of on-air promotion,



Standing (L to R): Warren Uital, WSWA-TV, Lynchburg, Va.; Mike Schaffer, WLBV-TV, Miami; Howard Rowe, WLWA, Atlanta; Leo Pilot, ABC-TV, exploitation, Bill Wagner, WKBW-TV, Buffalo; Sid Mesibov, ABC-TV director of special exploitation projects; Mike Artist, WASTV, Albany, N. Y.; Duff Kleiwer, WVEC-TV, Norfolk; Phil Koch, WKBW, Buffalo; Ted Kirby, AB-

C-TV manager of affiliated station promotion; Michael J. Foster, ABC press information VP; Donald Foley, ABC VP and advertising-promotion director; Jerome Bredou, ABC-TV on-the-air promotion director; Hugh MacDonaid, ABC-TV ad business and production manager; Andre Gebstaedt, ABC-TV ad manager; David Crantz, WTAE, Pittsburgh; Bill Chadwick, WJZ, Baltimore;

Paul Watson, WCUV-TV, Montgomery, Ala.; Al Korn, WNAC-TV, Boston; Lawrence Pollack, WABC-TV director of research-ad services director; Peter Gallagher, WNHC-TV, New Haven; Lester Dinoff, WABC-TV publicity-PR director; Don B. Curran, ad-publicity director for the five ABC-TV o-os, and Murray Salberg, WABC-TV ad-sales promo director.

### 3 More Outlets Sked Steverino Late-Niter

"The Steve Allen Show" has added three more stations to the lineup which will carry it from the premiere telecast. New buys are WTVN-TV, Columbus, O.; KOOL-TV, Phoenix, and KOLD-TV, Tucson.

Previously announced as carry-the new WBC nightly 90-minute show have been WPIX, New

The Hollywood Ranch Market, an establishment adjacent to the Steve Allen Playhouse, which boasts "We Never Close," will provide occasional spots on the new show. Most of Hollywood's most colorful characters buy their household goods there.

York: KTLA, Los Angeles, WT-OP-TV, Washington; KMBC-TV, Kansas City; KTVI, St. Louis; KRNT-TV, Des Moines; KATU, Portland, Ore.; WGAN-TV, Portland, Me.; WLWI, Indianapolis; WCCO-TV, Minneapolis; and WHYN-TV, Springfield, Mass., plus the five Westinghouse Broadcasting TV stations: WBZ-TV, Boston; Cleveland, KDKA-TV, Pittsburgh, and KPIX, San Francisco.

### 'Caster Examines ETV In NAEB Journal Article

(First Coast Bureau of RADIO-TV DAILY)

Tacoma—Paul Herlinger, producer-director for KTNT-TV, examines the production of live, educational programs on commercial TV in the first of three articles written for the NAEB Journal. In "Live ETV over the Commercial Station," he points out the problems of the ETV-commercial collaboration, and offers suitable remedies.

Herlinger has produced and directed public affairs and special events programs for KTNT-TV. He was also production consultant for a discussion series produced by Channel 56 of the Pierce County Schools. KTNT-TV and Puget Sound U.

### Little Rock Outlet Sold

(Continued from Page 1)

Heller and Eugene Kramer. Heller will enter his father's business in Washington and Kramer will leave shortly on an overseas assignment for the Government.

## AGENCY NEWSCAST

By RALPH TYLER

Social responsibility in advertising pays off because people respond to ads they believe truthful and discount claims they suspect, a leading motivational researcher told the League of Advertising Agencies dinner meeting in New York. Emmanuel Demby, president of the MR and media firm, MPI, described a study he is making for an FM outlet that has stringent requirements of accuracy for commercials and does not crowd them together.

Demby said listener response to the outlet's ads measured considerably greater than those of stations with less rigorous rules. (One of the admen in the audience suggested that the greater response might also be due to FM's "status" appeal).

Demby also said advertisers are too eager to come to the defense of a fellow adman accused of dishonest advertising. He recommended that Madison Avenue work with the FTC, contributing more sophisticated knowledge to the Commission, in keeping advertising truthful.

Other speakers were Norman Gottlieb, VP and counsel for the National Better Business Bureau, Inc., and Dr. Walter A. Gaw, supervisor of the advertising division at the Baruch School of New York City College.

At least one radio station scored because of the recent stock market slide. Frank J. Breslin, commercial manager of WJRK, Newark, N. J., reports two savings and loan associations and two investment groups initiated WJRK campaigns after the on-paper nosedive in the market. Breslin notes, too, three New Jersey auto dealers also started campaigns for compact cars at that time, but attributes this to seasonal, rather than Wall Street stimulation.

A \$140,000 campaign to sell 40 million avocados was launched this week by the California avocado growers. The drive, headed by McCann-Erickson, Los Angeles, is aimed at five eastern and midwestern markets, plus the Seattle market. Ralph M. Pinkerton, manager of the California Avocado Advisory Board, said, "A six-week heavy radio campaign is being waged in Philadelphia,

### Humble Gridcasts Extend Air Attack

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Humble Oil Refining, of Houston will increase its coverage of collegiate football around the nation next Fall to include California. Through McCann-Erickson, arrangements have been completed which will extend Humble football broadcasts to LA and San Francisco next season.

In LA, all KNX/CBS broadcasts of the USC games will be co-sponsored by Humble. All two Stanford games will be carried in the LA area by KNX.

In San Francisco, Humble will pick up the tab when KCBS of the Stanford games last year. Humble co-sponsored 13 nationwide NCAA telecasts.

### Shields Warns of CATV

(Continued from Page 1)

peting against a regulated industry, using as a major weapon every product its competitor turns out—and without paying, to boot.

In 1956, he said, there were some 480 CATV systems reaching about eight-tenths of one per cent of the viewing public. Today, he continued, there are more than 1,000 systems reaching two per cent of the total audience of the nation.

### Thought for Today

"Knowledge of whether a piece of creativity is working hard for us cannot come from some qualitative judgment on a piece of advertising. Knowledge of whether it is working or not can only come from the consumer. Communication . . . is what the consumer perceives and understands about what we are trying to say . . . communication from the consumer is just as important as communication to the consumer."

—Murray Hillman, VP & Chairman  
McC.-E. Marketing Plans Board

Cleveland, Washington, Kansas City and Cincinnati, guided at McCann by Don Ross, account supervisor, and Emmett Doherty, account exec.

The advertising agency known until recently as Gever, Murey, Madden and Ballard dropped the Madden from its title when it moved to new Manhattan offices.

When You Can Have The Best,  
Why Be Satisfied With Less?

THE ASSOCIATED PRESS



# HARRIS, FCC IN CLASH ON CATV

## Young Fogies Snag Radio: Pauley

### More Creative Men Urged for Industry

Norfolk, Va. — Unless creative and courageous men replace some of the "young fogies" running radio broadcasting, the industry will destroy itself, ABC Radio president Robert R. Pauley warned yesterday. He said the "young fogies" are "those who swear there is only one way to run a radio station, one way to make a profit or get ratings, one way to solve a problem—and their minds are closed to any alternatives."

Speaking at the annual Virginia (Continued on Page 7)

### Flaum Resigns CBS Post For Wolper Productions

Hollywood — Marshall Flaum has signed with Wolper Productions as a producer-director to work on documentary telefilms and TV specials. He resigned from CBS-TV, New York, where he was associate producer on the "Twentieth Century" series for the past five years.

## Religious 'Window-Dressing'

St. Louis — Too many religious programs are of such poor quality they become mere "window dressing the stations can point to in their log reports to the FCC," TV Guide publisher James T. Quirk said yesterday. Speaking to the Catholic Broadcasters Ass'n convention here, Quirk said that people with professional training are seldom called upon for assistance in producing religious programs. "Religious leaders can provide the program content," he said, "but they must have the help of people with expert backgrounds

## 3 Nets and BBC Coordinate Free World 'Instant Shrink'

One day next month a Frenchman in his cafe, a Briton in his Lambeth Walk apartment and an American with a TV dinner on his lap will be fused in a single span of time. On that day—hopefully sunny for a world at peace, an object in outer space, no bigger than a medicine ball, will carry the look and sound of Europe live to America, and send news-as-it-happens in the U. S. across the Atlantic to 20 million European viewers. The world will never have shrunk so much so fast.

Fantastic difficulties involved in confronting two continents with each other via Telstar were made evident yesterday in New York by a three-man committee representing the American program, and Aubrey Singer of the BBC, who is executive producer of the European program.

The Americans, however, will (Continued on Page 8)

### Sen. McGee Interprets All-Channel Set Law

Sen. Gale W. McGee (D., Wyo.), member of the Senate Commerce Committee, will address the New York City Electronic Industries Ass'n symposium Tuesday on "what the All-Channel Set Law means to the TV Industry."

## STANTON PRAISED IN FREEDOM ROLE

Fight vs. Federal Control Cited in Bowdoin Honors

Brunswick, Me.—CBS president Frank Stanton was granted an honorary Doctor of Laws degree here by Bowdoin College, whose president, James S. Coles, told Stanton "you have braved spirited criticism by statement of your faith in that hopeful experiment (Continued on Page 4)

## Wichita, Tulsa Ams In Six-Figure Sales

Washington Bureau of RADIO-TV DAILY Washington — The FCC has approved sale of KIRL, Wichita, by Jayhawk Broadcasting to Bernice and F. F. Lynch for \$375,000, with chairman Minow and commissioner Bartley dissenting, and sale of WFMJ, Tulsa, by Tulsa Great Empire Radio to Urok Broadcasting, wholly owned by Oral Rob- (Continued on Page 4)

### MGM Troupe in 'Frisco For 'Benedict' Shooting

San Francisco — MGM-TV's "Sam Benedict" company, headed by Star Edmond O'Brien and guest star Claude Rains, is location filming in the Bay City. Directed by Boris Sagal, filming here will include sequences for first two episodes, "Nice Little Doggie, Bite the Lawyer's Leg" and "The Going Price of a Broken Rib." Executive producer E. Jack Neuman and Producer William Froug are with the location troupe.

## Shadows of Control Hang Over Networks As Well, His Warning

Washington Bureau of RADIO-TV DAILY Washington — An FCC decision aimed at protecting local broadcasting stations from community antenna systems could lead to indirect control of networks, according to Rep. Oren Harris (D., Ark.), chairman of the House Commerce Committee.

In a speech to the National Community Association's 11th annual convention here, Harris cited the recent decision in the Carter Mountain case. It denied microwave facilities unless the CATV system to be served agreed to carry the local station and to avoid duplication of that station's programs. Harris quoted the FCC's Common Carrier Bureau in concurring up the possible results.

He said the bureau called the (Continued on Page 6)

### Novins Off to Far East As Kalischer Sojourns

Stuart Novins will relieve Peter Kalischer for three months as CBS News correspondent assigned to the Far East. Kalischer is returning to the U. S. for a one-month vacation and two months' home leave. His beat covers such vital news areas as Formosa, Vietnam, Laos, Indonesia and India, in addition to Japan.

### Court Backs Commission Nixing ETV Reservation

Washington—The Court of Appeals yesterday held that the FCC has a mandate to apportion the spectrum between various alternative uses, and that the commission was within its rights in refusing to reserve TV Channel 3 for educational uses in the State College, Pa., area. Penn State U. had appealed on the grounds that a fulltime educational station would be more in the public interest than the FCC's decision to provide an outlet for the third TV network in Johnstown.

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### 3 Sponsors Signed In ABC Parker Skein

"Mr. Smith Goes to Washington," a new half-hour comedy series based on the award-winning film, and starring Fess Parker as the freshman senator, will debut Sept. 29 on ABC-TV. Sponsors will be Reynolds Tobacco via William Esty Co., Norwich Pharmaceutical via Benton & Bowles, and Mead Johnson via Kenyon & Eckhardt.

**Red Foley Featured**  
 Red Foley, long a famous name in western-style entertainments, portrays Uncle Cooter, and Sandra Warner plays the senator's wife.

"Mr. Smith Goes to Washington" is produced for ABC-TV by Starstan Productions, with Hal Stanley as producer and Oscar Randolph, director.

**Citation to WXYZ-TV By Council of Churches**  
 Detroit — The Detroit Council of Churches has awarded WXYZ-TV a citation of merit for "outstanding work done by the station in presenting religious programming through the auspices of the council."

## COMING AND GOING

**HARRY LEVINE**, ABC-Paramount Records executive VP, and **NATT HALE**, president's assistant, leaving tomorrow for London, Paris, Vienna and Madrid on business.

**BETTY McKEAN**, of Radio-TV Daily, leaves tomorrow on a one-week vacation trip to Bermuda.

**CARNEI QUINN** returns from Springfield, Ill. tomorrow to prepare for her upcoming engagement of the Copacabana.

**JAY NORTH**, star of "Dennis the Menace," will be in Rochester, N. Y., tomorrow for a personal appearance.

**CARL W. VANDAGRIFT**, WOWO manager, arrives in N. Y. from Ft. Wayne, Monday to attend WBC management meetings. **JAY GOULD**, farm service director, in Toronto, Ontario, covering NATRFD meetings.

**JOE REAM**, CBS-TV program practices VP, has left for Spain and France on vacation.

**ROBERT E. SHARON**, KFWB general sales manager, to New York, Detroit and Chicago to visit Blair offices.

**HUBBELL ROBINSON**, CBS-TV senior VP of programs, to Hollywood on business.

### D.C. AWRT Elects Pat Oliver as Prexy

Washington Bureau of **RADIO-TV DAILY** Washington — Patricia Oliver, executive director of the Greater Washington ETV Ass'n, has been named president of the Washington Chapter of American Women in Radio and TV, second largest chapter in the entire organization.

Under outgoing president Jean Osgood Rainey, a partner in Rainey & McEnroe, the Washington branch inaugurated the country's second lecture-internship course in radio and TV with an AWRT faculty, under the sponsorship of the AWRT Educational Foundation and American U. Ten American U. coeds completed the course, conducted by 19 AWRT members.

**Officer from State Dept.**  
 The new VP is Simone A. Poulain of the State Department, treasurer, Kay Fisher of WMAL; recording secretary, Maggi Nelson of WTOF; corresponding secretary, Mary Ann Guyal of League of Women Voters, and program chairman, Patti Searight of WTOF.

### British Calendar Marks RAF's Golden Birthday

British Calendar commemorates the 50th anniversary of the Royal Air Force in a sound film released recently. Shots of the early days of flying introduce a review of the growth and development of the RAF as major arm of the NATO defense.

British Calendar is a series of quarter-hour films featuring a variety of events in the news in Britain and the Commonwealth.

### Doty at WTVJ

Miami — Dick Doty, 17-year radio-TV news veteran, has been named to the news announcing staff of WTVJ, replacing Joe Templeton, who has joined a Baltimore TV station news staff.

### HENNESEY, BILKO A RONZONI RECIPE

The Ronzoni Macaroni Co. is placing its stock in the armed forces — at least the armed forces as depicted by two series bought by WABC-TV for its Fall 7 PM lineup—"Hennessey," starring Jackie Cooper as a Navy doctor, and "The Phil Silvers Show," revolving around an Army sergeant. Via Mogul, Williams & Saylor, Ronzoni purchased co-sponsorship in both shows for \$2 weeks.

"Hennessey," now going off CBS-TV, is being syndicated by NBC Films. "The Phil Silvers Show," currently on WNBC-TV via syndication, was originally a CBS network program and is distributed by CBS Films.

### Minn. Vikings Land On WCCO Airwaves

Minneapolis—WCCO will broadcast the Minnesota Vikings professional football games again during the 1962 season as flagship station of the Vikings network. WCCO, which purchased broadcasting rights for all five pre-season and 14 NFL games, will produce all the Vikings broadcasts and feed a network it is organizing in five northwest states.

WCCO has not assigned sportscasters for the schedule, which opens Aug. 11 at Seattle with the San Francisco 49ers. That announcement is expected during July when details are worked out on broadcasting football games which conflict with Minnesota Twins baseball, also carried by WCCO. The station covered the Vikings' first season last year.

### U Bid for Paterson, N.J.

Paterson, N. J. — Progress Broadcasting has applied to the FCC for a new TV station on UHF Channel 37 here.

## FINANCIAL

(June 21)  
 NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12	11 1/2	11 3/4
AB-TPT	26	25	25
A. T. & T.	102 1/2	101	101
AVCO	20 1/2	19 1/2	19 1/2
CBS	34 1/2	33 3/4	34
Columbia Pic.	15 1/2	15	15
Crow-Coll.	21 1/2	19 1/2	20 1/4
Decca	37	35 3/4	35 3/4
Disney	28	27 1/2	28
East. Kodak	90	87 1/2	87 1/2
Gen. Elec.	30	28 1/2	28 1/2
General Tel.	19 1/2	19 1/4	19 1/4
Hogeline Corp.	17 1/4	16 1/2	16 1/2
Magnavox	30 1/2	29 1/2	29 1/2
MCA	37 1/2	35 1/4	35 1/4
M-G-M	31 1/4	30	30
Nat. General.	6 1/2	6	6
Paramount	39 1/2	38 1/2	38 1/2
Plough	50 1/2	50 1/2	50 1/2
RCA	42 1/2	40 1/4	40 1/4
Storer	28 1/2	28 1/2	28 1/2
Tel. Ind.	14 1/2	14 1/2	14 1/2
20th-Cent.	19	18 1/2	18 1/2
United Artists	27	26	26 1/2
Worner Bros.	12 1/2	12 1/4	12 1/4
Westinghouse	26 1/2	26 1/4	26 1/4
Zenith Radio	49	47 1/2	47 1/2

**AMERICAN STOCK EXCHANGE**

Capital Cities	11 1/2	10 1/2	10 1/2
DeSilu	7 1/2	7	7
Equire, Inc.	8 1/2	8	8 1/2
Filmways	5 1/2	5 1/4	5 1/4
MPO	7 1/4	7 1/4	7 1/4
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	3 1/4	3 1/4	3 1/4
Rollins	11 1/2	11 1/2	11 1/2
Screen Gems	14 1/2	14 1/4	14 1/4
Technicolor	9 1/2	8 3/4	8 3/4
TeleProm-Tel	7 1/2	7 1/2	7 1/2
Trans-Lux	12 1/2	12 1/2	12 1/2
TV Industries	1 1/2	1 1/2	1 1/2

**OVER THE COUNTER**

Jerrold	8 1/2
Meredith	2 1/2
Metromedia	12 1/2
Official Films	1
Scranston	5
Sterling	1 1/2
Transcontinental	8 1/4
Wometco	18 1/4

\* Courtesy of National Association of Industry Dealers.

### Jesse Spier Joins MBS As Senior Account Exec

Jesse Spier, long time Hi sales specialist, has joined sales force of the Mutual Broadcasting System as a senior account executive. It was announced terday by MBS sales man Philip D'Antoni. Spier brings the new position 25 years of vertising selling.

### Sheree North Introduce Dance Trio on 'Scouts'

Sheree North, of Broadway "I Can Get It for You Wholesale" will introduce the D'Honauers, dancing trio, on CBS' "Talent Scouts" premiere July. The program, hosted by Backus, is an Irving Mansfield Peter Arnell creation repit the "Garry Moore Show" Summer.



# TOY FIRMS AID PARENTS BY KEEPING COST OFF TV

An increased participation in network programs by toy manufacturers and elimination of TV commercials were among the reasons for the drop in retail price listing of toys in 1963, according to a study by Melvin Helitzer in an address before the Merchandise Mart Toy and Juvenile Ass'n.

Helitzer also charged that toy manufacturers had misrepresented their commercials in the past while being overly intensive in their campaigns.

Regarding the trend toward network activity by the toy industry, Helitzer, public relations director for the Ideal Toy Co., noted that this year his firm bought four network shows on CBS, becoming the first network toy sponsor. However, he pointed out, other toy companies are presently scrambling for time on NBC and ABC.

**FTC Would Omit Prices**  
"Despite a premature announcement last week," Helitzer said, "I think the NAB will ask local stations to check toy prices in the area and pull commercials where there is a price difference." He added that currently the FTC and NAB are pressuring the toy manufacturers to eliminate prices on commercials.

"Before TV, it was the parent who made the marketing decisions," Helitzer said. "Now, the child has become a strong, demanding voice. If we wait long enough, parents will get used to this social phenomena of listening to the whims of children." Helitzer said NAB has set up a code office which issues guides to forewarn groups of advertisers, including the toy industry, that their commercials will not be accepted by member stations unless they conform to accepted practices and are proper in their content.

## Big Jazz Spectacular Features Benny Goodman

Pittsburgh—WJAS AM & FM will broadcast an all-day Benny Goodman spectacular Monday, featuring only music by the jazz presario along with five-minute Enettes recorded by Goodman in his home. The Goodman comments, which total two complete hours of conversation, were produced under the direction of Bill Schwarz.

## Philly Radio Producer Acts in Strawhat Drama

Philadelphia — John Mahan, WGB production director, is playing a role in the Bucks County Playhouse production of "The Advocate," drama based on the DeLoach-Zanzetti case of the 1920's.

## Grauer to Emcee Opening Of N.Y.'s Cinema 1, 11

NBC commentator Ben Grauer will emcee at opening night festivities of the Ruffalo Theatres' new Cinema I-Cinema 11, New York, where "Boccaccio 70" will have a benefit performance Monday. Sophia Loren and Ronny Schmeider of the cast, and other stage and screen luminaries and political figures will be present.

## J. Sinclair Acquires Providence Stations

Providence—Joseph S. "Dody" Sinclair, Outlet Co. president, celebrated a double event recently—his 40th birthday and transfer to him on June 14 of a trust held for the Col. Joseph Samuels Estate. With acquisition of the trust, he becomes the majority stockholder in the company, owner of radio-TV stations WJAR here.

As an added bonus for the occasion, more than a thousand employees surprised Sinclair with a special program at the company's annual outing. They presented him with a silver tray and, in keeping with the big event, a 600-pound birthday cake.

## Festival Tribute

Chicago — The Ravinia Festival will be saluted by George Stone on his "Promenade Concert" Sunday on WMAQ. Conductor Walter Hendl, who will be Stone's guest, will discuss this Summer's festival plans at Ravinia.

## Thomas Prez, East & West

Omaha, Neb. — KETV manager Eugene S. Thomas is a man of distinction — twice over. President of the New York Sales

Execs Club in 1943, he has just completed a year in the same post with the Omaha Sales and Marketing Executives Club.

On his retirement as president, Thomas received a plaque "in appreciation of outstanding service." The presentation was made by Christian H. Petersen, sales and service manager of the Paxton-



THOMAS

## \$8,000 Fine Halved By FCC When Station Admits Its Mistake

Washington Bureau of RADIO-TV DAILY

Washington — The FCC, in a benevolent mood, saved a station \$4,000 of its threatened \$8,000 fine this week, but was itself again when it gave another station until Aug. 17 to file exceptions to a hearing examiner's initial decision recommending its license be revoked.

The first case involved WCUI-FM, Cleveland Heights, O., which was ordered to pay the \$4,000 fine for operating with a new transmitter, making equipment tests without notifying the FCC and beginning program tests without authorization. The station had asked that an originally threatened \$8,000 fine be forgiven because the violations were due to a mistake, but the commission decided to split the difference.

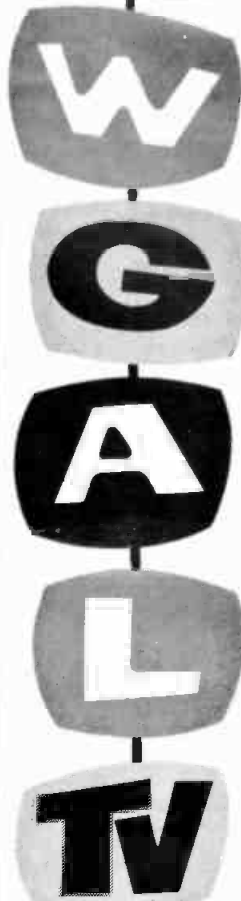
In the latter case, Mandan Radio's license for KBOM, Bismarck-Mandan, N. D., was recommended for revocation because of unauthorized transfer of control and other violations. The Company said it will drop its opposition to the revocation if the FCC will expedite consideration of Capital Broadcasting's application for the frequency.

## Shreveport Independent Joins ABC Radio Skein

KWKH in Shreveport, La., will affiliate with ABC Radio Sept. 16. Formerly an affiliate of CBS Radio, KWKH was an independent prior to joining ABC. Henry B. Clay is exec VP and general manager of the station, which is operated by International Broadcasting Corp.

The station covers 72 counties in Louisiana, Texas, Arkansas, Mississippi and Oklahoma.

in the public interest



STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## Outlet Reappoints Rep

Eau Claire — WEAU-TV here has announced its reappointment of the George P. Hollingbery Co. as national rep.

## Michinganders See Pick Of State's 'Miss Universe'

Detroit — Michinganders for the first time saw their state's finals of the Miss Universe contest when WJBK-TV carried the telecast which included the judging and crowning of Miss Michigan. WJBK-TV will also carry the Miss Universe finals July 14 from Miami Beach.



By TED GREEN

## WOR-TV to Present 5 Michigan U. Shows

WOR-TV presents five programs produced by the University of Michigan TV Center in the "Understanding Our World" series, next Monday-Friday.

The programs include: "Metals Under the Microscope," a view of the strain-resistant properties of metals; "Medicine of War," the development of medicine during wartime; "Miracles by Accident," three accidental discoveries in medicine; "Books You Can't Read," the effects of book bans and condemnation lists; and "Lie Detector," the workings and effectiveness of polygraphs.

## Ireland Is 'Announcer' For MacLeish Teleplay

John Ireland has joined the cast of "The Fall of the City," drama by Archibald MacLeish to be seen on "Accent" Thursday on CBS-TV. He will play the announcer in the drama that originally was a much acclaimed radio play. Don Kellerman is producer, with John J. Desmond as the director.

## CBS President Lauded

(Continued from Page 1)

that is democracy."

The network chief was termed a "passionate believer in the preservation of freedom of petition, of speech, of press, and of radio and TV."

"You have fought the incursion of governmental control which could spell its demise," Dr. Coles said on conferring the degree. "Far from complacently accepting the inadequacies of the present, you provoke and initiate the advances necessary to a better future in all of the things you touch."

## Lennen & Newell Agency For Lorillard's 'Hunch'

P. Lorillard's sponsorship of the summertime "Play Your Hunch" NBC-TVer will be handled through Lennen & Newell instead of Grey Advertising as inadvertently reported Wednesday.

• • • Word's around that Arthur Godfrey will return to daytime TV on CBS . . . Lovely Cathy Carr, the "young Sophie Tucker," is clinking with her "Ivory Tower" disk on the Laurie label. It's a new version of her '56 hit . . . Is Frank Gifford buying an interest in a California TV station? . . . Brook Benton's "There Goes That Song Again" album hit the charts a week after it was released . . . Johnny Lujack solved a family problem when he switched from the football Giants' to the Chicago Bears' TV team. His wife complained that the New York job required Johnny to spend too much time away from home . . . Hypnotist Ted Schlesinger of the Academy of Applied Mental Sciences wired Tony Curtis that he could cure him of his fear of flying.

★ ★ ★

• • • Merv Griffin to judge the finals of the Little Club's Chapeau Sweetstakes . . . Saverio Saridis to host a Fall spec based on the NYC police dept' . . . Phil Bennett, society orchestra leader, penning more commercial jingles for TV . . . Gaslight Club speakeasy set as background for a future showing of "The Untouchables" . . . Yolanda Bavan, of Lambert, Hendricks and Yolanda, was the first female DJ in the history of BBC London . . . The Luau 100 will honor TV personalities monthly by arranging a Luau for them. First to be so honored is bearded Earl Wrightson . . . Cannonball Adderley to stop in England to appear on BBC-TV before continuing on to Brussels for the jazz festival in August.



GRIFFIN

★ ★ ★

• • • Meet: Herbert G. Richek, Seven Arts' operations director, who has been a motion picture and TV exec for over 30 years. He began his career with the Fox Film Corp. in 1928 as a poster clerk, joined United Artists Corp. the following year and later was appointed as office manager of its New York Exchange. He was with UA until 1942 when he left for World War II service in the Air Force Division of the Air Transport Command. Upon discharge in 1945 he rejoined UA, and left in 1951 to enter the TV industry with Motion Pictures for TV as head booker. Richek was named assistant general sales manager in 1952, and two years later joined Eliot Hyman's Associated Artists Productions (which later became United Artists Associated) as director of operations and service. He joined Seven Arts Associated in 1960.

★ ★ ★

• • • Robert Horton, late of NBC's "Wagon Train," will tour the Summer stock spots in "Pajama Game" . . . Jennie Grossinger celebrated her 70th birthday (mazel-tof Jennie) . . . Leon Abramson of Bon Vivant observes: early to bed and early to rise makes a man healthy, wealthy and insufferable . . . Bobby Darin is ailing again (throat trouble) and is canceling his forthcoming Las Vegas nightclub engagement . . . "Crying" comedian Rip Taylor revealed while dining at Cafe Leon on W. 14th St., he's penning a humor book titled "For Crying Out Loud."

★ ★ ★

• • • Goings on at Philips Records: "When The Big Ship Sails on the Alley-Alley-O" by the Corona Klds, taken from the sound track of "Taste Of Honey," is getting a big promotional push in the Los Angeles area . . . A new and shorter version of Ruth Brown's hit record, "Shake a Hand," has been prepared especially for deejay use by Philips Records. The new disk has the normal version of the song, which runs about 3 minutes, on one side, and the shorter version running one minute and 45 seconds, on the flip side . . . The Springfielders, one of the hottest singing groups abroad, are making their first appearance with "Silver Threads and Golden Needles," a single, and will follow with an album shortly. On the single's flip side is "Aunt Rhody."

## Actor Is in Great Shape With Best TV Medical

Hollywood — With his sign for a segment of MGM-TV's "Fifth Hour," Steven Hill has the gamut of medical TV. He has been cast in roles of a patient on all the medic series, as a paraplegic on the lay "76."

## 300 Outlets Reap 'Summer Harvest'

"Summer Harvest," half-hour film on the voluntary summer school at Wichita, Kan., tackled the problem of "do-nothing" vacations for children, was premiered on more than 300 television stations June 30 and July 8.

Narrated by Sam Levenson, the film is released to local TV outlets by the National Education Association thru its affiliated student teacher associations. The New York premiere will be June 30 on WNBC-TV.

## Cole, Jacobson Tapped For ABC Production

Chicago — ABC Radio has promoted David Cole to full producer and named Michael Jacobson an associate producer for network.

Cole joined ABC Radio after serving as slide director and stage manager for WBKB, A-10 in Chicago. Jacobson had been with WBKB's continuity department since March, 1960.

## Oral Roberts a Buyer

(Continued from Page 1)

erts Evangelistic Ass'n, for \$300,000, with Minow and Bartley participating.

The commission approved sale of KBYG, Big Spring, Tex., R. B. McAlister to Big Spring Radio for \$75,000; sale of KRK-FM, Lubbock, by Southwest Broadcasting to R. B. McAlister and sale of CP for WJRM, Tri-N. C., by Montgomery Coun Broadcasting to Montgomery Broadcasting for \$7,650.

## WEDDING BELLS

LeDonne-Miller

Robert LeDonne, writer of AP News "Editor's Choice," and Joy Miller, Time, Inc. writer for Architectural Forum, will be married today at First Presbyterian Church. ABC Radio news writer Mark Richards, will give the bride away.

## AA TV 'Bomba' Pix Rounds Up Viewers

"Bomba, the Jungle Boy" features have resulted in a programming boom with continuous increased viewing for stations carrying the Allied Artists TV Corp. package, according to ARB and Nielsen rating reports released by Robert B. Morin, AA-TV VP-general sales manager. Among the stations reporting success were WNEP-TV, Scranton; WFBC-TV, Greenville, S. C.; WKBW-TV, Buffalo; KSYD-TV, Wichita Falls, Tex., and WISH-TV, Indianapolis.

### Sets-in-Use Rocket

WNEP-TV, airing "Bomba" 12:30-2 PM, Sundays, increased its average quarter-hour sets-in-use in that period to a 23 in March, compared to an average of 4 in the same month last year. Average homes reached per quarter-hour jumped to 52,929 last March over the March, 1961. ARB of 8,843.

WFBC-TV doubled its viewers Sundays, 5-6 PM, in March, when "Bomba" garnered an ARB 18 over last year's figure of 9. Average homes reached per quarter-hour were 61,000, compared to 26,000 in March, 1961. WKBW-TV, giving "Bomba" the 4:30-5:30 PM, Monday-Friday slot, racked up a Nielsen March-April rating of 25.54 share; 97,000 homes. Its ARB rating was 20, with a 60 share and 95,000 homes.

### Tops 3 Competitors

Aired on KSYD-TV 4-5:30 PM Monday-Friday, "Bomba" had an ARB of 13, topping its three competitors. On WISH-TV, the features are programmed 2 PM Saturdays and racked up a 15.6 Nielsen against 7 for its nearest competitor.

## Polish Jazz Combo on Tour

"The Wreckers," a Polish Jazz combo now touring the U. S. to learn about similar music in this country, will appear on the premiere of "Who in the World..." which debuts Sunday on CBS TV.

Warren Hull, host of the Summer series, will also interview Ramon Waschko, president of the Polish Jazz Federation and spokesman for the musicians, who are reported to be the first jazzmen of Eastern Europe to visit U. S. Brought to this country as a

## Hilarious WINS Contest Gives Laugh to Listeners

The WINS audience is getting a lot of laughs these days in a contest to identify the laughing sounds of three station deejays. Contestants send in their guesses of the hilarious platter-spinners to win a comedy record album.

## City Salutes TV Peer; Labels Sullivan Square

There'll be no Times Square in New York this weekend! Instead, the street sign will read "Ed Sullivan Square," with the city changing the name in honor of Sullivan's 14th anniversary of TV and his long identification with New York City. The sign switch occurs today at 11 AM. Sullivan's 14th anniversary show takes place on CBS-TV Sunday.

## Top Cleric Outlines Churches' Red Battle

Dr. Eugene Carson Blake, chief administrative officer (Stated Clerk) of The United Presbyterian Church in America, will reply to right-wing criticism that the churches are "soft on communism" on "Our Protestant Heritage" Sunday on WNBC-TV.

The program is Part IV of a series, "Confronting Communism," examining the role of the churches in the world-wide ideological struggle with communism. The Rev. Ralph Lord Roy, author of the books, "Apostles of Discord" and "Communism and the Churches," is host. Excerpts from the motion picture, "Question 7," introduce each discussion.

"Our Protestant Heritage" is a public affairs presentation of WNBC-TV, in cooperation with The Protestant Council of the City of New York.

## 'PIRATES' President

Los Angeles — Pat Stinson, KTTV standards and practices director, has been elected president of the Public Interest Radio And TV Society.

joint project of the State Department and the non-profit American Council on Education. "The Wreckers" cannot accept any commercial dates to play.

### Invited by Wein

After hearing "The Wreckers" play a type of progressive jazz known as "hard bop," George Wein of the Newport Jazz Festival invited the group to perform at the festival when they end their American visit some time next month.

"Who in the World..." is produced by Axel Gruenberg and directed by Richard Gottlieb. The Ralph Edwards production is sponsored by Lever Bros., through Sullivan, Stauffer, Colwell & Bayles, and by State Farm Insurance through Needham, Louis and Brorby.

## Virginia Men's Shops Find TV Suits Them

Roanoke, Va. — To combat the competition of three huge shopping centers that opened in and around this city recently, the seven leading men's clothing stores in downtown Roanoke launched a TV campaign on WSL-TV.

Created by Hayden Huddleston Advertising here, the campaign features the "Shop Downtown" theme, for "convenience, comfort and class in clothes." The spots were all one-minute in length, and the seven men's stores that cooperated in the campaign report highly favorable results from people in the Roanoke Valley.

## Telefilms in Free Loan Of Red China Escape Pic

"A Child Across the Sea," the story of a family's escape from Red China to Hong Kong, is in heavy demand by TV stations, according to Association Telefilms. The half-hour film was shot entirely in Hong Kong, and tells how the Foster Parents' Plan came to the rescue of an 11-year old Chinese boy.

Prints of the film may be borrowed free from any of the Association Telefilms offices.

## RADIO BILLBOARD FOR OHIO 'PIKE

Roadar Wants Ad Format In Info-Pubserv' Casts

Columbus, O. — The Ohio Turnpike Commission is considering the proposal of Roadar, Inc., Indianapolis, that it establish a radio broadcasting system for automobiles on the turnpike, with the commission sharing, on a mileage basis, 10 per cent of the gross advertising revenue. Roadar said it would broadcast weather reports, public service programs, and stay-awake and stay-alert information, together with paid commercials. Political and liquor advertising would be banned.

Roadar would sell a limited-range broadcast, which could be heard within 150 feet of the center of the roadways. It already has signed with the Indiana Turnpike Commission and wants to include Ohio and Pennsylvania.

## Anne Owen Appointed Special Projects Head

Anne Owen has been named to the newly-created post of special projects director with Robert E. Eastman & Co. Mrs. Owen joined the staff in 1958. Formerly, she was with John Blair.

WTSP-TV, Inc., Channel 10, serving Tampa-St. Petersburg, Florida, is proud to announce H-R Television, Inc., as exclusive national representative effective immediately.

## Reich Film Festival Screens CBS-TV Duo

Two broadcasts presented on CBS-TV this season—"CBS Reports: East Germany—The Land Beyond the Wall," the only American TV program filmed inside Communist East Germany, and "The Hundred Lives of Harry Simms," an episode of "The Defenders" series—have been selected for showing at the International Telefilm Show of the 12th International Film Festival in Berlin.

The festival is being held June 22-July 3 in West Berlin under the auspices of the West German Federal Republic.

The "CBS Report" is the only American informational TV broadcast chosen for showing at the festival. Starring Frank Gorshin and Sam Wanamaker, the "Defenders" offering centered on a theatrical impersonator who committed a murder without realizing it. Alvin Boretz wrote the script and John Brahm directed.

## Sault Ste. Marie Outlet Pioneers Video Area

Cadillac, Mich. — The Eastern half of Michigan's Upper Peninsula now has its first TV station. WWUP-TV, Sault Ste. Marie, started operating last Friday as a full-time satellite of WWTV, Cadillac-Traverse City. Both stations are owned by Fetzer TV, Inc. of Cadillac.

WWUP-TV transmits with 101,000 watts power from a 1,126-foot tower in Eastern Chippewa County. Programming is relayed from WWTV by a company-owned microwave system. Avery-Knodel is national sales rep.

## 30 Northeast Affiliates Get Glenn Race Reports

Ithaca — The Northeast Radio Network will air direct reports tomorrow from the sixth annual Glenn Classic Road Races at Watkins Glenn, N. Y. Starting at 9:30 AM, the network will present periodic reports throughout the day. Northeast Radio, serving 30 AM and FM affiliates in Upstate New York and Pennsylvania, is a division of Ivy Broadcasting Co.

## ARB Ratings Really Rate In Popular Shows Contest

Rockford, Ill. — WREX-TV recently awarded over \$1,300 in prizes to listeners able to guess the 13 most popular shows on the station. Out of several thousand entries, 29 contestants shared the money, with correct answers based on an ARB survey.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KCOP has closed a deal with Hanna-Barbera to purchase 156 newly produced color cartoons for first run starting in September. There are three series, titled "Touche Turtle," "Lippy the Lion" and "Wally Gator."

• • • Lionel Newman has been signed to a new contract as general music director for 20th Century-Fox TV. He has been with the 20th-Fox music department 20 years.

• • • Dominic Frontiere, Daystar Productions' production executive and music director, has been named associate producer on the first six segments of "Stoney Burke," which Daystar is producing for ABC. All six episodes will be written and directed by Daystar executive producer Leslie Stevens.

• • • Keely Smith will tape a "Celebrity Talent Scout" TV show in New York July 2 with Jerry Lewis, David Merrick and Frankie Avalon for airing July 10 on CBS. Irene Ryan is in Seattle for two weeks before filming starts on her new CBS-TV series, "Beverly Hillsbillies," in which she co-stars with Buddy Ebsen.

• • • Executive producer Vincent M. Fennelly has signed Andy McLaglen as a fourth rotating director on the CBS-TV "Rawhide" series. Producer Tom McKnight started filming yesterday of the initial segment of "McKeever and the Colonel." It is "By the Book," an original by Sam Locke and Joel Rapp. Dick Powell has signed Gladys Cooper and Dean Stockwell to star with him in "In Search of a Son" for Four Star's "Dick Powell Show."

• • • Bert Leonard has signed Joe E. Brown and Edgar Buchanan to go along with Buster Keaton in "Journey to Nineveh" for the "Route 66" series. George DeWitt, emcee of "Name That Tune" on TV for five years, makes his acting debut as a newscaster in an "Hawaiian Eye" episode filming at Warner's.

• • • Gene Baker, "Queen for a Day" announcer in TV, will make his singing debut on Choreo Records, with the first cutting to be an album arranged and conducted by Dave Barbour. KHJ deejay Perry Allen will emcee the Hollywood Bowl concert Saturday night, starring the Kingston Trio, the Dave Brubeck Quartet and Keely Smith.

• • • The repeat of Ken Murray's "Hollywood My Home Town" on "DuPont Show of the Week" has been moved ahead to July 8 instead of July 15 as originally scheduled. "A Piece of the Action" for the new Alfred Hitchcock hour series starts shooting Monday at Revue, with Norman Lloyd producing.

• • • Don Richardson has been set to direct the "U. S. Steel Hour" production of "Honor in Love" for July 18 release. Bob Howard has been signed to write the new "Jack Paar Show," which will air weekly on NBC starting Sept. 14.

• • • With the approval of the State Department, Russia's two top jazz instrumentalists have been invited to play at the first annual Las Vegas Jazz Festival. They are guitarist Nicolai Gromin and trumpeter Andre Tommosian. James Shigeta will give five performances in three days starting Wednesday at the fourth annual "50th State Fair" in Honolulu.

• • • Space Age Productions has signed Dick Robbins to script "The Adventures of Rod Rocket," its new animated feature. The new firm is headed by executive producer Jim Morgan and sales head Chuck Forman.

• • • Jack Webb is doing everything in a big way on his new "True" series for General Electric. The title letters at the Warner Studios measure 25 feet in height and four feet in depth and will be juxtaposed with a GE circular monogram measuring 25 feet in diameter. Believed to be the largest titles ever fashioned for filming, they weigh seven tons and will be delivered next week.

## NBC-TV Starts Unit For Sales Pitching

NBC-TV has set up a new unit to work up brief presentations showing how specific network proposals fit the media, marketing and advertising needs of individual advertisers. The unit, to be known as "Sales Proposal" will document the presentation with audience research.

The network also has announced three appointments: the sales planning department, Paul Klempner, manager, client presentations; Ronald Pollock, manager, sales proposals, and George Walker, manager, sales development.

## Harris Hits FCC Edict

(Continued from Page 1)  
FCC's decision "arbitrary and discriminatory." He further quoted it as holding "an interesting and logical extension of this philosophy (which) would give the Commission the power to affect control of broadcast networks by the expedient of refusing to authorize use of common carrier facilities for the networks until some desirable conditions have first been satisfied."

**Has No Personal Comment**  
Harris said he would not comment on the case, himself, since it is presently in the courts. However, he added: "In the meantime I would think the Commission likely to adhere to its previously announced policies, until clear determination of its authority in the field is obtained from the courts."

Harris lauded broadcasters as CATV operators for working together to clear up misunderstandings and difficulties between them. He said so much progress has been made that there seems to be less need for FCC regulation of CATV systems. He added that his committee has no plans to consider CATV legislation this year.

## 'Opera World' Fans Hear Leontyne Price in 'Aida'

Soprano Leontyne Price will sing the title role in Verdi's "Aida" on WOR Radio's "Golden World of Opera" tomorrow. Featured are Rita Gorr, Jon Vickery, Robert Merrill and Giorgio Tozzi. Georg Solti conducts.

## New Transistor Radio Powered by Body Heat

Tokyo — Sanyo Electric Co., Ltd. of Osaka, has developed a process using the human body as a source of thermoelectricity for powering a pocket-size transistor radio. The process converts the heat given off by the body into electrical energy by means of thermoelectric elements.

# AGENCY NEWSCAST

By RALPH TYLER

A recommendation that both clients and agencies work to develop a longer termination notice period was made in Chicago yesterday to the Association of National Advertisers. Addressing a workshop on "Advertising Administration and Cost Control," Charles M. Skade, senior VP and treasurer of Fuller & Smith & Ross, advocated a termination period of 120-180 days to replace the existing shorter one which ranges from 60-90 days.

"This extension," he explained, "would permit greater stability to both client and agency. It would provide the necessary time for the agency to replace the lost billing. More important, it would permit an orderly handling of the personnel involved and the actions which must be taken by agencies when termination occurs."

**WHO'S NEWS:** A. L. Champigny, account group head in the New York office of Maxon, Inc., has been elected a VP of the agency. He joined Maxon five years ago after 16 years with General Electric, where he was advertising manager of the electronic tube department. . . . Leo E. Hughes, Jr., has joined Geyer, Morey, Ballard, Inc., as account exec for the Charles Antell Division of the B. T. Babbitt, Inc., account. He has served as account exec with Doherty, Clifford, Steers and Shenfield, and earlier with J. W. T. . . .

## Thought for Today

*"The advertising man's interest in this new electronic tool (computers) is burgeoning. He has added to his talents by surviving, mastering and profiting from several other electronic revolutions. The 30's were the decade of radio, the 50's of TV. The 60's may well go down in advertising history as the decade of the computer."*

—Kenneth C. Schanberg,  
President, Central Media  
Bureau

**Conductor - arranger - composer Eddy Manson has just completed doing the music for Stardust Bleach, a P&G product, for Benton & Bowles.**

Harold Levine, formerly director of marketing at G. W. Carnrick, has joined the Shaller-Rubin Co., New York, as director of market and product planning for the Pharmaceutical Division. . . . Donald V. Curran has been named Denver Regional Manager of the Pepsi-Cola Co. Prior to this, Curran was manager of national sales for Pepsi's western division with headquarters in Beverly Hills.

## 4 Radio Nets Could Prosper

(Continued from Page 1)

Ass'n of Broadcasters convention here, Pauley said a strong sales force can play a tremendously important role in revitalizing the radio industry. "We staffed our force," he said, "with a team that had little interest in hard entertainment and soft selling; and one that had not been touched with the lethargy of the saloons at noon and gold in the afternoon."

"This has paid rich dividends," Pauley noted. "In each succeeding quarter since the start two years ago, we have seen increased billing to the point where, now, network radio is again a major force in national advertising planning. And all it took was a point of view plus extra effort, more determination and more enthusiasm than the competitor down the street."

"In my opinion," he said, "all four networks could prosper if they would open their own eyes to their potential worth." Some of the "worth" he referred to is radio's ability as a molder of public opinion; that with over 185 million sets in use radio has

the greatest potential reach of any ad medium, and that since radio can be found in autos, barrooms, barber shops, backyards, beauty parlors, on the beach and in boats as well as in the home, it is the one universal medium.

Pauley also declared that "radio must not be given away—not to advertisers, not to syndicators, not to packagers, not to trade deal artists, not to anyone. Radio must be sold and nobody should have the right to give away your facilities, for this will sap the economic strength of radio and exert a malefic influence on our business which will drive us down and down, and from which we will not be able to recover."

One of the greatest deterrents to the growth of radio, he added, is "the dead, heavy, oppressive, negative hand of conformity," which stifles all progress. "If you're creative enough, strong enough and have a positive point of view toward your medium, the future is yours for the asking," Pauley said.

## Pabst, Wilson Back 44th National Open

The 44th annual PGA National Golf Championship at the Aronimink Golf Club, Newton Square, Pa., will be presented on CBS-TV July 21. Pabst Brewing Co., through Kenyon & Eckhardt, and Wilson Sporting Goods, through Campbell-Mithun will sponsor the telecast.

Chris Schenkel, John Derr and Jack Whitaker will cover the action. TV coverage of the PGA is produced by Peter Molnar and directed by Frank Chirkinian and Bob Dailey of the CBS-TV sports department.

## Miami Station Beams Sounds of Sinatra Spec

Miami—WGBS presents "The Sounds of Frank Sinatra" in its sixth of a series of monthly spectaculars Monday. Written and produced by WGBS program manager Robert Martin and Ken Malden, the Sinatra spec tells the story of his boyhood days in New Jersey to the pinnacle of his career. The WGBS spectaculars are heard the last Monday of each month.

Count Basie will be featured in July.

## Spec for Casals to Eye 'Happy Children of Japan'

As a tribute to cellist Pablo Casals, WPIX will air "Happy Children of Japan" tomorrow, a half-hour documentary featuring the noted musician with youngsters who have been taught musical instruments. Produced in Japan, the film is distributed for TV by Sterling Movies, U. S. A.

## Host, Teacher Picked For 'Reading Room'

English teacher Ned Hoopes has been named host and Joel Heller has been appointed producer of "Reading Room," weekly series to be presented this Fall on CBS-TV. "Reading Room," designed to stimulate and encourage reading among children in 8-12 group, debuts Sept. 22. The program is being produced under the overall supervision of John W. Kiermaler, VP for public affairs, CBS News.

## Mental Health Award

Westport — WMMM has received a citation for "outstanding public service" from the Connecticut Mental Health Ass'n.



Fortune does not change men; it only unmask them.

Riccoboni

—A Thought For The Day—

**MARTIN HIMMEL, President**  
DUNNAN & JEFFREY, Inc.  
730 Fifth Avenue  
New York, N. Y.

# 1st Live Transocean TV Show Due in July

## On-Spot Translation Of 8 Tongues Seen As Biggest Problem

(Continued from Page 1)

have the easiest part of the job, explained Fred Friendly of CBS, one of the production trio. The three nets have pooled forces before, and their equipment and techniques are interchangeable. Their only new problem will be to conduct simultaneous translations of the sound into at least eight European languages.

Telstar, itself, will be able to carry no more than one picture and one sound. But the other languages will be sent concurrently

Asked if the programmers will concern themselves with what image of America they are sending abroad, Friendly said, "I don't think we're in the image business, anymore than newspapers or magazines. We'll show America in all her perfections and imperfec-

by transatlantic cable to Brussels, where they will be routed over the map of Europe.

Europe, sending its own image back, will first have to convert three different line standards to the American standard. There also will have to be a frequency conversion, from Europe's 50 cycles to the 60-cycle frequency of the U. S.

Each program will be 12 minutes in length, and America will see both its own program and the European. They may not be back-to-back, because of technical difficulties involved, but they will be as close together as possible.

### Timing Prime Problem

Timing will be a tremendous problem, Friendly said. Such unknowns as what day the satellite will go up and at what time will have to be adjusted so that Europeans can telecast in daylight and Americans can reach Europe before everybody's gone to bed.

In addition to Friendly, the others on the American coordinating committee are Ted Fetter of ABC and Gerald Green of NBC.

## WCAU 'Copter Patrols Roads

Philadelphia—WCAU, in cooperation with the Atlantic Refining Co. and the Philadelphia Police Department, inaugurates a new public service Monday—a traffic-expediting helicopter reporting service that will tell motorists where delays are and also advise them of alternate routes. The new service is known as "Go Patrol" and traffic bulletins will be aired 18 times a day.

Police commissioner Albert N. Brown said "the new service should speed the flow of traffic

## Stan Kenton Plays 'Come to the Fair'

Chicago — Stan Kenton, jazz composer, pianist and orchestra leader, has been signed for the entertainment spectacular at the World's Fair of Music and Sound to be held here Aug. 31 thru Sept. 9.

Kenton will conduct the fair's orchestra Sept. 2 and 3 in a medley of his own compositions as an overture to the show. He will also take part in a series of educational group discussions on the "Roots of Jazz" with other authorities in the field.

## Mort Bassett Enlarges Rep Services, Offices

Mort Bassett & Co., special rep for national radio and TV stations, is moving into larger New York midtown quarters in an expansion of services, to become effective July 1.

Announcing plans for enlarged consulting services directly to national reps, Bassett said two major organizations have named him to handle special assignments, probing and evaluating agency attitudes towards reps and their services.

## 'Musical Theatre' Hails Rodgers' 60th Birthday

Martha Wright and Ralph Curtis join program host Earl Wrightson Sunday in a musical tribute to Richard Rodgers on WCBS-TV's "American Musical Theatre." Rodgers, who celebrates his 60th birthday Thursday, will be on hand to hear Miss Wright and Curtis sing some of his all-time hits.

The program, moving to a new time slot this week, is a WCBS-TV public affairs presentation produced in cooperation with the New York Board of Education. Ned Cramer is executive producer.

considerably," and added that the officer in the helicopter will be able to spot tie-ups at a glance and relay the information for appropriate ground action. At a later date, there will be communications with state police and suburban police departments. The helicopters will operate out of Philadelphia International Airport.

## Disk Spinning

By LOU GROSSMAN

Sol Handwerker, publicity chief for MGM and Verve Records, reports peak air plugs for "As Time Goes By" and "There is No Greater Love" by The Wanderers, and Kai Windling's "The Baby Elephant Walk."

Twentieth Fox plays host Monday to New York disk jockeys, the trade press, and assorted celebrities in the Russian Tea Room. A "Siberian Luau" will introduce the new "single," "Siberian Sunset" which as a title sounds like a sure hit.

ABC-Paramount has just announced signing of Rosco Gordon, remembered for such hits as "The Chicken," "Just A Little Bit," and "No More Doggin'." Marty Allen and Steve Rossi, whose LP "Hello Dere" is reaching the top, will tour the country with the Carol Burnett Show, opening in Pittsburgh on July 2.

Columbia recorded the entire concert of Tony Bennett's first Carnegie Hall appearance on June 9 and will release the album in the Fall. A new LP by the singer titled, "I Left My Heart in San Francisco," will be released this week.

RCA Victor has scheduled Hank Jones and Dean Kay to cut four sides July 2. The pair has one single out with their first LP album, "Arrival Time," which hits the stores in August.

Epic Records has just announced the release of an LP called "Limbo Twist" with Tommy Rey and The Caribe Steel Band. . . . David Stevens of Living Language Records has recently added Japanese to its list of home-study albums. . . . Dave Barbour, vet jazz guitarist, has been signed to Choro Records, and the first album will be recorded in two weeks. . . . Three new Adams records for RCA will be released this coming week. . . . 18-year old singer, Mike Clifford signed a long term contract with United Artists Records.

## J. L. Brown Elected VP For Paramount Records

J. L. Brown has been elected administrative operations VP for ABC Paramount Records. He joined the corporation in 1923, and was assistant treasurer and comptroller until his present promotion.

## Carling Buys Quarter Of Steelers on R-TV

Cleveland — Carling Broadcasting Co. has purchased one-fourth of the Pittsburgh Steelers' complete NFL schedule for the 1962 season on both radio and TV. The Steelers TV web covers outlets in Pittsburgh, Altoona and Johnstown, Pa.; Clarksburg, Va. and Steubenville and Youngstown, O. The 39-station radio covers Western Pennsylvania, Western New York, West Virginia and parts of Ohio.

Carling for many years been prominent in sponsoring a number of sports on radio and TV and, since 1953, has backed Cleveland Indians baseball, the past six years it has sponsored both NBC and CBS football games of the week; for 10 years has sponsored the NFL Cleveland Browns, and, since 1958, the All-Star Football game.

## Geoffrey Selden Heads Victor Borge TV Firm

Geoffrey Selden, former NBC and CBS producer, has



SELDEN

named president of ViBo Associates, Inc., according to an announcement by Victor Borge who organized the firm producing the TV show "Selden, who will take over his new position July 1, comes from William Esty Co. where he has served

in the TV department for 10 years. VBS Associates, headquartered in New York, has production facilities at ViBo Films in Southington, Conn. The firm will produce industrial and feature films as well as filmed and taped commercials, Selden indicated. VBS also preparing packaged TV formats for local presentation, added. Plans for live programming include several projects in Puerto Rico.

## 'Open Mind' Panel Views Drug Addiction Control

Controlling drug addiction will be discussed on WNBC-TV's "Open Mind" with Eric F. Goldman Sunday by the Narcotics Bureau's district supervisor, noted attorney and two doctors. The program will be rebroadcast on WNBC Radio the following day, and on ETV's WGBH, Boston.



Established February 9, 1937

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MONDAY, JUNE 25, 1962

TEN CENTS

## HYMAN CHAMPIONS PIX—OLD AND NEW) 'MOVIES TOP VIDEO DRAW'

### Qualitative Research Not Numbers, Urged For Radio's Rebirth

Boulder, Colo.—If radio is to have a renaissance as a "local and selective" medium, it must be able to identify its audience in detail. John Crichton, president of the American Association of Advertising Agencies, said here over the weekend.

"You will be far closer to magazines than you are to either TV or newspapers," Crichton told the Annual Convention of the Colorado Broadcasters Ass'n. "since you are programming to attract a particular group, which is characteristic of the magazine business."

He told broadcasters that if they have been thinking about it

(Continued on Page 8)

### Merle Jones to Appear On CBS Final 'Int'l Hr.'

CBS-TV stations division president Merle S. Jones will appear on the final program of "The International Hour,"

a series produced by the CBS-owned TV stations and broadcasters from eight overseas countries. The program, "The Legend of Ohrid," produced by Yugoslav Radiotelevision, will be broadcast Saturday by WCBS-TV New

(Continued on Page 7)

### Dentifrice Dollars Add to TV's Luster

TV accounted for 92.2 per cent of all dentifrice advertising last year, or \$33.9 million of the total \$36.8 million spent in measured consumer media. Top brand in 1961 was Crest, whose overall ad billings topped \$10.5 million—\$10.2 of it going to TV. No. 2 advertised brand was Colgate Dental Cream, followed by Gleem and Ipana. Of last year's dentifrice TV expenditure, \$19.5 was for network (TVB/LNA-BAR) and \$14.4 was in spot (TVB-Rorbaugh).

## TV BILLINGS SEEN TRIPLE GROWTH OF U.S. ECONOMY

Norfolk, Va. — A prediction that TV advertising will grow three times as fast as the national economy, more than three times as fast as newspapers and twice as fast as magazines has been made here by Martin L. Niernan, executive VP of Edward Petry & Co., station representatives.

Niernan, speaking to the Virginia Broadcasters Ass'n, said his prediction was based on a projection of the 1955-'60 trend, when TV advertising volume was up 56 per cent, while the average for all other media gained 22 per cent.

"By 1970," Niernan said, "TV should account for well over 53 (Continued on Page 8)

### CATV Re-Elects Flinn

Washington Bureau of RADIO-TV DAILY  
Washington — Glenn H. Flinn, president of TV Cable Service, Tyler and Jacksonville, Tex., has been re-elected to another one-year term as chairman of the National Community TV Ass'n.

### Klauber Recuperating

Donald Klauber, VP and national sales manager, Seven Arts Associated, is recuperating following an operation in Hospital For Special Surgery, New York.

of the Midwest in advertising affairs was seen over the week-

sales staff. They are Ken Brown, James Parker, John McGowan and Bill J. Scharton.

"We'll bring the in-depth stories of spot TV and the stations (Continued on Page 5)

## GLOBAL NEWSFILM PACT IS SEALED

NBC's Kintner Concludes Deal With British Group

An agreement has been finalized to establish global cooperation in syndicating TV newsfilm. The pact was sealed by NBC and the British Commonwealth International Newsfilm Agency, effective in September.

NBC News will have access to all newsfilm available to BCINA, including that shot by its cameramen all over the world, and that of the BBC, CBC and Australian

(Continued on Page 6)

## ABC-TV Promo Mgrs. Assemble in 'Frisco

West Coast Bureau of RADIO-TV DAILY  
San Francisco—Promo managers from 23 ABC-TV affiliate stations on the West Coast and the Southwest are meeting here today and tomorrow to discuss the Fall programming schedule. The gathering following similar regional meetings held last week in Chicago and New York.

The San Francisco meeting is being conducted by Donald Foley, newly-appointed VP of advertising and promotion for the net, (Continued on Page 7)

### Seven Arts Post-50s Latest Buys 'Enough For 10 Yrs.,' He Says

Seven Arts Associated president Eliot Hyman lashed out over the weekend at a prediction that the audience for motion pictures on TV was fading.

The forecast of decline was made by Donald McGannon, president of Westinghouse Broadcasting Co., who is alleged to have said that the novelty of seeing "old pix" is gone, the audience itself is becoming too sophisticated for them, there is a lack of new film product for the air and an over-saturation of movies, with some stations showing over 20 features a week.

Hyman challenged use of the (Continued on Page 6)

### AM Licenses Granted In Maine, Tenn., S. D.

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC announces grant of a new AM station in St. Croix Broadcasting on 1230 kc, 250 watts night and 1 kw day; Madawaska, Me.; Savannah Broadcasting, a new daytime AM of 1560 kc, 250 watts, Bolivar, Tenn. and Sturteis Radio, a new daytime AM on 1280 kc, 1 kw, Sturgis, S.D.

### Casey May Dazzle Buccos With Stellar Cellar Twist

Pittsburgh — Prior to Wednesday's game between the Pirates and the N. Y. Mets, 200 area youngsters, ranging in age from 2-12 will demonstrate their twisting abilities in the Big K Tiny Twist contest, sponsored by KDKA. There's been no word yet on whether Casey Stengel will participate, but the station announced the age limit will be waived if the Mets' manager decides to Twist.



HYMAN



JONES

## PGW Expands With Midwest

Chicago — Rising importance agency and broadcast sponsor end as the prime impetus for major expansion of its office in this city by Peters, Griffin, Woodward, Inc.

Lloyd Griffin, the station rep firm's president for TV, announced four additions to his Chicago

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# VATICAN LETS LENSMEN FILM HISTORIC COUNCIL

The National Council of Catholic Men and NBC have been given permission by the Vatican to film the opening of the final meeting of the Central Preparatory Commission for the Ecumenical Council in Rome.

## SINATRA TREK DRAINS DIRECTOR

Phelps Hospitalized on Tour  
With Singer for World Tots

Special to RADIO-TV DAILY  
London — TV director Stuart Phelps has been released from medical confinement here after suffering exhaustion while on tour with Frank Sinatra and supervising filming of the entertainer's trip on behalf of children's and youth organizations.

Phelps will pick up a film crew to complete footage of hospitals and orphanages in Europe aided by Sinatra's benefit performances. The film may be later used for network presentation in this country to raise funds for underprivileged American children.

Phelps will return to Hollywood within two weeks to begin editing the film of Sinatra's world trip.

## Teen Tipping Meet Gets More Air Time

Newark — WJZR has added a half-hour highlights special to its Wednesday coverage pattern of the second session in the series of hearings being conducted by a New York legislative committee on the problem of teen-age drinking.

The highlights special is scheduled approximately an hour after the hearings are set to adjourn. WJZR will take to the air at 11 AM that morning, however, as Sen. John J. Marchi of Staten Island calls the hearings to order in the auditorium of Wagner College.

### Will Air Hughes Views

It will then cut in and out of day-long testimony to present the opinions and arguments of New Jersey Gov. Richard J. Hughes, Rep. Florence P. Dwyer (R), motor vehicles director Ned J. Parsesian and a half-dozen prosecutors and safety coordinators.

## Murray Kaufman to MC 'Forest Hills Music Fest'

Murray Kaufman, WINS DJ, will MC the "Forest Hills Music Festival" June 30 thru the Summer at Forest Hills Stadium, L. I. Bobby Darin will guest on opening day, with Ella Fitzgerald, Sammy Davis, Jr., Johnny Mathis and the Kingston Trio scheduled for succeeding programs.

## COMING AND GOING

JOHN L. KOUSHOURIS and ROBERT TROUP, VHF, Inc. VPI, to Chicago for production meetings.

BOB BENDICK, NBC producer, back to Newport, R. I. after surveying there for shooting of an upcoming news show on yachting.

HANK ALEXANDER, Video-Tape Unit president, to Atlanta for videotaping sessions.

EDWIN NEWMAN leaves for Washington today where he will replace David Brinkley on NBC-TV's "Huntley-Brinkley Report."

C. ISRAEL LUTSKY, known as "the Jewish philosopher," and his wife, to Coast to visit sponsors and make personal appearances.

## Sterling Is Co-Author Of 'La Guardia' Bio

Philip Sterling, assistant publicity director for CBS Radio work, is collaborator in the biography, "Fiorello La Guardia," by Bella Rodman, to be published October under the imprint of Doubleday & Wang.

It will be the first work of a young adult readers encompassing the full life-span of the New York mayor whose weekly radio reports to the electorate made him one of the outstanding microphone personalities of his time. La Guardia was the only occupant of the Hall ever to win a Peabody award.

## Hellman to Warner TV As Sales Promo Manager

Gordon Hellman has been appointed sales promotion manager of Warner Bros. TV division. In business for himself for the past two years, he specialized in providing creative advertising and promotion services for clients in the broadcasting field. Just prior to forming his own company, Hellman was with Transcontinent TV Corp., has also served with TvB and CBS-TV.

## Radio 'PM' Marks 5th Year

"Program PM," an experiment in after dark radio, next week celebrates its fifth anniversary on the Westinghouse Broadcasting Co. stations. Debuting in 1957, the series introduced a concept of lateral programming for each night of the week. Its "Behind the Scenes" theme covers everything from an interview with Khrushchev to a tribute to an old burlesque theatre.

The brainchild of Richard M. Pack, VP - programming, WBC, and William Kaland, WBC national program manager, "Program PM" carved its niche by examining areas of controversy often ignored by radio. The increasing demand for material of this kind assured the future of a series of this type, but, according to Kaland, who they got started it was a case of "They Laughed when I sat down to play the piano."

## 'Tongaloo' TV Series Inks Starring Trio

John Carroll, Wayne Preston and Jill Jarmyn have been signed to star with AB Aha in "Tongaloo" first-run syndicated series to be put in distribution by CBS Films next Fall, it was announced recently by Albert C. Gannaway, producer of the series with a Central American locale.

The jungle adventure series, formerly titled "Aba of the Jungle," is now in production in Mexico and Guatemala and will be filmed in both color and black-and-white.

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# EXPEDITION!

Winner of the Thomas Alva Edison Foundation Award... George Foster Peabody Award... Ohio State Award



***47 Half-Hours Now Available for Local Sale!***

Now, after 2 important years of network service, this triple-award-winning series is ready to give you new programming power and pride. So come with us and explore exciting new areas of television—wherein high purpose lives side by side with high ratings.

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# THE LONG, LONG SUMMER



I am not a television addict, but I do consider myself a fan, devoting 2 and 3 hours per night to the Box, and strictly as a fan, the approach of the hot Summer leaves me cold. It's repeat time, and I'll have no part of it. Why should I—or millions like me—be expected to watch re-runs of programs that are still fresh in memory?

This odious practice of Summer repeats was inherited by television directly from radio. This is the way broadcasting operated in the halcyon days of radio and this is the way television operates today.

Why?

Because, we're told, the sets in use figure is low; people are on vacation; people don't want to stay cooped up inside; sponsors can take a budgetary hiatus; the creative talent needs a rest, etc.

The objective reader who cares to analyze each of the listed reasons will readily reach the conclusion that the Summer hiatus is as dated as the Ming Dynasty.

Granted. Some people are on vacation during any given week of the Summer. But even assuming that All who take vacation time actually leave their homes, the statistical probability is that during any 2 week period, 16% of our population will be vacationing, leaving 84% at home. (Divide 100% by 13 weeks, multiply by 2).

Granted, many people have no desire to sit and watch television during the hot summer months. But many people—by wish or circumstance—would be willing to do so.

Granted, some sponsors may look to the hiatus period as a means of pro-rating the full year budget. But according to all that we read and hear, time periods are scarce and sponsors are standing in line to purchase time. So sponsorship has little to do with the situation at hand.

As for the creative talent needing a rest, that is truly absurd. Yes, they too need an occasional escape. But not 13 weeks at a stretch! Broadway does not bring back old plays during the summer months, nor do the movie theatres book old films. Television does not think it at all strange to almost literally close its doors for 25% of the year. Incredible, isn't it.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Bobby Darin is on the verge of signing for his own special with Helene Curtis. Deal also involves a record album promotion . . . Hildegard thinks we'll never have a woman President because the President has to admit he's over 35 . . . Bob Dixon, who is heard daily on CBS Radio, has 44 different honorary titles from as many states and cities including honorary Texas ranger; Mississippi colonel; deputy sheriff; honorary police chief; special detective; bailiff; admiral in the Nebraska navy . . . Radio personality Bea Kalms back on the air lanes with her popular "Stairways to the Stars" interview deejay show on WFBG, Atlantic City. The show emanates from the Celebrity Lounge of the Mayflower Hotel and is heard from midnight 'til 1 AM, Monday thru Saturday.



DIXON

★ ★ ★

• • • Richard Egan, hitherto reluctant to appear in a TV series figures that his starring in Chrysler Corp.'s new weekly "Emmy" will be the right one for him . . . Report from DaVinci records Eli Wallach's dramatic readings on "Christ in Concrete," a real stealer. Great critical response, thus far . . . The nation's capital will hold a new TV station primarily for Negro viewers, WOOK-TV, which goes on the air in September . . . Tony Bennett wings to Chicago this week for a Friday-Saturday concert date at McCormack Place.

★ ★ ★

• • • Goings on at Coral: The McGuire Sisters recently called a smash engagement at the Monticello in Framingham, Mass., breaking the house record formerly held by fellow Coral artist Liberace . . . The Ivy League Trio has been designated official band of the Vega Banjo company, whose wares account for their instrumentation . . . A new album will soon be issued by the two greats of dixieland, Pete Fountain and Al Hirt . . . Brilliant new pianist Stanley Paul, currently breaking it up nightly at the Park Sheraton, should have a big hit with his first record, "Theme from My Geisha" . . . A&R producer Henry Jerome trekked to Philadelphia, but instead of visiting deejays he sought out a veterinarian eye specialist to tend his poodle who is 14 years old.

★ ★ ★

• • • Richard Rodgers will be 60 years old Thursday, and WNBC Radio will pay musical tribute to the composer with a "Salute to Richard Rodgers" that night from 11 PM to 1 AM . . . Jersey's Ocean Breeze club becoming a popular rendezvous with society and theatrical folk. Spotted there the other minute were Carol Burnett, Art Van Horn, Rudy Vallee and musical comedy star Shirley Lamoreaux, recently returned from a highly successful Parisian tour . . . Singer Tony Mitchell has been selected to perform at the Miss Universe Beauty Pageant and will fly to Miami July 10 for a series of appearances.

★ ★ ★

• • • Henny Backus at the Savoy Hilton to join hubby Jack Backus, who is in town to do the "Talent Scouts" TV show. They were both on hand for the Trader Vic's Virgin Islands Rum Festival and are also doing some personal appearances in connection with the new book, "What Are You Doing After the Orgy" . . . Name bands such as Henry Jerome, Si Zentner, Buddy Morrow, Art Mooney, Larry Elgart, Stan Rubin and still others will be entertaining the N.Y. youths free weeknights at 8:30 at the respective city Parks through Labor Day. This great public service idea marks its 21st year.

★ ★ ★

• • • My Stetson's off to: The TV scripter whose murder mystery hasn't the butler as the culprit . . . The TV scripter whose private eye makes more blunders than the police . . . The TV scripter whose cowboy hero doesn't beat the posse to the cattle rustlers . . . The TV scripter whose criminal lawyer gets a lesson in trying a case from the district attorney . . . The satiated televiewer who wouldn't mind seeing these things happen in video.

# FCC Puts Chicago ETV Proposal in Hopper

## Comm'l UHF Channel Sought by Educators; All Groups Queried

Washington Bureau of **RADIO-TV DAILY**  
 Washington—In line with a request by the Chicago Educational TV Association, the FCC has instituted rulemaking proceedings that would lead to reserving UHF TV channel 20 for educational use in Chicago.

The channel is now assigned as commercial, but hasn't been applied for. CETA now operates education station WTTW on channel 11 in Chicago. Pro and con arguments on the CETA channel 20 proposal are called for by the FCC.

The Commission also has invited comments on conflicting proposals of Pathevue Broadcasting to assign UHF TV Channel 3 to Riverhead, N. Y., for educational use, and of National Educational TV and Radio Center to assign the same channel to Hempstead for education use. The FCC further invites comments on a request by William H. Porter that UHF Channel 22 be shifted from Cambridge, Md., to Salisbury, Md.

### Jacksonville Extension

In other business, the FCC: (1) Granted non-commercial ETV station WJCT, Jacksonville, Fla., extension for another year of its experimental authority to transmit scrambled medical programs. Commissioners Bartley and Ford dissented. The station said such programs will furnish opportunity for post-graduate training for busy physicians, as well as other educational purposes for the intern and resident staff of hospitals in the area. Reception of the programs is on sets converted for the purpose.

(2) Proposed revised forms for applicants for non-commercial ETV and FM stations. At present, ETV applicants use regular TV station forms, while educational FM applicants use special educational forms. Under the proposal, both would use the special forms, which would be changed somewhat. Arguments are invited by Aug. 1 on the proposal.

### Mich. Airline Shifted

(3) Made a final shift of commercial UHF TV Channel 24 from Coldwater, Mich., to East Lansing, Mich., where it will be reserved for educational use. This was in line with a request by Michigan State U. which now operates WM-SB on VHF Channel 10 at Onondaga, but on a share-time basis, with its main studio at the East Lansing campus. The UHF channel is meant to supplement the university's educational program and to fit in with the State's plans for statewide ETV distribution systems.

## MGM's Ap'el Moves From Pix to Disks

Ed Ap'el, member of the advertising and publicity staff of MGM Pictures, has been transferred to the MGM Records Division, replacing Harry Anker, Jr., who has resigned.

Anfel will work in liaison with Donahue & Coe in the planning and production of album cover art, liners, point-of-purchase display material, consumer and trade advertising, preparing of mailing promotional material and copywriting.

## PGW Looks to Midwest

(Continued from Page 1)

we represent to the rapidly growing number of decision-makers at all levels here in marketing, sales and advertising," Griffin said.

Brown was formerly associated with Harrington, Righter & Parsons. Parker has been an account executive with WBBM-TV for the past four years. McGowan joins PGW as a TV account executive after several years with Weed Television Corp. He was also associated with video stations in Honolulu and San Diego. Schar-ton came to PGW TV from WA-BC-TV, where he was national sales manager. Prior to that his experience included NBC Spot Sales in Chicago. He will handle PGW's special sales development assignments.

## U-TV Bid for Baltimore

Washington Bureau of **RADIO-TV DAILY**  
 Baltimore — Erway Television has applied for a new UHF TV station on Channel 72 here, the FCC reports.

## SOLONS APPROVE OF 'MR. SMITH'

Fess Parker Offered Aid In Filming New TV Series

Fess Parker, star of ABC-TV's forthcoming "Mr. Smith Goes to Washington" series, should be one of the best informed actors on Capital Hill life. While filming segments in Washington, Parker and Hal Stanley, producer of the show, met over 60 senators and nearly 100 congressmen.

The series concerns an idealistic freshman senator, portrayed by Parker, who has faith in the goodness of his constituents. Much of the shooting was actually done in the confines of the Senate. Sen. Barry Goldwater (R., Ariz.) offered his assistance in obtaining permission to film in restricted areas.

## NBC Names Kenney To NAB Radio Board

Peter Kenney, Washington VP for NBC, has been named by the network as its member on NAB's radio board of directors.

Kenney succeeds P. A. Sugg who, for reasons of health, has resigned as NBC's executive VP for NBC-owned stations and spot sales. Kenney was designated for the post by NBC's president Robert E. Kintner.

## Appoints Account Exec

Cleveland — Charles A. McFadden has been appointed account exec with the local sales staff of WJW-TV.

## ABC's 'Red' Quinlan Gets Darrow Award

Chicago — Sterling C. "Red" Quinlan, ABC-TV VP in charge of WBBK will be among the five



QUINLAN

recipients of the first Clarence Jarrow Humanitarian Awards to be presented Friday in Chicago to five Chicagoans who have served their community in true Jarrow tradition.

Quinlan serves several full-time employment organizations, including the Ill. Committee for Equal Job Opportunities. Currently, he is on the board of directors of the Tuberculosis Institute of Cook County, Chicago chapter of the Betty Business Red Cross, the Better American Bureau, Area Council of Camp Fire Girls, the executive committee of United Cerebral Palsy, Advisory Board of Junior Achievement. He was originator, sponsor of the "Jobs for Youth" campaign.

## Waivers OK Operations In Defense Net Outlets

WVCG-AM-FM, Coral Gables; WFFG, Marathon, and WKWF, Key West, have received waiver of FCC rules to permit them to operate remote pick-up broadcast base stations for use in connection with activities of the Florida Defense Network, subject to current rulemaking with respect to emergency use of such stations in general.

MOST POPULAR SERIES OF MOVIES IN HOLLYWOOD HISTORY...

# The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.



ALLIED ARTISTS TELEVISION CORP., 166 WEST 46th ST., N. Y. C. 46, N. Y., PLAZA 7-8530

## Pair's Tour Screens Jazz Scene Hipcast

Phil Turetsky, exec producer of "Jazz Scene USA" and program producer Jimmie Baker have set a week-long, key city tour to stage special screenings of the half-hour skein now in full production.

The pair will host the screenings for both agency execs and press which are slated to augment forthcoming industry showings in the Hollywood area.

"Jazz Scene USA" is produced by Steve Allen's Meadowland Productions. Oscar Brown, Jr. is host and Steve Binder is director.

## 2 'Untouchables' Segs Start Desilu in Pix Biz

Desilu Productions, one-time TV giant now down to one series on the air, "The Untouchables," is entering the motion picture field on a full-scale basis and will use two one-hour "Untouchables" dramas linked together as its first U. S. release sometime next month. Titled "The Scar-Faced Mob," it is currently in release as a film in Europe.

Named VP for theatrical distribution is Lewis Ginsburg, who said the number of productions to be turned out by Desilu will depend on the success of the initial release, but it is believed the first year's schedule will consist of two to six pictures. Ginsburg is headquartered in New York, with releases in the Western half of the country to be handled from Los Angeles by Art Greenfield, now in Desilu's New York sales office.

## Chipmunks Make Good With 'Alvin' in Day Slot

"The Alvin Show," a cartoon series starring Alvin, the singing chipmunk, his brothers Simon and Theodore and songwriter David Seville, has become a Saturday morning program on the CBS-TV web. The program, produced by Format Films under the overall supervision of the Bagdasarian Film Corp., consists of rebroadcasts for both the daytime and nighttime versions.

## Four Show Biz Wives Drop in on Jack Benny

Four wives of well known personalities are taping a comedy sequence for the Jack Benny Show to be aired early next month. The quartet is Evelyn Silvers (Mrs. Phil), Anne Douglas (Mrs. Kirk), Ruth Berle (Mrs. Milton) and Eden Marx (Mrs. Groucho).

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • At this writing Ken Murray's "Hollywood My Home Town" has been sold for TV in 10 foreign countries, with the languages dubbed in. After getting the biggest audience of any "DuPont Show of the Week" last season, it will be rerun on July 8. So far, Murray has grossed over \$250,000 from his original \$65,000 investment and the end is not in sight. He now has in preparation a similar venture using film that he has shot, plus scenes still being shot all over the world. He will call the new show "Hollywood Without Makeup." Negotiations are now going on for a network sale, but the snag so far is Murray's preference for an earlier time for the new show. It appears that this would be a natural for ABC to pick up and spot preceding the Academy Award show next Spring. The Academy couldn't ask for a better lead-in, and sponsors of both programs would benefit.

• • • Bill Self has signed Cynthia ("Margie") Pepper to a long-term contract and revealed that a new series is being planned for her at 20th-Fox. According to George Shupert, "Margie" will probably not go into syndication but will be offered for daytime network or as a Summer replacement next season. It has been sold in many foreign markets. Shupert, Self and Peter G. Levathes have been meeting with other executives on programming plans for the 1963-64 season.

• • • W. Arthur Rush and Ralph Wonders will be executive producers of the new "Roy Rogers-Dale Evans Variety Hour," which bows on ABC-TV Sept. 29. They are president and VP respectively of Art Rush, Inc., which manages Rogers.

• • • "Dodger Dugout" with Bill Welch returns to KTTV July 5 immediately preceding the telecasts of the Dodger-Giant games from Candlestick Park. Sponsor is Glendale Federal.

• • • Additions to local sales staffs last week included Don Cena at KLAC and F. Robert Kenton at KHJ. Kenton was previously at WHN and WMGM, New York. Alex Grasshoff has joined Wolper Productions and will produce and direct "Story of a Marine" for the "Story Of" series. Art Wittum, director of information services for KNX leaves on a two-week vacation today.

## Movies on TV Championed

(Continued from Page 1)

words "old pix," saying: "What the connotation of the word 'old' is we don't know. It would seem based upon Mr. McGannon's thoughts, that the public is not interested in old paintings and museums should dispose of their masterpieces — or the libraries should get rid of Shakespeare, because he's old. Or, for that matter, in any of the arts, anything that was not polished and chromed, is worthless.

### Pleads for Classicism

"Even though we are not offering any 'old pix' to the TV industry," he continued, "we would still defend the classics in this category that we feel certain the public would like to see for many years to come."

Hyman told RADIO-TV DAILY "there is definitely not a lack of new feature motion picture product for TV either in number or quality.

"As a matter of fact," he said, "Seven Arts has just completed negotiations for substantial post-'50's product from Warner Bros.

and 20th Century-Fox, including such box office hits as 'Sayonara,' 'Pajama Game,' 'The Man in the Gray Flannel Suit,' 'Love Me Tender,' 'Desk Set,' 'Oh Men, Oh Women,' 'Will Success Spoil Rock Hunter?,' 'Miracle in the Rain,' 'The Spirit of St. Louis,' and 'Auntie Mame.' And now we have under contract enough product of this high quality to supply TV stations for the next 10 years."

The Seven Arts exec said there can never be an over-saturation of such quality features on TV "for the simple reason that the very economics of the industry prevent the creation of 'made-specifically-for-TV' programming in any significant quantity to compare with Hollywood's multi-million dollar productions."

Hyman said post-'50s are "a top video draw" and have "not only enjoyed the largest audiences and highest ratings the industry has ever known, but have likewise probably earned, for all stations programming them, maximum profits per programming hour."

## C-P Takes 2nd Year With 'Knowledge'

Philadelphia — ABC's "Frontiers of Knowledge" has been renewed by Colgate-Palmer for a second year. The monthly half-hour program, originating from WFIL-TV here, is produced in association with Pennsylvania U.

Exploring the worlds of science, religion and history, the series is, according to C-P president George H. Lesch, "a worthwhile joint effort of business and education to foster TV programs of interest and education to the mass audience."

## NBC, BCINA Sign

(Continued from Page 1)

Broadcasting Commission, while the agency jointly with the Rank organization and Reuters.

The deal was concluded by NBC president Robert Kintner in a recent 10-day trip abroad. Under it, NBC newsfilm will be formally syndicated on a world basis for the first time. The new work will set up its own international newsfilm unit in New York for specialized syndication requirements. In association with BCINA and extend its film coverage of North and South America. This will be supplemented by reports from all NBC News film sources to form part of the complete Visnews service, to be distributed by BCINA.

## Harden Raised to Mgr. Of UPI, Jacksonville

Miami—Patrick A. Harden has been named manager of UPI Jacksonville bureau. Frank Eidge, Florida news manager, has announced. Harden joined the news service in March, 1960, and has been with UPI bureaus in Knoxville and Nashville, Tenn., and Mobile and Montgomery, Ala.

## Award to DA Marks Sonic's 5-Millionth

Sonic Recording Studios, marked pressing of its 5-millionth 12-inch LP disk over a 12-month period, by presenting a Gold Record award to William Cahn, assistant D. A., Nassau County, N. Y., "for his aid in breaking up the record counterfeiting ring." Also receiving Gold Record Awards were Enoch Light, "for creating a new sound in stereo recording" thru use of a 35mm film instead of the much narrower plastic tape, and Rose Tulin and Michael Stillman "for bridging the cultural gap between nations thru records." A Silver Record Award went to Tony Mottola "for his fresh sound in guitar recording."

## Mexican Videofile

By PEDRO MARIO AMARO

A local firm is dickering for the "Ed Sullivan Show" to be released on local channels. In the past, the high prices asked by distributors have been stumbling blocks for acquiring the Sullivan program. This time it seems talks are approaching contract stages.

Cantinflas (Mario Moreno), will finally appear on TV homescreens. Comic has agreed to be interviewed July 2 by a TV reporter who hides behind non-de-plume of "Efemerides," with material centering around actor's rise from the "carpa" neighborhood tent theatres to his present place of international prominence. It is learned also that Cantinflas is readying release of his first TV short, "The Boxer," for general release. Also, very much hush-hush are comic's ambitious plans for a TV series, which he will produce for worldwide release.

Mexico is moving for an improved interchange of TV newsreels between Latin American nations on basis that spreading of knowledge about each other will contribute to greater understanding and closer, friendlier relations. Actively pushing idea is Fernando Hernandez Bravo, head of the International Ass'n of TV Newsreels, headquartered here. Bravo will push his idea vigorously in the fourth World Congress of the Filmed Press at Brazil this December.

Carmen Baez, officially appointed to succeed the late Jorge Ferreris as head of the Film Bureau by Secretary of State Gustavo Diaz Ordaz, insisted that she will continue policies of the former chief in TV censorship. According to existing industry law, TV is an entertainment medium for the entire family, Miss Baez said. As such, the industry and its producers, writers, etc. should place accent on "the good and positive," and by-pass anything that is demoralizing for youth and adults alike.

## OBITUARY

### Mrs. Norma Lee Rahall

St. Petersburg, Fla. — Mrs. Norma Lee Rahall, 33, wife of Samuel G. Rahall, president of WLCY, one of the Rahall stations, died here on Friday following a heart attack. She is survived by a son, Richard. Services will be held today at the First Presbyterian Church of St. Petersburg.

## Catholic Casters Give 4 'Gold Bell Awards'

St. Louis — The Catholic Broadcasting Ass'n has presented its annual "Gold Bell Awards" to ABC-TV; NBC Radio; KMOX-TV here, and WJMJ, Philadelphia, for service to both the church and the community. The awards were made at the group's annual convention here, during which KMOX Radio and KTVI received special CARTA awards in the name of the Archdiocese of St. Louis.

### 'Judah's Passion Honored

ABC-TV was cited for the "Best National TV Program" for "The Death of Judas" on "Directions '62." NAB's presentation of the Midnight Mass from Helnz Chapel, Pittsburgh, on "The Catholic Hour," was named "Best National Radio Program." KMOX-TV was named "Best Local TV Station," and WJMJ, "Best Local Radio Station."

### Many Citations Made

The association also presented citations for outstanding programming to: WEAN, WPRO-TV and WJAR-TV, Providence; KCBS and KRON-TV, San Francisco; KMOX and KSD-TV, St. Louis; WLBW-TV and WCKT-TV, Miami; WHEN-TV, Albany; WRGB-TV, Shenectady; WBBM, Chicago; WJBK-TV, Detroit; KNXT-TV, Los Angeles; WDSU-TV, New Orleans; KCRA-TV, Sacramento; KSTP-TV, St. Paul; WTIC-TV, Hartford; KTHV-TV, Little Rock; WFMY-TV, Youngstown; WJMJ, Philadelphia; WHEN-TV, Syracuse; and WFBM Stations, Indianapolis.

## Final ABC-TV Promo Meet

(Continued from Page 1)

and Sid Meshov, director of exploitation, both here, from New York.

Publicity discussions are being supervised by Eli Henry, West Coast director of press information, from Hollywood.

Promo managers skedded to be in attendance are:

Max Skolover, KOAT-TV, Albuquerque; Dave Maxwell, KBYD, Bakersfield; Jay E. Gardner, KRDO, Colorado Springs; Casey Cochran, WFFA-TV, Dallas; Peggy Birge, KSEL-TV, El Paso; Ron Otto, KZZI-TV, Eugene, Ore.; Ruth Wall, KJZZ-TV, Provo, Utah; Gordon KFKK, Houston; Paul Montano, KTRK, Houston; J. H. Cogan, KODD, Oklahoma City; Rita Hornik, KPEP, Portland; Katherine Lentz, Phoenix; Betty Varini, KCPN, Salt Lake City; Katie Peterson, KOQO-TV, San Antonio; Lind Miller, KOVR, Sacramento; Jim Hayden, KFTV, San Diego; Michael D. Kilian, KNTV, San Jose.

Also, George Rodman, KGO-TV, Carol Davis, KKEY-TV, Santa Barbara; D. Crook, KMGH-TV, Seattle; Margaret Hareley, KONO-TV, Seattle; Pat Reed, Alexander, KGBN, Tucson; Jack Brantner, KABC-TV, Los Angeles; Love Peterson, KABC-TV, Walter J. Schiavari, KJEM-TV, Spokane.

Station promo managers who attended the Chicago meeting are: Bob Koutlan, WYAC, Akron, O.; Bill Harkins, KVEL-TV, Amarillo, Tex.; Ron Scott, WOI-TV, Ames, Ia.; Thomas L.

## AGENCY NEWSCAST

By RALPH TYLER

Magnavox has appointed two agencies, after more than three months of screening, to handle expanded promo plans. Kenyon & Eckhardt has been named for all of the company's TV, stereo, hi fi and radio products, while Ellington & Co. has been appointed for the Magnavox Electronic Organ. The Riddle Co., Bloomington, Ill. will continue to handle the Industrial Division of Magnavox. The company has set sales goals 40 per cent above 1961 and expects even further growth from introduction of new products in the next year.

"The Clairist Story" produced for Clairol, Inc., through Foote, Cone & Belding, and "Boys and Cars" produced for General Motors through Campbell - Ewald were among the Robert Lawrence Productions commercials that received awards at the 9th Int. Film Festival in Venice. The Robert Lawrence company picked up the Cup of Venice, the first time an American firm has been so honored by the festival. TV commercials for Martini & Rossi, produced by Reach, McClintock & Co., have taken four major prizes at the Venice festival. Honored were "Two Crates," "Egg Beater," "Periscope" and the "Crate at Sea" series.

TEXAS ROUNDUP: The Gregory-Giezenlander Co. of Houston has been named to handle PR and advertising for six concerns: D-G Homes; Station KIKK, Pasadena; Clear Creek National Bank, Seabrook; the International Motel, Pasadena; the American Reserve

## Thought for Today

"America's intellectuals could be more help if they'd quit wringing their hands over the state of our culture and rejoin the human race. An intellectual can be defined as one who wouldn't dream of listening to a phonograph until it was renamed a hi-fi, who despises AM radio but adores FM, who never looked at a movie until the Scandinavian and French began producing films that are happily unintelligible, who repudiate their own egghead friends if by chance they write a book that sells widely; who won't have a TV set but go next door to look whenever a good documentary is scheduled."

—Bruce Bliven, Author, New Republic former editor

Co. and Mexico City Restaurants

Robert A. Gilruth has been named an account exec for the Houston office of Ketchum, MacLeod & Grove. Gilruth was until recently associated with Buehen Advertising of Chicago. Before that he was with Y&R... KRLL, Dallas, radio news will be aired 26 times weekly through Sept. 8 via Morton's Foods sponsorship. Charles W. Stewart, former manager of KITT-FM, San Antonio, has been appointed radio and TV director of Bernard M. Brooks, advertising. Stewart has been in broadcasting for 16 years, having been associated with KMAC, KISSA and WOAI-TV. He has served as news editor for KITE; manager of KNXX, Sweetwater, and news director for Connie B. Gay Enterprises (five radio stations) in Washington.

## Merle Jones to Appear On CBS Final 'Int'l. Hr.'

(Continued from Page 1)

York, and Sunday by KNXT, Los Angeles; WBBM - TV, Chicago; WCAU - TV, Philadelphia; and KMOX-TV, St. Louis.

Jones will describe the impact of the second annual international program exchange in America and abroad and will stress the growing importance of such exchanges between broadcasters around the world. Earlier programs in the series included the five CBS-Owned TV stations' contribution, "Eugene Ormandy's Sound of America," and musical programs produced by broadcasters in Argentina, Australia, Canada, Ireland, Italy, Japan and Mexico.

Yonne, KJMT, Austin, Minn.; John Puzar, KBNZ, Boston, Tex.; Robert E. Lee, KBBCTV, Birmingham, Ala.; Eonia Herold, KHC-TV, Cedar Rapids, Ia.; Tom Reynolds, WTVF, Chattanooga, O.; Percy Rogers, WRCR, Cincinnati, O.; Ted C. Sloss, WFTM, Columbus, Ga.; Shirley Dunham, WTVN, Columbus, O.; Dorothy Saperstein, WLWD, Dayton, O.; Jack Knauff, WTVT, Deerfield, Ill.; Robert P. Tolliver, KFTV, Denver, Colo.

Also, John Fisher, WXYZ-TV, Detroit; Miel, Robert Wallis, WTVW-TV, Evansville, Ind.; Devere Logan, Jr., WART, Flint, Mich.; Bill Houton, WPTA, Ft. Wayne, Ind.; Don Giovanni, Fran Juhanski, WQTV, Green Bay, Wis.; Jack Gilbert, KJHO, Honolulu, Neb.; Charles Rogers, WTVU-L, Indianapolis, Ind.; Bob Driscoll, KJRH-TV, Kansas City, Mo.; Nick Cloney, WTVT, Lexington, Ky.

Also, Bruce Suto, KTVU, Little Rock, Ark.; Bill Hill, WLKY, Louisville, Ky.; Don Chran, ABC-TV, New York; James R. Miller, WKOP-TV, Memphis, Tenn.; Dan Russell, WHQ-TV, Memphis, Tenn.; John Shelton, WFTL-TV, Milwaukee, Wis.; Bob Frazier, KSHS-TV, Minneapolis, Tenn.; J. Ross Burke, KVK, Oklahoma, Texas; William Perry Brown, Jr., WBBF-TV, New Orleans, La.; Bob Coate, KFTV, Omaha, Neb.; Gary Brennan, WFTV-TV, Fort Worth, Jack Litchner, WRBX, Rochester, Ill.; Jerry Rosinger, KFBST-TV, Surabaya, Ind.; Jerry Rosinger, KFBST-TV, Surabaya, Ind.; Patrick H. Kenny, WRPD, Toledo, O.; Barbara Roberts, KSTU-TV, Tulsa, Okla.; Bill Jones, Louis Drushon, WREX-TV, Nashville, Tenn.

## \$25,000 in Equipment CBS's Gift to NJ-ETC

Montclair, N. J.—CBS has donated \$25,000 in TV equipment to the New Jersey Educational TV Corp. Reps of NJ-ETC, which plans to establish a state-wide non-commercial ETV network, estimate the value of the equipment, if purchased new, at \$100,000.

Orville J. Sather, president of NJ-ETV, acknowledged the gift in a wire to James T. Aubrey Jr., president of CBS-TV. The equipment will be moved shortly to Glen Ridge, the site of NJ-ETV's first station, due to feed some 800,000 North Jersey students this Fall.

## Crichton Voices Plea For Audience Research

(Continued from Page 1)

Research—qualitative research, as opposed to ratings—"now is the time to do it."

Crichton said the audience research is not only important because of the growing selectivity of radio, but also because "we are entering the era of the computer."

"The time is surely coming when most agency people will find it hard to support any media recommendation which has not been programmed through a computer," he said.

### 'An Objective Examination'

"Considering radio's values, and considering that in most broadcasters' opinions they have been depreciated in the last 15 years," he said, "it is possible that the arrival of the computer is a most hopeful sign for radio. It gets away from opinion, and it forces an objective examination."

In addition to suggesting audience research, the 4A president recommended that the broadcasters "take a good hard look" at clarifying rates, and their sales representatives with better material, see if they "have to have all those commercials," and give serious thought to a discount-for-cash policy.

## STORK NEWS

Mr. & Mrs. Stan Levine are the parents of a girl, Naomi, born June 21. Levine is NBC International press representative.

It's a girl, their fifth, for Mr. & Mrs. Dick McHugh. Father is NBC-TV special program sales manager.

Don and Jayne Quinn became the parents of a boy, Thomas Anthony. Dad is RKO General national sales division director.



By PETER C. DAVALE

So insistent has been the demand by the 2,750,000 viewers in the TWV (Wales and West) area that the station has bought 26 of the latest "Ben Casey" episodes direct from the U. S. It's the second time that TWV has gone straight to the source in the U. S. to book a top American series. Last Winter, TWV secured exclusive British rights to "87th Precinct" which it since networked to most other independent TV companies in Britain . . . TWV Outside Broadcast unit cooperated with a CBS team the other day to produce "An Ancient Witness," one of the CBS network series "A Lamp Unto My Feet." The TWV team shot material on Bristol's historic St. Mary Redcliffe Church. Program was recorded direct on U. S. line standards.

Lisa Kirk made her British TV debut the other night, on Val Parnell's London Palladium Show. The Four Saints were there, too. Lisa's scored such a big hit at London's "Talk of the Town" night spot that impresario Bernard Delfont's extended her season by three weeks to July 28, making it the "Talk's" longest-ever run . . . U. S. TV comedian Tom Poston is currently filming over here in the re-make of that old creepie "The Old Dark House," a co-production by the Hollywood and British horror movie kings William Castle and Michael Carreras.

Top-of-the-bill appearance of American star Vivian Blaine in ARTV's "Hippodrome" was quite something! Obviously, Miss Blaine's going to be asked for a return visit . . . "At the Drop of a Hat," the Michael Flanders-Donald Swann two-man TV show recorded by the BBC over here for showing on U. S. television, gets a BBC-TV screening this week. Program was produced by Talent-Associates-Paramount Ltd. in association with the BBC-TV.

Canadian-born David Gell has been chosen by ARTV to promote the U. S. pop records in the new weekly program "Needle Match" in which the latest record releases from both sides of the Atlantic compete against each other. The British disks will be promoted by actor and singer Oliver Reed . . . Says Reed: "I think new singers in this country, such as Helen Shapiro, leave people like Connie Frauels completely in the shade."

All-American virtuoso Isaac Stern is the subject of BBC-TV's "Profile in Music" this week. He'll talk to John Freeman . . . Comedian Jimmy Edwards, chairman of the Variety Artists Federation, who resigned from Equity, the actors' union because of its recent strike against the TV bosses, has applied to re-join Equity . . . ARTV's director of production, Lloyd Williams has resigned. Ray Dicks takes over some of his duties.

Shirley Bassey left for a Venice holiday fuming about what she alleged were bad production values in the program recorded by BBC-TV. Nelson Riddle appears with Miss Bassey; she alleged that "fifty per cent of my act is using my arms—but all that was done by the BBC was to show a lot of close-ups, cutting off my arms above the elbow" . . . "Evening News" writer James Green was shown the program privately the other day. His verdict: "An excellent show—in which all the Bassey magic and personality is on the screen."

## Motorists Listen to Car Radios 1 Hr. Daily

American motorists average 60 minutes of car-radio listening every day; virtually all car-radio owners (95.8 per cent) listen to their car radios within the average week, and almost half (48 per cent) report "very heavy listening," spend virtually the entire time they're behind the wheel with the car radio on. These facts are contained in a new RAB study called "Driving Force," conducted early this year by Richard Manville Research, Inc.

## Boone Welcome M Out to Civic Leader

West Coast Bureau of RADIO-TV DAY  
Singer Pat Boone hosts a minute Mutual Broadcasting System show, "Pat Boone US starting Saturday. The program is presented in cooperation with Pepperdine College of Los Angeles and consists of music and interviews with prominent industry and civic leaders.

Named thus far as guests are: Edgar Kaiser, Kaiser Industries; Robert Stevenson, president, Al Chalmers; Alvin H. Baker, chairman of the board, National Gypsum; and Roger Blough, chairman of the board, U. S. Steel.

## Sees TV Growth Fastest

(Continued from Page 1)

billion in advertiser expenditures with a billion-plus spot TV advertising accounting for more advertising dollars than went into all forms of the medium only a few years ago.

Nierman said there will be more potential TV viewers, because of the current population explosion, with more dyed-in-the-wool TV fans, as youngsters, will cut their teeth on Howdy Doody and Kukla Fran, come of age.

He also cited automation leading to increased leisure time which TV will help fill.

Nierman said TV's growth will be further encouraged by the advance of color, which will lead to a greater number of multiple TV set homes. "Last year," he said, "the number of homes with secondary sets went up by 20 per cent to a total of 7.1 million. We can look for the pace to quicken as more and more black and white sets become auxiliary units in color TV homes."

## Walz Moves to WRC-TV

Washington — Eugene C. Walz has been appointed program director of WRC-TV. Walz, an 18 year broadcasting veteran, was previously with WCKT, Miami, WLV, Cincinnati, and WNBK Cleveland.

## Homesick Mademoiselle Inspired D-Day Beach Pix

Elliot Ames' film feature of the D-Day beaches as they appear today, aired on Ron Coehran's "TV PM Report" CBS-TV June 6, was inspired, like most things, by a girl! The homesick French miss who lived through the Normandy bombardment as a youth and is now studying in New York, was to be given the film as a birthday gift. Coehran and producer Sid Darion heard about the footage, and requested it for the D-Day commemoration.



Established February 9, 1937

VOL. 90, NO. 122

TUESDAY, JUNE 26, 1962

TEN CENTS

## D.C. 'BLUE LAWS' AIMED AT R-TV

### 3 Networks Assign Top Crews to Cover President in Mexico

With President and Mrs. Kennedy's state visit to Mexico three days off, the three major networks have readied staffs and special programs to cover the trip.

CBS News is sending a crew of 27 to Mexico City and San Antonio to prepare filmed reports for "Eyewitness" Friday night and a "CBS News Extra" Sunday.

Ralph Paskman, assignment manager, will coordinate the Mexican coverage, with correspondents Charles Collingswood, Robert Pierpont, Charles Kuralt and Dan Rather as on-the-scene reporters:

(Continued on Page 7)

### Outlet's Editorial Stand Wins Civic Post for Excc

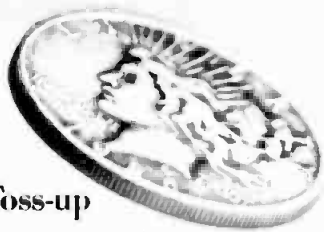
Orlando—As a result of editorials and a documentary on local urban renewal by WLOF-TV, Joseph L. Brechner, president-general manager of the station, has been appointed chairman of a subcommittee to study minority group housing in need of urban renewal.

### Mazursky a GM in Calif.

West Coast Bureau of RADIO-TV DAILY Pasadena — Lotus Theatres Corp. has appointed Larry Mazursky assistant general manager in the operation of Spanish-language station KWKW. He formerly was sales manager, KLAS-TV, Las Vegas, and KMOP, Tucson.

### Savings-Loan Purchases 8 Pre-Election Specials

The Savings and Loan Foundation will sponsor eight NBC News special pre-election programs on NBC-TV covering candidates and issues in major contests for governorships, Senate and House. The series will begin Sunday, Sept. 2. First program is "The National Chairmen." The S&LF order was placed by McCann-Erickson.



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?



advt

## Senator McGee to Analyze All-Channel Set Law Today

A four-session symposium on the consumer's future in electronics will be held today at the Hotel New Yorker, keynoted by FCC commissioner Robert T. Bartley on radio; RCA group executive VP W. Walter Watts on color TV; HEW undersecretary Ivan A. Nestingen on ETV, and Glenn E. Wallich, president of the Record Industry Ass'n of America and of Capitol Records, Hollywood, on phonographs.

The symposium opens at 9:30 AM with a talk on "What the All-Channel Set Law Means to the TV Industry" by Sen. Gale W. McGee (D., Wyo.), a member of

(Continued on Page 7)

### Hub City Stations Hailed As Youth Benefactors

Boston — WNAC and WNAC-TV have received a Certificate of Merit from the Advisory Board of the Boston Youth Activities Bureau. The recognition, for distinguished public service to the youth and parents of this city, was presented to the stations through the mayor's office.

### Fines, Jail Demanded In Washington Bills As Hearings Begin

Washington Bureau of RADIO-TV DAILY Washington — Bills to fine or jail Washington, D.C. radio and TV station operators who air programs, even network programs, declared objectionable by the district commissioners, received wide backing from civic groups at hearings here yesterday. The bills also apply to motion picture exhibitors.

Rep. Carroll D. Keams (R., Pa.) has contended that if the nation's capitol passes such a law, other cities will follow. The hearing was held before the House District of Columbia Committee, of which the lame-duck Congressman is a ranking minority member.

(Continued on Page 6)

### Al Schneider Promoted As Veep, Aide to Siegel

Alfred R. Schneider's promotion to VP and assistant to executive VP for AB-PT and its ABC division Simon B. Siegel, was announced yesterday. Schneider has been administration VP for ABC-TV.

He joined the ABC Legal Dept in 1952. Two years later, he was promoted to assistant director, business affairs. In 1955, he went to CBS-TV where he became executive assistant to the President three years thereafter. Schneider rejoined ABC in January, 1960.



SCHNEIDER

## 5 Radio Station Sales Given FCC Approval

Washington Bureau of RADIO-TV DAILY Washington—The FCC's Broadcast Bureau has approved sale of KLOQ, Yakima, Wash., by Yakima Broadcasting to J. J. Christenson, Fred Maloney and Kye Har-

(Continued on Page 6)

## CBS Probes Social Behavior

Dr. Joseph T. Klapper, internationally known sociologist will join CBS in July as director of its social research. In his new position, Dr. Klapper will initiate and conduct studies on social behavior and maintain liaison with individuals and groups active in this type of research.

"We hope to make a contribution, not only as far as broadcast-

ing is concerned, but as concerning all mass communications media," CBS president Frank Stanton said.

Dr. Klapper has been exploring communications research in the

(Continued on Page 7)

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Radio Espana, Grupo 4, Plazeta 1a.

## Dr. Burke 'Thinking' in 56 Markets Now

"A Way of Thinking" has now been placed in a total of 56 markets, it was announced by Charles McGregor, president of Banner Films, Inc., exclusive national distributor of the Dr. Albert Burke series.

New sales were to WXXE-TV, Petersburg, Va. and WAFB-TV, Baton Rouge. Taking additional episodes were KCOP-TV, Hollywood; KPRC-TV, Houston, and WFGA-TV, Jacksonville. Involved in a re-sale was WDBO-TV, Orlando, Fla.

## Amigors Pledge Full JFK 'Casts

Special to RADIO-TV DAILY

Mexico City — The three major U. S. radio-TV networks have been assured full cooperation by Mexican broadcast officials in connection with full-scale coverage of the forthcoming visit by President John F. Kennedy and his wife.

The carte blanche freedom from official red tape has been assured by Luis Farias, head of the Information Division of the Mexican Department of State.

Telesistema Mexicano, for its part, through executives Luis de

## COMING AND GOING

ART WITUM, KNX information services director, has left on a vacation trip to Detroit, San Francisco and Chicago.

MILTON ROGIN and TOM HOWELL, VPs of Celloomatic, division of Screen Gems, have returned from a Chicago business trip.

HARVEY CHERTOK, Seven Arts Associated advertising and publicity director, leaves tomorrow on a two-week trip to Nova Scotia.

ARTHUR MORSE, CBS Reports producer, has returned from Waltham, Mass., where he led the Multi-National Communications Specialists Seminar on writing and production for radio and TV, at Brandeis U.

ABBE LANE and Xavier Cugat arrive in town from Madrid tomorrow for personal appearances.

J. TYLER DUNN, of WYSL Buffalo, in town on vacation.

DOUGLAS M. SCHESTER and BRUCE L. WOLFSON, of VHF, Inc., to Asbury Park, N. J., to judge the Miss High School of America pageant.

CONNIE STEVENS in New York for TV appearances.

BERNIE WILENS, Willom Morris agent, to Europe to visit company offices in Rome, Madrid, Paris and London.

## Producer Post Goes To Newsmen Dixon

Don Dixon, former INS and CBS newsmen, has joined ABC as associate producer of the program "Howard K. Smith—News and Comment."

Dixon made news himself in 1953, when he and two other American correspondents were captured by the Communist Chinese in a boat off Macao. They spent 18 months in a prison at Canton.

## Ten Writers Assined To New 'Combat' Skein

New Coast Magazine RADIO-TV DAILY Hollywood — Robert Bles, producer of the "Combat" series to premiere on ABC-TV Oct. 2, has given out 10 writing assignments for the new skein. The hour dramas concern World War II infantrymen in the European theatre, and star Vic Morrow, Rick Jason and Sheky Greene. Selig J. Seligman is exec producer for Selmur Productions, subsidiary of American Broadcasting-Paramount Theatres.

The writers signed are Charles Larson, Robert Hardy Andrews, Halsted Wells, Peter Barry, Luther Davis, Frank Fenton, Paul and Margaret Schneider and George and Judy George.

## E. GERMANS SEE OVER 'TV WALL'

Red Interference Fails To Black Out West Video

People in East Germany are seeing West German TV programs regularly, despite interference by East German authorities, noted German TV commentator Peter von Zahn said on a brief visit to New York.

Vohn Zahn also said the second West German TV channel is expected to get into full swing next year and a third and even a fourth channel might follow.

The commentator, with studio headquarters in Washington and a branch in Hamburg, Germany, produces two half-hour documentaries a week for West German TV.

## 4 Chairmen Chosen For Top IRTS Units

Chairmen of four major committees have been appointed by International Radio and TV Society president William K. McDaniel. NBC executive VP. They are Thomas W. Moore, VP in charge of ABC-TV; Ted Steele, WINS general manager; Edward H. Benedict, Triangle Publications radio-TV division national sales director, and John V. B. Sullivan, Metropolitan Broadcasting vice president and WNEW general manager.

Moore was named chairman of the fourth anniversary banquet at the Waldorf-Astoria next Mar. 6. Steele heads the Christmas party slated for Dec. 18 at the Hotel Roosevelt; Benedict was re-named Admissions Committee chief, and Sullivan chairs the committee to plan and arrange the second annual Collegiate Broadcasters Conference tentatively set for next Spring.

## FINANCIAL

(June 25)

### NEW YORK STOCK MARKET

	High	Low	Chg.
Admiral Corp.	117 1/2	113 1/2	113 1/2
AB-PT	23 7/8	22 3/4	23 1/2
A. T. & T.	101 3/4	100	101 1/4
AVCO	20 1/2	19 1/2	20 1/2
CBS	33 1/2	32	33
Columbia Pic.	14 1/2	14	14 1/2
Crow-Coll.	20 1/4	19	20 1/4
Decca	34 1/2	34 1/2	34 1/2
Disney	27	26 1/2	26 1/2
East. Kodak	88	85	88
Gen. Pers.	28 1/2	28 1/2	28
General Tel.	19 1/2	18 1/2	19
Hazeltine Corp	16 1/2	15 1/2	16 1/2
Magnavox	29 1/2	27	29 1/2
MCA	36	34 1/2	35 1/2
M.G.M.	29 1/2	27 1/2	29 1/2
Minn. M&M	44 1/2	44 1/2	44
Nat General	6	5 1/2	6
Paramount	37 3/4	36 1/2	37 3/4
Plough	40 1/2	39	40 1/2
RCA	40 1/2	39	40 1/2
Taft	14 1/2	14 1/2	14 1/2
20th-Fox	19	18 1/2	18 1/2
United Artists	25 1/2	24 1/2	25
Warner Bros.	12 1/2	12 1/2	12 1/2
Westinghouse	26	25 1/2	25 1/2
Zenith Radio.	47 1/2	44	47 1/2

### AMERICAN STOCK EXCHANGE

Capital Cities	11 1/2	10 1/2	10 1/2
Desilu	7 1/2	6 3/4	7 1/2
Equire, Inc.	8 1/4	8 1/4	8 1/4
Filmways	5 1/2	5 1/2	5 1/2
Movielab	8 1/2	8	8
MPO	7 1/2	7	7
NIA	1 1/2	1	1 1/2
Reeves Sound	3 1/4	3	3 1/4
Rollins	10 1/4	10 1/4	10 1/4
Screen Gems	13 1/4	13 1/4	13 1/4
Technicolor	9 3/4	9 1/4	9 1/4
TelePromPter	7 1/2	6 1/2	7 1/2
Trans-Lux	12 1/2	11 1/2	12

### OVER THE COUNTER

Bid	
Jerrold	4 1/2
Meredith	25
Official Films	7 1/2
Sterling	1 1/2
Wometco	13

Courtesy of National Association of City Dealers.

## 4 Storer Stations to Get 1st of 3-Part Laos Spec

Cleveland — Assignment: Laos the first in a series of three WJTV specials, has been made available to the four other Storer stations. The half-hour document will also be shown on WJWB-TV Detroit; WITI-TV, Milwaukee; WAGA-TV, Atlanta, and WSP-TV, Toledo.

The film, which probes the current situation in the southeast Asian country, was produced under the supervision of news director Ken Armstrong, who spent several weeks in the trouble spot gathering first-hand material for the special.

## Hammer Pens Teleplay

Earl Hammer, former NBC staff writer, has written the teleplay for an upcoming episode of NBC-TV's new series, "It's a Man's World." He is also author of the best-seller, "Spencer's Mountain"



all its pain and grandeur... an enthralling documentary titled simply

# D-DAY

—Harriet Van Horn, New York World Telegram

DAILEY VARIETY DAILEY

Hollywood REPORTER

## Tele Review

D-DAY

(Sun., 10-11 p.m., KRCA-NBC)

Another shining hour came to television Sunday night in the form of David L. Wolper's 60-minute recap of the events and decisions that combined to produce the unforgettable drama of that thrilling moment in history designated as "D-Day." Although limited in running time to an hour, in scope to the dimensions of the small screen, the program proved a happy wedding of visual eloquence and narrative honesty and directness, resulting in a recollective experience that captured the spirit and significance of the original event.

With film clips intimate in their inspection of participating individuals—from generals to privates—and spectacular in their scrutiny of operations—scheduled and unscheduled—Wolper's talented staff pieced together a broadly panoramic yet deeply moving story of the day and preparations that made possible "the greatest invasion armada in the history of man."

A keen sense of drama gleamed through the selective and well-organized editing by Philip R. Rosenberg and David Saxon of reams of celluloid. Malvin Wald's narration, spoken with warmth and understanding by Richard Basehart, underlined the objective visual story informatively, discerningly and unpretentiously. A stirring score by Elmer Bernstein enriched the entire achievement. Producer-director Mel Stuart framed the story recreation with exec producer Wolper.

For television, a contradiction of its bruised and battered public image; a stride in restoring some of its lost prestige.

—The.

## TV Review

D-DAY

(DuPont Show of the Week)  
NBC-TV, June 3, 10-11 p.m.

An exciting documentary as was ever produced, this latest effort from David L. Wolper's indie company was calculated to sustain interest, with mounting suspense, from the opening seconds to fade-out. The hour of film clips, some familiar but most never seen before, was masterfully put together to give a crystal-clear picture of the tremendous magnitude of "Operation Overlord," leaving no doubt that the June 6 invasion of Normandy, involving 5000 Allied vessels and 1000 planes, comprised the greatest invasion armada in all history.

Editing of the clips was superb with no loose ends and no deviation from continuity. Clips of Allied action were merged with clips (captured) of simultaneous German action in a manner that made it appear the entire hour had been filmed from one script. One shared fully the suspense of all the men involved in "the best kept secret of World War II," which saw Rommel and Hitler completely suckered into believing the invasion would be at Calais. No fictional script could better have injected an unexpected storm at sea for added tension, a storm that delayed the invasion for 24 hours, but which fooled the Germans into thinking it would last for a fortnight.

Everything about the hour was quality. The narration, scripted by Malvin Wald, was powerful with almost poetic simplicity and delivered with admirable restraint by Richard Basehart. Two big bows for Mel Stuart, who served as both producer and director. And there is just one word for the original background music, composed and conducted by Elmer Bernstein—great! In sum, Wolper has come through with another walloper.

—Mark Grant.

"Exciting and inspiring... a superior television documentary."

—John Shanly, New York Times

"So vivid, that the viewer had the sensation of living thru that never-to-be-forgotten day... a stirring Special!"

—Ben Gross, New York Daily News

"High Drama... as breathtaking and moving a series of pictures as ever brought history to life."

—Jack Iams, New York Herald Tribune



## Medic Group Hails Cooper For 'Hennessey' Portrayal

Chicago—Jackie Cooper, star of TV, stage, and movies, received a special citation from the American Medical Ass'n yesterday for his portrayal of a Navy doctor in the "Hennessey" TV series. Hugh H. Hussey, Jr., chairman of the AMA board of trustees, presented the commendation to Cooper at the group's 111th annual meeting in Chicago's Palmer House.

## 'Sothorn Show' Hits 42 on Syndie Route

The Ann Sothorn Show, going into first off-network rerun syndication through Econometric TV Programs, to date is sold in 42 markets. Pierre Weis, VP and general manager, said yesterday.

Major market sales, including New York, Chicago, Los Angeles, Washington and Seattle, had been previously announced. Newly-sold are Atlanta, Houston, Little Rock, Salt Lake City, Wilkes Barre—Scranton, Portland, Ore., Saginaw-Bay City, Mich., Savannah, Temple-Waco, Tex., Huntington, W. Va., and Orlando, Fla.

## Sounds in Stereo

Dallas—KVIL has begun broadcasting in multiplex stereo from 6 PM to 6 AM. The 12-hour period will be extended later.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy

# in Detroit



A STORER STATION



By TED GREEN

• • • Vincent Lopez, Taft Grill Maestro and "Mayor of Times Square," will present "Mrs. United Savings Bonds" with a "Citizen of Times Square Citation" Thursday on his CBS Radio coast-to-coaster. At Jilly's Restaurant, Frank Sinatra, Eddie Fisher and Jilly in a huddle.



MALONE

Bill Malone's "Hot Pavam Party" the other PM turned out to be a great success at Toots Shor's. In case you're interested in knowing what "Hot Pavam" stands for: "Hold on to Present Accounts While Acquiring More." Aside to friends of Joe Gottlieb, send get well cards to him at Mt. Sinal Hospital. Look alikes: Jerry Feniger of Look Magazine and Toots Shor (Toots would like to be in Jerry's shape).

• • • Off the Record: Columbia Records, a division of CBS, will build a new plant in Santa Maria, Calif. . . . Andy Williams has recorded a vocal version of the popular single hit, "Stranger on the Shore" . . . Columbia has just released a new Tony Bennett LP, "I Left My Heart in San Francisco" . . . A new company has been formed to produce lowpriced records called MVM (Mt. Vernan Music) records. Paul Livert, long active in budget and premium records, leads the company . . . George Maharis, star of "Route 66," has a new single, "Love Me as I Love You" b/w "They Knew About You," being released this week by Epic Records . . . Gloria Lambert of the NBC-TV "Sing along with Mitch" show, will do some Summer stock work in her native Toronto . . . WCBS' Kenneth Baughart off on a week's vacation. He's going fishing . . . Aileen Paul, TV home-making authority and pres-ex officio, NVC Chapter AWRT, will judge the 15th annual Delmarva Chicken Festival . . . BBC-TV has engaged Robert DeCormier to arrange, select songs and conduct the George Mitchell Choral Group, in a series of eight half-hour TV shows to be shown Sunday evenings starting in July on the British network. He will appear as the conductor and narrator for each show.

• • • Meet: Alan Howard, 11-year-old veteran showman. A native of Rockville Centre, L.I., Alan's family moved to Lakewood, N.J., when he was three. Within the next few years, it was discovered that the youngster had a tremendous flair for showmanship. Alan was soon taking over the entire show and doing his own act at major benefits all over the New Jersey area. Numerous off-Broadway roles followed, including "The Bucks County Playhouse," where he played opposite Art Lund. From here he went on to the part of Jamie in "From These Roots" on TV. He then appeared opposite George C. Scott in "The Wall." Another Broadway show followed, "Garden of Sweets," and the "Gift of Time," with Henry Fonda, also on Broadway. He left this show to play the lead in "King of the Whole Damn World," at the Jan Hus theatre. Alan is now appearing in a running role on NBC-TV in "Young Doctor Malone." Producers take note: This talented lad would be great for commercials.



HOWARD

• • • My Stetson's off to: Brook Benton, for his long string of recordings. He's had 22 best-sellers over a three-year period . . . Jeff Low, the handsome Syracuse U. singing disclover, will spend a busy Summer here. He's set for Tribute recording dates, TV guestings and acting lessons . . . Ben Blue signed for TV commercials . . . Archie Robbins is collaborating with Henry Youngman on a comedy series . . . A tip of the Stetson . . . To Kay Bullard, co-host of WTRF-TV's Daytime show, "Take 30," in Wheeling, W. Va., who was responsible for saving a life with a public service announcement on cancer danger signals. A letter from the Ohio county captain of the American Cancer Society informed Miss Bullard of a patient who had heard her program and recognized the symptoms. When she saw her doctor, he assured her there was no danger as she had come to him in time.

## Survey Says Negroes A 'Black Muslim' Movement

Oakland — A survey of Negro families in the San Francisco Bay area, conducted by IA, Negro programmed station in Oakland, indicated that only per cent were in any way inclined to favor the "Black Muslim" movement. The actual survey was done by Taylor Buckner, grad student at the University of California.

## Huber Termed Tops In Cleveland Video

Cleveland — Robert E. Huber, program manager of WJW-TV, has been named "Man of the Year" in Cleveland TV by the Schaefer Brewing Co. at its first annual communications luncheon. The awards were instituted to recognize those who keep Clevelanders alert to community progress.

Until mid-April, Huber was public affairs director of the Cleveland Storer station. As such, he was responsible for several community programs. During his tenure in that post, he was responsible for such programs as "Birth of the actual televised birth of child," "The American Heritage Series," programs video-taped at location at John Carroll U.'s American Values Series, "Project Mercury," "Our New Indians," "Biography of a Gang," and others.

## General Mills to Back Two 'All-Star Reports'

Preceding NBC-TV's coverage of the All-Star Baseball Game July 10 and 30 will be "All-Star Scouting Report," sponsored by Gen. Mills via Knox-Reeves. The 15-minute programs, with sportscaster Lindsey Nelson, will feature facts on the players and the field and show clips of starliners.

The two "Reports" are packaged by Tel Ra Productions, with Dan Wise as producer and Conle Benfield directing.

## Alma Mater Gives Award To CBS News' Lee Otis

Lee Otis, managing editor, CBS News-Radio, has been named recipient of the Distinguished Alumnus Award of 1962 by the Otterbein College Alumni Ass'n. The citation was awarded to Otis for his "outstanding executive ability and meritorious service in the field of radio news."

Otis, who produced CBS Radio's coverage of the Scott Carpenter orbital flight, was graduated from Otterbein College, Westerville, O., in 1933.

## TOP TEN FARM STATES— BY INCOME OR CENSUS?

What makes a top farm state—income or number of farms? The question popped up on the heels of a RADIO-TELEVISION DAILY story in which Keystone Broadcasting System matched its affiliates' coverage against U.S. Agriculture Census figures.

In the course of the story, Keystone listed "the 10 top farm states" today with the number of farms in each. This brought an objection from G. Max Kimbrel, manager of W-GTO, Cypress Gardens, Fla., who said "one might easily assume (from the article) . . . that a corollary exists with the top 10 farm states reported, both as to number of farms and income."

"Actually," he added, "there exists quite a wide gulf in most states, between rankings as to number of farms, and rankings as to farm income."

A spokesman for Keystone, in answer to Kimbrel's objection, said "I note that he says 'one might easily assume . . . that a corollary exists . . . He has put the precise word to it—assumption—because in no way did Keystone indicate that dollar volume necessarily follows the number of farms."

### 'Most Workable Figure'

"The top 10 farm states were listed," the spokesman said, "were the 10 in which the greatest number of farms are located. This is the most workable figure and one which most agencies and advertisers prefer to have."

For the record, RADIO-TV DAILY here lists the 10 top states both ways. By number of farms, they are, in diminishing order, Texas, North Carolina, Iowa, Missouri, Tennessee, Illinois, Kentucky, Minnesota, Ohio and Mississippi. By income, the list is headed by California, followed in order by Illinois, Texas, Iowa, Florida, Arizona, Wisconsin, Colorado, Pennsylvania and Washington.

### New AM for Holly Hill

Holly Hill, S. C. — The FCC's Broadcast Bureau has granted Palmetto Communications Corp. a new daytime AM radio station here on 1440 kc. 1 kw.

### JFK & Coach Wilkinson Report on Youth Fitness

Half-hour filmed report on the physical fitness of American youth, featuring President Kennedy and football coach Bud Wilkinson, special consultant to the President on youth fitness, is now being shown on the National Educational TV network. The report is presented by NET in cooperation with the Equitable Life Assurance Society.

### Holloway Arrives in U.S. To Begin 'Higgins' Series

Hollywood — Stanley Holloway arrived from London at the weekend to begin rehearsal of the Company of Writers' "Our Man Higgins" half-hour series for Screen Gems. Slated for ABC-TV, production starts Friday. Holloway plays a butler, with other regulars to be Audrey Totter, Frank Maxwell, Ricky Kelman, K. C. Butts and Regina Graves. Paul Harrison produces.

### NBC Cameras Spot Buick Open Finale

Lengthy par 5 and 3 holes and a pair of par 4s are the four finishing holes at Warwick Hills Golf and Country Club in Grand Blanc, Mich., where NBC-TV will televise the wind-up of the fifth annual Buick Open July 8.

NBC will spot nine TV cameras at strategic locations along the 15th-18th holes of the course to bring to the home viewers the climax of the \$52,000 tourney. Bud Palmer, Chick Itearn and Walter Itearn, Jr., will do the commentary.

### Ben Hayes in Bard Fest

Ben Hayes, of NBC's daytime show, "Our Five Daughters," is appearing as Graziano in "The Merchant of Venice" at the New York Shakespeare Festival.

## Mexico Web Protests Its 2-Channel Shift Ordered by Gov't

Special to RADIO-TV DAILY  
Mexico City — The Communications Department's edict ordering the release of Channels 9 and 7 here has flared a new controversy in the industry, with Telesistema Mexicano spearheading the lead. The network is publicizing the "harmful" effects of the ban with daily press ads protesting non-receipt of TV signals in six adjacent states.

Guillermo Gonzalez Camarena, Telesistema official, said the federal decision would deprive some 80,000 receivers of signals, due to a stoppage of retransmission facilities on Cortez Pass by the banned outlets.

### Charges Answered

Countering the charges, the Communications Department has pointed out that Channels 6 and 8 have been given to Telesistema as substitutes, along with retransmission facilities at Flagstone Mountain. Actual program stoppage, say communication authorities, will not take effect for six months. Major TV stations have that time to make the changeover.

### Variety Tent 35 Slates Summer Rally July 10

New York Variety Club Tent 35's Summer membership luncheon and rally will be held at Toots Shor Tuesday, July 10. Chief Barker Charles A. Alcoate is due back from Europe at the end of this week.

Harold Zeltner, luncheon chairman, yesterday said the program will include star entertainers.

## BRITISH SALUTE FOUNDING OF U. S.

ATV Plans Hour Special  
On Our Independence Day

London — "Americans can match the spirit that founded their nation; they can reach out and conquer new frontiers of America and the world." That's the verbatim British viewers will hear July when ATV's hour Independence Day program, "The State of the Union," gets a network showing.

The program was written by Ian Trethowan and produced by James Bredin, the team which last year secured the first interview with President Kennedy outside the Americas for their program, "The New Americans."

"State of the Union" will fall into two parts. Part I will start with the Pilgrim Fathers and end with Pearl Harbor. Part II looks at the U. S. since the war.

## Wolper Skeds Hawaii Film

West Coast Bureau of RADIO-TV DAILY

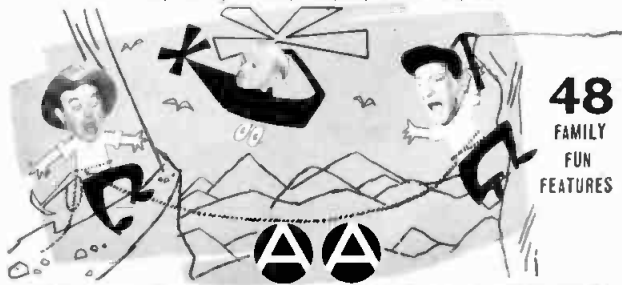
Los Angeles — An hour TV special billed as dealing with "the significant changes, contrasts and unique complexities of Hawaii," has been added to the documentary slate of Wolper Productions.

Producers Jack Haley Jr., and Julian Ludwig, accompanied by film editor Peter C. Johnson, leave Friday for Honolulu to prepare for the untitled project. While in Honolulu, Haley and Ludwig also will research material for two new subjects for "The Story Of." Wolper's series for Ziv-United Artists.

348,000,000 PEOPLE PAID TO SEE

# The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.



48  
FAMILY  
FUN  
FEATURES

ALLIED ARTISTS TELEVISION CORP., 166 WEST 46TH ST., N. Y. C. 46, N. Y., PLAZA T-8530

# Chrysler Back to CBC For Two Fall Shows

Special to RADIO-TV DAILY

**Montreal** — Chrysler Corp. of Canada, after an absence of several years, will return to CBC-TV for 1962-'63, participating in "Empire" and "Playdate" via BBD&O.

"Playdate" will return to CBC-TV with hour dramas starring leading Canadian performers. Once a month, as a change of pace, it will offer an hour of comedy from Britain. The variety shows, starring Jo Stafford as hostess, will feature international celebrities including Bob Hope, Peter Sellers and Bobby Darin. "Empire" is the new U. S. hour film series starring Richard Egan and Terry Moore.

## Other Sponsors Signed

Also announced by CBC is that Colgate - Palmolive, Ltd., and Massey-Ferguson, Ltd., will co-sponsor a Summer replacement series called "Singalong Jubilee" for "Don Messer's Jubilee." The Summer series, from Halifax, will be seen weekly starting July 9. The C-P order was placed through Spitzer, Mills & Bates, while the Massey-Ferguson order was via Needham, Louis & Brorby.

# To Hear RKO Phonevision In Hartford Pay-TV Case

Washington Bureau of RADIO-TV DAILY

**Washington** — The Supreme Court on the last day of its current session yesterday agreed to admit RKO-Phonevision as a party in the appeal by theatre owners against the Appeals Court decision upholding the FCC's approval of the Hartford Pay-TV experiment.

The end of the session means that the Supreme Court will not now decide whether to consider the case or not, at least until next Fall, when the new session begins.

Meanwhile, the actual experiment in Hartford against which the appeal is being made, is scheduled to start at the end of this week.

# Twin Nun Pianists Star On 'Artist's Showcase'

**Chicago**—The "Artist's Showcase" spotlight focuses on three talented Milwaukeeans Sunday. In cluding two Franciscan nuns who perform as a piano-duet and a young mezzo-soprano. The nuns, Sister Francis Terese and Sister Jeanne Medeleine, O. S. F., play anything from Bach to Gershwin. Elizabeth Fisher is the program's vocalist.

# Double-Barreled on-Air Ads May Harm Effect: Schwerin

A sponsor who squeezes commercials for two or more of his products in the time span usually allotted to one may get more for his money but may run into unforeseen trouble, Schwerin Research Corp. advises.

Generally a weak commercial will not be improved by shortening, Schwerin said. "The first step, therefore, for an advertiser who is accustomed to using 60-second commercials, is to determine the strength of the full-length effort, then find out if it can be successfully abridged, and finally discover how well two or more such abridgements survive the mating process."

## 'Replacements' Treated

"Replacement" products, which are directly competitive with one another (the consumer generally buys one or the other, not both), Schwerin said, require care to emphasize consumer-oriented differences, and to provide reasons for wanting both—at different times for different purposes—rather than to imply inter-change-

ability."

Replacement products with no natural linkage are generally the most difficult to combine, Schwerin adds.

When related products with different brand names are combined back-to-back, Schwerin found, there is (1) no reinforcement effect as with common brand names, and (2) danger of the stronger commercial effacing the weaker when arguments of unbalanced strength are involved.

On the plus side, Schwerin observed that commercials for a single product may extend motivational influence to related products sharing a common brand name, but not directly advertised. This "natural halo effect" can be heightened by including appeals for both products in the same unit.

# Show Biz Stars Illuminate Festival at Forest Hills

The third annual Forest Hills Music Festival opens the 1962 series of summer concerts at the Forest Hills tennis stadium Saturday, with a season of top recording, night club and concert performers.

Included in the summer Saturday night fare are: Bobby Darin, the Limelighters, Theodore Bikel, the Weavers, Ella Fitzgerald, Tony Bennett, Johnny Mathis, Will Mastin Trio with Sammy Davis Jr. and the Kingston Trio.

# Harrington, Ruben, Hogan Join News Staff at WGN

**Chicago** — WGN has appointed Richard Harrington, Gerald Ruben and John Hogan to its news staff as writers and editors.

Harrington, presently in the Marine Corps, will work for the station evenings and weekends. Ruben comes to the outlet from WLIP, Kenosha, Wis., and was formerly with AP in Madison, Wis. Hogan was, until this appointment, a reporter for the Daily Iliini and the Champaign-Urbana Courier.

# 'Lame Duck' Bill Links JD with Video

(Continued from Page 1)

ber, Chairman of the Subcommittee is Rep. John Dowdy (D., Tex.), who introduced a bill.

The bills, in two sections, provide fines of from \$50 to \$500 and/or jail terms up to one year for violators after the D. C. commis-

(Editor — The files contain no record of the Attorney General, Collins, Ribicoff or Minow having declared any definite correlation between juvenile delinquency and TV.)

yesterday testified to his own committee mostly about motion pictures. However he did quote Attorney General Kennedy, NAB President LeRoy Collins, HEW Secretary Ribicoff and FCC chairman Minow as all having "declared there is a definite correlation between some of the TV programs and the sharply rising rate of juvenile delinquency."

# PGW's Bryan Heads Detroit SRA Chapter

**Detroit**—William W. Bryan, VP in charge of the local Peter Griffin, Woodward office, has been elected president of the Detroit Chapter of the Station Representatives Association. He succeeds Charles Fritz of the John Blair Co.

Other officers are William E. Morgan, Adam Young Companies VP; Michael J. Lutomski, the Kletz Agency, secretary, and Geno Cline, H-R Representatives, treasurer.

Bryan, a life-long resident of Detroit, has been associated with PGW for the past 20 years. The new slate will serve for one year, beginning July 1.

# Five Radio Station Sales Given FCC's Approval

(Continued from Page 1)

ris for \$84,225.

Also approved is the sale of KBHS, Hot Springs, Ark., by Al M. and E. B. McGregor and E. J. Kelley to Tim Timothy, Inc., for \$135,000, plus \$10,000 for an agreement not to compete with station or buyer for 5 years and not to engage in radio business in Garland County, Ark., and contiguous counties for a similar period.

The bureau also okayed transfer of control of KLBH, LaGrande, Ore., and KSRV, Ontario, Ore., from Olive B. Cornett to Gordon L. Capps for \$26,100, and the sale of WSUH, Oxford, Miss., by Colonel Rebel Radio to Leroy Kilpatrick for \$89,000, with an agreement not to compete within 50 miles for 10 years.

# 'Lame Duck' Bill Links JD with Video

"The mounting tide of filth and pornography is something that all of us must become concerned with now—today," Kearns said.

Attacks of church and civic witnesses were almost entirely against motion picture producers and exhibitors.

District commissioners are understood to be ready to testify in opposition to the bills.

# More 'Adventure' for Seattle

**Seattle** — "Surrounding Adventure," a program that deals with sounds and voices surrounding the Pacific Northwest, is now going into its 11th week on KING. Host Ray Court has aired over 35 projects centered around the idea that adventure, usually taken for granted, surrounds us. Sponsored by Carling Brewing Co. of Tacoma, it is broadcast by the station Monday through Friday afternoons.

Since the program premiered in

early April, Court and his mike have attended drag races, went underwater in a submarine, took a ride in the cab of a diesel electric train, visited the world's only swan farm, and have learned how air traffic is handled at Seattle-Tacoma Airport's approach control center.

# FCC Comm. Bartley Takes Long Look at Radio

## 4-Session Symposium Traces New Growth Of Home Electronics

(Continued from Page 1)

the Interstate and Foreign Commerce Committee, which handed the recently passed all-channels bill. This will be followed by the ETV session keynoted by Nestingen; Watts keynoting the color TV session; Bartley on radio, and Wallieth's session.

Bartley's talk will constitute the first long-range look by an FCC member at future developments in radio since the commission last month imposed a partial freeze on expansion of AM broadcasting and suggested that applicants for A licenses consider the "greater coverage possibilities, both day and night, offered in the FM band."

Radio panelists include David H. Polinger, Friendly Frost Broadcasting, div. director, Fresh Meadows, N. Y.; Marshall M. Carpenter, Jr., president-general manager, WD-TM-FM, Detroit; Donald E. Brogan, div. merchandise mgr., hi-fi, TV and records, Lyon-Healey, Chicago; William B. Clemens, marketing mgr., radio receiver dept., General Electric, Utica, N. Y.; and Howard Hibshman, marketing mgr., Pilot Radio Corp.

### Previews Slated

A feature of the color TV session will be previews—using color slides, music and sound effects—of upcoming colorcasts by NBC, represented by sales VP Don Durkin, and ABC, represented by Alfred R. Schneider, VP and assistant to the executive VP for American Broadcasting - Paramount Theatres.

Also on the color panel will be Mort Farr, chairman, Nat'l Announce & Radio-TV Dealers Ass'n, Upper Darby, Pa.; Theodore A. Flynn, sales manager, Home Products Div., Packard Bell Electronics, Los Angeles.

### Westinghouse Exec Slated

ETV panelists will be George C. Connor, senior VP, Home Electronics Div., Sylvania, Batavia, N. Y.; James Robertson, Network Affairs VP, NET; Edward R. Taylor, president, Motorola Consumer Products, Chicago; and O. H. Yovsimer, Westinghouse Electric TV-Radio Div. general manager.

The symposium, being held during the Nat'l Ass'n of Music Merchants Convention and Trade Show at the New Yorker, is being co-sponsored by the NAMM and the Electronic Industries Ass'n.

## Sponsors Break Ice On Daytime Video With ABC Contracts

ABC-TV has sold or renewed 10 contracts with advertisers whose industries are not normally represented in daytime TV. Edward Bleier, ABC VP in charge of TV daytime sales, says a contract with Continental Casualty Co., via George H. Hartman Co. of Chicago, for participations in the net's daytime sked, marks the first time an insurance company will sponsor women-directed daytime entertainment program.

The C. H. Musselman Co. will make its daylight debut on the net's "Yours for a Song," "Jane Wyman Presents," "Day in Court" and "Seven Keys" for its apple products, via Grey & Rogers, Philadelphia.

Other new or renewed daytime sponsors on the net are Rubenmald, Inc., via Ketchum, MacLeod & Grove; A. J. Sims thru Maxwell Sackheim - Franklin Bruck; Chap Stick Co. via Lawrence C. Gumbinner Advertising; Noreliff Laboratories thru Kasstor, Hilton, Chesley, Clifford & Atherion; Beltone Hearing Aid via Orian & Bronner; Upjohn Co. via McCann-Marschalk; Milton Bradley Co. thru Noyes and Co., Providence, and Parker Bros. via Badger, Browning & Parcher, Boston.

## Barry Sullivan Is Sleuth In 'Steel Hour' Mystery

"Night of the Fourth," starring Barry Sullivan, will be presented live on CBS-TV's "U. S. Steel Hour" July 11. The drama deals with a detective's investigation of a murder which he believes to have committed himself. Also starring Zia Mohyeddin and Nan Martin, the teleplay was adapted by Richard F. Stockton from a play by Jack Roffey and Gordon Harbord.

The program is produced by the Theatre Guild, with George Konrad as exec producer and Robert Ellis Miller directing.

## WCAP Signs Prestige Non-New England Rep

Lowell, Mass.—WCAP here has appointed Prestige Representation Organization its exclusive sales rep outside New England. Everett McKinney had been the former rep, and Kettel-Carter, Boston, continues as the station's New England rep.

## Youngster Wants 'Huckleberry' TV Guest Shot

Even If He Has to Shoot \$1 Wad in U. S. Trip

London—A nine-year-old viewer in Scotland wrote to Border TV asking if he could appear on his favorite TV program "Huckleberry Hound." The station wrote back saying this was impossible because "H. H." was filmed in the U. S. Undismayed, the youngster replied that he was willing to go to America at his own expense. He had already saved up a dollar, he said, and would have to keep his trip secret as he did not want his mother to know.

## Boston Documentary Views Hamlet Blight

Boston — The town of Stoughton, Mass. is the focal point of a WBZ documentary Friday in the "Sounds of Democracy" series titled "Suburban Renewal."

Harry Durning, WBZ editorial editor and the writer of the show, points up the need for urban renewal in small communities which also have pockets of blight.

Stoughton is typical of the many smaller communities which have faced the problems of post-war population explosions and the ensuing needs for schools, larger fire and police departments, traffic congestion solutions and the financing of these.

## Crews Set for Mexico

(Continued from Page 1)

Fred Stallmuck, associate producer of "CBS News with Walter Cronkite," will be on hand in San Antonio to feed material to the network in New York.

ABC has scheduled two TV specials for Saturday and Sunday, aside from reports on its daily news shows. White House correspondent Bill Lawrence will accompany the Presidential party and share the coverage with Mexican Bureau chief Paul Good. Fendall Yerxa will be anchor man.

NBC will originate "This Is NBC News" Sunday from its San Antonio affiliate, WOAI-TV. The entire half-hour show will consist of a filmed report of the trip. Aside from a film and tape crew sent to Mexico and the Texas station, White House correspondent Ray Scherer will accompany the Presidential party, sending back reports for daily news shows. Exec producer for the Sunday feature is Ralph Peterson.

## Outlet Adds Martin Grove To Sales Promo Staff

Martin Grove has joined the sales promo department of WMCA. Formerly publicity director for WBAL-FM, he will assist in sales and research for the trade press.

## New Chi Kiddie Show Barks Up Solid Tree

Chicago — WBKB introduces a new hour Jim and Bud Stewart daily show for young viewers on Monday, "Jim and eGraldine."

Although the show's flavor will be substantially that of their whimsical "Here's Geraldine," new features and one new character will be turning up in an entirely new setting—that of an Alpine Chalet. In addition, twice during the week an audience of pint-size admirers will be on hand, with one or two making on-camera appearances.

Bud, the behind-the-scenes member of this husband and wife team, will take on another role, that of a full-sized St. Bernard with a penchant for reading aloud.

## Stereo Outlet's Contest Hypos FM Outdoor Use

More than 1,000 entries have been received during the first two weeks of the three month FM-AM automobile radio contest now being conducted by WTFM. New York's only 24-hour-a-day FM stereo station.

"Realizing that more people are spending more time in their cars each Summer, WTFM developed the \$1,500 contest to encourage the growth of FM broadcasting—traditionally an in-home medium—in the expanding outdoors market," said David H. Polinger, WTFM general manager and director of the Friendly Frost Broadcast Division.

The station is promoting the contest with 15 one-minute spot announcements a week, he reported and a total of 13 Blaupunkt FM-AM car receivers will be awarded before the contest closes in late August.

## Social Behavior Studied

(Continued from Page 1)

Behavioral Research Service of General Electric has also been project director at the Bureau of Applied Social Research, Columbia University. Currently, he is president of the American Ass'n for Public Opinion.



BARTLEY

## Cello-matic Rolling Thru the Southlands

Cello-matic has launched a mobile unit on a tour of the South, showing TV stations and industrial accounts the services and equipment offered by the company, a division of Screen Gems, Inc.

The unit is moving southward from New York to Florida, and then westward to New Orleans

Harry Holmes has been appointed general manager of the Cello-matic's production center. He joined the firm in 1959 as art director.

Producer Max Gordon, of Broadway, Hollywood and TV, has been appointed Industrial Theatre Production Coordinator for CIP. Six of Gordon's Broadway productions have achieved runs of more than 500 performances.

and back to New York. Piloting the mobile unit on its maiden cruise is Jack Arbib, Cello-matic's director of sales. The unit features presentations by the new Cello-matic Futura Mark IV animation projector.

## Philly FM Skeds Week Of Rodgers' Show Hits

Philadelphia—This week WPBS is saluting Richard Rodgers' 60th birthday with recorded musicals featuring the composer's hit works. The shows, with original Broadway casts, are being presented on "Opening Night," a regular nightly program on the Evening Bulletin's FM station.

Excerpts from the composer's shows will be, in consecutive order, as follows: "Pal Joey," with Vivienne Segal and Harold Lang; "Oklahoma," with Alfred Drake and Celeste Holm; "South Pacific," with Mary Martin and Ezio Pinza; "The Sound of Music," with Mary Martin and Theodore Bikel and "No Strings," with Richard Kiley and Diahann Carroll.

## Berlin Drama Revived For July 4 Observance

"A Chapter on Tyranny: Date-line Berlin," will be rebroadcast as the Independence Day presentation on CBS-TV's "Armstrong Circle Theatre" July 4.

The documentary drama examines the plight of the East Germans in terms of one fictional family and their attempt to flee to the West. The cast includes Kathleen Widdoes, Ruth White, Ben Hayes, Fred Scollay, Michael Kane, Woodrow Parfrey and Nicholas Saunders.

## AGENCY NEWSCAST

By RALPH TYLER

People in advertising apparently aren't coming down with inferiority complexes over such critics' barbs as "hucksters" and "hidden persuaders," a survey of members of 10 advertising clubs show.

The study was conducted by Central Surveys, Inc., Shenandoah, Iowa, among all members of ad clubs in the Ninth District of the Advertising Federation of America, comprising Colorado, Iowa, Kansas, Missouri and Nebraska.

Advertising people in their cities generally have a good reputation with non-advertising people, said 87 of those who responded to the survey questionnaire, while 7 per cent disagree and 6 per cent have no opinion.

People in their cities generally trust advertising and feel that it is helpful to them, according to 80 per cent of the respondents. Seven per cent feel the opposite is true, and 13 per cent have no opinion.

### 'Vets' Would Do It Again

Only five per cent of those answering said they wouldn't be in advertising if they "had it to do all over again," while 70 per cent said they definitely would pursue the same career.

Ninety-nine per cent feel advertising is essential to the economy of their home town.

Of those who answered the questionnaire, 55 per cent have undertaken activities aimed at encouraging young people to enter the advertising field, 38 per cent have written a Congressman on legislation affecting advertising, and 49 per cent attended at least half the meetings of their local ad clubs during the past year.

### The Pennsylvania State Demo-

### Thought for Today

"... today the winds of criticism are blowing in gusts that, in some circles, reach hurricane force. A survey among thought leaders, conducted by the AAAA, showed clearly that they have strong objections to many aspects of advertising. Their pet peeve is TV. They object to what they label repetition, exaggeration, unbelievable, off-beat English and deception."

—Alfred J. Seaman, President Sullivan, Stauffer, Colwell & Bayles

eratic Committee has appointed North Advertising, New York, to direct the 1962 political campaign for four state offices. Account will be supervised by Miss Reggie Schuebel, VP at North.

Thomas B. McFadden, NBC national sales manager, has been elected to the newly created position of VP-marketing for TWA, and will direct an expanded sales program aimed at creating increased desire for air travel among greater numbers of people. McFadden joins the airline in broadcast sales and management, and earlier experience in NBC news and special events.



McFADDEN

## Screen Gems Signs 52 Writers for Fall

West Coast Bureau of RADIO-TV DA Hollywood — Screen Gems already set 52 writers for its next season's season, according to West Coast active VP William Dozier. Producer Harrison set 13 for "Our 11 Higgins" — Bernie Gould, F. Finklehoffe, Joanna Lee, M. Lewis, Al Schwartz, John Tarkenton, John Black, David Dunne, Ed Blum, Norman Katkov, Walter Black, Alvin Sapinsky, John McGreevey.

Thirteen writers have been on two series exec produced Harry Ackerman. Signed for "Zel" by producer James Fowler were William Cowley, Peter Chantler, Louella MacFarlane, Robert Riley Crutcher. Nine for "Dennis the Menace" by producer Winston O'Keefe were Leslie, John Eliott, Joe Bigely, Jay Sommers, Keith Fowler, H. Finn, Budd Grassmann, Cliff Goldsmith and Russell Beggs.

### Owen Facts 18

Producer Tony Owen signed writers for "The Donna Reed Show"—Barbara Hammer, Pe Phillips, Mort Green, Ralph Goldman, Elroy Schwartz, Austin Fish, Lee Karson, Rudy Mahé, Sumner Long, Andy White, Michael Fessler, John Whedon, Walter Black, Henry Sharp, No Liebermann, Ed Haas, Ben Goldman and Milton Pascal.

Eight have been set to date; "Empire" by exec producer William Sackheim and producer Frank Pierson; Ken Trevey, Rert Thompson, Andy White, Bry Trivers, John Bloch, Jack Curtis, Alvin Sargent and Gil Reston.

## McGavren Firm Installs BCH Spot Radio System

Daren F. McGavren Co. has approved installation of Broadcast Clearing House spot radio buying and billing systems in several of its stations, the firm N.Y. headquarters and seven branches throughout the country.

The McGavren organization, one of the first station rep firms to install the BCH system, which streamlines the ordering and processing of spot radio drive national and local advertisers.

## No Candles, but Beauties Mark KMEQ's 40 Years

Omaha — Male shoppers here are getting an eye-ful with 40 beautiful girls in shorts proclaiming KMEQ's 40th birthday this month. The beauties, carrying placards the occasion, parade through the downtown district on peak shopping nights.

## NBC-TV Charts Fall Push



Ellis O. Moore, NBC-TV's press and publicity VP, is seen here addressing the network affiliates' promotion managers in the eastern area at their recent New York gathering. Seated at his right is NBC public information VP Sydney H. Eiges. Other sales and promotional meetings were held on a regional basis in New Orleans, Chicago and Los Angeles.



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WEDNESDAY, JUNE 27, 1962

TEN CENTS

## WILL SURVEY SPIKE TV CRITICS?

### Big U Push Is On; Color Upbeat

### Columbia U. Project Seen Due to Silence Orators, End Quizzes

#### All-Channels 'Pitch'

Representatives of the electronics industry and the FCC will meet tomorrow in Washington to begin preliminary discussion of technical problems involved in bringing UHF service into areas now without it, a symposium was told in the Hotel New Yorker yesterday by Morris Sobin, chairman of the Consumer Products Division of the Electronics Industries Ass'n.

He said the electronics industry wants a new law to extend UHF into non-U areas.

The symposium was opened by Sen. Gale W. McGee (D. Wyo.), who called for manufacturers to begin production immediately on

(Continued on Page 3)

#### BARTLEY TRACKS STEREO'S GAINS

Growth to 300 Stations  
Forecast from Present 120

There are now 120 FM stations broadcasting stereophonically in 95 markets in 34 states, and it is indicated that by the end of this year the figure will top 300 such stations, a symposium on the future of radio was told in the Hotel New Yorker yesterday by FCC commissioner Robert T. Bartley. He added that some 90 per cent of the U.S. population is now cap-

(Continued on Page 6)

#### Mil. Set-Sales for '63

Acceptance of color TV by the public was underscored on two fronts yesterday, with RCA group executive VP W. Walter Watts stressing that up to 1 million sets could be sold next year and ABC executive Alfred R. Schneider noting his network's decision to begin colorcasting this fall was prompted by viewer demands.



WATTS

Addressing a symposium at the Nat'l Ass'n of Music Merchants Convention and Trade Show in

(Continued on Page 6)

#### Gallup, N.M., Broadcaster Elected Kiwanis President

Denver — Merle H. Tucker, owner and operator of KGAK,

Gallup, N. M., has been elected president of Kiwanis International at the organization's 47th annual convention here. Tucker also is director of development and chairman of the New Mexico State Park Commission.



TUCKER

#### Pay-TV Deal Made For Santa Monica

West Coast Bureau of RADIO-TV DAILY Hollywood—An agreement has been signed between General Telephone Company of California and Home Entertainment Co., Inc., which will provide channels for a pay-TV distribution network in Santa Monica, Cal.

Target date for the start of the pay-TV operation, which will provide for the construction of a distribution network by General Telephone Co. for use by Home Entertainment for a period of 10 years, has been set for Sept. 1, 1963. Heart of the system is the

(Continued on Page 7)

#### Crafton Named Manager Of Crown's Portland AM

Portland, Ore.—The Crown Stations has appointed Patrick Crafton manager of KGW here, succeeding Jackson Fleming who has resigned. Crafton, currently station director of WCPO, Cincinnati, assumes his new duties Sunday.

#### Alistair Cooke to Host Lincoln Center Opening

Alistair Cooke will be host for the special two-hour broadcast of the opening night at Lincoln Center, Sept. 23, on CBS-TV. Two directors, Kirk Browning and Don Hewitt will be in charge of the cameras in the broadcast from Philharmonic Hall, the center's first building.

#### NAM Prez Faces Mikes

Donald J. Hardenbrook, NAM president, will be interviewed live on CBS-TV's "At the Source" tomorrow, from his org's offices in New York. He'll discuss the American economy, outflow of U. S. gold and the downward stock market trend with newscasters Bill Leonard and Allan Jackson.

Now that every expert — real and phoney — has sound-ed off on what the American public gets, wants and needs from TV, the guesswork has finally been removed from these matters, which have been exploding for years at hearings on Federal, State and municipal levels, over banquet table rostrums, and in the public prints.

For, today CBS announces completion of the first comprehensive study of a nationwide evaluation of video programing. This project was conducted by Columbia University's Bureau of Applied Social Research and made possible by a grant from CBS. The findings are being assembled in book form and will be available through regular publication channels.

What effect this information will have on future Governmental inquiries, it is too early to predict but this much is fairly certain:

(Continued on Page 8)

#### ABC-TV Skeds 10 'Docs' Produced by Its Affiliates

"Focus on America," a series of 10 outstanding half-hour documentaries produced by ABC-TV affiliates, will be telecast on Wednesday nights by the network beginning July 11.

Six of them won awards in an intra-network affiliates competition: In the Nielsen "A" category — "Within My Walls," WXYZ-TV, Detroit; "Heart Attack," WBKB-TV, Chicago; "Los Angeles at

(Continued on Page 7)

#### Nat'l Church Council Cites 'Defenders' for 'Integrity'

Detroit—The National Council of Churches honored CBS-TV yesterday for the "integrity and good taste" of its series, "The Defenders." The special award was given by the Council's Broadcasting and Film Commission.

The Rev. S. Franklin Mack, executive director of the commission, presented the bronze plaque at the biennial convention here of the United Lutheran Church.

He said the purpose of the citation was to "range the churches more solidly behind some of the fine programs the networks are producing."

The commission said the series

(Continued on Page 8)

#### Noel's Songs 'Naughty,' BBC Pulls Down Shades

London—BBC radio has banned four songs on the grounds of "taste" from Noel Coward's "Sail Away" which had its London opening recently. Forbidden are "The Passenger's Always Right," "Useful Phrases," "The Customer's Always Right" and "Why Do the Wrong People Travel?"

**CHAS A. ALICOFTE** President & Mgr

**MARVIN KIRSCH** Assoc. Publ. Gen. Mgr

**ARTHUR PERLES** Editor

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New Espana Grupo 4 Oficina 14

## G-T Partners Flying To Europe on Deal

Mark Goodson and Bill Todman fly to London today to set up Goodson-Todman offices in the British capital, where they were represented by Maurice Winnick before his recent death.

The two plan to negotiate a British version of their "Password" G-T games now playing on British TV, include "What's My Line?" "To Tell the Truth," "Play Your Hunch," "Beat the Clock" and "Take a Letter," an adaptation of "Number Please."

After visiting London, Goodson and Todman will confer with Jean Paul Blondeau, then French representative, in Paris.



**WFGA-TV**  
scranton, wilkes barre  
and WGBI represented by HR

## COMING AND GOING

**MANNY BEINER** foreign operations VP of Ziv-UA has returned from a two-month business trip to the Far East and Australasia.

**GEORGE I. SHUPERT** 20th Fox TV sales VP has returned to N. Y. following two weeks of business meetings on the Coast.

**GAYLE GARY** radio-TV consultant to Lansing, Mich. tomorrow.

**MONIQUE VAN VOOREN** has left Erie, Pa. for personal appearances.

**TED FETTER** ABC-TV VP and program director, to Lannan, France, for an Int'l Conference of Broadcasters.

**HENRY G. SAPERSTEIN** UPI Studios president to N. Y. for business meetings.

**ROSE MARIE O'REILLY**, CBS-TV ratings manager, in Vermont on vacation.

## FINANCIAL

(June 26)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12 1/2	11 1/2	11 1/2
ABT	25	24 1/2	24 1/2
A. T. & T.	102 3/4	100 3/4	100 3/4
AVCO	30 1/2	19 3/4	19 3/4
CBS	34	32 1/2	32 1/2
Columbia Pic.	14 1/4	14 1/4	14 1/4
Crow-Coll.	2 1/4	1 3/4	1 3/4
Decca	36 3/4	3 3/4	3 3/4
Disney	26 1/2	26 1/2	26 1/2
East Kodak	89 1/2	86 3/4	87 1/2
Gen. Elec.	29	28 1/2	28 1/2
General Tel.	19 3/4	19	19
Hazeltine Corp.	17 1/4	15 3/4	16 1/4
Magnavox	30 3/4	27 3/4	28 1/4
MCA	35 3/4	35 3/4	35 3/4
M-G-M	30	27 1/2	27 1/2
Minn. M&M	44 3/4	42 3/4	43 1/4
Nat. General	6 1/2	6	6
Paramount	38 1/2	37 3/4	37 3/4
Plough	47	47	47
RCA	41 1/2	39	38
Stores	28 1/2	28 1/2	28 1/2
20th Fox	19 1/4	18 3/4	18 3/4
United Artists	25 1/2	24 1/2	24 1/2
Warner Bros.	13	12 1/2	12 1/2
Westinghouse	25 1/2	25 1/2	25 1/2
Zenth Radio	48 3/4	45 3/4	45 3/4

### AMERICAN STOCK EXCHANGE

Allied Artists	25 1/2	2 1/2	2 1/2
Capitol Cities	11 3/4	10 3/4	10 3/4
DeSue	7 1/4	7 1/4	7 1/4
Filmways	5 1/4	5 1/4	5 1/4
Movielab	8	7 3/4	7 3/4
MPO	7 1/2	6 3/4	6 3/4
NTA	1 1/2	1 1/2	1 1/2
Reeves Sound	3 3/4	3 3/4	3 3/4
Rollins	10 3/4	10 3/4	10 3/4
Screen Gems	13 1/4	13 1/4	13 1/4
Technicolor	9 3/4	9 1/4	9 1/4
TelePrompTer	7 1/2	6 1/2	6 1/2
Trans-Lux	12	11 1/2	11 1/2
TV Industries	11 1/2	11 1/2	11 1/2

### OVER THE COUNTER

	Bid	Ask
Jervoid	4 1/4	4 1/4
Meredit	24	24
Official Films	7 1/2	7 1/2
Sterling	1 1/2	1 1/2
Transcontinent	8 1/2	8 1/2
Wometco	17 1/4	17 1/4

\*Courtesy of National Association of Security Dealers

## 186-Year-Old News, Music To Greet Miamians July 4th

Miami—WAME Radio will turn the clock back to the year 1776 for the entire day of July 4th, maintaining its normal format of news and music—but making it the news and music of that revolutionary year.

Since the station ordinarily broadcasts six hours of news daily, six full hours of scripts pertaining to July 4th, 1776, had to be written. Dade County Junior College provided a historian and other faculty members to validate the scripts and do research.

The program was conceived, written and produced by station manager Mury Wolner, with the cooperation of the WAME news department and production support of Richard Weiss, who acted as tape editor. Actor Jay Robinson, in Florida for the U. of Miami Shakespeare Festival, will star as Thomas Jefferson.

Effective Oct. 1 the station will have enlarged its New York and Chicago offices and have opened a San Francisco office. KTTV president Robert W. Broecker said the move "is predicated on changing philosophies and systems, plus the unique marketing patterns and problems of the volatile Los Angeles market rather than any dissatisfaction with Blair TV."

## Five Stations Okayed For Temporary Silence

Washington—The FCC Broadcast Bureau has permitted five stations to sign off the air temporarily for various reasons.

The stations and return-to-air dates are: Dartmouth College's WDCR-Hanover, N. H. Sept. 17; KPLI-FM Riverside, Calif., Aug. 26; WZOK-FM Jacksonville, Aug. 6; WTHR-Panama City Beach, Fla. Sept. 15; and KTXI, Seattle, and liquidating trustee Edward J. Binney, Aug. 31.

## WFGA-TV Remote Unit Visiting 18 Fla. Cities

Jacksonville—The WFGA-TV remote unit is visiting over 18 towns and cities in the TV station's coverage area. Two days will be spent in each city where children's programs, farm programs, features and women's programs will be video-taped. The tapes will be screened the following week as part of a tribute to the city visited.

Other radio personalities taking part include Murray Kaufman, WINS; Jim Harriott, WMCA; Bruce Morrow, WABC, Wilma B. Williams, WNEV; Lee Murphy, WBIC, Bayshore, L. I. and Dick Hudkin, WPAC, Patchogue, L. I. Also involved are WLIR, Garden City; WGSM, Huntington, and WGBB, Freeport, all Long Island; and WFAS, White Plains, and WLNA, Peekskill, both N. Y.



# Fogarty Remains as Equal Access Leader

## NAB Group Seeking Information Freedom For All Broadcasting

Washington Bureau of **RADIO-TV DAILY**  
 Washington—Frank P. Fogarty, executive VP of the Meredith Broadcasting Co., Omaha, has been re-appointed to another term as chairman of NAB's Freedom of Information Committee, which seeks on behalf of all broadcasters to establish on a firm basis the right of radio and TV to have equal access for coverage of public proceedings.

Named to serve with him were Grover C. Cobb, VP-general manager, KVGB, Inc., Great Bend, Kan.; John W. Guider, president-general manager, WMTW-TV-FM, Poland Spring, Me.; James C. Hagerty, ABC News VP, New York; Jack Harris, VP-general manager, KPRC & KPRC-TV, Houston; William R. McAndrew, executive VP, NBC News, N. Y.; Stephen J. McCormick, Mutual Broadcasting VP, Washington.

Also, Weston C. Pullen, Jr., Time, Inc., V.P., N. Y.; Richard S. Salant, CBS News president, N. Y.; J. C. Woodruff, Jr., president-general manager, WRBL & WRBL-TV, Columbus, Ga.; Ann M. Corrick, Westinghouse Broadcasting, Washington, representing the Radio-TV Correspondents' Ass'n; Robert H. Fleming, ABC Washington bureau chief, representing the Radio-TV News Directors Ass'n, and Howard H. Bell, NAB industry affairs VP, who serves as NAB staff exec for the committee.

## Eddie Hugh Back on Job

Eddie Hugh, floor manager of NBC-TV's "Jan Murray Show," is back on the job after injuries sustained during a Florida production of the show this Spring.

## Arizona to Get 'TV City'

Phoenix, Ariz. — Studios for the production of TV commercials, industrial and educational films, TV pilots, movies, children's fantasy features and recordings will be built here by Ben Pivar and David I. Pincus.

The two also will enter the field of dubbing foreign films into English and English films into other languages. The studios will be available for leasing to independent TV and movie producers.

Pivar and Pincus have formed a corporation called TV City Arizona, Inc., with officers here. Other members of the corporation are Mitchell Leiser, Kurt Lassen,

## Steve Carlin Signs To Create Programs With MGM-TV Only

MGM-TV has reached an agreement with Steven R. Carlin, under which his Argosy Productions will create and produce live and taped entertainment programs for the company on an exclusive basis. As part of the agreement, MGM-TV will act as Argosy's co-producer and sales representative.

Carlin has been associated with such TV programs as "The \$64,000 Question," "Rootie Kazootie" and "Down You Go." He was for four years executive VP of Entertainment Productions, Inc., and has produced a total of 17 network programs over a 10-year span.

Although Carlin is best-known for his audience-participation programs, he has produced widely in the fields of children's programming, drama and variety. He has also been a recording exec and a writer.

## Started With WMCA

Carlin began in radio in 1944 with WMCA, New York. He then became script manager of the NBC Recording Division, which at that time turned out some 30 syndicated shows a week.

Later, he joined Phillips H. Lord as a writer and producer. At the same time, he moved into the recording field, and became RCA Victor's artists and repertoire chief for children.

His activities in children's recording led him into children's radio and TV programming. In 1951, his "Rootie Kazootie" became one of TV's most popular children's shows, with a five year run.

In 1955, he joined EPI and became exec VP and exec producer as well. He left EPI before its dissolution to become an independent producer and packager.

Gil Ausland, Alvin Schoncite and Buddy Bregman.  
 Pincus, founder of Caraval Films, has been in the movie and TV field for more than 40 years. Pivar was with Universal Studios for 20 years as a motion picture and TV producer.

Several locations in and around Phoenix are being considered for site of the studios, which will cost an estimated \$930,000 to build and another \$583,000 to equip.

## NBC Will Air Record 2,000 Color Hours

NBC-TV will present a record 2,000 hours of color TV in the 1962-63 season—more than the total of American color movies produced in the last eight years—Don Durgin, VP for Network Sales, said yesterday. More than 68 per cent of the net's total nighttime sked, he said will be in color next season, compared to 57 per cent this season and 41 per cent a year ago.

## Northwestern Leaves Ass'n Over 'Differences in Aims'

Chicago — Northwestern U. has withdrawn from the University Broadcasting Ass'n of Chicago over "differences in the aims and concepts of educational broadcasting."

"We feel we can better serve the university and the community by working on an individual basis with the broadcasters in Chicago," Robert W. Thomas, Northwestern radio-TV producer, said.

Thomas said Northwestern does not plan any curtailment of its participation in educational programming. NU-produced shows now on the air include "Your Right to Say It," WGN-TV; "Reviewing Stand," WGN radio and some 100 stations of the Mutual Broadcasting System; "Frankly Speaking," WBBM radio, and cooperation in such shows as "Repertoire Theatre" and "Rebuttal," WBBM-TV.

## Hempstead Station Cited For Support to the Blind

WHLI in Hempstead, Long Island, has received the 1962 "Friendship Award" from the Industrial Home for the Blind of Brooklyn for its "... generous support and continued interest ... to the blind and deaf-blind persons of the community."

## 'Scouts' Now A 'Sweet 16'

"Talent Scouts," produced by Irving Mansfield and Peter Arnell, returns to CBS-TV Tuesday night,

hosted by Jim Backus, almost 16 years to the day it debuted on CBS Radio, July 2, 1946. At that time Arthur Godfrey was host, and Vic Damone was the first winner.

Damone, not knowing it at the time, set a precedent for other talented performers who appeared on "Talent Scouts" during the show's 579 weeks of airtime and eventually reached broadcasting stardom.



MANSFIELD

## McGee for Production

(Continued from Page 1)

all-channel sets instead of waiting until the government bans interstate shipments of V-only or U-only sets. He is a member of the Interstate and Foreign Commerce Committee, which handled the recently passed all-channels measure.

Pointing out the need for expanding TV into all channels, 12 thru 82, McGee asserted that "it is in the interest of manufacturers to become active in production quickly."

## Art Ford Shifts to High In Busy Host-MC Week

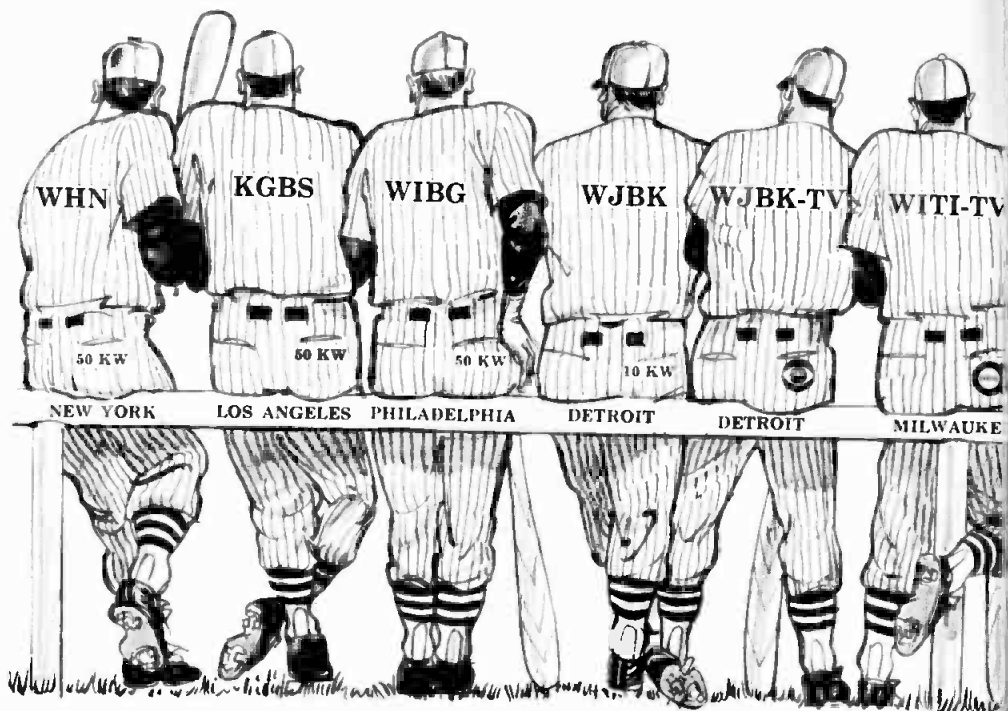
WNBC Radio personality Art Ford is busier than a one-armed paperhanger this week but it's a labor of love ... at least his Friday task is. That's when he participates at Grossinger's Hotel as a judge at the New York finals to select the state's entry in the "Miss Universe" contest.

Tomorrow, Art hosts food trade and agency people on WNBC's steam ship cruise up the Hudson River to Monmouth Park jockey club Saturday night, he emcees the opening night of the "Festival of Stars" at Randall's Island.

## On-the-Spot Negro News Now a WWRL Feature

WWRL, programmed to the New York area Negro audience 24 hours a day, has instituted a special feature from the Negro News Network. The station now features an on-the-spot report of a top Negro-interest news story in each of its five-minute newscasts, with direct feeds coming from WAOK, Atlanta; WDAS, Philadelphia, and WAMO, Pittsburgh, plus the WWRL mobile unit.

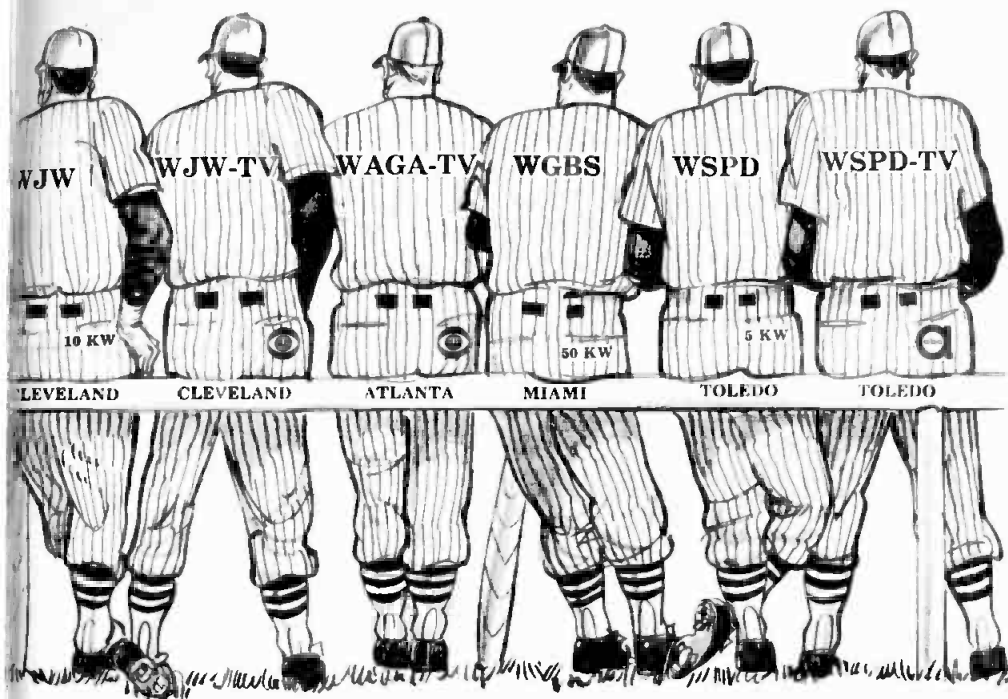
# BIG



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CLEVELAND  
WJW-TV

ATLANTA  
WAGA-TV

MIAMI  
WGBS

TOLEDO  
WSPD-TV

**STORER**  
BROADCASTING COMPANY

## Plymouth, Drug Firm Back NBC-TV Shows

New sponsorships have been announced by NBC-TV. Plymouth-Valliant Division of Chrysler Corp. will back "Saturday Night at the Movies" during the 1962-63 season and three new hour programs. "It's a Man's World," "The Saints and Sinners" and "The Eleventh Hour," all beginning in Fall.

Chrysler Corp. is also full sponsor on alternative weeks of the hour-long "Empire," beginning on the net in color Sept. 25. The Plymouth-Valliant Division order was placed through N. W. Ayer & Son.

Bristol-Myers has bought sponsorship in three NBC-TV nighttime programs. "The Virginian," new, weekly 90-minute color series. "The Wide Country," hour Western series based on adventures of a rodeo cowboy, and "Saturday Night at the Movies." The order was placed via Y&R.

## H. K. Smith Analyzes Franco's Internal Woes

"Franco and the Thirty Years' War," an analysis of the current political and economic problems of Spain, is the subject of "Howard K. Smith—News and Comment" today on ABC-TV.

The program, sponsored by Nationwide Insurance, will review the trouble Franco is now in—with labor, the monarchists, the church and the military.

## Bartley Lauds Stereo

(Continued from Page 1)

able of receiving FM stereo services.

Discussing the research, development and evaluation of FM stereo, Bartley described it as "an outstanding example of cooperative efforts between business and government." However, he urged dealers and manufacturers "not to compromise with quality. When a dealer advertises a hi fi set for \$49.95," he said, "it's certain that it isn't hi fi."

## WEDDING BELLS

### O'Connell-Dunlop

Actor Arthur O'Connell was married to Anne Hall Dunlop of Washington, on June 23 at St. Agnes Church in New York. O'Connell's cousin, the Rev. Thomas McNeil, performed the ceremony.

### HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

30 East 58th Street

New York 22, N. Y. ELdorado 4-605



By TED GREEN

Our recent kudos to Cunningham & Walsh's Yellow Pages "walking fingers" commercial brought this gratifying response in the mail from agency vice president Tom De Huff: "It was the first commendation in print . . . fitting, therefore, you be fit to know it's taken first prize as best live action film commercial of 45 seconds and over at the recent Venice Film Festival." . . . Golongs on at Mercury: As part of Mercury's Summer sales drive, it is releasing three to four new albums per week during June . . . Dr. Frederick Fennell, Mercury agent, has joined the Minneapolis Symphony Orchestra as associate conductor to Stanislaw Skrowaczewski, who also records on the label, as John Woolford, sales manager, Classics Division, has transferred from New York to the firm's Chicago office . . . Don Gold, prominent music expert, writer and editor, has joined the staff of the Mercury Records as coordinator of imported music . . . Mercury's documentary album, "The Civil War—Its Music and Sounds," is creating high-level interest among Civil War buffs, historical organizations and educators.

Baby son for Albert Cafieros. Pop is of the CBS-TV technical equipment department . . . Greer Garson penning her autobiography . . . Singer Connie Francis, while dining at Bon Vivant, revealed she'll be the U. S. entry in the annual International Popular Song Festival held in Poland July 7. This marks the first American participant in the event. (Our State Dept couldn't have picked a better talent than Connie) . . . WPIX weather girl Gloria Okon is taking water pilot's lessons with her ad agency exec husband, Ted, so that she can steer her new 21-foot boat, "Lovin' Care" . . . Composer Jacques Belasco's next assignment will be to work on a special score for Jack Benny, who will appear in Philadelphia on July 31 . . . The Jack Sterling's expect their sixth addition any edition. With five girls at home, Jack and Barbara are hoping for a girl.



FRANCIS

A tip of the Stetson to Seven Arts Productions, for luring Dick Brooks from 20th Century-Fox to be national publicity manager of its motion picture division. Brooks has also been a top promo man for Embassy Pictures and Screen Gems. Harvey Chertok continues as Seven Arts' TV publicity chief . . . Our Maine Spies confirm this column's prediction of big things for Tom Golden. He was a smash in Bye Bye Birdie's opening at Lakewood Playhouse in Skowhegan, Maine. Local critic said, "taking top honors in the opener were Tom Golden . . . he just stole the show."

Lovely Mleki Marlo (The Personality Kid) will represent the Jan Murray Show as one of the judges at the "Crazy Hat" contest at the Little Club tomorrow. Earl Wilson and Merv Griffin are co-judges. Incidentally, gor-jus Marilyn Hanold, also with Jan, is in Boston this week for commercial films . . . Harold Wheelahan has been named manager of WDSU AM-FM, New Orleans . . . The wig-kini fashion show put on by TV beauty expert Norma Mathews of the Playgirl salon was TV-filmed. United Press Movietone shipped a copy to France for TV usage . . . "Hen Casey"-styled blouses and coats are being featured in local department stores. (What a way to operate!)

## DeeJay Arrives With Hoopla

Cleveland—Harry Martin, half of the new KYW radio morning team of Martin & Howard, premiering Monday, arrives in town this week amid great fanfare.

Following a downtown parade, he went aboard the famed ship Aquarama for a five-hour cruise. Events on the cruise included a

Sing-Along and puppet show.

Martin had been with KCBQ, San Diego, since 1955. He will team with Howard in a daily early morning show.

## 12-Mart Canada Sale For Wolper's 'Story

David L. Wolper's "The Story of . . . Ziv-UA first syndication offering for the coming season, has been sold to a 12-market firm 52-week deal Canada, through Z. I. T. of Canada, Ltd., division of Ziv-UA.

The sale, made to the O'Keefe Brewing Co., of Toronto, for stations throughout the province Ontario, covers the following markets: Toronto, Ottawa, Barrie, Arthur, Cornwall, North Bay, Pembroke, Timmins, Barrington, Kitchener, Peterborough and Wingham.

## NAMM Hears Watts

(Continued from Page 1)

New York. Watts said "with other companies starting production of color picture tubes early next year, I don't know how many sets the industry can build in 1963. However, I predict the industry can sell every color TV it can make next year."

Reporting on a current sales upsurge for color TV at RCA, cited as important reasons: increased programming, improved picture quality, lower service requirements and the entry of other major manufacturers in color set marketing.

Schneider, ABC VP and assistant to the executive VP of American Broadcasting-Paramount Pictures, said colorcasts will be carried on at least five o-o's and least 27 network affiliates.

Mort Farrow, chairman of the National Appliance and Radio-TV Dealers Ass'n, Upper Darby, Pa., said "The product line in our field . . . activity which probably offers the opportunity for the most spectacular growth is color TV. During the past eight years color TV has proven its worth to the consumer."

## Chapman Treks With JFK

Irv Chapman, Radio Press International's Washington Bureau Chief and White House correspondent, will accompany President Kennedy on his state visit to Mexico Friday. Chapman will report exclusively to RPI subscribers in the U. S. and Canada.

## Walt Disney Comments On 'World Fair Preview'

Narrator Bob Considine will feature guests Robert Moses and Walt Disney in a look at World Fairs, past and future, on WNBC-TV's "World Fair Preview" Sunday. The show will present an artist's sketches of the future New York Fair and film clips of the 1939 Fair.

# GOV'T KEEPS HANDS OFF ETV STATION PROGRAMS

Pittsburgh—Dr. John W. Bystrom, the man in command of Federal pursestrings for ETV, offered a perspective of the current ETV picture in a panel discussion over WQED yesterday, capsuling legal, financial and organizational aspects of the educational venture.

According to Bystrom, the ETV stations will have to depend totally on local financial resources for their operating costs since funds allocated from the government can only be used for equipment or building facilities.

## Not Yet Appropriated

And in that respect, Bystrom noted, the \$32,000,000 to be given for ETV funds has not been appropriated and is not expected until September.

Other points touched on by the educator included a mention that according to the new ETV Act, no central authority of the government will participate in any programming plans. Also, that his department expects to work closely with the National Educational and Radio Center. Bystrom reminded the listeners that the ETV groups should be preparing and formulating their presentations for funds.

## Pay-TV to Santa Monica

(Continued from Page 1)

master control center, about the size of a hi-fi tuner. It is designed to control up to one million or more sets on a coaxial cable network.

The system works in conjunction with an unused channel on the home TV set. A push-button control unit is plugged into a wall jack which allows the subscriber to select any of the three programs being transmitted simultaneously over the company network. The system calls for no alteration of the home TV set other than to tie in with existing tv antenna.

## ABC-TV Slates 10 'Docs'

(Continued from Page 1)

Night," KABC-TV, Los Angeles. In the Nielsen "B" category—"Old Hand and the Weevil," KOCO-TV, Oklahoma City; "Designed for Deterrence," KAKE-TV, Wichita; "Portrait of a River," WAST-TV, Albany, N. Y.

The other four are "Sailing of the Coates," WNHC-TV, New Haven; "Crop Duster," KOMO-TV, Seattle; "Vanishing Ozarks," KTVI, St. Louis, and "Canton West," KGO-TV, San Francisco

## STORK NEWS

Arthur and Norma Dorfner became the parents of a girl, Lisa Scarlett, born at St. Elizabeth Hospital, N. J. Father is WABC-TV business manager.

# AGENCY NEWSCAST

By RALPH TYLER

The new Chicago offices of Fuller & Smith & Ross show the extent electronics have moved into the field of advertising, marketing and PR. The firm calls its new quarters a "Communica-

## Thought for Today

"To hear us talk in the advertising business, one might think the public thought only of us — and our problems. Let me assure you that the public spends no time worrying about the damage advertising may be doing to its collective psyche. . . . If there is any collective quality of the public, it is indifference. Where it finds advertising which is helpful, informative or amusing, it absorbs it and acts on it. Where the advertising is annoying, repulsive or misleading, the public is indignant. And rightly so. Since there is little such advertising, there is little indignation."

—John Crichton  
President. AAAA

ly series of locally produced documentaries on and about the tristate area, has been sold by the Pittsburgh station to Nationwide Insurance . . . Robert Hyland, general manager of KMOX Radio, has been elected president of the Advertising Club of St. Louis.

## BALLFANS DIGEST VIDEO MARATHON

1,414,500 Yankee Boosters

Stay With 7-Hour Diamondcast

Loyalty among followers of our national pastime was borne out Sunday during baseball's longest day — a seven-hour marathon between the New York Yankees and Detroit Tigers.

Over 1,414,500 Yankee fans ate their way through lunch and dinner glued to TV screens, according to ARB. WPIX, which carried the ballgame, had to pre-empt five programs in order to present full coverage. Director of the Yankee-WPIX record-breaking telecast was Jack Murphy.

## El Bingo, Lucy, Juliet On Hope's Initialer

Bing Crosby, Lucille Ball and Juliet Prowse will be Bob Hope's guest stars Oct. 24, when he presents the first of six NBC-TV specials for the 1962-'63 season.

Hope, beginning his 13th year on TV, will be sponsored by Timex, through Warwick & Legler, which has purchased one-half sponsorship of the six programs; Lever Bros., through Foote, Cone & Belding, one-half of four shows, and The Chemstrand Corp., through Doyle Dane Bernbach, half of one program.

Client Dale Division of Thompson Ramo Wooldridge supplied the closed circuit TV equipment that enables hook-ups to be effected with nation-wide circuits, on-the-air broadcasts and the in-tra-office circuit.

The layout of the office has been dictated by traffic, to reduce the number of hours used by walking from room to room. A survey at the former location showed that most callers come to see persons in the media department. For this reason the main entrance is located near that department's offices.

Production department was the second most called upon group, by both suppliers and deliverymen, and it too is near the main entrance.

"KDKA-TV Reports," a month-

## Fran Becomes Jet Commuter

Chicago — Fran Allison — best known, perhaps, as the Fran in "Kukla, Fran and Ollie" — is leaving Chicago for a new home in Englewood, N. J., but she'll continue to be heard several times a week on Don McNeill's "Breakfast Club" broadcast from the Loop.

Fran says she'll commute by jet. "Breakfast Club" is heard on ABC Radio weekday mornings.

AUDIENCES KEPT COMING BACK FOR MORE OF

# The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.

48 FAMILY FUN FEATURES



ALLIED ARTISTS TELEVISION CORP., 165 WEST 46th ST., N. Y. C. 46, N. Y., PLAZA 7-8530

## Pinny Cameras Eye Pa. Gov. Candidates

Philadelphia — "Channel Ten Reports" studies the campaigns of three of the major candidates for Governor of Pennsylvania in "The Coffee-Klatchers" tomorrow night on WCAU-TV. Sponsor is the Nationwide Insurance Co., via J. Thomas Callahan Advertising.

Produced, written and reported by news director Charles Shaw, the half-hour program will show the contrast in approach of each of the candidates currently out on the campaign trail battling for the governorship. For this filmed report, Shaw spent a day with Democrat Richardson Dilworth during a swing through Pittsburgh and suburbs, and a day with Republican William W. Scranton campaigning in Philadelphia and surrounding areas. He also talked with Socialist-Labor Party candidate George S. Taylor in Philadelphia.

## CBS Radio To Originate Honolulu Dance Series

Special to RADIO-TV DAILY

Honolulu—CBS Radio will present a weekly program of music by Moxie Whitney and his orchestra from the Royal Hawaiian Hotel here, starting Saturday. This marks the first time the network has originated a remote series from the new state.

The program will be under the general supervision of John DeMarco, manager of KGMB, CBS affiliate here.

## H-R for Allentown Outlet

Allentown, Pa. — H-R TV has been signed by WKAP here as exclusive national rep.

# CBS Underwrites a Full-Scale Study of TV

(Continued from Page 1)

the Columbia U. study will knock the props out from under spellbinders who have found that strong attacks on broadcasting is an easy way to climb into press headlines.

Basis for the study was outlined by Dr. Frank Stanton, CBS, Inc. president, in testimony before the FCC during January, 1960, when he said:

"We are convinced that some technique must be devised for a continual appraisal of audience appreciation — an Index to provide an interpretive dimension to sheer nose counting. Beyond quantitative or qualitative ratings we need to know what people want to look at — what people think we ought to be doing. I believe that this can be a substantial step forward in bringing the public in-

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Albert C. Gannaway, producer of "Tongaloa," CBS Films' new syndicated series for Fall release, has signed James P. Yarbrough and Thor Brooks to direct forthcoming episodes. The series stars John Carroll, Wayne Preston and Jill Jarman and is now in production in Mexico and Guatemala, being filmed in color and black-and-white.

• • • George Maharis had to undergo a complete physical for the insurance company that bonds "Route 66" because of his recent illness with hepatitis. He checked out perfectly and is currently filming in Los Angeles. He goes on the road with the company July 16 when they leave for Oregon.

• • • Howard Browne and Bill McGivern have been signed by Four Star to write a one hour pilot script called "Where Is The Body?"

• • • John Walsh of the L. A. branch of the Forty Plus Association, advises of the availability of carefully-screened top executives in the radio and TV fields. The organization is non-profit and its service is free to employers.

• • • "Reruns have a value for a director far and beyond the money involved in residuals." So says Ituzz Kulik who will be one of the best represented directors on the rerun circuit this Summer with 17 segments on various series, including "The Defenders," "Twilight Zone," "Dr. Kildare" and "Have Gun Will Travel." "When I'm working on a show," Kulik maintains, "It's impossible to be totally objective about what I'm accomplishing. The pressures are too great and the need to keep to a schedule and a budget are always on my mind. But I never can be sure because I am far too close to the subject to have any realistic perspective." Watching a re-run of a show that he has done six months or a year earlier is like viewing someone else's work, Kulik avers. "I look at it with a cold, impartial eye."

• • • Ella Fitzgerald will do a guest star appearance on Vic Damone's NBC-TV Summer series, "The Lively Ones," with taping to be done this week for airing September 6. Andre Previn will appear in another segment of the same show, having just been signed by producer-director Barry Shear.

• • • Patricia Barry finished a starring role in the Disney two-part color show, "Sammy, the Way Out Seal," last Friday and checked in at MGM Monday for a guest star role in "Dr. Kildare" . . . Aaron Spelling has just purchased original teleplays from James Komack and Stanford Whitnire for the "Lloyd Bridges Show."

to a more direct participation in shaping TV programming and in assuring against distortion of the public's wants by the broadcaster."

The bureau's study was based on field work conducted by Elmo Roper and Associates and the National Opinion Research Center of the University of Chicago. It culminates a research inquiry proposed by CBS in 1955 as "an impartial nationwide study of what the public wants from TV and what TV means to the people."

The project was headed by Prof. Bernard Berelson, director of the bureau, with Dr. Gary Steiner, of the Graduate School of Business, University of Chicago, as author of the study report.

Basic questions explored include:

What place does TV occupy in the lives of the American people and how does it relate to other things they do for amusement, information, relaxation and liveliness?

How do people feel about the job TV is doing, and what areas of untapped potential are indicated?

How do people react to various types of programs and commercials and what are the underlying elements involved in their reaction?

How does the general "viewing public" divide into distinct viewing publics, and what are these distinct publics?

How do the public's expressed attitudes and feelings compare with their actual use of TV?

## ABC Promo Confab 'Best in Five Years'

West Coast Bureau of RADIO-TV DAILY

San Francisco — The third annual ABC-TV promotion meeting for 1962 came to a close here today, termed "the most successful in five years" by primary filiate promo men and network execs. Previous two-day meetings had been held in New York, Chicago. A record-breaking total of 115 primary stations were represented at the three promotional sessions.

ABC press info VP Michael Foster, presided at the New York and Chicago meetings. Network execs attending the sessions at the St. Francisco Hotel here included ABC ad-promo VP Bill Foley; exploitation director Mesibov; Jerry Zigmond, M. boy's West Coast assistant, and Ell Henry, West Coast press info director.

### Planning for Next Season

Among those addressing gathering here concerning ABC-TV's 1962-63 schedule were Leonard Stern, producer of the new "I'm Dickens, He's Fenster" series and Selig Seligman, president of Selmur Productions and executive producer of "Combat," new home skin. The sessions mapped plans to promote, publicize, exploit and advertise next season's programming lineup.

## Petry Co. Picks Duffin As Asst. Research Head

Edward Petry Co. has appointed Michael M. Duffin as assistant research manager. Duffin comes from Petry KCBS, San Francisco, and previously was with Kenyon and Eckhardt advertising as a media analyst. A native of Easton, Pa., Duffin is a graduate of Cornell University.

## 'Defenders' Honored

(Continued from Page 1)

"constitutes an exemplary attempt to speak provocatively and articulately to contemporary issues, treats difficult subjects with integrity and good taste, and consistently shows a deep respect for the dignity of the individual."

## WBAL-FM Passes the Hat Gets it Back Brim Filled

Listener-supported WBAL-FM has reported success in its two-month drive for \$25,000 to tide it over the low-income Summer months. During the final week listeners came to the rescue by telephoning in 1,037 voluntary subscriptions, passing the thousand-mark target on the last day of the drive.



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THURSDAY, JUNE 28, 1962

TEN CENTS

## BRITISH REPORT REJECTS PAY-TV

### 7 WEST TEXAS STATIONS FORGE R-TV NEWS CO-OP

Midland, Tex.—The West Texas News Ass'n has been formed as a regional news cooperative by seven radio and TV stations and will begin operating Monday, linked by a 120-mile network of leased teletype lines. Wendell Mayes, Jr., general manager of KCRS here, serves as chairman of the group, the idea for which was originated by Harry Van Slyke, news director of KVKM. Monahans.

In addition to KCRS and KVKM, stations participating in the association are KVKM-TV; KOSA and KOSA-TV, Odessa; KBST, Big Spring, and KERB, Kermit.

(Continued on Page 9)

### Proxmire Denounces Dodd Probe Inaction

Washington Bureau of RADIO-TV DAILY  
Washington — Implied criticism of the Dodd Subcommittee for its failure to take specific action against broadcasters following stormy hearings about alleged sex and violence on TV has been inserted in the Congressional Record by long-time critic Sen. William Proxmire (D., Wis.).

Proxmire spoke of "the TV networks' attitude of passive resistance to the widespread hope for better, more substantial public

(Continued on Page 5)

### 'Stump the Stars' Quiz Makes Fall Bow on CBS

"Stump the Stars," based on the "Pantomime Quiz" series debuts on CBS-TV Sept. 17 under the sponsorship of Ralston-Purina. The show will originate in TV City, Hollywood, with Mike Stocky Enterprises producing.

### Production Pact Sealed For New Sleuthing Skein

Arthur "Skip" Stetoff, Heritage Productions president, has completed arrangements with producer Jerry Thorpe for a new TV series, "The Thinking Machine," starring Claude Dauphin as a detective and Everett Sloane. Series is from an original story by Jacques Futrel and is described as an updated version of Sherlock Holmes genre.

### JACKIE'S FRIEND MBS' NEWSGAL

'Dateline' by Dorese Bell Covers Washington Scene

Washington Bureau of RADIO-TV DAILY  
Washington — Dorese Bell, one of Jackie Kennedy's confidantes.

joins Mutual's roster of newsmen this week on "By-Line, U. S. A." Miss Bell, one of the capitol's busiest news gals, will cover the scene under "Dateline - Washington, U. S. A."

Miss Bell, whose boat has been in the White House for MBS, now will also feature stories of personalities.



MISS BELL

### Desilu Cameras Roll On 'Fair Exchange'

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Production starts today at Desilu's Gower studios on the new CBS-TV hour comedy, "Fair Exchange." Cy Howard is executive producer, with Ed Feldman producer.

The "Carry On, Doctor" segment will be directed by Jerry Thorpe, Desilu programming VP, who also directed the pilot. Co-directors Richard Kinon and

(Continued on Page 4)

### NAB Strikes Swiftly Against 'Blue Laws' Advocated for D.C.

Although twin bills introduced in Congress several days ago to prohibit obscenity, sex and violence from being broadcast by Washington, D. C., stations were given little chance of passage, the NAB yesterday moved swiftly against the measures.

Speedy action is believed sparked by the let's-take-no-chances attitude of the broadcasters' organization toward the bills that might, by some strength of

(Continued on Page 4)

### James Londot to Manage Two Ohio FM Stations

Port Clinton, O. — James A. Londot has been appointed general manager of WRWR-FM here, and WLKR-FM, Norwalk, O., which goes on the air within the next 90 days. Londot was formerly manager of an Edward Lamb outlet in Erie, Pa., and before that with WLEC, Sandusky, O.

### Newly Formed Vestal Co. Adds Art Gregory as VP

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Arthur U. Gregory has joined Vestal, a personal management company, as exec VP. The firm was recently formed by John Vesta, former agent with MCA, who is the proxy. Gregory had been with the Abnier J. Greshler Associates for the past five years.

### Comm. Lee to ETV:

### Knock Down Viewer Walls

Washington Bureau of RADIO-TV DAILY  
Washington — A concept shared by commercial broadcasters that the public is divided into intellectuals and non-intellectuals can be dispelled by ETV, according to FCC Commissioner Robert E. Lee. He contends the Government has given ETV "the farm" but, since it doesn't participate in actual broadcast activities, it's up to the educators to do "the cultivating."

### Pilkington Committee Also Calls for Color, Opposes Show Quota

Pay-TV has just received its biggest setback to date—and it came from across the Atlantic yesterday with release of the long-awaited report by the Government-appointed Pilkington Committee on the future of British radio and video services.

Rejecting "pay-as-you-view," the report said that subscription TV would neither widen nor com-

London—The Pilkington recommendation to give the ITA more power resulted in a \$15.5 million drop in leading TV company shares yesterday afternoon, followed by a strong rally.

plement the present program range and it wouldn't make broadcasting any better.

The only hope for English fee-verse proponents now rests in a Government "white paper," to be published next month and in which a statement is expected refuting the Pilkington stand.

The report also turned thumbs down on a proposed quota for foreign broadcast material on the basis that balance and quality should be the prime considera-

(Continued on Page 10)

### Dave Shefrin Appointed WABC-TV News Director

David Shefrin has been appointed news director for WABC-TV, the network's flagship station. Shefrin was recently associated with WNBC-TV's public affairs programs.

The notion that there are classes, each with an appetite for TV programs fitting the respective intellects, he says, "is like believing a college professor could not be expected to enjoy sports and a truck

(Continued on Page 2)

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**MARVIN KIRSCH** : Assoc. Publ-Gen Mgr.

**ARTHUR PERLES** : Editor

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**COMING AND GOING**

**RICHARD M. ROSENBLUM**, International Video Tape VP, in N.Y. on a sales trip.

**PAUL LEVITAN**, CBS-TV special events director, and **PHIL CARLING**, 8800 VP, to Pennsylvania to judge *Mist America* State Pageant.

**FESS PARKER**, star of ABC-TV's "Mr. Smith Goes to Washington," in San Francisco for the network's promotion managers conclave.

**DAVID HEDISON** back to the Coast following N.Y. conferences with Broadway and TV producers.

**ALL-STAR SHOOTING ENDS ON '63 DIMES TV SPECIAL**

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Shooting winds up this week at the Fox Western lot here on the 1963 March of Dimes TV special, produced by the National Foundation to spearhead the silver anniversary fund drive. Appearing for the second year in a row is Ed Wynn, this time portraying an ineffectual detective guarding a display of valuable jewels.

Wynn last year was paired with Buster Keaton in "The Scene Stealers," which proved such a success it was telecast by over 300 stations.

Also in this fourth annual TV special are Bing Crosby, Dean Martin, Eddie Fisher, Dick Powell, Neville Brand, Juliette Prowse, Keeley Smith, Andre Previn, Dick Van Dyke, Rose Marie, Morey Amsterdam, Connie Stevens, Jane Wyatt and Cara Williams.

Executive producer of the show is Edward A. Franck of the National Foundation, with Jack Donohue producer-director of the teleplay by John Bradford.

**Albany Outlet Appoints Jones, Ryan Sales Execs**

Albany, N. Y. — Two account execs, Jack Ryan, of Albany and Kent Jones, of Saratoga Springs, have joined the WTEN sales staff. It has been announced by Phil Beuth, sales manager.

Ryan is a former employee of Owens-Ill. Glass. Kent Jones has been with WSPN, Saratoga, as sales manager. Prior to that, he sold TV time in Dallas and in Glens Falls.

**Lee Gives ETV Advice**

(Continued from Page 1)  
driver could not be expected to enjoy opera."

Lee said "educational broadcasters can make this fallacy more apparent and provide a yardstick for appraisal of the nation's taste for culture and education." Arguing that uplift shows are available on commercial TV only in the poorer hours, Lee says educators could provide the programs in prime time. He cautions however, that they borrow "showmanship" techniques from commercial TV.

**FINANCIAL**

(June 27)

**NEW YORK STOCK MARKET**

	High	Low	Close	Ch
Admiral Corp.	11 1/2	11 1/8	11 1/4	—
AB-PT	25 1/2	23 3/4	24 1/8	—
A. T. & T.	102	100 1/2	102	+
AVCO	20 1/2	19 3/4	20 1/8	+
CBS	33	32 1/2	33	+
Columbia Pic.	14 1/4	14	14 1/8	—
Cross-Coll.	20	19 1/4	19 3/4	—
Disco	37	36 1/2	36 3/4	+
Deery	27 1/4	26 1/2	27	+
Est. Kodak	87 1/4	85 1/8	86 1/2	+
Gen. Presc.	29 1/4	28 1/8	29 1/4	+
General Tel.	19 1/2	18 3/4	19 1/4	+
Hazeltine Corp.	17	16 1/4	17	+
Magnavox	29 1/4	28 1/8	29 1/4	+
MCA	35	33	33 1/4	—
M.G.M.	28 1/2	27 1/8	28	+
Minn. M.&M.	44 1/8	42 1/4	44 1/4	+
Not. General	6	5 7/8	5 7/8	—
Paramount	38	37 1/4	37 1/4	—
Plough	47 1/4	47	47 1/4	+
RCA	39 1/4	38 1/8	39 1/4	+
Singer	29 1/4	28 1/2	29 1/4	+
Tolt	13 1/2	13	13	—
20th Fox	20 1/4	19 3/4	20 1/4	+
United Artist.	26 1/4	25	26 1/4	+
Warner Bros.	12 1/4	12 1/2	12 1/2	—
Westinghouse	25 1/2	25 1/4	25 1/2	+
Zenith Radio.	46 1/4	44 1/4	46 1/4	+

**AMERICAN STOCK EXCHANGE**

Allied Artists	2 1/4	2 1/8	2 1/4	1/4
Equipe, Inc.	8 1/2	8 1/4	8 1/4	—
Filmways	5 1/2	5 1/2	5 1/2	—
Moviabul	8	7 1/2	7 1/2	—
MPO	7 1/4	7 1/4	7 1/4	—
NTA	1 1/4	1 1/4	1 1/4	—
Reeves Sound	3 1/4	3 1/4	3 1/4	—
Rollins	11 1/4	10 1/2	11 1/4	1/2
Screen Gems	13 1/4	13 1/2	13 1/2	1/4
Technical	9 1/4	9	9	—
TelePrompTer	6 1/2	5 1/2	6	—
TransLux	11 1/2	11 1/4	11 1/4	—
TV Industries	1 1/4	1 1/4	1 1/4	—

**\*OVER THE COUNTER**

Jerrold	8 1/2	8 1/4	8 1/4	—
Meredith	24	23 1/4	23 1/4	—
Official Films	7 1/4	7 1/4	7 1/4	—
Sterling	1 1/4	1 1/4	1 1/4	—
Transcontinent	3	2 1/2	2 1/2	—
Wometco	17 1/2	17 1/2	17 1/2	—

\* Courtesy of National Association of Security Dealers.

**New Wolper Families For Producers and Staff**

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Continuing its physical expansion to meet increased documentary activity, Wolper Productions has taken a year's lease on additional space in a building adjoining its executive-production headquarters here.

The TV organization, headed by David L. Wolper, is now spread into four adjacent office buildings. New quarters of 15 offices will house new producers and their production staff. Plans to build a new headquarters to concentrate all personnel and facilities in one location are being blue-printed by Wolper.

**McEwen at Katz Agency**

R. Bruce McEwen has joined the sales staff of the Katz Agency, station reps. He was formerly a Young & Rubicam media buyer.

**Station Lends Hand On 'Junior Olympics'**

Cleveland—WJW-TV will sponsor and telecast the Greater Cleveland Junior Olympics again for the fifth straight year. Youngsters aged 9 thru 15 are already being urged by the station to register at their neighborhood playground for the summer-long program.

Eliminations will begin soon, culminating in the finals Aug. 1 to be aired by the station.

**H-R Reps New Fla. Outlet**

Tampa, St. Petersburg — H-R TV has been signed as exclusive national rep for WTSP-TV here. The station will sign on the air Aug. 1.

13th Annual  
**WHITE MOUNTAINS' FESTIVAL of the 7 ARTS**  
July 6th to 13rd

SKY HIGH in the  
WHITE MOUNTAINS

5 LAKES • 3,500 ACRES

Lake **TABLETON** Club

Pike • New Hampshire

Information: Walter Jacobs





## WANT TO BEAT COMPETITION?

Certainly you do! The most effective way is to out-program him—this calls for stronger weapons or the balance of program power won't swing your way. Seven Arts "Films of the 50's" have been deciding "power balances" in market after market by consistent top ratings and sponsors S.R.O.

WLAC-TV in Nashville began telecasting these Warner Bros. features on Friday and Saturday nights the weekend of February 16 and 17. The March A.R.B. clearly demon-

strated how "Films of the 50's" beat their competition. Ratings up 50% over March '61. 28,000 more homes watching WLAC-TV on Friday nights, 21,000 more on Saturday nights. As a matter of fact, Sets-In-Use in Nashville on Saturday nights increased 40%!

Want to beat your competition? You can, with Seven Arts—"Films of the 50's"—Money Makers of the 60's."

(For rating results around the country contact your nearest Seven Arts office.)



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
 NEW YORK: 270 Park Avenue      YUkon 6 1717  
 CHICAGO: 8922 D M La Crosse, Skokie, Ill.      Orchard 4 5105  
 DALLAS: 5641 Charlestown Drive      Adams 9 2855  
 L.A.: 232 So. Reeves Drive      Granite 6 1564—State 8 8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRO's (Spot TV Rates and Dates)

## Frolicsome 'GE Theatre'

### Stars Impish Red Buttons

Oscar-winner Red Buttons stars as an impish man brought to life in the imagination of a little boy in "Tippy-Top," a musical play on "The General Electric Theatre" July 29 on CBS-TV. In the title role, Buttons frolics his way along as the invisible companion of Randy, played by Ronny Howard. Frank Aletter and Joan O'Brien also star.



By TED GREEN

• • • Don Morrow, emcee of "Camouflage" and owner of the Wheel and Compass and Water Ski Club, is one of the best skiers on the East Coast. Pachanga king Mongo Santamaria to give five-minute lessons on TV in the Fall. • • • Lambert, Hendricks and Yolanda set for a July guest starrer on Merv Griffin's "Play Your Hunch" • • • Gaslight Club to supply the background for a new Gay 90s series on TV. • • • Saverio Saridis, the singing ex-cop, set for a guest spot on "Target: The Corrupters." He'll play a gangster. • • • Phil Bennett penning background music for a new Fall series. • • • Swank Lombardy Hotel installing color TV in all rooms. • • • Cannonball Adderley huddling with CBS brass on Fall jazz spec. • • • Billy Reed's Little Club is the scene of some TV's biggest deals.

★ ★ ★

• • • New York City's newest Motor Hotel, Howard Johnson's Motor Lodge on 8th Ave., built and operated by Loew's, made its debut the other PM in an atmosphere reminiscent of Phineas P. Barnum in his heyday. The lobby was jammed with top names in the theatre, Motion Pictures and TV to witness the fashion show of women's travel wear. Doing a great job as usual on the commentary was NBC-TV's Carol Knox. • • • Handsome announcer Mike Baker passing out the see-gars. His wife, Marilyn, daughter of Eddie Cantor, just gave birth to a 6-lb., 10-oz. child. With Eddie the grandfather, you don't have to guess. It's a girl, of course.

★ ★ ★

• • • At Candlewood Lake in Connecticut, Eveready shot a commercial using two motor boats. Eveready batteries powered the magnet for a motor boat tug-of-war and then the same two o-cells were put in a flashlight and beamed at the camera. This is what you can call "Power to spare" • • • Klity Kallen set for Plaza's Persian Room July 23. • • • Tip to feature editors: The Five Chavis Brothers, a swinging Twist group, are really brothers and full blooded American Indians. • • • Good to see Marge Warfield (she's a pretty one) back at her desk at Nelson Sykes Associates. Marge slipped at home after having a glass of milk (even milk you can't trust) and received a fractured skull.

★ ★ ★

• • • Question Box: Djano that New York Airways helicopters take only seven minutes to fly from the Wall Street heliport to Idlewild? The new copters have two turbine engines, but can fly on one, if necessary, and the Boeing Vertol 107 copters put into service by NYA are the first in the airline's history which can move straight up or down without depending on favorable wind conditions the way other copters do? NYA is also one of the world's first regularly scheduled copter passenger airlines with stewardesses.

## NAB Hits at 'Blue Law' Moves

(Continued from Page 1)

imagination, spark similar legislation in municipalities across the nation.

NAB said broadcasters are in sympathy with the moral objectives of the legislation, but feel adequate safeguards are provided by existing laws and the industry's own codes calling for self-discipline.

Addition of a "maze of local governmental strictures" like that proposed in the legislation, it said, would only complicate the problem.

Hollis M. Seavey, NAB manager of government affairs, in a letter to Chairman John Dowdy

(D. Tex.) of a House subcommittee conducting hearings on the bills, said:

"We contend that no group is more dedicated to the elimination of obscenity, undue sex, and unnecessary horror from radio and TV programming than the broadcasters of the nation. Such matters are not only offensive to good taste, but seriously downgraded the broadcasting profession."

He said there is "no absence of law and authority" against obscenity, pointing out that it is a violation of the U. S. Criminal Code and rules and regulations of the FCC.

## Jordan, Foster Recruited For 'Monitor' Yak Parade

Comedians Will Jordan and Phil Foster will join the lineup of regulars on NBC Radio's "Monitor 62." Jordan, known for his imitations of celebrities, will star Sunday. Foster will take on a new role, that of sports commentator, in a weekly program series scheduled to begin either July 7 or 8.

## 'Hennessey' Sales Hit \$1-Mil. at NBC Films

NBC Films has racked up over \$1 million in sales for "Hennessey" since it began syndicating the off-network property a month ago, it was announced yesterday by sales VP Bill Breen. Latest purchase was by the California Oil Co., via White & Shuford, Denver, to sponsor the half-hour skein in 12 markets throughout the Southwest.

### Third Regional Sale

This is the third regional sale of the Jackie Cooper starrer, now in 96 markets. The others were to Bowman Biscuit, via Durey Ranck, Inc., for 36 markets, and Foremost Dairies, via Gould, Bascom & Bonfigli, for 23 markets. Previously aired on CBS-TV, the series will begin on all stations in the Fall.

California Oil's sponsorship involves stations in Colorado, Montana, Wyoming, Oklahoma, Idaho and Utah.

## Calif. Rush Town Telespecs Gold Rush Town Obituary

West Coast Bureau of RADIO-TV DAILY

Sacramento — CBS affiliate KXTV will present a special documentary, "Death of A Gold Rush Town," today. The program deals with the evacuation of Camanche, Calif., once a prosperous gold rush town. Camanche must now make room for progress, and this Calaveras County community will soon be under water as part of a new project calling for a power dam.

The effort was produced and directed by KXTV production manager Robert Kelly and filmed by Michael McNamee.

## WEDDING BELLS

### Capano-Minogue

Gerajidine Capano, daughter of Dom J. Capano, S.O.S. Photo-Cine-Optics, Inc. treasurer and general sales manager, will be married Saturday, to John Minogue, Jr., at St. Teresa's Church in Station Island.

## News Intern Program Builds Station's Staff

Arlington, Va. — WAVA is instituting a news internship program, designed to teach radio and newsroom routines and procedures to "bright young people. In or out of school," it was announced by station president Arthur W. Arundel. Internees will be assigned generally to news and special events, under supervision of John J. Ashwell. WAVA news-public affairs director.

Advanced internees may be given outside news assignments and set as part-time evening or weekend announcers, and each internee will work on a specific assignment on hours mutually convenient to him and to WAVA, with no regular salary to be paid. Arundel said the main objective is to place permanent WAVA staff newsmen, announcers and management personnel from this community.

## NYU Is Co-Producer Of 'Dateline: History'

WABC is airing a new Sunday program, "Dateline: History," produced in cooperation with New York U. Each week the show presents a current news topic and explains it from an historical point of view, with some expert as a guest. Regular members of the weekly series are host Don Gardiner and Profs. Fred Crossland and Arnold Goren of NYU's history department.

Neil T. Maffeo is the station director, with Ralph Rourke, NYU office of radio and TV, producing or the university.

## Desilu Starts Comedy

(Continued from Page 1)

Robert Douglas will take over subsequent segments.

Arthur Julian and Laurence Jarks scripted the "Carry On, Doctor" segment. It stars cast regulars Eddie Foy, Jr., Audrey Christie, Lynn Loring, Flip Mark, Victor Maddern, Diana Chesney, Judy Carne and Dennis Waterman.

## Probe of Radio Outlet Re-Opens TV Grant

Washington, Bureau of RADIO-TV DAILY — The FCC has stayed the effectiveness of a TV station grant in order to probe into the programming of a radio station which the company also owns. The case is that of the Jan. 17 grant of Channel 10 in Largo, Fla., to WTSP-TV, Inc. The AM station is WLCY, St. Petersburg.

The Commission has reopened the record in an unusual move, remanding the case to the hearing examiner for the taking of evidence on whether the radio station was programmed in one fashion until the TV license was secured, and in another fashion after the grant was won.

It was a 4-1 vote by which the FCC said that the programming question should be explored with an eye to whether the company has the "requisite character qualifications to be a licensee of the Commission." Commissioners Hyde and Ford didn't vote, and Cross was the dissenter.

## Kids' Show on KMSP-TV

Minneapolis-St. Paul — The Twin Cities' only TV kindergarten show, "Romper Room," featuring Miss Betty, has joined KMSP-TV.

## Echoes of Past Celebrate 40 Years in Dallas Radio

Dallas—WFAA, in celebration of its 40th birthday, turned back the clock to relive a few of the station's memorable moments. After 40 days of promotion, the station observed its anniversary with "The Fabulous Early Birds," a 20-minute show which highlighted the stars and music that made the live-comedy program a favorite in the Southwest for over 30 years.

John Allen, a former "Early Bird," produced the program using actual recordings of such locally famous voices as Elmer Baughman's "Hack Berry" and Ben McCleskey's "Little Willie."

The throwback to a 40-year-old format provided listeners with an opportunity for comparison with present-day pacing and scheduling.

Favorite local vocalists of the '30s and '40s such as Terry Lea and Lynn Hoyt were among the recordings played.

As an added extra, famous news headlines were aired as originally spoken on WFAA.

## WTVN Gets 'Steeverino'

Columbus, O.—The new Steve Allen variety show, produced by Westinghouse Broadcasting, will be carried Sunday through Thursday on WTVN-TV beginning this week end.

## Judge Enjoins IBEW In Contract Hassle

St. Louis—Madison County Circuit Judge Joseph J. Barr has issued a temporary injunction at nearby Edwardsville, Ill., to bar Local 4 of the International Brotherhood of Electrical Workers from distributing handbills and otherwise attempting to induce advertisers to break contracts with Granite City (Ill.) radio station WGNU.

The union is involved in a jurisdiction dispute with Granite City Local 525 of the Teamsters Union over which labor organization should represent the 12 employees at the station.

Local 4 was the recognized union at the station until late May when WGNU began recognizing Teamsters Union 525 as the official bargaining agent. Station employees walked off their jobs and then returned to work. Local 4 has been passing out handbills since the strike.

## Proxmire in 'Record'

(Continued from Page 1)

service programs," as he inserted in the record an article hinting that, now that the hearings are over, the most that can be expected from the committee is a "weighty" report.

## TvQ Undertakes Survey Before Shows are Aired

In an effort to provide an indication of program success at the "idea stage," TvQ, national research service, is running a survey on news shows for the coming season. A 1961 rating of similar type, when compared to popularity polls after the programs were aired, indicates a relationship does exist between the two measures.

## Hearing Examiner Favors Martin's AM Bid in Fla.

Fort Myers, Fla.—FCC hearing examiner Asher H. Ende has issued an initial decision looking toward grant of a new AM station here to William H. Martin on 1350 kc, 1 kw, daytime, while dismissing with prejudice competing application of Peace River Broadcasting for a 500-watt daytime station on the same frequency in Punta Gorda, Fla.

# BEN CASEY

EXECUTIVE PRODUCER

James E. Moser

PRODUCER

Matthew Rapt

*BING CROSBY PRODUCTIONS thanks TV Guide and its readers for naming BEN CASEY the "Favorite New Series"...*

*And we congratulate VINCENT EDWARDS for his award as "Favorite Male Performer"*



The Steve Allen Show is seen at 11:15 P.M. Monday-Friday on the WBC stations in: Boston, WBZ-TV 4; Baltimore, WJZ-TV 13; Pittsburgh, KDKA-TV 2; Cleveland, KYW-TV 3, and San Francisco, KPIX 5. And in New York, WPIX 11 (11:00 P.M.); Portland, Maine, WGAN-TV 33 (11:15 P.M.); Springfield, Mass., WHYN-TV 40 (11:15 P.M.); Washington, D. C., WTOP-TV 9 (11:25 P.M.).

# 90-minute man

He is a multi-phased entertainer: a star comedian, actor, satirist; an author of short stories, a novel, an autobiography, a volume of poems; and a lyricist-composer (over 2,000 songs, 30 record albums) and pianist; and a discoverer and developer of new talents.

He is also a concerned citizen and public speaker, vitally interested in the issues of our time.

His name: Steve Allen.

It's precisely because Steve Allen—as an entertainer and a man—combines *all* these talents that he was picked by WBC to be starred and enjoyed *every week-day evening, for 90 minutes*, by the millions of late-evening viewers of the WBC TV stations; and of other individual TV stations who seek new levels of late-evening programming.

Yet, the full measure and meaning of WBC's Steve Allen Show can only be seen, in depth, behind what is visible on the TV tube.

It's to be found in more than the fact that WBC's Steve Allen Show

is the largest programming project ever undertaken by a group of individual TV stations.

The full meaning of this series must be measured also by the way it fits into the basic concept of WBC's programming philosophy for its own and other TV stations.

WBC has already produced such wide-ranging series as *Inter-tel... Man and His Problems... Face of the World... Adventures in Numbers and Space... Reading Out Loud... American Civil War... English for Americans... College Presidents Speak*, and others.

Each of these series has been created to permit the WBC stations to supplement the comprehensive schedules of their affiliated networks; to fill and enlarge their local program services.

Now, the Steve Allen Show adds a versatile new dimension to WBC programming—one of exceptional talent, entertainment and stimulation, for the many American families who like to end their day, happily, with television.



## WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco and WINS, New York (subject to FCC approval).

Columbus, Ohio, WTVN-TV 6 (11:15 P.M.); Indianapolis, WLW-1 2 (11:30 P.M.); St. Louis, KTVI 2 (10:30 P.M.); Minneapolis, WCCO-TV 4 (10:30 P.M.); Des Moines, KRNT-TV 8 (10:30 P.M.); Kansas City, KMBC-TV 9 (10:15 P.M.); Phoenix, KOOL-TV 10 (10:15 P.M.); Tucson, KOLD-TV 13 (10:15 P.M.); Portland, Oregon, KATU 2 (10:30 P.M.); and Los Angeles, KTLA 5 (10:30 P.M.).

## BLAIR TV DIV. EXPANDING N.Y., CHI. SALES SERVICE

Burgeoning activities on the station representation front for broadcasting yesterday was further underscored by an announcement from Blair TV Associates that it was expanding its Sales Service division.

The need for increased servicing in a widening variety of areas led to the decision to augment its already large client affairs force, Dave Lundy. BTA's executive VP, told RADIO-TV DAILY yesterday.

First indication of the station rep firm's latest expansion move is the appointment of two key service men—one for New York and one for the Chicago office. They are, respectively, Warren G. Paul, as assistant manager of sales service, and Steven R. Orr, sales service manager. Both will report to Walter B. Farrell, BTA head of Sales Service here.

### Salute Canada Birthday

Special to RADIO-TV DAILY

Toronto—As a salute to Canada's 95th anniversary, CBC Radio will present "Once Upon a Birthday" Sunday, describing the birth and development of the nation. To be aired in 80 countries, via facilities of the international service, the show will also feature a cross-sample of the country's top entertainers.

### Newcomb on 'Freedom' As Foundation Medalist

Charlotte, N. C. — Alan Newcomb, director of public affairs for Jefferson Standard Broadcasting (WBT - WBTV - WBTW), will appear on a future Freedom Foundation "Freedom Sings" radio program on ABC. Newcomb is producer-director of two programs which have won a first place gold medal from the Foundation — "Radio Moscow," and "Land of the Free."

### Live 'Church School' On WNBC-TV Sunday

The Radio/TV Department of the New Jersey Council of Churches, in cooperation with the Protestant Council of the City of New York, will present a live Church School session on WNBC-TV beginning Sunday. A 14-week series, it will be part of "The Fourth R," and is entitled "TV Church School."

## Chaseman Top Exec Of WBC Allen Show

Joel Chaseman, general manager for WBC Productions, transfers his base of operations from New York to Los Angeles next week, and will begin serving as executive producer of the new "Steve Allen Show," produced by WBC Productions and debuting this week on the five Westinghouse stations plus other outlets via syndication.

### Headed 'PM' Series

Chaseman, for the past year, was in overall charge for WBC of the "PM" series and, before that, on the national program staff of WBC in New York. Previously, he served WBC as program manager of WJZ-TV, WBC station in Baltimore.

Meantime, Allen Sherman has resigned as producer of the "Steve Allen Show." Associate producer Milton Hoffman is now serving as acting producer.

### 2 North Dakota Outlets Link Up With CBS Radio

Two North Dakota stations, KEYJ, Jamestown, and KOVC, Valley City, become affiliates of CBS Radio on Sunday.

KEYJ is a James River Broadcasting Co., Jamestown, o-o. A. G. Berry is station manager. KOVC's station manager is Dale Olson.

### CBC Readies Experiment In 'Pick-Your-Language'

Toronto—CBC will try an experiment in Bilingualism Sunday when "Close-Up" presents study of Belgium, itself a bilingual country. French-speaking members of the CBC audience will be able to watch the show on CBC-TV with the English language sound turned off, and turn their radios to CJBC, which will carry a French sound track.

### Radiation Series On WNBC-TV Sked

"The Radiation Story," a series of programs providing information on radiation—its dangers and benefits — starts Monday on WNBC-TV, station manager Peter M. Affe has announced. The daily series continues until Sept. 1.

The series will also survey recent developments in the use of isotopes for diagnostic and therapeutic purposes along with a review of the applications of radiation to the field of inspection and research.

Edgar N. Grisewood, associate professor of physics, New York University, conducts the series and will perform actual laboratory experiments and demonstrations of the equipment used in medicine and industry.



AIRLINE TICKETS — Los Angeles, Chicago, New York



PRIZES for your important Radio and TV promotions.

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MARTIN HIMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

## Coast-to-Coast Flashes

### Deejay 'Coolest!'

Chicago—During an open-air broadcast of WIND's "Dick Williamson Show," witnessed by thousands of spectators, a huge bust of Williamson was carved out of a 300-pound block of ice by Richard Richardson, Hollywood ice sculptor. The broadcast was part of the station's current Summer promotion to "Relax with WIND."

### Next 'Today' Gol?

St. Louis—Pat Fontaine, KM-OX-TV's weather reporter, will begin a week's appearance on NBC's "Today" show on July 16, as a try-out for the permanent job as "Today" girl when Hugh Downs takes over.

### A Look Overseas

St. Louis—"Over There '62," a KTVI documentary about members of the 131st Tactical Fighter Wing, Missouri Air National Guard, serving on active duty at Toul-Rosiers Air Base, France, will be telecast on July 11. The program marks the first time a St. Louis TV channel has filmed a local documentary overseas. Pro-

ducer Bill Leonard shot film in Paris, London and Berlin.

### Independence Day Regatta

Philadelphia — "Independence Day and USA-USSR Invitation Regatta," highlights of the crew races held on the Schuylkill River featuring competitions between American and Russian crews, will be presented July 4 on WFIL-TV.

### KTLA Stars In Encore

Los Angeles—For the second consecutive year, the American Legion has invited KTLA's leading children's entertainers, Skipper Frank, Tom Hatten and Bozo, to appear at the July 4 fireworks show at Memorial Coliseum. Dick Sinclair, "Polka Parade" host, will emcee.

### Honored Citizen

Scranton — Madge McFarree Holcomb, WDAU-TV and WGBI general manager, has been appointed by Mayor William T. Schmidt to a Citizens Advisory Committee made up of business, professional and civic leaders in the community.

## Borgnine Tops Cast Of 'McHale's Men'

Ernest Borgnine stars as Lt. Comdr. Quinton McHale, a no-pit-and-polish skipper of a zany PT boat crew, in "McHale's Men," a new half-hour comedy series debuting on ABC-TV Oct. 11. Reynolds Tobacco, via William Esty & Co., will sponsor the Thursday skein.

Other regulars include Carl Ballantine, comic-magician who has played most of the top nightclubs and TV variety shows as "The Amazing Mr. Ballantine," and Tim Conway, who was featured on ABC-TV's "Steve Allen Show" last season. "McHale's Men" is produced by Edward J. Montagne and filmed at Revue Studios in Hollywood. Si Reuse is script supervisor.

## West Texas Stations Forge R-TV News Co-op

(Continued from Page 1)

all in West Texas.

Mayes said the association may be expanded in the future to broaden the area involved in the news-swapping plan, with additional qualified West Texas and Eastern New Mexico stations to be considered. The area currently served by the WTNA is spread over 13 counties, taking in over 18,000 square miles.

At each member station the Southwestern Bell Telephone Co. has installed teletype sending and receiving equipment, with additional facilities provided at KCRS to obtain reports from the U. S. Weather Bureau, Texas Dept. of Public Service and police dep'ts in each of the cities. Neither AP nor UPI now has bureaus in the area.

## Weber's 'Der Freischutz' On 'Golden Opera World'

Weber's opera, "Der Freischutz," will be presented by WOR on "Radio's Golden World of Opera" Saturday. The show will feature Hermann Prey, Ernst Wiemann, Elizabeth Grummer, Lisa Otto and Karl Kohn. Joseph Keilberth will conduct the Berlin Philharmonic, and Jay Harrison will be the intermission host.

## No Cheats at Palisades, Owner Tells 'Open Mike'

Irving Rosenthal, Palisades Amusement Park owner, will tell how honest Americans are when he joins host Barry Farber on WINS' "Open Mike" tomorrow. He'll also tell about tactics used by cheats, and how he has combated them at Palisades Park, atop the cliffs across the Hudson River.

## Golden Gate

... and its environs

by BILL SHEA

San Francisco — Plaudits are drifting in from abroad for KGO-TV's hour program featuring the San Francisco Symphony on its 50th anniversary. It aired locally for Golden Gate's Feb. 10. Subsequently, Channel 7 gave Ampex International and the TV Festival of Art and Sciences permission to unspool the video-taped telecast at two special European showings. These were the Montreux TV Fest in Switzerland, April 28 to May 5, and the Instrument, Electronic and Automation Show in London to the British Television Society, May 28 to June 14. The tape marked the first time the SF Symphony was ever videoed in full concert.

Fritz Manes, account executive at Radio KNBC since April, 1961, has been promoted to acct. exec., NBC Spot Sales, Hollywood. Before joining KNBC, Manes worked for KJBS and KFAX here.

Pete Abenheim, whose kiddie shows during the Fifties (KPIX) copped him one Emmy award and two other nominations in the same category, will host "Hobby Masters" on KTVU-TV every Saturday morning starting July 7. Format of his upcoming Channel 2, in which he preserves his old "Captain Fortune" character, calls for him to take his viewers from the studio and models he will display to outside full-scale objects which will have been brought to the studio parking lot or adjacent harbor—Army tanks, Navy planes, ships, etc. Then he will interview popular and special hobbyists who built the original models. Show will be targeted at "children" 10 or 12 years and up,

## Aired Concerts Total 16,748 Hrs. Weekly

As of last March, 1,255 AM and 126 FM stations programmed a weekly total of 16,748 hours of concert music, or an average of 12.1 hours per week, according to the 10th annual survey conducted by Broadcast Music, Inc., among broadcasting stations. This data is contained in Concert Music USA, 1962, the ninth revised edition of a regular report on the state of concert music in this country, initially compiled by BMI in 1951.

## Communication Methods Urged on Health Groups

Civic and health groups should adapt and use today's new communication techniques, the annual meeting of the Metropolitan Tuberculosis TV Council was told by John J. Henderson, president of the marketing and communications firm of John J. Henderson Associates.

"With the fantastic velocity of communications and the turnover of ideas in 1962—health and civic organizations must fight hard for the awareness, interest and involvement of the American public," Henderson said.

## East 'Jazz Scene' Segs Filmed under Hintoff Eye

Jimmie Baker, "Jazz Scene U. S. A." producer, has signed author-music critic Nat Hintoff as East Coast consultant for the syndicated TV series, being filmed under Steve Allen's Meadowlane banner. Baker flies to New York this month to meet with Hintoff on future plans for eastern filming.

## FIRE REPORTER'S UNIQUE AWARD

Newman Levine Gets Medal Reserved For Smokeeaters

Pittsburgh — Mike Levine and James Sieger of KDKA have been honored with special one-of-a-kind awards by two district organizations.

Newman Levine has received The Distinguished Service Award of the Pittsburgh City Fire Fighters Local #1, for his "excellent and impartial coverage." He is the first civilian to be accorded this medal which traditionally has been given to firemen for valor in fighting fires.

Sieger, continuity director at KDKA, was awarded the Service Recognition Medallion of the Western Pa. Heart Ass'n for his work in creating what was termed "a dramatic portrait in sound of the fight against heart disease."

He wrote "The Secret Unlocked," five half-hour documentaries presented in February. The station's engineering department, which recorded a heart operation for the series, was also praised.

## 'Glen Carpenter' Tells Portlanders Where to Go

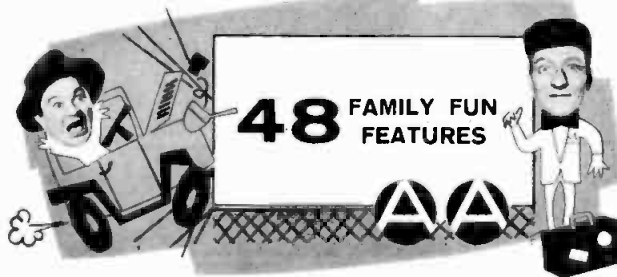
Portland—Keith Brackenbrough has joined KEX Radio, where he will become known to Portland motorists as "Glen Carpenter, Flying Trafficopoter Reporter."

Brackenbrough will take to the air in KEX's new helicopter Monday thru Friday during rush hours to guide drivers to and from downtown. He has had eight years in radio, including service with American Forces Network in Germany.

PROVED IN 342,000 THEATRE ENGAGEMENTS

# The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.



ALLIED ARTISTS TELEVISION CORP., 166 WEST 46th ST., N. Y. C. 46, N. Y., PLAZA 7-8530

## 'Here's Hollywood' Shifts Focus to N.Y.

The production crew of the NBC-TV daytime, "Here's Hollywood," moved into the New York area recently to tape 12 half-hour shows in 13 different locations. Using Tele-Tape Productions' flexible Marconi camera and tape cruiser, all 12 shows were taped in seven days of continual operation.

Bill Kayden, producer for Pier Oppenheimer's "Here's Hollywood," scheduled more than 20 complete camera and light setups in the seven-day span. Calling the shots at the suburban homes of actor Hal March and recording star Paul Anka was Hollywood director Gene Law.

### Movie Stars Visited

The Tele-Tape Productions crew also recorded shows at the apartments of Myrna Loy, Julie Harris, June Havoc and Cyril Ritchard. Additional locations were at well known restaurants, Central Park, the Museum of Modern Art and the Astor Hotel.

## Kansas, Pa. AM Stations Hire Weed to Sell Time

Weed Radio Corp. has announced its appointment as national sales rep for KFRM, Salina, Kan., formerly associated with KMBC, Kansas City, and now under new ownership, the station now being headed by Norman E. Kightlinger, president.

Weed also reported its reappointment as sales rep for WICU, Edward Lam Enterprises radio property in Erie, Pa., under general management of Arthur Ingraham.

## Britain's Pilkington Report

(Continued from Page 1)

tions. This is certain to be heartening news for U. S. program producers whose syndication outlets are competing actively for the export market.

Pilkington recommendations also called for another BBC channel, provision of a local (BBC) radio service, the introduction of color TV, an increase in the number of broadcast hours, and switching from 405 lines to 625-line definition.

The study group called for drastic reorganization of the Independent Television Authority, to give to some of the powers now belonging to the four major and 11 minor programming companies. The ITA currently provides and operates transmitters for commercial TV, with program contractors producing programs and receiving revenue from sales of ad time and

## AGENCY NEWSCAST

By RALPH TYLER

With blueberries bustin' out all over, Michigan and New Jersey growers have readied a big TV and radio campaign to get their '62 crop on America's tables. The Michigan growers ass'n will carry radio spots in 25 cities and TV spots in 11. Grocers will tie-in with related-item point of sale bin cards, shelf-talkers and dairy cabinet arrows. New Jersey's Tru-Blu Cooperative Association will use radio spots and one-minute commercials in New York City, Boston and Philadelphia. Charles W. Hoyt is agency for the two growers associations.

Ideal Toy Corp.'s ITC Division will launch a Fall campaign, through Smith/Greenland Co. for its model electric roadways, highlighted by sole sponsorship of four 90-minute "Adventure Film Classics" to be aired Sunday afternoons on WCBS-TV. The shows will be seen during a six-week pre-Christmas period from Nov. 1 to Dec. 16. ITC will have 10 minutes commercial time on each program, during which it will apply a "depth selling" approach of using longer spots to demonstrate thoroughly the appeal of its product.

Norman Craig & Kummel, Inc., New York, has merged with Crane Advertising, Ltd., London, to form a new international partnership. The British advertising agency will be known as Crane, Norman, Craig & Kummel, Ltd. It was formed when Norman, Craig & Kummel, Inc. purchased an important stock interest in Crane Advertising, Ltd., and the English agency in turn, purchased stock in Norman, Craig & Kummel.

### Thought for Today

*"We find that the person who will switch away from the American brand (to a foreign import) is most likely to be in the younger age group, in the upper-income group, and a resident of the West Coast . . . Call them what you will—pace-setters, style-leaders, taste-makers, high mobiles—these are the people most susceptible to the lure of the unknown product, the new product, the different product, the foreign product. They are the people foreign manufacturers are reaching, and the very people U. S. manufacturers must sell first."*

—Earle K. Angstadt, Jr.,  
Senior VP. Young & Rubicam

mel. The New York-based agency now handles international advertising in one or more countries for Colgate-Palmolive, Chanel, Revlon, Willys Motors, Maidenform, the Jamaica Tourist Board and Dow Chemical Co.

## CBS Films Segments Make African Debut

CBS Films' "The Robert Herridge Theatre" will debut on the African continent mid-July on T stations in the Southern Rhodesia cities of Salisbury, Bulawayo and Kitwe. "Angel," the CBS Films' comedy series starring Annie Farge and Marshall Thompson will also be aired on the same stations, with start scheduled for mid-November.

"The Robert Herridge Theatre" sale in Africa brings total overseas purchases of the series to fourteen.

It has already been broadcast in Australia, Belgium, Hong Kong, Italy, New Zealand, the Phillipines, Finland, Sweden, Switzerland, Canada, Denmark, Germany and The Netherlands.

### Leigh's TV Beer Spot Wins at Venice Ad Fest

For the second time, Mitel Leigh, prexy and creative head of Music Makers, Inc., has been awarded the Venice International Advertising Film Festival's Grand Prize for a TV commercial. The prize-winning spot this year, "Who says beer is a man's beverage?" was produced for J. Walter Thompson and the United Brewers Ass'n.

## Nothing Outshouts

## Quality and Integrity!

THE ASSOCIATED PRESS





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Established February

VOL. 90, NO. 125

FRIDAY, JUNE 29, 1962

TEN CENTS

# NAB BACKS CATV CONTROLS BILL

## FTC Lowering Boom on Aspirin

### Industry-Wide Probe Slated for Remedies

Washington — Four FTC complaints of deceptive advertising involving Anacin, Bufferin-Excedrin, St. Joseph's Aspirin and Bayer Aspirin have been shelved temporarily by the Commission in favor of an industry-wide probe of such remedies and their blarney.

Deferral of the cases, the Commission explained, was to permit equal treatment for all competitors in the field. All advertisers will be required to submit evidence to back up their ad claims.

The probe will consider representations made for particular brands of aspirin, buffered aspirin and "combination ingredient" preparations that each gives speedier, longer-lasting and more effective relief from pain, and that some cause no stomach upset. re-  
(Continued on Page 7)

### KMOR's Martin Heads Colorado Casters Ass'n

Boulder, Colo. — Bob Martin of KMOR, Littleton, has been elected president of the Colorado Broadcasters Ass'n, which also named Jerry Fitch of KGLN, Glenwood Springs, VP, and Ralph Atlas of KIUP, Durango, secretary-treasurer.

### Trans-Lux to Syndicate 78 'Zoorama' Half-Hrs.

Trans-Lux TV Corp. will distribute the new "Zoorama" series, announced Richard Carlton, T-L VP, and George Whitney, VP and general manager of KFMB-TV, San Diego, which produced it. Trans-Lux will distribute 39 new half-hours, for immediate release, along with the original 39, produced during 1961-62. Series is taped on location by KFMB-TV, a TransContinent outlet, in cooperation with the San Diego Zoo.

### More Yak, Less Melody in Britain's Music Strike

London—British viewers will be getting more talk, less music, in their TV commercials starting tomorrow. The Musicians' Union has called a strike to boost the pay for an hour's music-making on commercials from \$15 to about \$75! Peace talks came to grief when the Union rejected a 50 per cent increase and countered with a demand for a fee payable on each repeat broadcast of the commercial.

## FCC Slaps Fine, Cancels 2 Licenses in Muscle Flex

Washington Bureau of RADIO-TV DAILY

Washington — The FCC, in another burst of regulatory toughness, cancelled the licenses of two stations and slapped a \$5,000 fine on another. The two revocations hit stations which have long been off the air, however.

Storz Broadcasting was ordered to pay a \$5,000 fine for allegedly operating KOMA, Oklahoma City, after midnight with daytime facilities and with field strength at several monitoring points in excess of licensed values.

The fine had originally been set at \$10,000. Storz had conceded existence of the violations but had argued circumstances were such that a fine wasn't called for, and certainly not as much as proposed. The commission responded by  
(Continued on Page 2)

### Hendricks Rejoins WXYZ As General TV Sales Mgr.

Detroit — William J. Hendricks is returning to WXYZ-TV as general sales manager, after serving as manager of the Detroit office of ABC-TV National Station Sales since last July. He had previously been with WXYZ for 16 years, starting in 1945 as advertising-sales promo director.

### McCormick Is Sales Mgr. Of KPLR-TV, St. Louis

St. Louis — Mike McCormick has been appointed sales manager of KPLR-TV. Formerly WHAS-TV, Louisville, he will take over here July 16.

### Legislation Pending In House to Protect Comm'l Operations

The NAB yesterday threw the weight of its authority behind the FCC's request for legislation calling for limited regulation of community antenna TV systems.



QUARTON

In a session last Wednesday, the NAB board of directors said such FCC control is necessary to protect the public interest in areas where CATV "could make it impossible to operate local commercial stations," thus depriving the residents of major programming.

A bill to provide this safeguard is now pending in the House. The NAB Board with chairman William B. Quarton, WMT-TV, Cedar Rapids, presiding, acted informally, following a report from an NAB committee headed by Eugene  
(Continued on Page 7)

### Air Trails Network Buys Balaban's Milwaukee AM

Milwaukee — WRIT has been sold to the Air Trails Network, subject to FCC approval, it was announced by John Box, Jr., managing director of the Balaban Stations.

## PERMIT YANKED; Q: BUT WHOSE?

Three Unauthorized Sales Complicating Revocation

Washington Bureau of RADIO-TV DAILY

Washington — The license of KPSR-FM, Palm Springs, Cal., would be revoked for unauthorized transfer of control under an initial decision handed down by FCC hearing examiner Elizabeth C. Smith.

Although this is a license cancellation proceeding, some of the impact vanishes because the station went off the air in December, 1960. The hearing examiner found  
(Continued on Page 5)

## 2 Dixie State Groups Join for Convention

Atlanta — A total of 25 awards will be presented by the Georgia Association of Broadcasters and the South Carolina Broadcasters Association at the 27th Annual GAB summer convention, Aug. 5-7, at Jekyll Island, Ga.

Headlining the honors will be the first annual GAB prestige awards for station of the year.  
(Continued on Page 7)

### Hartford Subscribers Tune in Toll TV Tonight

Hartford, Conn. — Subscription TV begins tonight on WHCT-TV here with a special filmed program hosted by Actors Equity president Ralph Bellamy and featuring FCC chairman Minow, Sen. Dodd (D., Conn.), Gov. Dempsey and Mayor Glynn. Some 300 subscribers will also see the motion picture, "Sunrise at Campobello," in which Bellamy stars.

**CHAS A. ALICANTE** - President & Publ.

**MARVIN KIRSCH** - Assoc. Publ. Gen. Mgr.

**ARTHUR PERLES** - Editor

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**COMING AND GOING**

**FRANK ERWIN**, assistant to the president of Mutual Broadcasting, back from a Minneapolis business trip.

**MARTIN BARSKY**, Pacific Productions president, has arrived in N. Y. with prints of "Folk Music Theatre."

**HANK ALEXANDER**, Video-Tape Unlimited president, to Daytona, Fla.

**JAY VICTOR** in Jackson, Miss. on business.

**DOUG WILLIAMS**, news director of CJAD, Montreal in Washington for a State Department briefing session.

**FINANCIAL**

(June 28)

**NEW YORK STOCK MARKET**

	High	Low	Close	%
Admiral Corp.	12 1/4	11 3/4	11 1/2	-1
AB-PT	26 1/4	25	26 1/4	+1
A. T. & T.	105	102 3/4	104 1/4	+2
AVCO	21 1/2	20 1/4	21 1/4	+1
CBS	34 1/4	33 3/4	34	+1
Columbia Pic.	14 3/8	14 1/8	14 1/4	+1
Crow-Coll.	21 3/8	20	21 1/4	+1
Decca	37	36 1/2	36 1/2	+1
Disney	27 1/2	27	27 1/2	+1
East. Kodak	91	88	90 1/4	+4
Gen. Elec.	31 1/8	29 3/4	30 1/4	+1
General Tel.	20 1/4	19 1/2	20 1/4	+1
Hastelene Corp.	17 1/2	17 1/8	17 1/4	+1
Magnavox	31 7/8	30	31 1/4	+2
MCA	37 3/4	34 3/4	35 1/2	+1
M-G-M	30	28 1/2	30	+2
Nat. General	6 1/2	5 7/8	5 7/8	-
Paramount	38 1/4	37 1/2	37 1/4	+1
Plough	49	47 3/4	48 1/4	+1
RCA	42 3/8	40 1/8	42 3/8	+1
Shawmut	20 1/4	20 3/4	20 1/4	+1
20th-Fox	21 1/4	20 1/2	21	+1
United Artists	22	26	26 1/4	-
Warner Bros.	13 1/8	12 3/4	12 3/4	-
Westinghouse	26 1/4	25 1/2	26 1/4	+1
Zenith Radio	49 1/2	47 3/4	49 1/4	+2

**AMERICAN STOCK EXCHANGE**

Allied Artists	2 1/2	2 1/2	2 1/2	-
Capitol Cities	11 1/2	11 1/2	11 1/2	+1
DeSilu	7 1/2	7	7 1/4	+1
Esquire, Inc.	8 1/2	8 1/2	8 1/2	+1
Filmways	5 3/8	5 1/4	5 3/8	+1
Movielab	7 1/4	7 1/4	7 1/4	+1
MPO	7 1/2	7 1/2	7 1/2	+1
NTA	1	1	1	-
Reeves Sound	3 1/2	3 1/2	3 1/2	+1
Seymour Gams	13 1/2	13 1/2	13 1/2	+1
Technicalor	10 1/4	9 3/4	10	+1
TelePrompTer	7	6 3/4	7	+1
Trans-Lux	11 3/4	11 3/4	11 3/4	+1
TV Industries	1 3/4	1 3/4	1 3/4	+1

**OVER THE COUNTER**

	Bid	Ask
Jerrold	5	5 1/2
Meredith	24	27 1/2
Official Films	7 1/2	7 1/2
Starling	1 1/2	2 1/4
Transcontinental	8 1/2	9 1/2
Wometco	17 1/2	19 1/4

\* Courtesy of National Association of Security Dealers.

**Chi Outlet Airing Western Golf Tilt**

**Chicago**—WBBM will broadcast 20 direct on-the-scene reports from the Western Open Golf Tourney at the Medinah Country Club starting today and running thru Sunday. Lawn Savings and Loan Ass'n is sponsoring the broadcast. John Harrington will report the action.

The station's new mobile unit, especially designed to handle field events, will be on the scene.

**Team Up for 'Gypsy'**

**Houston**—Bob and Marietta March will play the lead roles in the Playhouse Theatre's next musical comedy, "Gypsy." Marietta is the hostess of the "Midnight with Marietta" show, which her husband directs on KPRC-TV.

**Negro Drama Series in Works**

Singer Damita Jo and Biddy Wood, the vocalist's husband and manager, have formed their own motion picture production company. Bit O' Honey Productions, with a pilot film for the first Negro musical-drama series to be aimed at TV markets.

"Damita's Folks" is the working title for the situation series about a middle income Negro family and was conceived by Wood along

**Ruester Will Lead Florida UPI Casters**

**Orlando, Fla.**—Ray Ruester, director of WLOF-TV's news and special events department, has been elected president of the Florida UPI Broadcasters' Ass'n, succeeding Harry Hughley of WSRB, Pensacola, who was chosen director.

Other officers elected were Byrd Mapoles, WEBC, Milton, VP; directors for TV, Bill Gordon, WP-TV, Palm Beach; Joe Loughlin, WTVT, Tampa, and Claude Taylor, WJXT, Jacksonville; directors for radio, Spencer Danes, WGBS, Miami; Bob Mackey, WDAE, Tampa, and Mackey Hughley, WSRB, Pensacola.

**Carnation Adds Pair To CBS Daytime Sked**

Carnation Company recently purchased additional daytime sponsorship on CBS-TV. The firm, through Erwin Wasey, Ruthrauff & Ryan, has purchased time on "Password" and "To Tell the Truth." Carnation already has alternate week sponsorship in "Art Linkletter's House Party" and "As the World Turns."

**H-R Sales Promotes 2 In East, Midwest Shift**

H-R TV station reps has appointed John T. Bradley Eastern TV sales manager, with Grant Smith to replace him as Midwestern manager. Bradley has been with the firm since 1953, the last four years as head of sales in the Midwest area. Smith has been with H-R for the past five years as an account exec.

with Paul Marshall and Johanan Vigoda. Signed so far on other leading roles are Ossie Davis and his wife Ruby Dee who starred this season in Davis' play "Purlie Victorious."

**Kennedy, Lodge, Hughes On Exclusive Talk List**

**Boston**—WCOP, Plough Broadcasting outlet here, has completed arrangements for a series of exclusive interviews with all major candidates for public office in the state. Within the next few weeks, interviews will be held with Kennedy, Lodge and Hughes with other interviews to follow on a regular basis.

**Larson to Blackburn In Broker's L.A. Hqs.**

G. Bennett Larson, former radio and TV producer and broadcasting exec, has become associated with Blackburn & Co., national media brokerage firm, and will make his headquarters in the company's West Coast office.

**Started in Salt Lake City**  
Larson started as an announcer in Salt Lake City, later becoming a producer-director for NBC Radio. He then served as VP-general manager for the Philadelphia Evening Bulletin's broadcast operations and supervised construction of WCAU-TV headquarters. His next post was with New York's WPIX.

In 1953, Larson became president of KTVT and KDYL-AM-FM, Salt Lake City, remaining with the stations until they were sold in 1959.

**Boston U. Appoints 3 On Communications Staff**

**Boston**—Boston U. School of Public Relations and Communications has appointed Edward C. Obrist, Sidney A. Dimond and John Cartwright to new posts. Obrist has been named broadcasting director for the university and will continue as instructor in communications.

Dimond, associate professor of broadcasting, was named assistant to the dean of the school, with special responsibility for contacts with its 3,500 alumni active in broadcasting and related fields. Cartwright has been promoted to assistant dean of student affairs for the university's communications school.

## ETV Is Awarded UHF In Elmira and Albany; No Commercial Bids

(Washington Bureau of RADIO-TV DAILY)

Washington — UHF Channel 30 has been reserved for ETV in Elmira, N. Y., and UHF Channel 23 has been made the second ETV channel in the Albany, N. Y., area. Both channels were for commercial use, but there were no applicants for either.

The New York Board of Regents, which operates ETV station WMBT on UHF Channel 17 in Schenectady, told the FCC that legislation has been approved providing for \$1,050,000 for ETV in New York State.

### Studies Channel 57

The FCC also took the first step toward possible reassignment of UHF Channel 57, now commercial in Marietta, Ga., to noncommercial educational in Atlanta. Interested parties have until Aug. 6 to file their comments on the proposal.

This would also be the second educational station in Atlanta, where the board of education wants to use the present WETV on UHF Channel 30 for pre-high school in-school training during the day, with general education in the evening, and wants a second station for secondary in-school training during the day, with the same type of education for adults in the evening.

## Stan Levine's Dixiemens Spark L.I. Jazz Bash

Tonight's "Ad Jazz Bash" at the Steinway Mansion grounds in Astoria, L. I., will feature professional groups plus bands from Madison Ave., including NBC's Stan Levine and his "Southampton Dixie and Racing Clambake Society" dixieland stompers. Among the professionals taking part will be the celebrated jazz dance team of Leon James and Al Mimms.

## BELL TELEPHONE BACKS NBC SPECS ON TELSTAR

The story of Telstar, the communications satellite which will relay the first live transatlantic TV broadcasts, will be told in two NBC News specials on NBC-TV, both sponsored by Bell Telephone via N. W. Ayer & Son. With Chet Huntley as on-air reporter, they will be produced by Reuven Frank, Phillips Wylie will be director-associate producer, and Johnny Apple, reporter-writer.

The first program, "Project Telstar," will be aired under an agreement between the Bell System and NASA after the experimental satellite is launched from Cape Canaveral, expected the second week of July. The second special will be presented after the first transatlantic broadcasts between the United States and Europe.

"Project Telstar" will examine development of the satellite and look at the three sending and receiving stations in the U.S. and Europe, showing how they work with the satellite and how they affect the towns where they are located. The second program will examine the Telstar communications system and its implications for the future.

## CBC, AUTHORS WANT WRITERS

Joint Committee Studying  
Speed-Up of R-TV Talent

Special to RADIO-TV DAILY

Toronto — CBC and the Canadian Authors' Ass'n have formed a joint committee to study ways of speeding the development of creative writers for TV and radio. It will explore new methods of teaching and develop proposals to supplement CBC's existing programs for encouraging promising young writers and directing their activities into dramatic and documentary broadcasting forms.

The joint group will also review the question of copyright in published works and the broadcast use of Canadian poetry.

## High Court Justice Reads Freedom Text

Supreme Court Associate Byron R. White will read the Declaration of Independence Wednesday on WQXR, New York, as part of the station's day-long celebration of Independence Day.

The station's observance will follow the pattern set 18 years ago of playing only music written by American composers during the entire 19-hour broadcast day. The regularly skedded "Music from Germany" presented a problem, until it was decided to use American compositions performed by German artists.

### Tunes Voice for Song

Houston — Howard Hartman, KPRC-TV announcer, will return to singing as a sideline this Summer. Besides local club appearances, he will sing Tuesday with the Memphis Summer Symphony.

## Two Previews Introduce Fall's 'Ladies of the Press'

Two special preview shows of "Ladies of the Press," WOR-TV weekly program to bow in the Fall, will be presented Monday and July 9. The show will feature some of New York's leading newswomen interviewing prominent figures. Produced by Clifford Evans, the series is a public affairs presentation.

The first special will consist of a panel made up of Kathleen Teltsch, New York Times; Milliecent Hearst, Hearst Headline Service, and Anne Tuckerman, Agency France Press, interviewing Tunisian Ambassador to the UN Taieb Slim. The following preview program will be an interview with Sir Hugh Foote, Great Britain's ambassador to the UN Trusteeship.

## Honegger Oratorio Gets Piecemeal TV Premiere

Honegger's oratorio "King David" will have its TV premiere in three parts on successive Sundays — July 1, 8 and 15 — on CBS' "Look Up and Live."

The French composer's work will be performed by the Florida Symphony Orchestra, the Rollins College and Bach Festival Chapel choirs, and soprano Ellen Faulk, mezzo-soprano Jane Hobson and tenor John McCollum. Actor-producer narrates.

## Anti-Red Crusader Quizzed

Dr. Fred C. Schwarz, director of the Christian Anti-Communist Crusade, will be the guest on "New York Forum" on WCBS-TV Sunday, three days after his anti-communism rally at Madison Square Garden.

Dr. Schwarz will be questioned on the objectives of the rally and its effects, and the aims, motives and activities of his organization. The panel of interviewers, all members of the New York City Bar Association, are also expected to ask his views on how his work fits into the general conservative

movement in America today.

Dr. Schwarz gained national attention in 1961 when the Australian physician conducted an anti-communism school in Los Angeles and a rally in the Hollywood Bowl, called "Hollywood's Answer to Communism." The rally was attended by 15,000 and telecast to a considerably larger audience.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## WABC Shows Ride High At Two Amusement Pks.

WABC personalities Scott Morrison and Bruce Morrow are following the Summer crowds to New York's amusement centers. Morrow is airing his Thursday night shows from the dance pavilion at Palisades Park, N. Y. while Muni's show takes off on Saturday nights from the "Space Ship" at Freedomland.



By TED GREEN

• • • Producer Bill Hobin still getting mail congratulating him and the "Sing Alongers" on the fabulous two-hour dedication to Irving Berlin over a month ago . . . Don W. Owens is the new WINS music director . . . A tip of the Stetson to Basil Bova, head of 20th-Fox Records, for the great promo he concocted for the label's new hit, "Siberian Sunset." Bova threw a press party in the Russian Tea Room, featuring a Pilmeny Siberian meal and a new drink called "Siberian Sunset." One sip and the lights went dim and you started shivering . . . Columbia Records has named Carl Davis A-&-R producer in Chicago . . . Lenore Martin is the new vocalist with Sammy Kaye's orchestra, now on a 93-day tour. William Morris is hard at work on an across-the-board half-hour TV show for Sammy . . . Allen Swift dubbed Eisenhower's voice for "The Longest Day" motion picture. Swift, as you know, is "the man with a thousand voices" . . . Top theatrical photographer Peter Perri, who has lensed most of the biggest names in the industry, has been signed by Kapp Records for a series of album covers.

★ ★ ★ ★

• • • Meet: Joyce Weiss, one of the casting directors for Goodson-Todman's "To Tell the Truth" on CBS-TV, whose interesting job is, among other things, to "pick up" strange men, if they look like they'd make good imposters for the show. Joyce also approaches strange women in her work, but, as she says, "this causes considerably less of a stir than when the subject's a gentleman." Her father, Daniel, incidentally, is a criminal lawyer and was city councilman for Manhattan until this past January. Joyce has been with Goodson-Todman for five years, during which time she estimates she's interviewed 2,050 candidates as imposters for "Truth." "My life," she says, "is a lot more interesting than most actresses. I've probably learned more about human nature in my job than a lot of psychiatrists."



MISS WEISS

★ ★ ★ ★

• • • George Bryan, of the WCBS Radio News staff is a lucky fisherman. His catch was a 510-pound blue marlin and he landed it off Dorado Beach in Puerto Rico. For his efforts (which took 45 minutes) he was awarded first prize in the Sport Fisherman's Annual Tournament (and I guess all the marlin he could eat) . . . Bob Hope, who has many times entertained in peace and war, on the seas and on the shores of the seven continents, will appear as one of Barry Farber's guests tonight on WINS "Open Mike" . . . Have you the new Hooper rating which shows WINS to be No. 1 station in New York . . . Are you passing out see-gars, Ted Steele? . . . Tito Rodriguez and his full orchestra off to Puerto Rico for a two-week personal appearance tour. The band will record a new album for UA while there . . . The annual American Record Manufacturers and Distributors Ass'n convention being held thru tomorrow at Miami Beach's Fountainbleau Hotel, looms as the most important gathering of ARMADA since its inception, with an all-time-high turnout expected.

★ ★ ★ ★

• • • Bobby Darin, who kicks off the Forest Hills Music Festival tomorrow night, has been honored by Borough President John T. Clancy who proclaimed Saturday "Bobby Darin Day" in recognition of the singing star's contribution to the work of the Heart Fund . . . Comedian Phil Foster said at the Vesuvio that he's confused with all the TV doctor shows. In fact, he doesn't know whether to keep his card in AFTRA or join AMA to get a series! . . . TV casualties this year are staggering. At least 40 series' now on the webs won't be around come Fall . . . Now that drugist pilot films are making the rounds, Peter Mengrone of the Punjab wants to know what's so exciting about watching someone make a ham sandwich! . . . The Platters, Ted Weems and The Royal Hawaiian Guitars are featured on three special releases of albums by Mercury, all themed as "Golden" recordings. The trio are part of Mercury's releasing of three or more albums per week during the month of June . . . The Smothers Brothers, following a July 5-11 engagement at the Vapors Hot Springs, Ark., will head for England to do a telecast on the Granada TV Network.

## June Graham, Jeanne Pa Sub For Weather Gal Reed

WCBS-TV weather girl Car Reed will vacation for two weeks beginning Monday. Substituting for Miss Reed during her hiatus will be June Graham and Jeanne Parr. Miss Graham will be seen on the "Rain or Shine" segment of "Seven O'Clock Report" and Miss Parr will handle "The Late Weather."

## 'Bowery Boys' Score In 10 Maris for AA-TV

Allied Artists TV Corp. has racked up 10 sales in three weeks on its new "The Bowery Boys" package of 48 features starring Leo Gorcey and Huntz Hall and designed for hour programming. It was announced by vice president and general sales manager, Robert B. Morin.

Purchasers were WALA-TV, Mobile; KTVK-TV, Phoenix; KP-TV, Palm Beach; KHJ-TV, Los Angeles; KSD-TV, St. Louis; KDU-TV, Lubbock, Tex.; KSYD-TV, Wichita Falls, Tex.; WLSL-TV, Roanoke, Va.; KING-TV, Seattle, and WJFB-TV, Augusta, Ga.

## Byron Adams to WPAT For Finance-Sales

Capital Cities Broadcasting Corp., noting that investment banking, mutual fund and related financial advertising has become "an increasingly important business category" at its WPAT-AM-FM, has named Byron K. Adams to the newly created post of sales director for banking and finance at the station. He reports directly to Buxton L. Johnson, named WPAT's New York sales manager last month.

Adams, for the past 10 years, was district manager for New York and New Jersey in advertising sales at McGraw-Hill Publishing Co., and before that was with Combustion Engineering, Inc.

## Promo Gives Happy Note To Car Installment Blues

Chicago — WLS listeners are finding car payments much easier these days with a new station promo offering daily winners a check for one monthly auto payment. This two-week public service promotion will be followed by a similar one with checks for house payments.

## Spin Operations Head

Pittsburgh — Gerald A. Spinn has been appointed operations director of KOY.

## 150-Min. Live Show To Ogle Pa. Beauties

Philadelphia — WRCV-TV will present a two- and a half-hour live telecast tomorrow night of the "Miss Pennsylvania Pageant" from the Phillips Memorial Auditorium in West Chester, Pa., where the state's representative will be selected to compete in this year's "Miss America" contest. The telecast will pre-empt NBC-TV's "Saturday Night at the Movies."

Emcees will be WRCV-TV-Radio personality Pat Landon and Bill Hart.

## Yarbrough, Brooks In As 'Tongaloo' Directors

James P. Yarbrough and Thor Brooks have been signed to direct upcoming episodes of "Tongaloo," new first-run syndicated series to be distributed by CBS Films, Inc., in the Fall.

The series, formerly titled "Aba of the Jungle," is being filmed on location now in Mexico and Guatemala and will be available in both color and black-and-white. Yarbrough is a former staff director for both CBS and ABC-TV. Brooks has directed 35 movies abroad, including such out of the way places as Lapland, and directed more than 150 American TV shows.

## Beards in Sales Post

Portland, Ore.—Larry Bernards has been added to the KOIN sales staff, coming from KEX here. He started his career with KGAY, Salem, Ore., in 1958.

## STORK NEWS

Jules Bergman, ABC news science editor, and wife, Joanne, are parents of their third child, a girl, Janen.

## 7 Arts' Films Score Second Time on Air

A special Arbitron study of the rerun ratings for post-'50s on WNBC-TV's Saturday night "Movie Four" has revealed that even when aired only four to seven months following their local TV premiere, eight different Warner Bros. features from Seven Arts Associated scored 81 per cent of their average first-run ratings, and 94 per cent of their average first-run share-of-audience, according to Seven Arts VP-general sales manager Robert Rich.

He noted that WNBC-TV last Sept. 23 premiered the first of 41 Warner Bros. post-'50s in Seven Arts' Vol. 2 on its 11:45 PM "Movie Four," following NBC-TV's "Saturday Night at the Movies," and for 40 consecutive weeks thru June 23 aired the package exclusively, including 32 first-runs and eight reruns.

### Rerun 4 to 7 Months

Shown a second time were "I'll See You in My Dreams," "Thunder Over the Plains," "Mara Maru," "Pretty Baby," "Capt. Horatio Hornblower," "Force of Arms," "Phantom of the Rue Morgue" and "Operation Pacific." Their first time out they scored an Arbitron average quarter-hour rating of 13.3 and a 29 per cent average quarter-hour share-of-audience, said Rich. Rerun from four to seven months following their initial telecasts, they scored an average quarter-hour rating of 10.7 and a 27 per cent share-of-audience, he added.

## Falstaff Brewing Buys 'Big Red' Warm-Ups

St. Louis—Five pre-season football games of the St. Louis Cardinals will be aired on KMOX-TV each Sunday beginning Aug. 12. Sponsored by the Falstaff Brewing Co., the taped playbacks will include games with the N. Y. Giants, Green Bay Packers, Minnesota Vikings and Detroit Lions.

Sportscaster Jack Drees will handle the play-by-play commentary, assisted by Terry Brennan. Ighugh "Moe" Woolsey is producer-director.

## New Religious Segs Scan 'Unfinished Reformation'

"The Unfinished Reformation," a new series forming part of WABC Radio's "Pilgrimage," debuts July 8. Participants on the first program, exploring the question "Is There a Second Reformation Today?" will be Dr. Pitney van Dusen, president of Union Theological Seminary, and John Elson, religion editor of Time.

## Ohio's Most Powerful TV Seeks to Double Wattage

Youngstown—The FCC has been asked for authority to more than double the power of WKBN-TV, already Ohio's most powerful TV station. The application was made by Warren P. Williamson, Jr., president and general manager of WKBN Broadcasting Corp.

Favorable FCC action would enable the station to install transmitting equipment that would give it a million watts of effective radiated picture power, comparable to the power now being used by the FCC in UHF experiments being conducted from New York's Empire State Building.

Williamson said he believes the future of TV is in the UHF band, and the application for increased power emphasizes his confidence in the UHF picture.

## Scranton Station Maps Expanded News Service

Scranton, Pa.—Cecil Woodland, WEJL-radio general manager, has announced expansion of the station's five-minute newscasts, whenever events make it desirable. The news department will no longer tailor its summaries to a particular time, but will present them throughout the day.

In addition to the five-minute reports, WEJL provides half-hour newscasts twice daily.

## Foster and Creed Reps Now Bill Creed Assoc.

Boston—Foster & Creed station reps has changed its name to Bill Creed Associates. The firm will continue its headquarters in this city and maintain the same personnel.

## Miami Series Sets Cap For Fishing, Boat Buffs

Miami — WGBS will present a new daily series entitled "Sportsman of the Sea," featuring "Captain Niek" who is director of the Council for Safe Family Boating. The program will feature items of importance to fishermen and boating buffs.

## 'Focus on America' Airs Heart Disease

"Heart Attack," produced by WBKB-TV, Chicago, will be the third program on "Focus on America" July 25 on the ABC network. "Focus" is a series of 10 documentary programs produced by ABC-TV affiliates, and presented in primetime during the past season.

"Heart Attack," a film study of Chicago's Michael Reese Hospital's research on heart disease, was part of a documentary series, "Expedition in Ideas," produced by the Chicago station as a public service. It was written and produced by David McElroy and directed by Clifford Braun.

## Topic: Education

Chicago — An exploration of higher education highlights a new series on WLS, called "The Quinicy College Hour." Moderator is Father Donald Werr, PR director for the college.

## Omaha Station Aids Neb. ETV Channel

Lincoln, Neb.—Nebraska's ETV station, KUON-TV, at Nebraska U., has received equipment valued at approximately \$30,000 from KMTV, an Omaha commercial station.

KUON-TV general manager Jack McBride said that "with the additional KMTV grant, the present capital equipment investment is valued in excess of \$560,000, with only 30 per cent provided through tax dollars."

An earlier equipment grant was received from Meredith's WOW, Omaha. The original gift of transmitter and studio facilities from KOLN-TV, Lincoln, and the Fetzer Foundation enabled KUON-TV to begin broadcasting operations in 1954.

## FCC Yanks the Permit Of Station Off the Air

(Continued from Page 1)

that control had been transferred three times without FCC approval. Miss Smith also found that the station violated the rules requiring a licensed first-class operation at all times, and other misrepresentations.

### 'Studied Purpose' Charged

The opinion said these transgressions "when viewed as a whole, demonstrate a lack of candor and a pattern of behavior... showing a studied purpose to conceal from the and misrepresent to the commission the true facts concerning the ownership, operation and control... a pattern of deception rather than the forthright and frank disclosures which the commission has a right to expect."

MOST POPULAR SERIES OF MOVIES IN HOLLYWOOD HISTORY...

# The Bowery Boys

AND NOW, THEY'RE BRAND NEW FOR TV.



## MENU ON 'FAMILY' IS SMORGASBORD

New Yorkers Are Dished Rich Variety of Fare

WNBC-TV's "Family" show is serving New Yorkers a varied bill of fare next week.

Elliot Nugent, who just wrote "Of Cheat and Charmer," and Euell Gibbons, author of "Stalking the Wild Asparagus," will be on the program Monday. Next day, boys from Harvard, all editors of the Harvard Lampoon, offer their opinions of women's fashions, and Joseph Shipley will explain how to enlarge your vocabulary through word games.

Wednesday, Sydney Nesbitt will show how to play the ukulele, and there will be instructions on how to prepare a Luau. Claire Cox, author of "The Upbeat Generation," talks about today's youth on Thursday, and Florence Tempko demonstrates the Japanese art of paper cutting. Handwriting expert Dorothy Sara will appear on Friday, along with an importer of exotic foods.

## Moore's Radio Show Heading for Maine

If during August, the rain in Spain falls mainly on the plain, Garry Moore won't complain because he intends to be in Maine. Durward Kirby, pianist Howard Smith, writer Andy Rooney and producer Clarence Schimmel, who comprise the creative cadre of CBS Radio's "Garry Moore Show," will be there too.

### Locale His Summer Place

For three weeks beginning Aug. 20, the five-day-a-week morning program will be produced at Moore's summer retreat, "Serenidipity," overlooking Northeast Harbor on the rock-ribbed coast of you-know-where.

Not only will this tranquil locale give the whole crew fresh luvantage point from which to poke shrewd and somewhat affectionate fun at mankind's erratic behavior, it will also provide opportunities for sailing, swimming, and sitting on the piazza. And what's wrong with that?

## Jerry Fisher Handling Daystar Business Ops.

Jerry Fisher has been appointed general business operations manager for Daystar Productions by exec producer Leslie Stevens. Fisher, one of the co-founders of Mercury Records, will handle all of Daystar's business affairs in TV feature film production as well as records, merchandising and related fields.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Mike Grilikhes and his wife, Laraine Day, have come up with a new TV series concept for their Elgy Production. Titled "Trio," it would star Laraine Day as an investigator of juvenile cases, Richard Conte as a doctor and Howard Keel as a police officer. The three would alternate starring roles with the other two appearing in lesser parts when not starring. "Trio" was developed by Elgy but is owned by the three stars. Grilikhes believes the series will have extreme flexibility, since it has three major story backgrounds. It is his feeling that the popularity of many series is attributable to the stars as much as story and production. Grilikhes recently resigned as general program executive at CBS, where he also spent five years as a producer and director, winning a Peabody award for "Let Freedom Ring."

• • • Judy Sperht, casting director for Don Feddersen, has sent out an urgent call for a ten-year-old Japanese boy who speaks both English and Japanese, for an important role in "My Three Sons" segment, "Weekend in Tokyo." . . . One of our spies reports that Four Star is huddling with Frank Cooper over a projected TV series for Gale Storm . . . The Cooper office has just signed Betsy Palmer for motion picture representation . . . Writer Larry Markes and his wife, actress Diana Herbert, are expecting.

• • • Pat Neal has turned down a "Saints and Sinners" role at Four Star to spend some time with her children in England. Her baby is not yet fully recovered from severe injuries suffered in an auto accident . . . KRHM will devote 7 to 8 PM Sunday to interviews with the principals connected with "Bird Man of Alcatraz." The program will be conducted by KRHM staffer Paul Worth

• • • Daystar Production executive Leslie Stevens has added writers Andy Lewis, Richard Link, William Levinson and S. S. Schweitzer to develop additional scripts for "Stoney Burke," ABC series. This brings the total number of writers on the series to twelve . . . Ed Spiegle has signed with Wolper Productions as producer-director—the fourth to be signed within four days. He will work on various episodes of "The Story of" for Ziv-UA syndication.

• • • Bill Dana winds up his engagement at the Holiday House in Milwaukee tomorrow and will record his new Kapp Album, "Jose Jimenez Speaks to Teen-agers of All Ages" at UCLA July 5 and 6 . . . Producer Marc Daniels has signed Elizabeth Montgomery to star in the initial segment of Four Star's "Saints and Sinners," soon to go before the cameras.

• • • News from Screen Gems . . . William Dozier, VP in charge of West Coast activities, announces that Hal Hudson will join as an executive producer on a long-term contract next month. He will supervise the development of new series for the 1963-64 season. Producer Winston O'Keefe has signed Charles Barton to direct 20 episodes of "Dennis the Menace." Herbert B. Leonard has signed Leslie Nielsen and Joanne Linville to guest star in "Route 66" episode "Poor Little Kangaroo Rat." Nielsen's "New Breed" series is scheduled for reruns this Summer.

• • • Gene Barry has just finished another two weeks at Houston's Cork Club. He was signed by owner Glen McCarthy for a minimum of four weeks a year through 1967 . . . KRCA pre-empt's "Meet the Press" and "This Is NBC News" Sunday night 6 to 7 PM for Jack Latham's first-hand report on "Germany and the Common Market," the result of Latham's two-week stay in Germany in May . . . Rose Marie has been signed as a guest panelist on NBC's "First Impression" starting August 6.

## St. Loo Viewers Offered First Yugoslav Telecast

St. Louis — "The International Hour" will present "Legend of Ohrid," a ballet by Stevan Hristic based on Macedonian folk music, on KMOX-TV Sunday. The broadcast marks the first time a Yugoslav TV program will be seen in the U.S.

## 'Always Nobody' to Roll For New Hitchcock Skoin

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Norman Lloyd has set "It's Always Nobody" for the new CBS-TV Alfred Hitchcock anthology starting September. The teleplay is an adaptation of Alfred Hayes from an original by Otivar H. P. Garrett.

## BID TO NEWSMAN BY STATE DEPT.

WJW-TV News Head Screens Asia Film for Harriman

Cleveland—WJW-TV news director Ken Armstrong has been invited to speak to members of the State Department's staff in Washington. In a personal letter to Armstrong, Asst. Secretary for Far Eastern Affairs W. Averil Harriman asked Armstrong to screen his "Assignment: Laos" for members of his staff.

Armstrong, who recently returned from a six-week tour of Southeast Asia, met Harriman when the statesman was in Cleveland to address the annual Press Club awards banquet. During his visit, Harriman made an appearance on Armstrong's "Opinion" program.

## ABC Lensmen Shoot U.S.-Red Track Duel

The U.S. and Russian dual track and field meet at Stanford Stadium, Palo Alto, Calif., will be telecast July 21 and 22 on ABC-TV, with a special recap on the evening of the 22nd.

Sponsors will include Gillette Safety Razor via Maxon; Bristol-Myers through Doherty, Clifford, Steers & Shenfield; R. J. Reynolds Tobacco via William Esty, and E. I. Du Pont de Nemours via BBD&O.

## Britons Look at Books On CBS Monday Series

Leading British intellectuals will discuss books on the next four Monday broadcasts of CBS Radio's "Invitation to Learning." The programs were recorded by George D. Crothers, producer and chairman of the series, during his recent tour of Britain.

The initial broadcast will be a discussion of "Middlemarch," by the 19th century English novelist George Eliot.

## Philly Station Carries Five Eagles Exhibitions

Philadelphia—The 1962 series of five pre-season NFL Eagles games will be carried on WCAU-TV beginning Aug. 12. The first four games, to be played away, will be videotaped at their points of origin on Saturday and televised the following Sunday afternoon. The final game, originating from Princeton, N.J., will be carried live. WCAU-TV sports director Bill Campbell will handle the

## 'Give and Take' Fete On Rodgers' 60th Yr.

It was give and take for Richard Rodgers at a luncheon celebrating his 60th birthday yesterday in New York's Waldorf-Astoria.

Dr. Lawrence C. Chamberlain, Columbia U. VP, announced that the Rodgers and Hammerstein Foundation has pledged an initial \$150,000 toward the main theatre to be built in the new Arts Center at the university.

At the same time, ASCAP president Stanley Adams gave Rodgers a photograph album covering his professional career on behalf of ASCAP's 8,000 members. The birthday picture book covers Rodgers' musical career from "The Garrick Gaieties" in 1925 through "No Strings" in 1962.

## Dixie Groups Will Meet

(Continued from Page 1)

broadcaster of the year, promotion of the year and a special award to Georgian of the year. The SCAB will present its annual good advertising awards and a scholarship grant.

Other honors include a broadcast-education plaque awarded by the Georgia State Department of Education, nine GAB Safety-Thon Weekend promotion awards, plus special citations for the Voice of Democracy contest and the U. S. Savings Bond drive.

### Registrations Heavy

More than 200 advance registrations have been made for the meeting. A gathering of 400 broadcasters, including North Carolina executives is expected to hear key speeches by NAB president LeRoy Collins, and Rep. Oren Harris (D. Ark.), chairman of the House Foreign and Interstate Commerce Committee.

## Vonier Changes His Hat At Milwaukee TV Outlet

Milwaukee — Sprague Vonier has moved from program manager to sales manager at WTMJ-TV, the Milwaukee Journal station. He started with the Journal station in 1948 in the promotion department, became a TV producer-director in 1949 and program manager in 1956.

## CATV Feared Public's Loss

(Continued from Page 1)

S. Thomas, KETV, Omaha. Other members of the TV Board who participated are: James D. Russell, KKTU, Colorado Springs, Colo., vice chairman; David C. Adams, NBC, Henry B. Clay, KTHV, Little Rock; Drilling Gordon Gray, WKTV, Utica; Payson Hall,

## AGENCY NEWSCAST

By RALPH TYLER

With more than 25 per cent of the returns in, district managers of Canada Dry—participating in an ABC Radio sponsored contest—have come up with an average estimate that more than 55 million listeners will be hearing the company's current series of 80 commercial messages on the net. Purpose of the contest, according to Jim Duffy, VP in charge of sales for the radio net, is to show Canada Dry execs what their own field men think of the reach of network radio. The eight district managers who come closest to approximating the number of unduplicated listeners reached will receive tape recorders. Canada Dry is represented by J. M. Mathes.

Playhouse Pictures, Hollywood animation specialists, won first prize in color TV commercials and four other awards in the Advertising Association of the West's annual competition. The top color prize went to Playhouse's "Contented Cow's Secret," for Carnation Evaporated Milk, via Ernie Wasey, Ruthrauff and Ryan, Los Angeles. Playhouse also took second prize in color for "Falcon Futura Freida," Ford Motor Co. thru AWT, New York, and second in animated TV ID's for "Birth-bath," Western Airlines via BB-D&O, Los Angeles. Honorable mentions also went to Playhouse's Burgemeister Beer and Folger's Coffee animated spots, thru BB-D&O and Fletcher Richards, Calkins and Holden, San Francisco.

In line with the expansion of Peters, Griffin, Woodward, Inc. in its 30th anniversary year, the station rep firm has moved its Atlanta, Ga., office to larger quarters.

Houston, Tex., has been selected as the site of a \$2.2 million Graphic Arts and Broadcast Center, to be built by a newly formed Texas corporation, Graphic Arts and Broadcast Centers, Inc. Construction is expected to get underway in the late fall and the buildings ready for occupancy in Summer, 1963. The office and plant complex is designed as a one-stop service facility for businesses and industries requiring the services of the graphic arts, broadcast and

Meredith Broadcasting Co., Des Moines; William B. Lodge, CBS; Clair R. McCollough, WGAL, Lancaster, Pa.; Mike Shapiro, WFAA-TV, Dallas; Thomas, Robert F. Wright, WTKO-TV, Meridian, Miss., and Mortimer Welmbach, ABC.

## Thought for Today

"It is time for the educational broadcaster to give up his rompiantery — time to cease being satisfied that his program pot-pourri, filled with everything from bridge to botany, is an 'educational' endeavor. It is time for all educational broadcasters to define their goals, specify their audiences, and assess the nature of the education they are trying to effect. It is time for them to understand that they do not enjoy the luxury of a classroom captive audience, that their programs must be stimulating as well as informative if they are to attract and sustain interest."

—Yale Roe

Author "TV Dilemma"

audio-visual fields, as well as advertising agencies and media representatives. Plans call for a sound recording studio and a live and animated film studio for the radio-TV industry and industrial audio-visual users.

## 3 to Back NBC-TV's Animated 'Leonardo'

"King Leonardo and His Short Subjects" half-hour color cartoon series which begins its third season on NBC-TV Oct. 8 in its current Saturday time period, will be sponsored in 1962-'63 by Gen. Mills, Perkins Products Div. of General Foods, and Sawyer's Inc.

Gen. Mills, via Dancer-Fitzgerald-Sample, purchased one-half sponsorship, while Perkins, via Foote, Cone & Belding, and Sawyer's, via Richard C. Montgomery & Assoc., bought weekly participation.

## Industry Will Survey Aspirin Claims, Blurbs

(Continued from Page 1)

lieve tension, are anti-depressant and are of value in treating colds and flu.

The Commission stresses that it hasn't reached any conclusions. But the advertising companies will be required to tell what comparative tests they have made with competing products to support comparative claims, as well as what testing of the analgesics has been made to support claims that the preparations don't upset the stomach and do more than merely relieve pain.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York

PRIZES for your important Radio  
and TV promotions.

DUNNAN & JEFFREY, Inc.

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MARTIN HUMMEL, President

We represent wholly owned subsidiaries and corporate affiliates

# Agencies Disagree on Audience 'Profiles'

## TvB Survey Finds No Common Opinion On Facts to Dig For

TvB has run into advertising agency discord on how best to pave the way for the expected "Age of the Computer" and come up with detailed breakdowns of audience characteristics.

The ten New York agencies surveyed by TvB in depth agreed there was need for more viewer information, but were divided on what particular data should be collected to satisfy marketers.

The agencies said the sample now used for ratings and current nose-counting practices are too shaky a foundation to carry the added weight of successive reports fractionalizing the audience by sex, age, education and even moods and dreams.

### Recommendations Made

The agencies recommended that research companies give precedence to problems of sample quality and stability, which would make for greater confidence in the more complex data that lies ahead.

Agencies agreed that audience characteristics need not be furnished as frequently as ratings; updating of characteristics would not be needed more than twice a year. Of 10 agencies, TvB found three had made plans for the use of computers and were seeking specific demographic information.

## Writers Commissioned For 'Combat' Series

William Best, Harry Brown, Frank Cockrell and James Henderson have been awarded writing assignments by Robert Blees, producer of ABC-TV's forthcoming new "Combat" series. The weekly saga of infantry action in the European Theatre premieres Oct. 2.

Selmur Productions, Inc., a subsidiary of American Broadcasting-Paramount Theatres, Inc., is filming the series. Selig J. Seligman, exec producer.

## 'Adair Walk for Health' Wins White House Praise

Cleveland — President Kennedy's special assistant Ralph A. Jungan sent a letter of praise to VJW-TV for the "Doug Adair Walk for Health," a 23-mile hike Adair took to promote Cleveland's Public Health Campaign. Jungan said the President noted he hike with much interest, and aluded Adair and promotion manager Sheldon Saltman for their upport of the campaign.



By PETER C. DAVALLE

• • • Twenty eight of the scheduled 39 episodes of BBC-MGM's "Zero One," stories of an international airline detective, have been completed at Elstree Studios. Stars are Hollywood's Bill Smith and Britain's Nigel Patrick. Series are expected to hit British screens in September. From what I'm told, they're tailor-made for any country which can use thrilling and high-quality TV material . . . Other U.S.-designed TV series now before the cameras over here: "The Saint" (New World for ITC) and "The Third Man" (Third Man Corporation (UK) for BBC) at Elstree.

★ ★ ★

• • • Noel Coward has changed the lyrics of five of the six songs from his new musical "Sail Away" which the BBC refused to broadcast because they contained advertising material and on the grounds of general taste. Songs can now be aired . . . Dennis Vance, now directing some of the "Ghost Squad" TV series, has wed actress Claire Nielson . . . TV script-writer, author and playwright Gerald Verner, has been declared a bankrupt. He blames the recent independent TV strike which, he said, lost him £1,500.

★ ★ ★

• • • NBC's filmed tribute to Ernest Hemingway got a BBC-TV screening this week. U.S. theatre director Joseph Papp talks about his open-air productions in New York's Central Park in BBC-TV's "Monitor" next week . . . U.S. TV series "Mister ED" has been booked by both Granada TV and Anglia TV. The series bows in Britain on both networks next week.

★ ★ ★

• • • Scotland Yard chiefs will appear in a special Independent TV Saturday series to show how viewers can cooperate with the police . . . Geoffrey Webb, who cooperated with Edward J. Mason in writing BBC Sound Radio's nightly serial "The Archers," has been killed in a road crash. He had left hospital only 24 hours previously.

★ ★ ★

• • • BBC-TV admitted "an error of taste" in last week's episode of their top-rating weekly series "Z Cars" (all about patrol police). Viewers write in complaining about the sequences showing a post-mortem on a P.C. and, earlier, showing the policeman choking to death. "In future, the scripts will be viewed more carefully," said a BBC spokesman. Says Sid Cohn, just appointed Assistant Head of Light Entertainment for ARTV: "There's a lot of lip-service paid to the idea of the scriptwriter—but he's the first person to be dispensed with once rehearsals start. I want to change all that!"

★ ★ ★

• • • Tyne Tees Television's offshoot company Sound Marketing, which provides many supermarkets over here with recorded music, has formed a Swiss firm to provide the same kind of service . . . Profits of Rediffusion, which pipes TV and radio to 160 British towns, shot up by £526,000 last year to a record £1,684,000 . . . Gramscian Television reveal a trading loss of £16,000 since their incorporation in October 1960 up to February this year, but they say that forward advertising sales are "encouraging."

## Mexicans Speak the TV Lingo

Vern Diamond was put at his ease when he said he was worried about learning cues in Spanish for the two CBS News reports he'll direct on President and Mrs. Kennedy's state visit to Mexico.

"There's nothing to it, senior," said CBS' Robert Wussler, who has made two field trips to Mexico City as advance man. "All you've got to say is 'Roll tape, super telop, track up, take two' and Collingwood (Charles Collingwood, anchor man for the broadcasts)

will be on the air. The Mexicans forego Spanish and employ American phrases in TV production down there."

Diamond's team of technicians in Mexico are being augmented by a group from Telesistema Mexicana "Eyewitness," directed by Diamond, will report on the tour today and Sunday.

## Levenson Narrates 'Summer Harvest'

Where do youngsters go to school voluntarily, when they could be fishing or swimming? Where do they actually ask more time in school? The location is Wichita, Kan., whose local Summer school program shown in a new film, "Summer Harvest," which premieres tomorrow on WNBC-TV. The film shows how one community solved the problem of wasted, "do nothing" vacations.

Narrated by Sam Levenson, the half-hour motion picture takes the audience into Summer classroom where speech therapists work with pre-schoolers, teenagers discuss U.S. foreign policy, chat French and perform science experiments.

"Summer Harvest" was written and directed by Larry Kauffman and filmed for the National Education Ass'n. WNBC-TV is airing the film as a public service.

## Czechs, Yanks Tune Up For CBS Music Festival

CBS Radio's "World Music Festivals" will combine Middle European music as played by the Czech Philharmonic Orchestra, and American music by the Rutgers Male Chorus and Yale University Symphony July 7.

Josef Suk, a young Czech violinist, will be soloist with the Philharmonic, conducted by Kar Ancelet. The American collegian will join forces to present Randall Thompson's "The Testament of Freedom," composed to mark the 200th anniversary of Thomas Jefferson's birth.

## WKET-FM General Mgr.

Dayton—George Pleasants has been named WKET-FM general manager, succeeding Ray Drakeley, who resigned to return to the performing side of show business in New York.

## Little Joe Swendenbust; 'Bonanza' Four Bunting

Michael Landon will make a personal appearance tour through Sweden starting July 19. Landon, who portrays Joe Cartwright on NBC-TV's "Bonanza" color series, returns July 29 to join his co-stars, Lorne Green, Dan Blocker and Pernell Roberts, at the Soap Box Derby in Akron. Greene and Blocker also are slated to appear at the Ohio State Fair and Kentucky State Fair.