



2 NBC SHOWS RIDE THRU STORM

A Grateful Nation's "Well-Done!" for Radio

Representatives of 10 radio stations which gave up their entire nighttime programming to transmit President Kennedy's Cuban crisis speech in Spanish to Latin America when world peace hung in the balance tomorrow receive thanks and a "well done" from USIA director Edward R. Murrow and the White House. The President will express the Government's gratitude in person if his schedule permits.

The broadcasters will meet with Murrow in the morning. White House press secretary Pierre Salinger, FCC chairman Newton Minow, Voice of America director

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'Tunnel' Rescheduled; Psychologists Routed As '11th Hour' Critics

By ARTHUR PERLES

Strong stands by NBC, articulated in clearly-defined statements over the weekend, have assured viewers they will see two shows that were subjected to what web officials indicated was unwarranted criticism.

In the first instance, NBC announced its 90-minute news documentary special, "The Tunnel," depicting an escape route under the Berlin in Wall used by 59 East German refugees, will be presented next Monday night under Gulf Oil Corp. sponsorship.

The other case concerns a statement emanating from Washington headquarters of the American Psychological Association, assailing "The Eleventh Hour," NBC Wednesday night rating-topper, as "much too often presenting a false picture of psychiatrists and psychologists. NBC spokesmen referred to the "publicity release" of the APA as "seriously misrepresenting the painstaking system of expert, medical and psychiatric supervision under which 'The Eleventh Hour' is produced."

When "The Tunnel" broadcast was originally scheduled for Oct. 31, it was attended by wide news

(Continued on Page 8)

AP ASS'N VOTES CHANGE FOR 16 MEMBER BOARD

Associated Press Radio-Television Association members have voted overwhelming approval of amendments to the bylaws proposed by the board of directors at its annual meeting Sept. 17. The official tally was 651 in favor and 58 opposed. The changes go into effect immediately.

Principal change affects the composition of APRTA's 16-man board. From now on, members in each of the four regional districts will elect three directors — one each from the following station classifications: stations under 5,000 watts, stations of 5,000 watts and over, and TV stations. In addition, the entire membership will elect a director-at-large from each district who would represent

(Continued on Page 6)

FCC Sharpens Picture of Applicant's Duties

Washington Bureau of RADIO-TV DAILY Washington—The FCC has clarified its rules to make certain applicants keep the commission informed about significant changes in the status of their applications and to emphasize responsibility of applicants for continuing accuracy and completeness of their representations to the FCC.

EIA Prexy Says Set Sales Will Be \$2.5-Bil. in '63

San Francisco—Sales of radios, TV sets and phonographs will total \$2.3 billion this year and \$2.5 billion next year, Electronic Industries Ass'n president Charles F. Horne told the EIA midyear meeting here. He said radio set sales were running 13 per cent ahead of '61 in the first 42 weeks of this year while TV set sales were up 14 per cent.

WARNING: SAVE POLITICAL LOGS

Also Keep Editorials For Possible Perusal

Washington Bureau of RADIO-TV DAILY

Washington — Stations have been requested by the FCC to retain their political broadcasting records for six months in case the Senate Commerce "watchdog" subcommittee should wish to inquire further into politics on the air.

The FCC said editorials and other matter dealing with political issues should also be saved for the six-month period.

FM's Win OK to Keep Power, Tower Height

Following waves of protests from the industry, the FCC has dropped its plan to require existing FM stations to conform to the power and antenna height limitations proposed for all FM stations under new rules adopted in July.

The rules would limit station power and antenna heights so as to permit more stations to operate without interference. The commission said that after studying the bales of petitions, comments and letters it received on the subject, it concluded not to apply the limitations to existing stations. The commission said it came to the conclusion that the tremendous

(Continued on Page 4)

Plummer Gets Post Aimed at Unlocking 'Log Jams' of FCC

Washington Bureau of RADIO-TV DAILY Washington — The FCC, seeking to break the log-jam of procedural problems which have plagued it for years, has cre-

ated a new post of commission executive director and named Curtis B. Plummer to fill it, subject to Civil Service Commission

(Continued on Page 8)

Broadcast Bureau Okays Montana AM, Florida FM

Washington Bureau of RADIO-TV DAILY Washington — The Broadcast Bureau has granted application of Powell County Broadcasting for a new AM station on 1,400 kc, 250 watts, unlimited hours, in Deer Lodge, Mont., and application of Sunshine State Broadcasting for a new Class C FM on 103.3 mc in Bradenton, Fla.

TV Nets Queried on Extent Of Local Operations at O-Os

Officials of the three TV networks are receiving this morning letters from the FCC asking if the information they provided in the Chicago programming hearings was typical of the operation of the 15 TV stations they own among them. Answers are due by Dec. 17.

The FCC said, "The matters of particular interest are the extent to which local station manage-

ment actively seek out local community needs, the authority of local station management in program selection, the extent of licensee supervision and the provision made for production of local programs."



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7 Arts' Vols. 4 and 5 Now in 40 Markets

Latest sales of Seven Arts' Vols. 4 and 5 of "Films of the '50s" have placed the packages in over 40 markets, according to VP-national sales manager Donald Klauber. A total of 93 Warner Bros. and 20th Century-Fox feature are included in the two volumes.

Most recent purchasers were WTMJ-TV, Milwaukee, and KRDO-TV, Colorado Springs, with the latter also signing for the 41 Warner Bros. movies in Vol. 3.

In addition, WWTW, Cadillac, Mich., became the 31st station to acquire the 13 one-hour TV Concert Specials featuring the Boston Symphony and KTLA-TV, Los Angeles, signed for two Seven Arts' Special Features.

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

TvB Raises 2 'Bills' To Veepee Positions

William B. Colvin and William B. MacRae have been elected VPs of the TvB. Colvin is in charge of member services and MacRae is director, spot TV, for the bureau.

Colvin has served in his present post since November, 1960, prior to which he was advertising and sales promo manager for WBZ-TV, Boston. He also was with TvB from 1955 to 1958 as director of station relations.

MacRae has been with TvB since 1955, serving as an account executive and director of station relations before being named to his present position in 1961. Prior to joining TvB, he was a sales exec with Crosley Broadcasting Corp., WPIX, New York, and the Headley-Reed Co.

Judy Garland, Goulet Bring 'Purr-ee' to Paar

Judy Garland and Broadway star Robert Goulet will guest Friday on NBC-TV's "Jack Parr Show," offering tunes from the animated film, "Gay Purr-ee," for which they supplied the voices.

Both stars will sing two solos each, then join in a duet, "Mewsette," one of the big tunes of the film. Music for the feature was composed by Harold Arlen, with lyrics by E. Y. Harburg.

Spanish for Hoosiers

Indianapolis—John Acevedo has been appointed "Spanish Telecourse" instructor on WFBM-TV by the Public School System's Radio-TV Dep't. The Monday-thru-Friday program is a beginning course in Spanish, also being aired each day on WFBM-FM.

BBC Script Supervision

Special to RADIO-TV DAILY
London — Vincent Tilsley, son of the late novelist Frank Tilsley, has been appointed drama script supervisor of BBC-TV.

Children's Reaction to Video Differs at Home, in School

Special to RADIO-TV DAILY
Toronto—More credibility is added to films viewed by children in school than when seen at home, a recent CBC survey reports.

Titled "Context Hypothesis and TV Learning," the study evaluates whether, and to what extent, children's reactions to TV are affected by the environment in which viewing takes place.

Prepared by the net's children's programs department, the project included 464 children shown a film on Eskimos — one group viewing it in school, the other at

COMING AND GOING

ARTHUR M. SWIFT, WTCN-TV station manager, and general sales manager, ROBERT C. FRANSEN, in N. Y. for sales calls.

TOM HOWELL and ED WOOD, Cellomatic Industrial Productions, to Detroit for meetings.

BOB DNEVER, of CBS-TV's "Dobie Gillis," and JAY NORRIS of the "Dennis the Menace" series, in San Diego over the weekend for the Christmas parade.

N.Y. ETV'er Opening Saturday Schedule

WNDT, New York ETV'er, will broadcast regularly on Saturdays, starting Jan. 5. Dr. Samuel B. Gould, president, said this morning. The station, which started broadcasting Sept. 25, has been operating on a Monday-thru-Friday schedule.

Dr. Gould said Saturday programming will be scheduled from late afternoon and continue through the evening. "We plan to bring the best of our dramatic, documentary and other educational programs to the many viewers who have missed these shows during the week or who would welcome the opportunity to see them again."

WBT Wins Life Lease On State Traffic Award

Charlotte, N. C.—WBT has been given permanent possession of the State Motor Club's Grand Award for Traffic Safety, having won the prize for two consecutive years. Paul B. Marion, the station's general manager, accepted the trophy from Gov. Terry Sanford at ceremonies in the state capital.

Some of the outlet's safety promos include "Let's Add Horse Sense to Horse Power" and "Stars for Safety," in addition to numerous spots beamed at peak traffic hours.

Golden Quill Awards Live on KDKA Radio

Pittsburgh—KDKA will broadcast the address by Pierre Salinger, press secretary to President Kennedy, and cover other highlights of the third annual Golden Quill Awards banquet in the Pittsburgh Hilton tomorrow at "Program PM."

Ned Brook's the Announcer

Salinger, the featured speaker, will be introduced by Franklin J. Riley, Jr., of Westinghouse Electric, banquet chairman. Other participants include Ned Brook of NBC News who will announce the awards, and Robert A. Mortensen of WIIC, program chairman. John Stewart, host of "Program PM," will be the announcer for KDKA's live coverage.

Awards are divided into 26 categories covering radio, TV, PR, newspapers, wire services, trade journals, magazines and other media. A first-place winner and one or more runners-up will be honored in each division. Several special awards also will be given.

Six Groups Sponsoring

Sponsors of the Golden Quill Awards are the Pittsburgh chapter of Sigma Delta Chi, professional journalistic society; the Pittsburgh Press Club; the Pittsburgh Chapter of the Public Relations Society of America; the Women's Press Club of Pittsburgh; Theta Sigma Phi, national professional fraternity for women in journalism, and the Gateway chapter of American Women in Radio and Television, Inc.

'Century's' Burt Benjamin Hailed for Navy Efforts

Burton Benjamin, exec producer of CBS-TV's "Twentieth Century," has been awarded the U.S. Navy's Meritorious Public Service Citation "for outstanding contributions to the Navy in the fields of public information and education."

Benjamin, given the award by Navy Secretary Fred Korth at a ceremony in the Pentagon, is the second civilian in the TV and entertainment fields to be so honored.

Como Troupe-to-Troops For Show at Guantanamo

Perry Como and his Music Hall show staff will fly to Guantanamo, Cuba, tomorrow to entertain at the U. S. base there. During their stay, the troupe also will tape the Como program for airing Dec. 12 on NBC-TV, with the GIs as "studio audience."

"For Public Enlightenment"



Columbia U's School of International Affairs and Regional Institutes faculty awarded a citation to Benet H. Korn, president of Metropolitan Broadcasting Television (left), for the latter's "contribution to public enlightenment and understanding of national and international problems" through the "Columbia Lectures in International Studies" video series. The presentation was made by Dr. Grayson Kirk, Columbia U. president. The lectures, created by Korn, are in their second cycle of telecasts on Metropolitan's six stations.

Storer Radio Programmers End 3-Day 'Ideas Conclave'

Miami—A 3-day meeting of Storer Broadcasting Company's radio managers concluded Friday at Miami Beach.

Grady Edney, VP for radio programming, headed a series of seminars on programming and promotion for the seven station managers. George B. Storer, Jr., president, and Stanton P. Kettler, executive VP, welcomed the PMS to the annual "ideas conclave." Lionel



BAXTER

F. Baxter, VP radio division, addressed the closing session.

Ewald Kockritz, broadcast standards VP, spoke on company, industry and government regulations. Bill Liappas, head of Storer's central music programming department, joined pertinent discussions programming.

Attending were Roy Schwartz, WHN, New York; William J. Wheatley, WIBD, Philadelphia; Robert Martin, WGBS, Miami; Don M. Drubbs, WJBK, Detroit; Charles Renwick, WJW, Cleveland; Jack Williams, WSPD, Toledo, and William C. Thompson, KGBS, Los Angeles.

On the opening day, ten-minute tapes of each station's morning and afternoon programming were reviewed by its program manager,

(Continued on Page 5)

GAB, Jaycees Map Giant Joint Campaign To End Road Deaths

Atlanta—The Georgia Ass'n of Broadcasters' "Safety-Thon Weekend" and the Georgia Junior Chamber of Commerce's annual "Safety-Break" project will be combined into one gigantic safety crusade next year, the GAB announces.

Plans for the "Super-Safety-Thon Weekend" were approved by the board of directors of both organizations for next Labor Day, Aug. 30-Sept. 2. GAB-Jaycee committees on plans, PR, safety ideas and a special "industry" committee will be organized to handle the all-out drive.

Wants Another in '63

GAB has already proposed a seven-state southeastern safety-thon in '63 and plans will be aimed at getting broadcasters and Jaycees in Alabama, Florida, Tennessee, Mississippi, North and South Carolina to join the project.

The GAB Safety-Thon committee will meet Jan. 22-24 at the 18th annual Radio-TV Institute of the U. of Georgia in Athens.

GAB also announced that the Georgia High School Ass'n has endorsed the \$500 GAB Radio-TV Scholarship and commended GAB on the scholarship program. Local deadline for the contest is Feb. 15 and state deadline is March 15.

Champlin Oils Efforts For 'Heritage' Dozen

Oklahoma City—WKY-TV and Champlin Oil and Refining have finalized negotiations for the beginning of a new 12-part "Oklahoma Heritage" series to run on WKY-TV in 1963. The new series, under the supervision of writer-director Gene Allen, is scheduled for a Jan. 20 start.

Two Femme Parts Cu. From SG's 'Empire'

Two basic female characters of Screen Gems' "Empire" series will be dropped following completion of two more hour-long films. They are Lucia Garret, played by Ann Seymour, and her daughter, played by Terry Moore. Two male characters will be added to join stars Richard Egan and Ryan O'Neil.

William Dozier, SG west coast VP, said the changes have the approval of NBC and the sponsors: Chrysler Corp., American Tobacco and General Mills.

WTAR Pitch for Safety

Newport News, Va. — The increase in the state's highway death toll will be the subject of a special program Wednesday by WTAR-TV's public affairs dept.

Tex. Spring Comes Round A Little Early This Year

Austin, Tex.—Although Spring may seem a long way off, the Texas Ass'n of Broadcasters has already set the date for its Spring convention here. It's Feb. 9-10, jumping the gun on the season.

TAB Alerts Outlets On Lottery Dangers

Austin, Tex. — Texas Ass'n of Broadcasters has warned member stations that broadcasting of a lottery advertisement is illegal even if the lottery is legal where it is conducted.

The association said all lottery broadcasts are subject not only to FCC action, but criminal prosecution as well. Texas law prohibits lotteries. The TAB suggested stations check with their legal counsel if in doubt about a particular situation.

WGBI Wins Safety Laud

Scranton — WGBI here has been presented with the National Safety Council's Public Interest Award for the station's "exceptional service to farm safety."

in the public interest



STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**



A SHOCKER FROM HOLLYWOOD

This may come as a shocking surprise to some of the chaps along Madison Avenue, but here in Hollywood, more members of the Film Colony (and TV) watch "ACROSS THE SEVEN SEAS" on KNBC than ANY OTHER network, local, or syndicated show. This is true not only of the star actors, comedians, producers, and directors, but the legions of technicians as well.

As best as I can make out from their gracious letters, telegrams, and phone calls, here are some of the reasons:

- 1) While we have modestly built ACROSS THE SEVEN SEAS as a travel-adventure series, it is actually much more. It really cannot be placed in any specific category, but whatever it may be, it has what it takes to interest the Hollywood Colony.
- 2) These Hollywood people work in fiction all day long, and at home they want relief from make-believe. They want reality, but like the general public, they DON'T want it "in depth"! They want non-fiction designed to entertain, and apparently, we provide it in this series. I cheerfully confess that we are concentrating all of our efforts on sugar-coating the documentary. And if the documentary is ever to escape the "intellectual ghetto", the networks and the other producers of documentary programs might find it profitable to follow our example. Hollywood, at least, is too commercial to care for "in depth" documentaries which please the critics and freeze the ratings.
- 3) They are fascinated with what we are able to do with 16mm film. They just can't get over it, and many find it difficult to believe the series is filmed completely in 16mm Eastman color. They also seem impressed with the techniques and equipment we are using in recording authentic, on-the-spot sound.
- 4) They turn to our programs for ideas that they can FICTIONALIZE on their own shows. And this has been going on for many years.

In this tough syndication market, when time slots are at a premium, I don't have too much to sing about. But the staff and I take pride in the respect our product receives from the TV and film industry in Hollywood.

It isn't money, but it helps. Respect from craftsmen doesn't carry a price tag.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Dick Clark's Christmas gift to 22-year-old Joey Dee may be once-a-month guesting on his "American Bandstand" ABC-TV viewing . . . Jimmy Stewart has a TV network all ears over his plans for a series on Strategic Air Command . . . The Clancy Brothers and Tommy Makem will appear on Arthur Godfrey's CBS Radio show this week . . . Harvey Schulman, media director for Monroe Greenthal Co., now with WNBC Radio as an account exec . . . Harry Guardino mulling three offers for his own drama series . . . Former child star Dickie Moore now working in a West coast ad agency . . . Andre Previn may tinkle the ivories for his own 15-minute TV series . . . Eddie Albert planning a RAI-TV guester in Rome . . . West Coast TV viewers may soon see a weekly bullfight spec from Tijuana. Plans are in the works . . . Asked whether he'd like to be a TV regular, Robert Mitchum replied: "That regular I'm not!" . . . Joey Dee, star of the Columbia Film, "Two Tickets To Paris," has come out with a new disk click, titled "I Lost My Baby." . . . Beauty expert Norma Matthews of the Playgirl salon being groomed for another session on WOR-TV's "Joe Franklin Show" in the next few weeks . . . Fran Warren getting set for another "Tonight" stanza—this time with Her Troublemakers group, featuring Georgie Auld, during their current Basin Street East stand . . . The Vesuvio's maitre de, Umberto Spagnolo, was a radio actor in his native Italy . . . Vet music publisher Ben Barton sold his interest to Frank Sinatra and Hank Sinicola who have taken over his world-wide music firm.

☆ ☆ ☆ ☆

• • • Meet: Al King, dynamic salesman and chairman of Franklin Broadcasting Co., who is creating quite a stir with his new Intercontinental Broadcast Media service, an outgrowth of successful Radio Concepts, Inc. Al has labored in radio promo for 18 years, back in the days when MCA was syndicating MGM radio programs like "Dr. Kildare" and "Andy Hardy." A native New Yorker, he started RCI about three years ago and since then the company has accounted for more than \$4 million in local time sales. This led to the acquisition of Franklin Broadcasting Co. and its five radio stations last April. His most recent venture is ICBM, an enlargement in scope of the former RCI service. ICBM is designed to hypo sales productivity of local stations without recourse to "outside salesmen."



KING

☆ ☆ ☆ ☆

• • • My Stetson's off once again to the Carl Byoir people for another terrific press party. Their Danish Christmas dinner, sponsored by Cherry Heering, was delightful. Climax was the "Ice-Capades" dessert, most dramatic this pillar has ever seen and tasted . . . Carmel Myers is preparing a series of radio spots for her new Formale Drii . . . Comedian Phil Foster, one of the busiest men on video, just appeared on "Jackie Gleason's American Scene Magazine" (CBS-TV) and Johnny Carson's "Tonight" (NBC) . . . Sportscaster Chris Schenkel and golf champion Arnold Palmer have just completed a two-record LP album on golf instructions on the Columbia label . . . Arnold Jaffee, production supervisor of WLIB and dean of Jewish radio announcers, is retiring from the broadcast business after 25 years. He plans to write his memoirs . . . Bernard Morris, former news director of WCAR, Detroit, has joined the news dept' of WJBK here.

FCC Move Favors FMs

(Continued from Page 1)

losses in existing service would outweigh possible gains from service by new stations.

The FCC pointed out, however, that the existing stations will not be protected from interference resulting from new stations authorized in accordance with the new mileage separation rules.

KNX Says 'Ask Council'

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KNX is airing its new Tuesday night public participation feature, "Ask City Council," with questions phoned in by listeners. Each week a councilman will appear on the program to discuss local conditions, city problems and answer the questions.

Book of the Plaudits Awarded by BBC-TV

Special to RADIO-TV DAILY
London — BBC-TV scooped up most of the awards in the '62 list of the Guild of TV Producers and Writers. Biggest surprise of this year's awards is that Granada's "Coronation Street," consistently at the head of the national TV ratings, did not receive a mention. Citations went to: Best actor's award: Harry H. Corbett (BBC-TV's "Steptoe and Son"); Best actress' award: Brenda Bruce (for plays on BBC and light entertainment person-award: Michael Bentine (BBC-TV's "It's a Square World"); Best production: David Rose (BBC-TV's "Z Cars"); Best writer's award: Troy Kennedy Martin ("Z Cars"); special award: Geoffrey Driver (editor of Independent Television News); Best design award: Cecil McGivern, (Granada TV's "Maigret"); Best factual production: Richard Cawston, (the film "TV and the World" which has been widely acclaimed in Britain and the U. S.

Robert Blee's Selmur Ties Producer of 'Combat'

West Coast Bureau of RADIO-TV DAILY
Los Angeles—By mutual agreement between Selmur Productions and Robert Blee, a settlement has been made of Blee's contract as producer of "Combat," which involves Blee severing his relations with Selmur and full payment to him of all monies due under his contract.
Blee joined Selmur Apr. 1, 1958 and has served as producer of the "Combat" series up till now.

Warner End 'Idea' Meet

(Continued from Page 3)

Warner gave evaluated his over-all picture and gave a brief resume of the local competitive situation. The second day was devoted to television and audio services, network relations, the company's Washington Bureau, editorializing and promotional work.
Today's meeting covered mutual relations with the Storer stations, FM and TV, and Storer projects.

KYW Staffers Becoming Motivation Army Bellmen

Cleveland—The Salvation Army Ringers Ass'n, at a special ceremony in downtown Cleveland inducted six KYW personalities. The sextet will join other area personalities in ringing the special Salvation Army

'MILLIONAIRE' SPONSORS BACK RAB'S 'TEST PLAN'

"Multimillionaire" advertisers have responded strongly to the Radio Test Plan, RAB president Kevin B. Sweeney told a joint meeting of the organization's board of directors and membership in New York. He said more than 40 major advertisers "are extremely interested" in the plan and there are seven tests now on the air.

'NIGHT PEOPLE' CAN SOUND OFF

Other Side of the Clock
Airs Views with Joe Moran

Philadelphia — Joe Moran, host of WIP's 1-to-6 AM "Dawn Patrol Show," has initiated an innovation in the show's format by affording "night people" an opportunity to express themselves on the air via special phones installed in the studios.

Moran said he felt the many people who work in the early morning hours, while the rest of the city sleeps, should be given a chance in voicing their opinions about current events.

WBKB Aiding Youth In Chicago Campaign

Chicago — Sterling C. Quinlan, ABC VP in charge of WBKB; C. E. Quinn, regional manager of Standard Oil, division of the American Oil Co., and Gordon Boak, merchandise manager for Standard Oil, have joined forces with Russell Hogrefe, executive director of the Chicago Youth Centers, in the CYC's drive for usable sporting equipment and warm winter clothing.

WBKB today launches an on-air saturation campaign consisting of 10, 20 and 60-second spot announcements asking people in the Chicago area to contribute to the underprivileged youth of the city. Each of the over 1,000 Standard Oil dealers in Metropolitan Chicago will be asked to participate in the project.

WABC Pubserv Outlay Tops \$134,000 for Oct.

WABC's time devoted to public service in October was valued at \$134,062, up 9.8 per cent over the previous month. Time devoted to public service consisted of 47 programs totaling 25½ broadcast hours, and 1635 spot announcements adding another 12 hours and 45 minutes, for a total of more than 38 hours.

Organizations which received most intensive public service support included the American Red Cross, Children's Aid Society, the Visiting Nurse Service, New York City Traffic Safety Dep't, the Veteran's Administration and the New York City Police Dep't.

"We are turning down twice as many tests as we can accept," Sweeney said, "because we have already cracked some of the best names in American business and are therefore in a position to be extremely selective. We don't want to spend large sums of money to prove several times in each category of merchandise that radio is a highly effective sales medium."

Weigh Each Account

The high cost of the research RAB is making available, Sweeney said, makes it mandatory that each account accepted for the plan be weighed carefully for its suitability in proving the overall case for radio.

This is particularly important, he said, because while RAB has grown more this year in terms of new members acquired than in any previous year, "membership growth has fallen behind expectations in the largest markets."

Not Enough Financing

This means stations whose membership it was anticipated would help pay for the plan have not come through in large enough numbers to provide all the financing originally hoped for, he said.

The board heard a report on a joint RAB-NAB meeting held in Washington to discuss mutual objectives of the two organizations and work for a closer relationship in the future.

The board was told that in order to take advantage of mutual opportunities in the activities of RAB and the radio division of NAB a liaison committee will be appointed. It will meet at least twice a year and consist of the chairman and president of RAB and the chairman and president of NAB as well as broadcasters who are directors of both organizations.

The plan for the liaison committee, approved by the RAB board, is subject to approval by the NAB board.

Five Regional Managers

Sweeney announced RAB plans to decentralize its member service and recruitment operations with five regional managers who will live in the part of the country they service. Harry Averill, who joined RAB in October, will head the field force, headquartered in New York.

Victor C. Diehm, WAZL, Hazleton, Pa., was named new RAB board chairman.

Golden Gate

... and its environs

By BILL SHEA

San Francisco — Kaiser Industries, currently tickled pink with the video reception of the "Lloyd Bridges Show," has received FCC permission to build and operate two California TV stations, one here and the other in Corona. Both will be UHF outlets and while most present-day sets don't receive UHF channels, all sets manufactured after April, 1964, must, under the new law, be equipped to receive UHF stations. Richard Block, manager of Kaiser's broadcasting division, said the company hasn't set a firm time-table as yet for building the stations and putting them on the air. However, indicative of an early start for the two new stations, Block pointed out that most present TV receivers can be converted through an attachment to receive UHF at a cost of \$20 to \$35 per set.

Well, it had to happen sooner or later! TV almost always has to look to movie producers for prime film product. This time TV ups and shows the movies a trick or two in flicker fashioning. "The People Versus Paul Crump," a documentary filmed for TV, won the top Golden Gate Award at the recently concluded Frisco film fest's "Film as Communication" competition for non-theatrical 16-mm films. "Crump" was made by William Friedkin for WBKB in Chicago. The excellently produced and edited TV spool contributed in saving the life of a young man sentenced to death for murder.

KCBS, both AM and FM, has increased its local audience promotion advertising with a new series of insertions in a group of "carriage trade" publications in the Bay Area. Said Robert E. Harris, station ad and sales promo manager: "Because our format stresses listener involvement in such things as interview and opinion such things as interview and opinion programs, it has strong appeal with an affluent, intelligent audience."

End 'Open Season' on JFK, Hartford Caster Urges

Hartford, Conn. — Entertainers on TV and radio "have subjected the President and his family to ridicule that has never been accorded any President and his family in the history of the U. S.," WINF owner-manager John Deme said in a letter to NAB president LeRoy Collins. Deme appealed to broadcasters to refrain from airing such material.

Edison Sponsors Doc On Detroit Rebirth

Detroit — "Detroit: Rebirth of a City," a half-hour program documenting vast redevelopment projects which have been under way since 1950, will be aired today by WWJ-TV. Detroit Edison, via Campbell-Ewald Co., is the sponsor.

Program host Britton Temby will host many of the city's projects and interview Charles Blessing, city planning director, on future civic and private undertakings. Temby will also explain the plight of families displaced by redevelopment.

Radio Aid in Cuba Crisis Gets Government Praise

(Continued from Page 1)

Henry Loomis, and advisory committee chairman for information J. Leonard Reinsch are slated to be present. They will accompany the broadcasters to the White House.

In the afternoon, Loomis will sit with the broadcasters to work out general principles for recompensing the stations, even though they turned over their facilities to the Government in the critical period without thought of payment. USIA later noted that commercial schedules had been disrupted and that the stations had been put to other expense and it invited presentation of bills.

Shortwavers Included

Broadcasters expected to be among the group are: Frank Gaitner, general manager, WSB, Atlanta; the Rev. Aloysius B. Goodspeed, S. J., WWL, New Orleans; Charles H. Topmiller, president, WCKY, Cincinnati; John M. Spottswood, general manager, WKWF, Key West; Milton Komito, manager, WCKR, Miami; George B. Storer, Jr., president, WGBS, Miami; James E. Nobles, Jr., manager WMIE, Miami; Thomas Bishop, general manager, KAAY, Little Rock, and representatives of two international shortwave stations: Ralf Brent, president, Metromedia's WRUL, with offices in New York and Carl W. Lawrence, manager, KG-EI, San Carlos, Calif.

Singers of Secular Songs A WNBC Yule Mystery

WNBC Radio today launches its "Christmas Contest," in which listeners are asked to identify "mystery vocalists" heard singing portions of secular Yuletide songs. A different singer will be featured each day for three weeks thru Dec. 21, with 198 winners to receive hi-fi stereo consoles, tape recorders, transistor radios and turkeys.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Blake Chatfield, formerly with NBC-TV publicity and Young & Rubicam's PR dep't, has joined the publicity staff of KTTV . . . Hugh Beaumont is directing himself, Jerry Mathers, Tony Dow and Barbara Billingsley in "More Blessed to Give?" segment of the "Leave It to Beaver," rolling now at Revue . . . Hank Jones and Dean Kay back in their regular spot on the Tennessee Ernie TV show following a 10-day cross-country DJ tour for RCA Victor, plugging their new "Arrival Time" LP . . . Producer Joan Harrison has set Steve Dunne and Michael Strong as male leads in the "What Really Happened" segment of the Alfred Hitchcock Hour. Already signed for the episode, airing on CBS-TV, are Anne Francis, Ruth Roman and Gladys Cooper . . . Giant balloons, for years the hit of the Macy's Thanksgiving parade in New York, will be seen for the first time in So. California when KTTV covers Sunday's Santa Annual Frolic Parade from Santa Ana. Bill Welsh will report, and Bob Hiestand direct the hour special for the station.

☆ ☆ ☆ ☆

• • • **Meet: Gerry Johnson, vivacious co-star of KNXT's "Panorama Pacific" show, aired mornings. Gerry breezes through this heavy schedule, interviewing guests, acting, singing, dancing, impersonating, presenting new menus and fashion tips—and doesn't consider it difficult at all. Prior to joining "Panorama Pacific," Gerry spent five years in Dallas, hosting a daily "Gerry Johnson's Variety Fair." Gerry, who was graduated from Stanford U. as a Speech and Drama major, is married to Warren Johnson and has two children.**

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• • • John Astin is beginning to wonder if he was type-cast in his role of Dickens, the fumbling construction worker of ABC-TV's "I'm Dickens—He's Fenster," in which he co-stars with Marty Ingels. Here's resume of things that actually went wrong in his home the other night: washing machine wouldn't work; electric toaster short-circuited; kitchen sink backed up. And he couldn't call anyone because his phone was out of order! . . . George Gobel checks in at Revue today to prepare his new hour series, "George Gobel Presents," tentatively set to begin filming Dec. 10 . . . Gene Autry, Loyd Sigmon and Norman Boggs in the East for meetings in Washington and New York concerning Golden West Broadcasters' subscription TV project.

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• • • **Bob Eubanks, KRLA deejay and owner of Cinnamon Cinder in Studio City, triumphed over five other KRLA DJs in the elephant and donkey race at the Great Western Exhibition and Livestock show . . . Bob Burns, film editor at KNXT, is spending his weekends at the Cabaret Concert Theatre in Hollywood as chief makeup man and bit player for the revival of "The Drunkard."**

AP Alters 16-Man Board

(Continued from Page 1)

any station classification without restriction.

Under the old by-laws the members in each of the four districts elected four directors — one from each of the following classifications: stations under 1,000 watts, stations of 1,000 watts through 10,000 watts, stations over 10,000 watts and television stations.

APRTA serves as a liaison between broadcast members and The Associated Press. Its board meets periodically with AP management and its study committees throughout the year probe all aspects of the broadcast news wire, analyze suggestions and recommendations of individual stations and make reports.

Other changes approved in the voting provide that no director may serve more than two consecutive terms of four years each and

no president or vice president of the association may hold office for more than four consecutive terms of one year each. There previously was no such restriction.

The new by-laws also specify that nominations for election to the APRTA board may be made by written petition of 12 members in the case of directors at large and six members in the case of other directors. The old by-laws permitted nomination by written petition from three members.

Amendments on which the membership voted were drafted by a committee of the following directors: Chairman Dwight Martin, WDSU-TV, New Orleans, La.; Tom Eaton, WTIC, Hartford, Conn., and Paul Adanti, WHEN, Syracuse, N. Y. Results of the mail ballot were certified by Frank C. Wachsmith, attorney for the association.

Philly 'Report' Focus On Public, Private

Philadelphia—WCAU-TV's Ten Report" on Wednesday focus on an assessment of public and private Civil Defense preparedness in the Delaware Valley including on-location interviews with CD leaders and citizens about their state of readiness in case of attack. Sponsor Nationwide Insurance, via Thomas Callahan Advertising. Appearing will be Stuart Pittman, assistant defense secretary for CD; Joseph L. Timmerman, director of Philadelphia's Commission; a builder who has spent money trying to sell shelter in the area; a psychiatrist who discusses why people resist the idea of CD; scientists who offer and con arguments about it; local residents in street interviews. Herb Clerk narrates program.

Burt Benjamin Lecturing At St. Lawrence Seminary

Burton Benjamin, executive producer of CBS-TV's "Twentieth Century," will be guest speaker at a seminar on TV news and public affairs, sponsored by St. Lawrence U., Canton, N. Y. He'll meet with a radio-TV current practices class and discuss the university's radio station operation.

In the evening, Benjamin will show an historical document on a Russian army division, "Army of the Damned." The film has been slated by CBS for a December screening.

Sterling Loan List Swells With 'Sports Highlights'

Sterling Movies U. S. A. is leasing on a free-loan basis a new film series, "Sports Highlights," produced for Fals Brewing Corp. of St. Louis. The 16 half-hour subjects range from highlights of the last three years of NFL grid action to Darling Raceway's 500 auto classic, narrated by sportscasters Jack Dr. Bob Kelley, Bob Fouts, Van E. rick and Jim Leaming.

Dr. Burke Calls on West To Beat Reds Into Africa

Dr. Albert E. Burke urges West to assume a position of direct participation in Africa on his Dec. 11 "Probe" telecast, so that "we don't lose this important battle of default" to Russia or Red China. The half-hour syndicated series aired locally on WPIX.

AGENCY NEWSCAST

By RALPH TYLER

P. Brown of Scope Advertising has sent along an imaginative promo blending records and print. It's used by ABC Radio plug programming to affiliates and potential sponsors.

The net's programming policy is presented in an illustrated book in which three thin flexible records are bound. The records, manufactured by Americom, New York City, give a complete demonstration of the ABC operation, with sounds of personalities, programs, news, sports and specials—all excerpts taking directly from air.

Edward C. Powell, formerly Ted Bates, has joined Reach, Clinton & Co. on Lever Brotherhood account service. Powell is a graduate of the U. of Virginia and served as lieutenant in the U. S. Army in Korea from 1955-1957. John McClinton also reports it has been appointed to handle advertising in the U. S. for the cars of the British Motor Corp. as of Jan. 1. The account includes MG sports cars and sedans, Austin-Healey, Midget, Austin 850 and Mercedes limousines.

A TV drive for Betty Crocker's Sweet 'n Simple Sour Cream is being held this month. Next on "Morning Report," "Afternoon Report," "Concentration" and "Young Malone." A special TV bonus noting the cake will be included in American Dairy Ass'n commercials on ABC's "Ozzie and

Harriet" show. Agency is Needham, Louis and Brorby.

A 13-week drive on WNCN, Concert Network, has been scheduled by United Airlines via N. W. Ayer in Philadelphia. FM Group Sales, rep for the Concert Network, made the sale. Leo Burnett reports that Robert L. Edens, Jr., VP and associate copy director, has been appointed a creative director in the recently-realigned creative services division of the agency.

Two five-minute commercials featuring the president of Shell Oil are among the more than 25 commercials produced in the past two weeks by MGM Teletudios. Shell will use the two commercials on Leonard Bernstein's "Young People's Concerts." Agency is Kenyon & Eckhardt. Other commercials include two for Speidel Watch Bands, featuring Rudy Vallee, through McCann-Marschalk, and two for Paper Mate Pens, with Mel Allen, via Foote, Cone & Belding. Also produced at MGM Teletudios were commercials for Kiwi Shoe Polish, Donahue & Co; five for Nationwide Insurance, Ben Sackheim; Campbell Soup, Leo Burnett; Chesterfield, JWT; Aziza Eye Make-Up, JWT, and three Reynolds Metals commercials via Clinton E. Frank.

New Canadian Tube May Cut TV Set Cost

Special to RADIO-TV DAILY Montreal—A new type of high electronic tube developed by Canadian General Electric Co. may be possible, cheaper and lighter than available TV sets, according to a company announcement.

Two of the new tubes, designated 6GK7, can provide sufficient amplification in the video intermediate frequency stages of a TV set, the company states, to do the work of the three currently in use.

Louis City Outlet Marks 10th Year of Yule Series

Louis City—This Christmas season marks the beginning of KVBC's 10th annual "Christmas in Louis City" show. The daytime series, which continues 'til Dec. 25, features various gift suggestions, holiday menus, gift wrapping and decorative hints, along with guests.

NBC Films Captures 50 'Outlaw' Markets

The 50th sale of "Outlaws" to local TV stations has been made by NBC Films, announces sales VP William Breen.

WTVC, Chattanooga, is the latest station to buy the Western adventure series.

Latest syndicated sales of "Outlaws" also include KSHO-TV, Las Vegas; WTEV, New Bedford, Mass.; KGGM-TV, Albuquerque; KGUN, Tucson; WDAY-TV, Oak Hill, W. Va.; WHIO-TV, Davton; WIS-TV, Columbia, S. C.; KTAL, Shreveport; WTVH, Peoria, and WSPA, Spartanburg, S. C.

WFRD Newsletter Editor

Worthington, O. — Abe Zaidan, Columbus Citizen-Journal reporter, has signed with Peoples Broadcasting Co. here to edit a WFRD newsletter for a paid subscription list. He'll work with Richard Compton, the station's news director.

\$30,000 Gift Marks 15th WFUV Birthday

WFUV-FM, non-commercial educational station of Fordham U. currently marking its 15th anniversary, has just received a \$30,000 grant given anonymously by a foundation, and plans to use the funds to broaden the scope of its present programming and improve its physical facilities, according to the Rev. William K. Trivett, S. J., director and general manager of the station.

The station began broadcasting on July 1, 1947, and was formally dedicated Oct. 26 that year, with Arthur Godfrey as emcee. To mark its anniversary, WFUV-FM will devote all of its programming from noon to midnight Dec. 30 to a commemoration of its founding. Among those who received their early broadcast experience at the station are Vince Scully, Bud Collyer, Jack Shea, John Furia, John Foster, Ralph Rourke, Patricia Breslin and Barbara Yanowski.

In Stereo in 1958

In September, 1958, WFUV-FM became one of the first stations in the country to experiment with multiplex and stereo transmission, and this Fall became part of a pioneer project in the New York metropolitan area by which radio and TV teaching was integrated in a single course.

Film Moguls Fill Slots of IFIDA Awards Panel

A group of distinguished film industry execs has joined the honorary committee for the IFIDA International Film Awards dinner-dance set for New York's Americana Hotel Jan. 15.

On the committee are Eric Johnston, president of the Motion Picture Ass'n of America; Robert S. Benjamin, board chairman, United Artists; Darryl F. Zanuck and Spyros P. Skouras, president and board chairman, respectively, 20th Century-Fox; Leo Jaffe, exec VP, Columbia Pictures; John Stember, TOA president; Harry Brandt, ITOA president; Irving Dollinger, board chairman, New Jersey Allied; Nat Lefkowitz, William Morris Agency exec, and Carl S. Hallauer, board chairman, Bausch & Lomb.

Hugh Douglas Quits CBS As Free-Lance Bids Climb

Los Angeles—CBS staffer Hugh Douglas has resigned after 12 years with the network here, because "increased demands" for his services as a free-lance announcer and narrator made his continuing in his staff position "impractical."



RENT A PLYMOUTH OR OTHER FINE CAR

BY THE DAY •

WEEK • MONTH

FREE DELIVERY

FREE PARKING

at over 100 convenient KINNEY locations

- Newest Model Cars
- Automatic Transmission
- Radio & Heater
- Power Steering
- All Gas, Oil, Maintenance when needed on the road
- Most Complete Insurance Coverage
- National Credit Cards Honored
- Only \$6 per day, plus 10¢ per mile, Monday thru Friday



Call JU 2-4422

ABC O-O's WIN 'WATER WINGS'

Red Cross Honors Six
For Safety Campaign

The National Red Cross has awarded special citations to the six ABC owned radio stations "in recognition of the outstanding co-operation in broadcasting water safety information.

The stations, working with the Red Cross, conducted a month's community action campaign during August on water safety. Announcements were recorded at each of the stations by celebrities, Olympic gold medal winners, and Coast Guard and Navy commanders.

Compton, Tokyo Firm Sign Mutual Ad Pact

Compton Advertising, New York, has signed an agreement with Dai-ichi-Kikaku Co., of Tokyo, to provide advertising service facilities on a reciprocal basis for clients of both agencies in Japan and the U. S., as well as other countries where Compton-affiliated companies operate.

Compton, with annual billings in the U. S. of more than \$100 million, has offices in New York, Chicago, Los Angeles, San Francisco, London, Paris, Brussels, Milan, Lausanne, Frankfurt, Melbourne and Sydney. Dai-ichi-Kikaku is the fourth largest user of TV time in Japan.

Video 'Pygmalion' Fills Three Supporting Roles

The Hallmark Hall of Fame has added three distinguished performers of the British and American theater to the cast of "Pygmalion" to be aired on NBC-TV Feb. 6 and which will star Julie Harris.

The three are Gladys Cooper, who will play Prof. Higgin's mother; John Williams, his colleague, Col. Pickering, and George Rose, Eliza's father, dustman Alfred Doolittle.

State U. of N.Y. Granted FM Educational Station

Washington Bureau of RADIO-TV DAILY
Washington—State U. of New York has been granted a new Class D noncommercial educational FM station on 88.1 mc in Genesee, N. Y., Lawrence Broadcasters were given 105.9 mc for a new Class C FM station in Lawrence, Kan., and Earlham College got a new Class D noncommercial educational FM in Richmond, Ind., according to the FCC.



By PETER C. DAVALLE

• • • Johnny Mathis in London to rehearse for a 30-minute BBC-TV show to be taped tomorrow at the BBC-TV Center for airing in January. Music will be by Ted Heath and his Orchestra . . . British comic Roy Castle, currently on "The Garry Moore Show" in the States, has started his nine-week break in Britain, rehearsing for pantomime at the Brighton Hippodrome. His "Garry Moore Show" contract is said to be worth nearly a half-million dollars, spread over five years. Not bad for a boy who was earning little more than \$30 a week as a comedy 'feed' only a couple of years ago . . . "Discovery," wildlife series on BBC-TV, has been awarded the prize for the best foreign scientific program by the Spanish radio magazine, "Ondas." Desmond Hawkins, head of BBC West Regional Programs, went to Barcelona last week to pick up the award . . . "This Was the Week—that Was!" is the title of the BBC TV's new late-night Saturday shows, with fire-breathing columnist Bernard Levin as one of its team.

• • • One of British TV's best-known characters, "Sergeant Twentyman" in BBC-TV's weekly "Z Cars" series, collapsed and died. He was 45-year-old Leonard Williams, married, with two children . . . Leonard Miall, formerly BBC correspondent in Washington and now one of BBC's chief planners, says that to prevent Britain's countryside becoming a "hairbrush" of TV transmitting masts, BBC and the commercial network may get together and build their transmitters on the same site . . . The U.S.-made documentary, "The Twisted Cross," story of Hitler's rise to power, bowed on British TV screens via Wales (West and North) TV, in operation only two months . . . ATV starts production early next year on "The Case Book of Sergeant Cork," series of hour-long detective stories set in Victorian London. ITC will handle distribution in the U. S.

'The Tunnel' Gets Air Date; '11th Hr.' Beats Off Attack

(Continued from Page 1)

coverage both here and abroad of heated criticism that the video pictures might endanger the escapees' relatives in Red Germany.

But NBC has now made clear that it undertook the postponement on its own initiative within 24 hours after the Cuban crisis broke "to avoid the remotest possibility that the program could be used as a pretext to aggravate" resultant world tension.

Sees a 'Major Problem'

Acting once more on its own judgment, NBC said "The time is appropriate" to reschedule the program because it "offers a vivid insight into one of the world's continuing major problems" and is "an extraordinary testament to human courage and the will to be free."

Safeguards taken during the filming, it was said, were approved by the student-diggers who had the largest personal stake in security. Thereafter, this newspaper was informed, West Germany's Senate and Federal Minister for All-German Affairs, Ernst Lemmer, gave NBC the green light of approbation. The minister stated that he could "only welcome it if the events in Berlin were reported to the world public

as extensively and precisely as possible."

In its response to the Psychological Association's press statement on the MGM-TV "Eleventh Hour" series, NBC observed:

"It would appear that the APA's efforts to discredit "the Eleventh Hour" springs from (APA's) controversy over the role of the non-medical psychologist vis-a-vis the psychiatrist in the field of psychotherapy. This is a matter that should properly be addressed to the professionals within the mental health field."

Misstatements Cited

Two alleged misstatements were nailed by the network:

References to "strong protests" actually concern only comments received from two APA members who had been answered verbally and in writing that "utmost authenticity" is assured against "distorting the doctor-patient relationship."

NBC and MGM-TV had made no statements that "the series was going to be more authentic," and both expressed "complete confidence in the American Medical Association's committee under whose supervision this series is being produced."

AD LEGIONNAIRI TOSS YULE SPRE

Jack Sterling Emcees
Royal Box Whoop-de-Do

Advertising Men's Post No. of the American Legion will a Christmas party at noon 10 in the Royal Box of York's Americana Hotel.

Jack Sterling and his CBS will emcee the event. Mon Van Vooren and other celebr will be on hand to entertain give away prizes. Reservat may be obtained through Board at YUKon 6-0044.

3 Categories Added To '62 IBA Trophies

West Coast Bureau of RADIO-TV DA
Hollywood—The third annual

International Broadcasting Awards Competition, conducted by Hollywood Advertising Club honor the best radio and TV commercials of 1962, has added the new categories: "Humor," "Series" and "Public Service." IBA trophies will be presented those divisions, along with awards in 18 other major categories, a dinner Feb. 26 in the Hollywood Palladium.

General chairman Thomas Sarnoff, West Coast VP for NBC, pointed out that all categories open to any individual or company engaged in creating or producing broadcast advertising, with Jan. 1 the deadline for U. S. entries and Jan. 15 for overseas competitors.

Plummer in FCC Post

(Continued from Page 1)

approval. From 1951-'55, Plummer was chief of the Broadcast Bureau.

The post was established in 1956 with the survey conducted Booz, Allen & Hamilton. At the same time, the FCC abolished the position of executive officer at the Office of Administrative Services. Former executive officer Robert W. Cox now becomes Assistant executive director.

Commission chairman Newton Minow said, "We look to this new office to come up with practical solutions to many of our procedural problems which have cluttered and plagued us in carrying out our important responsibilities to the public."

Farmer Jones Takes Prize

Portland, Ore. — Ivan Jones, KGW-TV's veteran farm director and "Town and Country" host has been awarded the highest honor of the Soil Conservation Society of America for outstanding contribution to the "science and art of good land use."



Indiana University Library
Bloomington Ind

PRESS-R-TV QUIZ RACING OMAHA

'Private Eye' in FTC Consumer Liaison Checking Air Blurbs

Washington Bureau of RADIO-TV DAILY
Washington—The FTC has appointed Gale P. Gotschall to what amounts to a liaison with disgruntled consumers. It has been and will continue to be an assistant to the director of the Commission's Bureau of Deceptive Practices, which deals mostly with allegedly false and misleading commercials and printed advertising. His liaison work will concentrate in the same area. Gotschall's official title will be consumer relations representative for the FTC, and he will

(Continued on Page 5)

Off-Net Sales Find Off-Hrs. Strong as Hrs.

Off-network half-hour programs are showing the same sales strength as the full-hour off-network series, it has been found by the U-TV film syndication division. The syndicator, pioneer of off-network programming for local stations, now has seven full-hour series on its roster as well as five half-hour off-network series.

White Hiked to Gen. Mgr. British Telemeter Co.

Special to RADIO-TV DAILY
London — L. S. White has been promoted to general manager and chief engineer of British Telemeter Home Viewing, pay TV company. He has been with the company since 1961 as technical advisor and will continue in that capacity in addition to his new duties.

Writers Guild Picks Finalists

Finalists have been announced for the 1961-'62 annual Writers Guild Script Awards, with winners in six categories to be named Thursday at dinners in New York's Toots Shor's and Hollywood's Beverly Hilton Hotel. They include "The Dramatic Anthology"—Ray Bradbury, "The Jail," and Henry Greenberg, "People Need Peo-



Art Linkletter "People Are Funny"



Walter Cronkite "You Are There"

WPIX-11 is looking more like a network...more...and more!

Supplement your network shows in New York with a schedule on WPIX-11. Your commercial is in with big shows and stars like Boris Karloff, Jackie Gleason, Groucho Marx, Steve Allen, and many more—all on WPIX-11. Available now: minute commercials in prime time in a "network atmosphere".

Where are your 60-second commercials in New York?



NBC's 393 Radio, TV Affiliates Start Annual Meeting Today

Representatives of NBC's 201 TV affiliates and 192 radio affiliates open their annual convention today at New York's Americana Hotel. Tom Knode, station relations VP, said the radio members meet today, and the TV affiliates tomorrow, with NBC chairman Robert W. Sarnoff to address both segments at tomorrow's luncheon.

Other highlights include a brief welcoming address to the radio affiliates by NBC president Robert E. Kintner; a comprehensive presentation to the radio members by NBC Radio exec VP William McDaniel, concerning the network's accomplishments and prospects; a short address by NBC-TV exec

(Continued on Page 7)

No Tube 'Deception,' Westinghouse Insists

Washington Bureau of RADIO-TV DAILY
Washington — Westinghouse Electric has denied charges alleging deception in sale of replacement picture tubes, and has served notice that it will contest the charges "and prove there is no deception."

FTC alleged that Westinghouse replacement tubes contain used parts in the interior and that the

(Continued on Page 6)

New Alabama ETV Outlet Granted Initial Approval

Washington Bureau of RADIO-TV DAILY
Huntsville, Ala. — FCC hearing examiner Arthur A. Gladstone has issued an initial decision looking toward granting North Alabama Broadcasters' application for a new TV station on UHF Channel 19 here.

Celler Group Probe Of Press Monopoly Moving Under Cover

Beneath the outer serenity of Washington these days, there's a seething pot of potential trouble brewing for the broadcasting industry.

Which one of three major and separate legislative or Federal bureau eruptions will first descend on radio and TV operators is still a matter of guesswork, although insiders see the FCC hearing on local TV station programming (slated for Jan. 28) as first to breast the headline-making tape.

But either one of two House subcommittee probes might just manage to nose out the Omaha inquiry. The Congressional watchdog units, going their separate and undercover ways, are concerned with: 1) the state of airwave ratings and services, also also being explored by the FTC and 2) with alleged monopolistic practices of newspaper-radio-TV "cross-ownership."

It's the latter that may pull the surprise punch, if Rep. Emanuel Celler (D., N. Y.), chairman of the House anti-trust subcommittee, has his way. At last report, he was aiming for an early-in-Janu-

(Continued on Page 6)

Ohio FM Outlet Refused Paring of \$4,000 Fine

Washington Bureau of RADIO-TV DAILY
Washington—The FCC has refused to reduce its \$4,000 fine levied against WCUY-FM, Cleveland Heights, O., for making equipment and program tests without notifying the commission and without authorization.

Jolley Firm Purchases WMAZ-AM-TV in Macon

Greenville, S.C. — WMRC, Inc., owner-operator of WFBC-AM-FM-TV here and WBIR-AM-FM-TV, Knoxville, has purchased the capital stock of Southeastern Broadcasting Co., operator of WMAZ and WMAZ-TV, Macon, Ga., subject to FCC approval. The transaction was announced by WMRC president R. A. Jolley.



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COMING AND GOING

LEE FRANKS, N. E. T. station relations associate, to Lexington, Ky., Chattanooga and Georgia for talks.

EUGENE E. JUSTER, NBC Newsfilm director, in N. Y. from London.

HARFIELD WEEDIN, KNX program director, in San Francisco for meetings.

HENRY ALTER, N. E. T. program utilization director, to Clemson and Columbia, S. C., to coordinate adult study groups.

BOB SANDE in Chicago for client meetings.

CARMEL QUINN in N. Y. for the Merv Griffin show.

DON TREVOR, Doyle Dane Bernbach VP and radio-TV director, to Switzerland, Germany and England for Volkswagen Int'l.

HERB BRENNER, I. M. A. president, to Madrid, Rome, London and Paris for meetings.

DONN COLEE and LEE COLEE, WTTG-TV, managerial sales team, on Midwest tour for ad agency presentations.

Hal Danson Replaces Graff At ITC's Syndie Sales Helm

Harold L. Danson has been appointed general sales manager, syndication, of Independent TV Corp., assuming the duties of Jonny Graff, who resigned recently as a VP.

Danson, a veteran of TV and motion pictures, joined the company in February, '61, as sales executive. In July, he was appointed director of the newly-created sales division, public affairs and educational program sales.

Before coming to ITC, Danson was home office sales executive for NTA. Prior to that, he held a similar position with Ziv-TV. Danson has had long experience as a sales and advertising executive with such movie companies as Paramount and 20th Century-Fox.

Graff left ITC to devote his time to writing a play aimed for Broadway production in the Fall of '64 and to edit on four foreign feature films he acquired.

NBC to Mark Christmas With Worship Telecasts

NBC-TV will continue this year its policy of live telecasts of Catholic and Protestant Christmas services.

Christmas Eve Midnight Mass will be aired from New York's St. Patrick's Cathedral, including the annual taped message by Francis Cardinal Spellman. On Christmas Day, the net will present services from the capital's Washington Cathedral (Protestant Episcopal), with celebration of the Holy Communion rites.

Pival Gifts ETV Group With Frost Poetry Tape

Detroit — WXYZ-TV has presented the Detroit Educational TV Foundation with a videotape of poet Robert Frost's recent recital at Detroit U. The 90-minute tape of Frost's "Evening of Poetry and Informal Talk" was presented by station president John F. Pival.

FINANCIAL

(December 3)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12 1/2	12 1/8	12 3/8
AB-PT	33 3/4	32 5/8	32 7/8
Am. Tel. & Tel.	114 5/8	113 1/4	113 3/4
AVCO	24 1/2	24	24 1/2
CBS	42 7/8	41 5/8	42 1/4
Columbia Pic.	23	21 3/8	23
Coll.-Coll.	21 1/2	20 1/4	20 3/8
Decca	44 1/2	44 1/2	44 1/2
Disney	29	28 7/8	28 7/8
East. Kodak	108 1/2	107	107 1/4
Gen. Prec.	35 1/8	34	34 1/2
General Tel.	23 1/2	22 7/8	23 3/8
Hazeltine Corp.	21 1/2	21	21
Magnavox	37 1/8	36 1/4	37 1/8
MCA	45 1/4	44 5/8	44 7/8
M-G-M	33 5/8	32 1/2	32 1/2
Metromedia	15 5/8	15 1/2	15 5/8
Minn. M&M.	54 7/8	53 5/8	54 1/8
Nat. General	7 5/8	7 1/8	7 5/8
Paramount	35	34 1/4	35
Plough	34	33	33 1/2
RCA	57 1/8	56 3/8	56 7/8
Storer	31 7/8	31 3/8	31 7/8
Taft	17 3/8	16 3/4	16 3/4
20th-Fox	19 1/4	18 3/4	19
United Artists	27	26 3/4	27
Warner Bros.	14	13 7/8	13 7/8
Westinghouse	32 5/8	31 1/2	31 1/2
Zenith Radió	54 5/8	53 1/8	53 7/8

AMERICAN STOCK EXCHANGE

Allied Artists	4 1/8	4	4
Capital Cities	16 7/8	16 5/8	16 5/8
Desilu	8 1/8	8	8 1/8
Esquire, Inc.	8	7 3/8	7 3/8
Filmways	5 1/4	5 1/4	5 1/4
Movielab	9 5/8	9 1/2	9 1/2
MPO	6 1/8	6	6 1/8
NTA	1 1/8	1 1/8	1 1/8
Reeves Sound	3 1/2	3 1/4	3 3/8
Screen Gems	17	16 3/4	16 3/4
Technicolor	9 7/8	9 1/2	9 1/2
TelePrompTer	7 1/4	6 7/8	6 7/8
TV Industries	2 5/8	2 5/8	2 5/8

* OVER THE COUNTER

Jerrold		Bid	A
Meredith		4 7/8	
Rust Craft		22	
Seven Arts		10 1/2	
Sterling		8 3/4	
Walter Reade-Sterling		1 1/8	
Transcontinental		2 1/4	
Wometco		10 5/8	
		19	

* Courtesy of National Association of Security Dealers.

Bill Mulvey Assistant To WFIL Sales Chief

Philadelphia — William Mulvey has been appointed assistant the sales manager at WFIL-TV. Mulvey joined the Triangle Station as program and traffic coordinator at WNHC-TV, New Haven. Later, he served as program section chief at WFIL-TV and program director at WFPG-TV, Daytona.

Comics Spark 'Girl Talk'

Kay Leonard, Lois Stone, and Cindy Adams will discuss their comedian husbands on WBBC-TV's ad-lib show, "Girl Talk," hosted by Virginia Graham. Comedians to be "dished" are Jack E. Leonard, Harvey Stone and Joey Adams.

OLE! CORRIDAS AIRED ON COAST

Los Angeles to Broadcast Mexico City's Bullfights

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KMEX-TV, Spanish language UHF station here, begins weekly broadcasts of the '62-'63 "great season" of bullfights from Mexico City Sunday—a week after the first major winter corrida takes place in the Mexican capital.

Bullfighters who will be seen on the videotaped opener from Plaza Mexico are Paco Camino, Joselito Huerta and Joaquin Bernado, all well known.

Tapes of each Sunday's corrida will be processed and flown to Los Angeles for KMEX showing the following Sunday night. Telesistema Mexicano, videotape programming source for the station, covers each major bullfight with special mobile units stationed at the arena.

Sale of Two Stations Given FCC Approval

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sale of WHJB, Greensburg, Pa., by WHJB Inc., to Robert H. Burstein, John and Irwin Wolf, Irving Wechsler, John Laubach, Jr., Melvin Goldberg and Leonard Laufe for \$152,856.

The commission also approved sale of WTIM, Taylorville, Ill., by K. W. Moyer Broadcasting to Community Broadcasters for \$100,000, plus \$15,000 not to compete within 25 miles for five years.

Plummer Dons Nose For 'Cyrano' Role

Christopher Plummer makes his sixth starring appearance in an NBC-TV "Hallmark Hall of Fame" drama Thursday, in the title role of Robert Hartung's adaptation of Rostand's swash-buckler "Cyrano de Bergerac." George Schaefer is producer-director.

Only Maurice Evans and Julie Harris, with nine and seven respectively, have starred in more productions on "Hallmark," currently in its 12th season. Plummer is an experienced "Cyrano." Last Summer he played the Gascon swordsman with the large nose at the Stratford, Ontario, festival, and has twice played Christian, the second male lead. Agency is Foote, Cone & Belding.

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Why KBAK-TV bought volumes 3,4, and 5 of Seven Arts' "Films of the 50's"



Says John E. Barrett:

Executive Vice President and General Manager KBAK-TV, Bakersfield, California

"Operating a UHF television station in a market with a VHF television station is an interesting, exciting, challenging and sometimes nerve racking experience. Since our station was purchased, by Reeves Broadcasting & Development Corp., we have built complete new facilities in the center of town and have established our transmitter and tower atop Mt. Breckenridge giving us the highest tower in the West.

We felt that our Friday night movie at 9:30 PM should be the very best available. After careful consideration, we purchased Volumes 3, 4 and 5 of Seven Arts' "Films of the 50's" and

within 48 hours we had our Friday night movie sold

to two fine sponsors: Leo Meek Automobiles, and All Cool Aluminum.

KBAK-TV went to great effort and expense to provide an opening and closing to the movies which would complement this fine group of films.

We feel it is an accomplishment for a UHF station to be able to purchase these movies and to sell them at a profit, both to the advertiser and to the station."



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LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.



IN CINCINNATI

27.5

first quarter hour

30.0

second quarter hour

"ACROSS THE SEVEN SEAS"

(7:00-7:30 p.m., WLW-T)

P.S. Since all ratings are relative, it should be noted that the Cincinnati rating was more than sufficient to make the series the top rated syndicated or local program in the Cincinnati market and with no exceptions.

Adv.



By TED GREEN

• • • Baby girl for Donald Feldsteins. He's a film editor at WA... TV, New York... Overheard at Cafe Leon: "A bachelor's life just one undarned thing after another"... Radio-TV emcee Ed Dunn mourning the passing of his wife... Songstar Pat Williams and publicist Art Franklin chopsticked at Bill Hong's restaurant... Video actress Martha Bumpas and Dr. Robert Gaylord walked middle aisle... "Tonight" paging George Kirby... "Bonar" wants Vaughn Monroe for another segment... Three major recording companies paging comic George Carlin to wax his comic routines.



• • • Connee Boswell appeared on the Ted Lawrence ABC Radio show and the Armed Forces Radio network plugging her new Char record, "I Don't Mind" and "You Ain't Got Nothin'"... Frank Scott Basch back from Indianapolis after attending meetings for American Legion Auxiliary. Scotty did a fabulous job for them Public Relations Counsel. Hubby Charlie Basch, Television Productions, is back at his desk in Basch Radio and TV Productions, a 12 hours a day now after surgery at Lenox Hill Hospital... Budd looking over several offers now that he has left the Brooklyn Eagle where he served as assistant to the publisher.



• • • Meet: Dan Donaldson, one of the busiest free-lance spokesman-narrators, who became involved in commercial broadcasting as a result of winning a bet. While working his way thru St. Louis U. Law School as an announcer for the university-owned radio station, a fellow student bet Dan he couldn't get an audition at CBS' KMOX. Dan took the bet, got the audition, was offered a job on the spot. He went back to school, handed in his withdrawal papers and went to work for KMOX the next day. After infantry service in World War II, Dan transferred his activities to New York, where he's been extolling the virtues of many nationally advertised products ever since. He's heard and seen regularly on "Dr. Kildare," "NCAA Football" and many other shows. Dan is signed to United Talent Management.



DONALDSON



• • • Wonder if the mob moved in on Max, the guy who sells chestnuts on Broadway? He won Klavin & Finch's seven free commercials. The boys are trying to locate Max but to no avail. George and Dee think he may have been arrested for selling "hot" chestnuts... Woodman & Rich, NBC radio's new comedy team, are versatile one wonders who's the straight man?... That new Eastern Airlines radio spot is from the pen of Lou Garisto and Sonny Harlow of Selling thru Sound... Mercury Records' entire A-&R staff in Chicago to formulate release policy and schedules for 1963... WC radio personality Bob Maxwell, after 20 long years, finally received his B.A. degree from Wayne State U... A Tip of the Stetson from Joe Franklin for his exciting new WOR-TV "Memory Lane" show visited daily by many top entertainers.

Male Marriage-Game Losers Talk It Over

The question, "What do divorced men talk about when they meet" will be answered tomorrow as part of a "CBS Report" on the divorced man. Information was obtained from TV cameras and microphones trained on the informal first meeting of the newly-formed national organization, Divorced Men's Club, Inc., Los Angeles. Kenneth Groves of the conciliation department of the Superior Court of Los Angeles County and marriage and family counselor Dr. Floyd Anderson will appear on the program.

9 Days to Venus' Is Space Story

his efforts to probe deep and determine whether he alone in the universe will be documented in "CBS Reports: 9 Days to Venus" Dec. 12 on TV. Walter Cronkite and his correspondent Alexander Erick are reporters.

Among the world's leading scientists interviewed for the program are Dr. Edward Teller, U. California at Berkeley; Prof. Hoyle, Cambridge U., and Bernard Lovell, Jodrell Bank Experimental Station, England.

Trade Names Gassaway Promotional Sales Manager

West Coast Bureau of RADIO-TV DAILY, Tacoma, Wash.—Richard Gassaway has been appointed national manager of Cascade Broadcasting Co. He has been with Cascade for five years and at the time of his appointment to the new position was manager of local sales for WIMA-TV.

Robert DiPietro, former major league baseball player who has been with Cascade for the last two years, has been promoted to his former post.

Liaison Planned

(Continued from Page 1)

in close contact with the Federal Consumer Advisory Council and with other consumer organizations. He will receive complaints for probing by the Council and will try to keep consumers generally informed about what they can expect from the Commission.

NIGHT 'N' SOUND

by DAVID O. ALBER

Television has developed a passel of male but curiously, has not spawned any female meteors. This is hard to fathom, the movies managed to zoom many into orbit. Could it be the lack of female stars in the shows. Witness London in the Marlboro spots, for example. Wheeee! Television has a few female stars like Lucille Ball, Donna Reed, and Young and Shirley Booth, but they are old-timers who feature comedy rather than sex. Where are the femme counterparts of TV build-ups like Richard Chamberlain, Vince Edwards, Hugh O'Brian, the Maharis? In the old radio days, we had fun building stars such as Kate Smith, Ann Shore, Annette Hanshaw and others. Today our publicity office doesn't have a single femme TV client and boy! is our field watering! The field is wide open for a female TV sensation, and a smart sponsor would do well to latch on to a young lady like Bergman or Marilyn Monroe for a female situation comedy or drama series. It doesn't have to be the wholesome type. Give her a femme fatale, for a change. Give her a zesty quality and dress her to the nines. Pick an unknown and let us go to town.

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A 'Spec' That Took 50 Years

The spirit of Christmas will never change, but the trimmings and festivities do. When Rockefeller Center says "Merry Christmas" this year with the traditional tree lighting to be seen on WNBC-TV Thursday, the giant evergreen will be trimmed with 5,000 gold aluminum foil spangles, 7,000 seven-watt lights, and topped with a four-foot white illuminated plastic star.

This year's Christmas "spectacular" took some 50 years to create.

It's the 67-foot white spruce which grew for 50 years in the forests of western Maine. Laurance S. Rockefeller, chairman of the board of Rockefeller Center, Inc., will press the button to illuminate the tree that traditionally has announced the start of the Christmas season in New York.

Doug Lovelace Joins AP as Caster Exec

Douglas Lovelace, Associated Press regional membership executive at Louisville, has been named a special broadcasting membership executive in AP's New York office.

Lovelace, who joined AP at Salt Lake City in 1943, also served in bureaus at Honolulu and San Francisco. He was on the foreign news desk in New York in '56 when he was named to the Louisville post.

In another AP staff change, Frank Stearns, regional membership exec in Washington, D. C. will transfer to Los Angeles as RME for the Southern California-Arizona area, replacing Fred Beaton, who has resigned.

Top Pigskin Eleven Saluted by Allstate

In a salute to collegiate football stars of the '62 season, WPIX will air a half-hour film on the top stars in action in "The '62 All-America Football Team" Dec. 29. The film is distributed for TV by Allstate Insurance Co. of White Plains, N. Y.

Selected by more than 500 college coaches of the American Football Coaches Ass'n, the program will show the 11 stars in action, through highlights slow motion and stop-action footage of outstanding games.

Don Swartz Chief Barker For Twin City Tent No. 12

Minneapolis — Board of directors of Variety Club's Northwest Tent #12 has re-elected Donald Swartz chief barker for 1963. Swartz is general manager of KMSP-TV. Gilbert Nathenson was re-elected first assistant; Clem Jaurich, second assistant; Byron Shapiro, property master, and Robert Karatz, dough guy.

Quintero Turns to Video To Meg 3 'Nurses' Segs

Jose Quintero, director and co-sponsor of off-Broadway's Circle in the Square theatre, has completed directing assignments for three segs of "The Nurses," CBS-TV. Stanzas are: "A Strange and Distant Place," "Two Black Candles," and "The Thunder of Ernie Bass."

Edie Adams' British Skit Okayed for U.S. Vidcast

Hollywood—Edie Adams has received permission from the BBC and British government to use a tape on her Dec. 13 ABC-TV special, sponsored by Muriel Cigars, of the skit she did with Bob Hope at a Royal Command Performance at the London Palladium. She has also arranged for the British Grenadier Guards Band and U. S. Air Force Band, stationed in London, to perform on this show.

Abe Morin Is Prexy Of R-TV Square Club

Abe Morin has been elected president of the Radio & Television Square Club for 1963. Other officers are Wallace Green, VP; Abe Schneiderman, secretary, and Arnold F. Korman, treasurer.

The club will hold its seventh annual charity ball Apr. 5 at the Plaza Hotel, with proceeds to go to the Fight for Sight and sponsorship of a scholarship at Brooklyn Poly Tech. To date, \$61,500 has been contributed to Fight for Sight.

WRCV-TV Series Gets Safety Council Citation

Philadelphia — For the second straight year, WRCV-TV has been named a winner of the National Safety Council's "Public Interest Award" for "exceptional service to farm safety." The NBC 6-0 was the only Pennsylvania TV station and one of 10 in the nation to be cited. Award was conferred for its "Farm, Home & Garden" series.

KMCP and Whittinghill Harmonize on 3-Yr. Pact

West Coast Bureau of RADIO-TV DAILY, Los Angeles — DeeJay Dick Whittinghill has signed a new contract with KMCP granting him a substantial salary increase in addition to certain administrative responsibilities. Agreement calls for an option at the end of three years when further emphasis is expected to be placed on his role in Golden West Broadcasters' management.



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SEAL OF APPROVAL

Mexican Videofile

By PEDRO MARIO AMARO

Pay teevee may come to Mexico in 1963, with reports that the still unassigned Channel 8 will become republic's first toll TV station. Department of Communications still hasn't announced which of the quartet of prospects will get station. In the running are Miguel Aleman, Jr., Francisco Aguirre, Guillermo Salas and Cutberto Navarro. Mexican radio and TV announcers soon slated to reap royalties on their commercial spiels. Measure worked out by union leader Gonzalo Castellot will give the electronics pitchmen royalties, equal to initial payment, on all repeats of commercials whether these are videotaped, on magnetic tape or records. Legislation has been approved by Chamber of Deputies, with Senate passage a certainty.

Mexican radio, faced with mounting TV competition, will attempt to win back public interest via intensification of remote coverage of events in 1963. Project was unanimously approved at recent meetings during Mexican Radio Broadcasting Week. Hope is that moving microphones from studios into streets will boost programming, which in past year has been listless. The Mexican Association of Radio and Television Reporters had to bypass giving a merit award to a station for lack of any outstanding station activity.

Mexican dubbing studios are banding together into an association to protect mutual interests and fight drives by motion picture producers to obtain official ban on dubbing activity in Mexico. For their part, six major dubbing studios will also seek "protection" by asking government to prohibit exhibition of series or any other TV material dubbed in Spanish in countries other than Mexico.

'Writers of Today' Bows

San Antonio—KLRN television tomorrow begins its new weekly series, "Writers of Today," with rebroadcasts of the week's show the next day at noon. Designed to explore expressions of contemporary authors, the series consists of filmed interviews with novelists, poets and dramatists.

McVey in 'Virginian' Seg

West Coast Bureau of RADIO-TV DAILY
Hollywood — Pat McVey, who just completed a guest role in the "Lucy and Viv Are Volunteer Firemen" seg of CBS-TV's "Lucy Show," is co-starring in "The Judgment" episode of NBC-TV's "Virginian."

Voices Wrapped Up For Dickens' 'Magoo'

The cast of voices for NBC-TV's Dec. 18 hour color cartoon special, "Mr. Magoo's Christmas Carol," has been completed with the addition of Morey Amsterdam, Les Tremayne, Paul Frees, Laura Olsher and Marie Matthews.

Tremayne has the voice of "Christmas Present," Frees is heard as "Old Fessiwig," as an undertaker, and in other characterizations. Laura Olsher supplies Mrs. Cratchit's and various children's voices, and Marie Matthews is heard as the child Scrooge.

As previously announced, Jim Backus stars as the voice of Magoo, who for the first time in his 10-year cartoon life will portray another character — Ebenezer Scrooge.

WWDC Takes Santa Role For Old People's Home

Washington Bureau of RADIO-TV DAILY
Washington—WWDC is conducting its 19th annual Christmas drive in behalf of the 600 residents at the District Home for the Aged and Infirm. Last year the station raised over \$7,000 for the home and other needy persons. Art Brown will host the WWDC Christmas party at the home Dec. 20.

Minute Maid Bankrolls NBC 'Roses' Telecast

The Minute Maid Division of Coca-Cola Co., via Dancer-Fitzgerald-Sample, will sponsor NBC-TV's colorcast of the 74th annual "Tournament of Roses Parade" Jan. 1 at Pasadena. The telecast will cover 2 hours and 15 minutes and precedes the Rose Bowl football game, which the network will also colorcast. Minute Maid has bankrolled NBC-TV's coverage of the parade since the network began colorcasting it nine years ago.

Benny Tops New Galaxy For Writers Guild Fare

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Jack Benny, Jim Backus, Jack Carter, Hugh O'Brian, Myrna Ross and Cara Williams have been added to the list of stars appearing Thursday at the Writers Guild First TV-Radio Awards Dinner at the Beverly Hilton Hotel here.

WADO Wins 6 Awards

New York's WADO will be the recipient of six awards for "outstanding programming to the N. Y. Spanish market" from Farandula, Spanish entertainment magazine, it was announced by VP and station manager Sydney Kavaleer. The presentations will be made Friday at Manhattan's Jefferson Theatre.

TO OUTER SPACE, PLEASE, AND BACK

Station Offers Tickets To 10 Lucky Youngsters

Raleigh, N. C.—There's a round trip ticket to outer space available now to youngsters in the WRAL-TV area. Transportation is provided by a 21-foot spaceship created by TV artist Bill Pugh and constructed by a four-man crew working over a period of six weeks.

It's a TV studio and prop, which is seen weekdays on "Space Harbor with Cap'n Five" and a parade and display piece which was officially introduced to North Carolinians at the State Fair. Equally important, it's a playground for 10 visiting youngsters who appear on the show as Cap'n Five's Crew. The kids are chosen to be on the spaceship through letters to the captain.

Lecture Post Goes To Ayer's Crandell

West Coast Bureau of RADIO-TV DAILY
Los Angeles — David M. Crandell, a program and administrative executive in the Hollywood office of N. W. Ayer & Son, has been appointed chairman of the lecture bureau of the Hollywood Chapter of the Academy of TV Arts and Sciences.

Crandell will also be co-chairman of the national lecture bureau, which is under the direction of Charles Mountain, TV announcer and member of the board of the New York Chapter.

Crandell, president and chairman of the board of the Pasadena Playhouse, is currently forming a committee which will organize the more than 300 lecture volunteers of the Hollywood Chapter and which will contact organizations to offer lecture and advisor services.

Monopoly Inquiry Races On

(Continued from Page 1)

any date to get hearings under way. Disclaiming any desire to interfere with Constitutional guarantees of freedom of the press, Celler recently told newspapermen at a New York meeting that he is deeply concerned with evidences of increased concentration of media ownership. At the time, he stated the Supreme Court held "government can intervene to insure private restraints shall not clog free communication."

What body of information or testimony along these lines he will present to the Justice Department cannot be determined now. Celler maintains that the rise in the number of TV stations owned by

KTVT Attends Rites Of Bishop's Elevation

Ft. Worth—KTVT here will televise live today the consecration of the Rev. Theodore Ha McCrea as Bishop-Suffragan of Episcopal Diocese of Dallas.

The ceremonies, at St. Matthew Cathedral, will be attended some 1,000 clergy and layman, comprises one of the most colorful of the Anglican services. Fa McCrea was elected at a Diocesan convention recently.

Ed Herbert, KTVT news director, and the Rev. Frank Jarvis, Episcopal promotion department director, will handle the commentary.

WITH Hands G. Creasy I's Programming Reins

Baltimore—WITH has appointed Gene Creasy its program director. He had held a similar at WGH, Norfolk, for the past years, and before that was national program director for low Associates out of Boston, with WLLY, Richmond.

Former WITH program director Bob Adams resigned to accept management position in South.

Tube 'Deception' Denied

(Continued from Page 1)

glass envelopes were not proclaimed to show they were brand new tubes. Westinghouse insisted that all interior parts in fact new and that for each Westinghouse TV tube which the glass envelope is used has carrier this statement 12 point bold face type:

"This tube is made only of new parts and material except for the envelope which, prior to reuse, is inspected and tested the same standard as a new envelope."

publication interests is particularly significant: from 41 video outlets 12 years ago to 161 early year. Similar newspaper or magazine proprietor—interests attributed to 412 AM stations 147 FMers.

Most inviting targets on Celler range are these:

68 radio stations, the only ones in their respective communities owned by "monopoly" newspaper and,

10 TV outlets, also sole picture and-sound broadcasters in their signal areas, respectively controlled by the only newspaper serving the populace of the same area.

NBC to Outline Gains, Future for Affiliates

Network Execs Join Annual Sessions with Their Stations

(Continued from Page 1)

Walter D. Scott on NBC's recent 1962 business year. A preview by TV Programs Director Werner of the network's lineup; a presentation by TV VP Don Durgin regarding commitments and highlights during the 1962-'63 season; an address by Walter Thompson media director Richard Jones on buying time.

Also brief readings from NBC anthology, "Emphasis," by Huntley and Frank McGee, humorous sports anecdotes by Biagioli, NBC sports commentator.

The convention will be closed by a dinner and entertainment in the afternoon. Tomorrow night, emceed by Johnny Carson, host of TV's "Tonight" show.

Participating in will be Andy Williams, Dana, Jack E. Leonard and New Christy Minstrels with Sparky Sparks. Delegates attending the convention include:

Ackers, KRBC-TV, Abilene, Tex.; Fox, KSYL, Alexandria, La.; T. B. d, KALB, Alexandria, La.; Ray Carow, TV, Albany, Ga.; Glenn Flint, KCMT, Alexandria, Minn.; Robert Kizer, KCMT, Minn.; John J. McCarten, KCMT, Minn.; Joseph O. Perrino, KCMT, Minn.; B. E. Walker, KGNC, Minn.; Marcus Bartlett, WSB-TV, Atlanta; Frank Gaither, WSB, Atlanta; Bob K. KGNC-TV, KGNC, Amarillo; Tom sey, WJBF, Augusta, Ga.; J. B. WJBF-TV, Augusta, Ga.; J. Leonard W. WSB and WSB-TV, Atlanta; A. E. WBAL, Baltimore; Thomas S. Carr, Baltimore; D. L. Provost, WBAL, Baltimore; Brent O. Gunts, WBAL-TV, Baltimore.

Rudy Marcoux, WLBZ-TV, Bangor; Roger Davidson, WJBO, Baton Rouge; Douglas Manship, WJBO/WBRZ, Baton Rouge; Aubrey Moore, WBRZ, Baton Rouge; Cahill, WBEK, Battle Creek, Mich.; J. Gerity, WNEM-TV, Bay City; E. Scala, WINR and WINR-TV, Birmingham; Charles Grisham, WAPI-TV, Birmingham; John Shott, WHIS, Bluefield, W. Va.; Hugh Shott, WHIS, Bluefield; Mrs. Georgia Davidson, Boise, Idaho; James Allen, WBZ-TV, Boston; W. C. Swartley, WBZ-TV, Boston; Smith, WCYB-TV, Bristol, Va.; Van DeVries, WGR/WGR-TV, Buffalo; Bruce S. Berger, KTWO-TV, Casper; Harold E. Anderson, WCIV-TV, Charleston, S.C.; George C. Henderson, TV, Charlotte; Henry Sullivan, Charlotte; Hartley Samuels, WKAZ-TV, Winston, W. Va.; Harry Burke, WRGP, Chattanooga, Tenn.; Fred Weber, Rust-Broadcasting, New York City (Charleston).

Thomas A. Bland, WLWT, Cincinnati; James H. Burgess, WLWT, Cincinnati; Crane, WLW, Cincinnati; John J. Hey-Crosley Broadcasting Corp., Cincinnati; T. Murphy, Crosley Broadcasting Cincinnati; James Shouse, Crosley Broadcasting Corp., Cincinnati; Carl George, Cleveland; George Mathiesen, KYW, Cleveland; Charles A. Batson, WIS-TV, Columbia, S.C.; G. Richard Shafto, WIS-TV, Columbia; Glenn G. Griswold, KOMU-TV,

Surveying '62 and Looking Ahead



McDANIEL

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Columbia, Mo.; Walter Bartlett, WLW-C, Columbus, Ohio; Raymond E. Guth, WOC and WOC-TV, Davenport, Iowa; William Wagner, WOC WOC-TV, Davenport; George Gray, WLW-D, Dayton, Ohio; Thomas Gilchrist, WESH-TV, Daytona Beach; William Grant, KOA/KOA-TV, Denver; Ralph Radetsky, KOA-TV, Denver; Paul Loyet, WHO and WHO-TV, Des Moines; Denman Jacobson, WWJ, Detroit; James Schiavone, WWJ and WWJ-TV, Detroit; Franklin Sisson, WWJ-TV, Detroit; Robert Mich, WDSM and WDSM-TV, Duluth; Floyd Fletcher, WTVD, Durham, N. C.

Also Charles R. Dickoff, WEAQ, Eau Claire, Wis.; Leo Howard, WEAU-TV Eau Claire; Vic Minahan, WEAU-TV, Eau Claire; Dave Nelson, WEAU-TV, Eau Claire; John B. Soell, KTVE, El Dorado, Ark.; John P. Dille Jr., WTRC & WKJG, Elkhart, Ind.; Howard L. Green, WENY, Elmira; Ira I. Hewey, WENY, Elmira; Karl O. Wyler, Sr., KTSM & KTSM-TV, El Paso; Simon Goldman, WWYN—Erie, Pa.; WCAX—Burlington, Vt.; S. W. McCready, KVAL-TV, Eugene, Ore.; Jack E. Douglas, WFIE-TV, Evansville, Ind.; Tom Barnes, WDAY & WDAY-TV, Fargo, N. Dak.; Richard B. Riddle, WOWL-TV, Florence, Ala.; William Mapes, WOWL-TV, Florence; Edward Breen, KQTV, Ft. Dodge, Iowa; Hillard Gates, WKJB & WKJG-TV, Ft. Wayne; Amon Carter, Jr., WBAP-TV, Ft. Worth; Roy Baucus, WBAP & WBAP-TV, Ft. Worth; Abe Herman, WBAP & WBAP-TV, Ft. Worth; Harold Hough, WBAP & WBAP-TV, Ft. Worth; J. Lee Johnson, WBAP & WBAP-TV, Ft. Worth; Kenneth F. Small, WRUP, Gainesville, Fla.; John S. Markward, WOOD-TV, Grand Rapids, Mich.; Willard Schroeder, WOOD and WOOD-TV, Grand Rapids; Paul Crain, KRTV, Great Falls, Mont.; Dan Snyder, KRTV, Great Falls; Pat Goodover, KARR, Great Falls; Lee Browning, WFRB-TV, Green Bay; Robert A. Jolley, WFBC-TV, Greenville, S. C.; Wilson C. Wearn, WFBC-TV, Greenville.

And Hamilton Shea, WSWA and WSWA-TV, Harrisonburg, Va.; Robert W. Bray, WHNB-TV, Hartford; Robert S. Tyrol, WHIC, Hartford; Victor C. Diehm, WAZL, Hazleton, Pa.; Thomas C. McCray, WNBC, Hollywood; Jack Keating, KONA, Honolulu; Jack Harris, KPRC/KPRC-TV, Houston; Thomas C. Garten, WSAZ WSAZ-TV, Huntington, W. Va.; Worth Kramer, WSAZ/WSAZ-TV, Huntington; Sib Moore, WSAZ/WSAZ-TV, Huntington; John F. Patt, WSAZ/WSAZ-TV, Huntington; Jerry Brady, KIFI-TV, Idaho Falls; James Brady, KIFI-TV, Idaho Falls; Eldon Campbell, WFBM-TV, Indianapolis; William A. Bates, WDAF/WDAF-TV, Kansas City; Robert Wormington, WDAF-TV, Kansas City; J. T. McCloud, WATE/WATE-TV, Knoxville; William J. Hart, WILX-TV, Jackson, Mich.; Fred Beard, WJDX/WLBT, Jackson, Miss.; Alexander Brest, WFGA-TV, Jacksonville, Fla.; Jesse Cripe, WFGA-TV, Jacksonville; J. W.

Donkass, WJAX, Jacksonville; Ralph W. Nimmons, WFGA-TV, Jacksonville; Edward J. Ryan, WJAC, Johnstown, Pa.; Richard Mayer, WJAC/WJAC-TV, Johnstown; Mori Robins, WJAC, Johnstown; Alvin D. Schrott, WJAC-TV, Johnstown.

Also Pelham E. Mills, KPBC-TV, Lake Charles, La.; Robert Gulick, WGAL-TV, Lancaster, Pa.; Clair R. McCollough, WGAL/WGAL-TV, Lancaster; Harold Miller, WGAL-TV, Lancaster; Harry J. Shabo, WGAL, Lancaster; Roy F. Brown, WHLX-TV, Lansing, Mich.; Donald W. Reynolds, KLRJ-TV, Las Vegas; George E. Hamilton, WIMA, Lima, Ohio; R. W. Mack, WIMA, Lima; T. K. Barton, MARK-TV, Little Rock; Douglas Romine, MARK & MARK-TV, Little Rock; Charles Hamilton, KEI, Los Angeles; William A. Oster, KFI, Los Angeles; George A. Wagner, KFI, Los Angeles; W. H. Dulancy, Jr., WAVE, Louisville; Ralph Jackson, WAVE & WAVE-TV, Louisville; Joseph Bryant, KCHD-TV, Lubbock, Tex.; Robert L. Snyder, KCHD-TV, Lubbock; Richard Lewin, KTRE-TV, Lutkin, Tex.; Norman Knight, Knight Management Corp., Boston; Bernard McGuinness, Knight Management Corp., Boston; Harold Segal, Knight Management Corp., Boston; Earl Moreland, WMC & WMC-TV, Memphis; H. W. Slavick, WMC/WMC-TV, Memphis; Charles Kelly, WCKT, Miami; Milton Komito, WCKR, Miami; George Comte, WTMJ & WTMJ-TV, Milwaukee; Robert J. Heiss, WTMJ-TV, Milwaukee.

And R. V. Eppel, KORN-TV, Mitchell, S. D.; W. B. Pape, WAlA & WAlA-TV, Mobile, Ala.; John E. Dixon, WAlA-TV, Mobile; Carter Hardwick, WSEA-TV, Montgomery, Ala.; William P. Craig, WLBC-TV, Muncie, Ind.; John H. DeWitt, WSM, Nashville; Irving Waugh, WSM-TV, Nashville; A. Louis Read, WDSU WDSU-TV, New Orleans; Edgar Stern, WDSU WDSU-TV, New Orleans; H. P. Lukser, Crosley Broadcasting Corp., New York; James C. Fletcher, Midnight Sun Broadcasting New York; Herbert Scheffel, Plains TV Corp., New York; Alfred G. Burger, Plains TV Corp., New York; Walter W. Watts, RCA, New York; Lee Gaynor, Rusterstaff Broadcasting, New York; Weston C. Pallen, Jr., Time-Life Stations, New York; Frederick Gilbert, Time-Life Broadcast, New York; Edwin T. Jameson, Time-Life Broadcast, Inc., New York; Clifford M. Kirtland, Transcontinent TV Corp., New York; George Stevens, Transcontinent TV Corp., New York; David C. Moore, Transcontinent TV Corp., New York; Alexander W. Dannenbaum, Westinghouse Broadcasting Co., New York; John Sias, Westinghouse Broadcasting Co., New York; Rolland V. Tooke, Westinghouse Broadcasting Co., New York; J. Glen WAVY-TV & WAVY-TV, Norfolk; A. R. Van Cantfort, WAVY-TV, Norfolk.

Also Norman Bagwell, WKY-TV, Oklahoma City; Lyell Brenner, KFAB, Omaha; Edward May, KMTV, Omaha; Owen Saddler, KMTV, Omaha; Arden Swisher, KMTV, Omaha; George Young, Canadian Broadcasting Corp., Ottawa; Sam Livingston, WPSD-TV, Paducah, Ky.; Fred Paxton, WPSD-TV, Paducah; J. McCarthy Miller, WCOA, Pensacola; Fred C. Mueller, WEEK-TV, Peoria, Ill.; Richard Covey, KTAR-TV, Phoenix; Richard O. Lewis, KTAR & KTAR-TV, Phoenix; Raymond Snuecker, KTAR-TV, Phoenix; John J. Louis, KTAR, Phoenix; Robert A. Mortense, WIIC, Pittsburgh; Roger D. Rice, WIIC, Pittsburgh; Stephen Rooney, WJAS, Pittsburgh; O. M. Schloss, WIIC, Pittsburgh; George BarenBregge, Rollins Telecasting Co., Wilmington; William H. Rines, WCSH-TV, Portland, Me.; Don Powers, WCSH-TV, Portland; Walter Wagstaff, KGW-TV, Portland, Ore.; David Shurtleff, WJAR-TV, Providence; James Gleason,

WJAR, Providence; J. S. Sinclair, WJAH-TV, Providence; James G. Croll, KOAA-TV, Pueblo, Colo.

And Joe Bonasina, WGEN-TV, Quincy, Ill.; W. H. Mason, WPTF, Raleigh-Durham, N.C.; Irvin Abeloff, WXEX-TV, Richmond; William R. Preston, WRVA, Richmond; John B. Tansey, WRVA, Richmond; Horace Fitzpatrick, WSLS/WSLS-TV, Roanoke; Wilfred Lampman, KROC-TV, Rochester; Minnie Paul C. Louthier, WROC/WROC-TV, Rochester, N.Y.; Ervin F. Lyke, WROC/WROC-TV, Rochester; F. Chase Taylor, WROC-TV, Rochester; Elmer Balaban, WTVO, Rockford; Irvin Dubinsky, WTVO, Rockford; Harold Froelich, WTVO, Rockford; Mrs. Nina N. Kelly, KCRA/KCRA-TV, Sacramento; Robert E. Kelly, KCRA/KCRA-TV, Sacramento; John C. Cohen, KSTW-TV, Salinas, Calif.; Guy E. Yeldell, KSD/KSD-TV, St. Louis; Kenneth M. Hance, KSTP/KSTP-TV, St. Paul; Stanley Hubbard, KSTP/KSTP-TV, St. Paul; Maury Long, KSTP, St. Paul; George Hatch, KUTV, Salt Lake City; Brent Kirk, KUTV, Salt Lake City; Edward Jorgensen, KCPX, Salt Lake City; Ed Cheviot, WOAI/WOAI-TV, San Antonio.

And Hugh Hall, Jr., WOAI/WOAI-TV, San Antonio; Rex Preis, WOAI, San Antonio; William E. Goetze, KOGG/KOGG-TV, San Diego; Harold P. See, KRON-TV, San Francisco; Harben Daniel, WSAV/WSAV-TV, Savannah; Milton J. Lang, WGY/WRGB, Schenectady, N. Y.; Merl L. Galusha, WGY/WRGB, Schenectady; Joseph Greig, WSCR, Scranton; Otto Brandt, KING/KING-TV, Seattle; Walter E. Hussman, KTAL-TV, Shreveport, La.; Walter M. KTAL-TV, Shreveport; Dietrich Dirks, KTVI, Sioux City, Iowa; Gene Flaherty, KTVI, Sioux City; Elizabeth Sammons, KTVI, Sioux City; Morton H. Kenkin, KSOO-TV, Sioux Falls, S.D.; Pat Patterson, KSOO-TV, Sioux Falls; Joe Floyd, KELO, Sioux Falls; Tom Hamilton, WNDU-TV, South Bend; Milton D. Freidland, WICS, Springfield, Ill.; Kitty Broman, WWLP, Springfield, Mass.; Jim Ferguson, WWLP, Springfield; William Putnam, WWLP, Springfield; George Townsend, WWLP, Springfield; Ralph Stufflebann, KYTV, Springfield, Mo.; Richard O. Dunning, KHQ/KHQ-TV, Spokane; Jack N. Berkman, Rusterstaff Broadcasting, New York; Ted Eiland, Rusterstaff Broadcasting, New York; John Laux, Rusterstaff Broadcasting, New York.

Also W. V. Rothrum, WSYR-TV, Syracuse; E. R. Vadeboncoeur, WSYR/WSYR-TV, Syracuse; George Harvey, WFLA/WFLA-TV, Tampa; Reggie Martin, WSPD, Toledo; A. K. Morrow, Canadian Broadcasting, Toronto; Fred L. Vance, KVOA-TV, Tucson; Harold C. Stuart, KVOO/KVOO-TV, Tulsa; John Devine, KVOO-TV, Tulsa; Gordon Gray, WKTV, Utica, N. Y.; Joseph Goodfellow, WRC & WRC-TV, Washington, D. C.; Ralph J. McElroy, KWVL-TV, Waterloo, Iowa; Tom Trunnell, Black Hawk Broadcasting, Waterloo, Iowa; Tommy Young, KWVL-TV, Waterloo, Iowa; Robert W. Ferguson, WTRF-TV, Wheeling, West Va.; Don Sharra, KARD-TV, Wichita; Darold A. Cannon, KFDX-TV, Wichita Falls, Tex.; Howard Fry, KFDX-TV, Wichita Falls; David M. Baltimore, WBRB & WBRB-TV, Wilkes-Barre, Pa.; Frank Coslett, WBRB, Wilkes-Barre; D. D. Cameron, WECT, Wilmington, N.C.; Harold Essex, WSJS & WSJS-TV, Winston-Salem, N. C.; Harry Show, WSJS-TV, Winston-Salem, N. C.; Bernard Waterman, WAAB, Worcester; Thomas C. Bostic, KIMA & KIMA-TV, Yakima, Wash.; Richard Gassaway, KIMA & KIMA-TV, Yakima; Jack Reber, KIMA & KIMA-TV, Yakima; Allan Land, WHIZ & WHIZ-TV, Zanesville, Ohio.

New UN Series Stars Foreign Child Talents

Westport—WMMM has undertaken a series of UN programs in cooperation with UNICEF, featuring children from foreign countries in songs and folk tales. First broadcast spotlights Java, followed by a program on Burma. Material for the series was compiled by Cristabel Weerasinghe, wife of a member of secretary-general U Thant's staff.

Lloyd Bridges, Daughter Playing Vid Counterparts
Cindy Bridges, 8-year-old daughter of actor Lloyd Bridges, makes her dramatic debut Dec. 18, co-starring with her father in "The Sound of Angels" episode on his Kaiser show. Cindy portrays a gifted child who convinces her cynical father of the reality of Christmas.

14 Countries to View EBU Dramatic Skein

The eight-year-old Eurovision network, which has heretofore specialized in sports and news events, will depart from that field this month when it presents a TV play by Terrance Ratigan as the first in a series to be known as "The World's Largest Theatre." It will feature well-known authors commissioned by the European Broadcasting Union.

The Ratigan play, a two-hour drama about a TV interviewer, titled "Heart to Heart," has been adapted into 10 languages. The French version, written for RTF (The French Broadcasting System) by Claude Loursais, is called "Rien Que La Verite" (Nothing But the Truth).

The audience of the work, which will be seen simultaneously in 14 countries, is estimated at more than 40 million viewers — which would be the largest ever to witness an original dramatic performance.

Heffernan and Garcia UPI Managers

United Press International, in a number of shifts, has named Anthony Heffernan manager of its Mobile bureau, and N. John Garcia manager of the bureau in Charlotte. N. C. Heffernan succeeds Jack McDavitt, who transfers to the staff of UPI's Jackson, Miss., bureau, and Garcia replaces John Walsh, who joins the staff of the Charlotte Observer.

Heffernan, currently on UPI's staff in Montgomery, Ala., has also been with the news service in Knoxville and Richmond, Va. His shift, and that of McDavitt, become effective Monday. Garcia, at UPI's Jackson, Miss., bureau since the Fall of 1960, has also been in the Miami, Tampa, Tallahassee and Jacksonville bureaus.

Aline Daly Made Director Of KMOX Sales Service

St. Louis — Aline Daly has been named sales service director of KMOX here, serving previously as ad and sales promo director and availabilities manager. She has been in the business end of broadcasting in this city for the past 12 years, and is a member of AWRT, Broadcasters Promotion Ass'n and the St. Louis Women's Ad Club.

P.I.'s WANTED

Leading advertiser pays stations \$3.00 for each free catalogue they give away. Has paid out for over 500 stations. Top stations produce 300-400 inquiries per week. Small stations 25-50 per week. Write for details.

Box No. 219, RADIO-TV DAILY
1501 Broadway New York 36, N. Y.

AGENCY NEWSCAST

By RALPH TYLER

WTCN's mobile videotape unit will be used to aid in a demonstration of tape commercial production techniques before the workshop session of the Minneapolis Advertising Club at noon Thursday.

John B. Lanigan, VP and general manager of Videotape Productions, New York, will be guest speaker. His demonstration tape of production techniques will be fed to TV monitors at the luncheon meeting directly from the station's mobile unit.

Composer-arranger Mel Henke, active in the field of musical jingles for radio-TV and the scoring of TV commercials, has completed projects during the last six weeks for Atlantic Oil, via N. W. Ayer; Oldsmobile, thru D. P. Brother and Sutherland Productions; Sheaffer Pens, via Gardner Advertising and Columbia Studios; Nu-Soft, out of McCann Erickson and Columbia Studios; Lucky Lager for McCann-Erickson, and Alka-Seltzer thru MacFarland Aveyard Advertising and Swift-Chaplin Productions.

W. Stephens Dietz, senior VP of Kenyon & Eckhardt, has been elected president of American Youth Hostels, Inc., for the coming year. The AYH operates over 100 hostel facilities in the U. S. to encourage young people to travel under their own steam and see their country at moderate costs, and also provides a program of international hosteling travel.

W. Robert Wilson, Jr., has been added to the staff of Guild, Bascom & Bonfigli, San Francisco, as me-

Thought for Today

People like to concentrate on the TV ratings question because it is easier than such things as measuring the effectiveness of TV advertising.

—Martin Mayer, author

dia analyst. Wilson previously was with BBDO, both in New York and San Francisco, as a media supervisor, media analyst and time buyer on a variety of national accounts.

James P. Wilkerson, senior VP and managing director of the London office of Y&R, is returning to the U. S. where he will be in charge of client services. Other changes at Y&R include: Francis E. Gearon, managing director of the Frankfurt office, will return to New York and head the agency's international operations as senior VP; Wilson H. Kierstead, senior VP and division manager in the New York office, will take over as managing director of the London office; Walter H. Smith, who will be named senior VP, will take over division manager duties from Kierstead; Kenneth B. Loftus will be made managing director of the Frankfurt office where he is presently stationed; and Sumner J. Winebaum, formerly stationed in the London office, will be in charge of the new Milan office.

Writers Guild Picks Finalists

(Continued from Page 1)

"Death in a Village," both NBC's "Dick Powell Show," Tad Mosel, "That's Where the Town's Going," for "Westinghouse Presents" on CBS, and Donald S. Sanford, "The Remarkable Mrs. Hawk," NBC's "Thriller."

Best Dramatic Episode—Ernest Kinoy, "Multiplicity of Herbert Konish," and Kenneth Rosen and Howard Rodman, "Today the Man Who Kills Ants Is Coming," both ABC's "Naked City," Peter Stone, "The Benefactor," CBS' "The Defenders," Jack Laird, teleplay, and Marcus W. Demian, story, "I Remember a Lemon Tree," ABC's "Ben Casey," and Will Lorin, teleplay, and Lorin and Leonard Freedman, story, for "Good Night Sweet Blues," CBS' "Route 66."

Best Adaptation—Robert Hartung, "Victoria Regina," NBC's "Hallmark Hall of Fame," Lawrence B. Marcus, "Of This Time, Of That Place," ABC's "Alcoa Pre-

miere," and Gordon Russell, "The Forgery," NBC's "DuPont Show." Best Comedy-Variety—Gary Belkin and Nat Hiken, teleplay, and Gary Belkin, story, "I Won't Go." NBC's "Car 54," Carl Reiner, "Where Did I Come From?" CBS' "Dick Van Dyke Show," and George Tibbles, "Birds and Bees," ABC's "My Three Sons."

Best Documentary—Herman J. Engel, "Arms and the State," an "NBC White Paper," Louis J. Hazam, "Vincent Van Gogh; A Self-Portrait," an NBC special; Arthur Holch, "Walk in My Shoes," ABC's "Bell & Howell Close-Up," and Arthur D. Morse, "Can We Disarm," for "CBS Reports." Best Radio Script—William Bales, NBC's "Sunday Night Monitor," Joseph Mindel, "The Hand of Esau," NBC's "Eternal Light," and William Robson, "The Fifth World of the Navajo," for Voice of America.



OFFICE BOY BECOMES PRESIDENT

PROVES
WHLI Island
—4TH LARGEST MARKET U.S.—A SEPARATE, INDEPENDENT AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Drug Sales than 23 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

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Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

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WHLI AM 1100
FM 98.3

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LONG ISLAND, N. Y.

the voice of
long island

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JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gill-Perno



Indiana University Library
Bloomington Ind

Sarnoff-Sweeney Coast-to-Coast Pitch:

RADIO: 'TODAY'S BIGGEST BARGAIN'

Sweeney Lashes Out at Inexcusable Level of Advertising Copy

Seattle — The nation's biggest advertising agencies were raked over the coals here yesterday by Radio Advertising Bureau president Kevin B. Sweeney for what he called the "inexcusable" level of their radio copy.

Sweeney told the Seattle Advertising Club the "one inescapable fact" that radio does not use electronic pictures "seems to escape any of the largest agencies."

"If there had been a national competition among agencies for overall radio creativity—run over the past five years and 10 awards had been made," he continued, "I doubt if four of the plaques would be delivered on Manhattan Island."

"There are agencies in Cleveland, Los Angeles, Milwaukee, San Francisco and Washington which are many times more knowledgeable about how to cement their

(Continued on Page 8)

P. J. Richtscheidt Resigns As VP-GM for WKST-TV

Youngstown — Philip J. Richtscheidt, VP-general manager of WKST-TV since May, 1961, has announced his disassociation from the station and plans to dispose of his stock and debenture holdings in Communications Industries Corp., owner of WKST and four radio stations. He previously was in exec and sales posts with WINS, WPAT and the Hollingbery TV Corp.

\$55-MILLION '63 GROSS IN O'SEAS VIDEO SALES?

Foreign grosses for U. S. TV programs will be \$10 million higher next year than the \$45 million predicted for this year, TV Program Export Ass'n president John G. McCarthy has reported to his directorate.

McCarthy warned: "Only as foreign barriers are surmounted, and then kept under surveillance, can full markets be established for our programs, regardless of their obvious entertainment value. Nationalistic attitudes, censorship, government subsidies limit American salesmanship. The great visible barriers — quotas — partially black out competitive opportunity, regardless of mounting need for programs in the face of ever-increasing sales of home sets and the creation of new networks."

McCarthy said "disastrous currency problems" in Latin America were expected to be counteracted elsewhere in the overall gross appraisal for '63.

"With Japan no longer in balance" (Continued on Page 7)

Kaiser Buys FMer in S.F., Will Expand Hours, Scope

West Coast Bureau of RADIO-TV DAILY
San Francisco—KBAY-FM here has been sold to the broadcast division of Kaiser Industries by station KGMJ, Inc., Bellingham, Wash., subject to FCC approval. Kaiser broadcast manager Richard C. Block said there will be modifications of the station's equipment and expanded programming, both in hours and scope.

TV Webs' Glenn Coverage Applauded by Legion Aux.

The three major TV networks yesterday received "Golden Mike Awards" from the American Legion Auxiliary for individual and pooled coverage of Col. John Glenn's orbital flight in February. It marked the first time in the 12 years the award was presented in triplicate.

Accepting for ABC-TV at a luncheon in the Hotel Roosevelt was Donald G. Coe, director of special events and operations for

ABC News. The CBS-TV award was given to David E. Zellmer, CBS News executive producer for TV.

Accepting for NBC-TV was Chet Hagan, NBC News producer. Their category was best special production.

BERNSTEIN BOWS FROM CBS SHOW

Work Load Forces Him To Cancel Music-Drama

The heavy work load of Leonard Bernstein has forced the cancellation of his original modern music drama which had been set for CBS-TV airing Apr. 1 under Ford Motors sponsorship, announces Hubbell Robinson, the network's senior VP for programs. Three other programs of Bernstein and the N. Y. Philharmonic, all repeats are scheduled this season thru Ford, with the first aired this week on CBS-TV.

The three programs being repeated were produced by Robert Saudek Associates.

'Girl Talk' Signs Up 2 Nat'l Advertisers

Two national advertisers have concluded negotiation with ABC Films, to sponsor "Girl Talk." Henry G. Plitt, ABC Film's president, pointed out both orders were placed prior to the premiere of the half-hour show which got under way in New York, Los Angeles, Chicago, Detroit and San Francisco on Monday. Other mar-

(Continued on Page 6)

Kent State U. Applies For ETV on Ohio UHF

Kent, O. — Kent State U. has applied to the FCC for a new non-commercial ETV station on UHF Channel 55 here. The FCC announced at the same time that it had returned the bid of Lee Roy McCourry for a new commercial TV station on UHF channel 20 in Eugene, Ore., because the channel has been set aside for educational use.

Sarnoff Cites Bonus Of 75% in Listeners On Transistor Sets

By ARTHUR PERLES

New York—The allure of "something for nothing" was held forth to the advertising world yesterday by NBC board chairman Robert W. Sarnoff as he told the annual meeting of the network's radio affiliates that their medium "represents today's biggest bargain."

The broadcasters are selling themselves short by as much as 75 per cent, he maintained, because they have not yet been able to

NBC Radio has signed \$2,636,000 in business since Nov. 2, William Fairbanks, sales VP, said yesterday. Sales to 15 advertisers were revealed heels of a yearend report by exec VP William K. McDaniel.

measure the volume of listening to self-powered radio. Meantime this lack of knowledge offers advertisers "a vast bonus" in the form of a market for which they do not pay, Sarnoff said.

It's a bargain that may not be (Continued on Page 3)

Sansbury Now Director, Exec VP for WHP, Inc.

Harrisburg, Pa.—Cecil M. Sansbury, general manager of WHP-AM-FM-TV here since September, 1959, has been elected a director of WHP, Inc., and elevated to the post of exec VP. He will serve as chief executive officer of the company.

Metropolitan Life Backs 90-Min. Year-End Spec

Metropolitan Life, via Young & Rubicam, will sponsor the 14th annual "Years of Crisis" year-end wrap-up Dec. 26 on CBS Radio and TV. Produced by CBS News, it has been expanded to 90 minutes this year and will originate live in the Gaspary Auditorium in New York. Eric Sevareid will moderate a panel of 11 world-wide CBS correspondents.



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CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

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WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808 WEST COAST OFFICES Perry E. Pasmezoglu West Coast Advertising Director Harold Hildebrand Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951 CHICAGO BUREAU Jack Russell 203 North Wabash Ave. Phone: 312-782-2818 CANADIAN BUREAU Jules Larochelle Room 314, Belmont St., Montreal LONDON BUREAU Peter O. Davalle 6 Romany Gardens Sutton, Surrey, England MEXICO CITY OFFICE: Pedro Mario Amaro. Apartado 540, Cuernavaca, Morelos, Mexico. ROME OFFICE: John Perdicari. Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

4-Star Distrib Tops \$1 1/4-Mil. in 9 Sales

Four Star Distribution Corp. has passed the \$1,250,000 mark in gross sales in less than four months of operation with nine new sales reported in five markets, according to Len Firestone, VP and general manager.

New sales were with WKST-TV, Youngstown, O.; of all five Four Star properties now in syndication; and to WTVN-TV, Columbus, O.; KREX-TV, Grand Junction; WEAR-TV, Providence, and KTBS-TV, Shreveport.

COMING AND GOING

MILTON LEHN, TV director, arrives in N.Y. today aboard the S.S. France.

TOM KELLY, KNX sportscaster, in Hawaii on vacation.

HAROLD P. SEE, VP and general manager of KRON-TV, San Francisco, to Washington tomorrow for NAB educational-commercial broadcaster liaison committee meeting.

RITA MORENO leaves for Hollywood tomorrow to tape TV shows.

NAT LEFKOWITZ, William Morris Agency exec, to the West Coast for meetings.

PAUL K. TAFF, N.E.T. assistant TV programming director, filming children's programs in Paris and London.

MICHAEL ALEXANDER and JOSEPH KRUMGOLD, N.E.T.-WBC co-producers, on location in Italy.

GENE WEBSTER, KNX/CBS writer-director, in Mexico on vacation.

Goodson-Todman Signs Boone For Series Written by Odets

Mark Goodson-Bill Todman Productions is again venturing outside the game show field, this time with an hour series for NBC-TV starring Richard Boone and written and edited by Clifford Odets. Of earlier Goodson-Todman drama series, only "The Rebel" is still on air, and that via syndication.

The new series of original dramas will be filmed in Hollywood for '63-'64 with Boone to host and act in all, starring in at least half of them. A repertory company will support him in different roles each week.

Odets will be doing his first work for TV in this series, as yet untitled, devoting full time to the project. In addition to being in charge of scripts and contributing some of them, he will write a highly stylized opening which will be a staple program identification.

Ol' Ern 'Puts on the Dog' To Pick 'Muttiest' Mutt

San Francisco-Tennessee Ernie Ford, championing the cause of non-pedigree dogs, is conducting his "First Annual Ol' Ern All-Mutt Contest," being held throughout California for the next two weeks. Competition is limited to dogs without a pedigree and of undeterminable origin—the winner, the "muttiest" mutt, to appear on Ernie's ABC-TV daytime show.

Economee TV Nets 30% Sales Increase

Economee Television Programs had a 30 per cent sales increase on half-hour re-run series in the eight-week period from Oct. 1 to Nov. 31 over the same period last year, according to VP-general manager Pierre Weis. Sales leaders were "The Ann Sothern Show" and "Bat Masterson," each of which had three years of first-run network exposure, and "Sea Hunt" and "Highway Patrol," which had four years of first-run.

"Southern Show," now in over 65 markets, recently added WRCV-TV, Philadelphia; WTAE, Pittsburgh; WHEN-TV, Syracuse; WPSD-TV, Paducah; KVAL-TV, Eugene; WFRV-TV, Green Bay; KR OD-TV, El Paso; KVII-TV, Amarillo, and WOIT-TV, Ames. "Masterson" is in 95 markets, with the addition of KTNT-TV, Tacoma; CKLW-TV, Detroit; WXEX-TV, Richmond; WHBF-TV, Rock Island; XE-TV, San Diego; KXLY-TV, Spokane; WLOS-TV, Asheville; KPLC-TV, Lake Charles; KALB-TV, Alexandria; WPSD-TV, and WHEN-TV.

Signing for "Hunt," now in 135 re-run markets, were WAVE-TV, Louisville; WPRO-TV, Providence; WOOD-TV, Grand Rapids; WTVC-TV, Chattanooga; KMID-TV, Midland; KCTV, San Angelo; KVA Yuma; KARD-TV, Wichita; WWTV, Cadillac; WCAK-TV, Burlington, and KTTS-TV, Springfield, Mo.

"Patrol" racked up 14 more sales, including eight new ones and six for re-run. New signees are KBTW, Denver; WAGA-TV, Atlanta; WSIX-TV, Nashville; KODE-TV, Joplin; XETV; KTTS-TV; KALB-TV, and KPLC-TV. Renewals were by WREC-TV, Memphis; WBRC-TV, Birmingham; WBRE-TV, Wilkes-Barre; WWL-TV, New Orleans.

Station is Open-Handed 'In the Public Interest'

Detroit — WXYZ radio reports it aired 8,399 spot announcements and 436 non-commercial sustaining programs in the public interest during September and October. Total value in terms of commercial radio time was \$123,733.

Pubserv programs totaled more than 100 hours of air time, the station reported. Included were 220 special non-commercial news commentary programs by Lou Gordon, as well as 55 religious programs.

Sylvania Unveils Camera For Hi-Magnified TVing

Batavia, N.Y.—A new direct-wire TV camera, providing high resolution for microscopy and other high magnification work, has been introduced by Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products. The tiny, but rugged camera measures only 12 by seven by six inches.

FINANCIAL

(December 4)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Change. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic. 24, etc.

Table with columns: Bid, Asked. Lists various stocks under 'AMERICAN STOCK EXCHANGE' like Allied Artists, Capitol Cities, Desilu, etc.

Table with columns: Bid, Asked. Lists various stocks under '* OVER THE COUNTER' like Jerrold, Meredith, Rust Craft, etc.

* Courtesy of National Association of Security Dealers.

Cronin at Desk Monday As KNX Account Exec

West Coast Bureau of RADIO-TV DAILY Hollywood — Jerry Cronin, formerly with XTRA-News, Los Angeles, has joined the sales staff of KNX Radio and Columbia Radio Pacific Network as an account executive. He'll assume his duties Monday.

Before working as an account executive with XTRA, Cronin was associated with the Katz Agency San Francisco.

Decca Records Declares 30c Quarterly Dividend

Directors of Decca Records have declared a regular quarterly dividend of 30 cents per share on capital stock, payable Dec. 28 to holders of record Dec. 17.

Cuban Crisis Stations Thanked by Kennedy

President Praises 10 for Patriotic Service, Gives Merit Citations

Washington Bureau of RADIO-TV DAILY

Washington — President Kennedy yesterday expressed his warm thanks to 10 radio stations in these words:

"We were extremely anxious to get across our point of view—the point of view of the free people of this hemisphere . . . None of them (the radio stations) put forward any objections they could have offered, but they immediately made their stations available.

"This showed two things—first, how significant radio is in getting a message across national boundaries, and second, how patriotic the stations were."

The President was speaking to the executives of the 10 stations who turned over their facilities to the Voice of America for Spanish-language broadcasts to Cuba and Latin America Cuban crisis. His laudatory remarks, made at a White House rose garden ceremony at which the stations were given merit citations, also extended to cover all broadcasting.

For 'Patriotic Service'

The 10 were cited for "patriotic service," for services of special merit, and for "contributing such an important national service." White House press secretary Pierre Salinger again stressed the fact that none of the stations had requested compensation for their aid.

People Want Radio To Air Commercials, Says WLS' Beaudin

Peoria—Contrary to what you have heard, people like commercials—at least the radio variety, according to Ralph Beaudin, president of WLS, Chicago. Speaking before the Peoria Advertising and Selling Club, he said radio listeners want commercials; they inform the listener—tell him what he wants to know—"who is selling what, when and where."

Replies to Critics

Answering some of radio's critics, who Beaudin says are numerous, he cited the newspapers' resistance to radio in the medium's early days when "they did everything they could to stop radio from broadcasting news." When radio started, he said, if you wanted news you could hear it at 7 AM, 8 AM, noon, 6 PM and 10 PM. "Now you are never more than minutes away from news in any market."

Beaudin stated that today radio does a much better job in the area of community affairs. "You would have found it very difficult to get the service you get today back in the '30s and '40s," he said. Requests for public service spots for a favorite charity or project get favorable response 99 per cent of the time, he stated.

CAPE TOWN SETS OBOLER FESTIVAL

Caltex Picking Up Tab
For Radio Play Series

Writer-producer Arch Oboler is to be honored with a 52-week radio series, "Oboler Festival of '63", which will be produced at Landon Studios in Cape Town, South Africa.

The once-weekly radio plays, to be produced live, begin next month under Caltex Oil Co. sponsorship.

Louis Joins Official As East Sales Head

An augmented line-up of new programming by Official Films has prompted John H. Louis' appointment as eastern sales manager. Robert A. Behrens, sales VP, said yesterday.

Louis was with Ziv-United Artists for the past five years, his last post there as midwest spot sales manager. Previously, he was with WCPO-TV and WLW-T, both in Cincinnati.

Official will have two first-run series for syndication next year. Behrens said. They are: a second year of "Biography" and an as yet undisclosed half-hour series. In addition, there will be special programs.

ITC 'Traveler' Lands \$269,000 New Sales In Mexico, Neighbors

Contracts totaling \$269,000 and representing more than 2,000 half-hours of programming have been brought back by John E. Pearson, Independent TV Corp.'s VP in charge of international sales, from a business trip to Central America and Mexico.

The new sales continue the pace set by the international department for the first nine months of year, with sales 40 per cent higher than figures for the corresponding period in 1961.

Many Areas Covered

Countries visited by Pearson and sales made include: El Salvador: "Fury," "Lone Ranger," "William Tell," "Ramar of the Jungle," "Beachcomber," "Sgt. Preston of the Yukon," "Supercar," "The Pursuers," "Ghost Squad," "Four Just Men," "Mystery is My Business."

Nicaragua: "Lone Ranger," "Fury," "Lassie" (second year), "Four Just Men," "Gale Storm Show."

Panama: "Lassie," "Fury," "Cannonball."

Honduras: "Broadway Goes Latin," "Supercar."

Guatemala: "Supercar," "Best of the Post."

Nine in Mexico

Mexico: "Fireball XL 5," "Best of the Post," "William Tell," "Count of Monte Cristo," "Sgt. Preston of the Yukon," "New York City Confidential," "Cannonball," "Susie," "Adventures of Charlie Chan."

Gilbert Thompson Joins WFIL as Account Exec

Philadelphia — Gilbert H. Thompson has joined a WFIL-TV sales as an account exec. He had been an account exec in Chicago for WIND for the past five years. Thompson has also been in sales with WCAU, here, and CBS Radio spot sales.

WIL Execs Hawk Papers For Children's Charities

St. Louis — WIL joined forces with the St. Louis Globe Democrat in the annual "Old News Boys Day, with station execs and personalities hawking morning papers to passing motorists at two major intersections. Tallies of sales, with proceeds going to several children's charities, were aired periodically in on-the-spot reports.

FBI in Tribute for NBC Radio Crime Alerts

(Continued from Page 1)

available much longer, the web chieftain indicated because:

"NBC has been taking conscientious measures to close this research gap and we hope to have important progress to report as the result of our latest efforts."

The fact is that NBC Radio has come a long way from its "seven lean years" when, Sarnoff admitted, it "operated at a loss while groping its way toward solvency."

Latest tipoff on the essentiality of transistor and automobile radios as the market—"plus" for timebuyers, he pointed out, came about six weeks ago—when the Cuban crisis broke.

He told eloquently of "people going about their business, in the street, on public transport, in their shops and offices, with transistor radios close to the ear, poised to catch the latest bulletin."

He said it reaffirmed a basic conviction that inspired NBC to maintain radio networking thru years of heavy losses:

"A network in being is essential

to the national interest in times of emergency."

NBC Radio yesterday became the first broadcast organization to receive a citation from the Federal Bureau of Investigation. Board chairman Robert W. Sarnoff, accepted the citation on behalf of the "Monitor" programs, "National Alert" and "Know Your FBI."

The citation was made to Mr. Sarnoff by Cartha D. De Loach, Assistant Director of the FBI, representing J. Edgar Hoover, Director.

Director.

"These programs perform a most commendable service in alerting the American people to the identities of many dangerous fugitives," De Loach said. "The timely, complete and accurate 'Monitor' programs have assisted in flushing criminals from their hiding places where they sought anonymity . . . The 'Know Your FBI' series has made Americans more aware of the work and responsibilities of the FBI."

Bremser Elected Chairman of Affils' Exec Unit

Lyell Bremser, KFAB, Omaha, yesterday was elected chairman of the NBC Radio Affiliates executive committee.

Thomas Carr, WBAL, Baltimore, Md., was elected secretary. Rex Preis, WOAI, San Antonio, and Bob Kelly, KCRA, Sacramento, were elected to the committee.

Bremser succeeds William Grant, KOA, Denver, as committee chairman.

Others on the radio affils' executive committee are: John Tansey, WRVA, Richmond, Va., vice chairman; Thomas Barnes, WDAY, Fargo, Les Biederman, WTCM, Traverse City, Mich.; Gustav Brandborg, KV-OO, Tulsa, and Robert Rich, WDSM, Duluth.

The Story of The PGW Colonel... A Best Seller For More Than 30 Years

ON THE GO!



HE KNOWS THE PRODUCT HE SELLS

PGW Radio Colonels and Television Colonels worked for radio and television stations for 172 years before joining our company.

Those were valuable years—to all of us. Because of them, every PGW Colonel knows more about the product he sells—and presents it more usefully

That's why the Colonel is always on the go!

PETERS, **G**RIFFIN, **W**OODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK
CHICAGO

ATLANTA
BOSTON

DETROIT
ST. LOUIS

FT. WORTH
DALLAS

MINNEAPOLIS
PHILADELPHIA

LOS ANGELES
SAN FRANCISCO



Public Wants to 'See See' TV Course in Spanish

Indianapolis — Public response to WFBM-TV's "La Clase de Espanol," a Spanish-language telecourse, has prompted a repeat telecast. The daily telecourse repeated immediately after the "Tonight Show." Audio portion is also repeated each day on WFBM-FM.

7,610 Rally for Tour Of Broadcast House

Hartford, Conn. — It has been "open house" at Broadcast House, the home of WTIC-TV-AM-FM. Visitors totaled 7,610 on Sunday afternoon. They stood in line for more than an hour to tour the modern, four-story building in the heart of Hartford's new urban renewal area. The throng extended for more than two city blocks. About one-third of the visitors' cars were from out of state, mainly Massachusetts.

More than 22,000 persons have visited Broadcast House since its formal opening.

WSIX Ups Stereocasts To Weekly 14-Hr. Sked

Nashville — WSIX-FM here has added 12 hours of stereophonic broadcasting to its weekly schedule, breaking down into two hours daily except Saturday.

The outlet previously aired stereo programs for two hours each Sunday in simulcasts with its sister station, WSIX-AM, according to station prexy Louis R. Draughon.

'Girl Talk' Signs Up 2 National Advertisers

(Continued from Page 1)

kets sold to date include Washington, Portland, Me.; Cincinnati and St. Louis.

The two accounts signed are Hill Bros. Coffee, via N. W. Ayer, and Clairol, via Foote, Cone and Belding. The Hill Bros. Coffee order is for 26 weeks, involving 48 markets. Clairol's initial order is for five markets, with others to follow.

"Girl Talk" is a five-day week, daytime half-hour panel show featuring Virginia Graham, as hostess.

HOWARD E. STARK

Brokers and Financial
Consultants

Television Stations—Radio Stations

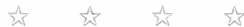
50 East 58th Street
New York 22, N. Y. ELdorado 5-0405



By TED GREEN

• • • Cadence Records very proud of its "First Family" album, which has garnered over 2 million sales since it was released Nov. 14. In New York City alone, it racked up over 300,000

... All you producers and casting directors always on the alert to find new talent: Don't miss the Ad Women's luncheon today at the Commodore Hotel, where you can hear vocalist Marie Janice. She's just finished an engagement with Buddy Hackett and was asked to sing at the luncheon for the third year ... Jeanne Baird, another very talented gal, has been signed to play the femme lead in NBC's new series, "Ben Jerrod, Attorney at Law."



• • • Hottest upcoming series property is "Breckenridge III, Semi-Private Eye," starring cafe comedian Bobby Bell. The hour comedy-mystery skein will have Leslie Goodwins handling its direction; ace scripters Elwood Ullman and Ed Berends, and be produced by Gayla Television Productions, headed by Gayla Graves, 22-year-old actress who scored in such video stanzas as "Hawaiian Eye," "Cheyenne," "Roaring Twenties" and "Sunset Strip." Gayla's now in town for confabs with the potential sponsors and network brass.



MISS JANICE



• • • Meet: Charles Aknin, actor, singer and restaurateur. Born in Oran, Algiers, he comes from a family of 12 brothers and sisters, all of whom operate restaurants around the world.



AKNIN

However, Charles wasn't content to enter that field until he made a name in show business. He lived in Paris in his younger years, where he made a host of motion pictures, one in which he had a bit role with Brigitte Bardot. He came to the United States 10 years ago and since has appeared in such TV dramas as "Naked City," "Studio One," "Alcoa Presents" and "The Nurses." Aknin opened his Charles V Restaurant, on W. 53rd St., three years ago. He and his wife, Ann, are currently celebrating their fifth wedding anniversary.



• • • David L. Wolper, headquartered at the Sherry-Netherland, is winding up deals in N. Y. to produce more prestige TV documentaries and expand into dramatic telefilm production ... Marty Hoffman, assistant promo-publicity director at Decca Records for the past six and a half years, has resigned his post to devote his energies to the personal management field. Marty will work in association with Malcolm Dodds, Herbert Gordon and Gerald Ginsberg ... Beautiful Jan Crockett, doing a great job on the Jackie Gleason show, was one of the guest's at the Art Auditorium last Sunday and drew a tremendous hand.



• • • A year ago Irene Ryan had difficulty landing minor TV roles. But last week the "Beverly Hillbillies" star graced covers of four Japanese, six U. S. and three Canadian TV magazines ... WABC's Jack Powers won the Equitable Savings & Loan Ass'n annual award for the best documentary of the year on narcotics, titled "War on Dope" ... Hugh Marlowe will guest in another "Alfred Hitchcock Hour" on completing his current film starrer, "The Candy Web," at Columbia ... ABC news ace Art Van Horn off to California to introduce his new son, Jonathan, to his grandmother. During his sojourn in the West, Art will originate his daily news shows from Los Angeles ... Henny Youngman has been scheduled to appear on the Jackie Gleason show Saturday as well as on the Merv Griffin show tomorrow.

Gags Fill Air in Battle Of Cartoonists, Scriptor

A "Switch-the Gag" competition gets under way January 8 at the Gagwriters-Comedy Workshop New York. Cartoonists and comedy writers will match wits with comedy writers in a contest based on originality, inventiveness and humor.

Mechem Is Secretary Of Taft Broadcasting

Cincinnati—Attorney Charles Mechem, Jr., has been elected secretary of Taft Broadcasting Co. replacing Robert Taft, Jr., who leaves for Washington to assume duties as Ohio's congressman-at-large.

Other changes in company personnel include: Roger B. Rea, elected to the board of directors, filling the void left by the recent death of David Taft; Lawrence I. Rogers, exec VP, and Dorothy S. Murphy, treasurer, both appointed to the executive committee of the board.

L.I. Station's New Series Revives 40-Year Tunes

WGBB, Freeport, L. I., is bringing back the "ballroom-to-you" technique with popular hits of the last 40 years. Program, "Memor Time," originates Fridays at Nassau County Park's Salisbury Club England's Peter Rogers doubles as host and singer.

WL0L Adds Hal Searls, Shifts 2 in Realignment

Minneapolis-St. Paul — Hal Searls has joined WL0L here at the morning personality, Monday thru Saturday. He was formerly with KKKH, San Francisco; WBZ, Chicago, and WMCA, New York. The station's Dan Allard and Bill Bennett have been shifted to afternoon and evening slots respectively, as part of a realignment suggested by Heller-Ferguson, Inc., WL0L's new program consultant.

OBITUARY

Reg Burrows

West Coast Bureau of RADIO-TV DAILY Hollywood — Services will be held this week for Reg Burrows, KHJ news editor and producer of "Hollywood—Revolution and Renaissance," who died Sunday of a heart attack at St. Vincent's Hospital here. Burrows, 42, had been with the station for the past 20 years, and once served as news writer on the Don Lee Network. He is survived by his mother, Mrs. Frances Burrows.

A 'Holiday' Pack Now on 122 Outlets

Coast Bureau of RADIO-TV DAILY
Hollywood — National Telefilm Associates has added seven sales to its "Holiday Specials" package, bringing to 122 the number of outlets which will be carrying three one-hour programs, five half-hour shows and one full-length motion picture contained in the package devoted to the Christmas season.

Latest purchasers are WWTW, Millac, Mich; WDSM-TV, Du...; WLUC-TV, Marquette, Mich.; WLUK-TV, Green Bay; WIZ-TV, Zanesville, O.; KGBT-TV, Harlingen, Tex., and WTAP-TV, Parkersburg, W. Va.

WFIL Gets Air Right's for East Hoop Tourney

Philadelphia — WFIL has acquired exclusive broadcast rights for the second annual Eastern Coliate Athletic Conference Quarter City Basketball Tournament to be held at Pennsylvania U.'s Arena on Dec. 26, 28 and 29, with two games played and aired each night.

Les Keiter, WFIL sports director, will do the play-by-play, and Matt Goukas the color.

Empire' Adds Bronson, andere to Star Lineup

Charles Bronson, who created the character of "Paul Moreno" in the pilot and premiere of Screen Gems' "Empire" on NBC-TV, will pick up and continue the role as member of the permanent cast stars when production resumes after the Christmas holidays. Also joining the permanent cast is Warren Vandere. Continuing as regular stars are Richard Egan and Ryan O'Neal.

Brody Appointed Manager of TAC Outlet Relations

Leo M. Brody has been appointed station relations manager of V Affiliates Corp., it was announced by VP Robert Weisberg. Brody was formerly associated with TV Stations, Inc., and prior to that was eastern division manager of Trans-Lux TV Corp.

Joanna Lee Pens Script For Hanna-Barbera Pilot

Joanna Lee has been signed by Hanna-Barbera Productions to write an original comedy pilot entitled "The Park Avenue Indians." Former actress-model will base script on her own experiences as a Park Avenue resident. She reports to Hanna-Barbera this week for story conferences.

AGENCY NEWSCAST

By RALPH TYLER

Continental Six Month Floor Wax is launching its biggest Texas and California radio saturation advertising campaign for its new product. Robert A. Wahl, exec VP of Curtice York, Mt. Vernon, N. Y. agency, said 400 one-minute spots every week, day and night, will be used in Houston, Dallas, San Antonio, Los Angeles and San Francisco.

The Cunard Line advertising account will be assigned to Ted Bates as of March 1 . . . Playhouse Pictures has recorded the voices of Dick Beals and Tracy Stratford for two one-minute animated TV commercials for Sunkist Oranges, thru Foote, Cone and Belding, Los Angeles. The new nationwide campaign for Sunkist Growers, Inc. will begin early next year. Bill Melendez directs for Playhouse . . . Eddy Manson has been signed to compose-arrange-conduct the music for a new RCA-TV commercial which will emphasize the company's contributions to the space age. Agency for the RCA commercial is JWT.

Barnes & Nobles, Inc., New York educational book store and sellers and publishers of college books, has purchased a sked of two one-minute spots a week on "Campus Session," which is heard weekly on WRFM, New York, on Saturdays. The purchase was made direct and is for 13 weeks . . . Roto Rooter Service, Baltimore, has renewed its contract for sponsorship of the Sunday night "Sports Final" on WBAL-TV. The new contract arranged thru George Ross Advertising, starts Dec. 16.

Sid Fruchter, general manager of WNCN, Concert Network, reports that Doyle Dane Bernbach has made a buy for Norman Cousins' book, "In Place of Folly." Commercials are being done by such names as James Whitmore, Steve Allen and Paul Newman. A four-week sked is set . . . Bill Britten has just completed two commercials for Campbell Soup via BBDO . . . Edward A. Gresk

Thought for Today

"We suspect that the most influential variable affecting the reception of a commercial is the degree and nature of the involvement which the program creates to hold its audience. As elementary as it may seem, advertisers often tend to overlook the fact that people turn on their TV sets to watch programs, not commercials, and they are likely to become more or less intensely involved in vicarious experiences."

—Schwerin Research

has joined Donald L. Arends, Hinsdale, Ill., as manager of client services. He comes to Arends from National Chemical and Manufacturing Co., Chicago, where he was advertising manager for the last 13 years. John F. Klatt has been appointed media manager and will also serve on the plans board at Arends. A 17-year vet in the business, Klatt formerly was with Standard Rate & Data Service, Skokie, as media relations director and business manager of Media/Scope magazine.

College R-TV Council Seats WTAE's Murray

Pittsburgh — Dave Murray, WTAE news director, has been named to the radio-TV advisory council of Point Park Junior College's journalism and communications department.

A 15-year broadcasting veteran, he currently presents two Monday-thru-Friday news round-ups on the channel, which he has served since September, 1958. Murray began his newscasting career in 1947 with WKRC, Cincinnati, then moved to the city's WLW-TV in 1949, joining Minneapolis' KMGM-TV in 1956.

McCarthy Warns of Quotas

(Continued from Page 1)

ance of payment difficulties," he said, "there is good reason to hope that April may find that country as unrestricted TV-wise, as the U. S. This could mean the current ceiling of about \$3 million would be entirely eliminated. Besides establishing an important precedent, an open market in Japan would partly offset a decline in other foreign markets with

economic problems.

"Under less subnormal circumstances the gross expectancy from Latin America for the new year would exceed \$6 million," McCarthy said. "Worsening currency conditions, particularly in Argentina, Brazil and Peru right now cloud the picture, despite the fact that Mexico and Venezuela are holding their own."

Metromedia's Evans In Washington Trek

Mark Evans, public affairs VP for Metromedia, Inc., discussed "Part Time Citizenship" at yesterday's luncheon meeting of the Seattle Realty Board as part of his current two-week trek thru the State of Washington to speak at a number of civic events. Last night, he addressed the Boeing Supervisors Club in Seattle, which also heard him Monday. He began his tour with a talk before the Seattle Central Lions Club.

Evans will address the Spokane Ad and Sales Ass'n today; the Spokane Lions Club tomorrow; will appear Friday at a joint meeting of the Pasco, Kennewick and Richland Chambers of Commerce; speak Monday before the Everett Chamber of Commerce, with Rotary, Kiwanis and city officials attending.

On Dec. 11, he will screen a film about the State of Washington for the staff of the governor, and speak the following day before the Seattle Luncheon Club and later in the day to officers of the Seattle Garden Clubs.

'Round-the-Clock News For Pittsburgh Station

Pittsburgh—With the addition of Ed Bailey to the news staff, WIIC now has 24-hour, round-the-clock news coverage. Bailey, former Army combat photographer, will man the station's 11 PM-7 AM shift.

Film on W. German Army Offered to TV Stations

Sterling Movies U.S.A., Inc., is distributing on a free-loan basis to TV stations a new 16mm documentary film on West Germany's contribution to NATO's defence program.

Entitled "The Face of a New Army," the film was produced by Dr. R. W. Woll for the German Information Center. A visiting U.S. Army Lieutenant narrates the 15-minute report on the integration of West Germany's military forces within NATO.

John McCaffrey Hosting ABC-TV 'Alumni Fun'

WNBC-TV newsman John K. M. McCaffrey has been named host-moderator of "Alumni Fun," new question-answer show featuring two teams of alumni matching wits for their colleges, bowing Jan. 20 on ABC-TV. Produced by Cleary, Moses, Reid Productions, which also helms "College Bowl," sponsor will be American Cyanamid, via Dancer-Fitzgerald-Sample.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • What a weekend for Dean Jones, star of Four Star's "Ensign O'Toole" series. Back last week from a whirlwind trip East for an appearance in Macy's Thanksgiving Day Parade, plus other P. A.'s, had hardly unpacked when he left Friday for New York to cut tapes announcing the Chesterfield Sweepstake winners, then to Norfolk to head up special Navy Day celebration, back to New York to appear on "Tonight" show Monday, returning here to resume "O'Toole" filming . . . Patti Page signed by producer-writer Reginald Rose for dramatic role on "The Lost Girl" segment of CBS-TV's "Defenders." She'll film-show in New York in late January . . . Max Goodland, general manager of the Hollywood Museum Associates, has accepted 10 old films and an ancient movie projector from Thomas Eynon of KHJ for future use and presentation at the Museum.



• • • Meet: Composer - conductor - musician Jerry Fielding, who recently did musical arrangements for Las Vegas Dunes Show and divided time between Danny Kaye TV spec and new Vegas act Debbie Reynolds is prepping for Riveria Hotel. For second year he scored and conducted music for Annual March of Dimes TV film. Jerry says: "It's surprising how much rehearsal time goes into nitery act; almost as much as Broadway show. But it's the most gratifying of all entertainment media for musicians: communication is directly with the audience and the reaction is immediate. Then, too, the music is heard and paid attention to; it's not just used as a background." Presently, Fielding is narrating and scoring ancient silent films for children's TV series.



• • • "A Piece of the Action," episode of the "Alfred Hitchcock Hour" starring Gig Young, has been set by CBS-TV for a repeat Dec. 27. Produced by Norman Lloyd, it's a likely contender for an Emmy nomination . . . On Dec. 20, Lucille Ball will have completed 20 segments of "The Lucy Show" and will take off on a hiatus thru Jan. 7 . . . Robert Gist signed by producer David Victor to direct "Farmer, You've Got One Day to Live" episode of "Dr. Kildare." Segment rolls this week . . . Ken Murray has assigned directors Rudy Bhelmer and Loring d'Usseau to work on live segments and narration for his "Hollywood Without Makeup" project, currently prepping at KTLA . . . Producer-director Bill Asher set John McGiver and actress Jean Byron for "The Patty Duke Show," which Chrislaw Productions starts for UA-TV in San Francisco.

Radio Ad Copy 'Low Level'

(Continued from Page 1)

clients' arguments in consumers' minds with radio than many of the largest agencies," he said.

Speaking at a meeting which featured the first award of the "Golden Mike" by the newly-formed Radio Advertising Managers of Seattle for the best radio commercial produced for local advertisers, Sweeney said:

Decries 'Retreads'

"Clients are openly critical of agencies' creative work in radio. Much of their criticism centers on the failure of agencies to present acceptable radio creative approaches once the decision has been made to use radio. They are universally upset . . . at receiving retreaded TV commercial sound as the suggested radio creative approach. They recognize what should be obvious to agency creative directors—that if the unassisted sound track could do the entire job, then what was the function of the picture to begin with?"

Sweeney praised the creative radio commercials being produced

by regional and local agencies:

"It is ironic that some of radio's best commercials of 1960-62 were done by relatively small agencies located 1,000 to 2,000 miles from New York. These agencies used New York lyricists, New York musicians, New York announcers and New York studios. Only those all-important ideas and words were brought from afar. And when the client paid the bill it was 30-50 per cent less than he would have been billed by some of the largest New York agencies using identical facilities to produce a much inferior commercial."

Tongue half in cheek, Sweeney added: "TV will remain the main creative tent for many agencies for several years. That's where the high-wire artists will be performing. And that's where the big pay will be. Until radio creativity pays enough to assure writers' making prompt payments to their psychiatrists, radio is going to be missing the work of some of the really exceptional creative people at top agencies."



Big Star in Big Sale. "The Deputy" scored the year's largest single sale in television syndication. McCulloch Motors scheduled 26 episodes in 117 markets. Big star, Henry Fonda, can make big sales for you, too, through **NBC Films.**



Indiana University Bloomington Library

DOWN WITH DOUBLE STANDARDS!

MIAMI CH. 7 FIGHT ENDS WITH \$3.4-MILLION DEAL

Washington—Sunbeam Television has bought the physical assets of WCKT-TV, plus rights under film licensing agreements, and thus the case of Miami Channel 7 has been taken out of the courts. The FCC yesterday approved the \$3,400,000 purchase agreement which ends the dispute.

The FCC, in this alleged "injustice" case much like the Miami Channel 10 affair which went all the way to the Supreme Court, has set aside the grant of Miami Channel 7 to Biscayne on the grounds of alleged improper activities in securing the original license and had specified that Sunbeam should get the channel on a non-exclusive basis.

Maurie Webster Depicts Radio's New Creativity

Pittsburgh—The Radio and Television Club here will have as its Tuesday guest luncheon speaker, Maurie Webster, CBS Radio VP and general manager of CBS Radio spot sales. He will talk on "Radio's New Creativity."

Webster's entire career, except for a wartime stint with Navy Intelligence, has been devoted to broadcasting.

Canada Union Goes to TV Outline Political Aims

Montreal—The Confederation of National Trade Unions next month will begin a 22-program weekly series on the five French-language stations in Quebec, outlining political aims of the trade union movement. With CNTU officials appearing, the series will deal with such topics as health insurance, unemployment, economic planning, Canadian foreign policy, and labor policies and automation.

Tax Relief Plan to Aid Ten Cuba Crisis Stas. Under Study by VOA

Washington — Voice of America chief Henry Loomis yesterday said he would check with Internal Revenue to obtain a ruling on tax deductibility for expenses incurred by the ten radio stations whose facilities were used for Government Spanish-language broadcasts.

4 Star Rolls 'Adamsburg'; Shifts Dern from 'Burke'

Hollywood — Bruce Dern, thru arrangements by Four Star, has received release from his featured role in ABC's "Stoney Burke" to co-star with Charlie Ruggles in a new Four Star series, "Adamsburg, U. S. A.," produced by Buck Houghton. Just rolling, the pilot also stars Charles Bickford and Dennis Morgan and is directed by William Graham.

Time-Life Sta. Honored For 'Doc' on Nat'l Guard

Minneapolis—WTCN, Time-Life Broadcast channel here, will be presented Monday with a special award for "exceptional service to the Minnesota Army National Guard." The citation recognizes the channel's videotaped presentation, "Command Post—Camp Ripley," an hour documentary.

PAY ENVELOPES GETTING FATTER

Video's Salaries Reported Rising Faster than Radio

Washington — Average wages in broadcasting stations increased by seven per cent in TV and four per cent in radio during the last two years, the NAB reports. James H. Hulbert, manager of NAB's dept of broadcast management, said the figures were based on a survey of 100 stations.

Texas Election Code Seeks Airplane Facts

Austin, Tex. — Radio and TV stations would have to report on the amount of money spent with them by every political candidate under a proposed change in the Texas Election Code recommended by a state study committee. A public hearing on the proposal is being held here today and tomorrow.

Half-Speed for Color Okay Now on RCA Tape Recorder

Half-speed operation of its TV tape recorders, resulting in a 50 percent saving in tape, can be used for color as well as monochrome, the RCA Broadcast and Communications Products Division announced yesterday.

Earlier this year, the division had reported the successful development of equipment for converting recorders handling black-and-white programming to half-speed operations (7½ inches of tape per second.) A. F. Inglis, manager of the

Sarnoff Denounces Officialdom's Attacks On TV Entertainment

By ARTHUR PERLES
Down with the double standard for freedom in broadcasting!

This apt phrasing of jangled thoughts plaguing TV station and network executives for the past couple of years was presented to the industry yesterday by NBC board chairman Robert W. Sarnoff.

While broadcasters have freedom to cover controversial issues, he said, they are nonetheless being subjected to official restraints and pressures when it comes to entertainment programs.

Addressing his network's affiliates at their closing day luncheon in New York's Americana Hotel, Sarnoff said:

CIC Names Henry Reith GM of Youngstown UHF

Newark, N. J.—Harry W. Reith, general manager of WKST, New Castle, Pa., has also been named general manager of WKST-TV, Youngstown, it was announced here by Lazar Emanuel, president of Communications Industries Corp., which operates the "Golden Circle Group" of stations.

Reith's appointment fills the vacancy created on the UHF by the resignation of Philip J. Richtscheidt.

NAB Hits Bid to 'Steal' Chan. 14, 15 from UHF

Washington — NAB has hit a petition by the EIA to reallocate UHF channels 14 and 15 to the land mobile radio services. In a protest filed with the FCC, NAB said: "With UHF-TV facing its most severe test and posed on the brink of success . . . stripping it of two of its most desirable channels . . . would be a crippling blow to development" of the medium.



WEBSTER



REITH



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COMING AND GOING

JACK H. MANN, ABC Western division VP, in San Francisco on client and agency calls.

THOMAS McCRAY, KNBC VP and general manager, in N. Y. for meetings.

H. J. FORBES, Sight Sound Motion Productions president, in N. Y. from St. Petersburg, to buy equipment.

AL G. HARTIGAN, of Videohouse, returns from the West Coast, where he made "Out-of-the-Inkwell" cartoon presentations.

LARRY KRASNER, of Jack Douglas Productions, in N. Y. on a sales trip.

WARD L. QUALL, WGN exec VP and general manager, to Washington from Chicago.

FINANCIAL

(December 5)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	13 ³ / ₈	12 ⁷ / ₈	13 +
AB-PT	35 ⁵ / ₈	34 ³ / ₄	35 ⁵ / ₈ +
Am. Tel. & Tel.	115 ¹ / ₂	114 ¹ / ₂	114 ⁵ / ₈
AVCO	25 ³ / ₄	25	25 ¹ / ₂ +
CBS	43 ³ / ₄	42 ⁷ / ₈	43 ⁵ / ₈ +
Columbia Pic.	24 ¹ / ₄	23 ³ / ₄	23 ⁷ / ₈
Craw.-Coll.	21	20 ³ / ₈	20 ¹ / ₂ -
Decca	44 ³ / ₄	44 ¹ / ₂	44 ⁵ / ₈ +
Disney	29 ⁵ / ₈	29 ¹ / ₄	29 ¹ / ₄
East. Kodak	109	107 ³ / ₄	108 ¹ / ₂ +
Gen. Prec...	35 ⁵ / ₈	34 ³ / ₄	35
General Tel...	23 ⁷ / ₈	23 ¹ / ₂	23 ¹ / ₂ -
Hazeltine Corp.	21 ¹ / ₂	21	21 ¹ / ₂ +
Magnavox	38 ¹ / ₂	37 ⁵ / ₈	37 ⁵ / ₈
MCA	48 ⁵ / ₈	46 ³ / ₄	48 ¹ / ₈ +
M-G-M	34 ³ / ₄	34 ¹ / ₄	34 ¹ / ₂ +
Metromedia	16 ¹ / ₈	15 ³ / ₄	15 ⁷ / ₈
Minn. M&M...	58	57 ¹ / ₄	57 ³ / ₈ +
Nat. General.	8 ³ / ₈	8 ¹ / ₈	8 ¹ / ₄ +
Paramount	37 ¹ / ₂	37 ¹ / ₈	37 ¹ / ₂ +
Plough	34 ³ / ₄	33 ⁵ / ₈	34 ⁵ / ₈ +
RCA	60	58 ³ / ₄	59 ¹ / ₂ +
Storer	31 ¹ / ₂	31 ¹ / ₄	31 ³ / ₈ +
Taft	17	17	17
20th-Fox	18 ⁵ / ₈	18 ⁷ / ₈	18 ⁷ / ₈
United Artists.	27 ³ / ₄	27 ¹ / ₂	27 ³ / ₄ +
Warner Bros.	14 ³ / ₈	14 ¹ / ₈	14 ¹ / ₄ -
Westinghouse	33	32 ⁵ / ₈	32 ⁵ / ₈
Zenith Radio	56 ⁷ / ₈	55 ⁵ / ₈	55 ⁷ / ₈ +

AMERICAN STOCK EXCHANGE

Allied Artists.	37 ⁵ / ₈	37 ³ / ₈	37 ⁵ / ₈ +
Capital Cities.	17 ³ / ₈	17 ¹ / ₈	17 ³ / ₈ +
Desilu	8 ¹ / ₄	8 ¹ / ₈	8 ¹ / ₄
Esquire, Inc.	77 ⁵ / ₈	77 ³ / ₈	77 ⁵ / ₈ -
Filmways	5 ³ / ₈	5 ³ / ₈	5 ³ / ₈
Movielab	9 ⁵ / ₈	9 ⁵ / ₈	9 ⁵ / ₈ +
MPO	6	5 ⁷ / ₈	5 ⁷ / ₈
NTA	1 ¹ / ₄	1 ¹ / ₄	1 ¹ / ₄
Reeves Sound	4	3 ³ / ₈	3 ³ / ₈
Rollins	13 ⁴ / ₈	13 ³ / ₈	13 ⁴ / ₈ +
Screen Gems	18	17 ⁷ / ₈	18 +
Technicolor	9 ⁷ / ₈	9 ³ / ₄	9 ³ / ₄ +
TelePromTer.	6 ³ / ₄	6 ¹ / ₂	6 ³ / ₄
Trans-Lux	13 ¹ / ₂	13 ¹ / ₂	13 ¹ / ₂ +
TV Industries.	2 ⁵ / ₈	2 ¹ / ₂	2 ⁵ / ₈ +

* OVER THE COUNTER

	Bid
Jerrold	47 ⁵ / ₈
Meredith	21 ¹ / ₂
Rust Craft	10 ¹ / ₄
Seven Arts	8 ³ / ₄
Sterling	11 ⁵ / ₈
Walter Reade-Sterling	23 ³ / ₈
Transcontinent	10 ¹ / ₂
Wometco	19

* Courtesy of National Association of Fidelity Dealers.

Cornwall 1/2-Interest Is Sold by Marconi

Special to RADIO-TV DAILY
Montreal — Canadian Marconi Co. has sold its half interest in Cornwall Broadcasting, Ltd., operator of CJSS-TV, Cornwall, and associated FM and AM operations, to Bushnell TV. It will now function as a satellite of Bushnell's CJOH-TV, Ottawa.

Canadian Marconi president S. M. Finlayson said the company will fully recover its investment and advances under terms of the sale. "We originally purchased part of Cornwall Broadcasting in hope of operating it as a link in a local network with CJOH, Ottawa, and our own CFCF-TV, Montreal. Formation of the CTV Network earlier than had been anticipated made this arrangement unnecessary," he said.

National Safety Council Cites Philly Farm Pitch

Philadelphia — WCAU Radio, CBS o-o here, has been granted the National Safety Council's '61-'62 public interest award "for exceptional service to farm safety."

The station's farm director is Hugh Ferguson. The award was given for outstanding public service to farm safety during the year ending Sept. 1.

WLWI Is Legion Choice For Americanism Award

Indianapolis — The American Legion's exclusive Americanism Award has been presented to WLWI, Crosley Broadcasting Corp. channel here. Selection of the station was unanimously passed by the Legion's Americanism Committee which has not honored a broadcast facility since 1938.

Shrine Bowl Classic To Be Aired Dec. 22

The North-South Shrine college all-star football game at the Orange Bowl, Miami, will be aired live on ABC-TV Dec. 22 as part of the "ABC's Wide World of Sports" series.

Jim McKay, host of the series, and Bill Flemming, who will handle the play-by-play, will be the commentators along with a gridiron analyst to be selected. The series will return to its usual 90-minute format Dec. 29 with highlights of sporting events presented during '62.

'On Stage' War Drama Spotlights Invasion Plan

"Rehearsal For Invasion" on WOR-TV tonight targets in on Dieppe munitions warehouse in France. Script, by Michael Jacob, shows pre-invasion techniques, stars Larry Zahab, Ted Follows and James Doohan and is directed by Ronald Weyman.

Four More Channels Buy AA-TV's '60s Cavalcade

Allied Artists-TV Corp. has announced four more station sales of its 32 "Cavalcade of the '60s" Group II features. Outlets purchasing are KBAK-TV, Bakersfield; WFRV-TV, Green Bay; KHQ-TV, Spokane, and KONA-TV, Honolulu.

Savick a WITI-TV Click

Milwaukee — Marshall J. Savick, a former newspaper photographer, has been named to the WITI-TV photo staff.

Curt Blank Joins WINS As New Business Mgr.

Curtis Blank has joined WINS as business manager, assuming duties held by Russ McCord. Westinghouse Broadcasting management director, since web purchased the outlet.

Blank comes to the station from NBC-TV, where he was production manager, prior to which held posts with General Electric and the Bigelow-Sanford Cable Co. He is also serving his second term as a councilman of Dumont, N. J., his home town.

At the KENS Turntable

San Antonio — Pat Tallman joined KENS as a deejay.

Revue, Gomalco Set George Gobel Series

West Coast Bureau of RADIO-TV DAILY
Los Angeles — "George Gobel Presents," an hour variety series on film, will be co-produced by Gomalco Enterprises and Revue for '63-'64. Pilot will begin filming Monday at Revue.

News Chiefs Pace Pay Gains

(Continued from Page 1)

nationwide survey his department conducted this Fall.

Seventeen key jobs in TV and nine key jobs in radio were covered in the survey, and 50 per cent of the nation's TV stations and 37 per cent of its radio stations participated.

TV Higher Than Radio

The average weekly wage nationwide paid by TV stations ranged from \$76 for a floorman to \$276 for a sales manager. In radio, the wage ranged from \$69 for traffic manager to \$174 for sales manager.

Hulbert said the largest increase during the last two years, 11.3 per cent, was in the salary of TV news directors. In radio, the largest average increase, 6.1 per

cent, was for continuity writers. Overtime fees and commissions, where paid, were included in the figures. The breakdown is:

Television—Sales manager \$276, chief engineer \$196, program director \$192, salesman \$176, news director \$167, staff announcer \$149, producer-director \$132, technician \$123, art director \$118, film department head \$112, staff photographer \$107, cameraman \$97, production man \$88, traffic manager \$89, continuity writer \$85, film man \$83, floor man \$76.

Radio — Sales manager \$174, salesman \$124, program director \$122, chief engineer \$118, news director \$111, staff announcer \$99, technician \$97, continuity writer \$70, traffic manager \$69.

Pennsylvania Stations Snare Golden Quills

KDKA Radio, TV Win Most Annual Awards SDX Competition

Pittsburgh — KDKA Radio-TV monopolized the third annual Golden Quill Awards Western Pennsylvania, given by Sigma Delta Chi in cooperation with the Public Relations Society of America. The two Pittsburgh stations garnered first-place honors and three runner-up citations, with KDKA-TV general manager Jerome Levees picking up a top award and three important editorial is-

For News Excellence

KDKA-TV also won first place for TV News Excellence and Best News Series and took the runner-up in the News Film, Best Single-Program and TV Series categories. KDKA Radio was first for Spot News and Feature Reporting.

The TV Photo-News Award went to photographer Charles Grath of WTAE, which also won first for TV News Film and Best Single-Program. The station's Jean Connelly won in the category of Best TV or Radio Presentation by a woman, with WBZ-TV (Beaver Falls, Pa.) Gertrude Kube the runner-up.

The awards were presented by TV commentator Ned Brooks, and presidential press secretary Pierre Salinger was the principal speaker.

Weatherman Saunders Wins Hub Kids' Benefit

Boston — WNAC-TV weatherman Gus Saunders will be toastmaster at the benefit dinner to be held tomorrow sponsored by the Greater Boston Ass'n for Retarded Children. National association chairman Howard Johnson will attend the affair at the Statton Hilton.

'Studio' Makes Squeeze Play For Flight to Guantanamo

They had to let the air out of the tires and saw two feet off the camera platform to fly a mobile "studio" down to Guantanamo Bay, Cuba, for taping of the "erry Como Show" of next Wednesday.

Tele-Tape Productions' Mobile Unit One, a whopping 18-ton motor-trailer unit, got stuck in the mud while it was being shooed into a waiting Globemaster at Idlewild. Thirty technicians and mechanics from NBC, Lockheed and Tele-Tape cheered when emergency action allowed the trailer to be squeezed and the tailgate slammed shut. A chartered jet carrying Como,

Money 'Crisis' Perils Only ETV in N.Y.C.; WNDT Needs \$1 Mil.

The only ETV operation in the nation's largest market is in danger of going "out of business" if it doesn't raise another \$1 million of its current \$3-million operating budget by next June. But one station official said he doesn't think WNDT has "reached a crisis" because "we have until June and I think we will raise it."

No Crisis, Says Burbank

Dr. Samuel B. Gould, president of the group operating the ETV on Channel 13, brought the financial plight to light when he disclosed the public seems to think "we have enough money, which simply isn't true." But Kershaw Burbank, VP in charge of WN-DT's fund-raising activities, disclaimed any crisis.

He said that although no more "foundation money" is in sight, the station expects to obtain the needed funds from the business and financial community as well as the public, and in line with this is stepping up its on-air appeals for donations. "The checks are really just beginning to flow in now," he added.

Dr. Gould to Report Dec. 14

Dr. Gould will deliver a "report to viewers" on WN-DT Dec. 14, one of the periodic accountings planned for on-air delivery.

WN-DT, meantime, is going ahead with plans to add Saturdays to its broadcast week Jan. 5, repeating on a late-afternoon-thru-evening schedule some of the top programs it aired from Monday-Friday. The station went on the air Sept. 25 as a weekend outlet. No plans are in the works for instituting Sunday programming.

Studio' Makes Squeeze Play For Flight to Guantanamo

his guest stars, cast and staff—a total of 79, followed the Globemaster the next morning to Guantanamo. They had been given their shots Friday by two Navy doctors and briefed Monday by an Air Force major on what to expect on the base.

Among the finer points in the major's briefing was that girls should wear slacks or dresses (no shorts); each will wear an identification card; and all will be extended PX privileges.

CBS College-Grants Honor Women Employees

CBS Foundation has made grants to Barnard College and to Washington's Trinity College in recognition of the service of two CBS female employees who are alumnae. They were, respectively, in behalf of Dorothy S. Boyle, who joined CBS in 1942 and is now TV program records manager in the research dept., and Marion S. Shepard, with CBS since 1932 and now assistant music librarian at WBBM, O-O in Chicago.

LOOSENESS OF OBJECTIVE TV'S AFFLICTION: McHUGH

Dallas—TV people (advertisers, agencies, stations and networks) are suffering from a "looseness of objective," are too pre-occupied with the size of the audience to have the proper

concern about whether they are reaching the people who constitute the market for the product being advertised. "Make no mistake . . . the real 'professionals' of TV are the people on the other side of that screen," the Association of Broadcasting Executives of Texas was told here.

Phil McHugh, president of McHugh & Hoffman, Detroit radio-TV advertising consultants, continued. "We go to a great trouble to count viewers, but nobody bothers to go to them and find out who these people are and what they really like and want." He contended that income brackets no longer represent a valid classification of audiences, in a day when both college professors and milk route salesmen are in the \$7,500 range.

One Characteristic in Common

"The only thing they have in common is the amount of money they earn." "They don't even spend this money the same way. Their programming desires are different. They have different educational and social backgrounds. Their needs and wants are different."

Touching on TV's abilities, he said that despite criticism aimed at it, video has grown as an informational medium. "People learn a vast amount from TV, and they want to learn, so long as you don't tell them you're educating them. Don't ever use the word 'education' to a viewer. It's disastrous. Even if you do educate him, he still wants to think he's watching entertainment."

SANTA'S AD GETS CALLS FOR WORK

TV Editor Plays St. Nick For Cleveland Charities

Cleveland — In the beginning there was an ad, and since then Ralph Gertz, WJW-TV film editor, has been playing Santa Claus at hundreds of charitable institutions in and around the city of Cleveland.

Placing an ad in a newspaper some years ago, Ralph solicited for work in orphanages and institutions, free of charge, to play the role of Saint Nick. As he puts it, the only requirement was "a guarantee of lots of children in need of cheering up." This was the beginning, and now he is known as Santa to scores of underprivileged children throughout the area.

7 Daytime Vidsales Ring Up \$3 Millions

Seven new orders for ABC-TV daytime programming in '63, totaling \$3 million, are reported by net VP Edward Bleier.

Sponsors are: Bristol Myers for Ban, thru Ogilvy, Benson & Mather; Bel-tone Hearing Aid, thru Olian & Bronner; Coats & Clark, thru Fuller & Smith & Ross; Doan Pills, thru Street & Finney; Mennen Co. for baby care and antiseptic products thru Grey; Rexall 1¢ sale products and Sunkist Growers, thru Leo Burnett.

Sales represent sponsorship in eight programs.



BLEIER

Dina Dons Blue Jeans, Sneakers and Hitchcock

Actress Dina Merrill, an exponent of high fashion, forsakes glamor for an upcoming "Alfred Hitchcock" episode. In key sequences Dina dons blue jeans, sneakers and a disreputable shirt for some dirty work. Peter Falk co-stars in "Bonfire" on CBS-TV Dec. 13.

“Wow!”

“What a figure!”

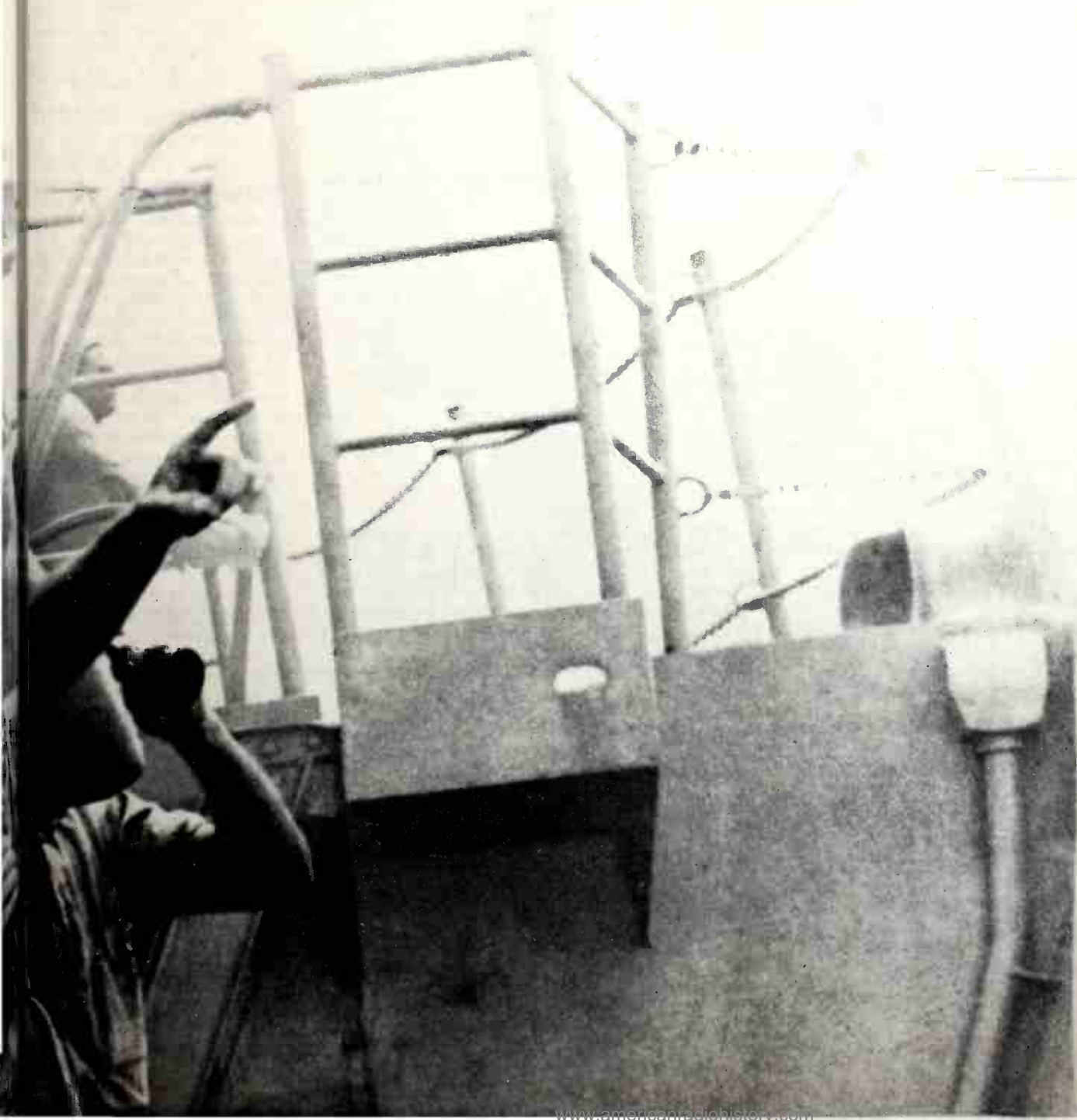
“Sensational!”



39.9! And again all eyes are on Channel 2!

The Thanksgiving Eve showing of "Mister Roberts" on the Schaefer Award Theatre zoomed to the highest rating ever achieved by a feature picture on New York television, according to both Nielsen and Arbitron. Broadcast from 11:15pm to 1:27am, far later than usual peak viewing hours, this classic from Seven Arts Associated commanded a 39.9 Nielsen average rating...with a mighty 80 per cent share of audience. More than 4 million people stayed up far past midnight to watch "Mister Roberts" on Channel 2!

This 21-gun reception—another historic "first" for Channel 2—proves again that, now as always, New York's center of attraction is the number one television station, CBS Owned **WCBS-TV**



4-Year-Old Beats Skins For Coast Admen's Fete

Hollywood—James Bradley, Jr., socko four-year-old jazz drummer, will help enliven the Hollywood Ad Club's annual Christmas luncheon Monday at the Palladium. Steve Allen, who gave young Bradley his start, will be master of ceremonies.

Aussie Network Buys CBC-Made Programs

Special to RADIO-TV DAILY

Montreal — The CBC has sold a number of its TV productions to the Australian Broadcasting Commission, including 18 half-hours of "While We're Young," 1960-'61 Summer series starring Tommy Ambrose; 12 half-hour documentaries in the "St. Lawrence North" skein, produced for CBC by Crawley Films; a two-hour version of Rossini's "Barber of Seville," and two 90-minute Gilbert & Sullivan operettas, "HMS Pinafore" and "Pirates of Penzance."

"Barber of Seville," produced by Franz Kraemer for the 1960 "Ford Startime series, is the first televised opera sold by CBC to a foreign market and has already been aired on one station of the Australian network, with the others to carry it this month.

NBC Buying 2 Eidophors For Big Screen Displays

NBC has contracted for two Theatre Network TV Eidophor projectors, used for large screen TV displays, usually behind a news reporter or TV personality.

NBC had one Eidophor last year, but the increasing program uses of the machine has led to the additional order. The Eidophor has been used by NBC regularly on the "Huntley-Brinkley" news telecasts, "Chet Huntley Reports," men-in-space news coverage, many news specials and the "Jack Paar Show," among others.

WEDDING BELLS

Jolliff-Schlamp

WTCN regional sales manager, Richard W. Jolliff, and former air personality, Marilyn Schlamp, were married in Las Vegas.

Peterson-Beck

Dorothy Peterson, WTCN Minneapolis, program dept secretary, and Edward A. Beck, former deejay with the station, were married.



By TED GREEN

• • • Ben Grauer, radio, TV commentator and reporter, signed for another hitch with NBC. A glance at some of Ben's current activities underlines the versatility that has marked his career. This afternoon, Ben appears as moderator of a panel at the NAM's annual Congress of Industry at the Waldorf. He is doing a nightly 6 PM TV news show, hosts "Recital Hall" TV concerts Saturdays, moderates the "Searchlight" TV political panels Sundays and is commentator on "Best from Interlochen" Mondays on radio. He will be at his usual vantage point covering Times Square for NBC-TV when Johnny Carson switches to him on New Year's Eve . . . TV's Woody Woodbury is clicking big on record albums. The comic just received two "gold records" for his "Woody Woodbury Looks at Life and Love" and "Laughing Room" albums . . . When it comes to evaluating precision dancers, don't overlook Jackie Gleason's chorus—they're great . . . Aside to Eddie Clarke, program manager of Cleveland's WHK: The bartender at Rattazzi's is Mario Robello, not Mario Rattazzi.



GRAUER

• • • Meet: Dan Ingram, who believes in having a good time while he's on WABC's air, so his listeners enjoy themselves, too, on his seven-day-a-week stint. He discovered it was a mistake not to let his exuberant personality show through when he was a lad of 13, and lost a disk jockey contest held by Fred Robbins. As an 18-year-old jazz deejay on the Hofstra College station, his practice of making himself at home on the air paid off, and he joined a small outlet on Long Island, then went to WNHC, New Haven, and later to KBOX, Dallas, and to WIL, St. Louis, as program director. Now, at 28, he's a top musician.



INGRAM

• • • The TV producer Everett Chambers (she's Nancy Valentine) confessed happily at Six Happiness that their new arrival is due in May . . . John K. M. McCaffrey of NBC and "Leave It to the Girls," treated his son to Thanksgiving dinner in Paris via "Be My Guest," the international host service . . . Ken Banghart will MC the New York Philanthropic League's 51st annual awards luncheon Sunday at the Americana Hotel . . . Bert Stern, internationally renowned photographer, joined Robert Lawrence Productions.

• • • My Stetson's off to Sam Rootstein of the Palms in Sheepshead Bay for adopting a policy of featuring budding talent. More nightclub and TV producers should follow Sam's example . . . Julia Meade proving to be a potent box-office draw in the National Company of "Mary, Mary," now settled down for a long run in Chicago . . . While in England concert-touring, Johnny Mathis stars on a BBC-TV special . . . TV producers ogling Enoch Light, a big seller on Command Records . . . Mike Clifford does his third Ed Sullivan shot Sunday, immediately following a week of toplining at Boston's Blinstrub's. A fast-moving youngster . . . In the hush-hush dep't, Jackie Wilson's next release is the big song from a forthcoming big film. A real change of pace for the rock 'n' roller, who's nicknamed "Mr. Excitement."

Hoffberg Acquires Rights To Henry Morgan News

Hoffberg Productions has acquired for world release a series of 13 "Morgantone News" 10-minute TV programs featuring comic Henry Morgan, who narrates and appears in these news-reel style comedies.

Ron Johnson Appointed WFGA-TV's Promo Ass't

Jacksonville—Ron Johnson has joined WFGA-TV here as promo assistant, taking over on-air promo. His previous stints include WTOM-TV, Sheboygan; WILS, Lansing, and WKTX, Atlantic Beach, Fla.

Joyce Brothers Gets N From AJC Women's D

The Women's Division of American Jewish Congress honor Dr. Joyce Brothers with special citation "for outstanding community service and for counseling in an era of emotional unrest." Award will be made at a luncheon to be held here Tuesday.

California Teachers Cite KOGO Vidshow

West Coast Bureau of RADIO-TV L
San Diego—Presentation of '62 John Swett Award was made on Saturday at the Ambassador Hotel, Los Angeles, to KOGO-TV for "outstanding courageous coverage of education programs and events."

Sponsored by the PR advisory panel of the California Teachers Ass'n, the citation reads in "The award is based particularly on the wide variety of superior programming giving attention to the importance of schools and education issues."

VOA Aids Crisis Station

(Continued from Page 1)

broadcasts to Cuba during the recent crisis.

In a session here between broadcasters and VOA, Loomis explored compensation for the stations. The eight regular commercial stations turned over an estimated 2,000 hours to VOA and two shortwave stations debarred about the same time. WSEK-KAAY indicated immediately would not accept any compensation, preferring to take their case as a "matter of patriotism."

Each station, it developed, sent a special case. Circumstances and expenses varied, but a set rule could be established applicable to all.

Cost-Breakdown Asked

The stations have been asked to break down their expenses, such as overtime and 10 percent of guards, operations and, due to cancellations.

Some operators have indicated they would accept only "out-of-pocket" expense. Others said advertisers placed their commotion on the FM operations and some income was maintained. Other advertisers were reported to be glad to "make contributions" to such a worthy cause.

OBITUARY

W. E. Hawkins

Dr. W. E. Hawkins, 71, former and director of the Dallas Revival in 1927, died in Ft. W.

Disk Spinning

By CARL MOS

MGM is plugging its original off-Broadway cast album of "The Fantasticks" wherever the many road-show companies play. Latest spot is Milwaukee, where they're set at the Fred Miller Theatre 'til the 23... ABC-Paramount is excited about the recent signing of night-club rage Ray Milan and the Quarter Notes. A vet at age 20, Ray and his group currently appear at Trude Heller's nitery, New York, following performances on radio TV and or night spots in N. Y., Miami and New Orleans.

Kitty Kallen, perennial hit-maker of such songs as "Little Things Mean a Lot" and "If I Give My Heart to You," has penned an exclusive RCA Victor contract. She'll lead off with a new single, "Here's to Us" from the Broadway show, "Little Me," b/w "My Coloring Book," to be followed early in '63 with "Kitty Kallen's All-Time Hits" album... Allan Sherman's song satire album, "My Son, the Folk Singer," for Warner Bros. is really rocketing past the half-million sales mark. Moreover, Allan is dated in for a Carnegie Hall concert, yet, on Dec. 27.

Epic has released a new Bobby Vinton album, "Bobby Vinton Sings the Big Ones," including "Be My Love," "Autumn Leaves," "Ramblin' Rose" and "Rain Rain Go Away." Vinton's "Roses Are Red" was Epic's first million-seller (over 1.6 million domestic, actually) and flipped them in Israel, South Africa, Holland and the Philippines.

Election Data Sought

(Continued from Page 1)

tomorrow by the committee, created by the last legislature.

Not less than 10 days before an election, the medium would have to file with the Secretary of the State for district candidates and with the county clerk for county candidates a separate sworn report for each candidate of all such contracts. A supplemental report also would have to be filed after the election.

WISH Hikes Lynn Knox

Indianapolis — Lynn E. Knox, WISH account exec for the past year, has been promoted to local sales manager. Prior to joining the Corinthian outlet, he was with WHAS-TV, Louisville, and sales manager of WANE-TV and WV-LK, Lexington, Ky.

BCH Eyes Spot TV; Mehlig Named Prexy

Broadcast Clearing House, which has been specializing in handling centralized billing for spot radio, is planning to move into spot TV after Jan. 1, BCH also has realigned its management and executive echelon with John C. Miller, president of Berlin-Chapman Co., Berlin, Wis., and Apparel Arts, Inc., Appleton and Fond-lu-Lac, Wis., as chairman.

Promoted to president was exec VP Lee P. Mehlig, a co-founder of BCH, replacing John E. Palmer, who has resigned but continues as a major stockholder. BCH has also named as a board member Ralph E. Peterson, senior partner in the investment firm of Ralph E. Peterson & Co., Berlin, Wis., and elevated Donald A. Norman to general sales manager; Harold F. Walker to Eastern sales manager, and Jock Flournoy to administrative manager.

Operations Started June 1

BCH, which began actual operations June 1, after a full year of testing, handles billing, paying, adjusting data processing for spot radio campaigns thru 60 major ad agencies, a service it plans to now institute for spot TV. Its Midwest sales manager in Chicago is James D. Bowden, while Frank W. Crane heads West Coast operations.

Dorothy Cochard in Rome In New Role as Producer

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Dorothy "CoCo" Cochard has resigned after more than 15 years with columnist Louella Parsons to join the executive staff of Co-Co Productions as producer.

Dorothy is now in Rome to produce a forthcoming TV series, "This Is Your World." The first episode is "Rome—A City and a World." The musical documentary series will consist of 26 hour segments.

A KOOL DeeJay

Phoenix—Keith Allen has been appointed a deeJay for KOOL, where he will do a morning show.

KHJ Equipment Boosts New LACC Campus AM

Hollywood — KHJ has donated to Los Angeles City College a 1-kw transmitter and equipment from an old radio studio, to be used for the college's new campus station. With FCC approval, the transmitter will go into operation in September. Estimated cost of the donation amounts to over \$20,000.

AGENCY NEWSCAST

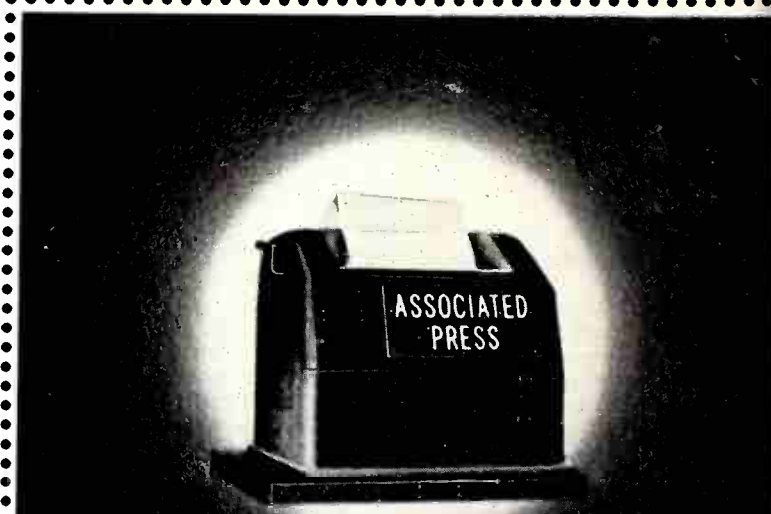
By RALPH TYLER

WNEW-TV, New York, hosted a swingin' party for advertising agency media execs last night at the Plaza to celebrate its biggest year. Duke Ellington and his orchestra provided music. On hand for the Metropolitan Broadcasting TV flagship station to greet the guests were John W. Kluge, president and board chairman of Metromedia; Bennet H. Korn, president of Metropolitan Broadcasting TV; John E. McArdle, WNEW-TV, VP and general manager, and the station's sales staff.

Growing importance of women as service station customers is highlighted by a new consumer survey put out by Ethyl Corp. Women drivers, the survey found, are strongly loyal to their local service station and to the brand and grade of gasoline they use. They regard service as the most important factor in choosing a service station. Fifty-one per cent of the women interviewed drive their own or the family's car, and the majority of this group (79 per cent) have a car available most of the time during the day, Monday thru Friday. The survey, "Women on Wheels II," was conducted for Ethyl by Y&R.

CANADIAN COPY: Trans-Canada Telephone System, thru Kim Advertising, Montreal, sponsor the "Telephone Christmas Program" Dec. 23 CBC-TV. Jane Wyatt will hostess to a roster of musicals on the show, which originates NBC-TV... Union Carbide (Canada) Ltd., Max Factor & Co. General Motors Products of Canada will payroll the sec "Wayne & Shuster Hour" to be seen Monday on CBC. Agencies for this account are Stan Johnson & Hill; Muter, Cull Franfurter & Gould; and McLaren Advertising.

Grover Allen has been promoted to the new position of director of TV production of Wade Advertising, Chicago. Allen has been with Wade as a TV producer for last five years. His new responsibilities include assignment of producers, their direction on production matters related to TV radio commercials, and supervision of all commercial production.



ASSOCIATED PRESS

PROGRESSIVE STATIONS PREFER THE PRESTIGE NEWS SERVICE



Indiana University Library
Bloomington Ind

WEBS DENY TALENT 'BLACKLISTS'

TV Net 9-Mo. Billings For Major Products Register Steep Gains

All major TV network product classifications — food, rugs, toiletries, automotive, household equipment, smoking materials, soaps — showed increased time billings in the first nine months of this year, the TvB reported yesterday.

Food billings rose 6.4 per cent from \$94,498,837 in the same period last year to \$100,536,706 this year; toiletries increased 20.9 per cent to \$107,985,397, becoming the leading classification; automotive was up 8.1 per cent to \$34,513,683; household equipment, plus 17.1 per cent to \$23,833,742; smoking materials up 3.6 per cent to \$65,48,504 and soaps, plus 9.3 per cent to \$64,889,857.

Leading web advertiser was G&G, with nine-month gross time billings of \$39,573,853. American Home Products ranked second

(Continued on Page 4)

McGarity Gains Control Of WLAW in Stock Buy

Washington Bureau of RADIO-TV DAILY
Washington—The FCC's Broadcast Bureau has approved sale of positive control of WLAW, Lawrenceville, Ga., to Stephen B. McGarity thru purchase of stock from Eathel Holley and Leslie E. Radick, Jr., for \$39,000.

New No. Carolina AMer

Cherryville, N. C.—FCC hearing examiner Jay A. Kyle was issued an initial decision looking toward grant of application of Cherryville Broadcasting for a new AM station on 1590 kc, 500 watts, daytime.

NBC Polishing Up 21 More Gold Watches

Twenty-one new members of the Twenty-Five Year Club of NBC will be honored at a luncheon in New York's Waldorf-Astoria Hotel Monday. Gold watches and certificates will be presented to them by board chairman Robert W. Sarnoff. Robert E. Kintner, president, will speak. There are 401 active and retired NBC employees who have been with the company 25 years or more.

FCC Says Profits Dropped For '61 Radio — 'Misleading'

Washington Bureau of RADIO-TV DAILY

Washington—Radio industry profits in 1961 fell a steep 36 per cent from 1960, and if it hadn't been for a much brighter picture by the four national radio networks and their o-o stations, the result would have been even worse, according to final, official figures released yesterday by the FCC.

Because of TV, total broadcasting industry revenues rose to \$1,909 million in 1961, up 2.3 per cent from \$1,866 million during the previous year. But expenses rose 4.2 per cent from \$1,576 million to \$1,643 million, so profits before Federal income tax dropped 8.1 per cent from \$290 million to \$266.4 million. Detailed TV figures were reported by the FCC months ago.

Radio has accounted for 70 per cent (Continued on Page 4)

200-Mil. Sets in Use Come Jan. 1—Bunker

Scottsdale, Ariz.—Radio broadcasters were exhorted to "take pride in their fantastically growing medium" by RAB president-elect Edmund C. Bunker in a speech prepared for delivery today before the Arizona Broadcasters Ass'n.

Bunker, who will succeed RAB president Kevin B. Sweeney March 1, said Americans will buy about 24 million radio sets at retail this year, making a total of 200 million sets in actual use by Jan. 1.

"For the third straight year," Bunker said, "radio set sales will break all existing records. No other advertising medium—anywhere, anytime—has achieved this kind of universal acceptance."

This Year's Looking Up

Miles David, RAB administrative VP, said: "These FCC figures are deplorably misleading as an index of radio acceptance by advertisers. Actually, hundreds of stations are really small businesses that produce handsome annual incomes for their owners, even if there are no net profits. Further, '61 was spotted with recession; yet stations made heavy investments in new equipment and services. This year will produce the payoff, with a revenue rise far exceeding the small percentage decline in '61."

DISTORTED FACTS PERIL LICENSE

Initial Decision Rejects Alabama Station's App.

Irondale, Ala.—Under terms of an initial decision by FCC hearing examiner H. Gifford Irion, a license would be denied WIXI here for alleged misrepresentations to the FCC, unauthorized transfers of control and concealment of material facts.

The station has been on the air on a construction permit. Unless the Irion decision is reversed, it will be forced off the air.

'Unrealistic' Critics Spanked by Swezey

Special to RADIO-TV DAILY

Toronto — "It is patently unrealistic to hold radio and TV broadcasters to a much higher quality standard than that applied to other media," NAB code director Robert F. Swezey yesterday told the Radio and TV Executives Club of Canada here.

"I think we should admit that," (Continued on Page 4)

ACLU Official Is Hazy After Trumpeting Cry Of Casting 'Rubouts'

The American Civil Liberties Union widely publicized accusation last weekend that blacklisting "has been institutionalized and made part of the administrative machinery of program casting" was roundly rebutted at the three major networks yesterday.

NBC, which said it does not have a blacklist, however stated it "maintains a policy of long standing, prohibiting the use of our facilities by performers identified with the Communist Party."

It was application of this policy to the folk-singing Weavers which the ACLU said prompted it to cry "blacklist" in a letter to FCC chairman Newton Minow. The letter called for a declaration by the FCC that denying the use of TV and radio facilities to those who refuse to sign affidavits as to their political beliefs or memberships "does not serve the public interest."

When questions concerning associations with the Communist party are raised, NBC said it "seeks to obtain information as to" (Continued on Page 4)

AT&T to Rio de Janeiro Via Satellite in Orbit

The FCC has granted AT&T authority to communicate via satellite with Rio de Janeiro, fifth foreign point of experimental communications. Already authorized are U. K., France, West Germany and Italy.

Neither, Rain Nor Fog . . . Keep CBS from News

The heavy fog blanketing Great Britain, which halted transatlantic air traffic, caused CBS News to use ingenious method of piping film from London to Paris via Eurovision lines. In French capital, film was videotaped and placed on jet to United States. Pictures included scenes of killer-fog in London, and shots of wounded Indian soldiers returning from Himalayan front.



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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ARTHUR SIMON : : : Advertising Mgr.

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WXYZ News Boost Splits Radio-TV Ops

Detroit — In a move to expand both facilities, WXYZ has established complete and separate news departments for its radio and TV outlets, with Ed Hardy and Van Kirkwood appointed to head them, respectively.

Hardy, who joined the ABC-owned station in early 1962, was formerly with AP as radio-TV news editor for Michigan stations.

Kirkwood, a veteran newscaster since 1941, has been with WXYZ for the past two years.

WANTED: THE MOST INTERESTING SELLING JOB IN MANHATTAN!
Thoroughly experienced, financially secure, mature sales executive will tackle your N. Y. City selling problem on a commission basis. Background includes newspaper, radio and advertising. Must have high potential. Available Jan. 1.
Box No. 220, RADIO-TV DAILY
1501 Broadway New York 36, N. Y.

COMING AND GOING

HARRY NOVIK, WLIB president, returns from Albany today, where he attended the N. Y. State broadcasters' meeting.

JAY NORTH, star of CBS-TV's "Dennis the Menace," in St. Paul this weekend for the annual Children's Christmas Party.

AL HIRT to Los Angeles next week to tape a Dinah Shore show.

MERV GRIFFIN back from Boston after hosting a police benefit in Boston Garden.

DEAN JONES, star of "Ensign O'Toole," returns to Hollywood after p.a.'s in N. Y. and Portsmouth, Va.

WILLIAM McDANIEL, NBC exec VP, to Seaview in Absecon, N. J., Sunday, for 3-day NBC Radio seminar.

Chock Full Ringing In 1963 with Lombardo

Guy Lombardo and his orchestra will welcome in the New Year from the Imperial Ballroom of New York's Americana Hotel, presented on CBS-TV by Chock Full O' Nuts Corp., via Peerless Ad agency.

In addition to special guest vocalist Page Morton, Guy will feature the music of his brothers Carmen, Lebert and Victor, with singers Kenny Gardner and Bill Flanningan, the vocal team of Jack and Sally Jenkins and the Lombardo twin pianos.

3 Scottish Stars Sign For DuPont Int'l Story

Three Scottish performers — Elizabeth MacLennon, Ronald Fraser and Moultrie Kelsall—have joined Rod Taylor and Finlay Currie in "The Ordeal of Dr. Shannon," NBC-TV's "DuPont Show of the Week" on Dec. 16.

The film, being produced in Scotland and England, is a co-production of NBC and Associated Rediffusion, Ltd., which plans to air the show in England this season. Lewis Freedman is exec producer, with Joan Kemp-Welch directing.

Prof Visits 'Stonehenge'

Danbury, Conn. — John Dando, radio-TV personality and Trinity College professor, will guest this week on WLAD's "Sunday at Stonehenge." Prof. Dando is heard in New York on WCB's "Backgrounds of Literature."

'Tunnel' Music Composed Under 4-Day Deadline

Under intense pressure of a four-day deadline, Hale Rood, film score director of Phil Davis Musical Enterprises, Inc., composed and orchestrated an 83-minute emotion-packed score for NBC-TV's "The Tunnel." The once-postponed program is skedded for airing Dec. 10.

NBC Maestro Leads Benefit

NBC music director Paul Taubman will conduct the Paul Taubman symphonette and soprano Friedl Teller will make her New York concert debut in a benefit program for the City of Hope Sunday at Town Hall, New York City.

The concert is presented by "Big Joe" Rosenfield, Jr., with proceeds going to the Happiness Exchange Chapter of the medical center, devoted to finding causes and cures of catastrophic illnesses.

WTVN Muscle-Bound With 'Fitness by Ferg'

Columbus, O.—Fraysher Ferguson has returned to WTVN-TV with a new Saturday physical fitness show, "Fitness by Ferg." The half-hour program is designed for family participation in the correct methods of exercise, with prominent athletes guesting as a regular feature.

Study of Modern Woman

"Thou Art Woman" will be presented Sunday on ABC-TV's "Directions '63" portraying the role of women in the modern world. Written by Sean Sullivan, the half-hour teleplay is co-produced by the National Council of Catholic Men and the nets pubaffairs dept., with Lloyd Tweedy directing.

'King' of Charity Shows

Alan King will be honored Sunday by the New York Philanthropic League, at a special luncheon in the Americana Hotel, for his extensive activities in behalf of charity drives.

FINANCIAL

(December 6)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	13	12 5/8	13	—
AB-PT	35 3/4	34 3/4	35 3/8	—
Am. Tel. & Tel.	117 1/4	114 1/8	116 7/8	+ 2 1/8
AVCO	25 1/2	25 1/4	25 3/8	—
CBS	45 1/8	43 5/8	45 1/8	+ 1 1/2
Columbia Pic.	24 7/8	23 1/8	24 1/2	+ 5/8
Crow.-Coll.	20 5/8	19 7/8	20 1/4	—
Decca	44 5/8	44 1/2	44 5/8	—
Disney	29 1/4	29	29 1/4	—
East. Kodak	108 1/2	107 3/4	108	—
Gen. Prec.	34 3/4	34 1/8	34 1/4	—
General Tel.	27 1/2	27 1/2	27 1/2	—
Hazeltine Corp.	22 3/8	21 1/2	22 1/8	+ 5/8
Magnavox	37 3/4	37 1/4	37 3/8	—
MCA	50 1/4	48 3/8	49 1/2	+ 1 3/8
M-G-M	35 3/8	33 3/4	35 3/8	+ 5/8
Metromedia	15 3/4	15 1/4	15 1/4	—
Min. M&M.	57 3/8	56 3/8	56 5/8	—
Nat. General	8 1/4	8	8	—
Paramount	37 3/4	37 1/4	37 3/4	+ 5/8
Plough	34 7/8	33 3/8	34 3/8	—
RCA	59 3/8	58	58	—
Storer	31 1/4	31	31 1/4	—
Taft	16 7/8	16 1/4	16 1/4	—
20th-Fox	20 1/4	18 3/4	20 1/4	+ 1 1/4
United Artists	27 7/8	27 5/8	27 7/8	+ 5/8
Warner Bros.	14	13 5/8	14	—
Westinghouse	32 7/8	32 3/8	32 3/4	+ 5/8
Zenith Radio	56 3/8	55 1/4	55 5/8	—

AMERICAN STOCK EXCHANGE

Allied Artists	3 3/4	3 3/8	3 3/8	—
Capital Cities	17 3/4	17 3/8	17 3/4	+ 5/8
Desilu	8 1/4	8 1/4	8 1/4	—
Esquire, Inc.	7 1/2	7 1/2	7 1/2	—
Filmways	5 3/8	5 3/8	5 3/8	—
Movielab	9 5/8	9 5/8	9 5/8	—
MPO	5 7/8	5 3/4	5 3/4	—
NTA	1 1/4	3/4	3/4	—
Reeves Sound	4	3 3/4	4	+ 1/4
Screen Gems	18 1/8	18	18 1/8	—
Technicolor	9 3/4	9 1/2	9 1/2	—
TelePrompTer	6 3/4	6 1/4	6 3/4	+ 5/8
Trans-Lux	13	13	13	—
TV Industries	2 5/8	2 5/8	2 5/8	—

* OVER THE COUNTER

	Bid	Asks
Jerrold	47 1/2	51 1/2
Meredith	21	22 1/2
Rust Craft	10 1/4	11
Seven Arts	8 3/4	9 1/2
Sterling	1 1/4	1 3/4
Walter Reade-Sterling	2 1/4	2 1/2
Transcontinent	10 3/8	11 1/2
Wometco	19	20 1/2

* Courtesy of National Association of Security Dealers.

1,500 Outlets Receiving Baptists' Yule Program

Ft. Worth—The Southern Baptists' Radio-TV Commission offering a special radio program "Impressions of Christmas" to 1,500 U. S. stations, including 600 which don't currently broadcast commission-produced programs, is announced by Dr. Paul J. Stevens, commission director.

He said the program, tailored to 24:30 minutes, is being offered free of charge with postage paid both ways.

12 Yrs. of Baptist Show

Houston—The Latin American Baptist radio program, "La Hora Baptista," marks its 12th anniversary on the air Sunday with special celebration in the studios of KLVU, Pasadena, Tex.

Dinah's Show Picked for USIA Distribution to 62 Overseas Nations

The Dinah Shore Show broadcast Sunday on NBC will be distributed to TV stations and networks around the world thru USIA, which will air express 70 b-&-w prints of the program to 62 countries. It was emphasized that the overseas distribution will be done at no cost to taxpayers, with Miss Shore making the prints available.

USIA director Edward R. Morone while stressing the importance to the agency of programs produced by the TV industry, said an important aspect of its TV activity is to provide people overseas with a clear understanding of America and its people, and in this context Miss Shore's program has major significance.

Sinatra to Participate
In the program, offering a broad view of modern American music, which is joined by Frank Sinatra; Perry Mulligan and his jazz Quintet with Ben Webster, and Bessie Smith and the Gospel Pearls. The numbers include Gospel songs and modern spirituals, romantic and rhythm ballads and expressive jazz.

Four Star Inks Gerrard for Robert Taylor Series

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Four Star president Tom McDermott has signed Edwin Gerrard to produce the Robert Taylor hour series set for broadcast next season on ABC-TV. Gerrard has a long background in radio and TV writer and as producer, creator and packager of "Alcoa Presents" and "One Step Beyond." Production of the series will begin shortly after 1963.

WJW-TV in Driver's Seat for Road Safety Drive

Cleveland—The WJW-TV "Cleveland in Courtesy, Not in Court" campaign is in full swing. Officers are on the lookout for the bright green safety patrol car which backs up the campaign with its efforts as bringing safety to school children.

Minow Town Hall Speech To Be Aired Live on KTTV

Los Angeles — KTTV will air live a special address by FCC chairman Newton Minow Dec. 18. The program, originating at the Town Hall luncheon in the Biltmore Hotel, will be sponsored by Liggett & Myers and Great Western Savings.

Pilot-Engineer Tiff Entering Round Two

Flight engineers have been granted equal time to answer pilots whose criticism was aired Nov. 25 on WGN-TV, Chicago, and WPIX, New York, on the "What About Our Air Line Pilots?" segment of "Your Right to Say It."

Paul Chorbajian, president of the Pan-Am chapter, Flight Engineers International Ass'n, will speak for his union Dec. 16 in response to questions by newsmen John Justin Smith and Wayne Thomas. Many of their questions will be based on the program's earlier encounter with Dick O'Neill, a VP of the Air Line Pilots Ass'n International.

TV Producer Discusses Camera as Communicator

"TV Camera as a Means of Communication" will be discussed by George Schaefer, TV producer-director, at 8 PM Wednesday in the Conference Room of the Foreign Policy Ass'n, New York City.

As head of Compass Productions, Schaefer has produced "Hallmark Hall of Fame" shows, as well as the Broadway production, "Write Me a Murder." He directed "Cyrano de Bergerac" on NBC-TV, starring Christopher Plummer and Hope Lange.

Ted Krec Quits KTTV

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Ted Krec, KTTV senior publicist for the past three years, has resigned to become PR director for the new Memorial Hospital in Long Beach.

Joe Garagiola Signs for BB

NBC-TV, which will carry 50 Saturday and Sunday games in next season's "Major League Baseball" has signed former National League catcher Joe Garagiola to a long-term contract as a sportscaster. This will be the network's seventh year of weekend baseball telecasts, with Garagiola as commentator the last two.

"Major League Baseball," to be aired coast-to-coast except by stations in major league markets or in other areas restricted by contract, will be carried on 25 weekends, from Apr. 13-14 to

Shaker and Kearney Lead Talks on Unity

Ted Shaker, president of the ABC-owned TV stations division, and Donald L. Kearney, sales VP for Corinthian Broadcasting, will moderate panels at sales meetings conducted by MGM-TV in New York's Americana Hotel Monday-thru-Wednesday. According to Richard A. Harper, MGM-TV feature and syndicated sales director, the panels will explore new areas of cooperation between film distributors and station program execs and station reps.

Shaker's panel on Monday, covering station programming, will consist of Ivan Reiner, WOR-TV program director; Jack Lynn, programs VP for WNEW-TV and Metropolitan Broadcasting; Charles G. Pogan, operations-film buying director for WTEN, Albany, and Capital Cities Broadcasting, and Ed Warren, WNBC-TV program director.

Station Reps Tuesday

Kearney on Tuesday will cover relations with station reps with panelists Frank Martin, Blair-TV exec VP; Oliver Blackwell, Katz Agency audience development director; Jack White, H-R Television VP-national sales manager, and Roger J. LaReau, VP-client relations director for Edward Petry's TV division.

Harper will direct the overall sales meeting, which will be attended by MGM-TV's nine-man U. S. and Canadian sales staff, as well as all home-office execs.

Doremus Pacted to Steer TTC Financial Pubrels

Transcontinent TV Corp., owner and operator of five TV and eight radio stations throughout the country, has appointed Doremus & Co. as financial PR consultants.

Transcontinent's properties are located in Buffalo; Kansas City; San Diego; Bakersfield; Cleveland, and Scranton/Wilkes-Barre.



RENT A PLYMOUTH
OR OTHER FINE CAR
BY THE DAY •

WEEK • MONTH

FREE
DELIVERY

FREE
PARKING
at over 100
convenient
KINNEY
locations

- Newest Model Cars
- Automatic Transmission
- Radio & Heater
- Power Steering
- All Gas, Oil, Maintenance when needed on the road
- Most Complete Insurance Coverage
- National Credit Cards Honored
- Only \$6 per day, plus 10c per mile, Monday thru Friday



Call
JU 2-4422

KPRC Playing Santa For Guantanamo GIs

Houston — KPRC radio and TV are sparking a drive here to collect gifts for servicemen in Cuba's Guantanamo Bay area. Campaign is cleared through military, providing gifts arrive at station new, boxed and unwrapped, ready for inspection.

Deadline is Dec. 17; gifts to be airlifted to Cuba. Food and liquor are out, but adult games, toilet articles, reading material, pens, watches, transistors, etc., highly acceptable.

'61 Radio Revenue Fell Slightly; Profit Sagged

(Continued from Page 1)

cent of the total industry profit drop.

Profits before taxes in radio in 1961 were \$29.4 million, lowest since 1939 when only 705 stations reported \$123.9 million in gross revenues. In 1961, the four national radio networks, their 19 0-0's and 3,591 other AM and AM-FM operations together had \$59.7 million in total revenues, down 1.2 per cent from \$59.7 million in 1960; \$561.3 million in expenses, up 1.7 per cent from \$551.8 million in 1960; and \$29.4 million in before-tax profits, down 35.9 per cent from \$45.9 million in 1960.

'Kangaroo' in Yule Show

Houston — Bob Keeshan, TV's "Captain Kangaroo," will make his fifth annual appearance tomorrow with the city's Symphony Orchestra at its Children's Christmas Party.

'Blacklist' Cry Grows Faint

(Continued from Page 1)

the facts from the performers concerned."

Two of the four Weavers refused to testify before a Congressional committee on Communist associations, the net said. "As a result, NBC requested statements from all members of the group as to whether or not they were members of the Communist party. The Weavers declined to supply such information and their scheduled appearance on NBC was cancelled."

Both ABC and CBS informed RADIO-TV DAILY that they do not require political affidavits from performers.

All three webs said they share the practice of asking "are you now or have you ever been a member of the Communist party" on their network employment applications but added this does not effect casting of shows.

When queried, the ACLU was

AGENCY NEWSCAST

By RALPH TYLER

Pepsi-Cola says it will have more broadcast frequency in 1963 than at any time in its history. The company plans strong commercial spot participation on 14 prime-time programs on all three networks, starting Jan. 1.

Each of the new one minute commercials will have two 20-second and 10-second versions for greater variety, added frequency and added interest for evening scheduling by the company's 530 bottlers.

Pepsi will repeat its sponsorship of the Miss America Pageant finals on CBS-TV for the third straight year. More than 3,000 radio stations also will take part in the Pepsi drive.

During the prime selling season, radio skeds will reach their frequency-peak with some 147 spots a week. New pubserv commercials providing space for local bottler cut-ins have been prepared to cover local sports and weather news.

* * *

The Mangels - Herold Co. has

NE Radio to Follow 'Nats' Pro Basketball

Ithaca — The Northeast Radio Net has acquired exclusive broadcasting rights to games played by the Syracuse Nats of the NBA. Net plans to carry 24 games, home-and-away, starting Dec. 22. Originating station is WOLF, Syracuse. Games will be fed to net's owned and operated FM stations in upper New York and to Northeast affiliates.

Thought for Today

"The campaign against business is moving subtly but surely towards its ultimate victory. American business is being made the scapegoat for America's guilt complex about our national affluence... (business) should get together a small, interested, dependable, alive group that would spark a nationwide campaign. Its slogan would be: 'Business Means America—America Means Business.'"

—Charles H. Brower
President, BBD&O

purchased a week sked of 60 and 20 second spots on WBAL-TV, Baltimore, to tie-in with 20th Century-Fox's "The Lion," which premieres in Baltimore Christmas Day.

NE Radio to Follow Lutheran Yule Spec Orbits Glenn's Views

A special "Lutheran Hour" Christmas broadcast highlighting an interview with American astronaut John Glenn is being distributed by Mutual Broadcasting to its 500 affiliates in the U. S.

The 25-minute program, "In Excelsis Deo," is sked for airing on either Christmas eve or Christmas day. Overseas stations and radio networks—headed by Voice of America—will bring the Christmas message to an estimated 70 million persons in dozens of countries.

Israeli Ambassador Faces Quiz on 'Opinion in Capital

Avraham Harman, Israeli ambassador to the U.S., will guest Sunday on Metropolitan Broadcasting's "Opinion in the Capital," aired in New York on WNEW-TV. Interviewing him will be Paul Rust, news director of WIP, Metropolitan's Philadelphia outlet, who joins Washington correspondent Peter Lisagor. The program originates from WTTG (TV), Washington.

Net Billings Sharply Up

(Continued from Page 1)

with \$23,185,374 in billings.

Anacin was the leading brand on video skeins for the year's first three segments, with \$8,042,171, billed.

The information is from compilations of Leading National Advertisers - Broadcast Advertisers Reports, released by TvB.

Gov't Ante for Art? Howard Smith Asks

Sen. Jacob K. Javits (R., N.Y.) will join Shelley Winters and Lillian Gish and other luminars from the various arts to discuss "Should Government Subsidize the Arts?" on "Howard K. Smith News and Comment," Sunday.

Sen. Javits, ranking Republican on a special Senate sub-committee on the arts, sponsored a bill on National Arts Foundation during the last session of Congress.

Veis' Bedside Network Says 'Thanks' to WNEW

The Bedside Network has thanked Metropolitan Broadcasting's WNEW-TV for helping ex-servicemen put on plays and programs Radio Hope, their own closed circuit radio station.

Bennett H. Korn, Metropolitan president, received special thanks for conceiving and arranging "Bedside Story," produced at Kingsbridge Veterans Hospital and telecast by WNEW on Thanksgiving. Program was written and produced by WNEW-TV's Baily, directed by Don Horan.

Swezey Blasts Critics

(Continued from Page 1)

by any elevated standards, most of our programming is pedestrian," he said. "But then it is fair to ask the question—is there any other medium which is turning out a higher percentage of called 'quality' product?"

"What percentage of Hollywood's motion picture output is really good?" Swezey asked. "How many excellent plays are there on Broadway? Would columns of hard news, sound and informational content of our newspapers come anywhere near the number of these devoted to trivia?"

Israel's Golda Meir Set For 'Ladies of the Press'

Mrs. Golda Meir, foreign minister of Israel, will be interviewed Sunday on WOR-TV's "Ladies of the Press." On the question end will be Kathleen Teltch, Times; Inez Robb, NY World Telegram; and Joy Miller, AP. Producer Clifford Evans also serves program's moderator.

Shirley Takes Air Leave After Highway Accident

Toronto—Canadian singer Shirley Harmer will be missed from her CBC network commitments for at least three weeks the result of medical advice to take it easy. She suffered a slash neck injuries in a car accident in Vancouver.

VIDEO-GRAB? NOT A CHANCE!

Life Can't Go to Spot TV Party

Spot TV Gross Time Billings 17 Per Cent Higher

Spot TV gross time billings increased 17 per cent in the third quarter of '62 over the same period a year ago, according to J. C. Rorabaugh data released by the TvB. Total billings for the quarter were \$151,922,000, compared with \$127,644,000 in third quarter '61.

Matches, jewelry and cameras, these billings jumped from \$390,000 to \$811,000, up 107.9 per cent, in the parade of product classifications showing major increases in the third quarter over a year ago. Others showing healthy increases were:

Automotive from \$4,023,000 to \$7,750,000, up 33.6 per cent; cosmetics and toiletries \$13,626,000 to \$20,090,000, up 32.8 per cent; household cleaners \$5,123,000 to \$6,795,000 up 32.6 per cent; household paper products \$1,527,000 to \$2,000,000 up 33.1 per cent; confections and soft drinks \$9,197,000 to \$13,811,000, up 34.6 per cent; pet

(Continued on Page 7)

Robert Pauley to Chair Committee for NCCJ

NBC Radio president Robert R. Pauley has been named chairman of the '63 National Radio Broadcasting Committee of the National Conference of Christians and Jews. The 22-man committee of top broadcasters will have the job of spreading NCCJ's theme of brotherhood thru the mass media and on radio in particular. Pauley will also serve in an advisory capacity to help NCCJ promote National Brotherhood Week, Dec. 17-23.

T. B. Baker Tops Board of CBS-TV Affiliates

Chalmers Springs—T. B. Baker, Jr., WLAC-TV, Nashville, has been elected chairman of the CBS-TV Affiliates Board, succeeding Tom Conroy of KOOL-TV, Phoenix. The board also elected Thomas S. Murphy of Capital Cities Broadcasting in New York, as treasurer.

WEBS AND 19 O-Cs HYPO FOR RADIO

Nets Hit \$206,000 Profit After \$3-Mil. 1960 Loss

Washington Bureau of RADIO-TV DAILY
Washington — The four major radio networks and their 19 o-o stations represented a bright spot in the final, official figures for 1961 broadcasting revenue just released by the FCC. They converted a \$3-million aggregate loss in 1960 into a \$206,000 profit last year. Although web revenues dropped about \$700,000 and that of their stations by about the same

(Continued on Page 4)

'Go-Ahead' Warning To UHF CP-Holders

Construction permits for UHF TV stations will be canceled unless the permit holders build and operate the stations, the FCC has warned, despite a stinging dissent by chairman Newton Minow.

The majority termed the all-channel set legislation a major step forward, but said it feared some applicants wanted to rush to get UHF channels while there will still be no contest for them, in anticipation of scarcity of these

(Continued on Page 6)

Corpus Christi Station Shifting from U to VHF

Corpus Christi — FCC hearing examiner Forest L. McClenning has issued an initial decision which would permit KVDO-TV here to shift from UHF Channel 22 to VHF Channel 3, while denying the application of Nueces Telecasting for a new TV station on Channel 3.

New VHF for Moline, Ill.

Moline, Ill. — The FCC has cleared the way for Moline TV to construct a new TV station on Channel 8 here. A May 16 grant, when competing bids were denied, had forbidden construction pending further orders.

Research Torpedos Mag Regional Claim

The continuing battle between TV and national magazines for the advertising dollar has heated up anew with an attack on Life's claim that its regional advertising sales plan shared the advantages of spot TV.

The claim was pinned to the mat in a study made by the TV division of Edward Petry & Co. which found video commanded a wide margin in reach and efficiency over the magazine's regional plan.

In a comparison employing equivalent expenditures in two broad sales areas, spot TV delivered 69 per cent more unduplicated homes in one area, and 92 per cent more in the other than

(Continued on Page 4)

KSYD-TV, Wichita Falls, Bought for \$2,350,000

Wichita Falls, Tex.—KSYD-TV, Channel 6 here, has been sold for \$2,350,000, subject to FCC approval, according to Hamilton-Landis & Associates, national media broker which handled the deal. Sidney A. Grayson is selling to Paul Harron and associates.

Choice of Disabled Vets

The Veterans Administration plans to distribute to 500 radio stations a new 4½-minute recorded weekly program featuring VA news and songs and vocals, most requested each week by disabled vets.

FCC's Six-Year Study Asking Show-Control Due for Ignominy

By ARTHUR PERLES

For six long years, the FCC network study staff has labored like a mountain—and finally given birth to a mouse—even though the offspring is supposedly a 190-page document.

If the Commission's news leak to the Wall Street Journal on Friday was intended to scare the daylights out of TV web officials over actual impending danger of program regulation by Governmental edict — well, they should've stood in bed."

Web officialdom is by now case-hardened to zealous efforts by an FCC segment to grab TV's broadcast reins. . . . At any rate, not a

(Continued on Page 8)

RCA Ups Sidney Robards To News, Info Staff VP

RCA has promoted Sidney M. Robards to staff VP for news and information, responsible for RCA's



ROBARDS activities since 1938, and has been

plans and activities in corporate PR, editorial and publication services, product news and field relations, and presentations and exhibits.

Robards has been associated with RCA's public affairs and PR activities since 1938, and has been

(Continued on Page 4)

80% of Prime-Time Shows Now on Film; More Coming

Although some 80 per cent of all prime-time TV shows are now produced on motion picture film, NBC, CBS and ABC are

planning to expand in this medium, according to Donald E. Hyndman, assistant VP of Eastman Kodak and manager of the company's professional motion picture film dept. Just back from conferring with leading TV producers in Hollywood, Hyndman revealed that between 50 and 55 TV shows are currently pro-

duced on 35mm film for weekly showing, and from five to seven on 16mm film, including 25 hour shows, he said. In addition, the number of shows on color film is also increasing. NBC in 1961 presented one color program on film each week; the network total

(Continued on Page 7)



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UN Concert to Honor Mrs. FDR's Memory

WNBC-TV will offer live coverage of a portion of today's UN Human Rights Day Concert by the National Symphony.

Ambassador Adlai E. Stevenson hosts the program, honoring the late Mrs. Franklin D. Roosevelt, former chairman of the committee which drafted the Universal Declaration of Human Rights adopted by the UN in 1948. Howard Mitchell will conduct the fourth movement of Beethoven's Ninth Symphony.

IT'S SURPRISING—

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

LIBEL — SLANDER — PIRACY — PLAGIARISM — INVASION OF PRIVACY — COPYRIGHT VIOLATION

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Upper Berth in NBC Given Elmer Lower

Elmer W. Lower, general manager of NBC News, has been named a network VP. His almost 30 years' career includes work on two newspapers, three wire services, two national magazines and two major broadcasting companies.



LOWER

In his present post, Lower was responsible for planning NBC's coverage of the national elections last month and other special projects. He also supervises NBC News film operations, news bureaus in Washington, Chicago and Los Angeles, and the news syndication service.

Common Stock Dividend With RCA Quarterly Cash

Directors of RCA have declared a 2 per cent common stock dividend in addition to the regular quarterly cash dividend of 25 cents per share on the common, chairman David Sarnoff announces. The cash dividend is payable Jan. 28, and the stock Feb. 4, both to holders of record Dec. 17.

At the same time, a regular quarterly dividend of 87½ cents per share was declared on the Cumulative First Preferred stock for the period from Jan. 1-Mar. 31, 1963, payable Apr. 1 to holders of record Mar. 18. On the basis of the latest closing price of RCA common on the New York Stock Exchange, the 2 per cent common stock dividend would be equivalent to some \$1.18 per share.

NBC Radio Execs Join For Leadership Seminar

NBC Radio execs are meeting at the Seaview Country Club in Absecon, N. J., for a three-day bi-annual Leadership Seminar, thru tomorrow under the tutelage of William McDaniel, the net's exec VP. Among those discussing sales results of '62, rating services, research developments and ads and promos will be William Fairbanks, sales VP; Marion Stephenson, administrative VP, and program director Robert Wogan.

Jeff Bridges Takes Bow In Episode of Dad's Show

Jeff Bridges, 12-year-old son of Lloyd Bridges, and Rex Ingram, who portrayed De Lawd in Broadway's "The Green Pastures," have featured roles in "Gentlemen in Blue" on CBS-TV's "Lloyd Bridges Show" tomorrow.

COMING AND GOING

JACK EIGEN returns to WMAQ from a month's vacation in Europe.

JOSEPH CURL, CBS-TV daytime sales VP, has left for Chicago and Battle Creek for meetings.

NAT LEFKOWITZ, William Morris exec, returns to N. Y. today after West Coast meetings.

MEL STUART, producer on Wolper Productions' "The Story Of," in West Germany completing negotiations for TV production deals in Europe.

IRENE McCAFFREY, CBS-TV Programs aide on a week's vacation in Nassau.

PURDUE GETS OK TO USE CHI UHF's

Airborne ETV Tests Allowed Until Bids Made for Channels

Lafayette, Ind.—Purdue U. has been granted temporary permission to operate translator stations on channels 79 and 83 to serve Chicago in connection with its airborne ETV programming experiment, the signals from which are having trouble getting into Chicago. However, the commission said use of these UHF channels would have to be stopped when and if applications are granted for regular TV stations on these channels. Even so, commissioners Bartley and Craven dissented.

Purdue broadcasts educational programs on UHF channels from planes flying over Montpelier, Ind., and reaches wide areas in that and surrounding states. The FCC said the new translators will serve an estimated 4 million people.

The commission told Purdue that its experimental licenses were set to expire Apr. 1 and suggested the university attempt to make by Dec. 31 concrete proposals looking toward consideration of whether the airborne experiment is practical or feasible, and whether the commission should "regularize" it.

Dallas' WFAA Bows Air 'Letters-to-Editor'

Dallas—WFAA News personality Murphy Martin introduced an on-air letters-to-the-editor program this week, when "Sou Off" premieres on WFAA. To broadcast live each Tuesday, Thursday, and Saturday, it is signed to give listeners a chance to air their opinions on a variety of subjects, ranging from national issues to such local problems as public housing.

Comments Invited

"In guiding the program content, we will choose an interesting topic for general discussion each program," moderator Martin said, "with listeners being invited to comment on them in telephone calls to the station. "However the caller wishes, he may go in other discussion areas."

The one-hour program, presented by WFAA as a public service, also will provide its audience with quotes from key authorities on various subjects when possible. Martin will present the material and handle the listener phone calls, but will not express a personal or editorial opinion.

Pa. Sunday Skein Eyes Hebraic Impact on Man

Philadelphia — "The Hebraic Impact on Western Civilization" is the topic of "Sunday Seminar" new series on WCAU-TV. Presented in cooperation with the Federation of Jewish Agencies Greater Philadelphia, program host as spokesman, Dr. Elazar Goelman, dean of Gratz College.

Author and scholar Dr. William Chomsky will appear each week as will a nationally known guest. Topics for discussion include Hebraic influence on Western literature, philosophy, legal system and the arts. A presentation WCAU-TV's public affairs dept., program is directed by Deborah Miller.

EAST

Powerful regional daytime AM, fulltime FM. Inexpensive operation, grossing \$90,000 and earning good return. Will pay out with 29% down.

\$150,000

BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building

Chicago: 333 N. Michigan Ave.

Atlanta: Healey Bldg.

Beverly Hills: Bank of America Bldg.



Jim Ameche is a radio salesman

No, Jim Ameche doesn't peddle radios (unless one of your clients want to advertise them on KGBS, Los Angeles). He's one of radio's greatest salesmen. Sells anything—painlessly and effectively—with that versatile, distinctive Ameche voice. Great sales *record*, too, dating from radio's "golden age" ("Grand Hotel," "First Nighter," "Lux Radio Theatre," "Big Sister," dozens more), right through the switch from drama to today's modern sound.

Talent of Jim's calibre is the rule, not the exception, on the Storer stations — Bob and Ray in New York, Joe Niagara in Philadelphia, Jim Uebelhart in Toledo, Bob Murphy in Detroit, Barbara Becker in Milwaukee . . . people and programming keyed to what the market likes best, rather than a frozen formula.

Individuality is just one more reason why *all* the Storer stations are

IMPORTANT STATIONS IN IMPORTANT MARKETS

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

'Hitchcock' Role Marking Pat Collinge's 58th Yr.

Patricia Collinge will mark her 58th year as an actress Thursday in "Bonfire" on CBS-TV's "Alfred Hitchcock Hour." Making her stage debut at London's Garrick Theatre in December, 1904, Miss Collinge appeared in some of the earliest motion pictures.

Audio Engineers See Reverberation Unit

Schober Organ Corp. president Richard H. Dorf will discuss and demonstrate a new reverberation unit at the Audio Engineering Society's technical meeting Dec. 18 in ABC's Radio Studio 1A on W. 66th St.

For the first time a reverberation unit, designed on magnetic principles, has been adapted to a small non-professional unit for the layman, said Dorf, who will demonstrate by playing a tape of a piano trio recorded in a dead living room, then replaying the same tape giving the listener a total physical and psychological effect of hearing it in a large concert hall.

Vid Academy Speakers Available for D.C. Shows

Washington Bureau of RADIO-TV DAILY
Washington — This city's chapter of the Academy of TV Arts and Sciences has announced the availability of some 25 members for speaking engagements before community groups, business associations and clubs in the D. C. area.

Eligible speakers include specialists in sales, programming, news, promotion and production who will speak on their special phases of the industry. Enquiries for lecturers can be addressed to the chapter's exec secretary, Miss Peggy Bodie.

RCA Ups Sidney Robards To News, Info Staff VP

(Continued from Page 1)

its pubaffairs director since December, 1960. Previously, he had been manager, RCA info dep't, and PR director. He came to RCA from subsidiary NBC, which he joined in 1936 as an editor in the press division.

Two Strindberg Works Coupled as 'Play of Week'

Two of the better-known plays by August Strindberg, "Miss Julie" and "The Stronger," will be presented tomorrow on WN-EW-TV's "Play of the Week," coupled as a special program, "Strindberg on Love."



By TED GREEN

• • • DeLuxe Reading Corp. proxy Henry Orenstein has received a special Citation Award from American Cancer Society for his contribution of 646 ten-second TV spots to ACS . . . Stanley Jaffe has been named assistant publicity manager of Seven Arts Associated . . . Alan King's honor in being named Fashion Plate of the Month by Gentleman's Quarterly has this untold cutie. Everytime he's on the Garry Moore hour, King gets at least a dozen letters asking for the name of his tailor. That should prove he merits the award . . . Charles Fagan, exec VP of East End Productions, finalizing plans for a 30-minute public service documentary which will be syndicated in the Spring of 1963 . . . Lud Richards, president of RTN Broadcast Features, is in town discussing his latest "Household Hints" spot, featuring Fran Allison, with advertiser's and agencies.

★ ★ ★

• • • Meet: Murray Kaufman, WINS musicaster known to his seven-night-a-week audience as "Murray the K." President of the Nat'l Council of Disc Jockeys, he's often called on to lecture adult groups on teenage problems and their solutions, and makes innumerable appearances at fund-raising benefits. Instrumental in helping launch Johnny Mathis, Bobby Darin and other top platter stars, he emceed Johnny's East Coast concerts this year and has already been signed for the same job in '63. The shows he stages at the Brooklyn Fox and other huge theatres along the eastern seaboard are always holiday time sellouts. Murray has also turned out several hit albums on his own, and now has a new Roulette LP titled "Murray & Jackie," the K's former Copagal Jackie Hayes, who often shares his WINS mike. Murray's currently warming up a TV show for the '63 season, and already has four national sponsors lined up!



KAUFMAN

★ ★ ★

• • • Big activity at WHN, with program director Roy Schwartz back from Miami, ready to unwrap a surprise Christmas package. The Mutual flagstaff outlet nabbed "deep-voiced" news personality Ted Durant to script and produce special Manhattan series, kicking off today. We heard Ted's interviews from his original show, "Night-cast," which garnered acclaim.

Life Loses Regional Ad Tiff

(Continued from Page 1)

Life's regional plan, the study showed.

Pointing out that the video base is seven times larger than Life's total circulation, the study compared TV and Life penetration in individual markets.

While TV penetration is at or near the saturation point in virtually all metro markets, there are often wide variations in Life circulation levels, even among markets in the same region, the researchers found. They also discovered that "unlike TV coverage which is consistently high in metropolitan, suburban and outer market areas, Life magazine's smaller concentrations are highly unbalanced, with disproportionate weight in the inner market areas."

Flexibility and control in the two media buys were also assessed. The study pointed out that, with spot TV, "the advertiser can

choose any number of markets and stations within any region, while under the Life regional plans, he must buy at least three areas whose boundaries are established by the publication. With the spot TV approach, advertising weight can be aligned in terms of the advertiser's sales pattern and potentials, while in the Life plans advertising weight is determined by the Life circulation pattern."

According to the study, spot TV also has a number of advantages over Life's single market buys for new product tests. Advertisers can choose any spot TV market and test at predetermined levels of penetration up to saturation at regular card rates.

With "spot" Life he must buy at least 40,000 circulation — a higher figure than the Life Metro Area circulation in many of the leading markets.

WCAO Military Spots May Earn Higher Rank

Baltimore—"Military News Column," WCAO five-a-day one-minute spots covering fresh area service news, may be in for glowing consideration. The program is the agenda for an upcoming Information Officers' conference in Washington and may be adopted by the military for use by radio stations around the world.

Cowles Tops Promo For ABC's TV O&O's

Symon B. Cowles has joined ABC as advertising-promotion director for its five O-O TV stations. It was announced by Theodore F. Shaker, president of the owned TV stations division. Cowles replaces Don Curran, who has been appointed general manager of KGO, ABC's radio outlet in San Francisco.



COWLES

Previously with Metropolitan Broadcasting TV as advertising-promotion director, Cowles also served that group as advertising-promo director for WJEW-TV, New York, and WTT Washington. He has also been with WCKT, Miami, the ABC Radio Network and Warner Brothers Pictures.

4 Radio Networks Hypo Broadcast Benefit Picture

(Continued from Page 1)

amount, web expenses — including that of their O-Os — fell much more substantial \$4.6 million.

The 3,591 other AM and FM stations had a slight revenue decline; a slight rise in expenses and profits before taxes declined 38 per cent from \$51.3 million in 1960 to \$31.8 million in '61.

The FCC said that during the last three years percentages of total time sales have remained the same at 6 per cent for network, 32 per cent for national spot and 62 per cent for local.

FM Independents Gain

Independent FM stations had total revenues of \$7.1 million, \$1.3 million from '60, but expenses were up \$1.5 million to \$9.7 million so total losses rose to \$2.6 million from \$2.4 million. FM stations operated by AM stations reported separate FM earnings of \$2.9 million, down \$700,000 from '60.

Big Christmas Announcement!

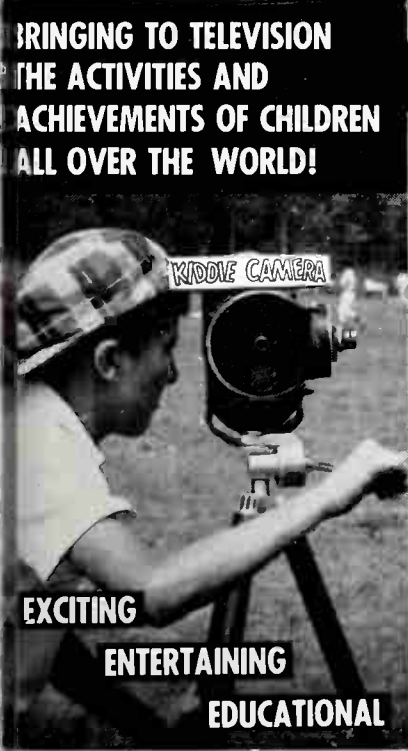
FILMVIDEO RELEASING CORP. PLAYS SANTA TO TV STATIONS

Filmvideo Releasing Corp. of 333 W. 52nd Street in New York, producers and distributors of the newly created syndicated children's program, Kiddie Camera, Kids'-Eye-Views of the News, has opened their Christmas bag and is gifting the fast growing list of stations to acquire the show a novel bonus in the form of a 15-minute kiddie camera Christmas special. "Originally", said P. C. Roberts, vice president, "we intended the special as a separately syndicated program, but the response to its inclusion was so great, that it was decided to include it, at no cost, to those stations contracting for the Kiddie Camera series." Mr. Roberts noted that the Christmas special is being supplied to stations for immediate running even though they may have a 1963 starting date. "The special", he said, "is novel, unique, and entertaining in that it utilizes film footage of how Christmas is celebrated and Santa is received by children in countries all over the world".

BIG NEWS! FOR CHILDREN OF ALL AGES!



NEWSREEL FOR CHILDREN!



BRINGING TO TELEVISION THE ACTIVITIES AND ACHIEVEMENTS OF CHILDREN ALL OVER THE WORLD!

EXCITING ENTERTAINING EDUCATIONAL

KIDDIE CAMERA

KIDS EYE VIEWS OF THE NEWS!

SOMETHING NEW! & DIFFERENT! CAPITALIZE ON THE FRESHEST-NEWEST & MOST INTERESTING CONCEPT IN "CHILDREN'S PROGRAMMING"

THE ONLY AUTHENTIC FILMED NEWSREEL FOR CHILDREN!



WRITE! WIRE! CALL! **FILMVIDEO** RELEASING CORP. 333 West 52nd St. N.Y.C. 19, N.Y.

JUDSON 2-6185

DON MENKE, STATION MANAGER, WFBM-TV INDIANAPOLIS, IND.

SAYS: "We bought Kiddie Camera because we felt it filled a definite void in today's children's programming. We feel that its refreshing and original concept will prove highly successful."

'Once Upon a Dime' Rolls Across Nation

West Coast Bureau of RADIO-TV DAILY
Los Angeles — "Once Upon a Dime," the March of Dimes hour entertainment film, will be aired on KTTV Dec. 30. Edward Franck, film's exec producer, said 10 other stations from coast to coast have already booked the show for January beaming and dozens of other outlets are requesting reservations.

The show, a musical comedy, features a cast of nearly two dozen Hollywood motion picture and TV personalities. Franck said an estimated 500 or more stations will air the show in prime time January, the month in which the National Foundation conducts its annual campaign.

Danova, Bill Smith Star In Daystar Pilot for ABC

West Coast Bureau of RADIO-TV DAILY
Hollywood — Daystar Productions has tapped Cesare Danova and Bill Smith for starring roles in "Point of Entry," new ABC series and spin-off from "Stoney Burke."

Focusing on a U. S. sheriff and a Mexican peace officer in adjacent border towns, Leslie Stevens' script is now rolling under the direction of Leonard Horn.

Action on CP's Ordered

(Continued from Page 1)

channels when more all-channel sets in the hands of the public will make the UHF frequencies more valuable.

Minow said this policy was "inflexible and unimaginative," said he agreed that UHF channels should not be granted to people who have no serious intention to operate stations, but said the FCC should "explore ways and means to ensure that new UHF stations will be coming on the air at or about the time that all-channel receivers are coming into the hands of the public. Matching the arrival of the chicken and egg . . . I would invite suggestions from the public and the industry."

Santa Uses a Convertible To Spread KXOL Cheer

Ft. Worth — Santa Claus in a Ford convertible, \$5,000 in prizes and a chain of 29 participating supermarkets are the ingredients of KXOL's Christmas promo. Each day, Santa drives through the streets looking for houses displaying the station's banner, obtained from the supermarkets. For each home selected, St. Nick leaves a valuable gift.

HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • "Voices of Christmas," Hollywood singing group led by Les Brown and made up of many of the film capital's foremost personalities and execs, will appear this season for the benefit of St. John's Hospital in Santa Monica. KTTV has scheduled telecasts of the group Dec. 23 and 24. Singers include Robert Breckner, KTTV prexy, and Mrs. Breckner; Margaret Whiting; Axel Stordahl; Joanne Greer; Mr. and Mrs. Sonny Burke, and others from the TV, film and recording industries . . . Latin Americans get their first glimpse (in-person, that is) of Bill (Jose Jimenez) Dana when the comic begins a three-week tour of South America Feb. 12. He says, "Considering how well 'Jose' has treated me, I think it's only fair he should spend some time among his own people!"

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• • • Jack Duffield, KTTV Eastern sales and marketing manager, is in Hollywood for meetings with station execs . . . Scuttlebutt around Four Star is immediate action will be taken to get another series on the air pronto, and it just may be the Robert Taylor one originally planned for next Fall . . . Ed Sullivan has assigned Danny Arnold to write special material for Kay Stevens' five remaining guestings with him on their current agreement . . . There'll be no "skateway production" in the Arena episode for revue's "Alcoa Premiere Presented by Fred Astaire." With story and background basically set in a Madison Square Garden type of amphitheatre, location scouting in this area pinpointed nearby Long Beach's new Municipal Auditorium as a logical location for the ice-skating scenes and the ice show extravaganza to be filmed for the ABC-TV show. Shooting just started at the Bay City sports palace with Ricardo Montalban, Chester Morris and Ed Nelson.

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• • • Close to 500 of the Southland's leading industrialists, civic leaders and film and TV stars attended the preview demonstration of California's first pay-TV system, in Santa Monica, by Home Entertainment Co. . . . Robert Stack hosted a preview of "Floyd Gibbons Story," an episode of "The Untouchables," at Desilu Studio. Seg is slated as a pilot for a spin-off.

London Roundabout

• • • The House of Commons is being asked by Mr. Frank Allaun, Labor MP for Salford East, to order a ban on all smoking advertisements on commercial TV. At the moment, such ads are banned until 9 in the evening . . . The Musicians Union has ended its four-month-old strike against the companies making films for TV commercials. Minimum rates (previously under \$20 a day) will now be doubled . . . "The Man Who Spied on Pearl Harbor," CBS "Twentieth Century" film, got an all-stations BBC-TV showing Friday . . . To show his appreciation of the way in which his stories have been handled on ARTV, Somerset Maugham recently gave a party for members of the company's staff. Series goes out under the general title: "Somerset Maugham Theatre" . . . ARTV says Nick Barker, resident emcee on its "Close Up" movie program, will relinquish this role soon to devote more than time to news reporting. Replacing him is Allan Scott, who's done quite a lot of work on U. S. TV.

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• • • Big "double" for Ulster (Northern Ireland) TV. A daily news service makes its debut, and the station's new \$250,000 extension comes into operation . . . ATV's Stephen Wade, head of outside broadcasts, won the C. P. Robertson Memorial Trophy for his recent TV series of "Command" programs on the Royal Air Force . . . TWW's hour report on Dartmoor, Britain's grimmest maximum security prison, just screened. A TWW team spent five days behind the forbidding walls . . . Kevin McCourt, European VP of the U. S. firm of Hunter-Douglas, has been selected as director-general of Irish Television . . . Anna Neagle, former Hollywood star and British cinema's biggest box-office star during the late '40s, makes her TV debut in an Anglia TV production of "A Letter From the General." She'll play a Mother Superior in an isolated mission station in Far East Asia. Co-starring with Anna is Guy Doleman, New Zealand-born actor who starred in the U. S. TV series, "Follow the Sun" and "Whiplash."

Calif. Teachers Honor 4 TV, 3 Radio Outlets

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Four TV and three radio stations have won an John Swett Awards, sponsored by the California Teachers Ass'n, honor significant contribution to public understanding of education issues, programs, achievements and needs.

TV winners were KPIX-TV, San Francisco, for "editorial interpretation of education issues problems;" KTVU-TV, Oakland for "locally produced program interpreting education issues;" KOGO-TV, San Diego, for "continuous coverage of education issues, programs and events;" KNBC-TV here for "enterprising use of TV to interpret education issues, programs and problems."

KKIS Honored

Radio awards went to KPIX-TV, San Francisco, for "locally produced program series interpreting education issues or education issues;" KMBX, Columbia, for "continuous coverage of education issues and events;" Ken Dunham, public affairs director of KCBS, San Francisco, for "contribution to public understanding of education made by an individual operating thru the medium of radio."

Sonny Fields Tops Sales At WJRZ, Newark, N.J.

Newark, N. J., — Herbie (Sonny) Fields has been named sales director for WJRZ, Newark, Golden Circle station operated by Communications Industries Corp. He will be responsible for both local and national sales.

Fields resigned as sales manager at WPAT, Paterson, N. J., in 1950 to join the new TV station in the New Jersey-New York metropolitan area, Channel 13 (formerly WAAT-TV). He moved to dual radio-TV sales when National Telefilm Associates acquired Channel 13 and sister WATL, AM-FM properties, returning solely to radio with CIC. The station since has become New York's educational outlet, WNI-TV.

Thinking Youth's Contest Promotes Treasure Island

Fort Worth—KXOL radio and Casa Manana's Merry-Go-Round Theatre here have joined forces to sponsor an "intellectual" treasure hunt for youths to age 18—with \$100 prize. The contest, calling answers to a series of questions will promote the film, "Treasure Island."

AP Board's Tribute to Kops



Michael K. Kops, president, WAVZ, New Haven, who served four years (1958-1962) as president of the board of directors of The Associated Press Radio and Television Association was given an inscribed plaque in appreciation of his services by the APRTA board. Making the presentation is Dwight Martin, WDSU-TV, New Orleans, who succeeded him as APRTA president. John A. Aspinwall (2nd from left) broadcast news editor and Louis J. Kramp, AP assistant general manager, attended the presentation in New York.

KELLEY TO BLAIR'S BTA; OTHER REPS MAKE NEWS

Blair-TV has appointed John D. (Jack) Kelley an account executive in the New York office of its BTA division. He joins Blair Television serving in the same post with H-R Television since November, 1960. Before that, Kelley was a sales account exec with CBS-TV; and account exec in the New York area for Independent TV Corp., and in sales and reception for TvB.

Meantime, KMSP - TV, Minneapolis, has named Blair-TV its exclusive national sales rep. effective Jan. 1. An ABC affiliate station is owned by United Television, Inc., a subsidiary of Century-Fox TV.

Richer's Brownstein VP for Richer

Robert Richer Reps has appointed Sam Brownstein a director and VP. Brownstein is general manager of Prestige Reps Organization, and Richer stressed the firms will not be merged, as they operate in non-competitive areas and will continue to do so. Brownstein will continue as a full-time employee of PRO, but will assist in policy-making and marketing strategy for Richer. The firms share N. Y. offices, and in January 1 Richer will open new offices in Chicago, San Francisco and Los Angeles, and move to larger quarters in N. Y.

into Boston; Repls Manager

Blair TV and H-R Reps have opened their 12th sales office in Boston, to serve all of New England and upstate New York. Namanager was Santo Crupi, formerly with Avery-Knodel in

Boston; a TV salesman for Weed & Co., and a sales rep and commercial manager for WTAO, Boston.

H-R TV has also appointed Jerome (Jerry) McCauley senior account exec in its New York office which he joins after serving as director of sports sales for ABC-TV. Before that, he was an account exec with ABC-TV Spot Sales; WCBS; WMGM (now WHN), and WINS, all N. Y., and was active in station ownership and management. H-R Reps, meantime, has been retained to handle WMAK, 24-hour 5,000-watt in Nashville, owned by LIN Broadcasting.

SRA OKs Bassett For Membership

Station Representatives Ass'n has accepted for membership Mort Bassett & Co., headquartered in New York and also maintaining radio-TV rep offices in Chicago.

Pasadena's KRLA Sets Avery-Knodel

Avery-Knodel has been named national rep for KRLA, Pasadena, except in New York, where the station is handled by Donald Cooke, Inc., Los Angeles, where it has its own sales staff headed by Larry Buskett, and San Francisco, where A-K doesn't take over until Apr. 1. KRLA operates at 50 kw days, and 10 kw nights.

TV to Get Big Hunk Of Ideal's Ad Hike

Ideal Toy Corp.'s '63 advertising budget will be increased 15 percent over its record high '62 total of \$3 million, with a "substantial portion" of the increase going to TV, advertising director Melvin Helitzer reports.

"This will be an expansion on all fronts, and will affect both of our advertising agencies—Grey Advertising which handles Ideal's billings in toys, dolls, puppets and educational toys, and Smith/Greenland which handles hobby kits and games," Helitzer said.

Ideal has already contracted for a year's sponsorship of several programs, including "Mighty Mouse" and "Roy Rogers" on CBS-TV. Spot TV in 50 markets will start in January.

Irving Schwartz Creates Scientific Programming

Kansas City — Irving Schwartz, VP of KUDL here, has created a new scientific means of programming for radio, called "The Centronic System," which he is offering to stations in the top 50 markets on an exclusivity basis. The service has already been instituted at WPOP, Hartford, which he serves as a consultant.

Schwartz said the system is based on the scientific selection of music as determined by the statistically calculated ratio of exposure vs. popularity and trend. Thru the use of track records of tunes and recording stars and charted trends and popularity of current hits, a formula for a specific market can be computed to determine what the listening public wants to hear and how to best attract them to the particular station.

Gross Time Billings Up

(Continued from Page 1)
products \$1,668,000 to \$2,194,000, up 31.5 per cent.

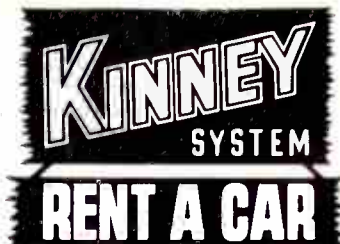
Three advertisers appeared on the top 100 spot list for the first time: Charles Gulden & Co. \$341,700; Knox Gelatine \$317,700 and W. F. Young \$305,000.

In the first nine months, gross time billings were \$523,453,000, an increase of 19.1 per cent over last year's \$439,571,000.

Color-Film Total Climbs

(Continued from Page 1)
grew to four this year, and in '63 NBC will have seven filmed color shows weekly.

Hyndman also noted that "the use of color film commercials on TV is another expanding area," as "color commercials are highly effective and appeal to both advertiser and the viewing public.



RENT A PLYMOUTH
OR OTHER FINE CAR
BY THE DAY •

WEEK • MONTH

FREE
DELIVERY
FREE
PARKING
at over 100
convenient
KINNEY
locations

- Newest Model Cars
- Automatic Transmission
- Radio & Heater
- Power Steering
- All Gas, Oil, Maintenance when needed on the road
- Most Complete Insurance Coverage
- National Credit Cards Honored
- Only \$6 per day, plus 10c per mile, Monday thru Friday



Call JU 2-4422



By JACK RUSSELL

Stuart Brent, host of "Books and Brent" Sundays on WBKB, has been named Chicago's leading TV and radio artist by The Society of the Little Flower for his "cultural contribution which elicits the interest and response of thousands of viewers." Award will be presented at the society's festival of leadership Jan. 14, sponsored by Chicago's outstanding citizens. Org. enables 300 needy Chicago boys to be educated for leadership as priests of the Carmelite Order. . . . WGN Radio, WNBQ(TV) and WMAQ have received Public Interest Awards from the National Safety Council for exceptional service to farm safety.

WMAQ-FM's five-night-a-week "Patterns in Music" will be transmitted in stereo in its entirety beginning Christmas night, upping the station's stereo schedule to 16 hours and 25 minutes a week. The program, featuring music in uninterrupted 15 and 20-minute segments, is hosted by John Doremus and simulcast on WMAQ. . . . WGN-TV on Saturday inaugurates coverage of 11 Chicago Black Hawk pro hockey road games, with Johnny Gottselig handling play-by-play, and Lloyd Pettit the commentary. Sked includes four games in Montreal, three in Toronto, two in Detroit and one each in New York and Boston.

WNBQ's "Dateline: Chicago" tonight presents a portrait of the Roman Catholic Archdiocese of Chicago and the man who serves as its chief executive and spiritual leader. Narrated by Charles McCuen, the 30-minute telecast is titled "To Teach, To Rule, To Sanctify" and looks at some of the varied activities — both temporal and spiritual — of Albert Cardinal Meyer. Luke Hester is writer-producer; Tony Verdi director, and Frank Jordan exec producer.

NBC Colorcast Called Christmas Card to Nation

Music and art comprise NBC's Christmas Eve colorcast, which will pre-empt Johnny Carson's "Tonight Show" that night. It will feature an NBC orchestra, Joseph Gallicchio conducting; pianist Peter Nero; a 100-voice chorus, and Ken Nordine narrating. The PA presentation will also air Nativity paintings by Alexander Girard.

WSB Grants a Mayor Time to Answer Back

Atlanta — WSB radio-TV have made their second provision of equal time since the stations began editorializing last April. Mayor Sam Welsh of the suburban city of Mariette was given the time to reply to a WSB editorial in defense of a newspaper reporter's right to cover public city council meetings.

The reporter was arrested when he refused to leave a public council meeting after being ordered out by the mayor. WSB criticized the mayor's action and said: "We hope he won't be allowed to get away with this kind of intimidation."

Postscript: the reporter's case was dismissed in superior court.

WGBS Duocasts Encore Of 'October Music Spec'

Miami — WGBS tonight repeats its "October Music Spectacular," featuring Ella Fitzgerald, first aired on the station's FM program, "Sound of Music/Total Information News."

In response to requests by listeners who did not hear it because the AM facilities were devoted to "Voice of America" broadcasts at that time, the outlet will encore the show as a simulcast.

FCC Program-Grab Doomed

(Continued from Page 1)

single network executive expressed any deeper concern than his ennui contained in "ho, hum, here we go again . . . investigation, investigation, investigation."

Biggest point apparently in the forthcoming report from the Federal staff, is to be this:

Legislation "to clothe the industry with authority to regulate, when the public interest requires, policies and practices of networks as they may have a direct bearing on the public interest in broadcasting — both radio and TV."

Sound familiar? Sure. You've heard it time and again and again. But there's an addendum which calls for:

An industry self-regulatory body, under FCC auspices — so what else is new?—similar to the National Association of Security Dealers which is supervised by the U. S. Securities and Exchange Commission.

Codes Seem Forgotten

What the FCC study group has failed to point out is that the NAB beat it to the punch years ago with its Codes for both radio and TV. Checking at NAB headquarters shows to date:

339 TV stations (out of a U. S. total of 556), plus the three net-

AGENCY NEWSCAST

By RALPH TYLER

Advertisers buying into NBC radio's program lineup in cent weeks for a near three-million-dollar total include: Ma Lock Co. via Baker, Johnson & Dickinson, Milwaukee; Sylv

Electric thru Kudner; Quaker Oats via Compton Advertising; Buick Motor Div. of General Motors thru McCann - Erickson; Kraft Foods thru Needham, Louis & Brorby; Rexall Drug & Chemical via BBDO; General Mills via Dancer-Fitzgerald-Sample; Gillette Safety Razor via Maxon; Pennzoil thru Fuller & Smith & Ross Inc. and Eisaman, Johns & Laws, Los Angeles; Aetna Casualty & Surety via Remington Advertising, Hartford; American Dairy Ass'n thru Compton Advertising; Mennen via Warwick & Legler; Wm. Wrigley Jr. via Arthur Meyerhoff Associates; Charles E. Hires thru Fuller & Smith & Ross. Sun Oil, via William Esty, renewed its "Three Star Extra" daily news program for 52 weeks following expiration of its current contract.

Dr. Pepper Bottling Co. of Atlanta has purchased a 52-week sked on WQXI of the Dick Clark Show, which begins nationwide Jan. 1. Mars Broadcasting is the exclusive selling agent for the show. Among other stations to begin the program the first of the year are WHK, Cleveland; WW-

DC, Washington; WCPO, Cincinnati; WITH, Baltimore; W Richmond; WOLF, Syracuse; GN, Birmingham; WKGN, Knoxville; WMID, Atlantic City; BB, Mobile; WTOB, Winston-Salem; WHOT, Youngstown; WL Lancaster.

Hal Phillips and Associates been appointed to handle PI the Thomas Organ Co., a div of Pacific Mercury Electronics A Philadelphia funeral home present seven special Chris programs this month on two radio stations for the holiday son. Kirk and Nice will spc five of the programs on W Dec. 18, 19, 20, 21 and 25, sisting of choirs from Philadel area colleges. The other two grams will be aired on W Dec. 22 and 23. The first prog will be a special edition of funeral home's current radiories, "Musical Almanac," presing the history of Christmas c The second will be a recording Dicken's "Christmas Carol," turing Paul Scofield and Sir R Richardson.

WNEW Eyes History With BBC-TV Spec

"The Cruel Necessity," a creation of the battle betw England's King Charles I Oliver Cromwell, will be a by WNEW-TV Jan. 1. The production takes its title Cromwell's reference to his persecution of the British Err monarch.

Events leading up to Cha trial and execution are dram ed in David Lytton's telev starring Patrick Wymark Cromwell, and David William Charles. Peter Dews produ using actual excerpts of the as recorded at historic Westm ter Hall.

Schaefer Brewing Back WNEW Turf Colorcast

Schaefer Brewing joins WN TV's list of regular sponsors, Saturday afternoon colorcast leading turf events. Series under way tomorrow with the ning of the Dade Metropoli Handicap from Florida's Troy Park. Tommy Roberts and Cl Bang handle the commentar; the program.



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91, NO. 112

TUESDAY, DECEMBER 11,

NTS

PRESS STRIKE HYPOS AIR NEWS

COX TO REPLACE CRAVEN ON FCC

White House Announces Appointment for Jan. 31

Washington Bureau of RADIO-TV DAILY
Washington — Pierre Salinger announced that FCC commissioner T. A. M. Craven is retiring Jan. 31, and President Kennedy intends to appoint Broadcast Bureau chief Kenneth A. Cox to the post. Craven's term expires June 31, but he reaches retirement age Jan. 31. It is expected that Cox also will be named to a full term.

Craven was one of the last remaining conservatives on the FCC; (Continued on Page 6)



John Derek "Frontier Circus"



Boris Karloff "Thriller"

WPIX-11 is looking more like a network...more...and more!

Supplement your network shows in New York with a schedule on WPIX-11. Your commercial is in with big shows and stars like Art Linkletter, Jackie Gleason, Steve Allen, Walter Cronkite, and many more — all on WPIX-11. Available now: minute commercials in prime time in a "network atmosphere".

Where are your 60-second commercials in New York?



©1962, WPIX-11 ADVT.

New York's Stations Intent on Filling Gap, Not Extra Revenue

New York broadcasters yesterday moved massively into the news and pre-Christmas advertising vacuum left by the strike of nine metropolitan newspapers.

Comic strips, cooking hints, columnists and many other customary newspaper features have broken through the print blackout and into the electronic air.

Radio stations reported they were having an easier time of it than TV outlets in picking up store advertising to pay for their increased news coverage. WNEW Radio, for example, garnered 15 new accounts this week, bringing in approximately \$25,000 in extra revenue, while such retailing regulars as Macy's and Bamberger's upped their air time budgets.

In contrast, WPIX reports it has not increased its normal four hours and 25 minutes per week news coverage and is not soliciting metropolitan storekeepers during the newspaper strike.

Walkout Hurts, Says Walt

At WCBS-TV, which reported having nearly doubled its news coverage for the strike duration, VP and general manager Norman E. Walt said: "Like the newspapers, WCBS-TV will lose money on the strike. Even if all the added news time is sold, the cost of producing the programs will exceed the additional revenue from now to the end of the year."

WCBS-TV is increasing the fre- (Continued on Page 8)

FCC Grants AM Station To Rouse in Milan, N.M.

Milan, N.M.—The FCC's review board has granted application of C. M. Rouse for a new AM station on 560 kc, 500 watts, daytime only here. The board first approved withdrawal of competing applicant Alfred Ray Fuchs upon payment by Rouse to Fuchs of \$288 for expenses of the withdrawn application.

McCourry Seeks Ore. U

Eugene, Ore. — Lee Roy McCourry has applied to the FCC for a new TV station on UHF Channel 26 here.

Weaver Re-Entering Active TV Production with De Laurentiis

Special to RADIO-TV DAILY

Movie picture producer Dino De Laurentiis and Sam-Erickson executive producer Lester L. (Pat) Weaver are joining forces to co-produce a series of 26 hour shows to be filmed at the new De Laurentiis studios for the U. S. and international markets. Tentatively titled "A Veneto," the pilot is expected to go before the cameras early next year.

Executive producer will be Joseph Serpe, De Laurentiis' rep in the U. S. and VP of his new American company, with Weaver (Continued on Page 6)

Bob Hope Orient-Bound Entertain U.S. Troops

Bob Hope will jet for the Orient Dec. 19 on the first leg of an 18,000-mile Yuletide entertainment tour of American GIs at Far East and Pacific military outposts, which will be filmed for presentation Dec. 16 on NBC-TV as "The Bob Hope Christmas Show." Joining him will be Lana Turner, Janis Paige, Anita Bryant, Jerry Colonna, Miss USA (Amadee Chabot), Peter Leeds and Les Brown and band.

Relay Readied for Launch And Trans-Ocean Vidshow

The first transatlantic TV broadcast via a Relay communications satellite—to be launched into orbit Thursday—will include live pickups from both the United States and Europe. The two-way broadcast Wednesday, Dec. 19, will start at approximately 8:45 AM, EST.

In the United States, the program will be carried live on ABC-TV, CBS-TV and NBC-TV. In Europe, it will be telecast in 16 countries of the European Broadcasting Union.

The 30-minute program will have a Christmas theme. U. S. pickups will be from Washington, D.C. and from three locations in New York—Rockefeller Center, St. Patrick's Cathedral and Riverside Church. European segments will include locations in Belgium, Denmark, France, Great Britain, (Continued on Page 5)

S.C. Casters to Convene Jan. 17-18 in Columbia

Columbia, S. C.—South Carolina Broadcasters Ass'n has set its Winter meeting for Jan. 17-19 at the Hotel Wade Hampton here. General convention chairman is H. Moody McElveen, Jr., WNOK-AM-TV, in this city.

Paul Harron, Associates Buy KSYD, Wichita Falls

Wichita Falls, Tex.—KSYO-TV, CBS affiliate, has been sold by Sidney A. Grayson, president, to Paul Harron and associates. Harron is principal in WKTV, Utica, and president of World Broadcasting System, Philadelphia, radio program service. Total price, \$2,350,000 is subject to FCC approval. Sale was handled by Hamilton-Landis & Associates.

Ex-D.A. and Sheriff In Suit for Slander

West Coast Bureau of RADIO-TV DAILY
San Francisco — Mendocino County's bizarre charge-and-counter-charge political feud has erupted into a \$750,000 slander suit, filed by four county officials against a radio station owner. The (Continued on Page 8)



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B'cast Pioneers Aid Hollywood Museum

Chicago — Broadcast Pioneers has affiliated with the Hollywood Museum, a public service project created by the County of Los Angeles in 1960 "to foster and perpetuate the motion picture, TV, radio, recording arts and industries," it was announced by Pioneers president Ward L. Quaal, exec VP-general manager of WGN, Inc., here.

He said, however, that "our association with the Hollywood enterprise will not preclude the broadcasting industry, at some future date, from establishing a radio and TV museum and Hall of Fame at some other geographical location, possibly in the proposed national communications center in Washington, D. C."

OFFSET LITHOGRAPHY

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Rush Service
Press Kits and Releases
Bryant 9-6177
307 West 38th Street

COMING AND GOING

TED PETTIT, KNX sales promotion and merchandising manager, vacationing in San Francisco next week.

LEE FRANKS, N. E. T. stations relations associate, visiting affils in Alabama.

ROBERT ELLIS MILLER has returned from Memphis where he directed a "Route 66" segment.

ROBERT P. SUTTON, KNX general manager, in N. Y. from L. A. visiting CBS Radio Spot Sales.

BILL DANA has returned to Hollywood from N. Y. to emcee the Bruin Sports Award Dinner tonight at UCLA.

DON FEDDERSEN and BRICE HOWARD, of N. E. T.'s programming staff, to WHYY-TV, Philadelphia, for confabs.

R. PETER STRAUS, Straus Broadcasting Group president, to Buffalo to speak before Greater Buffalo Ad Club.

TOM HOWELL, VP, Cellomatic to Atlanta for meetings.

Campus Station Ops To Gather in Gotham

Student operators of campus radio stations throughout the country will meet in New York March 21-22 for the Second Annual Collegiate Broadcasters Conference, sponsored by the International Radio and TV Society.

Chairman John V. B. Sullivan, general manager and VP of Metropolitan Broadcasting, said the conference will follow last year's format: morning and afternoon panel sessions, luncheon with speakers and question-and-answer period, and a dinner.

Many students attending will extend their stay for the Intercollegiate Broadcasting System's Annual Convention March 23.

George Grizzard in Lead Of Hour 'Twilight' Bow

George Grizzard portrays a man who brings his fiancee to his home town and finds the surroundings startlingly changed to a later era when "Twilight Zone" returns to CBS-TV as an hour series Jan. 3. The premiere story, titled "In His Image," was written by Charles Beaumont and directed by Perry Lafferty.

Grizzard, curenly starring in Broadway's "Who's Afraid of Virginia Woolf?" is joined in the teleplay by Gail Kobe, Katherine Squire, Wallace Rooney, George Petrie and Jamie Forester.

Daytime Doc Has Seniority

Doctors Kildare and Casey are babes in arms video-wise compared to that case-hardened veteran of life and love among the fever charts, "Young Doctor Malone," who marks his thousandth telecast Dec. 18 on NBC-TV.

Doc. Malone started on radio in 1939, branching to TV in 1958. The current producers, Carol Irwin and Doris Quinlan, perhaps TV's only female producing team, were previously responsible for the "I Remember Mama" and "Claudia" tele-series. Richard

Powder Puff a Weapon In Bid for TV Credits

"The Tunnel," NBC news documentary, included the credit line: "Makeup by Birgitta." The program was narrated by Piers Anderton, husband of Birgitta, who powdered hubby's beard to appease cameraman concerned with unwanted highlights. Mrs. A. jokingly asked for a credit line—and got it.

7's a Delightful Age; 'Close-Up' Proves It

The "Bell & Howell Close-Up" on ABC-TV Dec. 18 takes a look at "The Wonderful World of Seven." Viewers of the Christmas special will be reminded of "a world filled with discovery and promise."

Under the guidance of producer-director Jean Rogers, ABC News "Close-Up" crews compiled footage of 7-year-olds from all over the world. Program utilized services of Nicholas Webster, William Weston and cameramen William Hartigan, George Silano and William Birch, all of the ABC News Special Projects Division. John H. Secundari is exec producer.

Announcing at KPCN

Grand Prairie, Tex. — Latest addition to the KPCN announcing staff is Mack Curtis, a veteran c/w deejay.

FINANCIAL

(December 10)

CLOSING PRICES NEW YORK STOCK MARKET

Admiral Corp.	
AB-PT	
Am. Tel. & Tel.	
AVCO	
CBS	
Columbia Pic.	
Crowell-Collier	
Decca	
Disney	
East. Kodak	
Gen. Prec.	
Hazeltine Corp.	
Magnavox	
MCA	
M-G-M	
Metromedia	
Minn. M&M	
Nat. General	
Paramount	
Plough	
RCA	
Storer	
20th-Fox	
Taft	
United Artists	
Warner Bros.	
Westinghouse	
Zenith Radio	

AMERICAN STOCK EXCHANGE

Allied Artists	
Desilu	
Esquire, Inc	
Filmways	
Movielab	
MPO	
NTA	
Reeves Sound	
Screen Gems	
Technicolor	
TelePromPter	
Trans-Lux	
TV Industries	

* OVER THE COUNTER

	Bid	Ask
Jerrold	43 1/2	
Meredith	21	
Rust Craft	10 1/2	
Seven Arts	8 1/2	
Sterling	1 1/2	
Walter Reade-Sterling	2 1/4	
Transcontinent	10	
Wometco	19 1/4	

* Courtesy of National Association of Security Dealers.

Reds in Airwave Step-Up

Washington Bureau of RADIO-TV DAILY

Washington — Russia has created its lead in the international propaganda broadcasting field, the USIA reports. As of Dec. 10 the Russians were beaming 1,100 hours per week abroad, 13 cent more than last year. China runs second with 780 hours per week, with our "Voice America" in third place with 740 hours.

AGENCIES, PRODUCERS: Now Available

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Joint NAB-ETV Pilot Probes Civic Problem

16mm'l Broadcasters Meet with Educators Test of Programs

Representatives of commercial and educational broadcast- have approved plans for a pilot program in which two TV stations in the same community — from each category — will jointly tackle pressing community problems. Locale of the experimental program will be announced after details have been completed.

Full Approval Given

The pilot study was approved at a meeting in Washington of the Educational Commercial Broadcaster Committee, sponsored jointly by the NAB and the Joint Council on Educational Broadcasting.

Co-Chairman James Robertson, for network affairs, the National Educational Radio and Television Center, New York, presided.

The committee also discussed plans for guidelines for "legitimate financial underwriting" for ETV, to be consistent with FCC certification requirements, proper recognition for such underwriters, and avoid any commercial sponsorship connotation.

Survey in Progress

NAEB is conducting an extensive survey in efforts to determine whether there is any "overemphasis or deficiencies" in the training of ETV personnel. Questionnaires have been sent to 800 colleges, 30 secondary schools, 73 ETV stations, 109 educational radio stations, and to 6,000 individuals in peripheral fields. Results are in February.

Godofsky's Efforts Win Seat on L.I. Arts Center

Paul Godofsky, WHLI general manager, has been appointed to the board of trustees of the Long Beach and Arts Center Committee by Nassau County exec Eugene H. Berkerson. Godofsky has been instrumental in campaigning for an arts center for L.I. residents.

Bishop Sheen's Yule Mass Live on ABC-TV from D.C.

Washington — The Christmas Solemn Pontifical Midnight Mass from the National Shrine of the Immaculate Conception will be aired live by ABC-TV. Bishop Fulton J. Sheen will celebrate the mass, and the male choir from Saint Joseph's College here will sing Palestrina's "Missa Aeterna Christum."

NBC, Fed. Bar Ass'n Join for Gov't Skein

NBC radio, in cooperation with the Federal Bar Ass'n, will produce a new "Monitor" public service feature covering activities of government agencies for airing in '63. William K. McDaniel, exec VP, announces.

"It will run the gamut from the Secret Service to the Bureau of Narcotics... there will be features on spies and counterespies from material provided by the Dept of Defense... and we will learn about smuggling from the Bureau of Customs," McDaniel said.

The initial show, date to be announced, will feature U. S. Court Justice Tom C. Clark.

WINS Series Showcases Comics, Comedy Writers

WINS is surveying the new crop of comics and comedy writers on "Sound of Laughter," a new Sunday afternoon hour series hosted by Dick Clayton. The program features guests from the world of comedy, in addition to the best of the new comedy records. Each program will serve as a springboard for new comedy talent as well as a showcase for established personalities.

Mark Dempsey's TV Bow Lands Pact with Warners

Mark Dempsey, who made his TV bow last month in "The Last Day" on CBS-TV's "General Electric True," has been signed to a seven-year contract with Warner Bros. as a result of that appearance.

Hunefield Quits KPIX

West Coast Bureau of RADIO-TV DAILY
San Francisco — William G. Hunefield, Jr., KPIX sales manager, has resigned, effective Monday, to accept a management position with an Eastern CBS-affiliated channel. He joined the Westinghouse Broadcasting station in 1953.

3 RADIO GREATS CRYSTAL - BALL IT

Murrow Joins Kaltenborn,
Swing on H. K. Smith Show

Three giants of radio journalism will cut up touches with Howard K. Smith on the brash, brave days of broadcast pioneering and attempt a prediction or two about the media's news future Sunday night on ABC-TV.

The trio are 84-year-old H. V. Kaltenborn, who entered journalism in 1922; Raymond Gram Swing, who hit the airwaves in 1934 and is now with Voice of America, and Edward R. Murrow, 26 years in broadcast journalism and now head of USIA.

Smith, himself, is a veteran of 20 years in news broadcasting. The program will be taped in New York Friday night.

Goodyear to Sponsor Fla. Bowl on Ohio TV

Dayton — Goodyear Tire & Rubber will sponsor coverage by a group of Ohio TV stations of the Dec. 22 Tangerine Bowl football game in Orlando, Fla., in which Miami of Ohio meets Houston U. Originating station will be WHIO-TV here, with participants including WCPO-TV, Cincinnati; WLWC, Columbus; KYL, Cleveland; SSPD-TV, Toledo, and WM-FJ-TV, Youngstown.

Play-by-play will be WHIO-TV sports director Tom Hamlin, assisted by Lew Hinchman. During pre-game ceremonies, Miami coach John Pont and players from the six cities participating in the network will be interviewed. Proceeds from the game go to the Harry - Anna Crippled Children's Home in Ymatilla, Fla.

'Caucus' Digs into 'Hole'

Cleveland — The city's Public Auditorium expansion project, the "hole in the ground," will be discussed Friday on WJW-TV's "Cleveland Caucus."

Coast, Texas Map Cable TV

New cable developments have been reported from Santa Monica, Calif. and Austin, Tex. Home Entertainment Co., Inc. of Los Angeles said General Telephone Co. will start laying coaxial cables for initial installation for 20,000 customers in Santa Monica area early next year. President of the pay-TV company will be Wendell Corey.

The company said the Santa Monica installations will not be

a test, but the start "of a full fledged pay-TV operation."

In Austin, the city council has set Thursday for various applications to bring cable TV to the city, which has been served by one commercial TV station for the last 10 years.

Unwed Mom Drama Stirs NBC Print Bids

NBC is receiving unusually heavy requests from schools and churches, and civic and welfare groups for loan of film prints for "Of Roses and Nightingales and Other Lovely Things," Nov. 7 segment of "Eleventh Hour" which dealt with the pregnancy of an unwed 15-year-old girl. NBC station relations VP Thomas Knode said his department is busy booking the 10 available prints of the episode.

Only One Cancellation

Ordinarily, these 16mm prints are reserved for use by the 21 NBC affiliates that telecast "Eleventh Hour" on a delayed basis. But Knode said that in this instance NBC is "happy to acknowledge the tremendous public interest. Due to its subject matter, "Of Roses" was screened on closed-circuit by NBC-TV affiliates before airdate, with only one station canceling.

At least a dozen requests for prints have come from Canada, where the series is aired by the CTV Network. CTV has scheduled a repeat of the drama for Dec. 18. NBC-TV is also planning a repeat showing next Spring.

WPIX Names Hank Ross Assistant News Director

Henry S. (Hank) Ross has been appointed to the newly created post of assistant news director at WPIX. A TV news specialist at WPIX since 1948, he currently is producing and editing "World News with Kevin Kennedy" and "Five Star Final" daily news shows.

Prior to joining the station Ross served with CBS-TV as assistant director of news programs, and also covered sports programs for the network as assistant director. He entered broadcasting in New York, working on a local radio program with Robert Q. Lewis.

'Hoosier Heritage' Recalls Favorite Sons in Aviation

Indianapolis — "Hoosiers with Wings," the third part in WFBM-TV's "Our Hoosier Heritage" series, will be presented Dec. 21 and repeated Dec. 23. The half-hour program outlines the story of aviation from jennies to jets, accentuating those from Indiana who contributed to its progress, as Eddie Rickenbaker, Roscoe Turner, Bob Shank, Amelia Earhart and Charles Lindbergh.



THE SLEEPER WAKES UP

We expressed several months ago our belief that **ACROSS THE SEVEN SEAS** would be the "sleeper of the year" in syndicated programming. The rating announced last week in Cincinnati (30.0) is merely the first sign that the crystal ball did not mislead us.

Here on the West Coast, the birthplace of travel-adventure programming, viewers are beginning to realize that this series is **NOT** just a travel-adventure program, but much, much more.

Seattle opened with a first rating of 16.0 (KOMO-TV), to lead the time period, and the second rating just released has jumped to a 21.0 to widen the gap and swamp the opposition.

KGW-TV in Portland has checked in with its first rating, a very respectable 16.0 to lead the time period. And in San Diego, KOGO-TV has reported a 14.0 to also lead the time period.

And here in Los Angeles, despite pre-emptions because of the heated Nixon-Brown political campaign, the series picked up two rating points on KNBC-TV in just the past month.

In all instances, including Cincinnati and Los Angeles, the series is being televised at 7 P.M.

Other markets have not yet reported their first ratings, and in some instances, the series has not yet started telecasting.

Without pretense or false modesty, I have sincerely believed—and have stated—that **ACROSS THE SEVEN SEAS** is technically the finest non-fiction product now being made for television, either in color or black and white.

Now that the ratings have started coming in, we have proof of the entertainment values that the public demands.

Despite fringe time periods, now that Summer and political campaigns have ended, the ratings should continue to climb, as the sets-in-use figures increase.

—JACK DOUGLAS

Advt.



By **TED GREEN**

• • • WWLP's (Springfield, Mass.) Bill Putnam reorganizing UHF Committee for Competitive TV. With all-channel TV now made into law, Putnam believes UHF will reach its peak within the next few years . . . WLSL-TV, Roanoke, getting all kinds of congratulations from the industry on its 10th anniversary, and Horace Fitzpatrick, VP from the Shenandoah Valley station, acting like a propp during the ceremonies . . . Harold Essex, head of WSJS-TV Winston-Salem, looking mighty perky during his New York visit to the NBC affiliates convention. "Preacher," as his many friends call him, has fully recovered from his illness . . . A tip of the Stetson to: James (Jim) Gerity, Jr., president of WNEM-TV, Saginaw, Mich. who saluted his audience with a post-Thanksgiving treat by preempting two prime hours of network time to present a Frank Sinatra-Doris Day special without commercial interruptions.

☆ ☆ ☆ ☆

• • • Meet: Denise Lor, who delighted audiences for many years on the Garry Moore daytime show and later enjoyed success in night clubs. Denise maintains her first true love is comedy and her favorite memories are those bright spots of situation comedy she did with Garry Moore and Durward Kirby. A high spot in her career was playing the wife of comedian Alan King in a straight comedy role with no singing. Sid Caesar or Jackie Gleason would do well to check her availability. A real three-dimensional talent that is sorely needed in today's TV.



MISS LOR

• • • Bandleader Richard Maltby and personal manager Phyllis Freedlander were married in a quiet ceremony in the Chambers of Judge Harold Baer at City Hall. Congrats to you both . . . Among those winners of "best-dressed" Gold Button Awards from the Fashion Designers Guild at a soiree hosted by prexy Cyé Martin were McCann-Erickson executive Sylvester L. (Pat) Weaver, composer Jules Styne, producer George Abbott, designer Oleg Cassini, golfer Arnold Palmer and Sen. Ted Kennedy . . . Newcomer Nat Gales, who passed the State bar in Louisiana and gave up law to come to N. Y. and sing, opens at the Sniff Court Inn tonight, and is set to be on the Joe Franklin Show Friday.

☆ ☆ ☆ ☆

• • • The Juilliard String Quartet has been signed to an exclusive recording contract by Epic, which is currently releasing T. Juilliard's performance of Mozart's complete "Haydn" Quartets. The deluxe three-record album, it inaugurates a series of new recordings ranging from Baroque to contemporary music . . . Dickey Lee, Smash Records artist who created a big single with his "Patches," has other talents besides vocal. He wrote his new single on Smash, "I Saw Linda Yesterday," and also received an award at the recent country music convention in Nashville for another of his songs, "She Thinks I Still Care," which was recorded successfully by both George Jones and Connie Francis.

Parents, Teachers Meet On Altoona Video Panels

Altoona — WFBG-TV's public affairs dept. has originated "Your PTA," a weekly 15-minute segment of the station's "Breakfast Time" show.

Aimed at stimulating public interest in school problems, the program, representing 23 schools here, stresses relationship of home to school, is produced by Colson Jones and directed by Joe Houston.

New England Execs Club Holding Boston Yule Gala

Boston — The Broadcast Execs Club of New England will host its Christmas party for members and guests Monday at the Sheraton Ballroom here, featuring an orchestra for dancing, entertainment and a host of prizes.

Emcee this year is Jerry Williams, of Boston's WMEX, with Thom Robertson, WMEX sales manager, presiding as party chairman.

Ass'ns Urged Put on the Steam R-TV Pubrels

Scottsdale, Ariz. speech, M. Couric, NAB pub- manager, Friday urged acasters to make a strong bution to the radio-tele- industry's stature national- putting more steam into ampaigns at the state level. described the "mission" of acasters' associations in words:

is to take advantage of the opportunities on the state to inform the public of acasting's contributions and ate a greater understanding acasting's problems. here these opportunities are adily apparent, they can be ered, or, in fact, they can be d."

Outlines 3-Point Plan

ic to launching such a pro- Mr. Couric said, is the ishment of: (1) a small ing group of broadcasters ented by the president of the acasting association; (2) ible public relations plan ight out in advance;" and some diligent spadework at me the plan is put into ef-

O Appoints Stahmer Supervise Promotion

ttle — A. J. "Blondie" Stah- Seattle broadcast veteran, oined KAYO Radio as pro- n manager, resigning from ost as general manager of J-FM to take the new job. elier, Stahmer was sales ger at KXA and an account at KOL, both Seattle radio ns.

ter Named Arbitrator

red Dresner, exec officer of IG-AM-FM, Hornell, and WB- Beacon - Newburgh, both in York, has been appointed an rator in the small claims di- an of the N. Y. Civil Court.

'Cutting in' on Debs Dance

ne "International Debutante Ball," in which 45 young ladies n the U.S., Canada, Latin America and Europe make their t in society, will be aired on X Dec. 27.

iting as debutante hostesses be Miss Serena Russell, ddaughter of the Duke of borough and daughter of Mr. Mrs. Edwin F. Russell, who represent the U. S., and Miss ette C. Cavanaugh, daughter eputy Mayor Edward F. and Cavanaugh, representing York City.

he program will originate live

Athletics' '63 Ball Games In WDAF's Catcher's Mitt

Kansas City—Kansas City Athletics baseball games during '63 will be aired by WDAF radio here and a sked of 30 or more away-from-home games will be seen on WDAF-TV.

William A. Bates, VP of Trans- continent Stations, owner of the Kansas City outlets, said WDAF radio will also feed descriptions of the games to a network of Mid- western stations. The TV sked will be announced later, but plans call for direct pick-ups from virt- ually every American League city.

All Athletics exhibition games played before the opening of the season will also be aired by WD- AF radio, Bates said.

Charles O. Finley, owner of the Kansas City Athletics, said rights for the games next season brought a higher price than in any previous year.

Broadcasting Satellites Is Ready for Launching

(Continued from Page 1)

Italy, the Netherlands, Spain and West Germany.

The program is scheduled to be picked up and re-transmitted by the first Relay satellite, designed and built by RCA under contract to NASA and is expected to be launched into orbit by NASA on Dec. 13.

Members of the American three- network producing committee are Ted Fetter (ABC), Pamela Ilott (CBS) and Robert Northshield (NBC), chairman. The European segments will be produced by EBU with Renee Lucot of the RTF, French TV web, as execu- tive producer.

WRDW Puts Paul Reidy In Head TV News Spot

Augusta, Ga. — Newsman Paul T. Reidy has been named news director of WRDW-TV here. He annually handles the world-wide broadcast of the Southern 500 stock car races from Dalington, S. C., and has been with AP, UPI and Mutual Broadcasting.

VID SPOTS BOOST MGM DISK DUO

The Little Sisters a Big Hit
After 'Tonight' Guestings

MGM Records is instituting one of the biggest star build-up cam- paigns in its history for The Little Sisters (Pat, 20, and Mary, 21), "folksy" singers who have gained national popularity thru appear- ances on Johnny Carson's "Tonight Show" on NBC-TV, according to Arnold Maxin, president of the record company.

Their first single, "Going to Bos- ton" b/w "Where Does It Lead," was placed with distributors and dealers in anticipation of a sales surge following their latest "To- night appearance, and an album, "The Joys of Love," is slated for January release. In addition to more TV and radio shots, MGM has set p.a. and store appearances for The Little Sisters in prime record markets.

Boy Scouts, Others Sing Bing's Praises

Voluntary organizations — in- cluding the Boy Scouts, Salvation Army, Boys Clubs of America, Greater New York Fund and American Foundation for the Blind —have commended continuance of CBS Radio's annual "Christmas Sing with Bing." It will be heard for the eighth straight year Dec. 24.

In addition to Crosby, this year's stars include Rosemary Clooney, Johnny Mercer and the Boys' Town Choir. Insurance Co. of North America sponsors the pro- gram, written and produced by Bill Morrow and Sam Pierce, with Murdo McKenzie as director of the program.

WWL Cites Henry Dupre For 30 Years on Radio-TV

New Orleans — Henry Dupre, veteran of 30 years as top person- ality on WWL radio and TV, was honored here last month in a special presentation ceremony, Dupre received an engraved watch.

He is noted for his aid, via the communications media, to chari- table organizations, particulary "Toys for Tots" at Christmas. Cur- rently, Dupre hosts TV's early morning "Info" show.

Scripps-Howard Sets Its WCPO, Cincinnati, As Primary CBS Affil

Cincinnati—Scripps-Howard Broadcasting and CBS Radio have jointly announced the full primary affiliation of WCPO here with the network, effective Dec. 30. WCPO will replace WKRC as the CBS Radio outlet here, and joins its sister station, WNOX, Knoxville, affiliated with the network for over 30 years.

Commenting on the affiliation, CBS Radio president Arthur Hull Hayes said: "We are delighted to add a second Scripps-Howard sta- tion to our network... We know the people of Cincinnati will be pleased to receive CBS Radio pro- grams over the facilities of this outstanding station." Founded in 1927, WCPO operates at 250 watts and had been an independent.

Contractual arrangements for the affiliation were just concluded by Mort C. Watters, VP-general manager of Scripps-Howard and WCPO, and William A. Schudt, Jr., CBS Radio affiliate relations VP.

Ithaca Stereo Full-Timer Joins NE Radio Network

Ithaca — Northeast Radio net- work has signed an affiliation agreement with WUFM here, up- state New York's only full time stereo FM station. Negotiations were concluded by F. W. Hodge, NE general manager and WUFM's Timothy Ahlstrom.

Alexandria's KALB Links with Network

Alexandria, La.—KALB, which began operations here in 1935, will affiliate with CBS Radio on Dec. 30, "ending a successful per- iod as an independent," according to station general manager Walter Melson. KALB is a full-timer, op- erating at 5 kw days, and 1 kw nights.

WTHI is Trophy Sponsor

Terre Haute — WTHI-AM-TV is sponsoring a trophy to be pre- sented to the champion Junior Varsity Basketball Team in the Vigo County School System.

'Tall Tower' Rising— Only 1414 Feet to Go

Wichita—KTVH's new 1504-foot "tall tower" is taking shape, with 90 feet already erected. With com- pletion scheduled for February, '63, the structure will have a two- man elevator and beam the sta- tion's signal in an additional 26 counties in Kansas and Oklahoma.

'Impresario' Clark Draws 5 of a Kind

"The Gift of Talent," a special half-hour Christmas musical program, starring Dick Clark as host and spotlighting five young performers will be seen on ABC-TV Dec. 25. Sponsor is Bristol-Myers via Y&R.

The five young stars are: Karen Morrow, musical comedy singer-comedienne; Jiliana, New York City Center Ballet dancer; Tong Il Han, Korean pianist; Heidi Lehwalder, 12-year-old classical harpist, and Frank Poretta, tenor with the City Center Opera Company.

Northwestern U. Concert On WGN Yule Day Sked

Evanston, Ill. — Northwestern U.'s 23rd annual Christmas concert, from the campus' Cahn Auditorium, will be aired Christmas Day on WGN-TV. The concert, featuring the combined voices of the University Choral Union and the University Symphony Orchestra, is conducted by William Ballard of the School of Music.

The program, a feature of WGN public affairs, is produced and directed by J. R. Gregoris and hosted by Dick Lashbrook.

Weaver, De Laurentiis Join in Production

(Continued from Page 1)

to supervise production and work directly with the writers and other creative talent. This marks the return to active TV production for Weaver, former NBC president and now chairman of McCann-Erickson International and president of M-E Productions. It will also be De Laurentiis' first entry into the TV field.

Weaver, who is now here conferring with De Laurentiis, said the series will have a permanent cast, supplemented each week with guest stars, and deal with people who haunt Rome's Via Veneto, one of the most well-known streets in the world. He said it will bring to the viewer "modern stories of the Eternal City in various moods—romance, drama, comedy and suspense."

'Method' to Brando's Search for Realistic Film

Marlon Brando, noted for the "method" approach to acting, has asked Allen Funt of TV's "Candid Camera" for the loan of 25 films shown on the series. Reason: To study classics of natural, realistic acting as insight into people's behavior under odd circumstances.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Henry Hoople, a comedian-comedy writer who starred on radio for many years with Swedish dialect, is partnered with Steve Hatos in a new audience participation game show titled "Let's Face It," which NBC-TV has taken under option for a run-thru audition. This is based on the police department Identi-Kit device, used to put together faces of wanted suspects from a stock pile of facial features. Incidentally, Random House will soon publish "Stone Orchard," about peace-time soldiers in Korea, written by Gene Coon and based on 100-page synopsis written by Hoople. . . . KNX personality Pat Buttram headlined the Publicity Club of Los Angeles Christmas party yesterday. The exciting affair was held at the Fogcutters Restaurant in Hollywood.

★ ★ ★ ★

• • • Meet: Marty Ingels who has had an odd life and is now co-starred with John Astin of ABC's odd and successful comedy series, "I'm Dickens—He's Fenster." A horse-throated redhead with a constant grin, Ingels was born in Brooklyn. And his comedy antics there resulted in his being forced to leave high school. He then bounced thru 11 jobs, ranging from a gas appliance converter to a Planters Peanuts Man, distributing peanuts in Times Square, before enrolling in Pasadena Playhouse, where they made him leave after trying him as a "serious" actor. Coming to Hollywood, he was unable to get thru the gates until one day he went to restaurant opposite Paramount Studios, ordered seven containers of coffee, borrowed a tray and a waiter's apron and thus got past the guard. Once inside he saw Jerry Lewis' office, barged in, ran into Jerry, made such a big impression, that he was signed to a contract, which started him toward his now high-riding career.

★ ★ ★ ★

• • • Denny Bracken has joined the staff of "Story Line" on KNX and will conduct reports and special features. KNX vacationers now include Ray Gallagher, writer; Barney Miller, news director, and Ted Pettit, sales promo and merchandising manager, all enjoying Winter holidays.

★ ★ ★ ★

• • • Frank Aleter has been signed by producer James Fonda to play a featured part in the "Ain't Walter Nice," episode of Screen Gems' "Hazel," now rolling at the Gower Street studios. . . . Arch Johnson, Tom Skerritt and Robert Hoy have been set by producer John Champion for "Blind Alley," episode of Revue's "Laramie" on NBC-TV. . . . John Vrba, VP-manager of KTTV Productions, back from a business trip to New York, Chicago, St. Louis, New Orleans and San Francisco.

★ ★ ★ ★

• • • John Vrba, vice president and general manager of KTTV Productions, the station's videotape and film production division, has been re-elected to the board of TvB, announces Gordon Gray, prexy of WKTU, Utica, N. Y., and recently elected TvB chairman.

'U.S. Steel Hour' Asks Actors: 'Have You Met Miss Jones?'

In her six years as casting director for CBS-TV's "U.S. Steel Hour," Caro Jones has conditioned herself to take the unexpected in stride — a hurried call for a native of Tibet, a New Zealander with a Swedish accent, or even a blonde Tahitian who can execute a Spanish dance.

"If you have a good memory, a sound filing system, and cooperative friends, even the impossible becomes possible," Miss Jones said. Her own background helps: she was a singer in "Oklahoma," a soloist with the Detroit Symphony and an actress in stock before she began her casting chores from her office in New York's

Theatre Guild Building.

Constantly on the lookout for new and talented players, Caro makes it her business to see all the new plays and motion pictures.

WTCN Production Mgr.

Minneapolis — Peter Shore has been appointed production manager of WTCN here, coming from WRYT, Pittsburgh, where he was an announcer and in the production dept.

Great Writers Skel Character of Russian

An hour special offering a sight into the character of Russian people through the their great writers will be sent Jan. 16 on CBS-TV, "Russians: Self-Impressions."

Moderated by Dr. Ernest Simmons, Columbia U. prof, the program will feature dramatized excerpts from works of Chekov, Gogol, Dostoyevsky, Tolstoy and Boris Pasternak, adapted for video by Richard Sienkowski. Jo Van Fleet, Kim Hunter, Sam Wanamaker, Joseph B. Satterthwaite and George Voshevec perform dramatizations.

C. A. Alicoate Re-Elected N.Y. Variety Tent Chief

Charles A. Alicoate has been re-elected chief barker of New York Variety Tent #35. Also re-elected were Jack H. Levin, first assistant chief barker; Irving Dollinger, second assistant, and Robert Shapiro, property master. Nominated was Charles Smak dough guy.

Canvassers for the coming year are Salah Hassanein, Saul J. William J. Reddick, James Velde, George Waldman and old Zeltner.

Cox Replacing Craven

(Continued from Page 1)

Rosel Hyde is apparently the remaining exponent of industry self-regulation. Cox, more closely allied to Minow's policies, will be special counsel for the Senate Commerce Committee, which has jurisdiction over the FCC, but is being named to the Broad Bureau post. He is a protégé of Sen. Warren Magnuson (Wash.), chairman of that committee.

Medical Ass'n to Sponsor Liberty Bowl on WRCV

Philadelphia—Exclusive coverage by WRCV of Saturday's Liberty Bowl gridiron battle between Villanova and Oregon will be sponsored by the Inland Empire County Medical Ass'n.

Teen-Agers, Rejoice Fabian's in the Groove

Hollywood — Singer Fabian is growing in demand for dramatic roles. He's wanted for four TV pilots: a spinoff on Dick Powell Show called "Cobalt"; the title role in Selig Seligman's "September Jones;" ditto Hal Kantor's "The Curly Hair" and an untitled MGM pilot.

BE TWISTING 'BOSSA' BEAT

er, and Mrs. Cugat Guest
n 'Broadway Goes Latin'

ossa nova twist by guest star Lane, combined with a sa- to the Broadway musical the World I Want to Get will be highlighted when 's variety series, "Broadway Latin," bows in its new day slot this week.

o on the program will be r Cugat, Hector de San Los Espanos singing group Margie Ravel. The British- ced musical series is co- red by P. Ballantine & Sons R. J. Reynolds via William and distributed by Independ- V Corp.

L. Academy to Air of Jackie's Trips

nton Bureau of RADIO-TV DAILY
ashington — Two color films the First Lady's trips to and Pakistan earlier this and a talk by the films' pro- George Stevens, Jr., will be at Monday's meeting of Washington Chapter of the emy of TV Arts and Sciences. er president, Jim Silman, an- es.

te films were produced by under the supervision of ns, who serves as the agen- director of the motion picture ce. Titled "Invitation to In- and "Invitation to Pakistan." lms have been described as es of art which capture the ec beauty of the two countries. ns will discuss the various iques used in shooting the

er in Press Switch n TV Net to Radio

ot Tozer has been appointed city manager of CBS Radio, Thomas Dawson, VP, network mation Services, said yester-

r the past three years, Tozer een a senior press representa- in the news and public affairs of the TV net's Press Informa- Tozer will report to Sid Gar- director, radio Press Informa-

anthropic League Tribute to Alan King

an King has been honored by New York Philanthropic ue. A special luncheon was ered in honor of the popular edian at the Americana Hotel unday. King was cited by the ue for his extensive activity arity drives.

Burrud 'Adventure' Hits 49-Marl Mark

West Coast Bureau of RADIO-TV DAILY
Hollywood — Bill Burrud's "True Adventures" has been sold to KTVI, St. Louis, and KERO, Bakersfield, bringing the total of domestic markets for the series to 49.

Bakersfield sale was made by Wiljon Corp., Burrud's sales subsidiary, with the St. Louis sale by Teledynamics, which distributes the program world-wide except for the 11 Western states.

Both sales are for the show's first 39 episodes, with the second 39 segs currently in production.

Florman-Babb Promotes Execs, Adds Personnel

A recent expansion program in rental and sales facilities by Florman & Babb has resulted in the promotion of John Babb to exec VP. Len Hollander to sales VP, and Hi Roth to rentals VP.

Other promotions or additions to the staff include Richard Reis to moviola dept.; Rubin Grossman and Stanley Wilkins to the lighting dept., and Carol Goldhamer to the sound effects dept.

5 Years of Weather

Pittsburgh — Eleanor Schano is celebrating her fifth year as the WTAE Bell Telephone weather girl.

Listener's Favorites

Scranton — WGBI has been treating Sunday listeners to "Tapestries in Music," interpreting music from Broadway, Hollywood and the world's great artists. Bowlers in the area are enthusiastic over the "Don Carter Bowling Tips."

Fain with WCUE

Akron — Dick Fain has joined

WEDDING BELLS

Lavenstein-Baliff

James Lavenstein, CBS-TV administrative manager - network programs, will be married to Maralyn Baliff in Utah on Dec. 17. Miss Baliff is with Henri Bendel Fashions, N. Y.

Gorin-Nash

Norman Gorin, CBS News producer-director, and Betty Lough Nash of Elkton, Va., will be married on Dec. 30 in Washington, D.C.

WTRF's Tonsic Cracks Time Sales, Grid Helmets

Wheeling, W. Va. — Ivan Tonsic, WTRF-TV time salesman, quarterbacked the Wheeling Ironmen into the championship of the United Football League, in the team's first year of competition, by defeating the Grand Rapids Blazers 30-21. Tonsic, a former Pittsburgh U. star, joined the station this Fall but his week-ends were still spent cracking helmets on the gridiron.

AFL All-Star Game Sold Out on ABC-TV

The American Football League All-Star Game will be telecast Jan. 13 from San Diego's Balboa Stadium by ABC-TV for the second consecutive year, and will be fully sponsored, half by Gillette, thru Maxon, Inc.

One-eighth buys were made by Bristol-Myers, Dancer-Fitzgerald-Sample; Lincoln-Mercury, Kenyon & Eckhardt; P. Lorillard, Grey Advertising, and Texaco, Benton & Bowles.

Curt Gowdy will be the play-by-play commentator and Paul Christman will handle color and grid analysis. A field reporter will be selected at a later date. The game will be sponsored by the San Diego Junior Chamber of Commerce to benefit local San Diego charities.

WLS Prexy Beaudin Is 'Radio Man of Yr.'

Chicago—WLS president Ralph Beaudin has been named Chicago's "Radio Man of the Year" at the annual awards banquet of the American College of Radio Arts, Crafts and Sciences in the Conrad Hilton here. The award was presented in recognition of his outstanding contributions to the field of radio.

Beaudin became president of the ABC 6-6 in March, 1960, after two years as general manager of the network's KQV in Pittsburgh. Prior to that he was station manager of WBNY, Buffalo, and a time salesman at KOIL and KO-WH (now KMEQ) in Omaha.

Seattle's KVI Appoints Webber Program Director

West Coast Bureau of RADIO-TV DAILY
Seattle — Buddy Webber has been named new program director of KVI, replacing Bob Cooper, who goes to KEX, Portland, as ass't manager and program director. Webber, who has been with KVI for three years, will continue his daily air show.

Harvey Is Golf Host

Philadelphia — Ed Harvey, host of WCAU's "The Talk of Philadelphia," will host the station's fourth annual Radio Bermuda Golf Tour, Jan. 16-20.

News Flashes From Coast-to-Coast

WCUE as an announcer, coming from WAKR.

WDAU-TV Production Mgr.

Scranton — Robert Cummings has been appointed production manager of WDAU-TV.

Dowdle at KWTW

Oklahoma City — James C. Dowdle has joined KWTW as national sales manager. Dowdle has formerly been with the Chicago Tribune, Edward Petry & Co. and Katz Agency.

Peterson Joins Speakers

Omaha — Arnold Peterson, WOW farm service director, has been named a member of the no-fee Agricultural Speaker's Bureau of the Chamber of Commerce here.

Shulman Promo Chief

Omaha — E. Mitchell Shulman has been appointed public service and promo manager for KE-TV-TV. Shulman had been serving as chief design engineer for

new transmitting and receiving equipment for World Radio Laboratories, Council Bluffs.

Moore Moves to WMOU

San Antonio — Johnny Moore, former WMAC deejay and announcer, is now with WMOU, Berlin, N. H., spinning three hours of c/w music daily.

STORK NEWS

A boy, Michael Adam, was born to Mr. & Mrs. Herbert Lazarus at Maimonides Hospital, Bklyn. Lazarus is Telesynd sales manager.

Ann Flood, on leave from her role in CBS-TV's "The Edge of Night," has given birth to her second son, Brian John.

A girl, Christa Jane, for Mr. and Mrs. Budd Wiener born in San Francisco Children's Hospital. Proud pop is KTVU traffic director and mom is KGO promo assistant.

Entry Time Extended In Ohio State Awards

Columbus, O. — Entries for the 1963 Ohio State Awards, made annually by Ohio State U. to recognize the top productions in the field of educational broadcasting, are being received until Feb. 16. The entry deadline, more than one month later than in 1962, was announced by Ray Stanley, acting director of the Institute for Education by Radio-TV, a function of Ohio State's Telecommunications Center and sponsor of the awards.

Winners of the competition, oldest in broadcasting, will be announced at the annual Institute meeting here the second week in June, a month later than the usual May dates for the meeting.

Entries will be judged according to whether they are network or local; whether for systematic instruction or non-systematic instructions, and whether for adult audiences or for children or youth. There are five categories: (1) Fine Arts and Humanities; (2) Natural and Physical Sciences; (3) Social Sciences; (4) Public Affairs and Community Problems, and (5) Personal Problems.

Frank McMann to RAB As Director of Research

RAB has expanded its research dept and named Frank McMann its new research director. He joins the bureau from three years at Lynn Baker, Inc., where he was research manager in charge of consumer, market and media research. Prior to that, McMann was project director at Mogul. Williams & Saylor, where he supervised the agency's consumer research for two years. He has also been project director at the Institute of Motivational Research.

'Jaybird' Hops to KAVR

West Coast Bureau of RADIO-TV DAILY Apple Valley, Calif. — Jay Michael, veteran broadcaster known as the "Jaybird," has been made director of KAVR here, coming from WCAE and WTAE (TV), Pittsburgh. He also was affiliated with KPRO, Riverside, Calif.

WIL Fire Safety Alarm Rings Up 'Box 8 Award'

St. Louis — WIL, Balaban station here, has received the 1962 Box 8 Award, presented by the city's Fire Department, Greater St. Louis Safety Council and the Box 8 Club for "outstanding publicity of Fire Prevention Week." This year, the outlet originated its "Miss Flame Contest," promoted on all stations in the area.

AGENCY NEWSCAST

By RALPH TYLER

Virginia Dare Food Products has named Bruns Advertising of New York City as agency, with tentative plans for local market spot TV nationally. Virginia Dare plans to market, beginning in February, an extensive line of newly developed food products.

Lex Baxter, through his personal rep Charles H. Stern, has contracted to do nine TV commercials for Kraft Candy, represented by Foote, Cone and Belding, Chicago. The commercials are now being produced at Cascade Pictures, Hollywood. Other recent commercial assignments for Baxter include work for Standard Oil of Calif., A. C. Spark Plugs and Oil Filters, TWA and the state of Minnesota.

The Chicago Art Directors' Club has given its first prize "medal award" for the year's best combination animation/live-action TV commercial to Franco American's "Grocery" spot. The spot was designed by Leo Burnett Agency and produced by Animation, Inc., Hollywood.

Merle Gore, of WSPD-TV To-

ledo, O., has been elected a member of the board of directors of the Toledo Ass'n of Grocery Manufacturer's Representatives for the coming year.

Stanley H. Pulver has been named VP and media director of the newly-formed agency, Henry R. Turnbull, Inc., Greenwich, Conn. Pulver was formerly media director of the toilet articles division of Colgate-Palmolive. Previously, he had been manager of TV and radio media for Lever Bros., and media director of the New York office of Dancer-Fitzgerald-Sample. He started in the broadcast field with CBS, and later was with Biow Co. as business manager of the radio department.

Y&R has been named agency by International Latex Corp. for Playtex Living Gloves, Dryper Disposable Diapers, Baby Pants and Bathing Caps effective immediately.

Indianapolis Station Design New Quarter

Indianapolis—Plans for a studio building for Corin Broadcasting's WISH-AM-FM here have been outlined by R. B. McConnell, VP-GM of the Indiana Broadcasting Corp., who owns and operates the station. A tract of land has been chased on the southwest corner of 20th and Meridian Streets, 100 ft. frontage on Meridian and 400 ft. deep, running thru to Illinois St. McConnell said he hopes new facilities can be constructed at an early date.

San Francisco Suit Filed

(Continued from Page 1)

suit, aimed at owner Edward Rooney of KMSL, at Ukiah, based on accusations made against the officials by two former she-deputies in a broadcast on KI. The feud began when D. A. F. Petersen refused to prosecute a man accused in a wife-beating warrant. A grand jury probe a welter of other warrants subsequently issued against county officials is under way at the present time.

N. Y. Stations Fill Gaps in Press Strike

(Continued from Page 1)

agency and length of its weekday news programs and is prepared to make a big effort on Sundays, if the strike continues, an hour news program at 9 AM (rebroadcast at noon) in which the regular CBS News staffs are swelled by top feature writers from the struck papers. Newsman Harry Reasoner will read the funny papers at 8:45 AM Sunday.

'Telly' Columnists Added

WCBS radio has increased its five minute newscasts to 10 minutes and its 10 minute casts to 15. The station has also added World Telegram and Journal-American columnists, lengthened its "Datebook," added church service announcements on Saturday and inserted headline news on the half hour. The sales department said there has been some additional advertising "but they're not storming our door." The station has also started promoting the New York Times neediest cases fund as a public service.

WNBC-TV has added 2½ hours to its daily sked of news programs and stretched weekend newscasts by three hours. WNBC Radio has added approximately three hours to its existing news broadcasts during the week and another three hours over the weekend.

Highlights of the new NBC-TV sked include a daily 90-minute

"Newspaper of the Air" starting at 5 PM, and an hour Sunday "New York Times of the Air" featuring the Times' editors and columnists. This program will also be seen on NBC-owned WRC-TV, Washington.

WABC-TV is adding three "Big News" specials at 7:45, 9 and 10:20 AM. "Answering Service" in the afternoon has been expanded to an hour to include special local, state and national news. "Wall St. Report" will be aired at 5 PM, and the five-minute wrap-up at 11:10 PM with Chet Gould will be expanded to a half hour. The Saturday news sked has also been augmented.

'Capsules' Now 3 Minutes

WABC radio has increased its 48 daily two-minute capsule reports to 3 minutes each, with a 15-minute expansion of "News Scope," aired daily at 6:15 PM. Beginning at 6 PM, Scope will give more coverage to local news with stock market reports and anything newsworthy in the entertainment field.

WHN, the Mutual outlet, is stepping up its news and sports coverage with an increase from 10-minute hourly newscasts to 15 minutes, plus 10-minute round-ups on the half-hour.

WINS has added 10 more newsmen to its staff for "doubled" coverage. "Community Bulletin

Board" is being aired for events, and obituaries will be sent three times daily.

WLIB boosted its news coverage to every quarter-hour for the station. It also reports increased ad orders, including a first buy by Gimbels. The suburban Herald Tribune Stations, WVIP, Mt. Vernon, WVOX New Rochelle and YI, Garden City, and exurban WGHQ, Kingston, L. I., have increased their news coverage. Additional ad buys at WVIP resulted in the station being sold out through Christmas.

WNEW-TV has upped its reports to 37 capsules, aired every half hour, with advertising showing a jump.

WABC-TV's "Big News" special last night hosted columnist Bernard Lyons who is being sought by the station as a regular feature during the newspaper strike. Columbia U. journalism professor John Hohenberg appeared in discussion of the strike issues.

WQXR 'Voice' of Times

The New York Times radio station WQXR is making an all-out effort to become the newspaper's voice during the strike. News broadcasts have been expanded to include foreign and home correspondents going on the air with their stories, and editorial, sports, financial and other news is being aired on specific schedules.

Indiana University Library
Bloomington Ind

COLLINS' FATE IN NAB BALANCE?

RADIO NEWSMAN DEFIES NASSAU COUNTY BOARD'S BAN

Armed with microphone and tape recorder, WHLI's news public affairs director, Bill Nelson, will appear at the next meeting of the Nassau County Board of Supervisors in Long Island, N. Y., this morning to record their budget proceedings.



GODOFSKY

His presence there is to act out an order by Paul Godofsky, the radio station's president, and is in defiance of the county board's admonition that no electronic gear would be admitted through their doors. In this latest battle in the struggle for equal access at public hearings, Godofsky has taken a firm stand against what he

Windsor Pays \$300,000 for KJIM in Ft. Worth

Ft. Worth—W. C. Windsor, Jr., purchased KJIM here for "in excess of \$300,000," subject to FCC approval, from Trinity Broadcast Co. William D. Schueler is president of Trinity, whose stockholders include actor James Stewart. Windsor said he doesn't plan to change KJIM's present policy, which emphasizes adult music, news and editorial content.

Iowa's State Pen Lends Realism to Warden Pilot

Ft. Madison, Ia. — Producer Matthew Rapp was to have begun filming here yesterday at the State Penitentiary on a TV pilot dramatizing experiences of a young warden. Hour pilot was created by Guy Tröspner and produced by Crosby Productions for CBS-TV. It stars Robert Webber as the Warden. Episode will be completed in Hollywood at Desilu-Bowen and Allied Artists studios starting Monday.

HEARING TO END 3-YEAR AM FIGHT

Three Applicants Seeking Same Akron-Area Frequency

Akron—A three-year battle between three applicants for a new Akron area radio station on 1520 kc will reach the final argument stage next month when examiner Annie Neal-Hunting begins hearings Jan. 7.

Kent-Ravenna Broadcasting, owned by the Courier-Tribune in

(Continued on Page 8)

Medico's Own Series Now in Desilu Kitbag

Hollywood—Desilu Sales yesterday reported it has acquired worldwide distribution rights to "Doctors At Work," filmed series.

Richard Dinsmore, syndication VP and general manager of TV syndication for Desilu Productions,

(Continued on Page 8)

St. Louis to Wales and Back

London—American-born Ernest Byrne, executive producer of Wales Television, has ambitious plans up his sleeve for program exchanges between Wales and St. Louis.

Byrne was producer-director of "Eye on St. Louis" which, it was learned here, won for KMOX-TV the National Headlines Award in 1957. One of his exchange plans involves a new current affairs series "Eye on Wales" which bows



BYRNE

Webster's "Definition":

Radio Riding Crest Of Creativity Wave In Programs, Sales

Pittsburgh — "There's a new wave of creativity abroad in radio today," CBS Radio Spot Sales VP and general manager Maurie Webster told the Radio-TV Club in this city yesterday. The most creativity lately, is in five areas, he said:

Programming, with greater emphasis on talk and community affairs; research, which is giving better measurement of the medium's size; selling, via presentations which consider client needs, instead of station availabilities; buying, with "agency recognition that radio has become newly fashionable," and commercial production, with lower production costs

(Continued on Page 6)

Schwimmer Off to 'Races' After Syndie TVer's OK

Chicago — Walter Schwimmer Productions has started putting together its new half-hour syndicated game show, "Let's Go to the Races," which features films of actual horse races, following an FCC statement that the program does not come under the

(Continued on Page 2)

Code Board Resumes Closed Session Today On Cigarette Crisis

The NAB's Code Review Board members met yesterday behind closed doors in their Washington headquarters and will resume their session again today.

At stake in this extraordinary meeting, according to the industry's best dopesters, are two matters of transcending importance:

President LeRoy Collins' renewal of contract, which will be formally decided at the January board meeting in Phoenix.

Possible changes in the code limitations on radio commercials—their amount of time, number of ads within a given period or both—because of the smaller stations' need for revenue to survive.

While Collins was believed prepared in entering yesterday's meeting, to urge restrictions on cigarette commercials as a means of reducing the temptation of smoking by young people, it is generally believed he is heading for a major defeat. If his position is rejected finally by the Code Review Board, it is likely to adversely affect his position when contract-time rolls around.

Collins' advocacy of cigarette ad restraints met with immediate

(Continued on Page 5)

Program Development Post Given to Bennett

Hollywood — Harvey Bennett has been named ABC-TV western division program development manager by Ben Brady, network programming VP here. He was producer of "Panorama Pacific," CBS regional TV show.

Production Is Resumed On 'Death Valley Days'

Hollywood — "Death Valley Days resumed production yesterday at Producer's Studio with Robert Stabler, Filmaster president, producing. First script is by Robert Hardy Andrews, with Dick Moder directing.

Dundes on Ad Club Bd.

San Francisco — Jules Dundes, CBS radio VP and general manager of KCBS has been appointed to the board of the San Francisco Advertising Club.



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Firestone at Scene For Rodgers Award

ABC-TV's "Voice of Firestone" program Jan. 13 will originate from the Mary MacArthur Memorial Award Dinner for Richard Rodgers at the grand ballroom of New York's Waldorf-Astoria.

Baritone Robert Merrill and soprano Anna Moffo will sing.

The Mary MacArthur Award, established in memory of Helen Hayes' young actress daughter who died of polio, is presented annually for humanitarian services.

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



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

COMING AND GOING

ROGER GALLAGHER, KNX writer-announcer, vacationing in Las Vegas.

DON SANDBERG, N. E. T. station relations associate, visiting affils in Milwaukee, Madison and Buffalo.

CHIC CHERKEZIAN, N. E. T. public infor-

mation director, to Boston today for promotion on "An Age of Kings."

LESLIE HUNTER to L. A. for a Lloyd Bridges show and meetings at William Morris Agency.

POLAN BANKS, producer with AA, in N. Y. through the holidays.

ITC Elevates Kaplan, Adds Product Sales

Independent Television Corp. has appointed Cy Kaplan national sales manager and announced new purchases of its half-hour series, features and documentaries. Kaplan, with ITC since 1959 as a sales exec, now concentrates his activities on sales to networks and national advertisers, reporting directly to exec VP Abe Mandell.

Before joining ITC, he was national sales director for four years with National Telefilm Associates; an account exec with TPO; station manager of WONS (now WPOP), Hartford, and Midwestern sales manager for Ziv-Radio.

On sales, ITC reports over 50 stations have signed for special holiday showings of "March of the Wooden Soldiers," full-length Laurel and Hardy feature; four more outlets acquired "Broadway Goes Latin," half-hour musical-variety series produced by Milton H. Lehr; WICS, Springfield; WTTV, Indianapolis; WROC-TV, Rochester, and KBNT-TV, Beaumont, and the hour documentary, "South America: The Awakening Giant," was sold to WBNS-TV, Columbus; WHIO-TV, Dayton; KERP-TV, El Paso; WFBM-TV, Indianapolis, and WKYT, Lexington.

Filmvideo's Yule Present Is Kiddie Spec to Outlets

Filmvideo Releasing Corp. is providing a Christmas present for stations which acquire its syndicated "Kiddie Camera: Kids Eye Views of the News." VP P. C. Roberts said his firm is including a free 15-minute kiddie camera Christmas special as a bonus to all TV stations which contract for the series.

He said the special was originally intended to be a separately syndicated program, "but response to its inclusion was so great we decided to provide it to the stations at no cost." Depicting how Christmas is celebrated and Santa is received by children throughout the world, the film is being supplied for immediate running, even though some stations have a '63 starting date on the series.

CALUMET CITY CLEAN UP TOLD

WNBQ's 'Dateline Chicago' Documents Transformation

Chicago — Transformation of a town know as "Sin City" into a respectable community will be documented Monday on WNBQ's "Dateline: Chicago." Neil Boggs narrates the half-hour program. Bill Lindsay is writer-producer and Frank Jordan, executive producer.

Program traces the clean up of Calumet City, Ill., beginning in 1950 with organization of a Citizens Committee which laid the groundwork for eventual change.

Schwimmer Begins Producing on 'Races'

(Continued from Page 1)

lottery regulations. Viewers are provided with free entry blanks, and therefore no ruling is necessary, the FCC said.



SCHWIMMER

Viewers pick up the entry blanks containing various numbers for each race from participating merchants a week prior to each program. The one whose card has numbers corresponding to those on winning horses on the program wins merchandise prizes. An FCC attorney agreed that no lottery is involved as long as sponsors don't require a purchase as a condition of eligibility.

WISH Cameras to View Episcopal Christmas Rite

Indianapolis — WISH-TV will telecast live the entire Episcopal Christmas Eve Service from Christ Church Cathedral here, celebrated by the Very Rev. Paul Moore, Jr. Musical selections will be by the Men and Boys' Choir under the direction of Robert Hobbs, choirmaster-organist.

FINANCIAL

(December 11)

CLOSING PRICES NEW YORK STOCK MARKET

Table listing stock market closing prices for various companies like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table listing American Stock Exchange closing prices for various companies like Allied Artists, Capital Cities, Desilu, etc.

* OVER THE COUNTER

Table listing over-the-counter closing prices for various companies like Jerrold, Meredith, Rust Craft, etc.

* Courtesy of National Association of Security Dealers.

Jack Weiner Promoted To TvB's PR Director

Jack B. Weiner has been named PR director for TvB, which he has served since October, 1961, as national sales development manager. Before that, Weiner was associate editor of Television Magazine a senior TV editor for Printers' I magazine.

Former N. Y. Radio-TV Editor

... just arrived Hollywood, now seeking responsible PR, sales promotion or sales spot with production and/or distributing co. Broad ad agency, corporation exp. Top media, agency refs.

BOX 222, RADIO-TV DAILY 6425 Hollywood Blvd.

WINS EXPANDS ITS NEWS SERVICE DURING NEWSPAPER STRIKE!

- 10 minutes of news every hour on the half-hour 6:00 AM to midnight.
- Additional expanded newscasts 6:00 AM to 10:00 AM and 4:30 PM to 7:30 PM.
- Specialized news service on the hour 10:00 AM to 4:00 PM and 8:00 PM to midnight.
- Comprehensive 30-minute news roundups from 7:00 to 7:30 PM and 11:30 PM to midnight.
- N. Y. Herald Tribune columnist Joe Kaselow with advertising and business news at: 6:45 AM, 8:15 AM, 5:45 PM and during 11:30 PM news roundup.
- N. Y. Post sports reporter Milton Gross with complete sports at 7:15 AM and during 7:00 PM and 11:30 PM news roundups.
- N. Y. Post columnist Earl Wilson will read his daily column and Richard F. Shepard of the N. Y. Times will present a radio-tv feature during John Henry Faulks' 'Program PM' from 10 to 11:30 PM.
- Complete high school sports at 8:00 PM and 9:00 PM.

WINS' expanded news staff plus increased facilities will bring you comprehensive coverage of *all* news events. ■ Westinghouse Broadcasting Company's Washington News Bureau, its overseas news bureaus,

and wire service reports from AP and UPI will bring you up-to-the-minute national and international events. You'll also hear direct, live, news reports from our correspondents in other cities around the nation.

Additional news features and news bulletins will be broadcast throughout the day.

There's no need to miss *any* news when you stay tuned to

1010 / WINS

A WESTINGHOUSE BROADCASTING STATION

NBC Panel Show Queries America's Place in Music

"Is America the Music Capitol of the World?" will be debated tonight on NBC Radio's "What Do You Think?" Program moderator Anne Freemantle interviews Dr. Howard Hanson, director of Eastman School of Music, and Met conductor Ignace Strassfogel. Program is produced in cooperation with Fordham U.



BY BOB GREEN

Astaire Taps 2 Segs To Roll This Week

West Coast Bureau of RADIO-TV DAILY
Universal City—Shooting begins this week on two segments of ABC-TV's hour "Premiere Presented by Fred Astaire." Rolling Thursday will be "Five, Six, Pick Up Sticks," while "The Hat of Sergeant Martin" begins filming on Friday.

John Forsythe and Mickey Rooney have lead roles in "Sticks," teleplay with a recording business background written by John T. Kelley, produced by Dick Berg and directed by Robert Ellis Miller. Casting is currently going on for "Hat," written by Gene L. Coon, with Richard Lewis producing, and Earl Bellamy directing.

Friends Sub for Powell As Illness Forces Rest

West Coast Bureau of RADIO-TV DAILY
Hollywood—Acting on medical advice, Dick Powell, released last week from the hospital, has canceled TV appearances for the time being, with a number of his friends volunteering to appear for him in the intros to NBC-TV's "Dick Powell Show."

They include: Milton Berle, Jackie Cooper, Glenn Ford, Rock Hudson, Jack Lemmon, Dean Martin, Steve McQueen, Robert Mitchum, David Niven, Gregory Peck, Frank Sinatra, Robert Taylor, Danny Thomas, Robert Wagner and John Wayne.

Abroad Travelers Outlet

Hartford — Leonard A. Doughty has been appointed assistant supervisor of the transmitter in Avon for the Travelers Broadcasting Service Corp., according to Harold A. Dorshug, WTIC-AM-FM-TV engineering director. Doughty joined the WTIC staff as a transmitter engineer in 1943.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

New York 22, N. Y. ELderado 6-6485

• • • Perry Como wants Damita Jo for another guest-shot on his TVer . . . Garry Moore paging comic George Kirby for a guster . . . Ed Sullivan wants The Highwaymen to guest on his TVer . . . Oscar Brown, Jr., dickering with Brook Benton for his upcoming Broadway musical, "Slave Story" . . . Johnny Marks expects sales of his "Rudolph the Red-Nose Reindeer" to pass the 35-million mark this year . . . Steve Lawrence is up for a role in "Captain Newman, M.D.," which will star Gregory Peck . . . Steve Allen paging comic George Carlin for a guster . . . Comedienne Rusty Warren's albums on the Jubilee label have passed the 3-million mark in sales . . . Merv Griffin wants Vaughn Monroe back for another week as guest-bandleader.

★ ★ ★ ★

• • • Former Broadway and Hollywood press agent Francis X. Lohmann just inked contracts with Gotham-West Enterprises to by-line a weekly column on dogs for national newspaper syndication. . . . The USIA will re-broadcast WLIB's recent coverage of the Negro American Labor Council Committee. The program will be used in connection with Voice of America broadcasts to and within world-wide areas exclusive of the U. S.

★ ★ ★ ★

• • • Meet: Buddy Greco, back headlining at the Copacabana. Now 35, Buddy is finally getting the recognition he deserves after 21 years in showbusiness. His colorful career includes three years as Benny Goodman's vocalist-pianist-arranger, a stint as the pianist on NBC-TV's "Broadway Open House" and other shows, and many years of pounding the piano and singing in cocktail lounges. Today he works as a night club headliner; has a hit record in "Mr. Lonely" and a loyal following among such toppers as Frank Sinatra, Dean Martin and Sammy Davis, Jr. Upcoming shortly are guest shots with Ed Sullivan and other top TV shows. Buddy records for Epic.



GRECO

• • • Just about every station in town reported seeking radio shows. Originations from Freedomland when the park opens for its fourth season in April. WMCA, WABC, WNEW, WWRL, WINS, WCBS and WNBC all scheduled shows from here last season. Les Arries, former ABC-TV sports director, is developing a TV program to come out of the park . . . Songster Chuck Clark scoring with his UA waxing of "The Anniversary Song" b/w "I Love to be Loved By You"—a two-sided hit . . . Harry Guardino mulling three offers for his own drama series . . . Former child star Dickie Moore now working in a West Coast ad agency . . . Andre Previn may tinkle the ivories for his own 15-minute TV series . . . Eddie Albert planning a RAI-TV guster in Rome . . . West Coast TV viewers may soon see a weekly bullfight spec from Tijuana. Plans are in the works . . . Asked whether he'd like to be a TV regular, Robert Mitchum replied: "That regular I'm not"! . . . Joey Dee, star of the Columbia Film, "Two Tickets to Paris," has come out with a new disk click, titled "I Lost My Baby."

★ ★ ★ ★

New Name and Facilities For KLRJ-TV in Las Vegas

Las Vegas—KLRJ-TV viewers here are adjusting to station's new call letters, KORK, as TV joins its AM and FM "sister stations" with the same letters.

Along with changed name goes increased power to maximum 100,000 watts and a new color videotape recorder for the first multiple color net program service in the Vegas market.

'G.E. True' Filming Starts After Six-Weeks Hiatus

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Executive producer Jack Webb and producer Mike Meshekoﬀ have resumed production with the "Defendant: Clarence Darrow" segment of "G.E. True" after a six-week hiatus from filming.

Robert Vaughn has been signed for the principal role of real-life attorney Earl Rogers, with Tol Avery as Darrow.

Nation's 'First Ladies' Portrayed on CBS-TV

"The First Lady," a CBS public affairs special, will feature vignettes of First Ladies from Martha Washington to Jacqueline Kennedy on Jan. 3. Hosted by Harry Reasoner, it will star Robert Hardy, Colleen Dewhurst and Nancy Wickwire. Producer Perry Wolff.

KMOX Info Format Boosts Its Ratings

St. Louis—"The trend in radio today is toward increased information broadcasting," according to Robert Hyland, general manager of KMOX here and CBS VP. Hyland supported his contention by reporting that his station racked up its highest prime-morning ratings in 10 years and the highest morning ratings over the six-year period for any radio station in the St. Louis market since switched to an entirely informative format from music-news in August of this year.

Cities Pulse Rating

Hyland said the latest Pulse survey gave KMOX a 42 per cent audience increase in September-October, 1962, over a year plus quarter-hour ratings of 10 and 11 for its new format, which takes in a two-hour block in the morning. The two-hour block also up 77 per cent from the same time in September-October, 1961.

The block includes a daily minute network and local news show; direct line weather reports from the St. Louis Weather Bureau, and beeper phone reports from exclusive Capitol correspondents in Washington, Jefferson City, Mo., and Springfield, Ill., plus the best sports reports.

Entire NBC Int'l Library Sold to Philippines TV

With the sale of nine TV series, NBC International has completed sales of its entire library to the Philippines, announces station manager Alvin Ferleger.

The latest sale, made to the Inao Broadcasting Co., includes "Bonanza," "Dr. Kildare," "Dad Call Me Charlie," National Velvet "Pony Express," "The Jim Backus Show," "Blue Angels," "Bob Hope Specials" and "It's a Man's World."

BROADCASTING EXECUTIVES CLUB

Christmas Party

SHERATON HOTEL BALLROOM
Boston

December 17—5:30 P.M.

New England Advertising

Annual Get Together

TICKETS AVAILABLE AT DOOR

A 'Showcase' Pix Now on 85 Stations; UA's Fastest Seller

Sales of "United Artists Showcase for the Sixties," consisting of 33 post-50 feature films, are running 55 per cent ahead of the comparable number of pictures released to TV stations during the same four-month period a year ago, United Artists associated reports. Volume for "Showcase," in distribution since last fall, totals 85 stations and is going faster in top-dollar deals than any of the UA features syndicated since 1956.

Record sales have been made comparable by previous network experience on ABC, according to Tom H. Ezzes, exec VP of UAA. Releasing features first to a network, he said, UAA "is keeping close with the stations" by being able to offer reasonable pricing for a faster release than possible under ordinary conditions.

Sees Value Enhanced
Initial network exposure makes feature even more valuable to station, Ezzes pointed out, by creating word-of-mouth promotion. He has sold many theatrical pictures. In effect, he said, it amounts to pre-selling by generating a large audience for a film when shown locally.

Recent "Showcase" sales include: WPRO-TV, Providence; KNS-TV, San Antonio; WOKR, Chester, N. Y.; WFBM-TV, Indianapolis; WEAT-TV, West Palm Beach; WDEF-TV, Chattanooga; WLA-TV, Mobile; KSWO-TV, Lawton, Okla.

PIX Taking Cameras N.Y.'s Int'l Deb Ball

The "International Debutante Ball," a yearly Yuletide event, this year give the public its first look-in, via WPIX cameras. 15 debts are presented to society at the Hotel Astor Dec. 27. Missa Charell of "Leave It to the Boys" provides commentary, along with WPIX news director John H. Man.

ETVer Aiding Science 'Pros'

Twelve of the nation's scientific and engineering societies are participating in "After Hours," a new WNDT series format being produced in conjunction with WRVR-FM. An hour program, "Science and Engineering Journal" is being aired Thursday nights, enabling scientists and engineers to view reports and discussions usually available only at professional meetings. The first few programs will originate from the WNDT studios, plans are under way to take

TV Newsman Back from Trip; Hits European Press Curbs

Saginaw, Mich.—Tom Eynon, WNEM-TV news director, has returned from a five country tour of Europe with a dim view of press restrictions there. "News-men are not permitted to question government officials, members of city councils, or even the man on the street without certain formalities," Eynon said.

Garroway Selling Interest In FM Listener's Guide

Dave Garroway, chairman of the board of FM Listener's Guide and president of one of the two firms which own the program magazine, is selling his interest in the monthly because "too many irons in the communications fire makes jack, but dulls the tool . . . My life is creating programming, not writing about it." Garroway has been a strong supporter of FM since its inception.

7 Sponsors in Lineup For ABC's 'Dakotas'

ABC-TV has signed seven sponsors for "The Dakotas," new hour adventure series which bows Jan. 7 in the Monday night lineup and stars Larry Ward, Chad Everett, Jack Elam and Michael Greene in tales about a team of U.S. marshals. Guesting in the premiere episode, "Return to Drydock," is Edward Binns.

Sponsors are Procter & Gamble, thru Compton Advertising; Block Drug, Grey Advertising; Gen. Mills, Dancer - Fitzgerald - Sample, and—all via Benton & Bowles—the Florida Citrus Commission, S.C. Johnson & Co., H.C. Moores Co. (for Pream) and Norwich Pharmacal.

The opening segment was written by Cy Chermak from a story by Robert E. Thompson. Stuart Heisler directed, with Anthony Spinner producing the teleplay for supervising producer Jules Schermer.

\$100 for Playing Safe

Norfolk — In a four-week seat-belt campaign, WGH representatives at shopping centers, toll gates and public parking lots checked each car as it came to a stop for seatbelts. Motorists using seatbelts were awarded \$100.

Eynon went to Europe with staff photographer Pete Jonas to gather material for six half-hour documentary "specials" which are to be aired on WNEM-TV early next year. Eynon said their task proved to be more difficult than they had anticipated. He commented:

"An American in Europe learns two things quickly. One, Europeans take a longer time to do everything, and two, many of the freedoms you enjoy in the U.S. were left at home in the closet with the rest of your clothes."

Hard Time in Paris

Camera equipment seemed to cause the most trouble, he said. When they disembarked from the plane in Paris, they were confronted with custom officials who took one look at the camera and locked it up for safe keeping until they took the plane for Frankfurt. A sound on film camera is forbidden unless you obtain permission from the police, Eynon said.

Their 12,000 mile trip included stops at London, Paris, Frankfurt, Nuremberg, Berlin, Warsaw, Zurich and Rome.

Don Fedderson Names Behlmer to Exec Posts

West Coast Bureau of RADIO-TV DAILY
Hollywood—Rudy Behlmer has joined Don Fedderson Commercial Productions here as sales manager, producer and director.

Behlmer has supervised, produced and directed commercials for a wide variety of net programs, including the "Lawrence Welk Show," "Person to Person" and "Climax." He was formerly exec producer at KCOP-TV here, and director of TV-radio for Grant Advertising.

Cigarette Ads Eyed

(Continued from Page 1)

angry reactions from many important broadcasters, the Tobacco Institute and leading advertising agencies. Although Collins maintained he was expressing a personal view, principal objections centered on the belief that, as the chief executive for the broadcasting organization, he was not privileged to make such public utterances without reflecting the industry he represents.



ENTRÉE TO CANADA

Specialists

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Markets

Broadcast
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Canada's foremost radio and television time sales organization . . . for 27 years Canada's leading station representatives . . . Now in key cities throughout the country . . . In New York call CIRCLE 6-1425.



All-Canada Radio
and Television Limited

KRLD Is 26th to Air 'Steve Allen Show'

"The Steve Allen Show" will debut Monday on KRLD-TV, Dallas, the 26th station to sign for the nightly 90-minute show, which originates on tape in Hollywood. KRLD-TV, a CBS affiliate, will air it Monday - thru - Friday, from 10:30 PM to midnight.

Show is produced by Milt Hoffman and directed by Steve Binder. Joel Chaseman is executive producer.

KREX Programs Ringing Colo. School Bell Award

Grand Junction, Colo.—For the second consecutive year, KREX has been named recipient of the School Bell Award issued by the Colorado Education Ass'n for its programming efforts in behalf of local schools. KREX president Rex Howell will accept the award tomorrow at a dinner in Colorado Springs.

Creativity Seen Rising

(Continued from Page 1)

making it "easy to avoid the TV problem of running a spot until it invites active resentment."

Webster expressed concern about some of the radio tests his organization encounters. "Recently," he said, "a top agency called to say they were testing radio in one of our markets for a product. I long a TV exclusive. Good news! Then they asked for a cut rate since it was a 52-week test. We said sorry, our rate cards don't cut or bend. Then they explained the order—on three stations — would be three spots a week per station! I'm sure it will fail to produce measurable results alongside heavy campaigns in TV . . . and then someone will deduce that radio won't work. Nothing could be less true."

Alice on Stage

St. Louis — Alice Friedman, WIL promo assistant, will play a leading role in "The Tender Trap" stage version of the motion picture on Feb. 9-10, with the Jewish Community Center Ass'n Players.

'Neighbors Club' Promo Aids Medical Fund Drive

Chicago—For the 27th consecutive year, WLS will celebrate the holiday with its "Christmas Neighbors' Clubs," an annual drive to raise funds for medical equipment for hospitals, children's homes and orphanages. Originating in 1935, the campaigns have collected over \$700,000 in donations from listeners.



By PETER C. DAVALLE

• • • With pay-TV prospects still the main talking point in trade circles these days, the following rumor seems worth noting: two of Britain's leading wire-TV companies, Rediffusion and British Relay Wireless, may link-up to present pay-TV to the masses . . . The Government has already made it quite clear that pay TV by wire and not by air is in its mind. Apparently, there are unlikely to be sufficient air frequencies to take such a service. National pay TV coverage for Britain is estimated to cost \$350 million.

• • • American star Stubby Kaye helped get ABC TV's new weekly series "Comedy Bandbox" off the ground the other day. Aim is to present "the best in variety" . . . U. S. comedian Bill Alton, currently putting over some new-wave humor at London's Establishment Club, was guest in TWW's "Here Today" . . . Jazz singer Annie Ross (in the U. S. she belonged to the Lambert Hendricks and Ross Trio) was a guest in Southern TV's "Day by Day."

• • • The Variety Artistes' Federation has warned the BBC that it will take "trade union action" (a strike, in other words) unless the corporation increases its fees to members. The Federation this week rejected the BCC's offer of a \$7 increase in the minimum fee. It has asked for a meeting with Hugh Carleton Greene, BBC director-general . . . TV set manufacturers broke all 1962 records in September with 162,000 new ones.

• • • Meet: Paul Adorian, managing director of Associated-Rediffusion: Born 1905. Is a fellow of the American Institute of Radio Engineers and a Full Member of the American Institute of Electrical Engineers. His original design for first high-power Class A.B. amplifier is universally employed in relay work. Joined Rediffusion Group as development engineer in 1932, ending up as deputy managing director of Rediffusion Ltd. Developed Redifon Ltd., who design and manufacture flight simulation equipment. During war, served on two special assignments with British Air Commission in Washington. Invented a flight trainer adopted by the Allies. Married with two sons and daughter. Hobbies: archaeology, lawn tennis, riding and farming. Has written numerous technical publications.



ADORIAN

• • • Big publicity and sales changes at ARTV: Norman Hoskins, Press Officer since 1959, will act as deputy to Brian Begg, ARTV's Publicity Controller. David Hughes becomes Publicity Sales Manager in charge of merchandising and ancillary services to advertisers. Oliver Lang is promoted to Public Liaison Officer to supervise studio visits and entertainment of visitors from abroad.

• • • TV actor Nigel Arkwright died during rehearsals for his latest series, ATV's "Call Oxbridge 2000" in which he was playing a hypochondriac patient at a hospital . . . TV and stage and film actor Sean Connery has married actress Diane Cilento . . . ARTV is the latest British TV station to show "The Terrible Ten"; they'll make up half-hour programs by combining two 15-minute episodes.

TV's 'Mr. Wilson' Dubbed Borrego Spring's 'Mayor'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Gale Gordon, co-star of "Dennis the Menace," has been named honorary mayor of Borrego Springs, Calif. Gale, who plays Mr. Wilson in the series, has been president of the city's Chamber of Commerce for the past two years. His predecessor in the honorary mayor's spot was the late Leo Carrillo.

TAC's Library Welcomes 'Thundering Herd' Return

Indianapolis — WFBM-TV announces acceptance of its documentary film, "Return of the Thundering Herd," for inclusion in the TAC library. Pic was made on B-Bar-B ranch in Wyoming, which boasts largest buffalo herd in the world. Scientific conservation methods are highlighted, proving that the "extinct" beast may yet survive.

2 New Sales Nailed By Tennessee Ernie

Two new sales for the "Te see Ernie Ford Show," seen on ABC-TV, have been rep by Edward Bleier, VP in c of TV daytime sales.

Colgate-Palmolive has s for one-half sponsorship o show every day through Bates. Ralston-Purina has or participation two days week Gardner Advertising. Bleier "Tennessee Ernie" is 85 per sold out through the first qu of '63.

WHLI Defies County U

(Continued from Page 1)

has already referred to edito on the air as "a disservice t public" and a "denial of the ple's right to know."

Because newspaper rep will be freely admitted, God has charged the supervisors discrimination against radio r men, declaring:

"A microphone is to a radi porter what a pencil is to a paperman."

The board has contended radio coverage would detract its "serious purpose." Insiders tend that the barring of W microphone is really the rest an intense political struggle tween the Democratic county ecutive and the Republican inated board of supervisors.

Issues Bitterly Contested

Inter-party rivalry has been ter and heated over the bu from which millions have slashed, allegedly along pol lines.

Godofsky has stated he ca give his Long Island audienc accurate account of the bc actions via "press releases labored statements." He r tained that the best way for ticians to be sure they were l quoted precisely is by broa of their own words to their constituencies.

WRFM Ski Round-Ups

WRFM today begins a v ly series of ski reports — t minute roundups from ski ce in New York State and New land.

Queen's Yule Greeting To Span Ocean via C

Toronto — The Commonw Christmas message from Elizabeth II will be aired D on CBC Radio and TV, an peated on the nets later that ning. The Queen's message pre-recorded at Buckingham ace.

AGENCY NEWSCAST

By RALPH TYLER

The "age of conformity," as far as material possessions are concerned, is rapidly drawing to an end, the National Advertising Workshop on "Managing Creative Advertising" was told in New York yesterday.

Max Banzhaf, director of advertising promotion and PR, Armstrong Cork Co., said: "People are no longer as concerned as they were about buying products lined up with the Joneses. As a matter of fact, if the Joneses, the Smiths and the Browns all do it, that's reason enough not to do it at all. This, combined with the fact that today various groups of people live differently, have different needs, and also have the ability to be very specific and selective in satisfying those needs, is one inescapably leading the consumer to appeal strongly to those who are really interested in a product, rather than to offer a watered-down appeal that tries to reach everyone."

With an approach, to be effective, makes increased demands on advertising creativity, Banzhaf said. Among the other speakers at the workshop were Wilson A. Brown, exec VP in charge of creative services, Compton Advertising; John D. Dale, president, Dale, Burt & Co., and Ben Wells, VP, advertising, The Seven-Seven Co.

Chicago, Inc.'s Christmas campaign is employing a rotation of 10 consecutive morning CBS programs to reach the last-minute holiday shopping audience. The three-week push, 60 spots are scheduled on "Calendar," "I Love Lucy," "The Real McCoys" and "Gladys." Supplementing the morning campaign is a sked of 10 to five spots weekly in prime time in 43 of the nation's top TV markets. Lawrence C. Gumbinner, advertising produced the commercial.

Advertisers Meet 'Jackets' Sponsors Cheer

Sponsors have been announced for the Bluebonnet Bowl game between U. of Missouri and Georgia Tech to be aired from 7:30 to 10:00 p.m. on Dec. 22 on CBS-TV. They include:

Prudential Insurance Group, via John-Marschalk; Carter Proctor, thru Sullivan, Stauffer, Bell & Bayles; Bristol - Myer; Doherty, Clifford, Steers, Henfield, and P. Lorillard, Grey Advertising. Chris Schenkel and Frank Glielivill describe the play-by-play color. Chet Forte will produce. Bob Dailey directs.

Thought for Today

"I would cast a fishy eye on any agency that has a magic creative formula for every problem—or any agency that works to project its own image by using a common executive technique for all clients—or any agency that makes a fetish out of creativity. The agency that hangs over its door any glib slogan or catch phrase should perhaps be approached in the same way you would approach a restaurant with a sign in the window saying 'Ladies Invited.'"

—Wilson A. Shelton.

Compton Advertising exec VP

Specials and worked out the media strategy.

December has brought two out-of-the-ordinary clients for WMCA radio, New York. The Amalgamated Laundry Workers Joint Board, a labor union, purchased five-minute program as a vehicle to report to their members the status of union-management contract negotiations. Then the Air Traffic Control Ass'n bought time to decry public statements made by those who hold airfield control tower operators responsible in the recent plane crash at Idlewild Airport, which took the lives of 23 passengers and crewmen.

Richard Jarlath Martell has joined Kenyon & Eckhardt as an account supervisor. He has also been elected a VP. He comes to the agency from Dancer-Fitzgerald-Sample, where he was VP and account supervisor on Procter & Gamble and Coty.

Mary, Bing Brighten First ABC Color Spec

Mary Martin joins the "Bing Crosby Show" for ABC's first color special on Dec. 24, sponsored by Clairrol thru Foote, Cone & Belding. With Andre Previn on the podium, the popular pair will sing their best known hits, and team up for "White Christmas" and "Wait Till the Sun Shines Nellie," duet from their 1941 film, "The Birth of the Blues."

Program will be carried in color by the five ABC-owned TV stations and those affiliates with necessary equipment. Roger Gimbel was the producer of the program.

Stefano, Daystar Link For 'Stand-By,' Films

West Coast Bureau of RADIO-TV DAILY
Hollywood — Shooting is under way at MGM here on the pilot of "Stand-By," science fiction series for ABC-TV being produced by writer Joe Stefano's Villa di Stefano, Inc., as his initial venture in a co-production deal with Daystar. Guest-starring Cliff Robertson, Jacqueline Scott and Lee Philips, the pilot is being directed by Daystar president Leslie Stevens from a script co-written with Frank Moss. Stevens serves as executive producer.

The co-production deal, which involves feature films as well as TV, calls for Stefano to develop several of his own projects thru Daystar, produce "Stand-By," contribute a minimum of six scripts and direct several segments. Stefano and his entire staff have taken offices in the Daystar building here.

Initial feature film under the Daystar-Stefano pact will be "Spirito," story of a young Italian-American boy growing up in the eastern U.S. Screenplay has already been completed by Stefano.

Video Stars Will Brighten Spec for Blindness Drive

Video and theatrical personalities will appear Jan. 13 in "Lights On," annual all-star revue at Carnegie Hall for the National Council to Combat Blindness campaign. This year's revue will be produced by Richard Adler, co-composer-lyricist of "Damn Yankee," "Pajama Game" and producer of the "Birthday Salute to President Kennedy" earlier this year.

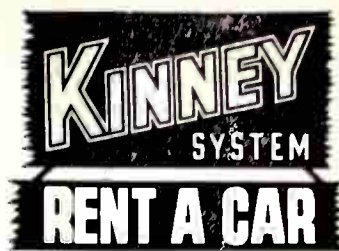
The show, which winds up this year's drive, raises funds for international sight research grants by the council.

2 UHF's Added in Kansas

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has added UHF TV channels 67 to Independence and 70 to Ottawa, both Kansas, to make up for depriving these cities of their only channels in a previous order changing assignments in Kansas and Nebraska.

WSUN's Paul Hayes Aids Radio Free Europe Poll

St. Petersburg — Paul Hayes of WSUN has prepared a capsule version of the station's "Sun Up" program, for inclusion in Radio Free Europe's world-wide survey of the top tunes of '62. Poll is being taken this month and Hayes has extended New York's greetings from WSUN and included one of the year's top hits.



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Call JU 2-4422

GEORGIA FORUM SLATES HENRY'S MAIDEN SPEECH

Athens, Ga.—FCC Commissioner E. William Henry will make his first speech to a broadcasters' meeting at the 18th annual Radio-TV Institute here sponsored by the Georgia Ass'n of Broadcasters and the U. of Georgia.

Disk Spinning

By CARL MOS

Candido, Latin bongo and conga drummer, is back in the ABC-Paramount fold after a three-and-a-half-year hiatus. The drum-star, who has worked with the top names in jazz, made four albums for ABC-Par on his previous tour . . . Sol Handwerker, MGM's pub chief, is reseriving 2,000 DJs with Connie Francis' hit of '61, "Baby's First Christmas" along with her current "I'm Gonna Be Warm This Winter." Connie's "Christmas in My Heart" is doing just fine, thank you.

RCA is putting on a super-push for its Christmas releases of 22 Pop and Red Seal albums via a special display dealer program with substantial gifts to dealers using the window displays, and backed by national advertising, plus one-minute commercials on NBC-TV's Walt Disney series, "The Wonderful World of Color"

19-year-old Maxine Starr chosen by United Artists as the only female vocalist to record "The Wishing Star," from UA's film, "Taras Bulba." The New-Hits disks is b/w "Sailor Boy."

Marion Worth's single, "Shake Me I Rattle (Squeeze Me I Cry)" has hit the 100,000 sales mark in only a week and reorders are pouring in countrywide, reports Columbia . . . Sandy Stewart is out with a new disk, "My Coloring Book," one side with verse, the other without. Story is, Colpix asked her to cut it after having heard her sing it on the "Perry Como Kraft Music Hall" NBC-TV colorcast.

"Song from Two for the Seesaw," music by Andre Previn, lyrics by Dory Langdon, has been recorded by four different artists: Sammy Davis, Jr. on Reprise; George Chakiris on Capitol; Al Hirt on RCA Victor; and Previn, himself, for Columbia. An album of the score is being issued by United Artists . . . Okeh is rushing release of "I'll Release You" the answer record to Little Esther's "Release Me." Taylor began his career as a gospel singer, then switched to rhythm and blues in '57. For better or for worse?

Other program highlights will include a local-national sales panel, license renewal workshop and talks by Ed Bunker of RAB and Governor-elect Carl Sanders. The sessions will wind up with a banquet and state-wide radio broadcast.

The GAB board meeting will be held in conjunction with the institute on Jan. 22 at the Center for Continuing Education on the university campus.

Webers Bread Sponsors 3 Latin Nativity Airings

West Coast Bureau of RADIO-TV DAILY

Hollywood — "Las Posadas," Mexico's traditional Nativity celebration, is being observed here in the Mexican-American community with three broadcasts on KW-KW, under sponsorship of Webers Bread.

The station staff first described the "Procession of the Virgin of Guadalupe," and next Sunday will follow "Las Mananitas" and the annual "Las Posadas" celebration on Olvera St.

Akron Row Nears End

(Continued from Page 1)

Kent first applied for the frequency in November, 1959, proposing to establish a 1,000-watt station. Two other applications for the same frequency were filed in January, 1960. Joseph P. Wardlaw, Jr., Erie, Pa., proposes to build a 1,000-watt station at Canton, and Portage County Broadcasting, headed by Roger Buckley proposes a 5,000-watt station for the Kent-Ravenna area. Buckley is manager of the Akron Milk Producers Ass'n.

Opponents of Kent-Ravenna Broadcasting claim that ownership of the station by the newspaper would give it a monopoly over news media in those cities. At present Kent-Ravenna operates WKNT (FM) on 100.1 MC.

Desilu Acquires 'Doctors'

(Continued from Page 1)

said the series, produced by the California Medical Association, consists of 52 dramatized segments each dealing with an actual operation or diagnostic procedures. Running time for each portion is 18 minutes, with live moderator and panel of local doctors in discussion occupying remaining time for half-hour show.



Hip Hip Hooray, Hennesey! He's driving 'em rah-rah in almost a hundred markets. Audiences, station managers and advertisers are all in his cheering section. They go for top star, Jackie Cooper. Set sail for sales records with "Hennesey." Berths available at NBC Films.



NAB MAKES BID FOR OMAHA QUIZ

RCA's Relay I Blasts into Orbit Tonight

A souped-up RCA Delta rocket will attempt to put Relay I, America's second communications satellite, into orbit at 7:30 tonight from Cape Canaveral, weather permitting. Designed and built by RCA's Astroelectronics division under contract with NASA's Goddard Space Flight Center, Relay is designed to deliver a TV picture comparable to that received from conventional TV stations, and will permit continuing tests of live TV between North America and Europe. Its first transatlantic live broadcast is planned for Wednesday at 8:45 AM.

30 AD MAJORS SWELLING NBC COLOR-FULL MUSCLE

NBC yesterday came forth with a swinging rejoinder to a CBS-TV statement last week that it can't whip up any enthusiasm currently on color video because of advertiser disinterest and insufficient set circulation.

At the Radio City citadel of

There are in excess of a million color-set homes in the U.S. to date. An ARB measurement last March placed the total then at 973,000.

color, an NBC-TV spokesman said: "The growth of color actually (Continued on Page 5)

MacConkey Leaves KTVH For Job with Sen. Pearson

Wichita, Kan. — Joe W. MacConkey has resigned as manager of KTVH's commercial film division to become press-radio-TV contact for Kansas Sen. James Pearson. Fred Haney will take MacConkey's post at the station.

Busy-Man Portrait — Wolper

David L. Wolper is in his fifth week of conferences with New York agency, network and syndication execs regarding deals

for two additional series and eight new hour TV specials, which will be announced as soon as contracts have been signed and all rights cleared.

With the activity signaling start of the heaviest schedule in its history, Wolper Productions has acquired a fifth build-



WOLPER

Loud Commercials Spawn Minow Blast As Staff Seeks Rule

Washington Bureau of RADIO-TV DAILY

Washington—The FCC staff is making a detailed study of loud commercials, and Chairman Newton Minow wants a rule to the effect that commercials can't be louder than the programming surrounding them, Minow said in a letter to Sen. Clifford P. Case (R., N. J.), which the Senator released yesterday.

Case expressed gratification that Minow was "in total agreement" with Case's own complaints about loud commercials, and the Minow letter was in fact in response to such a Case complaint. Case has been urging FCC action in this direction for over a year, citing numerous complaints from viewers. Case quoted Minow as saying,

(Continued on Page 5)

NBC Radio Farm Service Lauded by Safety Council

NBC Radio has received the National Safety Council's 1961-'62 Public Interest Award "for exceptional service to farm safety." Network programs carrying farm safety material include "Monitor," "News of the World," "World News Roundup" and "NBC Farm Review," which originates in Washington.

FCC Told Hearings Involve All Industry; Suggestions Offered

Reminding the FCC that its own order calling for the local TV program hearing in Omaha was described as a test for similar market probes, the NAB yesterday formally petitioned for permission to partici-

The NAB TV Code Review Board deferred action on president Collins' request for cigarette ad controls and relaxation of time standards for commercials. A full report on the cig issue will be presented to NAB's TV Board next month.

pate when proceedings start on Jan. 28.

The industry org's request to intervene was made on the grounds that the forthcoming sessions "transcend the boundaries of Omaha" and, in fact, are of concern to all broadcasters. Consequently, it maintained, the entire industry should be represented at (Continued on Page 4)

Van Haften New Prexy Of Arizona Broadcasters

Scottsdale, Ariz. — C. Van Haften of KTCU, Tucson, has been elected president of the Arizona Broadcasters Ass'n. Other officers for '63 are: Homer Lane, KOOL Radio-TV, Phoenix, VP; and Ray Smucker, KTAR-TV, Phoenix, secretary-treasurer. Directors include outgoing president Sheldon Engel, KALF Mesa; Willard Shoecraft, KIKO, Globe-Miami, and KATO, Safford; Wallace Stone, KAAA, Kingman, and Edwin Richter, Jr., KGUN-TV, Tucson.

'Match Game' Strikes Up With Rayburn as Host

Gene Rayburn has been named host of "The Match Game," new celebrity-and-audience participation show bowing on NBC-TV Dec. 31 as a Monday-thru-Friday feature. Jean Kopelman will be producer and James Elson director of the new Goodson-Todman game show.

KEN MURRAY TIES WITH FILMASTER

'Hollywood Without Makeup' Will be First Joint Venture

West Coast Bureau of RADIO-TV DAILY Hollywood — Filmaster will handle world rights, exploitation and merchandising for a series of Ken Murray TV projects, beginning with "Hollywood Without Makeup," president Robert Stabler (Continued on Page 5)

Carol Irwin Funeral in New York Today

Funeral services will be held this morning in New York for Carol Irwin, distinguished TV producer, who died Tuesday in her home here following a long illness. Interment in Philadelphia: Her husband, Paul Hollister, now an advertising exec, is a former (Continued on Page 3)

One Bidder Pays Other, Becomes Sole U Applicant

Austin, Tex. — The FCC's Review Board has approved an arrangement under which Capitol Telecasting will pay Austin Broadcasting \$2,500 as partial reimbursement for expenses, in return for Austin's withdrawing its bid and leaving Capitol the only remaining applicant for a new TV station on UHF Channel 24 here.



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\$3.2-Mil. ETV Plan Okayed in Wisconsin

Milwaukee — A \$3.2 million Wisconsin ETV plan has been okayed by the Coordinating Committee for Higher Education, agency named by Gov. Gaylord Nelson to process applications for financial assistance from the government.

First phase of the plan, proposed for '63-'65, seeks funds for expansion of present ETV installations at Madison and Milwaukee; a new studio at Stout State College, Menomonie; transmitters at Colfax and the Fox River Valley, and links between these installations. Federal funds would be sought under a new ETV assistance measure passed last year by Congress and signed by President Kennedy.

BROADCASTING EXECUTIVES CLUB
Christmas Party
SHERATON HOTEL BALLROOM
Boston
December 17—5:30 P.M.
New England Advertising
Annual Get Together
TICKETS AVAILABLE AT DOOR

COMING AND GOING

WALLY JORDAN, William Morris Agency east coast TV exec, to Beverly Hills office for meetings.

BEVERLY GARLAND, panelist on CBS-TV's "Stump the Stars," this week in Boston, Baltimore, Washington, Milwaukee and Minneapolis.

ALLAN H. KALMUS, has returned from a two-week trip to Sarasota and Tampa.

SEBASTIAN CABOT to Portland, Denver, San Francisco and Kansas City.

Rating Successes Prompt Multiple Runs of AA TV Pix

Stations throughout the country are slating multiple programming of Allied Artists TV Corp.'s feature packages because of "their rating successes," according to VP-general sales manager Robert B. Morin. He noted that thus far, 25 stations have purchased three of the five new AA TV packages, with six purchasing four of the five.

Youngstown's WFMJ - TV achieved an ARB rating of 22 with a 55 per cent share by scheduling three AA TV packages in the same slot thru the week, with "The Bowery Boys" aired Mondays and Fridays; "Science Fiction" on Tuesdays and Thursdays, and "Bomba" on Wednesdays. In less than six weeks, said Morin, the station moved from third to first place.

Likewise Frisco, Mobile

San Francisco's KGO-TV went from a 2 rating to an average 8 rating in that four-station market by scheduling the same three AA TV packages Monday-thru-Friday, 5-6 P. M. In Mobile, WALA-TV achieved the same results airing the three packages across-the board.

Garroway 'Once More' Adds Production Aides

Dave Garroway has announced the appointment of two aides to his "Once More, Inc." production staff. Aside from duties on three up-coming network TV and radio packages, new personnel will participate in production of TV commercials for national sponsors.

Appointees are Miss Lee Lawrence, who worked with Garroway for five years on the "Today" show for NBC-TV, and Jeff Kamen, formerly of WNBC-TV (now WHNB-TV), New Britain, Conn.

Paar Shows African Pix, Greets Winters, Merrill

Comedian Jonathan Winters and Metropolitan opera star Robert Merrill will share the spotlight with films of Jack Paar's African trip on Paar's NBC-TV program tomorrow. Both performers guested with Paar on "Tonight." The film clips were taken by the TV personality when he and his family visited African countries last August.

WOR to Air Stock Prices While Press Strike Lasts

For duration of the New York newspaper strike blackout, WOR radio will air at 9:15 PM closing prices of 300 stocks on the New York Stock Exchange, 120 on the American Stock Exchange and approximately 25 over the counter stocks.

TV 'Tools of Trade' Gets Workout Tonite

"Tools of the Trade" the Academy of TV Arts and Sciences' third forum of the season, will be held at 7:30 o'clock tonight at Reeves Sound Studios, New York, under direction of Paul Wittlig, CBS-TV manager of production development.

Participants and topics scheduled for the working demonstration are: Frank Marx, president of ABC Engineers, "A Peek Into the Future"; Joseph Flaherty, director of technical planning, CBS-TV, "High Quality Television Film Recording — A New Production Tool"; Vernon Duke, staff engineer, NBC-TV, "Color Kinescope Recording"; Gene Warren, director of engineering, Theatre Network TV, "On-Camera Use of the Large Screen Electronic Projector"; and John Koushouris, VP of operations, VHF, Inc., "Getting The Most Quality In Your Tape."

Wittlig will demonstrate "The Electronic Matte." Dick Rector is producer of the forum.

Court Settlement Ends Macfadden-Bartell Suit

Justice Hecht, in New York Supreme Court has approved settlement in the Macfadden-Bartell Corp. minority stockholders suit, ending litigation pending since January. It provides for principal stockholders to contribute for retirement 350,000 shares, this will leave as issued and outstanding 1,593,584 shares.

FINANCIAL

(December 12)

CLOSING PRICES NEW YORK STOCK MARKET

Admiral Corp.	129
AB-PT	34 1/2
Am. Tel. & Tel.	116 1/2
AVCO	24 1/2
CBS	44 1/2
Columbia Pic	25
Crowell-Collier	19 1/2
Decca	45
Disney	29
East. Kodak	109 1/2
Gen. Prec.	33 1/2
General Tel.	23 1/2
Hazeltine Corp.	20 1/2
Magnavox	36 1/2
MCA	49
M-G-M	33 1/2
Metromedia	15 1/2
Minn. M&M	54 1/2
Nat. General	7 1/2
Paramount	35 1/2
Plough	33 1/2
RCA	57 1/2
Storer	31 1/2
20th-Fox	20 1/2
Taft	16 1/2
United Artists	27 1/2
Warner Bros.	14 1/2
Westinghouse	32
Zenith Radio	54 1/2

AMERICAN STOCK EXCHANGE

Allied Artists	33 1/2
Capital Cities	17 1/2
Desilu	7 1/2
Esquire, Inc.	7 1/2
Filmways	5 1/2
Movielab	9 1/2
MPO	5 1/2
NTA	3 1/2
Reeves Sound	3 1/2
Screen Gems	18 1/2
Technicolor	9
TelePrompTer	6
Trans-Lux	12 1/2

* OVER THE COUNTER

	Bid	Asked
Jerrold	4 5/8	5 1/4
Meredith	20 1/2	23
Rust Craft	10 1/4	11 1/2
Seven Arts	8 1/4	8 1/2
Sterling	1 1/4	1 7/8
Walter Reade-Sterling	2 1/4	2 5/8
Transcontinent	10	10 7/8
Wometco	19 1/4	20 1/2

* Courtesy of National Association of Security Dealers.

Jim Lewis Leaves Coast To Join Boston's WCOP

Boston — Announcer Jim Lewis, formerly of San Francisco's KYA and KGO, joins the announcing staff of WCOP-AM-FM here, in line with WCOP's overall expansion in news and public affairs.

Former N. Y. Radio-TV Editor

... just arrived Hollywood, now seeking responsible PR, sales promotion or sales spot with production and/or distributing co. Broad ad agency, corporation exp. Top media, agency refs.

BOX 222, RADIO-TV DAILY
6425 Hollywood Blvd.

Storer Vid Outlets Map Sales Strategy at Miami Seminar

Miami Beach—General and sales managers of Storer Broadcasting's five TV stations, meeting at the company's headquarters here for a three-day sales and planning seminar, heard talks by chairman and chief exec officer George B. Storer, president George B. Storer, Jr., executive VP Stanton P. Kettler, plus executives of Storer Television Sales. The sessions were hosted by TV division VP Bill Michaels.

Also addressing the gathering were planning-development VP Perry H. Lee, broadcast standards VP Ewald Kochritz; adv-promo director John J. Kelly; promo manager Bob Edell; finance director Robert M. Akin; budget director Arno Mueller; VP-secretary John E. McCoy; assistant secretary A. A. Church; treasurer Harry A. Steensen, and administration VP William E. Rine.

Sales Sessions Held
Separate sessions were conducted by Storer TV Sales president Peter Storer and general sales manager Francis P. Barron with the sales managers of the five Storer TV stations and Eastern sales manager John D. Kelly; Midwestern sales manager Julian Kanter; Detroit sales manager James E. Goldsmith, and West Coast manager Henry R. Flynn.

AF Cites Screen Gems, Hanna-Barbera for Aid

Screen Gems and Hanna-Barbera Productions have been jointly cited by the Continental Air Command for "contributing to the furtherance of the CAC by devoting time and effort and approving 'Flintstone' cartoon material for use in Command security posters."

Pix Priced Individually for TV

MGM-TV, which has maintained a policy of making films available to stations on an individual basis since offering them

'48 films as the original licenses being to expire during 1963; marketing of MGM-TV off-network hour series; marketing of 30/63, new list of 30 post-'48 features to be made available to stations starting next month, and a discussion of the impact of the U. S. Supreme Court on "block-book-

ing" of films.

COUNTY OFFICIALS SLAM DOORS SHUT ON STATION

The Nassau County Board of Supervisors got their budget hearing under way in Mineola, L. I., yesterday, but first ejected WHLI news-public affairs director Bill Nelson, who was seeking to record the proceedings for broadcast to the news-hungry island residents. Nelson was setting up equipment just before the hearing when John Burns, spokesman for the board, asked him to stop.

Burns said the board had decided that radio coverage of the hearing wouldn't be allowed for fear that some persons might withhold testimony that might otherwise be given freely. Nelson protested the action, and the board allowed him to read a statement:

'Disservice to People'
"Speaking for WHLI, I denounce the board's refusal to allow this broadcast as a great disservice to the people of Nassau County, who are directly concerned with this proposed budget. WHLI believes the Board of Supervisors is denying the public its right to first-hand knowledge of matters of vital public interest." Nelson then asked the board to "reverse this unwarranted action," which the board refused. Newspaper reporters were allowed at the hearing.

30 Cross-Board Deals For 'Leave It to Girls'

"Leave It to the Girls" joins "The Story of" and "Ripcord" as one of United Artists TV's top syndication series this season. Launched late in October, show already has tapped 30 markets, for across-the-board daytime programming, according to exec sales VP M. J. (Bud) Rifkin.

Most recent sales were to KSD, St. Louis; WITI, Milwaukee; KCPX, Salt Lake City; WSM, Nashville; WLSO, Asheville; KSHO, Las Vegas, and KEZI, Eugene.

Carol Irwin Rites Today

(Continued from Page 1)
vice president of the CBS net. Miss Irwin began with Curtis Publishing, became a reporter for the Public Ledger, then went into advertising. After working for Philadelphia's WCAU and KYW (the latter is now WRCV), she joined Y&R in N. Y. and later went to ABC, becoming co-producer of "Theatre Guild of the Air." Her first solo venture as producer was with CBS' "I Remember Mama," which ran on TV for seven years. She also produced the "Claudia" video programs and since June, 1959, "Young Dr. Malone" on NBC-TV.

WLIB ON STREET OVER BET ISSUE

*Outlets to Quiz Pedestrians
On Licensing Off-Track Wagers*
WLIB is planning an intensive on-the-street survey among the New York metropolitan area's Negro community to determine public reaction to whether off-track betting should be legalized. Results will be forwarded to city and state representatives to help them frame an appropriate law following Mayor Wagner's new attempt to persuade the State Legislature to license off track betting.

Listeners' Views Invited
The survey is part of a three-pronged effort by WLIB. In an on-air editorial last week, WLIB also invited listeners to write in their opinions.

The survey is to be supervised by George Goodman, WLIB public affairs director. Reporters will be posted at street corners and places of public assembly to obtain first-hand cross section of public opinion.

Maynard Made VP, Mt. Washington TV

Portland, Me. — Mt. Washington TV, Inc., has appointed Robert L. Maynard a VP. The company operates WMTW-TV and WMTW-FM, Poland Spring. Maynard has served as assistant general manager of WMTW-TV since 1958 and will continue in that capacity as well as directing the station's sales activities.

Prior to joining WMTW-TV in 1957, he was associated with WPOR here. From 1950-'53, he was New England sales manager for the Vick Chemical Co.



in
the
public
interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**

8 Finalists Vie for Title On Mack 'Amateur Hr.'

Eight finalists compete Dec. 23 for a \$2,000 scholarship and the national title on CBS-TV's "Ted Mack and the Original Amateur Hour." Chosen by mail votes, the acts were seen in the semi-finals on Sept. 23 and 30. A CBS News special Oct. 28 pre-empted the final contest.



By TED GREEN

• • • Peter Griffith, Marshall Stone and Jack Horton, of the globe-hopping Filmex production crew, in Cypress Gardens and Ft. Lauderdale to shoot a new Parliament commercial . . . Lee Karsian, who manages Marjorie Lord and David Hedison, in town, arranging TV appearances for Morey Amsterdam. Karsian, former William Morris exec who now heads his own Hollywood agency, is also setting '63 Summer stock appearances for his clients . . . "Calendar" producer Mel Ferber has snared Billy Graham for an interview discussion today on the "need for religion in the modern world" . . . Aside to many friends of Jack Low: He is now managing director of the Robert Richter Hotel in Miami Beach.

☆ ☆ ☆ A tip of the Stetson to Vinnie Andrews, who celebrates his 50th (and he doesn't look a day over 30) this Sunday. Incidentally, Vince has just been named by Frank Fontaine as business manager.

☆ ☆ ☆ Meet: Bill Hamilton, who we first met in the pre-TV days of 1944, when he appeared briefly as Frank Parker in Brock Pemberton's Broadway production of "Janie." He terminated his acting career to become a top radio director for advertising agencies and, later, for ABC in the halcyon days of radio. As big radio drama faded from the scene, Bill entered management and wound up as national program director of the ABC radio net. During a leave of absence from his management career, Bill received critical acclaim for his directorial efforts of the "Robert Montgomery Presents" Summer theatre. His interest in drama never waned and, after a brief fling as news and public affairs director at a local radio station, at the age of 40, he retired to take up his first love, acting and directing. To date, he has appeared in "Naked City" and "The Defenders." The TV nets would do well to call Bill back into creative management.



HAMILTON

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Rita Moreno has been signed by Europe's Intertel to star in company's first musical TV special to headline American stars, to be taped Dec. 31 thru Jan. 18 at the Bavaria Studios in Munich. Hour show will be beamed throughout Europe and the British Isles, with Van Johnson and three European stars rounding out the cast . . . Ken Murray just completed narration for his new "Hollywood Without Makeup" TV special at Goldwyn Studios. Live portions and narration were taped last week at KTLA . . . KHJ-TV has named Robert Fenton an account exec . . . Newest acquisition for the KHJ Radio news staff is Bill Barnard, former newscaster for KGBS . . . Doug Hayes, former KFWB deejay, has taken over the early morning disk jockey slot for KHJ Radio. Time was formerly held down by Robert Q. Lewis.

☆ ☆ ☆ Meet: Carl Ballantine, one of the top club-vaudevillians (comedian-magician) in the country for 20 years, who's given up his successful act for a featured role on "McHale's Navy." "My act was so successful I couldn't break away," he comments. "Now I'm doing what I want to do, even though I'm making less money." His magic act consisted of his inability to accomplish a magic trick. To do this, he had to thoroughly learn his tricks, then see to it they didn't work. "Today I look around," he says, "and I see guys I never heard of being made into stars. I don't know where they come from. There's no place left to break in anymore." Ballantine is from Chicago and has appeared on TV with Steve Allen, Perry Como, Ed Sullivan and Garry Moore.

2½-Hour Chi Tribute Recalls Glenn Miller

Chicago — For the second year Mike Rapchak, on WCFL will a Saturday a special two and a half hour musical tribute to Glenn Miller on the 18th anniversary of the bandleader's disappearance during World War II. Rapchak has taped interviews with members of the band.

Sam Digges Honored For Aid to Retarded

Sam Cook Digges, administrative VP of CBS Films, has received the annual award of the Letchworth Village chapter of Welfare League, a division of the New York State Ass'n for Retarded Children.

Digges was cited for "his constant efforts and devotion on behalf of retarded children everywhere." The award was made by Arthur Hull Hayes, CBS radio president, at a luncheon in the Hotel Americana.

DeSavé CBS Choice For News-Art Exec Post

Erne deSavé has been named acting associate art director in charge of graphic arts for CBS News. Prior to joining the network nine years ago as a graphic artist, deSavé headed his own art studio for 20 years, specializing in theater posters and magazine covers.

During World War II, he won a number of awards and citations for original war bond posters.

NAB Girds for Omaha

(Continued from Page 1)

the forthcoming proceedings.

The petition said NAB wants the opportunity to participate in order to object to proceedings of this type and promised it would be prepared to make suggestions to the FCC as to what should be done.

Objections and other NAB testimony on behalf of all broadcasters "should be of constructive benefit to the Commission in its evaluation of the public interest" factors involved, the request stated.

DIRECTOR OF PROGRAM PROMOTION & STATION RELATIONS

for religious TV & radio, national Protestant Church agency. Administrative ability; experience in preparation of advertising & promotional material; active church connection. Considerable travel—Send full resumé, including salary requirements to

BOX 223, RADIO-TV DAILY
1501 Broadway, N. Y. C.

'1st Impression' SRO, Renewed by NBC-TV

"Your First Impression" has been renewed for its second year by NBC-TV as of Jan. 1, Monty Hall, exec producer of the daily colorcast series, has announced. The program, which started on the network Jan. 2 this year, is packaged by Hall and Art Stark. Steve Hatos is producer and Wes Kennedy director.

Hall also noted that "Impression" is now completely sold out. Sponsors include Procter & Gamble, General Mills, General Foods, Johnson's Wax, Thomas Leeming & Son, Beechnut, Kimberly Clark, Kraft Foods, Miles Laboratories, American Home Products and Ovaltine.

Bill Leyden is emcee with Dennis James as regular panelist and two guest panelists each week.

Dual City TV Livened By WSAZ 'New Look'

Huntington, W. Va. — WSAZ, telecasting from this city and Charleston, has invested \$85,000 in four new RCA cameras. Stations promise viewers "a definite upgrade of picture quality," giving the broadcasting area a "new look" for '63

THE FUTURE IS OPEN . . .

for a young man who KNOWS he will be successful as Promotion Assistant with a leading television station. This young man has imagination, energy, drive and the intellectual need to create and grow. If you are the right man the future will bring higher management responsibilities. Although it might help, previous Radio or TV experience is not essential. But an interest in research is. Are you this young man? Write to us. We would like to know your background, your immediate and long range goals and your reasons for thinking you are the man.

BOX 224, RADIO-TV DAILY
1501 Broadway, N. Y. C.

sen, Greer Team Alexander Film

Colorado Springs — Robert W. [Name] has been named producer [Name], and Donn M. Greer actor of the expanding commercial division of Alexander Co. here.

Previously with Jerry Fairbanks productions as staff director, [Name] was also a film editor with [Name] Pictures for seven years. He has directed commercial short subjects and features Mercury-International, Warners, Great Films, Samuel [Name] Studios and 20th Century-Fox.

Greer, whose art studies include years at the Sorbonne, is a commercial artist who for past 15 years has been a design consultant and coordinator of [Name], motion picture and commercial TV.

's Art Brown Fetes Public on His Birthday

Washington Bureau of RADIO-TV DAILY Washington — Art Brown, a DC personality, will celebrate his "umpteenth" birthday Monday with an "Open House" party for the public at the Presidential Arms Club here.

Along with breakfast and door prizes, the 30-year broadcasting veteran will host Redskins players Bobby Mitchell and Norman Snead, Washington Senator star Chuck Hinton, guests on his own show to originate from the party.

In conjunction with his birthday affair, Brown is asking for donations for the District Home for the Aged in this city.

bud Commercials Hit

(Continued from Page 1)

It would very much like to have a change of the FCC which limits the volume of commercials to the volume of adjacent program material. Our engineers tell us that there are a lot of technical problems involved in order to achieve what we would consider a simple rule. The staff is now engaged in a detailed study and, ultimately, I believe it will lead to some specific proposal by us."

OBITUARY

Andy Sannella

Funeral services for Andy Sannella will be held tomorrow in New York at New York's Campbell's funeral parlor, 81st St. and Madison Ave. The orchestra leader, featured in the '30s with many great bands, died Tuesday of a heart attack.

'A-OK O'Shea' Ready to Pilot at Desilu

Hollywood—Lee Karson has been signed by Desilu to produce the pilot of his own series, "A-OK O'Shea," created for Gale Storm. Karson was previously associated with Miss Storm when he created "O Susanna!" her last starring series on TV. "A-OK O'Shea" is being prepared under supervision of Desilu programming VP Jerry Thorpe.

CBS-TV Charts Expansion Of News to Prime Half-Hr.

CBS News will air a 30-minute evening news telecast Monday thru Friday starting in Fall '63, CBS-TV president James T. Aubrey announced yesterday after the regular Fall meeting of the net's affiliates board.

Att'y Tom McNeill MCs Dad's 'Breakfast Club'

Chicago — Vacation-bound Don McNeill, veteran of ABC radio's 30-year-old "Breakfast Club" will turn the reigns over to son Tom for one week starting Tuesday. Lawyer Tom, younger at 28 than the program he'll host, is no novice to show biz. He's appeared on the "club" for the last 23 Christmases.

CBS-TV Affils Board Ends Annual Session

Members of the CBS-TV Affiliates Board who recently held their annual meeting in Palm Springs include newly elected chairman T. B. Baker, Jr., of WLAC-TV, Nashville (District 4); newly named secretary Thomas S. Murphy of Capital Cities Broadcasting in New York (Dist. 1); Robert Lambe, Jr., WTAR-TV, Norfolk (Dist. 2); Charles Crutchfield, WBTV, Charlotte (Dist. 3).

Also, August C. Meyer, WCIA, Champaign (Dist. 5); Donald Sullivan, KVTU, Sioux City (Dist. 6); C. B. Locke, KFDM-TV, Beaumont (Dist. 7); James Russell, KKTU, Colorado Springs (Dist. 8); Robert Wilson, KXTV, Sacramento (Dist. 9); William Smullin, KOTI-TV, Klamath Falls, Ore. (EMP Western Dist.), and John North, WDXI-TV, Jackson, Tenn. (EMP Eastern Dist.).

Orange Bowl 'Blossoming' With Full Video Coverage

Miami — WLBW-TV is sked-ding a comprehensive series of programs on the Orange Bowl Festival, starting Sunday with a discussion on the progress of the festival by Ernie Seiler and Dan McNamara.

One of the highlights of the series will be a two-hour live remote telecast of the King Orange Parade Dec. 31. Two programs, Jan. 3 and 4, will provide an Orange Bowl pro-football play-off preview with Jack Cummings.

Aubrey said the half-hour news, to be seen in an early evening slot, would replace the current quarter-hour evening news.

CBS News president Richard S. Salant said the projected expansion "is the result of months of study and responds not only to the increased flow and complexity of the news but also to requests by the TV audience. The half-hour format will enable our worldwide news organization to cover many more important stories in far greater depth."

Ohio Husband-Wife Team To Help Egypt with ETV

Columbus, O. — Educational broadcasting pioneer Dr. and Mrs. I. Keith Tyler leave today for six months in Cairo, where they will assist the United Arab Republic in development of school and adult education telecasts over a new station.

On leave from Ohio State U., the Tylers will work as a team under a grant from the Americans Abroad Division of the Office of Cultural Exchange, U. S. Dep't of State. For many years, Dr. Tyler directed the Institute for Education by Radio-TV at Ohio State. Mrs. Tyler has been supervisor of the Ohio School of the Air.

Murray Rights Acquired

(Continued from Page 1)

announced yesterday. The Hollywood special, using home movie film and featuring 122 motion picture personalities, will be completed Jan. 15, with Georgie Stoll set to score the show which was scripted by Royal Foster.

Stabler said Murray and Filmaster will team together in a variety of other theatrical projects, including two planned TV series, a feature motion picture, and a 90 minute TV special, "Hollywood Pioneer: the Story of John Ford."

Slycke Replacing White

San Antonio — Harry Van Slycke has joined the KENS-TV news dept., replacing Dick White on the daily "Texas News" show.

General Mills Backs 3 'Scouting Reports'

"Scouting Report" shows will precede NBC-TV's telecast of three post-season football classics—the East-West Shrine Game Dec. 28, the NFL Championship Dec. 30, and the Rose Bowl Jan. 1. Sponsor for the three pre-game programs will be General Mills, via Knox Reeves Advertising.

The "Scouting Reports" will preview the game that follows, with films and players in action.

NBC, in Reply to CBS, Cites Color-TV Growth

(Continued from Page 1)

reflects the current growth pattern of the TV industry. Our pioneering in this new dimension for viewers and advertisers alike is dramatically attested by 'The River Nile,' 'Van Gogh' and 'Hallmark Hall of Fame' series."

When the net presents "Monday Night at the Movies" in February, RADIO-TV DAILY was informed, 74 per cent of its nighttime program schedule will be in color, while 188 of the station affiliates are equipped to transmit them.

Added point was made that 30 major national sponsors are now using color commercials on the NBC evening sked. Cited as prominent among these are automotive and tobacco accounts, while this year General Mills and DuPont joined the other corporate big-timers, including Kraft and Eastman Kodak.

Still Willing, Says Lodge

At an affiliates' meeting in Palm Springs last weekend, CBS veep William B. Lodge said his web had offered advertisers their chance to ride the color waves at an increase cost of less than four per cent. The offer still holds good until mid-March but, he said, thus far there have been only two takers, Ford and Chemstrand for the Grace Kelly special.

However, Lodge declared, CBS will continue updating its color facilities; will enter the field on any basis at the right time.

ITC's 'Brave Stallion' Gallops on 2 N.Y. Outlets

Independent TV Corp.'s half-hour "Brave Stallion" is enjoying dual weekly exposure in the New York market, now in its fifth year on NBC-TV Saturday mornings under the title of "Fury," and in its third run on WPIX Sundays at 6 PM. It is reported WPIX's highest-rated program, topping all competition, and ranks second in its NBC-TV time period here. Arbitron lists a 25 per cent audience share on both for the week ending Dec. 1.

AGENCY NEWSCAST

By RALPH TYLER

Reynolds Metals, via Lennen & Newell, will be in the sponsor's slot Jan. 5 when Mike Souchak and Doug Ford tee off in the opening match of NBC-TV's '63 "All Star Golf" color series. The medal-play match, filmed at the Winged Foot Golf Club in Mamaroneck, N. Y., starts the second season of the 13-week series. Jimmy Demaret again is the commentator.

In other sponsor-sports news, Goodyear Tire & Rubber reports it will help bankroll three post-season bowl game telecasts. John P. Kelley, advertising director, said Goodyear will have partial sponsorship of the Blue Bonnet game in Houston, Dec. 22 on CBS, and the Liberty Bowl in Philadelphia, Dec. 15 on NBC. In addition, the Akron company has set up a six-station Ohio TV net to beam the Tangerine Bowl, between Miami of Ohio and the U. of Houston, to virtually all viewing areas in the state.

Thomas Chapman, former director of PR for KPLR-TV, St. Louis, and a member of the staff of Frank Block & Associates, has formed his own St. Louis PR agency, Chapman & Associates.

WEEI, CBS radio station in Boston, has received an award from the Research Institute of America for contributions the station has made "in furthering business research and in stimulating personal and professional growth of its people." Thomas Gorman, VP and general manager, accepted the award on behalf of the station from Douglas Gregg, account exec for the private industry-supported

'Jack' Builds House In 2nd Needy Drive

WWRL and the New York Amsterdam News join efforts again this year for the second annual "House That Jack Built Christmas Fund Drive for the Needy." The radio station and newspaper have launched a city-wide drive to raise money, food, clothing and toys for needy families in the metropolitan area.

Drive originated last year with WWRL Deejay Hal Jackson, and distributed over 1,500 food baskets. Jackson is noted throughout the country for similar fund-raising activities.

Addison WIL News Editor

St. Louis — Bill Addison has been appointed evening news editor of Balaban's WIL here, coming from WIBV, Belleville, Ill.

Thought for Today

"The advent of TV gave radio an opportunity to gather a second wind . . . to rise to a position of greater service to listeners and advertisers . . . and to make a new lifetime success for radio."

—David R. Klemm,
Balaban Stations director of promotion

business advisory organization.

Maradel Products, toiletry and cosmetic manufacturers, has appointed Donahue & Coe as agency for a new, as yet un-named lipstick, and for Oleen Shampoo. Plans are now being made for marketing the new lipstick nationally early in '63, and for market testing Oleen at the same time.

Walter Lurie has joined Maxwell Sackheim - Franklin Bruck, New York, as exec VP. He formerly was exec VP of Grant Advertising, senior VP at Fletcher, Richards, Calkins & Holden, and exec producer with Mutual Broadcasting.

REA Express has appointed Erwin Wasey, Ruthrauff & Ryan, New York, as its new agency, effective Jan. 1. The account, covering other than direct mail and air express advertising, assigned to other agencies, has been handled for the last eight years by B&B. It bills approximately \$500,000.

Buick Inks for Half Of Radio Cotton Bowl

Buick, via McCann-Erickson, has signed to sponsor the first half of CBS Radio's Cotton Bowl coverage Jan. 1 from Dallas, when Southeastern Conference champ Texas U. meets runner-up Louisiana State. Play-by-play will be described by Harry Carey, sportscaster for KMOX, St. Louis, with Bill Mercer of KRLD, Dallas, to provide color commentary. The broadcast will be produced and directed by CBS Radio sports director James Dolan.

Actor Has 'Wide' Talent

West Coast Bureau of RADIO-TV DAILY
Hollywood — Andrew Prine, co-star of ABC-TV's "Wide Country," has written his first screen play entitled "The Love Virus," optioned by Kevin Operations.

Canada Church Body Claims Air 'Slanting'

Special to RADIO-TV DAILY

Montreal — The independently-owned CTV net in particular, and radio-TV in general, has been charged here with "presenting slanted material in a manner prejudicial to the traditional position of the United Church of Canada."

The Evangelism and Social Service Committee of the church singled out for criticism a TV program in which Jimmy Tapp inter-

The Montreal Presbytery of the United Church of Canada has been urged to enlist the support of its congregation in keeping religious programs on the air.

viewed two brewers who argued against present liquor advertising regulations and advocated the sort of regulations existing in the U. S.

The church report also criticized a panel program in which Charles Templeton, the Rev. Shaun Heron and a Unitarian minister from Toronto discussed religion.

Hillbilly Pitches for Dimes

West Coast Bureau of RADIO-TV DAILY

Hollywood — Irene Ryan, star of CBS-TV's "Beverly Hillbillies," will be in Abilene, Tex., Jan. 26-27, to entertain at the city's annual "March of Dimes" telethon.

Sportsman Bags Ball Star In Run of 84 Interviews

Rochester—Joe Cullinane, WOC sports director, taped a total of 84 non-stop interviews with baseball's greats at the annual National Baseball Ass'n convention here. Planned for future programs, the interviews include comments by Casey Stengel, Ray Houk, Joe Cronin, Al Lopez, Japanese "delegate" Henry Wabayashi.

Nine Years' Efforts Result in 'Leper' Doc

Baltimore — A documentary on leprosy, conceived back in 1953 when WJZ-TV program manager Win Baker and public affairs director Bill Weyse were both working in New Orleans, will be aired on WJZ-TV here Dec. 21.

Years of effort by the two people off last Spring when the U. S. Public Health Service granted permission for the Baltimore station camera-crew to film the hospital at Carville, La. Scenes at the American Protestant Leprosy Mission at Iambi, Tanganyika, were filmed by Betty Bruce, former Baltimore model now operating tourist service in Africa.



PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE



Indiana University Library
Bloomington Ind

REGULATION WITH PROFIT: HENRY

Mystery Veils Cigarettes Battle

Fighter Code Urged for Health Products

Washington Bureau of RADIO-TV DAILY
Washington—A heated battle is reported to have ensued at the NAB Television Code Review Board meeting here Wednesday over the controversial issue of cigarette advertising. Nevertheless, none of the participants, as of last night, was willing to breach the secrecy barrier on the trails of their meeting. From the NAB itself a formal press release yesterday blandly stated the board had conferred with president LeRoy Collins about the alleged influence of cigarette commercials on minors and that further study of the issue will be undertaken before a full report is made to the board of directors at their January meeting.

The Code Review Board also recommended amendments relating to editorializing by stations and for stricter standards affecting commercials for products involving health considerations. William D. Pabst, KTVU, Oak-

(Continued on Page 2)

NBC Newsman in Moscow Sets Up Cable 'Short Cut'

NBC VP in charge of news James C. Hagerty said the net's Moscow correspondent Sam A. Hite has set up a direct teletype service from his bureau to the Soviet capital's central telegraph office, paring cable time and marking a "breakthrough" for Western correspondents there.

NBC on Way to Monopoly in D.C. Club Presidencies

Washington—The assured election today of Bryson Rash of NBC as president of the National Press Club (he's unopposed) will give NBC a benevolent monopoly on news club presidencies there. Patty Cavin of WRC is president of the Women's National Press Club, and Joe Goodfellow, P-GM of WRC-AM-TV, holds the same post in the Broadcasters Club of Washington.

Nixon 'Political Obit' Gave Opposite Views; Result: Case Closed

ABC's "Political Obituary of Richard Nixon" was well within FCC rules, the Commission has said in identical letters to some 2,000 who submitted complaints against the program.

The commission said that it requires only reasonable opportunities for presentation of opposing views and cited ABC's answer to the effect that the appearances of Alger Hiss and former congress-

(Continued on Page 3)

S.C. Casters Pick Speakers

Columbia, S. C.—Key speakers for the 17th annual Winter meeting of the South Carolina Broadcasters Ass'n here Jan. 17-19 will include: Edmund C. Bunker, RAB president-elect; Julian Goodman, NBC news and public affairs VP, and broadcast personality Bud Collyer.

British White Paper May Open Web Time To Small TV Outlets

Special to RADIO-TV DAILY
London—Fears by Britain's commercial TV companies that the government will revise its transmission areas are expected to prove groundless when the Government White Paper on TV is published next week.

What is likely, however, is the

(Continued on Page 4)

Public Gets OK to Enter D.C. Overpopulation Talk

Washington Bureau of RADIO-TV DAILY
Washington — The so-called "shirt-sleeve" conference on overpopulation of radio stations will be open to the public, and any interested party who wishes to participate should write to the chief of the Broadcast Bureau, the FCC said yesterday. The conference, to be led off with an NAB presentation, is set for Jan. 7-8.

Latest FCC Member Vs. Excess Controls, He Informs Lawyers

Washington Bureau of RADIO-TV DAILY
Washington—A regulatory body should have the objective of improving the industry it regulates, while at the same time keeping the private interests both private and profitable, FCC commissioner E. William Henry told the Federal Communications Bar Ass'n yesterday in his first formal policy statement since assuming office. Yet, he also agreed with John Quincy Adams that government should improve the citizens.

Henry said that excess control, whether by government, networks or advertising, would "create an atmosphere of sterility and fear... this would be fatal to broadcasting's high purpose. Before I would partake in the process of creating such an atmosphere through government regulations, I would advocate the abolishment of the FCC."

He added that the purpose and

(Continued on Page 4)

Sales of 2 Illinois Outlets Win Commission Okay

The FCC has approved the sales of WHFC, Cicero and Chicago, and WIRL, Peoria. WHFC was sold by WHFC, Inc., to Leonard and Phil Chess for \$1 million, with chairman Minow and commissioner Henry dissenting on approval of the sale. WIRL was sold by Frudeger Broadcasting to Kankakee Daily Journal for \$750,000.

Let's Talk It Over	Is the Deck Loaded Against Broadcasters? Wanted: Square Deal
By ARTHUR PERLES	

THE Big Game is about to start anew. The players: Members of the FCC and commercial broadcasters.

The ante: one of the greatest prizes in national history—freedom of communications, untouched by the hands of whatever administration happens to be running the country.

But, what about the cards? Has the deck been loaded so that the stakes will be swept into the mounting pile in front of Federal bureau players while the chips keep shrinking across the board?

I sincerely hope not... but admittedly there isn't much reason for optimism in President Kennedy's latest appointment to the Commission.

There's no question about Ken Cox's intelligence and ability. He performed with notable zeal as an aide to Senator Magnusson—to the extreme discomfort of the networks. In the FCC's Broadcast Bureau over the past couple of years, it became plainly manifest that, philosophically, he is dedicated to the regulatory approach—more and more of it... far beyond what has already been imposed on an industry that must continue to move ahead despite its staggering burdens and problems.

Chairman Minow has left no doubt about his own belief in stricter con-

(Continued on Page 3)

'Midget' Tape Recorder Bows at ATAS Confab

ABC Engineers president Frank Marx last night introduced to members of the New York Academy of TV Arts & Sciences a 65 pound, completely transistorized tape recorder, which he said will open "revolutionary" opportunities in TV remote coverage. The new machine was developed by Machtronics, Inc., aided by ABC Engineers. He said the machine uses only one-fourth the tape required by other video recorders for equivalent programming.



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Waple Heading News For British Info, N.Y.

Alan J. Waple, in charge of radio-TV production of British Information Services in New York since March, 1961, has been promoted to BIS director of news division, New York. The division handles all aspects of press, radio and TV material.

Waple has been with BIS since 1955, with the exception of the years '58-'59. Between '55 and '58 he was TV films officer in New York.

U Thant on Yule 'Discovery'

UN secretary-general U Thant will deliver a year-end message to the children of America on ABC-TV's "Directions '63" Christmas Day program. He will summarize events at the UN during the past year and express his

BROADCASTING EXECUTIVES CLUB
Christmas Party
SHERATON HOTEL BALLROOM
Boston
December 17-5:30 P.M.
New England Advertising Annual Get Together
TICKETS AVAILABLE AT DOOR

COMING AND GOING

SUSAN SMITH, of Jack Douglas Productions, and camera crew, in Cincinnati filming an "Across the Seven Seas" episode.

CHESTER MORRIS has returned to N. Y. after completing a TV role on the Coast for ABC.

FRANKIE LAINE leaves on a two-week vacation to Acapulco, Monday, after taping shows for Steve Allen and Ernie Ford.

OSCAR HOMOLKA and his wife, actress JOAN TETZEL, leave N. Y. for France tomorrow.

Corinthian Honors KHOU-TV Kid Show

Corinthian Broadcasting is awarding a special citation to Houston's KHOU - TV for "the outstanding public service programming series, 1961-'62," it was announced by Corinthian president C. Wrede Petersmeyer. The citation is for "The Magic Room," a 30-minute weekly program designed to "stimulate the minds of young viewers and encourage the exploration of the world of books."

Co-produced by B. Calvin Jones and Marc Cramer, with the latter appearing as program host, "Magic Room" is directed by KHOU-TV's Smith J. Brown and Rod Whisenant and aired on the other four Corinthian TV outlets as well as in Houston.

Research Praised

In awarding the special citation to KHOU-TV GM James C. Richdale, Jr., Petersmeyer said: "This series, exhaustively researched and executed with showmanship, captures the excitement of great people and great events of the past and present. It has the entertainment qualities necessary in fine TV coupled together with the ultimate purpose of encouraging young people to further their knowledge through the 'Magic Room,' or library."

Steve Lawrence Guests On 'What's My Line'

Steve Lawrence will be a panelist on CBS-TV's "What's My Line" Sunday. Engagement is result of his recent appearance with wife Eydie Gorme as "Mystery Guests," and Lawrence's take-off on comedian Frank Fontaine.

TV'S OLDEST UHF SEES 10TH ANN'Y

Station of Many 'Firsts,' WSBT's Future Is Bright

South Bend — Now the country's oldest UHF station, WSBT-TV celebrates its 10th anniversary Dec. 21. A now defunct New Jersey station was the first UHF to telecast, but with its disappearance WSBT leads the field.

Among the station's firsts in UHF transmitting: the first live newscast; first live studio program; first Indiana station to transmit a colorcast. Now in modern Broadcast Center, WSBT claims to be the most powerful TV station in Indiana and Michigan.

Code Mystery Veils Battle of Cigarettes

(Continued from Page 1)

land, Calif., board chairman and Robert D. Swezey, code authority director, said a staff report on the monitoring of 225 stations disclosed complete code compliance by the great majority; in almost all cases of discrepancies, these were found to be inadvertent and corrected when called to the attention of the station.

Others attending the meeting are: Mrs. A. Scott Bullitt, KING-TV, Seattle; Roger W. Clipp, WFIL-TV, Philadelphia; Robert W. Ferguson, WTRF-TV, Wheeling, W. Va.; Ernest Lee Jahncke, Jr., NBC-TV, New York; Joseph H. Ream, CBS-TV, New York; Lawrence H. Rogers II, Taft Broadcasting Co., Cincinnati, and Alfred R. Schneider, ABC-TV, New York.

ANA Toppers Attend

ANA representatives attending included: Harry F. Schroeter, National Biscuit Co.; John Burgard, Brown & Williamson Tobacco Co.; E. W. Ebel, General Foods Corp.; Howard Gray, R. J. Reynolds Tobacco Co.; Gregg T. Lincoln, Colgate-Palmolive Co.; John Morris, Campbell Soup Co.; Alfred Plant, Block Drug Co.; James D. Stocher, Scott Paper Co.; Samuel Thurm, Lever Brothers Co.; Peter Allport, Association of National Advertisers, and William D. Kistler, ANA.

FINANCIAL

(December 13)

CLOSING PRICES NEW YORK STOCK MARKET

- Admiral Corp.
- AB-PT
- Am. Tel. & Tel.
- AVCO
- CBS
- Columbia Pic.
- Crowell-Collier
- Decca
- Disney
- East. Kodak
- Gen. Prec.
- General Tel.
- Hazeltine Corp.
- Magnavox
- MCA
- M-G-M
- Metromedia
- Minn. M&M
- Nat. General
- Paramount
- Plough
- RCA
- Storer
- 20th-Fox
- Taft
- United Artists
- Warner Bros.
- Westinghouse
- Zenith Radio

AMERICAN STOCK EXCHANGE

- Allied Artists
- Capital Cities
- Desilu
- Esquire, Inc.
- Filmways
- MPO
- NTA
- Reeves Sound
- Screen Gems
- Technicolor
- TelePrompTer
- Trans-Lux
- TV-Industries

* OVER THE COUNTER

	Bid
Jerrold	41 1/2
Meredith	20 1/2
Rust Craft	10 1/4
Seven Arts	7 3/4
Sterling	1 1/8
Walter Reade-Sterling	2 1/4
Transcontinent	9 1/8
Wometco	19 1/4

* Courtesy of National Association of Security Dealers.

Shensky Resigns as VP, Treasurer of New Merritt

Henry L. Shensky has resigned as VP and treasurer of New Merritt Enterprises, TV product company, to assume the post-exec VP of Renwell Industries. In his new post, he will take direct charge of the firm's six plant manufacturing electronic equipment.

Shensky will continue as consultant and member of the board of directors of New Merritt.

Sid Lumet on 'Camera 3'

Video and motion picture director Sidney Lumet joins in discussion Sunday with author-critic John Gassner and film consultant Peretz Johannes on the second part of "Theatre on Film" on CBS-TV's "Camera Three."

L.I. Station Winning Its Equal-Rights Fight

Board of Supervisors Meet with WHLI Setting Coverage

Broadcasting is gaining on at least one front in its fight for equal access. RADIO-TELEVISION NEWS was exclusively informed by the Nassau County Board of Supervisors is willing to sit down with representatives of Long Island radio stations to work out an agreement thru which board hearings may be aired.

This latest development in the battle started by Hempstead's WHLI over coverage of the board's budget hearings was announced by supervisor George B. Mastigian on the station's "County Supervisor Reports" the day after WHLI news-public affairs director Bill Nelson was ejected with his equipment from the hearing on. Newspaper reporters were allowed to remain.

Sees Decision Near

Mastigian told listeners he agreed with WHLI that public hearings should be considered as public information and that radio stations should be afforded the opportunity to broadcast them. He added that the board has been operating on rules and regulations similar to those of the N.Y. State Legislature (which has always refused to permit broadcasts, telecasts or taping of its session,) but indicated a favorable decision on the offering for broadcast coverage of board hearings.

"We are all interested in a better informed public," Costigan

Hunefeld Heads Sales at WDAU-TV, Scranton

Scranton — William G. Hunefeld, Jr., has joined WDAU-TV as general sales manager, it was announced by Mrs. Madge Carree Holcomb, general manager. Hunefeld, who held the same post at KPIX, San Francisco, which he joined in 1953, helped in the Los Angeles office of Television Advertising Representatives in April, 1959.

Wayne and Shuster Air CBC Christmas Funfest

Toronto — Canadian comics Wayne and Shuster break up a busy TV schedule to do a special Christmas show on CBC radio. Their return to the medium which lured them into the big time is accompanied by the "old gang," including vocalist Terry Dale, announcer Herb May and conductor Hans Hersenhoren. Program airs Christmas day.

NBC Int'l Part-Owner Of Largest Video Net Due in Latin America

NBC International is actively participating in the creation of the largest nation-wide TV network in Latin America, Radio Caracas TV, which will complete current expansion of its facilities within 18 months to reach 97.3 per cent of Venezuela via programming from studios in the capital city. Radio Caracas TV was inaugurated in 1953 as a one-market station, and NBC Int'l acquired stock in it in 1960.

The expanded network will air 15 hours of on-air TV programming daily, more than half to be live from Caracas. Construction of new facilities, already under way, includes provisions for 27,000 square feet of fully equipped modern studio space. Cost of expansion is estimated at over \$1.5 million.

A system of microwave and off-the-air transmitters and repeaters will be installed to carry the Caracas signal throughout Venezuela. Currently, Radio Caracas TV is assigned to Channel 2 in the city of Caracas.

'Confidential Squad' Airs

Members of New York City Police Dep't's confidential squad will be interviewed by Gene McGarr on WRFM's 'Viewpoint' Saturday night. Program will focus on squad's undercover activities.

CBS-TV Affiliates 'Choice'



T. B. Baker, Jr. (center), WLAC-TV, Nashville, newly elected chairman of the CBS-TV Affiliates Board, is flanked by outgoing chairman Tom Chauncey (l), KOOL-TV, Phoenix, and newly named secretary Thomas S. Murphy, Capital Cities Broadcasting, New York. The elections were held during the board's annual meeting in Palm Springs.

KYW Names Babbitt As Writer-Producer

Cleveland — S. Dave Babbitt, winner of a first place award at the Venice Film Festival for a script he did for the U.S. Navy, has joined KYW radio here as creative writer-producer.

Babbitt formerly had a similar post with KEX, Portland. Originally a New Yorker, he worked in that city for ad agencies and radio-TV producers. He also wrote for "Colgate Comedy Hour."

Storer's WJBK Maps Airing of Paris Meets

Detroit — Arrangements have been completed for WJBK-AM-FM to cover next week's Foreign Ministers and NATO meetings in Paris, announces VP-GM Harry R. Lipson. Plans for coverage were mapped at sessions here with Noel Bernard, European bureau chief for the Storer station.

During his one-day visit to Detroit to meet with station officials, Bernard made known the special facilities needed to carry the voice reports and "actualities" which he will coordinate with WJBK Paris correspondent Stephen Laird.

Bernard also assisted in preparation of "1962 in Review," a documentary to be broadcast by WJBK at the year-end. In addition to meeting with Lipson, he also was in discussion with station program manager John M. Grubbs, general sales manager George A. Crandall and news director Bob King.

☆ *Let's Talk It Over* ☆

(Continued from Page 1)

controls over broadcasting. Though the recent White House appointee, E. William Henry, has voted against him on minor matters, he shapes up as another Minow-type commissioner. There's Bob Bartley, too, who is considered likely to round out the majority vote when the issues become critical . . . as they are certainly bound to be very soon!

THAT leaves Rosel Hyde as the sole down-the-line dissenter against handing over our radio and TV systems to a bureaucracy. As for Fred Ford and Bob Lee, their stands are seldom predictable.

And there you have it! How much chance, with this kind of lineup, is there for radio and TV operators to score? How frequently over the next year will the count be 6 to 1? Even if it's 4 to 3, there's still no comfort in being a preordained, constant loser!

What possibly can be done now to offset this grim picture?

For one thing, we'd very much like to see the group of distinguished Washington lawyers who practice before the FCC come out with their rumored proposal for revocation of the old 1934 Communications Act.

Such an appeal should be taken directly to Congress for enactment of a new law which would define in precise language the responsibilities and power of the Commission—and, above all else, make it unmistakably clear that the FCC must keep out of programming, or democracy is in grave danger of becoming a sometime thing.

'Obit' Program OK'd

(Continued from Page 1)

man Jerry Voorhis, whom Nixon defeated, were balanced by the appearance on the program of Rep. Gerald Ford, a Nixon supporter, and Murray Chotiner, Nixon's manager of the presidential campaign.

The commission wound up the 2,000 identical letters: "It is clear that the network's decision to broadcast the subject program was a matter well within its discretion. Accordingly, no further action by the commission in this matter is contemplated."

Godfrey Joins Elite Group As ICS 'Man of the Year'

Arthur Godfrey has been named "Home Study Man of the Year" by the International Correspondence Schools. Predecessors include Commerce Secretary Luther Hodges, Sen. Stuart Symington, Eddie Rickenbacker and former Navy Secretary Dan Kimball. Citation is given for "old fashioned success story . . . individual ambition . . . self study and hard work."

Controls and Profit Theme Henry Talk

(Continued from Page 1)

statement of Commissioners and staff have been misinterpreted.

Henry backed the idea of local programming hearings of the Chicago and Omaha type. He said community antenna systems should be regulated, but with less specifics about network regulation. Option time, Henry stated, is the key question in this, and his concern is that networks not only survive, but be kept prosperous. He observed that TV programs, particularly in prime time, have "a discouraging degree of sameness."

Henry gave full approval to revocation of licenses for failure to fulfill programming promises, and to requiring applicants of stations to ascertain community program needs. He also approved fines for rules violations.

Criteria for choosing between competing applicants for a radio or TV facility should be simplified, he said, so that the applicant would be selected who would give the community the best programs.

WINS Series to Explain New 'Words in the News'

"Words in the News," a Sunday series of 26 half-hour language excursions, has bowed on WINS with Dr. Bergen Evans as writer and host. Each program will discuss words, constructions or special contexts that in the preceding week have made news.

William J. Kaland, national program manager for Westinghouse Broadcasting Co. is producer for the new series, which is being aired on other WBC stations in Boston, Pittsburgh, Cleveland, Ft. Wayne, and Chicago.

Oldtimers Hear Mel Allen

Dallas — Mel Allen will speak at the annual Winter banquet here of the Oldtimers Professional Baseball Ass'n on Feb. 7. Allen handles TV and radio broadcasts of the Yankees during the regular season.



By TED GREEN

• • • NBC News has been awarded a citation by the Uniformed Fire Officers Ass'n of the City of New York for the DuPont-sponsored show, "Fire Rescue," a dramatic film record of the actual operations on the N. Y. Fire Dep't Rescue Company. This hour show was one of the best documentaries ever done on the hazards of fire-fighting. Fire commissioner Edward Thompson expressed his sincere gratitude for what the sponsor and network had done for firemen generally.

• • • Sammy Kaye huddling with Danny Dayton, who understudies Zero Mostel in "Funny Thing Happened on Way to Forum" . . . Photog David Workman has discovered a new Oriental beauty, and we may soon expect to see more of Doris Wong, a real lotus blossom with a hip western world smile! . . . Bob Booker, co-producer of the hit comedy album, "The First Family," is talking to Stan Burns about the WINS musicaster joining the troupe for a January appearance in Washington. Stan was one of the first to spin "The First Family" . . . Happy birthday greetings to Deanna Durbin, Maria Callas, Connie Francis, Eleanor Powell, Harpo Marx, Vivian Blaine and Ralph Meeker. Incidentally, Connie's travelling between London and Italy for TV and MGM recording sessions, accompanied by her manager George Scheck . . . Betty Grable's penning her showbusiness memoirs.

• • • Meet: Wendy Barrie, who formerly presided over her own TV show and is about to return to the home screens and the airwaves. Wendy taped a series of Hallmark Christmas gift-wrapping commercials being screened throughout the United States this month, and has recorded a five-minute radio show, "Dear Wendy," which offers witty, advice to listeners who write her for guidance. Wendy will soon do the pilot for a projected TV series, "Wendy's World," aimed at a children's market. The show will dramatize the different world capitals which Wendy has visited. (She has the background for the job. An accomplished aviatrix, Wendy has circled the world seven times!)



MISS BARRIE

• • • Once again it's that time of the year when the press photogs around town are shooting for a "Queen" of their own, "Miss New York Press Photographer of 1963." Single gals 18 or over call PI 8-1450. The "Queen" will reign the night of Mar. 23 at the NYPPA Charity Awards Dinner Dance aboard the S. S. Nieuw Amsterdam of the Holland-American Line . . . WWRL's "Big Joe" Rosenfield and his Happiness Exchange were responsible for finding their 37th missing person . . . Monique Van Vooren guests on the "Jerry Lester Show" tomorrow, aired here on WOR-TV, and will sing "Never on Sunday" . . . Mary McDonnell, former colleague at RADIO-TV DAILY, who graduated from her post as WNYC PR director into industrial and general PR, has climbed further up the scale and is now the newly named Radio-TV VP at Elizabeth Maher Associates, PR firm.

• • • George Lorrie, who does a folk music program on WNCN-FM Saturday night, has opened "Fashions in Phones" emporium featuring old and new-style telephones from all over the world . . . Alan King says that at Ch. 7, the execs teach their kids the alphabet this way: a, b, c, t, v . . . Actor Telly Savalas' ex-wife is a program aide at WNCN . . . Efrem Zimbalist, Jr., and Gordon MacRae were both pages at NBC . . . Jerry Lester takes over the Zero Mostel role in ". . . on the Way to the Forum" for one week.

• • • Jason Robards, Jr., is planning another TV version of a Eugene O'Neill play. Jason's last was the three-hour adaptation of "The Iceman Cometh" . . . John David Griffin, N. Y. Mirror Radio-TV columnist, now has a Park Ave. address . . . Henry G. Plitt, ABC Films prexy, sent out personalized eight-minute records to some 150 TV station managers telling them how well his latest show, "Girl Talk," is going.

Brechner of WLOF-TV Immortalized by Street

Orlando — WLOF-TV general manager Joseph L. Brechner has a street named for him when his name was drawn at a dinner kicking off a Deltona real estate project. New sub-division street "Brechner Terrace."

Peach State Pushes 'Democracy' Contest

Atlanta—Georgia Dep't of Veterans of Foreign Wars reports its '63 Voice of Democracy contest co-sponsored by the Georgia Ass'n of Broadcasters, will set all-time records for participation.

School student, radio-TV and VFW post participation in the Georgia competition has increased 500 per cent in the past two years, a department spokesman said. State winners will get a special two-day side trip to Freedom Foundation at Valley Forge, Pa.

Hollywood Stars to Host WNEW Religious Stories

Among the stars set to host WNEW-TV's "The Hour of Francis," starting Sunday, are Pat O'Brien, George Murphy, Macdonald Carey, Jane Wyatt, Ruth Hussey, Jane Wyatt, Raymond Burr, Jack Haley and Stephen McNally.

The inspirational series drawn from factual drama, will feature such performers as D. O'Herlihy, Regis Toomey, Pa. Picerni, John Doucette, Steve Dunne, Virginia Gregg, Peggy Webber and Eddie Quillan. Sunday's program: "Pages of Death."

'Great Teachers' Traces Organic Chemistry Gains

Development of organic chemistry from the Roman Empire to present day will be discussed in WPIX's "Great Teachers of Old Time" Sunday.

See Small Outlets Aided

(Continued from Page 1)

government will give small stations more opportunities to produce their own programs on the national net. At present the Big Four—ATV, ABC, ARTV and Granada—exercise a virtual stranglehold over national web arrangements.

Main recommendation of the White Paper is expected to be forecast earlier in RADIO-TELEVISION DAILY: that overall responsibility for program planning will be shifted from the companies themselves to the Independent Television Authority, watchdog of commercial TV in Britain.

25th ANNIVERSARY EDITION

of

TELEVISION DAILY

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OF
RADIO & TELEVISION



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25 Years and Older

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AGENCY NEWSCAST

By RALPH TYLER

Blue collar work crews on Ad Row itself (the men were on a paving job at Madison Ave. and 40th St.) have been used by Data Development Corp. to emphasize its belief that ad men often have preconceived and incorrect ideas of consumer preferences.

The corporation asked 100 admen to guess the brands of cigarettes and beer preferred by the laborers on the project. Then, DDC field interviewers questioned 100 of the workers themselves, asking them which brands they actually preferred.

Two new accounts have been added to the lineup at Guild, Bascom & Bonfigli, San Francisco. Blum's Candies account is effective immediately, with Fred Parke serving as account exec. The agency also has acquired the Seattle Trust & Savings Bank account, which will be serviced by GB&B's Seattle office. The appointment will be effective Jan. 1.

Zucker Taking Helm For Jersey Casters

Millville, N.J.—Arnold L. Zucker, radio-TV coordinator at Rutgers U., has been named executive director of the New Jersey Broadcasters Ass'n.

Fred M. Wood, association president and general manager of WMVB here, said Zucker's appointment to the part-time post will assure a "sense of continuity" and enable the organization to pursue several contemplated projects. Prior to his position at Rutgers, Zucker was program director and chief announcer for WCTC, New Brunswick.

21 Inductees Parallel the Growth of NBC

The first sound effects man for NBC Radio's "Gangbusters" program is among 21 new members inducted into the network's Twenty-Five Year Club. Samuel C. Monroe, live studio engineer, recalls that his mother, actress Irene Hubbard, was often in the cast and as sound effects man he was required to "shoot" his mother about once a year.

Other highlights of the inductees include that of Trygve Danielson, transmitter engineer at Bound Brook, N. J., who was in charge of radio and telephone stations in Buenos Aires from 1929-'31, before joining NBC. He is still associated with radio stations in Argentina as one of the engineers responsible for shortwave Voice of America transmissions.

Master control engineer Arnold C. Ewert was Dinah Shore's first radio engineer; Martha Carlson, secretary to NBC chairman Robert W. Sarnoff, became the 26-millionth person in the nation to receive a Social Security number when she was employed by NBC, and the ceremonies from Baltimore were broadcast on NBC Radio's Blue Network; facility manager Walter E. Mullaney was one of the field engineers for the first football telecast from West Point Oct. 5, 1946.

Waited for the Maestro

Maintenance engineer Henry Brockman recalls that for the first NBC Symphony Orchestra concert conducted by Arturo Toscanini, special programs made of white silk were required for the studio audience of 1,400 so there would be no noise from the rustling of pages; electrician Thomas Gannon operated the lighting for Toscanini's concerts; senior announcer Gene Hamilton recalls that during his three years as announcer for the concerts he once had to ad lib for 13 minutes because Toscanini was detained in his dressing room.

Senior announcer Radcliffe W.



Hall was announcer for the first live telecast from a submerged submarine on May 3, 1953; studio field engineer Harry L. Grelck was in charge of down-range audio at Grand Bahama Island for the TV networks' pool coverage of the sub-orbital flights of Alan Shepard, Jr., and Virgil Grissom.

Maintenance engineer Roland W. Jordan in 1949 designed and built a two-channel TV switching system for the switching of local and web broadcasts, which replaced the single-circuit to NBC-TV's transmitter on the Empire State Building; live studio engineer Melvin Lewis, who operated and maintained the power room for NBC at Radio City, in 1949 redesigned the entire precision clock system for all radio and TV facilities, so all clocks operate from a master system.

'Advance' Anent H-Bomb

Maintenance engineer Albert C. McClellan, while working in 1947 at Denver's KOA (then NBC-owned), constructed with Stan Neal (now with NBC Hollywood) an entire TV setup and demonstrated it on closed-circuit in the KOA studios to many Denver residents; Press Dep't staff writer Arthur Oppenheimer, at the home of the late Dr. Albert Einstein in

1950 with an NBC sound-camera crew, heard Einstein's first word that the H-bomb was feasible.

General accountant Louis Newman in May, 1959, developed and designed forms for checking aired commercials against the FCC log to insure exact billings; Paul Todd, transmitter engineer at Bound Brook, recalls that during the early days of TV, it was not uncommon to be told to stop installing a new device because a better product had just been developed.

Avocation, Bridge

Disbursement control accountant Harold F. Hartwell has been with NBC since 1935, with two years out for WW II duty; librarian Mildred Joy recalls the NBC Library providing the background for a number of motion pictures, as well as supplying information for programs; film engineer Alfred Saunders, now retired, is one of the best bridge players in NBC history.

Caroline Wynkoop, sales service manager in NBC Spot Sales, began in the web's stenographers pool, and in nine months worked in five different departments before going to Spot Sales; Central Files supervisor Ruth Preston has been dealing with NBC records since joining the web.

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Indiana University Library
Bloomington Ind

NO. 116

MONDAY, DECEMBER 17, 1956

MAKING LEAPS IN PRESS STRIKES

Stations Organize for 'U' Push

Brown Elected Exec Director

The Association for Commu-
nicative Television has been
formed in Washington by a
group of TV station opera-
tors, with one of its main ob-
jectives "to participate ac-
tively in the future develop-
ment of (UHF) and to assist in
its utilization to maximum po-
tential."

Elected VP-
exec director
Thaddeus Harold Brown, Jr.,
NAB VP for TV. Its chair-
man is William L. Putnam, presi-
dent of WWLP-TV, Springfield,

The ACT aims are: To en-
courage construction and opera-
tion of new local TV service for
community interests; to further
meaningful expansion of the in-
dustry. (Continued on Page 8)

FM Wins Approval in Puerto Rican City

Washington Bureau of RADIO-TV DAILY
Washington — Hector Reichard
has been granted a new Class C
station at 100.3 mc in Aguadilla, P.R.,
reporting to the FCC. St. Bernard's
College gets 89.1 mc for a new
Class D non-commercial educa-
tional FM in Loudonville, N. Y.;
Jennings Broadcasting has been
granted 92.7 mc for a new Class
D station in Jennings, La., and
Nathan's has got 92.1 mc for a new
Class A FM in Morganton, N. C.

Relay Vidcast Adds Canada

A relay vidcast from Canada, showing ice sports and a children's
program, has been added to the first transatlantic program via a
communications satellite
planned by TV net on two
nights for Wednesday at ap-
proximately 8:45 AM, EST.

Relay transmission, which
probably run over 30 minutes,
will have as its theme an exchange
of Christmas greetings between

Lester Bernstein Leaving NBC for Newsweek Post

Lester Bernstein, NBC VP, corporate affairs, leaves the company
on Dec. 28 to become national affairs editor of Newsweek magazine.
For Bernstein it means "reverting to type." For some 20 years, prior
to joining NBC, he was on the staffs of the New York Times and
Time magazine. Newsweek's board chairman is Philip Graham. He
is also publisher of the Washington Post, which owns WTOP-TV-AM-
FM, in the capital, and WJXT, Jacksonville.

3 Video Webs Tape JFK Interview Today

An unprecedented TV interview
with President Kennedy, review-
ing his first two years in office,
will be presented in prime time
tonight on the three major net-
works. The special, "A Conversa-
tion with the President," will be
taped in the Oval Room of the
White House at 10 this morning.

The three network White House
correspondents who will inter-
view the President are Sander
Vanocur, NBC; George Herman,
CBS, and William H. Lawrence,
ABC.

The interview will be edited to
an hour in length by a three-net-
work committee. It will air on
CBS-TV and ABC TV-Radio at
6:30, on NBC-TV at 8:30.

3 Bid for 'U' Channels

Washington Bureau of RADIO-TV DAILY
Washington—Upper valley Tel-
evision has applied to the FCC
for a new UHF TV station on
Channel 26 in West Lebanon, N. H.
Bible Fellowship Hour has applied
for a new UHF on Channel 38 in
San Francisco, and Suburban TV
Ass'n wants a new UHF on Chan-
nel 39 in North St. Paul, Minn.

WTEV GEARED UP FOR JAN. 1 DEBUT

Eckersley Named Gen. Mgr.
Of New Bedford ABC Affil

New Bedford, Mass. — WTEV,
slated to go on the air here Jan. 1
as the ABC-TV affiliate in the
Providence-Fall River-New
Bedford area, has ap-
pointed Vance



ECKERSLEY

L. Eckersley as
general man-
ager and named
five department
heads. Sales
manager is
Francis H. Con-
way; George L.
Sisson, Jr., di-
rects public affairs; Walter A.
Scanlon manages promo, advertis-
(Continued on Page 3)

KRON-TV to Relocate On Site of Cathedral

By BILL SHEA

West Coast Bureau of RADIO-TV DAILY
San Francisco — Top brass of
KRON-TV, NBC outlet here, has
rushed in to pick up a site for a
new long-needed building to
house its facilities.

Very shortly KRON will start
constructing a two-story edifice
with 60,000 square feet of studio
and office space on which now
rests the charred ruins of St.
Mary's Cathedral, which perished
many weeks ago in a fire.

KRON-TV's announcement fol-
lowed by one day the decision of
(Continued on Page 8)

Transistor Sets Hypo Gains for Cleveland, N.Y.; Time Sales Up

Although radio and TV
stations in newspaper-strike-
bound New York and Cleve-
land were unable to cite spe-
cific figures on sales and audi-
ence advances due to the press
blackout, RADIO-TV DAILY was
advised by reliable sources that
there has been a "sizeable in-
crease on both counts."

At RAB headquarters in New
York over the weekend, a spokes-
man there said:

"Listeners always increase when
there is an unusual situation,
like an international crisis. These
days we certainly have world
tension, plus a newspaper strike,
in a year which probably will set
an all-time record in set sales."

Some idea of how the press
strike will affect the electronic
media was presented to this paper
by Albert Sindlinger, head of the
Philadelphia-based measurement
firm.

The New York and Cleveland
strikes should boost radio audi-
ences even higher than listener
increases recorded during the

(Continued on Page 2)

More Time Given Replies On Political Questionnaire

The FCC has extended from
Dec. 28 to Jan. 14 the deadline
for filing responses to the political
questionnaire, explaining that the
deferral was on request of many
stations. The commission urged,
however, that stations complete
and return the questionnaires as
soon as possible to permit proces-
sing and turning over to congress-
ional committees as soon as pos-
sible.

Official Films Extends 'Biography' Another Year

Hollywood — Wolper Produc-
tion's "Biography" has been ex-
tended for another year by Official
Films because of "consistently
good ratings in 164 markets," pro-
ducer David L. Wolper announced
at weekend. Second cycle of 26
half-hour documentaries starts
immediately.



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Hirsch, Spiegel Get VP Stripes at TVB

TVB has elected as VPs director of national sales James C. Hirsch and research director Harvey Spiegel.

Before joining the TVB in 1956 as a national sales rep. Hirsch was director of research, promotion and sales development for radio at Edward Petry & Co. and VP and director of sales, marketing and promotion with Publication Services, Inc.

Spiegel joined the bureau in 1955 and was named director of research in January '59. Prior to coming to TVB, he served as research director for Norman, Craig & Kummell and as assistant research director of William H. Weintraub & Co.

ADD UP THE FACTS!
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HOUSTON

Chi Academy Chapter Cuts Emmy Grouping

Chicago — The Chicago chapter of the Academy of Television Arts and Sciences has dropped all categories in competition for local Emmy awards, with performers and programs to now vie with each other for honors. The only designations will be technical, or non-technical. The switch was among a number of changes adopted by the chapter at a general membership meeting.

President Jack Brickhouse said every member of the Academy will be able to nominate programs, series, personalities and technical personnel for awards, but each entry must be accompanied by a written justification.

All nominees will be screened by a "blue-ribbon" panel of Academy to reduce the list to a workable minimum for final voting by members. All technical award nominees will be judged by technical experts and offered to the Board of governors for their final decision.

Wheeler to Take Helm Of San Diego Stations

West Coast Bureau of RADIO-TV DAILY
San Diego—Howard L. Wheeler has been appointed exec VP and general manager of KGB-AM-FM here, replacing Marion Harris.

Wheeler resigned from ABC Radio to assume this post, and was with the Don Lee Network from 1948-'58, starting as a salesman and becoming general sales manager. While with Don Lee, he served under Willet H. Brown, who now owns KGB.

'Empire' Lures Actress

Santa Fe — Former Hollywood actress Susan Counter, now residing here as an art student, has been cast by producer Frank Pierson for a role in "The Hunted" episode of Chrysler Corp.'s "Empire" on NBC-TV.

COMING AND GOING

JANET DE GORE, of CBS-TV's "The Beverly Hillbillies," in N. Y. for a 2-week visit.

ADRIENNE MOORE DOUGLASS, president of Int'l Radio TV Programs, Luxembourg, in N. Y. for product talks.

ROBERT SHARON, KFVB general sales manager, returns to Hollywood from San Francisco today to confer with reps.

GEORGE TOMASINI, in Europe to finish work on Alfred Hitchcock's "The Birds."

BOB KEESHAN in Houston over the weekend for a "Fun with Music" concert.

ELLIOT KASTNER returns to the Coast following meetings with co-producers, Abby Mann and Joe Levine.

Top Names Signature 'Guest Shot' Register

West Coast Bureau of RADIO-TV DAILY

Hollywood — Jerry Lewis, Libera, Keenan Wynn, Jayne Mansfield, Cornel Wilde, Dan Dailey, Gene Nelson, Nick Adams, Fabian, Tina Louise, Gardner McKay, Mamie Van Doren, Rod Cameron, George Jessel, Eartha Kitt, Rod Steiger, Tab Hunter, and Tony Martin have been set to appear in "Guest Shot," TV series being introduced specifically for first-run syndication. The 19th program in the planned series of 26 half-hours, has just been completed.

In addition to the stars featured, the program also uses a line-up of guest entertainment columnists to host each episode. The series is filmed on location by Rick Spalla Video Productions.

Mullaney's 5-Yr. Deal

West Coast Bureau of RADIO-TV DAILY

Hollywood — Jack Mullaney's one-year contract at Four Star for NBC-TV's "Ensign O'Toole" series has been replaced with a five-year exclusive contract.

Radio, TV Sales Active in Press Strikes

(Continued from Page 1)

newspaper strikes in Boston and Detroit back in 1956. Sindlinger said.

During the July-August '56 strikes, radio listeners jumped 32 per cent in Boston and 43 per cent in Detroit, compared to a 12 per cent increase in TV viewers in both cities, he said. During those two months, nationwide newspaper readership dropped by four million.

Out-of-home radio listening showed the greatest increase while the strikes were on. Following this pattern, Sindlinger

said, "We can assume that the hike in the number of radio listeners in New York must be fantastic, since car radios have increased by 25 per cent and transistors have gained some 30 per cent since 1956."

Trendex Study Impressive

A survey conducted for KYW in Cleveland by Trendex showed that 87.6 per cent of the people in the metropolitan area get their news by radio now that the papers aren't publishing.

Clevelanders dependence on radio has been increased by the crippling snow storm that began

Steele to Serve Up Beauty, Cooking Tips

Ted Steele joins the afternoon lineup on WCBS Radio with own daily "At Your Service" program beginning Monday, Dec. 17. Sam J. Slate, CBS net VP general manager of the New York station, has announced.

The new Steele show, will be known by "Beauty and Food Beautiful girls from all walks of life, reveal their beauty personality secrets.

Steele will also have as guest culinary specialists from well-known famous restaurateurs.

NBC-TV's 'Mr. Novak' Ready to Face Cameras

West Coast Bureau of RADIO-TV DAILY

Hollywood — Filming of "Mr. Novak" will begin late this month starring Jim Franciscus in title role for NBC-TV. Created by E. Jack Neuman and Boris Sagal, the hour series will dramatize experiences of a young teacher in present-day metropolitan high school.

Neuman serves as executive producer, and Sagal will direct the first episode, written by Joseph Stefano.

Int'l Broadcasting Awards Names Vote Comptroller

West Coast Bureau of RADIO-TV DAILY

Hollywood — The international firm of certified public accountants Lybrand, Ross Bros. & Montgomery, has been named official comptroller for the third annual International Broadcasting Awards competition by general chairman Thomas W. Sarnoff.

The firm will control preliminary ballot tabulations, tabulate final judging ballots, and certify the winners for the Hollywood Advertising Club, sponsors of the event. Deadline for U.S. entries is Jan. 1, and Jan. 15 for overseas competitors.

a day after the strike started Dec. 5. Some 21 inches had cumulated by the weekend and some areas near Cleveland were virtually snowbound, with conditions airing news of school factory closings and other emergency information.

Twenty-three WERE radio newsmen and staff members were forced to take up temporary residence in a downtown Cleveland hotel to cover the storm. Working hours for the newsmen were increased to 12 hours a day, seven days a week during the emergency.

Yule Programs Glitter on Network 'Trees'

New Holiday Shows in with Traditional Airwaves Treat

Broadcasters are playing Santa Claus to the nation in, distributing the sights, sounds, joys and mysteries of Christmas with a lavish hand. For the first time, Santa will wear a space suit over his traditional ermine-trimmed, pillow-topped garb. A Christmas theme will be carried by the first transatlantic TV broadcast via the new satellite communications satellite scheduled for Wednesday. The two-hour program will include pickups from both the U.S. and Europe.

Lassie Gets the Spirit

Almost every CBS-TV series will have a Christmas theme this week, not excluding the four-foot stars Rin-Tin-Tin and Lassie. In "Have Gun, Will Travel" the cowboy and his wife, expect the birth of a baby at any moment.

NBC-TV will present "Mr. Marmalade's Christmas Carol." TV's first animated cartoon version of the Dickens' story, in color tomorrow. Sunday, the net will air the Metropolitan Opera Company production of Gian Carlo Menotti's "Amahl and the Night Visitors."

Play Within Play

"The Rag Tent," an hour drama based on Henri Gheon's "Christmas in the Marketplace" will be broadcast as this year's special Christmas production on ABC News' "Production '63" Sunday.

On ABC Radio, 28 special shows will be broadcast, some dramatic, some musical—supplement the net's regular programming throughout the holiday season. A highlight will be the broadcast of "Queen Elizabeth's Annual Christmas Message" by the late Lionel Barrymore's dramatization of Dicken's "A Christmas Carol," both on Dec. 25. "Triptych," a special hour concert of little heard music illustrating the story of Christmas in song and ballet, will be aired on CBS-TV Sunday. On the same day Ed Sullivan will present his Christmas show taped at Guantanamo Naval base in Cuba.

A 'Christmas Carol'

NBC-TV's "Christmas Card to the Nation," a program of seasonal music and art, will be seen in color on Christmas Eve.

TV pioneers, "Kukla, Fran and Alice," will join Perry Como and the regulars for a musical yuletide on Wednesday on NBC-TV.

Next Sunday and the Sunday following, the "Catholic Hour" on NBC radio will air two special programs of dramatic readings in celebration of the Feast of Christmas.

McGough to 7 Arts As AE in Midwest

Joseph W. (Wally) McGough has joined Seven Arts Associated as Midwest division account executive, headquartered in Chicago, it was announced by VP-general sales manager Robert Rich. In broadcasting 20 years, McGough comes to Seven Arts from Radow & Alpers Advertising, Columbus, O., where he was a VP.

Entering the industry in 1942 as an announcer for WJAC, Johnstown, Pa., he later served three years in the Army during WW II. From 1952-'59 he was with WTVN-TV, Columbus, first as sales manager and from 1953 as general manager. McGough joined WKRC-TV, Cincinnati, in '59 as general manager, and a year later went to ABC International as station operations director, which he served for 14 months until going to Radow & Alpers.

Hollywood TV Chalks Up 8 'Constellation' Sales

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Hollywood TV Services' "Constellation Series" of 169 features has been sold in eight new markets: KCOP, Los Angeles; WDSU, New Orleans; WEPA, Erie, Pa.; WBJA, Binghamton, N. Y.; KROC, Rochester, Minn.; KSLA, Shreveport, La.; WTAF, Marion, Ind., and WCIA, Champaign, Ill.

In addition to the "Constellation" group, deals were also concluded for the company's "Saturn Features" and "Mighty '40" packages with the Erie, Marion, Rochester and Binghamton stations at the same time.

Variety of Stars to Shine On 'Telephone Hour' Spec

Singer Patti Page, Fred Waring and his Pennsylvanians, concert pianist Jean Casadesus and New York City Ballet stars Jacques D'Amboise, Melissa Hayden, Jilliana and Patricia Neary will appear Jan. 18 on NBC-TV's "Bell Telephone Hour" color special. With Donald Voorhees conducting the Bell Symphony Orchestra, the show is produced by Henry Jaffe Enterprises.

New Addition to Staff Of WFBM News Dept.

Indianapolis — Dave McGhee, former news director of WKNX, Saginaw, has been named city-county building reporter for WFBM's news dept. McGhee fills a gap left by Jim McManus who resigned to become director of the Indiana State Aeronautical Commission.

WTEV EXECS, SHOWS SET FOR OUTLET'S JAN. 1 BOW

(Continued from Page 1)

ing, PR; Mann Reed is operations manager, and Maurice P. Wynn is chief engineer.

Eckersley, serving as consultant for WTEV since September, 1961, was named GM last September. Before that, he was management rep since 1953 for the owners of WDAU-TV, Scranton, and also was a practicing attorney and CPA. Conway was in sales at WDAU-TV nearly nine years, last as general sales manager. Sisson, co-founder and former owner of WALE, Fall River, has been in broadcasting 15 years.

Scanlon joins WTEV after 10 years as merchandising-promo manager of CBS Films and most recently in the PR dept of ABC-TV. Reed comes from KBTW, Denver, where in 10 years he went

Don't Build—Move Home Says 'Empire' Producer

Santa Fe — Frank Pierson, currently heading the production end of NBC-TV's "Empire" series, found it cheaper to buy a house and move it than to build a set here. The house was a sharecropper's shack from an abandoned mining town. After TV exposure on series, it was given to the Indians.

ABC Newsmen on Go In India, Caribbean

ABC News correspondents have been assigned to cover the Kennedy-MacMillan conference in Nassau and the elections in the Dominican Republic this month. ABC's Charles P. Arnot has been sent to northern India to cover fighting in the border war of that area.

William H. Lawrence, White House correspondent, and Bill Sheehan, London correspondent, will both cover the Nassau conference Dec. 19-20. Paul Good, Caribbean correspondent, will be in the Dominican Republic to report on the first election since the end of the Trujillo era—set for Thursday.

Scotsman James Donald Is English Henry Higgins

Following their success as a team in "Victoria Regina" last season, Julie Harris and James Donald are re-united in Hallmark's "Pygmalion" Feb. 6 on NBC-TV. Donald plays Henry Higgins, the phonetics buff who hauls Liza Doolittle (Miss Harris) out of the gutter in spite of herself.

George Schaefer will direct the Shaw opus, from which the record-breaking musical, "My Fair Lady," was fashioned.

WUPI Is 1st FM to Sign For Carlton Fredericks

WUPI-FM, Lynn, Mass., has joined the syndicated line-up of Carlton Fredericks' "Living Should Be Fun" as the first FM client, bringing the number of major market stations to nine. Available in 25, 15 and 5-minute series, the show is devoted to a variety of nutrition and health topics.

WTEV has selected as its symbol, the six-foot, 2,400-pound brown sandstone eagle that Massachusetts natives know as "Mr. Steadfast." The 71-year-old eagle adorned the New Bedford Parcel Post Building until the structure was torn down in 1955, and since has graced a parking lot.

from announcer to program manager. Wynne, previously engineering director for two TV and three radio stations in Puerto Rico, has been in radio and TV engineering 21 years.

Repped by H-R Television and H-R Repts, which has just opened an office in Boston headed by Santo Crupi, WTEV has also set up local sales offices in Boston and Providence, with the latter also having a news bureau headed by Sisson. Ad agency for the station is Bo Bernstein & Co., of Providence.

WTEV has already set up a line-up of 16 syndicated shows to augment its ABC-TV schedule, with all purchases made in one day.

Cordic Tops Pitt Benefit For Children's Hospital

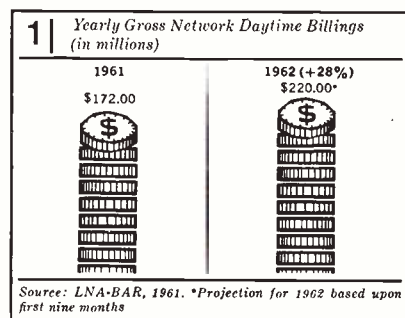
Pittsburgh — Rege Cordic, KDKA wake-up personality, will headline an evening of music and comedy Thursday at Carnegie Music Hall here in a benefit for the Children's Hospital. Cordic and members of his show will do skits featuring characters from the radio morning program with music by the Paul Hubinon-Ray DeFade Jazz Workshop Band of Duquesne U.

The Facts Behind "Daytime TV"

And introducing NBC's Vastly Simplified New Daytime Rate Schedule

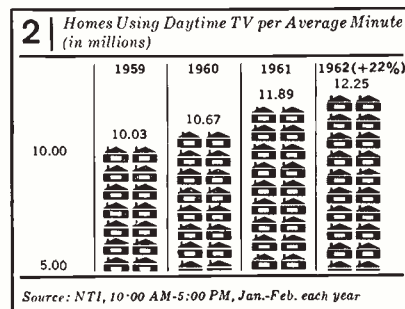
Daytime television is a world men rarely see. But women do—36 million of them every week.

To reach these women, advertisers are investing \$220 million dollars on the daytime schedules of the three networks this year—more than double what they spend on the five leading women's magazines combined. As a measure of daytime television's dramatic growth, this is 28% more than they spent on daytime television last year (Chart 1).



And the number of advertisers has jumped 60%—to 150 in 1962, compared with 90 three years ago.

Variety recently headlined this upsurge, "Daytime TV's Big Biz



Boom," and labels it "the vogue medium"—so much of a vogue in fact that "the pre-dark hours have burst through with near SRO." Translated, it reads the three networks are more than 90% sold out in the daytime.

What's behind this trend? Two facts.

1. GROWING AUDIENCES OF WOMEN
During one week, daytime television reaches 79% of all U.S. television homes (Nielsen).

And the viewing trend is up. Homes using daytime television per average minute rose 22% over the past three years (Chart 2). The average woman viewer, according to ARB, is now spending two hours a day with her favorite programs. Daytime viewing is up because the nation's housewives respond to the fact that daytime television is designed primarily to interest, entertain and inform them. It is their medium.

2. SALES IMPACT

No one disputes the fact that women make most of the decisions in day-to-day family buying (except perhaps for newly-wed husbands, but they learn fast).

3 Woman's Influence on Brand Choice

	DRUGS AND TOILETRIES		FOOD AND GROCERIES	
	WHO DETERMINED BRAND	WHO BOUGHT BRAND	WHO DETERMINED BRAND	WHO BOUGHT BRAND
WIFE	59%	66%	78%	79%
HUSBAND	17	20	13	15
CHILD	5	5	3	3
OTHERS	18	9	6	5

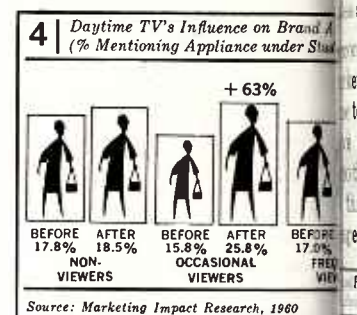
Source: McCall's Drugs & Toiletries and Food & Grocery Products Purchase Diary Study, 1956

Studies of the drug and toiletry business show that the wife does the actual buying 66% of the time. In food and groceries the proportion is even higher—79% of the time (Chart 3). The question is, does daytime television really influence buying decisions? A 1960 study by Nowland & Company reported that daytime viewers "are more receptive to advertising and more interested in convenience products than non-viewers."

A Marketing Impact Research study the same year measured the

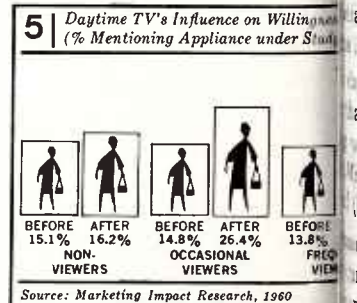
actual effect of an appliance company's advertising campaign showed:

... Dramatic increases in awareness for the product—72% among frequent viewers and 63% among occasional viewers (Chart 4).



... Even bigger increases in willingness to buy: 141% among frequent viewers, 78% among occasional viewers (Chart 5).

In a statement to stockholders, a company's president attributed a 21% sales jump in one year to a million dollar increase in advertising budget (the budget which went into NBC Television daytime).



Finally, if you're in the business of making women beautiful, this example of the power of daytime network television—its history reported by a cosmetics advertiser (Chart 6).

Isolated Cases?

Not according to the giant and drug advertisers, which

NBC TELEVISION DAYTIME SCHEDULE: SAY WHEN, PLAY YOUR HUNCH, PRICE IS RIGHT, CONCENTRATION, YOUR FIRST IMPRESSION

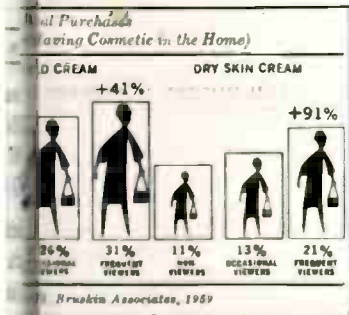
Time TV's Big Biz Boom"

(Boon To Advertisers Who Are Not Advanced Mathematicians)

continue to invest heavily in the television.

According to the experience of leading toiletries manufacturers which increased its investment in network daytime television from \$126,000 in 1956 to \$1,000,000 in 1962—and has had great success to justify it.

According to the nation's market managers. They voted television the single most effective medium in pre-selling to their women customers—more than women's magazines, newspapers, billboards and radio.



SPECIAL DAYTIME VALUES

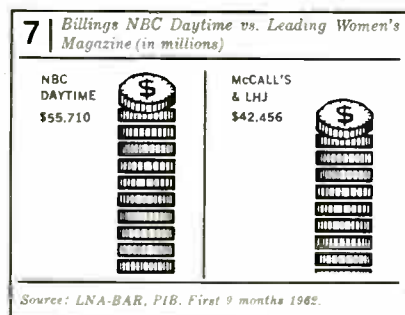
and beyond the eye-opening success of daytime television in general is the story of NBC in particular.

Daytime billings alone are more than the billings of the two women's magazines combined—*McCall's* and *Ladies' Home* (Chart 7).

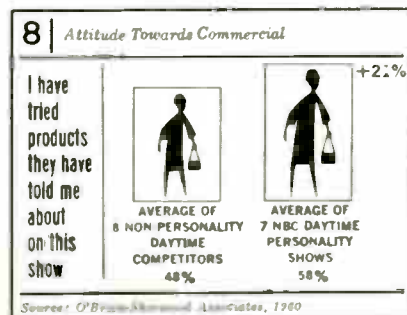
Reason advertisers are so particular about their schedule: the personal touch of NBC daytime series—Merv Griffin, Bill Cullen, Bob Downes, Bill Leyden, Bob Art James, Robert Q.

personal salesmanship by a make a difference? It makes a difference in the number of wives influenced to try a product, according to a study conducted in 1960 by O'Brien-Sher-

wood Associates (Chart 8). It makes a 32% difference in impact, according to a study of more than 8,500 commercials over a nine-year span, conducted by Gallup-Robinson.



This is the bonus from the personal touch of a Cullen, a Downs, a Leyden. NBC Daytime provides another bonus, too: our advertisers sell in a climate of excitement and program excellence. Most of NBC's daytime programs have also made their mark as prime



nighttime entries. Even those that haven't are pampered with nighttime production care. (Ask your wife about the big, new Merv Griffin hour...praised by *The New York Times* for its "substance, glamour and fun").

Still another value: four of NBC's daytime series are broadcast in color.

These are some of the reasons why NBC daytime has been virtually sold out this Fall. But it hasn't been all champagne and bravos. The rush of advertisers—particu-

larly those new to television and others with special needs—has put a strain on the complex old rate structure, serviceable as it was in the past.

NBC'S SIMPLIFIED NEW RATE STRUCTURE

On January 2, 1963, NBC will inaugurate a simplified rate structure to serve the growing number of advertisers in its daytime schedule.

Here is how it will work. Each daytime quarter-hour will be sold at a flat package price that includes time, talent and production costs. Period.

Bonus rates? Station charges? Continuity discounts? Class C? Class D? Obsolete—all of them. (No longer will it take a knowledge of advanced mathematics to buy daytime television.)

Starting in January on NBC daytime, each advertiser will buy precisely what he wants at a flat rate. It couldn't be simpler. It couldn't be better for the advertiser who wants to tie in daytime television with his marketing plans and cycles. It couldn't be better for the advertiser—big or small—who wants to buy performance, quarter-hour by quarter-hour.

The point is clear. Daytime television, with its vast and growing housewife audience and proven influence on purchases, is the most potent way to sell to women. Some 150 advertisers who will invest \$220,000,000 this year on daytime television know it.

Starting on January 2, they (and you, if you are not already among them) can reach the nation's best women customers by means of the simplest, most rational rate structure yet devised for network daytime television.



PORPOISES 'HAM' FOR WET PHOTOG

Galligan Takes Plunge
In Christmas Effort

Philadelphia — WCAU - TV cameraman Phil Galligan spent 2½ hours underwater to film romping porpoises for a segment of "Pixanne in Christmashland," holiday special just aired.

The underwater Christmas set included a Christmas tree, a fireplace for Santa and numerous presents of cut up fish which Pixanne liberally distributed. Galligan said porpoises are noted hams, and did not disappoint on this occasion. They repeatedly swam up to the camera, looked into the lens, and shook their heads.

Bozo, Crew Entertain Handicapped Kids

West Coast Bureau of RADIO-TV DAILY
Los Angeles — KTLA-TV personalities Bozo the Clown (Vance Colvig), Tom Hatten, Skipper Frank (Herman) and emcee Jack Barry have volunteered to entertain at the annual luncheon for 200 muscular dystrophy children at Scandia Restaurant today.

Previously set to appear at the party were Elroy Hersch and Les Richter of the L. A. Rams, plus several members of the Angels and Dodgers baseball clubs. Program chairman is Ted Tiss of BBDO.

Patty Duke to Guest Star In 'U.S. Steel' Drama

Patty Duke takes time from her own upcoming TV series to star with Fritz Weaver, Scott Forbes and Eugenie Leontovich in "The Steel Hour's" "The Duchess and the Smugs" on CBS Dec. 26. Kirk Browning will direct, and Bill Nichols is exec producer for the Theatre Guild presentation.

CCNY's Mickey Rich Fills Directorial Post at Arco

Director Mickey Rich, formerly of MPO and currently conducting a class at CCNY on "The Art of Film Making," has joined the Arco staff to direct commercials and industrial features. His Arco debut has Rich in charge of a Ford commercial.

2 'See It' Caesar's Way

West Coast Bureau of RADIO-TV DAILY
Hollywood — Eddie Ryder and Karen Morrow have been signed by producer Leo Morgan to appear Jan. 15 with Sid Caesar on ABC-TV's "As Caesar Sees It," scheduled to originate from New York.



By TED GREEN

• • • Comedian Phil Foster, one of the busiest TV guest stars, returns for another jest-fest with Johnny Carson on NBC-TV's "Tonight" show Friday . . . The Vesuvio's Tony Casciole says he knows a writer who's prepping a TV script to get in on the medical craze. It's called "Of Human Bandage" . . . Parents anxious to teach their young-uns the basics of everyday life, such as neatness of person and room, will find the answer in a new TV children's series, "Tidy Dee," featuring Fran Lee. The skein is patterned after Fran's successful adult video series, "Mrs. Fixit," and is a natural for sponsorship by household products and foods.

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• • • Alice Heinecke Prager, of SESAC is recovering from illness at Lenox Hill Hospital. All her friends hope she'll soon bounce back to her usual charming, cheerful self . . . Comic sensation of the Jackie Gleason show, Frank Fontaine, has recorded "When Your Hair Has Turred to Silver" for ABC-Paramount. The song was written 32 years ago by the late Peter DeRose for his wife, May Singhi Breen, for their first wedding anniversary . . . With many department stores resorting to TV to sell their merchandise because of the print strike, Alexander's has signed Bonnie Carlson, a Sutton TV model, to act as spokeswoman and model garments on video for Christmas shoppers.

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• • • Meet: Carlton Fredericks, radio authority on health and nutrition, whose syndicated "Living Should Be Fun" program, on the air since '41, is now carried by FM as well as AM stations. Special 45-minute edition of the show has been a mainstay on WOR, where it has been aired without interruption for close to a decade. Fredericks holds a Ph.D. in public health from New York U. and was formerly associate professor of nutrition at Fairleigh Dickinson College, Rutherford, N. J. His column is featured in the New York Mirror, and he also broadcasts a special feature on the ABC radio's "Flair." His latest endeavor is an LP album on dieting being released by Epic Records.



FREDERICKS

• • • "My Stetson's off to WNBC Radio personality, Jack Sterling and his crew. Jack, who was at home recuperating from surgery, did a remote broadcast from his bed in New Canaan while the remainder of the gang were in the studio at 485 Madison. The program went off without a hitch. In fact, it was one of the better Sterling airers. Jack, now back in the hospital, is expected to return to the air in about a week" . . . Clark Andrews reports that his client, Franz H. Laubert, has just completed voicing some new commercials for Noxema Skin Lotion and Robert Burns Tiparillo Cigars . . . Robert Goelet will walk in on Woodman & Rich on their WNBC Radio show today for a funfest. They're pals from Canada.

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• • • It's a daughter for the Jay Millers. Jay's a WNBC-TV producer-director . . . WNBC-TV pubaffairs chief Jack Reynolds off to California to oversee a series of Marine Corps film promos . . . Blossom Dearie, the gentle bopster, now at Lou Ebling's Rob Roy Restaurant, Armonk Village. The blonde pixie, who plays and sings a brand of jazz that just about everybody understands, entertains each Saturday evening during December.

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• • • Goings on at Cellomatic Industrial Productions, Screen Gems audio-visual division. Tom Howell and Ed Wood called to Detroit by the large auto companies who are seeking their industrial theatre services for touring sales presentations of next year's models . . . CIP presented an industrial show in Chicago for the Delco Division of General Motors . . . VIP will tour five cities with an industrial presentation for American Home Products . . . CIP staged and produced the UJA presentation at the '63 fund-raising dinner at the Americana. Chet Huntley was MC . . . The TvB presentation shown at the Waldorf has been turned into a 30-minute color film for national distribution.

IKE TO DISCUS ABE IN WARTIME

Ins. Co. Sponsors NBC's
'Eisenhower on Lincoln'

"Eisenhower on Lincoln—Commander-in-Chief" will aired by NBC-TV Feb. 11, eve of Lincoln's birthday. military memoir was filmed. President Eisenhower's study of Gettysburg and is his evaluation of the Great Emancipator military leader.

The program, sponsored Union Central Life Insurance was produced by James Nel directed by Lynwood King. Bert Russell Bennett composed original orchestral music. Producer is Donald B. Hyatt. special projects director.

17-Hour 'Newscope' Introduced on WABC-FM

WABC-FM at the weekend presenting continuous coverage as a service to Yorkers from 7 AM through midnight. Title of the 17-hour program is "FM Newscope."

During each hour, a special minute program of news is broadcast at the hour mark, then repeated three more times during the hour and updated for any breaking developments in a minute follow-show.

Every hour, a new 12-minute show is broadcast utilizing worldwide news sources of Radio.

A special crew of 20 newsers has been established for operation. Announcers include Fred Foy and Bill Rice.

Robert Irving Tops Shift Of WGN R-TV Execs

Chicago — In a general up personnel shift at WGN-TV Radio, Robert P. Irving has appointed industrial relations director to coordinate all commercial activity involving WGN various industry unions.

Irving's former post, traffic supervisor, will be by Don Knautz, moving up assistant night and weekend operations supervisor. Vacancy created in operations is filled by Johnson of TV production.

Frink Repping Animation

West Coast Bureau of RADIO-TV DAILY
Hollywood — Fred Frink has been appointed Detroit sales for Animation, Inc., and Productions, it was announced. Earl Klein. Frink replaces Petok who resigned for personal business reasons.

WGN, WBBM Atop Annual Chi Awards

Chicago — WGN and WBBM led top honors in annual awards given to Chicago stations by the American College of Radio Crafts and Sciences here. Opening Night at the Lyric Opera won for WBBM the award for the best coverage of a special event, with the station also taking top honors for the best public affairs programming, station entertainment news and on-air editorials. Bellaires, of the outlet, was named "best on-the-air sales personality."

WGN's honors included best information and sports programming and special mention to Carl Carlson as top newscaster; Jack House for sportscasting; Bill Phillips as best deejay, and Evelyn MacCormack as best personality.

Three Runners-Up

Runner-up honors, WMAQ led for its "Inner Space;" WF for entertainment programming, and WIND for air editorials. Len O'Connor, of WMAQ, was named as the best commentator. A special posthumous citation was awarded to the late Andre of WGN, for his contributions "in helping to build the image of radio in the Midwest." WLS' Ralph Beudin was named "radio man of the year."

Awards for the best commercial went to Earle Ludgin Associates, Continental Illinois Bank, and honorable mentions to Arthur Mayerhoff for "Wrigley," Ken Nordine for "Scanlon Furniture," and N. W. & Son for "United Airlines."

Grant for Illinois U.

In making the awards, Donald Mann, Radio College president, announced that a grant will be given to Illinois U. to seek possible methods in measuring radio program response on a quantitative and qualitative basis.

Health Ass'n Cites Breakthrough, NBC-TV

The National Association for Mental Health has presented an award for "outstanding public service" to NBC-TV for "Breakthrough: Mental Illness." Program, Lou Hazam and writer Howard Engel accepted for the award last June.

The citation reads: "An outstanding public service has been rendered to the national audience of this hour program notable for its excellent documentary technique for its skill in giving a dramatic sense of on-the-spot news on the latest scientific advances in mental illness."

AGENCY NEWSCAST

By RALPH TYLER.

Network TV and radio will be used by Thermos Division of King-Seeley to pre-sell the company's products throughout '63. Charles W. Hoyt Co. is the agency. The sales drive will be based on a two-year, cross-country study just completed of the outdoor living, lunch-carrying markets.

WABC radio's seven personalities donned Santa Claus suits the other day to launch a promotion in 165 Thom McAn shoe stores in New York, Long Island, New Jersey and Connecticut. The Santas had their pictures taken, then the photo's heads and feet were scrambled and put on display at the stores. The station is asking listeners to match the proper feet and heads. The first to match all seven correctly will get a mink stole. Seven runners-up will also get prizes.

Four execs have been elected VPs of Fuller & Smith & Ross. They are director of PR E. J. Ade, creative director for TV George F. Wyland, art director and group supervisor John J. Griffin and marketing director Richard Terry. Ade has operated his own PR consulting firm in New York for the last six years. He is a VP of the Freedoms Foundation at Valley

Forge and was also associated with former President Herbert Hoover as administrative director of the Citizens' Committee for Reorganization of the Executive Branch of the Government. Prior to joining FSR, Wyland was with JWT as associate group head, and before that was manager, creative production, broadcasting, for Cockfield, Brown & Co., Toronto. Griffin served as free-lance consultant from '60-'61, and prior to that was senior art director for McCann-Marschalk. Terry was VP in charge of marketing for Ted Bates for seven years before joining FSR.

Five firms have been approved as new members of Brand Names Foundation, Inc., bringing the total of new memberships this year to 35. The five fledglings are: Hat Corp. of America, New York; Kalamazoo Paint Co., Kalamazoo, Mich.; Paramount Bedding Corp., Norfolk, Va.; Richelieu Corp., Holbrook, Long Island, and Star Journal Publishing Co., Pueblo, Colo.

SYERS JOINS PGW IN N.Y.; OTHER REPS MAKE NEWS

Peters, Griffin, Woodward has appointed Robert J. Syers a radio account exec in New York. He joins PGW from Adam Young Co., where he was an account exec in the radio dept. For eight years before that, Syers was associated with BBDO in varied media capacities, including as a senior spot buyer, working on broadcast schedules for Dupont and Remington Arms, and purchasing time for the Pan American Coffee Bureau.

VP of the company. Erickson, before joining STS, was with CBS Radio sales and PGW in Chicago.

Triplett to Head BTS in Houston

Broadcast Time Sales has opened its ninth office in Houston and appointed Ned Triplett to head the new operation. Joining BTS from NBC in New York, he previously was with KTRH, KPRC, KTHT and KNUZ, all Houston.

Hollingbery Named To Handle WENE

George P. Hollingbery Co. has been retained to rep WENE, 5-kw full timer in Endicott, N. Y., owned and operated by Ottaway Stations, Inc.

Mid-West Reps For Peoria AM

Mid-West Time Sales has been appointed regional sales rep (St. Louis, Kansas City, Memphis, Omaha, Des Moines) for WAAP, Peoria.

Douglas Now AE For HR&P in N.Y.

Harrington, Righter & Parson has added Donald B. Douglas to its N. Y. staff as an account exec. Previously a senior time buyer at Dancer-Fitzgerald-Sample, he was also with Tatham-Laird for four years, and in the marketing division of Gulf Oil.

Erickson Is Prez, Spot Time Sales

Spot Time Sales has elected its former Chicago manager, John E. Erickson, as president, replacing William T. Heaton, who has resigned. Carleton F. Loucks, formerly with STS as East Coast sales manager, is resuming that post and has also been elected a

RCA Facilities Aiding Caracas TV to Grow

RCA is to provide additional transmitters, microwave relays and other equipment at a cost of \$750,000 in a program to expand Radio Caracas TV into Latin America's largest inter-connected TV network. The program is expected to be completed in mid-'63.

William H. Phelps, Jr., president of the network, said there will be 600 miles of inter-connected microwave relays and 900 miles of off-the-air pickups, utilizing normal TV frequencies which are amplified and rebroadcast for the local area. Altogether, 15 transmitters will be used to cover all population areas of Venezuela, from San Felix in the east to San Cristobal in the west.

One of the microwave relays from Caracas to Barcelona will involve a hop of almost 200 miles, one of the longest relay hops in the world, Phelps noted. This will be made possible by the high mountains in Venezuela which will permit line-of-sight between two such widely separated points.

ABC to Vidcast Climax Of ECAC Hoop Tourney

ABC-TV will cover the second half of the championship game of the annual Holiday Festival Basketball Tournament Dec. 29. Six ECAC entrants are Boston College, Duquesne, Holy Cross, NYU, St. Bonaventure and Pennsylvania. Guest teams are Illinois, from the Big Ten, and W. Virginia from the Southern Conference.

Tourney opens Dec. 26, with the two semi-finals winners meeting at Madison Square Garden the 29th. Don Dunphy will carry the play-by-play. Hugh Beach produces the program, which replaces "Fight of the Week."

'International Zone' Gets New Impetus from UN

The United Nations has announced a new series of "International Zone" TV programs, Alistair Cooke still hosting. "The Flags Are Not Enough," due in January, will be three sub-titled programs about the "development decade."

Scranton's Jack Nedell Tees Up for 30th Ann'y

Scranton—Jack Nedell, marking his 30th year as senior account exec at WGBI and WDAU-TV here, has taken off with his family for a four-week golfing holiday at Miami Beach. He said that most any afternoon he can be found at the Orange Brook Country Club in Hollywood Beach, where he will take on all broadcasters—particularly radio pioneers—in a round of golf.

Artists Ag'cy Corp. Is a 3-Way Merger

The merger involving Rosenberg-Coryell Agency, Broadcast Management, Inc. and Ziegler-Hellman & Ross Agency has been finalized, with the combined firms henceforth operating on both Coasts under the new name of Artists Agency Corp.

Officers and major stockholders of AAC are Bob Coryell, George Rosenberg, Marvin Josephson, Mike Levee, Jr., Evarts Ziegler, Hal Ross and Meta Rosenberg. Jerome Hellman, former head of Ziegler-Hellman & Ross' New York offices, who leaves the agency field to enter production, will become a consultant to AAC in New York.

Joining AAC in its New York offices will be Marian Searchinger and Martin Rosen, and in its Hollywood offices Marvin Birdt, all formerly with ZH&R.

Lee Phillips Takes Post As WINZ News Director

Miami — Lee Phillips, a veteran of 23 years in broadcasting, has joined WINZ radio here as news director. Phillips' background includes work as news correspondent for Mutual, ABC and CBS.

In Miami since 1949, Phillips has handled hundreds of commercials and shows on local TV channels as well as color and announcing on a number of web programs originating here.

Red Cross Lauds WABJ

Adrian, Mich. — WABJ has been cited by the local chapter of the American Red Cross for its efforts in promoting the Bloodmobile in the area. In a letter to the station's Gene Baril, the outlet was hailed for its spot announcements which brought in 263 pints of blood.

ABC News Inks Blank

Ben Blank has been appointed graphic art director for ABC News and public affairs, coming from a similar post with CBS News. He has been with the latter net since 1952, and before that was a freelance artist in New York.

'Face of Medicine' Lifted For 3rd Time on WBKB

Chicago — In response to public demand, WBKB's "The Face of Medicine," a consideration of medicine's present and future, will be screened here Dec. 30 for a third time. The hour taped conversation on questions of health features Dr. Walter C. Alvarez, chief diagnostician at the Mayo Clinic, and commentator Norman Ross.

HOLLYWOOD TELEVISION

• • • KHJ will produce a special seven-hour Christmas Eve Festival. General manager Milt Klein said the station will air every type of Christmas album, winding up with traditional Yule time carols. Cal Milner is producing.

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• • • William O. Douglas, Jr., son of the United States Supreme Court Justice, has been set by Daystar Productions to play the being from outer space in the pilot segment of "Stand-By," new ABC science-fiction teleseries being produced for Daystar by Joe Stefano's Villa di Stefano, Inc. . . . Daystar's executive producer Leslie Stevens directs from script co-written with Frank Moss. . . . "The Story Of," Wolper Productions' documentary series for UA-TV, resumed shooting this week after a three-week production break.

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• • • Raymond Burr, TV's Perry Mason, reported in excellent condition following internal surgery at Cedars of Lebanon Hospital. Operation was for removal of polyps and Burr is expected to return home the end of next week.

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• • • Meet: Norman Lloyd one of the two producers of "The Alfred Hitchcock Hour," aired weekly on CBS-TV. Lloyd was cast as a heavy in films although on Broadway he played all kinds of roles. He was a charter member of Orson Welles' famed Mercury Theatre. Lloyd has toured in stock, played Shakespeare and directed for both the stage and television. Some of his top films include "Saboteur," "The Unsuspected," "Spellbound" and "The Southerner," he decries the fact people like to refer to actors as New York actors or from Hollywood. He says: "Most of Hollywood's top film actors come originally from the Broadway stage. This type of classification is too subjective and certainly not justified." On subject of Hitchcock shows he comments: "The thinking behind the productions is to put normal people in unusual circumstances. Our scripts must have overt or hidden danger. Our actors must have charm, energy and an attitude." Lloyd prefers actors who have what he terms poetic overtones. "Like a Cagney, Eddie Robinson or a Bogart."

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• • • Jack Gainey has joined KMEX as an account executive in the sales department. . . . Producer-director-cameraman William Brisseau has returned to Hollywood from Tokyo where he headed production unit shooting the after-dark episode, "The Open City," for Jack Douglas' "Across the Seven Seas" . . . Faye Nuell, Eleanor Audley, Louis Mercier, Noah Keen and Kay Stewart have been added to the cast of "Arena" at Revue.

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• • • Eddie Albert has been signed by executive producer Herbert B. Leonard as guest star in the "Naked City" skein "Robinhood and Clarence Darrow, They Went Out with the Bow and Arrow," which is in rehearsal in New York. . . . Stuart Rosenberg will direct the teleplay. . . . Quinn Martin, executive producer of QM Productions' "The Fugitive," reveals the promos for the UA-TV series have been completed before principal production has ended. Series is for ABC-TV.

UHF Operators Organized

(Continued from Page 1)

dusty, and provide a "sounding board" and "listening post" for fullest exchange of advanced research and technical information."

Putnam said in forming ACT, "The director took under full consideration the impact and effects of the 'all-channel receiver' action and the collective opinion indicated agreement that the use of the UHF spectrum had been 'legitimized' by an Act of Congress." Vice Chairman of the board is Frederick Mueller,

WEEK-TV, Peoria, and directors are Robert W. Mack, WIMA-TV, Lima, O.; David Baltimore, WBRE-TV, Wilkes-Barre; John English, WSEE-TV, Erie; Lawrence Turet, WXIX-TV, Milwaukee, and Warren Williamson, WKBN-TV, Youngstown.

Brown, who resigned from the NAB in 1960 to re-enter private law practice here, had been with that organization since March, 1951, when he joined it as counsel to the TV board of directors.

New Patti Page Co. Sets Skein for Singer

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Jack Rael, manager-partner of Patti Page, has formed ARGAP for the production of TV series and motion pictures and signed George Swanson and Mike Scannell to develop a film TV series to star Miss Page. ARGAP is a subsidiary of Page-Rael Enterprises.

Miss Page leaves next week for a 10-day engagement at the La Casin in Philadelphia, is committed for guest star appearances "Bell Telephone Hour" and "Sullivan Show," will guest in "Defenders" segment and has been set as one of the stars of the Walt Mirisch production, "A Rage to Live," scheduled for filming Hollywood next Spring.

WEEI's Mitchell Joins Staff at WNAC-TV Sales

Boston — Eugene (Red) Mitchell, former account executive at WEEI, has joined WNAC-TV sales staff to service all agencies previously assigned to Al Maffei, now president of the Hallmark Trading Co.

Mitchell became associated with WEEI in 1956 as merchandising director, later headed national sales and was appointed to account executive post.

KRON-TV Will Relocate

(Continued from Page 1)

Archbishop Joseph T. McGuckin to build a new cathedral a few blocks away on the recently shut-cleared Western Addition development Project.

Charles de Young Thier, president of the Chronicle publishing company which owns and operates KRON-TV said internationally famous architect Gardiner Dailey is designing the new structure.

'Calendar' Gal in Stockin

Mary Fickett, a co-star of CBS TV's "Calendar," will host the net's special Christmas Eve musical and art program titled "Carols and Creches," produced by CBS public affairs in co-operation with the National Council of Catholic Mothers.

'Depressing' Weather . . . He Returns Down Under

London — Demoralized by the rain and fog, Barry McQueen, BBC-TV newscaster here, is returning to his native Australia April. "I expected the weather to be bad in Britain, but not this depressing," says McQueen, who has been with the net for the past two years. He returns home with plans for a future assignment.



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TUESDAY, DECEMBER 18,

PAGES

BARTLEY OPENS ATTACK ON WEBS

FM FREEZE 'ICES' NEW BIDS, SHIFTS

Table-of-Allocations Issue Holds Thaw in Its Outcome

The FCC has decided to slap a "freeze" on most applications for FM stations or changes of channel for present stations, pending conclusion of its deliberations whether to adopt a table of allocations for FM similar to that for TV.

This was preceded into the "freeze" category by AM, which has been frozen pending an FCC decision.

(Continued on Page 5)

FCC 'Muscle' Shows License, Shortcuts Other

Washington Bureau of RADIO-TV DAILY
Washington—The FCC in a year-long display of regulatory muscle has granted a radio station license by a unanimous vote and handed Louisiana U. a one-year renewal for WFL-TV, New Orleans, on a 6-1 vote.

The New Orleans TV case was a clear-cut example of FCC decision-making as has as yet emerged. This was the only issue mentioned, except for a musician's union petition against license renewal on grounds of failure to broadcast music as much as promised, that petition was denied.

The commission ordered KBOM.

(Continued on Page 6)

DB, Homestead, Fla. \$144,500 Sale OK

Homestead, Fla. — The sale of WDB here by South Dade Broadcasting to Seven League Productions for \$144,500 has been approved by the FCC's Broadcast Bureau.

A.A. Names Kellman

The American Arbitration Ass'n has appointed Leon Kellman of William Morris Agency to its Special Panel of Arbitrators. He will be available to serve in disputes over the performance of commercial contracts.



Anthony George "Checkmate"



Steve McQueen "Wanted: Dead or Alive"

WPIX-11 is looking more like a network...more...and more!

Supplement your network shows in New York with a schedule on WPIX-11. Your commercial is in with big shows and stars like Art Linkletter, Boris Karloff, Jackie Gleason, Walter Cronkite, and many more — all on WPIX-11. Available now: minute commercials in prime time in a "network atmosphere".



Where are your 60-second commercials in New York?

Minow to Pick Up Award From NAFBRAT on Coast

Los Angeles — FCC chairman Newton N. Minow will receive the National Ass'n for Better Radio and TV's Lee DeForest Award at a luncheon tomorrow in the Wilshire Country Club. The award was created in 1953.

Power Drain Delays Relay Satellite Test

A transatlantic telecast via the Relay communications satellite, planned for tomorrow at about 8:45 AM, has been postponed. NASA reports that all communications tests via RCA's satellite have been postponed because of an unexplained drain in its power supply.

The program was planned for live broadcast in this country by the TV networks of ABC, CBS and NBC.

CP for Kenton, O., FM

Kenton, O. — Robert W. Reider has been given a CP for Radio Kenton, for an FM station, to be located here.

WOKR-TV Rejects 'Amos-Andy' Axing

Rochester — WOKR-TV has turned down a demand by the Rochester branch of the NAACP that the station immediately take the "Amos 'n Andy" program off the air.

Richard C. Landsman, WOKR president and general manager, said: "The management of WOKR is naturally concerned when any group whose ultimate aims are well intentioned makes protest against any program carried by this station. WOKR is fully sympathetic with the ultimate goals of the NAACP. We cannot agree."

(Continued on Page 5)

Application Date Is Set For 'Satellite' Stock Sale

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has set Jan. 2 as the date on which communications common carriers may apply for authorization to purchase stock in the satellite communications corporation now being formed. FCC said shares will not, however, be available for actual purchase either by carriers or general public until incorporation has been completed.

'Divide and Conquer' Plan Seen in Appeal For Local Programs

By ARTHUR PERLES

To many broadcasting operators yesterday it looked very much as though Commissioner Robert T. Bartley is "the new stalking horse" in an FCC drive that will intensify over the next several months to reduce network program originations, making room for local shows.

Although it is no secret that Bartley ideologically belongs in the Minow-Henry-Cox camp advocating stronger government controls over programs, his talk last week before the Southern California Broadcasting Association, left doubt that the FCC intends applying more and more pressures on network majors.

His "Pied Piper" opening remarks directed to station man-

(Continued on Page 2)

Name Toledo Broadcaster Chamber of Comm. Head

Toledo—Thomas S. Bretherton, executive VP and general manager of Community Broadcasting Co., owner of WTOL-TV-AM-FM here, has been elected president of the Toledo Area Chamber of Commerce. Bretherton also serves on the board of directors of the Toledo Area Chamber of Commerce.



BREHERTON

Hurricane Commercials Whip Up a \$5,000 Fine

Dover, Del. — WDOV-AM-FM has been fined \$5,000 for broadcasting commercial programs and announcements when it was on the air past its legal hours in a hurricane emergency and for allegedly falsifying logs to conceal this activity from the FCC and for "double billing." The commission noted it had originally proposed either to revoke the station's license or to impose a \$10,000 fine.



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COMING AND GOING

GUS GREBE, KNX sportswriter, to Peoria, Ill. on vacation.
TED ROSENBERG, Eastern TV sales director, King Features Syndicate, on a sales tour of Southeastern states.
BUD and TRAVIS arrived in Beverly Hills to begin rehearsals for a Dinah Shore Show.

JACK CALDWELL, ETHEL ZEUNER and PETE POLAKOWSKI, in N. Y. from N.E.T. distribution hq. for confabs.
INGER STEVENS has arrived in N. Y. for p.a.'s.
KEIR DULLEA has arrived in N. Y. for a U. S. Steel Hour appearance.

Nebraska-wide ETV To Be Charted Jan. 1

Lincoln — Steps needed to develop a statewide ETV system will be outlined in a survey report to be completed by the first of the year for the Nebraska State Committee on ETV.
Financed by private funds and launched by direction of the governor and a resolution of the 1961 legislature, the study is expected to provide answers to questions on costs, technical problems, administrative matters, programming and legal affairs.

Pitt Channel Dips Pen For 100 'Inkwell' Buy

Pittsburgh—WTAE has signed for Video House's 100 five-minute "Out of the Inkwell" b-&-w cartoons, it was announced by Albert G. Hartigan, VP-general sales manager of Video House. The station will begin screening them in early 1963.

DJ PLAYS SANTA TO FIRE VICTIMS

Stenger Airs Appeal After Hospital Blaze

Huntington, W. Va. — WSAZ helped bring the Christmas spirit to mental patients at the State Hospital, Barboursville, after fire destroyed all their personal possessions and two sections of the institution.

Deejay Pete Stenger used his early morning program to break news of the night's tragedy. He described various objects used for therapy that had been destroyed and appealed for replacements.

Pete, accompanied on the piano by his wife Faye, entertained the 300 patients at a WSAZ Christmas party. Response to his appeal netted nearly \$2,000 in presents.

Aetna, Pennzoil Back Huntley Radio Talks

NBC News' Chet Huntley on Dec. 31 begins a Monday-Friday five-minute commentary on NBC Radio, titled "Chet Huntley's Perspective on the News." The new series will be broadcast in various time slots between 5 and 7 P. M. in most markets.

Co-sponsors are Aetna Casualty & Surety Co., thru Remington Advertising, Hartford, and the Pennzoil Co., via Fuller & Smith & Ross, New York, and Eisaman, Johns & Laws, Los Angeles.

Huntley's NBC-TV appearances include the "Huntley-Brinkley Report" Mondays-Fridays, "Chet Huntley Reporting" each Friday, and various "NBC White Paper" and other special news programs. He also presents five - minute "News-on-the-Hour" and "Emphasis" segments on NBC Radio.

FINANCIAL

(December 17)

CLOSING PRICES NEW YORK STOCK MARKET

Admiral Corp.	1
AB-PT	3
Am. Tel. & Tel.	1 1/2
AVCO	2 1/2
CBS	4
Columbia Pic.	2 1/2
Crowell-Collier	1 1/2
Decca	4 1/2
Disney	2 1/2
East. Kodak	10 1/2
Gen. Prec.	3 1/2
General Tel.	2 1/2
Hazeltine Corp.	2 1/2
Magnavox	3 1/2
MCA	4 1/2
M-G-M	3 1/2
Mtremedia	1 1/2
Minn. M&M	4 1/2
Nat. General	3 1/2
Paramount	3 1/2
Plough	3 1/2
RCA	5 1/2
Storer	3 1/2
20th-Fox	1 1/2
Taft	1 1/2
United Artists	2 1/2
Warner Bros.	3 1/2
Westinghouse	3 1/2
Zenith Radio	5 1/2

AMERICAN STOCK EXCHANGE

Allied Artists	1 1/2
Capital Cities	1 1/2
Desilu	1 1/2
Esquire, Inc.	2 1/2
Filmways	1 1/2
MPO	1 1/2
NTA	1 1/2
Reeves Sound	1 1/2
Screen Gems	1 1/2
Technicolor	1 1/2
TelePrompTer	1 1/2
Trans-Lux	1 1/2
TV Industries	1 1/2

* OVER THE COUNTER

Jerrold	4 1/2
Meredith	20 1/2
Rust Craft	10 1/2
Seven Arts	8
Sterling	1 1/8
Walter Reade-Sterling	2
Transcontinent	9 7/8
Wametca	19

* Courtesy of National Association of Security Dealers.

Bartley FCC 'Stalking Horse'?

(Continued from Page 1)

agement had an upmanship quality:

"I like being with broadcasters. Having been one of you for a long time—I feel at home with you. I believe that you will accept my criticisms and challenges with understanding."

Pointing to the NAB code preamble which declares "the TV broadcaster is responsible for the programming of his station," Bartley declared the commission's program policy coincides with its "noble objectives."

In the next breath, he urged consideration of this statement as "a magna carta" for broadcast licensee."

Yet, even Bartley questioned whether "the Congressional or commission mandate — that responsibility for broadcasting gen-

erally rests in the local licensee—can be made to work."

Broadcasting's economic structure has demolished efforts to have stations control broadcasts, Bartley charged. He declared that "the market place for programs must be kept open for competition."

In New York network headquarters, the Bartley speech was generally interpreted as the first big wedge driven by the Minow-dominated group to "divide and conquer" for the ultimate purpose of putting Federal bureau importantly in the on-air broadcast picture.

"Ledgership" leads some broadcasters into dangerous pitfalls, he maintained urging them to "... set their sights high enough—above the printed page of the ledger... we find 'ledgership' instead of leadership."

Fanning Leaves CBS Labs

Cambridge, Mass.—Odom Fanning, formerly information director of CBS Laboratories, has joined Baird-Atomic, Inc., as public relations and advertising director.

COLLECTIONS

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TV's 'Ed Allen Time' Is WPIX Phys-Ed Time

"Ed Allen Time," trimming a slimming show for the ladies, debuts Monday on WPIX-TV. Program, with instructor Allen leading the audience in physical fitness exercises, will run across board Monday-thru-Friday.

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in Metropolitan

KALAMAZOO

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BBC Mapping Plans for Second TV Channel

16-Hr. Week Slated for Initial Operation; Start Date is April, '64

Special to RADIO-TV DAILY

London—Steady progress is being made toward start of BBC's second TV channel in April, 1964, according to Leonard Miall, who is organizing the plan for BBC II, as it's now being called. The second channel will run with some 25 hours a week of fresh material and initial telecasts will be for that fifth of the British population that lives in the Greater London area.

Expansion Planned

By the Spring of 1966, service is expected to expand to the south and west of England, to the Midlands, South Wales, southern Scotland and Northern Ireland. Miall then, said Miall, it should be carrying over 30 hours a week, including colorcasts. He noted that he hoped to inaugurate a color service of about two hours a week before the end of 1964.

There would be more educational and informational programs in BBC II, Miall said, but would not be a program aimed at education or highbrows. It would be neither more, nor less intellectual than BBC I, but a different complementary service, able to offer programs of flexible length, and to cater for the special interests of substantial groups of people at peak viewing hours. Such programs might range from half-length play to an evening boxing.

Sports to be Stressed

Outside broadcasts would have much more scope. It would be possible for BBC II to carry a whole sporting, or other event, instead of being limited to short excerpts. There would be a number of fresh programs both in light entertainment and feature fields, based on the use of new outside broadcast equipment, which he foresaw fresh kinds of programs of news analysis. There would also be a much greater interchange of programs with Europe.

Mink Sandwich Astounds New York's Park Avenue

Park Avenue natives were baffled last week by the sight of a beautiful woman wearing an expensive mink coat, over which she carefully draped a sandwich. Gimmick is brain child of David O. Alber Associates' PR man. Since newspaper strike, Alber is using this method to get clients' news to the public. Sample sign: "Johnny Mathis headlines at Copa Feb. 7."

FCC Moves on CATV With 'Condition' Plan

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has proposed denying grants of microwave facilities to community antenna systems unless they agree to carrying the programs of a local station without degradation of picture quality.

Comments on the proposal will be accepted until Feb. 15. The commission said it has been concerned with impact of CATV systems on local stations, and has asked Congress, unsuccessfully, for authority to regulate such systems.

'Wide Country' Rolling With No Christmas Break

West Coast Bureau of RADIO-TV DAILY

Hollywood — Because of a heavy production schedule, producer Frank Telford has announced that "Wide Country" will not take a break over the Christmas holidays, although 17 episodes have been completed so far.

Earl Holliman and Andrew Prine star in the hour NBC-TV series, with cameras rolling on "Whose Hand at My Throat," directed by John Brahm.

2 W. Germany Locations For Wolper's 'Story of'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Wolper Productions has slated two documentaries for location filming in West Germany for UA-TV's "The Story of" series. George Bailey, Reporter Magazine staffer, is subject of "Story of a Foreign Correspondent." Second film is "Story of a Heidelberg Student."

Alex Grasshoff, already in Berlin, will produce and direct.

'Appreciation' of WCKR

Miami — WCKR has received from this city a "Certificate of Appreciation" for producing and broadcasting its Sunday morning program, "Report to the People." Entering its second year, the show is moderated by Dr. H. Franklin Williams, Miami U. VP, who introduces city and county officials in discussions of civic interest.

'Children's Gospel Hour'

Dallas — WFAA-TV has begun a children's religious program series, "Children's Gospel Hour," featuring hymns by guest choirs, instructive stories from the Old and New Testament and competitive Bible quizzes. The Rev. R. M. Geiger is host and story-teller.

30TH PGW YR. WAS 'BIG;' OTHER REPS MAKE NEWS

This year marked the 30th anniversary of Peters, Griffin, Woodward and, according to president H. Preston Peters, was one of the most active for "PGW Colonels" in all offices. Because of rising importance of the Midwest as an advertising decision-making center, he noted, PGW increased the manpower in its Chicago office and moved to larger quarters in the Prudential Plaza. Similar reasons prompted PGW to open offices in Philadelphia and Minneapolis.

Peters said the firm's advance during the year was topped off by its appointment as exclusive national rep for two new stations—WNYS-TV, Syracuse, and WZZM-TV, Grand Rapids—in addition to being retained by KSL-AM-FM-TV, Salt Lake City, and WSTV-TV, Steubenville-Wheeling. He added that PGW also has a number of charter stations which it has repped for 30 years.

H-R Boosts White To Nat'l Sales VP

H-R Television has promoted John H. (Jack) White to national sales VP from his post as national sales manager, which he held since 1961. He joined H-R in August, 1959, as Eastern sales manager, and before that was with CBS-TV Spot Sales for seven years in New York, San Francisco and Chicago, and with the Katz and Hollingbery rep firms.

Nat'l Time Sales Named in Honolulu

National Time Sales has been named to rep KTRG-TV and KTRG Radio (the latter formerly KOOD), Honolulu, owned by David Watumull's Hawaiian Paradise Park Corp. KTRG-TV, which went on the air this Fall, is managed by Russ Greer, Jr., and is an independent. KTRG, purchased this Spring by Watumull, operates at 5 kw and has applied for a boost to 50 kw. It is managed by Perry Carle.

Stations on Coast Appoint Rep Firms

Gates/Hall, Inc., and Weed & Co. have been retained by KNGL, Paradise, Calif., which is affiliating with ABC Radio, according to Bill Gleeson, manager of the Sacramento Valley station. Gleeson, also manager of KICO, El Centro, Calif., also announced the appointment of Ted Hall, San Francisco, as that station's northern California rep. KICO is the ABC Radio affil for the Imperial Valley.

WABC-TV Nearly Triples News for Paper-Less N.Y.

WABC-TV is now airing 20 hours and 20 minutes of news per week, exclusive of public affairs and specials, compared to 7 hours and 25 minutes before the newspaper strike. This includes signing on a half-hour earlier to make room for local "Big News Special" from 7:30-8 AM, plus signing off with news each night. First previous local newscast was "Big News" from 6-7 PM.

A Half-Interest Sold For Buck by Balaban

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has approved an arrangement under which H. and E. Balaban Corp. sold its half interest in WBMG-TV, Birmingham, to Winston-Salem Broadcasting, which already owns the other half, for \$1.

Also approved was sale of WFKY, Frankfort, Ky., by Frankfort Broadcasting to Capital Broadcasting to Capital Broadcasting for \$150,000, and purchase from other stockholders of 60 per cent of WCGR, Canandaigua, N. Y., by present 40-per cent owner Westley G. Kimble for \$12,000.

Approved, too, was sale of WKLZ, Kalamazoo, Mich., by Circle Corp. to R. J. Van Beck, E. J. Popke, Jr., and Bernice Mathes for \$138,000, involving agreement not to compete within 25 miles for five years.

Barrington, Wormington New Managers of WDAF

Kansas City — Transcontinent Broadcasting has named Jay P. Barrington manager of WDAF-AM-FM, and Robert J. Wormington manager of WDAF-TV, both effective Jan. 1.

Both men joined the stations in '50, Barrington as TV staff announcer, newsman and sportscaster; Wormington as radio-TV salesman.

STORK NEWS

Rege Cordic, KDKA personality, and his wife Diane welcomed their fourth child, and third daughter, at West Penn Hospital, Pittsburgh.

Weathercaster Advises Others; Forgets Self

Dallas — Dale Milford, weathercaster for WFAA-AM-TV, went all out warning motorists to protect their cars when a recent hard freeze hit Dallas. The next morning there was only one frozen car out of all those belonging to WFAA employees. It was Dale's. He had been too busy to put in anti-freeze.

Austria Had Trapps; U.S. Has the Burkes

A singing American family described by Hedwig von Trapp as "like my family all over again" will make its TV network debut on CBS's "Look Up and Live" Dec. 30.

The program, featuring the Burke Family Singers, is produced by CBS Public Affairs in cooperation with the National Council of Catholic Men. Burke, organist and choir director of Blessed Sacrament Church, Providence, R.I., his wife and ten children will sing in a set that simulates their living room at home.

Mark Davis Heading Up Wheeling Special Events

Wheeling, W. Va.—Mark Davis has joined WWVA as head of its special events programming. Davis had been with WOMP, Bellaire, O., where he served as program director. Previously, he was also program director at WCNG, Cannonsburg, and WHJB, Greensburg, Pa.

SIGHT 'N' SOUND

by DAVID O. ALBER

"Take it off!" is more than merely a burlesque phrase. It also refers to your golden opportunity to grab a couple of extra holidays. We defy anyone to deny that TV execs are among the hardest working guys in the land. They are subject to enormous stress and strain. It would do them good to steal an extra day off once in a while, so they could recharge their batteries and dream up some fresh ideas. Apropos, coming up are Christmas and New Year's, both falling on Tuesdays. Fellow TV execs unite! Don't let your boss or your client talk you into working on Monday, December 24th or 31st. Take that extra day off. You deserve it. Take it easy and have a fine holiday! As for us, our publicity office never sleeps and we'll be slaving away as usual.

DAVID O. ALBER ASSOCIATES, Inc.

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Hollywood: 8733 Sunset Boulevard
Affiliates in leading cities



By TED GREEN

• • • ABC-TV's "Discovery" on Dec. 27 will devote a half-hour to the Miami Seaquarium . . . Walter Scanlon, after 10 years with CBS Films and later in ABC-TV's PR dept., has become public relations manager for WTEV, which goes on the air Jan. 1 in New Bedford, Mass., as an ABC-TV affiliate. Walt's a top man in industry PR . . . Allan (Al) Wallace, former account exec at Video Tape Productions, has been named sales VP for Video Tape Unlimited . . . Capitol Records' pop album release this month included new albums featuring Nat King Cole; Tennessee Ernie Ford; The Kingston Trio; Frank Sinatra, and The Green River Boys with Glen Campbell.



SCANLON

• • • News from WWRL: Jocko Henderson, one of New York's most popular deejays formerly heard on WADO, now be heard across the board on WWRL . . . "Big Joe" Rosenfield, Jr., Locality Mayor of Times Square for the past 11 years, elected president of the New York League of Locality Mayors . . . "Doc" Wheeler received the Distinguished American Award from the Long Island Observer for his great community work.

• • • Meet: Keith Textor, composer - arranger of Scott-Textor Productions, a leading producer of original music for radio and TV. In seven years, they have created more than 400 commercial jingles and complete scores for industrial films. They also did the "Candid Camera" theme. Textor, a navy pilot during WW II, later formed "The Honey Dreamers" vocal group. In 1955, Textor and lyricist Alan Scott, with their equally talented wives, formed the current firm. Their "music to sell by" has been bought by such blue-chip sponsors as L&M cigarettes, Ford, Buick, Gen. Mills, Gillette Razors, AT&T, Nestle's and RCA.



TEXTOR

• • • Tony James, for the last five months sports director of WBAB - AM - FM, Babylon, L.I., named program director of the station . . . Felix Greenfield, prexy of N.Y. Society of American Magicians, turns up as a triple-threat man on a soon-due segment of CBS-TV's "The Defenders." The versatile Felix will be technical advisor of the film as well as magician and actor . . . Les Davis, jazz at WNCN, Concert Network, will host the third annual Intercollegiate Jazz Festival Dec. 22 at the Grossinger Hotel, Grossinger, N.Y. . . . Martha Wiley Emmett's book, "Satan Have Pity," published by Athenum, will be in the bookstalls by February. Two motion picture outfits have started bidding on what should be a major best seller for '63. This book has a great showbiz theme.

• • • Kay Korwin, who has moved into larger quarters on Lexington Ave., reports that client Wally King just finished and did a great job on recording commercials for Fitch Shampoo . . . WMCA prexy R. Peter Straus was named by Citizens Union to work over Austin Tobin, chairman of the Port Authority of New York, at a dinner honoring the harbor master . . . Fred Kaplan of ABC Radio's "Flair" program, elated over the news that his brother received his M.D. from Queen's U. Medical School at Belfast, North Ireland . . . Lee Phillips has joined the executive staff of Miami's WINZ as news director.

• • • ABC-TV officials are huddling with Woody Woodbury for a night-time show in the Spring in addition to his "Who Do You Trust?" daytime . . . Music publisher Jack Mills reports that "standards" like "Stardust" and "I Wonder Who's Kissing Her Now" are making a comeback on TV. Stations are playing such tunes three times as much as in '61 . . . Josephine Keim has joined Sullivan, Stauffeur, Colwell & Bayles as a copywriter.

WNAC's Louise Morgan Fashion Award Winner

Boston — WNAC-TV's Louise Morgan has received the third annual merit award from the New England Chapter of the National Home Fashions League for "increasing public knowledge of the home furnishings industry." "The Louise Morgan Show" features weekly interviews with interior decorators.

CBS Radio Adding 3 As Affiliates Dec. 30

Three recently signed stations will begin their active affiliation with CBS Radio on Dec. 30. They are: WKXL, Concord, N. H.; KALB, Alexandria, Va., and KREW, Sunnyside, Wash. WKXL, owned by Capital Broadcasting Co., had been an affiliate of the net from 1951-'55 with no affiliation since then. KALB is owned and operated by the Alexandria Broadcasting Co. while KREW is owned by Col. E. Wylie. Neither KALB nor KREW had any network affiliations prior to signing with CBS.

Wolper 'Story of' to Use Nassau for Racing Scenes

West Coast Bureau of RADIO-TV DAILY
Hollywood — Ed Spiegel, producer-director of Wolper Productions' "Story of a Race Driver" is in Nassau, Bahamas, with production crew to select locations for the documentary. Next stop is New York City for "Story of a Coach" filming.



WBAB
LONG ISLAND'S
HOMEMAKER'S
SWEETHEART



1440 AM — 102.3 FM
BABYLON, NEW YORK
AX 1-1180

esses Fill the Air Realtors 'Find' TV

West Coast Bureau of RADIO-TV DAILY
Los Angeles — The city's real-estate brokers will be watching with interest the work of their associates, members of the national Inter-City Real Estate Referral System, test a means of increasing proposals and listings. Selected to handle sales and publicity is Joe Leigh Associates, who will prepare one-minute spots to be aired on WPTX's "Panorama Pacific" program in January and February.

Real estate brokers, who usually work in a limited sphere of operation, have previously shunned video because it would provide "wasted coverage." As an experiment, the real estate brokers banded together on the assumption that group action in the mass media could produce satisfactory results.

Participating brokers include: H. Realty Co., Palos Verdes Estates; Moore Realty, Lakewood; Hart Hawkins Co., Temple City; Grubin-Von Dyl, San Fernando Valley; Don C. Roberts, Los Angeles; Hoag Realty, Downey; and the Joe Henry Co., Santa Ana.

Yachting Special as Lecture Exhibit

"America's Cup," hour NBC special on yachting competition aired in September, has been extended to 75 minutes and will be shown on lecture tours throughout the U.S. and Europe.

Mark's Sven Botved, authority on yachts and boat-building, will represent NBC merchandising on the tour. Yacht clubs throughout the world are being contacted, representing a special, profitable market for non-regular use of a network presentation.

Orbits Jose Jimenez Rose Parade Entry

West Coast Bureau of RADIO-TV DAILY
San Francisco — At the invitation of the city of San Francisco, Bill Jimenez (Dana will ride a 15,000 float in the Tournament of Roses Parade in Pasadena on New Year's Day, with the parade entry themed on "Moment of Anticipation," depicting a space-missile launching. Dana is famous for his portrayal of "Jose Jimenez the Astronaut" in his album and TV and night-club routines.

P.I.'s WANTED
Each advertiser pays stations \$3.00 each free catalogue they give away. Paid out for over 500 stations. Top stations produce 300-400 inquiries per week. Small stations 25-50 per week. For details.
Box No. 219, RADIO-TV DAILY
Broadway New York 36, N. Y.

AGENCY NEWSCAST

By RALPH TYLER

The Ladies Home Journal is sponsoring the Sunday night WINS, New York, round-up of advertising news conducted by Joseph Kaselow of the struck Herald Trib. Order was placed by BBDO. Kaselow has been broadcasting exclusively for WINS as part of the station's expanded news coverage activities during the newspaper strike. In addition to his advertising round-up, he covers general business-financial news on WINS five times a day.

Appreciation for the accomplishments of Henry E. Abt, president of Brand Names Foundation, Inc., for 17 years, prior to his death Nov. 29, has been expressed by the BNF's executive committee. Under the by-laws of the organization, election of Abt's successor must be approved by the full board of directors. The next meeting of the board is scheduled for Jan. 24.

Michael A. Hicks, VP and managing director of BBDO, announces appointment of Philippe Garcia as director of broadcast services for Canada. Garcia was previously director of broadcast services for the Montreal office.

Mrs. Muriel Hill has been named creative director on the Maradel Products account at Mogul Williams & Saylor. Before joining MW&S, Mrs. Hill was copywriter

at Daniel & Charles for the last three years, during which time her TV commercial for Fresh Deodorant won first award in the American TV Commercials Festival, cosmetics and toiletries category. Previously, Mrs. Hill was associated with Kenyon & Eckhardt, Peck Advertising and Pedlar and Ryan.

Marathon Oil Co., Findlay, O., has awarded its \$4 million advertising account to Campbell-Ewald, Detroit, as of April 1. Former agency was N. W. Ayer & Son, Philadelphia, which handled the account in six of the company's market states, and W. B. Doner and Co., Detroit, which has been the agency in Michigan.

George C. Johnson, president and chairman of the board of The Dime Savings Bank of Brooklyn, says the Pearson Advertising Agency, by mutual agreement, has resigned the broadcast portion of the bank's advertising account. The broadcast portion has been awarded to Hicks and Greist. All other media will continue to be handled by John L. Hansen, president of H. J. Gerdtts.

4 Star's Busy Sked: 8 Segs on 4 Series

West Coast Bureau of RADIO-TV DAILY
Hollywood — Four Star Productions has lined up eight segments for four different series, to be filmed before the Christmas shutdown.

Set for filming are two segments each for: "McKeever and the Colonel," "Ensign O'Toole," and "The Lloyd Bridges Show." Also on the list are one segment each for "The Dick Powell Show" and "The Rifleman" series.

'Amos 'n' Andy to Stay

(Continued from Page 1)

however, with their methodology, nor that the object of their protest, the "Amos 'n' Andy" program, is harmful to the Negro race and, as they (NAACP) claim, strengthens the conclusion that Negroes are inferior, lazy or dumb."

The station executive also said: "Further investigations will be conducted by WOKR to test the validity of the NAACP position. If it will be found that there is a validity to their stand, WOKR will re-appraise the advisability of continuing the program."

Cleveland Picks Up Gotham Gospel Play

Cleveland — The live broadcast of an entire theatrical production, the gospel play "Black Nativity," will be aired by KYW radio Sunday direct from New York's Lincoln Center.

"Black Nativity" is the first musical play to be presented at Lincoln Center. The broadcast will be the opening night performance of the Philharmonic Hall's first week-long run.

Peach State FM Hikes 1 1/2 Sked by Four Hours

Atlanta — WSB-FM has added four hours to its programming beginning this week, now operating from 7 AM to midnight. The new schedule was planned to go into effect last June, but was delayed because of technical installation difficulty.

Programs filling the additional morning hours are "The Good Morning Show" and "Tempo," while the evening slot is occupied by "Encore" and International Vignette." The latter is a BBC production.

Webs of Eurovision In Monte Carlo Fete

Special to RADIO-TV DAILY

Monte Carlo — National networks from member countries of the European Broadcasting Union (Eurovision) will participate for the first time in the International TV Festival here Jan. 8-19. The new additions augment the number of private nets and video companies from Eurovision countries that have previously submitted entries.

State networks from the following countries have joined the roster: United Kingdom, Luxembourg, Sweden, Spain, West Germany, France and Italy.

Other countries that have announced intentions of entering the competition include Japan, Canada, Hungary, Rumania, Kuwait, Czechoslovakia and Monaco. These are in addition to the U. S., which will enter this year.

Peter Tewksbury Enters Monte Carlo TV Festival

Special to RADIO-TV DAILY

Monte Carlo — Peter Tewksbury, creator-producer of "It's a Man's World" series, has been invited to participate in the upcoming Monte Carlo TV Festival, which runs from Jan. 8-19.

Tewksbury has submitted two segments of the series, "The Beavers and the Otters," and "Howie's Adventure."

FM in 'Freeze' Category

(Continued from Page 1)

decision on what to do about alleged "over-population" of AM stations. Where the AM freeze seems to be fated to continue over a long period of time, the FCC yesterday said it hoped the FM freeze would last no longer than six months.

Deadline for filing of applications for new FM stations or channel changes is set for Dec. 21. Geographically, the freeze will have holes. It will not apply to Alaska, Hawaii, Guam, Idaho, Montana, Nevada, New Mexico, North Dakota, South Dakota, Wyoming, Arizona except within 65 miles of Phoenix, Colorado except within 65 miles of Denver, Utah except within 65 miles of Salt Lake City, New Mexico except within 65 miles of these cities, or Kansas west of the 98th meridian.

Bullfighters a la English

San Antonio — Eduardo L. Martinez, rep for Latin America of Joske's and past president of Taurino Club Caldisero, a group of local bullfight aficionados, is now airing English commentary on KWEX-TV during the Sunday afternoon bullfights.

New Montreal Outlet To Air 17 Languages

Special to RADIO-TV DAILY

Montreal — CFMB, headed by Casimir G. Stanczykowski, will start operation early next week after a few delays due to last-minute technical problems. Stanczykowski said it will be a multilingual station, presentation 40 per cent of its programming in 17 different languages, and 60 per cent in English and French.

The station is financed by three neo-Canadians, including Stanczykowski who came to this country in 1947, and two French-speaking Canadians.

CFMB president said that unlike the noisier and noisier trend of Montreal's present radio stations, his station will be "quieter and quieter."

CFMB's present staff is made up of 22 persons, including Bob Holiday as the station's morning wake-up man. Stanczykowski said that staff will be 80 eventually.

ABC News' Alex Dreier Elected to Fedco Board

Chicago—ABC news commentator Alex Dreier has been elected to the board of directors of Fedco Corp., manufacturers of plastic housewares and premium products.

Dreier, twice president of the Chicago chapter of the Academy of TV Arts and Sciences, specializes in TV news commentary and narration and extensive nationwide lecture engagements.

John Babcock Named VP For '500' Festival PR

Indianapolis—John B. Babcock, VP and general manager of Crosley Corp.'s WLWI here, has been appointed VP of "500" Festival Associates, to be in charge of publicity and promos, the mechanics' banquet, and all Speedway liaison. He joined Crosley in 1950 and came to Indianapolis in 1957 to manage WLWI. He succeeds William Shover, assistant PR director of "The News and Star," who is moving to Phoenix.

WWDC 'Old Folks' Pitch Wins 'Voice' Yule Airing

Washington — WWDC's Christmas drive to aid the city's Home for the Aged has been selected for inclusion in the Voice of America's Christmas programming this year, as an example to foreign countries of holiday observance in the U. S. Also included will be some of the station's spots promoting the campaign.



• • • The Steve Allen TV show will be celebrity-laden for Yuletide viewers. During next week, Jack Lemmon, Frankie Laine, musician Butch Stone, the comedy team of Rowan and Martin, comic Guy Marks, singers Oscar Brown Jr., David Allen, and Molly Bee will be guests. Molly Bee guests the entire week. The Allen show is produced by Milt Hoffman, directed by Steve Binder, with Joel Chaseman as executive producer, for WBC Productions.

☆ ☆ ☆ ☆

• • • **Meet: Paul Henning, producer and writer of "The Beverly Hillbillies," one of the top TV comedy hits of the season. His name should also be Mr. Extremely Meticulous. Here's why. Before writing a line of dialogue, he thinks it out carefully. When he writes it down, he seldom, if ever rewrites, except maybe a line or two in a whole half hour script. "This takes three or four times longer," he admits, "but it comes closer to perfection" . . . As a producer he looks at every foot of film. Nothing is printed that hasn't been screened for him. He works from 6 or 7 AM until 10 PM. His philosophy is that "behind anything that smells of success, there must be at least one person who cares about everything enough to work unceasingly to successfully complete it." His meticulousness pays off. Previously he wrote and produced the Bob Cummings TV show for 5 years.**

☆ ☆ ☆ ☆

• • • The March 17th Dinah Shore TV program will be taped by her in advance, in Manhattan on Jan. 23. Dinah's guests will be Joan Sutherland and Ella Fitzgerald. Program is seen in color on NBC-TV. Executive producer Henry Jaffe has set Charles Dubin to produce and direct this one show. Robert Emmet Dolan will direct orchestra. S & H Green Stamps sponsors series of nine shows this season.

☆ ☆ ☆ ☆

• • • **Earl Holliman, star of "Wide Country" series, has been named "television's man of the year" by the Mid-Western Advertising Women's Group. Membership consists of advertising women of five mid-western states. Holliman goes to Chicago Feb. 16 to accept the award at group's annual dinner.**

☆ ☆ ☆ ☆

• • • Los Angeles airlines will be laden with holiday specials. On Sunday Dec. 10-11 P.M. KFI will broadcast Handel's famous oratorio, "Messiah," sung by the Independence Missouri Messiah Choir, with orchestra selected from members of the Kansas City Philharmonic Orchestra. This choir has performed this holiday service for 46 years. It will also be broadcast coast-to-coast . . . Station KDAY, per announcement by Albert Lanphear, v.p. and general manager, states that station will help get letters to Santa Claus for youngsters who write him in care of the station. Letters will be read over the air, Mondays thru Saturdays, at 1:05 PM and then letters will be placed in a special pack on the roof, where Santa can easily pick them up . . . The annual Xmas party for children of KTTV employees will be held at Hollywood TV station on Thursday, from 1 to 2:30 PM.

FCC Is Aggressive at Year-End

(Continued from Page 1)

Bismarck, N.D., off the air on Feb. 17 for unauthorized transfer of control and other violations.

The commission told Loyola: "There has been a substantial variance in your record of program proposals as compared with your program performance, particularly with respect to local live public service programs." It noted that such programming was increased at license renewal time and further increased when the FCC wrote about the alleged disparity between promise and action.

"...It is clear that your mere 'upgrading' at renewal time, whether before or after the commission's inquiry, does not obviate the serious question . . . where, as here, program proposals constituted a significant aspect of a

comparative hearing . . . variations therefrom must be viewed with even more seriousness."

The union was told its petition amounted to a complaint against the station for not hiring more of its members and that its position would be no different from that of anybody else seeking to do business with the station. Denial of renewal could be of benefit to the union only if the next owner presented more local live music, a "conjecture, too remote to confer standing," the commission concluded. The commission, additionally, explained it limits its consideration to "overall program performance in rendering a diversified service," and would not base action on any one aspect such as local live music.

WHN City Hall Line Part of News Buildup

WHN, Storer station in New York and flagship for the Metropolitan Broadcasting System, has installed a direct line to NYC's City Hall, manned by N.Y. Journal-American columnist Marvin Saper, which will operate throughout duration of the newspaper strike. The station has also upped its minute basic daily newscast 15 minutes, and added 10-minute roundups on the half-hour.

Other highlights of WHN's expanded coverage include airing of columns by the Herald-Tribune's Hy Gardner; the Post's Sidney Skolsky, and the Mirror's Lee Mortimer; a daily beer report from the Dept. of Markets, giving "Best Food Buy" six-a-day "Wall Street Report" by Rogert Gurvitz from the Stock Exchange; a morning evening report on "Ship Arrivals and Departures."

Movie Reviews Included

Also, two morning and afternoon "Entertainment" guides provided by Show Magazine plays and events, plus reviews of motion pictures, theatre, literature and the arts; a stepped "Bulletin Board" of neighborhood news, and "Jingle Bells," a special Christmas feature during the holidays.

VPI Adds Byron and Pann As Exec Staff Members

Video Pictures has announced the addition of two new members to its exec roster: producer-director Ward Byron, and former senior VP of Lennen & Newell Tom Pann.

Byron, slated for sales, has written, produced and directed numerous radio and TV spots. Pann, a product of England's Granada and Ealing Studios, is credited with commercial successes at RKO Pathe, William Esty L&N.

WWJ Ups Tom Kennedy

Detroit — Thomas Kennedy has been named to the newly created post of assistant program manager of WWJ-AM-FM. Since January 1960, Kennedy has been the station's record librarian, and besides that, an announcer and deejay at stations in Jackson, Mich., Toledo and Niagara Falls.

School Children Will Hear Cardinal Meyer on WCFL

Chicago — For the second consecutive year, Albert Cardinal Meyer, Archbishop of Chicago, will broadcast his annual Christmas message to school children on WCFL. Catholic schools will interrupt their regular schedule Thursday to hear the Cardinal's remarks.

Golden Gate

and its environs

By BILL SHEA

Dorais' "Notebook" is the newest program feature added to KCBS' four-a-week afternoon adult segment, "Spectrum 74." The features anything Bill might find in his notebook, all the way from a story on the annual Bodega Crab Cioppino feast to a discussion of new plans to rehabilitate Market St. Dorais is editorial assistant to general manager Jules Kohn and a member of the News staff.

Radio Row here is losing a big figure. William G. (Bill) Gabel, Jr., KPIX-Westinghouse manager and with KPIX since 1953, is leaving to occupy the post with WDAU-TV, outlet at Scranton.

WJLA-TV will usher in the Yuletide holidays with a special hour-long choral hymn program on Sunday titled "Young Voice of Christmas." The telecast will feature 100 voices representing choralists from nine Golden Gate public and parochial schools. The show is being taped during recording sessions in Ch. 7's Studio A this week prior to telecast. Program will be produced by Gordon Waldear and directed by Jim Baker, both KGO men.

WBRM GM William B. Decker announces the appointment of Hunter as account executive for WBC o/o radio station here. Hunter, who reports to sales manager Richard S. Calendar, formerly in the promo department of WAC, Calgary, Alberta, and the staff of McConnell, Eastman & Co., ad agency in Calgary, Toronto.

Toscanini's Disks WVRV-FM Airing

WVRV-FM next month will be broadcasting the complete recordings of Arturo Toscanini, with disks to come from his son's collection which contains every recording made by his father in 1920-'54.

The programs are divided into two series: "Discography, 1920-'54" on Wednesday and Thursday (at) airings starting Jan. 2, and "The NBC Era" Saturdays. Sunday repeats, starting Jan. 3. Three programs devoted to Toscanini will precede the series, on Christmas Eve, the others "Best Music" Jan. 1 and 2.

11 Sponsors Signed For Mon. Night Films

Eleven national advertisers have purchased sponsorship in NBC-TV's "Monday Night at the Movies" since NBC-TV announced Monday prime-time 90-minute programming of 20th Century-Fox feature film, beginning Feb. 4. Most of the films will be in color.

The 11 advertisers are B&W Tobacco, via Ted Bates & Co.; Carnation Co., Erwin Wasey, Ruthrauff & Ryan; Chesebrough-Pond's, Norman, Craig & Kummel; Clairol, Foote, Cone & Belding; Corning Glass, N. W. Ayer & Son; Max Factor, Carson-Roberts; Procter & Gamble, Compton; Scott Paper, J. Walter Thompson; Sterling Drug, Dancer-Fitzgerald-Sample; Thomas Leeming & Co.; William Esty Co., and Lipton, Young & Rubicam.

Moore, Williams, Skelton Share Gobel's Clowning

West Coast Bureau of RADIO-TV DAILY

Hollywood — Comedian George Gobel, current headliner here at the Coconut Grove, skips around the TV lot to guest star on Garry Moore's Christmas show; with Andy Williams Jan. 10 and with Red Skelton Feb. 5. Also on sked is Moore show for May 7.

Meanwhile, filming for Revue's hour-long "George Gobel Presents" is now under way. Between TV chores, the busy comic will headline at Chicago's Palmer House, starting Mar. 21.

Denny Bracken to KNX

West Coast Bureau of RADIO-TV DAILY

Hollywood — Denny Bracken has joined KNX here, assigned to the cast of "Story-Line," and will conduct reports and special features on the "firing-line" portion of the show. He comes to the station from KFMB, San Diego.

Salesmen Now Want Show Biz

Since TV has come along, salesmen, distributors and dealers at company meetings get restless sitting through demonstrations involving nothing more than a few graphs or digits chalked on a blackboard. Spurred by today's greater audio-visual sophistication, a whopping \$100 million will be spent this year in staging industrial shows.

"Companies must strive for bigger and better audio-visual techniques to get their message across to their people and create the selling incentive necessary to get the sales curves to climb," explains Tom Howell who, with Milton Rogin, heads Cellomatic Industrial Productions.

CIP, a division of Screen Gems, the TV arm of Columbia Pictures, services industry through techniques ranging from touring

7 Arts' 'Symphony' Series Telecast as Monthly Specs

Seven of the 31 stations which have acquired Seven Arts' series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra are programming them as monthly specials, it is reported by VP-general sales manager Robert Rich. In addition, Sequoia Savings & Loan Ass'n of Fresno became the ninth bank to sign for the series, backing it on KMJ-TV, Fresno, on a monthly basis.

TABLES TURNED: PRESS QUIZZED

Newsmen on Answering End Of 'What Do You Think?'

NBC Radio's "What Do You Think?" puts pressmen on the receiving end of the question-answer period tomorrow when it will try to pinpoint responsibility for the press to the public in its gathering and dissemination of information.

Titled "The Press Today—Good or Bad?" the program features moderator Anne Fremantle with guests Dwight Macdonald, New Yorker staff writer and Esquire film critic; Barrett McGurn, Herald Trib staffer, and Joe Alex Morris, Jr., Newsweek associate editor.

WJRZ 'Brings Home' N.Y. DEW-Line Men

Newark — New Jersey airmen manning the 3,000-mile-wide DEW-Line around the North Pole will get Christmas greetings from their governor on Christmas Day and be given an opportunity to exchange holiday cheer with some of their folks back home.

The "Christmas Cheer" feature, to be heard locally as program inserts throughout the holiday via WJRZ here, will link airmen at the Thule and Sondrestrom AF bases in Greenland with relatives in the Metropolitan New Jersey area. Highlighting this special programming will be a message by Gov. Richard J. Hughes.

Other bank sponsors include Manufacturers Hanover Trust, New York; Nebraska Savings & Loan Ass'n, Omaha; Valley City National Bank, Des Moines; Citizens Fidelity Bank, Louisville; Gate City Savings & Loan Ass'n, Fargo, N. D.; Home Federal Savings & Loan Ass'n, Columbia, S. C.; Merchants National Bank, Bangor, and the Bank of Commerce, Lexington, Ky. Other sponsors include Scott-Stewart Volkswagen in Erie; Music Manor in Reno, and Miller Piano in Jacksonville.

Rich also reports "overwhelming" public response, in the form of fan letters to sponsors, as well as the stations. "The responses vary in length from postcards to three-page letters, all expressing thanks." Rich said one viewer wrote: "I sat my three children down before the TV set and we had a fine family hour listening to one of the nation's best orchestras."

Points to Fan Mail

He also noted that executives of WFGA-TV, Jacksonville, and KSHO-TV, Las Vegas, "have repeatedly been stopped on the street by grateful viewers who wished to express their thanks."

The stations to date which have acquired the series include:

- WMAR-TV, Baltimore; WABI-TV, Bangor; WGR-TV, Buffalo; WWTW, Cadillac; WCIV-TV, Charleston, S. C.; WTVN-TV, Columbus, O.; WIS-TV, Columbia, S. C.; WHO-TV, Des Moines; WJBK-TV, Detroit; WICU-TV, Erie; WPIE-TV, Evansville; WDAY-TV, Fargo; KFSA-TV, Ft. Smith, Ark.; KMJ-TV, Fresno; WFMV-TV, Greensboro, N. C.; KTRG-TV, Honolulu; WFGA-TV, Jacksonville; WGAL-TV, Lancaster; KSHO-TV, Las Vegas; WKYT-TV, Lexington; WAVE-TV, Louisville; WSM-TV, Nashville; WNEW-TV, New York; WOW-TV, Omaha; WCSH-TV, Portland, Me.; KOLO-TV, Reno; WPEX-TV, Rockford; KGUN-TV, Tucson; WTTG-TV, Washington; and WTRF-TV, Wheeling.

Mutual Orbits Glenn Spec To 500 Affils and VOA

A special Christmas program featuring an interview between Col. John Glenn, first American astronaut, and Dr. Oswald Hoffmann, Protestant minister, will be released Saturday by Mutual Broadcasting System. The 25-minute program, produced by "The Lutheran Hour," will be available to 500 Mutual affiliates and to overseas stations by the "Voice of America."



Chi-ca-go

Chi-ca-go... that toddling town

Composers hear the tempo of Chicago and set it to music. And out of that tempo, out of the vitality of a city's life — from the rough and tumble of ward politics to the culture and serenity of its famed Art Institute — WNBQ creates community service programming giving depth and significance to the multi-colored tapestry that is Chicago.

For example. All Chicago examined its conscience in "The House on Congress Parkway," a dramatic documentary on racial problems. The prime-time "Dateline: Chicago" series mirrored a city's pride

with "One Palace, F.O.B. Chicago," a colorful, vivid preview of the Versailles art exhibit; entertained with a vicarious, rollicking visit to the city's "Key Clubs," Chicago's latest contribution to the lighter side of American life and, with "Flowers Before Bread," illuminated the little known good work of The Little Brothers of the Poor in the spiritual and physical needs of Chicago's aged.

WNBQ programming continues to reflect issues and events that affect and mold the life of Chicago, its four million citizens and to provide a unique spark of community interest. **WNBQ-5**

NBC OWNED. REPRESENTED BY NBC SPOT SALES.

RADIO-TV

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INTERNATIONAL
NEWSPAPER
OF
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Established February 9, 1937



DL. 91, NO. 118—In Two Sections—Sec. 1

NEW YORK, WEDNESDAY, DECEMBER 19, 1962

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COLLINS WILL TESTIFY IN OMAHA

NAB Avoids Block At Probe by Filing Appearance Notice

By ARTHUR PERLES

A notice of appearance by NAB president LeRoy Collins at the Omaha TV program hearings, which begin Jan. 25, was filed yesterday with the FCC by Douglas Anello, counsel for the industry organization.

The filing in Washington was the latest move in the legalistic skirmishes between the Commission and the NAB regarding the Nebraska probe, already dubbed as "just another fishing exhibition that isn't going anywhere."

The NAB had petitioned to intervene in the hearing, over which newly-appointed commissioner E. William Henry is to preside. Although the plea was dismissed, the FCC voted to permit the NAB to offer evidence, provided it conforms with the announced procedure.

Within broadcasting circles this is generally interpreted as a Commission play to block off any attempt by Collins to make a statement on behalf of all broadcasting interests—whether it concerns stations, networks or independent production firms.

Broadcasters too are somewhat bemused on the choice of Omaha as the locale for the next Chicago-

(Continued on Page 8)

Lowell Thomas Is Prexy Of New OPC Foundation

The newly created Overseas Press Club Foundation has elected veteran CBS newsman Lowell Thomas as its president, and named Inez Robb, Dickson Hartwell and John Luter as VPs. Thomas and Luter are past presidents of the OPC.

'Truth' and 'Millionaire' Exchanging 'Time O'Day'

"To Tell the Truth" and "The Millionaire" will switch time periods on CBS-TV's daytime sked effective Monday in a move to strengthen daytime programming. "Truth" moves to 3 PM and "Millionaire" moves to 3:30 PM, EST.

Commission All Ears As Quiz on Loud Ads Becomes Full Inquiry

Washington Bureau of RADIO-TV DAILY

Washington — The FCC probe of "loud" commercials erupted into a full-scale commission proceeding yesterday as members voted unanimously to go ahead on the inquiry "...to discover how widespread such practices are, why such annoying loudness exists, and how it may most effectively be regulated." The FCC invited comments from the public and from the broadcasters by Jan. 28.

Broadcasters were lectured:

"Loud commercials are not only contrary to the public interest, but contrary to the self-interest

(Continued on Page 7)

Clancy and Gordon Form Production, Sales Firm

Russell Clancy, who recently resigned from NBC-TV, and Jules M. Gordon, financier and former manufacturer, have formed Clancy Gordon Productions with plans for program sales and distribution, production of its own TV properties and financing shows of independent producers.

Already in the works, Clancy

(Continued on Page 8)

Mont. AM-TV Split-Sale

Billings, Mont. — The FCC has approved the sale of KGHL here by Crain-Snyder to Copper Broadcasting for \$204,285, with Paul Crain and Dan Snyder buying KGHL-AM-TV from Midland Empire Broadcasting for \$745,000. Commissioner Bartley dissented.

KTLA in \$1.5-Mil. Buy Of Four Star Films

West Coast Bureau of RADIO-TV DAILY

Hollywood — KTLA-TV has moved into the area of film program buys for 1963 with the purchase of 287 off-network episodes at an estimated value of more than a \$1,500,000 from 4-Star Distribution Corp. S. L. (Stretch) Adler is VP and general manager of Paramount TV Productions and station KTLA.

This sale is the largest to date for 4-Star, vice president and gen-

(Continued on Page 7)

L.A.'s KFAC Sold for \$2 Mil.

Washington—The FCC has approved the sale of KFAC-AM-FM, Los Angeles, by E. L. Cord to Cleveland Broadcasting for \$2 million, including agreement not to compete within 50 miles for five years.

Also approved was the sale by Metromedia of its short wave station, WRUL, Scituate, Mass., to International Educational, a corporation owned by the Mormon

Church, for \$1,771,850, including agreement not to compete in int'l short wave for 10 years. Metromedia president John W. Kluge and pubaffairs director Mark Evans will serve in advisory capacities for the new owner.

L. I. Broadcasters Press for Access Rights

Spearheaded by WHLI, representatives of L. I. radio stations will meet Dec. 27 in the Garden City Hotel to form a unified front for hearing soon by the Nassau County Board of Supervisors on broadcast privileges at their public meetings. Other stations to be represented at the preliminary session are WFYI, WGBB and WLIR.

BIDDERS FOR HUB'S CH. 5 GET 'SURE' FILING PERIOD

Boston—The FCC has set Jan. 26-Mar. 26 as a "sure" period during which applications can be filed for a new TV station on channel 5 here, now occupied by WHDH-TV. This was the channel which went back to the FCC for hearing of allegations of improper activities in connection with the first contest.

The Boston Herald-Traveler was slapped with a four-month ban as an outgrowth of the consideration, and was faced with the fact that competing applications would be considered after expiration.

The commission emphasized that Mar. 26 is not a cut-off date for

(Continued on Page 8)

BS-TV Appoints Rohner Coast Biz Affairs Dir.

Franklin Rohner, with CBS since March, 1958, has been named BS-TV business affairs director in Hollywood, succeeding Daniel Klar, who has resigned. Rohner will also continue to serve as Hollywood program dept't manager, which he was appointed last May, and in his new post reports on Hollywood business affairs VP Merritt H. Coleman.

Joey Bishop in Hr. Show For NBC Next Season

NBC-TV next season will feature Joey Bishop in a weekly comedy-variety hour colorcast to be produced for the network by the median's packaging company, Star, Inc., and originate live or on tape in NBC's Peacock Theatre studios in Radio City. The program will have two or more performers appearing regularly with Bishop. He has starred in half-hour situation comedies on NBC-TV the past two seasons.



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IN TWO SECTIONS . . . SECTION ONE

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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Society Sounds Call For Papers on Audio

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Technical papers on all phases of audio have been urgently requested for the west coast Spring convention of the Audio Engineering Society to be held March 13-15 at the Hollywood Roosevelt.

The society has asked for abstracts of 25-50 words to be sent as soon as possible to: John K. Hilliard, LTV Research Center, Western Division, 1859 South Manchester Avenue, Anaheim, Calif.

Radio Prime Time for Blind

For the sixth consecutive year, ABC Radio is donating prime time on Christmas Eve to the American Foundation for the Blind for its annual Yule show.

"Christmas As We See It" will star Maureen O'Sullivan, Joseph Cotten, Arthur Treacher, Rudy Vallee and Paul Harvey. The stars will narrate Christmas stories of blind men, women and children

COMING AND GOING

THOMAS H. DAWSON, CBS-TV sales VP, has returned from Jamaica.

HUGH DOWNS and "Today" show cast return from Key West, Fla., today.

HANK ALEXANDER, of Video Tape Unltd., to West Point.

LEONARD MEYERS, NBC Press, to Miami on vacation.

ELEANOR POWELL in N. Y. to make her TV dancing debut on "Perry Como Show."

JOSH PEINE, of "Don't Call Me Charlie," in N. Y. from the Coast.

CAROL BURNETT on a holiday visit to the West Coast.

IRENE McCAFFREY, of CBS-TV program dep't, back from a Nassau vacation.

Educators Praise Collins on Cigarette Issue

A group of deans, directors and researchers in the leading communications schools at universities throughout the country has come forward to praise NAB president LeRoy Collins for his controversial stand on cigarette commercials. Holding their annual meeting, the Continuing Conference on Communications and the Public Interest said Collins "is to be commended for his courage..."

ITC Half-Hour Series Keep Up Sales Pace

Independent Television Corp. reports its half-hour series continue to have strong appeal for local-market buyers of TV programming, with sales completed during the past week including:

"Broadway Goes Latin" — WAFG - TV, Huntsville, Ala.; WBRZ, Baton Rouge, and WXIX-TV, Milwaukee. "Brave Stallion" — WPIX, New York (fourth year renewal); WDAM - TV, Hattiesburg, Miss.; WSB - TV, Atlanta; WBZ-TV, Boston, and WIMA-TV, Lima, O.

"Supercar"—WCOV-TV, Montgomery, Ala., and WJBF, Augusta, Ga. "Whiplash"—WWL-TV, New Orleans, and WXIX-TV. "Jeff's Collie"—KVAL-TV, Eugene, Ore. "Sea War" and "Danger Man"—WXIX-TV. In addition, the Laurel and Hardy full-length feature, "March of the Wooden Soldiers," was sold to KATC, Lafayette, La., and WPNB-TV, Traverse City, Mich.

Lawrence on 'Tonight'

Singer Steve Lawrence will guest tomorrow on NBC-TV's "Tonight Show," having just completed an engagement at New York's Copacabana. This makes his first appearance on the program since he hosted it for a week last June.

in various parts of the country. M. Robert Barnett, exec director of AFB, is also featured. Show is supervised by ABC's Ira Marion, with Gregor Ziemer as coordinator for the Foundation.

Jack Barry in Switch On 'Spin-Off' Shows

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Producer-emcee Jack Barry, recently signed by Paramount TV and KTLA to develop new properties for local, syndication and/or network consumption, announces he will "spin-off" live-tape game, panel and audience participation shows on his "Kidding Around" series which airs mornings on KTLA (TV). In addition to these new projects, Barry also hosts Desilu's new Sunday nite game show, "You Don't Say," airing weekly on KTLA.

Barry will beam one pilot per month for next four months.

"Kidding Around," an adult show with emphasis on moppets and their unexpected reactions to grown-ups, has loose enough format to make try-out airing possible within the daily program.

KENS Beaming as KBAT Under New Ownership

San Antonio — Texas Star Broadcasting Co., owned by Roy Hofheinz and R. E. Smith, has announced new call letters and programming for its recently purchased KENS here. The outlet will continue on the air as KBAT.

New format consists of a change from country and western music to "Golden Hit" tunes, geared to an adult audience.

Laufer VP of WMMW

Meriden, Conn. — Donald Laufer, WMMW general manager, has been elected VP at a directors' meeting recently. Prior to joining the station, he had been sales manager of WNLK, Norwalk, Conn., and had operated his own station, WSNO, in Barre, Vt.

FINANCIAL

(December 18)

NEW YORK STOCK MARKET

Table with columns for company names and stock prices. Includes Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crowell-Collier, Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns for company names and stock prices. Includes Capital Cities, Desilu, Esquire, Inc., Filmways, Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns for company names, Bid, and Asked prices. Includes Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

WQXR Lights Hanukah With Synagogue Service

Hanukah services from New York's Temple Emanuel will be aired Friday on WQXR, with Rabbi Julius Mark reading from the Book of Maccabees and music by the Temple's choir. Part of the service will be presented on the eve of the Festival of Lights as a half-hour program.

A pre-Hanukah program was heard on the station over the weekend, featuring parts of Handel's oratorio, "Judas Massabaeus."

Hanukah Program on KSD

St. Louis—On Friday KSD radio will present a special program commemorating Hanukah, the Jewish Festival of Lights. Program will be aired in cooperation with the St. Louis Rabbinical Ass'n.

NEWS AS WAR WEAPONRY IS WRONG, SALANT SAYS

St. Louis—CBS News president Richard S. Salant speaking by telephone from a New York City studio, made some decisive comments on government news "manipulation" and other issues in answer to listeners' questions on KMOX's "The Sounding Board."

"We have protested very vigorously against the concept that news should be generated in Washington as part of the weaponry of war," Salant told the St. Louis listeners. "The government obviously has to control to some degree the release of news, but to use it for manipulative purposes is all wrong in any circumstance."

Would Air Supreme Court

On opening court proceedings to radio and TV coverage he said:

"I'd like to see court proceedings opened right at the top in the Supreme Court where there are no witnesses and where the great issues of the day that affect all of us are argued just in an hour or two hours by the greatest lawyers before the greatest judges. Let's start there — open that up to broadcasting. I think that the people would get a great new insight into some of the problems the country faces."

Gobel Takes to 'Legit;' Stars in 'Bye Bye Birdie'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Busy comedian George Gobel, with a heavy TV, personal appearance sked, has found time to sandwich in a five-week legit appearance in hit musical, "Bye Bye Birdie."

Depending on guarantee plus percentage, still to be worked out, comic will open show Feb. 2 at San Francisco's Sheraton Palace.

Focus on Adelphi College

WNBC's "Extra-Curricula," spotlighting major colleges in Metropolitan New York, will focus tomorrow on Adelphi College. Lawrence Rasmussen, Adelphi Music Professor will conduct the 50-voice College Chorus in a half-hour of Christmas carols from foreign lands.

Seven Candles on Cake For 'To Tell the Truth'

The Goodson-Todman paneler "To Tell the Truth" this week begins its seventh year as a CBS nighttime show. Bowing Dec. 18, 1956, the show still has two years to go under its present contract. A Monday-Friday daytime version of "Truth" was added to the net sked last June.

NITE CLUB FIRE CHANGES SCENE

'Dale Young Time' Moves To WJW-TV's Studio A

Cleveland — WJW-TV's "Dale Young Time" has been forced to change its site of origination because of a \$25,000 fire which closed the Copa Theater Restaurant for an indefinite period.

Meanwhile, the morning entertainment and information show is being aired from the station's studio A.

TV Enters Cathedral For Pontifical Mass

Chicago — Solemn Pontifical Mass in the Cathedral of the Holy Name here will be aired on Christmas Eve by WGN-TV and WGN radio. Albert Cardinal Meyer, Archbishop of Chicago, will be the celebrant.

The Rev. John Banahan, director of TV for the Archdiocese, will describe the ceremonies for the viewers.

Dr. Lumsden, 5 Others, Appointed to CBC Posts

Special to RADIO-TV DAILY
Ottawa — CBC has announced the election of Dr. C. B. Lumsden as vice-chairman of the board of directors, replacing Charles W. Leeson.

Network also announced the following appointments: N. C. Buchanan to the executive committee of the board; F. L. Jenkins to the finance committee; R. N. Seguin to the program committee; Mrs. Ellen Armstrong as a trustee on the CBC pension board, and Mrs. Alice Carter as the CBC representative on the Canadian National Commission for UNESCO, replacing Mrs. Kate Aitken who resigned in September.

'Virginian' Wrapping 2 More

West Coast Bureau of RADIO-TV DAILY
Los Angeles—"The Virginian," wrapping up its 19th and 20th segments this week, will take a one-day breather for Christmas and then swing into production on two more episodes to be made during the holiday period.

Set to roll Dec. 26 are "The Small Parade," scripted by John and Ward Hawkins, and "The

Features 'to Come,' Embassy Post-'60s In WOR 33-Pix Buy

WOR-TV has entered into an unusual transaction with Embassy Pictures, purchasing a package of 33 major motion pictures, including several which have yet to go into production, it was announced jointly by station VP-GM Robert J. Leder and Embassy president Joseph E. Levine. The package also includes 17 films in color.

To bow on WOR-TV Jan. 4 as once-a-month specials, all except two of the 33 films are post-'60, including the sight unseen ones which aren't slated for theatre showing until 1963 and '64. All will be screened in uncut versions in prime time.

Ingmar Bergman Included

The package includes several of famed Swedish director Ingmar Bergman's motion pictures, the first of his films to get TV airing, plus "The Fabulous World of Jules Verne," "Hercules" and "Hercules Unchained" starring Steve Reeves; "Attila the Hun;" "Thief of Bagdad;" "Walk into Hell," and "Morgan the Pirate."

KGO-TV's David Sacks Aids Campfire Girl Sale

West Coast Bureau of RADIO-TV DAILY
San Francisco — David M. Sacks, ABC VP and KGO-TV general manager, has been named chairman of the annual Campfire Girls' candy sale in this area. Sale, which will take place during February, accounts for one-half of the organization's annual revenue.

Sacks will organize and supervise sales activities of the five Campfire Girls districts within the San Francisco Council.

'Girl Talk' Femme Panel Digs the Dirt on 'Soaps'

WABC-TV's "Girl Talk" airs some opinions on soap operas tomorrow when actress Joan Bennett; "Secret Storm" director Gloria Monty, and Daily News TV critic Kay Gardella get together.

QUIZ ECHO HITS BARRY-ENRIGHT

Broadcast Bureau Urges Canceling WGMA License

Hollywood, Fla. — In a belated echo of the long-ago quiz show hearings, the FCC's Broadcast Bureau has recommended the commission disqualify Jack Barry and Daniel Enright on moral

The Broadcast Bureau, though an agency of the FCC, is not the FCC. It acts as representative of the public interest, and the FCC may or may not accept its recommendations. . . and frequently doesn't.

grounds from operating WGMA here, and their license be canceled. The recommendation was based on the supplying of answers to contestants on the Barry-Enright-produced TV programs, "21" and "Tic Tac Dough."

Canada Warned On 'Fast Buck' Operators

Special to RADIO-TV DAILY
Montreal—Limited government regulation as protection against "fast buck" operators was advocated by writer-performer Pierre Berton in an address here to the Radio-TV Execs Club.

"There are not many such operators in Canada now," said Berton, "but the day may come when there will be and we will be glad to have regulations to protect us." He asked for minimal control, basing case for regulation as essence of democracy.

Robert D. Swezey, director of the U.S. NAB Code Authority, also spoke, citing acceptance of NAB's sincere efforts to police its own members as proof that government regulation is necessary only when self-regulation fails.

WPSD's McKinney Ailing

Toledo — Keith McKinney, WSPD-TV managing director, is recuperating in Toledo Hospital from a sprained back.

Radio Hams Help KMOX Decorate Tree of Lights

St. Louis — Ham radio operators here will cooperate with KMOX over the weekend in boosting the Salvation Army Tree of Lights fund drive. Donors can call a KMOX dispatcher by phone; dispatcher will contact one of nearly 300 mobile ham-operated cruisers. Donations will be picked up at giver's door. Service brings money, clothes and toys to needy area families.

WTEV 6

NEW BEDFORD, MASS.



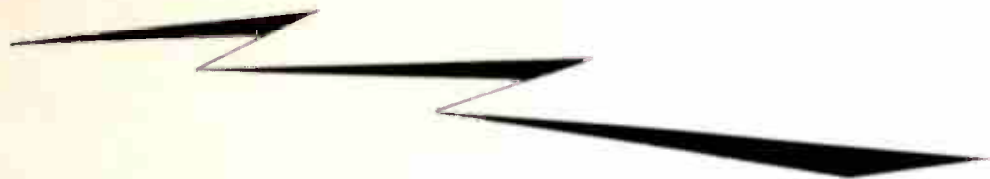
MR. STEADFAST

*Serving the Greater
Providence area...*

*Announces its audience-
capturing line-up of "first-run"
syndicated programming to
be seen throughout the
Greater Providence Area
beginning January 1.*



Available Now! First Telecast January 1, 1963



ADVENTURES IN PARADISE	FIRST RUN OFF THE NETWORK
BILLY BANG-BANG	FIRST RUN IN THE MARKET
CAIN'S 100	FIRST RUN OFF THE NETWORK
CHECKMATE	FIRST RUN OFF THE NETWORK
DECEMBER BRIDE	FIRST RUN OFF THE NETWORK
DETECTIVES (HALF HOUR)	FIRST RUN IN THE MARKET
DETECTIVES (HOUR)	FIRST RUN OFF THE NETWORK
DIVORCE COURT	FIRST RUN IN THE MARKET
ED ALLEN TIME	FIRST RUN IN THE MARKET
HONG KONG	FIRST RUN OFF THE NETWORK
MICKEY MOUSE CLUB	FIRST RUN OFF THE NETWORK
OUTLAWS	FIRST RUN OFF THE NETWORK
PHIL SILVERS SHOW	FIRST RUN IN THE MARKET
SHIRLEY TEMPLE	FIRST RUN IN THE MARKET
SURFSIDE SIX	FIRST RUN IN THE MARKET
ROARING 20'S	FIRST RUN IN THE MARKET
TARGET: THE CORRUPTORS	FIRST RUN OFF THE NETWORK
THRILLER	FIRST RUN OFF THE NETWORK

Plus other proven syndicated favorites including: AMOS 'N' ANDY, LIFE OF RILEY, ANNIE OAKLEY, RANGE RIDER, BROKEN ARROW, ABBOTT & COSTELLO, TERRYTOONS, WHIRLYBIRDS and HOPALONG CASSIDY. And first-run feature films, including SHOW CORPORATION and SEVEN ARTS packages.

For maximum sales results in Providence-New Bedford-Fall River, your best buy is WTEV, Channel 6.

WRC Rings in New Year With 4-Hr. 'Free for All'

Washington — WRC will air again this year its traditional New Year's Eve special, "Free for All," hosted by Willard Scott and Ed Walker. Devoted to "madness and mirth," the program will feature many of the characters made famous by the emcees, and will be broadcast for four hours, until midnight.

Alabama's ETV Web To Add UHF Outlet

Birmingham — Alabama's ETV network increased to four stations this week when WAIQ-TV began broadcasting to serve the Montgomery area.

The station simultaneously telecasts the same programs seen on the AET net from 8 AM to 10:05 PM daily. Programs are produced in studios on the campuses of Auburn U. and the U. of Alabama, and the Birmingham area studio operated by six Jefferson county school systems. The new station is the net's first UHF operation.

Grefe Appointed Director Of Worldwide's WRUL

Richard W. Grefe has been named administrative director of Worldwide Broadcasting's WURL, Ralf Brent, station prexy, has announced.

Grefe joins WRUL after a five-and-one-half year association with RFE in Germany, and prior to that, held exec positions with the Allen B. DuMont Laboratories and Crown Cork & Seal Co.

Lee Jackson to Florida As WFGA-TV Announcer

Jacksonville — WFGA-TV added Lee Jackson as an announcer. Jackson, who began his broadcasting career with the Chicago-Board of Education radio station, has been employed by WAKR-TV, Akron; WRGP-TV and WAPO, Chattanooga, and WMIX, Mt. Vernon, Ill.

Jocko Spinning on WWRL

Jocko Henderson has begun a five-a-week evening program on WWRL. Coming from WADO, the deejay precedes "Big Joe" Rosenfield, Jr.'s, "Happiness Exchange."

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street
New York 22, N. Y. ELdorado 5-0406



By TED GREEN

• • • Buddy Piper is offering his new public affairs game show, Community Checkers, for local production in each market throughout the country. Classified as a discussion show for FCC purposes, it airs weekly on WNBC-TV, New York. Piper is one of the creators of "Concentration" and "Make a Face" . . . Aside to the many friends of TV actress Fritzi Max: Fritzi was operated on yesterday at the Beth Israel Hospital and will be confined for about 12 days, so give a call to cheer this swell gal . . . James Grant, pubaffairs director for WTCN, Minneapolis, joins the WFBM stations in Indianapolis Jan. 1.

• • • Getting into the Christmas spirit, "Calendar" producer Mel Ferber will feature Christmas store windows from all over the country today, and Dione Lucas will prepare a Christmas dinner tomorrow . . . Bill Britten, WPIX's "Bozo the Clown," just received an award of merit from AAA in recognition of his contributions to the School Safety Patrol program—he was made an honorary member of Safety Patrol. A certificate of appreciation was also awarded him by UNICEF in recognition of his contributions and promotions on "Smokey Bill's Cartoon Express," aired Saturdays on WPIX.

• • • Meet: Anita Bryant, beautiful TV and recording star, currently with Bob Hope for the third straight year as featured singer on his annual tour of armed forces bases—this year in Korea and South Vietnam. Anita, voted TV's outstanding vocalist by the Academy of Television Arts and Sciences in 1960, is a former runner-up to Miss America, has been the Coca-Cola girl since 1960 and appears in network commercials on radio and TV. Currently on the Columbia records label, she has three million-sellers to her credit. She is a leading attraction at the state fairs and rodeos, has played America's finest night clubs and made personal appearance tours throughout Latin America, Europe and in Asia. Anita makes her home in Miami with her husband and manager, Bob Green.



MISS BRYANT

• • • Patricia Morrison, who scored as a vibrant personality on "Leave It to the Girls" this week, will be back again on the show after she finishes a stint as the singing attraction at the Sherman House in Chicago. Her recent singing of "Midnight in Paris" on Johnny Carson's "Tonight" show was a highlight of the season . . . Before she left for her home in Beverly Hills, Rosalind Russell said at La Chansonnette that she'd do a straight, dramatic one shot hour on TV next year if some bright producer finds the right vehicle for her . . . Richard Bare, who just directed one of the last of the "Cheyenne" shows to be screened, megged the very first one in '55.

• • • Broadway legit comedian-actor Iggy Wolfington gets a good spot on an up-coming Loretta Young show . . . Joe Franklin confided to us in Monsignore that his new network show may replace a fading series if terms can be arranged . . . Harvey Stone, a sensation at the Copa, and his lovely Lois have a new panel conversation show, "Decide for Yourself," set for next season. Dennis James will moderate, with Stone on the panel and Lois in the producer berth . . . Stanley Prager, director of "Car 54 Where Are You?" will be one of the directorial consultants for "Lights On!" the all-star Fight for Sight show Jan. 13 at Carnegie Hall. Outstanding TV stars will participate, and funds raised are for sight research.

• • • Aside to Mr. Inquisitive: "The Defender," "The Nurses" and "Car 54" are being serviced by Camera Equipment Co. They supply all camera and lighting equipment. Their Florida office supplied all equipment for the filming of Warner's PT-109 film, which is the story of President Kennedy's PT Boat . . . Songstress Dina Claire's new album, "The Jewish Hears" on Algon, is done with a Cantorial effect and is getting a large spinning from top musicasters . . . Trumpetman Al Hirt just taped the "Dinah Shore Show" for NBC telecast Feb. 17, starring Bing Crosby.

Movies Beckon McLaglen Director Uncertain of TV

Hollywood — Andrew V. McLaglen, who still has sever "Rawhide" and "Gunsmoke" segments to direct before his CE contract comes up for renewal May, is considering dropping TV for movies. Reason given: full credit he'll receive for "McLintock," John Wayne - Maureen O'Hara starrer which McLaglen is now directing.

Pilot Rolls on Coast After Week in Stir

West Coast Bureau of RADIO-TV DAILY
Hollywood — "Morrison's Retreat," Bing Crosby Production TV pilot starring Robert Webber as warden in charge of a large state prison, is rolling at Desilu Gower after a week of location filming at Iowa State Penitentiary, Fort Madison.

Matthew Rapf, producer of "Ben Casey," is co-creator with Guy Trosper of the proposed hospital, and is preparing pilot for CBS-TV, Basil Grillo, president of Bing Crosby Productions, said.

Utility Firm Sponsoring Japanese Doc on WJW

Cleveland — "The Last Banzai" a film documentary showing the rise and fall of the Japanese empire, will be sponsored on WJW-TV Dec. 27 by the Cleveland Electric Illuminating Co.

Narrated by H. V. Kaltenborn and Luis Van Rooten, it tells Hirohito's fight to bring his nation to supremacy. Included are an on-camera report by Floyd Gilbons at the time of the Manchurian invasion in 1932, a '33 interview with Will Rogers predicting trouble ahead, the buildup of Japan's fleet and many other incidents from the early '30s to the end of the war. Program will preempt "The Nurses."

'Three Sons' Personnel Welcome Holiday Break

West Coast Bureau of RADIO-TV DAILY
Hollywood — Don Feddersen Productions has announced a 11 day hiatus for cast and crew of ABC-TV's Fred MacMurray series, "My Three Sons." Filming closes down at Desilu-Gower studios here on Friday, resumes Jan. 2.

WSB Airing Cantata

Atlanta — WSB newscaster King Elliott will be narrator Sunday for the Rehobeth Baptist Church presentation of "Love Transcending," a Christmas cantata by John Peterson.

WRC-TV's 'Moment' Observes 1st Birthday

Washington Bureau of RADIO-TV DAILY
 Washington — Saturday will mark the first anniversary of WRC-TV's "A Moment with . . ." series. Guests for the occasion, marking their second appearance on the program, will be Harlan Cleveland, assistant secretary of state for international organizational affairs, and James Symington, administrative assistant to the U.S. attorney general.

Over the past year, "A Moment with . . ." has given a glimpse into the lives of important persons visiting or residing in this area. Producer Deena Clark always guests to speak spontaneously on a subject of their own choosing.

The program is repeated by WRC-TV and by WNBC-TV, New York.

WRC-TV Closes Its Deal With 'McLintock' Promo

West Coast Bureau of RADIO-TV DAILY
 Hollywood — Producer Michael Wynne has closed a deal with WRC-TV whereby net will air a special 24-minute film to promote the show's "McLintock," starring Wayne and Maureen O'Hara, and Yvonne DeCarlo, Pat Wynne and Chill Wills.

The promo film is titled "The Two Wynnes," refers to John and son, following net airing, UA will ship prints to overseas exchanges for a yearly promotion. Film release here is March, abroad it's September.

WEEI's King Chairs Unit For '63 Mass. Heart Drive

Boston — Arthur C. King, WEEI pubaffairs director, has been named radio-TV chairman of the state's 1963 Heart Fund. King will head a committee representing 19 Greater Boston radio-TV stations in publicizing the Massachusetts Heart Ass'n annual February fund drive. At WEEI since 1937, King is also a member of the National Heart Fund committee of the Broadcasting Industry.

Are We Keeping in Lockstep?

Philadelphia—An hour special examining the problem of 'conformity' in American life will be seen Dec. 26 on WCAU-TV preempting "U.S. Steel Hour."

WCAU-TV News correspondent Perry Reasoner will narrate. The hour will be cast of more than 200 people invited to recreate, in locations throughout the Philadelphia area, real situations illustrating what the station says are "the extremes of conformity which has been tried in our everyday life, as well as ways in which these same situations could be handled in a more positive, democratic fashion."

"Conformity" was written by John Keats, journalist and author of "The Crack in the Picture Window," "Schools without Scholars" and "The Insolent Chariots."

AGENCY NEWSCAST

By RALPH TYLER

Latest sale for ABC Films' new five-day-a-week daytime half-hour "Girl Talk" panel show is an order from the Henderson Advertising Agency, Greenville, S. Carolina, in behalf of its



TOBIN

Texize account, ABC Films VP John F. Tobin reports. The order includes these markets: Oklahoma City, Tulsa, Dallas-Fort Worth, Houston, New Orleans, Memphis, Nashville, Atlanta, Charlotte, Richmond, Miami, Birmingham and Denver. Tobin said the order follows hard upon the Hill Bros. Coffee buy, via N. W. Ayer, for 47 markets, along with Foote, Cone & Belding's five-market Clairol buy. Among other new purchasers, making a total of 13 stations inked to contracts so far, are WVUE-TV, New Orleans; WNAC-TV, Boston; WKBW-TV, Buffalo, and XETV, San Diego.

Cleveland radio station WERE, in response to a request by Thompson, Ramo, Wooldridge, Inc., has inaugurated a news service to the corporation and its factories. The company is publishing a daily sheet, "News in Brief," for its executives and employees during the Cleveland newspaper strike. WERE News is furnishing the corporation with international, national and local information to be edited into the news bulletin for a distribution of over 5,000. The station TWXes the news briefs to the company's main office twice daily.

Fuller & Smith & Ross's research department is conducting "FSR Copy Theatres" to evaluate audience reaction to broadcast and print advertising at preliminary stages of production before major investments are made. Audiences representing consumer groups of interest are shown live commercials, film strips, rough cuts of movie films and layouts of print ads via closed circuit TV.

Thought for Today

"In the lush days of the early post-war period, reach and frequency were all-important. But . . . the much publicized rise in consumer sophistication should adequately explain why reach frequency must give ground to impact in a re-evaluation of advertising yardsticks."

—Max Banzhaf
 Armstrong Cork ad Chief

Hines Directs A&R Unit Of RCA Custom Disks

A. Drexell Hines has been named A&R director for RCA Recorded Program Services, a function of RCA Custom. His chief responsibility will be in the creation and development of new radio features and promos.

Hines is a former Ziv-United Artists VP and has been associated with ABC and the Radio Recording Division of MBS.

FCC Sees Loud Ad Unfair To Public, and Sponsor

(Continued from Page 1)
 of broadcasters and advertisers. Concurrently with the start of this inquiry, therefore, broadcasters are requested to review their practices such as the use of rapid-fire delivery, volume compression and other techniques which may result in objectionable loudness of commercial material, and to discontinue practices found to result in such loudness."

The commission conceded that widespread monitoring found almost no instances of over-modulation of commercials as contrasted in surrounding program material, something over which the FCC would now have control. But it was added that a "stream of complaints would indicate, at a minimum, that a very real problem exists and that at least sometimes commercials are in fact objectionably louder . . ."

Visiting RPI Chief Feted By Detroit, Boston AMs

Noel Bernard, RPI's European bureau chief, is in the U.S. to consult with subscribers and for work on "Year in Review," annual news feature aired in December by 120 stations in the U.S., Canada, Australia and Africa. While in the states, Bernard will be guest speaker at receptions by Detroit's WJBK and WHDH, Boston.

2 New Vs Purchase 3,262 CBS Half-Hrs.

Two new VHF stations—WTEV-TV, New Bedford, Mass. (also serving Providence) and WOKR-TV, Rochester, purchased 3,262 half-hours of programming from CBS Films Inc., its domestic sales VP, James T. Victory, said yesterday.

WTEV-TV bought a total of 1,506 half-hours and contracted for CBS Newfilm service, as well as 216 Terrytoon cartoons, which are not included in the total cited. WOKR-TV's buy was for a total of 1,756 half-hours.

WTEV-TV will begin broadcasting the first of the year. WOKR-TV has been on the air since mid-September.

Robert J. Kolb and James Monahan, of CBS Films sales, wrote the contracts, respectively.

Screen Gems to Distribute Doc Films Internationally

Screen Gems will distribute internationally, except in the U. S., a library of 53 half-hour films produced by Documentary Programs, Inc., of Washington, it is announced by int'l operations VP Lloyd Burns. The package is divided into four categories: "Music of the New World," "Music of the Old World," "How the World Is Governed" and "A Study of the World's Great Religions."

The films were produced by Peter von Zahn, veteran German broadcast and film producer.

KTLA Buys 4 Star Films

(Continued from Page 1)
 eral manager Len Firestone, who negotiated the deal, told RADIO-TV DAILY yesterday.

KTLA film operation director Dalton Danon, participated with Adler and program manager Robert Quinlan in making the buy. Quinlan advised that, as a matter of policy, the majority of the station's programming would continue to be live, with film kept to a minimum.

Among the Dick Powell-produced programs are: 30-one hour and 67 half-hour "The Detectives" stanzas, 145 "Dick Powell's Zane Grey Theatre" segments, and 45 "The Law and Mr. Jones" episodes.

Bill Clayton in KNX Sales

West Coast Bureau of RADIO-TV DAILY
 Los Angeles — KCOP has announced the appointment of Bill Clayton as an account exec, coming to the station from a similar post with KNX here. Prior to that, he served as district manager of the L. A. Independent TV Corp. and as an account exec with KONA-TV, Honolulu.

New Tube Held Key To Growth of UHF

Springfield, Mass.—Operators of UHF TV stations from all over the country visited WWLP-TV here to observe the unveiling of a new high-power, low-cost Klystron tube specifically designed for UHF by Eitel-MacCullough, of San Francisco. William L. Putnam, president of the Springfield TV Broadcasting Co., which operates UHF stations WWLP; WRLP, Greenfield, and WWOR, Worcester, said: "These tubes may make the difference in how many more UHF stations come on the air in the next few years."

He added, "As soon as the FCC gives us approval to increase our power, WWLP, with minor changes in antenna, will have the greatest effective radiated power in the country. Our transmitter is the same power as that used at WNYC-TV, the experimental station used in New York for UHF testing, and the Eimac 50-kw visual we will use to run the WWLP transmitter will cost us some \$13,500 less than WNYC-TV's visual final amplifier tubes."

Economy Emphasized

George Townsend, VP-chief engineer for WWLP, said: "We anticipate an average usage of about 10,000 hours from the new tubes. At present, other tube-life averages are in the neighborhood of 6,000-7,000 hours. And when you contrast the cost—\$6,000 for the Eimac tube against some \$10,000 for tubes of comparable power—the economic advantages of the new Klystron tube are easily apparent."

McPartlin Joins WBBM As Account Executive

Chicago — WBBM has added John J. McPartlin as an account exec on the sales staff. He was previously a sales exec at WBKB here.

Prior to that, he was assistant to the VP at WTVW (now WISN-TV), Milwaukee, with the NBC national spot sales office here, and sales manager of WNBQ.

4-Star Taps Rory Calhoun For 'Dick Powell' Segment

West Coast Bureau of RADIO-TV DAILY
Hollywood—Rory Calhoun has been signed to star in "Luxury Liner," a segment of Four Star's "The Dick Powell Show." Richard Alan Simmons will produce, Paul Wendkos is the director.

OBITUARY

Frank Milano

Services were held yesterday in Hudson, N. Y. for TV actor Frank Milano, 44.



By PETER C. DAVALLE

• • • Granada TV, one of Britain's "Big Four" commercial companies, is making a determined bid to break into the U. S. and Canadian markets. This, I understand, lies behind the visit to the U. S. and Canada of Patrick Crookshank, executive in charge of Granada TV's overseas sales . . . In the States, he's had talks with Granada's New York representative Kay Campbell; in Toronto, he'll see NFA Telefilm executives, who represent Granada in Canada. Granada's programs rate very highly in the charts over here; their twice-weekly "Coronation Street" is Britain's most popular TV show.

• • • Appointment is confirmed this week (as I predicted recently) of Kevin C. McCourt as Director-General of Radio Eirann (Eire TV) who succeeds E. J. Roth. Mr. McCourt reports for duty next month . . . George Kerr becomes ABC-TV's new Drama Executive . . . Westward TV, having financial troubles, has axed its Press and Public Relations Department.

• • • Hosting TV columnists at a cocktail party, Lew Grade, new managing director of ATV, told me of the great worldwide interest in ITC's two new series "Man of the World" and "The Saint," currently being seen on our screens. U. S. sales drives will start early next year, backed by strong evidence of keen viewer appreciation in Britain for both these actionful series . . . ATV launch two important new series over here in February—"24 Hour Call" (stories about the group practice among doctors) and an as yet unnamed series about life in an aircraft factory.

• • • Meet Nathan Hughes, general manager, Wales (West & North) TV: Age 37. As installation engineer of Marconi's Wireless Telegraph Co., was responsible for studio centres, outside broadcast units and microwave units at Turin, Milan, Rome, as well as at BBC-TV stations. Spent 2 years with ARTV. Then joined TWW to work on planning, installing and laying out technical facilities at Pontanna Studios. In 1954, supervised first Eurovision transmission from Rome. Has worked on color TV development and on surgical, industrial and underwater TV.

Flicks' Golden Age Reprised

"Hollywood: the Fabulous Era," a reprise of the golden age of motion pictures— from the birth of the talkies in 1927 through today—will be seen as an hour special on ABC-TV Jan. 23.

Henry Fonda will host the presentation produced by David L. Wolper Productions and sponsored by Procter & Gamble via Benton & Bowles. Scenes from 75 motion pictures, most of them Hollywood classics, will be shown.

Program was produced and directed by Jack Haley, Jr., with production written and supervised by Marshall Flaum. Elmer Bernstein composed and conducted the music.

15-Min. Insurance Film Free-Loaned by Sterling

"Risks Are His Business," new quarter-hour, 16mm short produced by Filmways for the Nat'l Ass'n of Insurance Agents, is being made available to TV stations on a free-loan basis. Supplied by Sterling Movies U. S. A., film shows three hours in the life of an independent insurance representative.

One-Month Filing Period For Boston's Channel 5

(Continued from Page 1)

competing applications, that the final date would be set later, but that prospective applicants could in the meantime be assured applications would be accepted and considered by the commission during this period.

Milwaukee Journal AM Cops 2 Safety Awards

Milwaukee — WTMJ, the Milwaukee Journal station, has been awarded two safety citations from the state Safety Commission and the National Safety Council for "outstanding public service in the cause of safety." Presentations were made on the outlet's "Give and Take" show, accepted by VP and general manager George Comte.

NAB Files to Testify At Hearing in Omaha

(Continued from Page 1)

type investigation; the operator consensus is that all three stations in that city have excellent records regarding community service, and have adhered to the NAB Code.

Why the Omaha hearing—fr whatever reason? Those questioned in New York executive circles see it as a commission attempt to counter the growing idea that there are "too many general drawing FCC salaries in the upper 15 grades, while there aren't enough in the 8-9-10 grades to handle the Commission work."

As for commissioner Henry there's a noticeable air of "let wait and see" how he performs as the presiding officer of the hearings, even though this coupled with the prevailing impression that he is a staunch supporter of more governmental control over programming.

ASCAP Review Board Adding Two More Seats

ASCAP president Stanley Adams has announced an amendment to the society's articles of association, increasing Board of Review membership from six to eight (four writers and four publishers).

The new provision, passed by 98 per cent of members voting, still requires one standard writer and publisher on the board, with the proviso that alternates may serve in the absence of regular members.

Clancy and Gordon Form Production, Sales Firm

(Continued from Page 1)

said, is preparation of both a hour and a half-hour series entries for the '63-'64 network season, and the long-range blueprint calls for eventual entry into syndication.

Clancy, who is president of the new company, is a veteran of 27 years in broadcasting. Prior to his web stint, he was sales executive with TV Programs of America and Independent TV Corp., and earlier with ZIV Programs. He started in radio in '36 as an announcer and performer.

WFAA Radio Receives Top Citation of Kiwanis

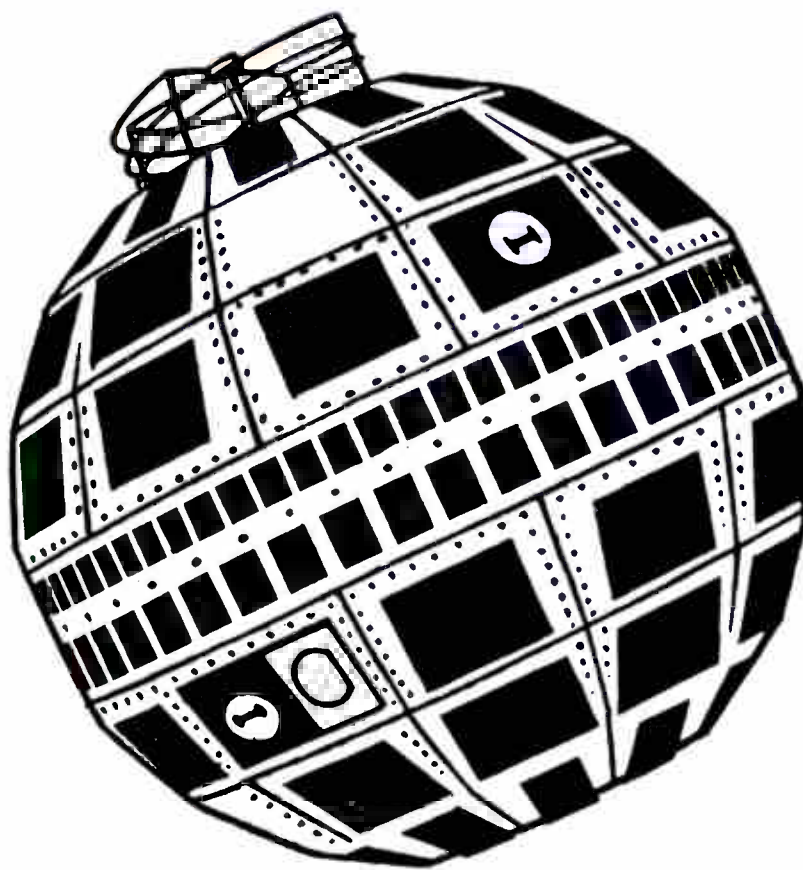
Dallas—WFAA Radio has been given the Dallas Radio Broadcasters Public Service Award by the local Kiwanis Club. Entries from all Dallas radio broadcasters were considered, with WFAA ending in top spot. Station manager George Utley and radio program director Pierce Allman received citation.

25TH

ANNIVERSARY

**RADIO
TELEVISION DAILY**

1937



1962





When Boston Needs a Helping Hand!

WNAC Radio and Television is always on hand, extending the cooperation needed by Greater Boston's worthwhile philanthropic groups.

Recently, WNAC Radio invited 20 leading businessmen to participate in a full broadcast day, explaining the need for giving to the United Fund. Simultaneously, Television extended its far-reaching hand, for the benefit of the United Fund.

Whatever it be... Coast Guard... Heart Fund... Red Cross... Muscular Dystrophy... Multiple Sclerosis... Boy Scouts... an emergency call for blood.

WNAC Radio and Television is there, serving the Commonwealth with quality... interest... and public service.



RADIO WARDS OFF PRESS CLAIMS

Cable TV Like 'Slanted Well,' Says Texas Bid Opponent

Austin, Tex.—“It is difficult to think of cable TV as more than a slanted well proposition. You just stick an antenna in the air and get the other end of the business . . . just like a well under another man's hand.”

That was one of the arguments presented before the City Council, which is considering some half-dozen proposals to augment Aus-

tin's present one-station TV service with cable TV, home movie cables or similar additional media.

John Cofer, attorney for local theatre owner Eddie Joseph, told the council that “if you decide to

(Continued on Page 6)

Boom Lowered Geritol, Hadacol

Geritol” has been charged by the FTC with false ad claims in “tired blood” commercials, in an entirely separate case hearing examiner Eldon P. Up has upheld similar charges against “New Super Hadacol.” Up's initial decision will be reviewed by the full commission. Hadacol, Inc., appeals.

Both companies were charged with misleading the public because

(Continued on Page 2)

Screen Gems Will Distribute in Australia, 'Laffs' Abroad

West Coast Bureau of RADIO-TV DAILY
Hollywood—Screen Gems has secured for exclusive foreign distribution rights to the TV series, “Australia Jackson Sings” and “Laffs,” it was announced by Ed Burns, VP in charge of international operations. The agreement was made with Harold L. Lippman, president of TV, Entertainment Corp., series producer.

Commission Sounds Off on Loudness with Dial-ectics Advice

Washington—The FCC, concerned over “loud” commercials, listed ways in which the effect could be achieved without over-irritation:—“soft” programming before and after; speech processing and volume compression, and fire delivery. The commission has also expressed hopes for the invention of more accurate instruments to measure loudness.

Desilu Gross Up 23%; Lucy Cites Progress On '63, '64 Product

Desilu Productions racked up a 23 per cent gain in gross income for the six months ended Oct. 27, and excellent progress is being made by the company in a development program for new product aimed at networks in '63 and '64, president Lucille Ball reported in her first statement since taking full control of the company.

The gross income figure was \$9,089,236, compared with \$7,405,791 for the same 1961 period, with net income before taxes and contingency reserves the first half of this fiscal year amounting to \$666,062, against \$130,295 in '61. Net income after deductions was

(Continued on Page 8)

\$175,000 Paid for Half Of WENO, Madison, Tenn

Washington Bureau of RADIO-TV DAILY
Washington—The FCC has approved the sale of negative control of WENO, Madison, Tenn., by Walter A. Duke to Martha White Mills, Inc., involving payment of \$175,000 for Duke's half-interest. Also approved was the sale of WTHG, Jackson, Ala., by T. H. Gaillard, Jr., to Rowdy McGee, Lennette Horton and Fred Huggins for \$37,500, less station liabilities at closing.

Tykeson Is GM-Director Of KEZI-TV, Eugene, Ore.

West Coast Bureau of RADIO-TV DAILY
Eugene, Ore.—Liberty Television has appointed Donald E. Tykeson general manager of KEZI-TV here, and a member of the board of directors, effective Jan. 2. Tykeson is resigning from KPTV, Portland, where he has served as general sales manager for the past six years.

Newswomen Hear Downey

Philadelphia—John O. Downey, VP-general manager of CBS-owned WCAU here, will speak Jan. 9 to the city's chapter of Theta Sigma Phi—women's journalism fraternity.

RAB Prepping Offset To Post-Strike Pitch By Print Salesmen

As the newspaper strikes in Cleveland and New York last night ground toward their third and second weeks, respectively, radio and TV stations in both cities had settled into their self-imposed duties of vastly increased reportage on global, national, state and local events.

While many of the electronic outlets, in extraordinary acts of good will toward the silenced press, are airing unpublished day-to-day newspaper features and giving broadcast assignments (with fees attached) to more than two-score by-liners, other measures are being taken to insure that these samaritan deeds do not backfire.

In Cleveland, KYW reported a Trendex sampling for Dec. 13 (the 14th day of the strike) of 298 adults in metro Cleveland, with 93 per cent responding that they obtained their news now only from radio. This compares with an 87.6 per cent response

(Continued on Page 7)

FCC Signaling 'Go Ahead' On Babylon Power Boost

Washington Bureau of RADIO-TV DAILY
Washington—WGLI, Babylon, N. Y., would be allowed to increase its daytime power from one to five kw under terms of an initial decision by FCC hearing examiner David I. Kaushaar. He said interference to WADO, New York City, would not be so great as to outweigh the new service.

P. Lorillard Renewing 'Jack Paar,' 'Joey Bishop'

P. Lorillard has renewed via Lennen & Newell for the balance of '62-'63 its alternate-week, half-hour sponsorship of NBC-TV's “The Jack Paar Program” and “The New Joey Bishop Show.” It will also continue its alternate-week sponsorship of NBC-TV's “The Price is Right” when the program moves to Fridays on Feb. 1.

NAB Asks 3-Week Delay In 'Scrutiny' Deadline

Washington—The NAB has asked the FCC to defer for three weeks the Dec. 28 deadline set for comments on its proposal to provide for local public inspection all broadcast applications and other reports now filed with the FCC which are open for public scrutiny at the commission's Washington office.

Britain Opens Doors For Reg'l TV Firms

Special to RADIO-TV DAILY
London—British regional TV companies are throwing their hats in the air over networking opportunities in the government's White Paper, just published. The smaller companies complained in the past that chances to get their productions seen throughout Britain have been blocked by the “Big Four” majors, but the White Paper takes networking away from the separate companies and puts it under a strengthened Independent TV Authority.

Under the government scheme, the ITA will set up a committee

(Continued on Page 7)

Sam Slate Will Air Views On Duties, Outlet Policy

WCBS Radio general manager Sam J. Slate will be guest on the “Speak-Up” portion of the station's “At Your Service” today at 2:15 PM. He'll discuss his duties as general manager and factors that determine station policy.



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Sportscasters Chosen For 5 Grid Clashes

The NBC line-up of sportscasters for five post-season collegiate football games has been announced by sports director Tom S. Gallery.

Included are seven who handled last year's events: Lindsey Nelson, Bob Wolff, Jim Leaming, Art Gleason, Mel Allen, Red Grange and Ray Scott. Two former grid stars, Frank Albert and George Connor, and Columbia U. coach Buff Donelli have been added.

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

COMING AND GOING

HUBBELL ROBINSON, CBS-TV senior VP, programs, due in Hollywood Wednesday for ATAS panel discussion.

SHIRLEY GOLDSTEIN, NBC program merchandiser, leaves tomorrow on a 12-day Caribbean cruise.

IRVING RAPPER, director, arrives in N. Y. from Rome next week for a five day visit.

HANK ALEXANDER, of Video Tape Unltd., to Rochester.

RAY BLOCH and HUGH LAMBERT to Guantanamo Naval Base for Christmas edition of Ed Sullivan's show.

CHARLIE WALKER, Columbia recording star and KMAC deejay, back in San Antonio after a p.a. tour here and in Canada.

RKO General Shifts Corporate Structure

In a corporate realignment announced yesterday by General Tire and Rubber Co., John B. Poor has been elected president of its wholly-owned subsidiary, RKO General, Inc., and Hathaway Watson the president of the newly-created RKO General Broadcasting.

Under the previous corporate structure, Thomas F. O'Neil, chairman of the board of the parent company, served as president of RKO General. Poor served as VP and Watson as VP in charge of broadcasting operations.

"We feel that this realignment of responsibilities will facilitate the further planned growth of the company," O'Neil said, adding that the importance of its seven radio and five TV stations to RKO General and the specialized nature of commercial broadcasting warranted creation of a separate organization.

Norm Peters Joins Staff Of WTIC Outlets, Hartford

Hartford — Norm Peters, former announcer for WMCA, New York, has joined WTIC-TV-AM-FM. Peters served with the Far East Radio Network in Japan from 1951-'53, has also been on staff of WNHC-TV-AM-FM, New Haven; WKNB AM-TV, New Britain, Conn., and WMAS, Springfield, Mass.

Chicago R-TV Yule Specs

WMAQ, Chicago, is again featuring this year its "Twelve Days of Christmas," beginning Christmas Day, on all its music shows. WBKB, Chicago, is observing the holiday with two specials—"Sights and Sounds of Christmas," Saturday and Monday, and "Mahalia Jackson Sings About Christmas," Monday. Also on WBKB, Captain Stubby and the Buccaneers will offer a special holiday program on "Chicagoland's Faith," Sunday. "Christmas Sing with Bing" will be aired Monday on WBBM, in the Windy City, for the eighth consecutive year.

CBS THESPS GET A REAL DAY OFF

5 Serials Being Taped To Give Stars a Holiday

To actors in daytime TV dramas, a holiday is just another working day, but to stars in five CBS daytime serials this year, Christmas will be a real holiday. The net is taping an extra program this week to allow its thespians to have the day off.

Shows are: "Search for Tomorrow," "The Guiding Light," "As the World Turns," "The Secret Storm" and "Edge of Night." Only "Love of Life" will be seen live on Christmas, but its cast will have off New Year's Day when the "Tournament of Roses" pageant pre-empts the show.

Pubserv Chief Aids Film For Lame Kids

Cleveland — Bruce MacDonald, WJW community service director, has served on the advisory committee which helped plan the Cleveland Society for Crippled Children's film "To the Best of Their Abilities."

MacDonald also narrated the 20-minute film, which shows various phases of the society's reha-

WJW news director Michael Prelee has presented Cleveland's newly-elected mayor Ralph S. Locher with a tape of his inaugural ceremonies.

bilitation work with handicapped children. In another pubserv project, the station is spreading the word about a Christmas card project aiding four Cleveland area hospitals. Funds will go for rehabilitation and equipment.

'Peace on Earth' Taking Priority on WTTM News

Trenton, N. J. — In keeping with the holiday spirit, Lou Wagner, WTTM news director, has announced his department will release only "good" news Christmas Day.

FINANCIAL

(December 19)

CLOSING PRICES NEW YORK STOCK MARKET

Admiral Corp.
AB-PT
Am. Tel. & Tel.
AVCO
CBS
Columbia Pic.
Crowell-Collier
Decca
Disney
East. Kodak
Gen. Prec.
General Tel.
Hazeltine Corp.
Magnavox
MCA
M-G-M
Metromedia
Minn. M&M
Nat. General
Paramount
Plough
RCA
Storer
Taft
20th-Fox
United Artists
Warner Bros.
Westinghouse
Zenith Radio

AMERICAN STOCK EXCHANGE

Allied Artists
Capital Cities
Desilu
Esquire, Inc.
Filmways
MPO
NTA
Reeves Sound
Screen Gems
Technicolor
TelePrompTer
Trans-Lux
TV Industries

* OVER THE COUNTER

	Bid
Jerrold	49/8
Meredith	19 1/2
Rust Craft	9 3/4
Seven Arts	7 3/4
Sterling	1
Walter Reade-Sterling	2
Transcontinent	9 1/2
Wometco	19

* Courtesy of National Association of
 rity Dealers.

NTA Contributes Tapes To Planned N.J. ETV

Montclair — National Tele Associates has contributed hours of videotape to the N.J. Jersey ETV Corp., which plans to begin operations here next year. The contribution means a saving for NJETV of about \$8,500. Previous contributions have come from both CBS and NBC.

Geritol, Hadacol Cited

(Continued from Page 1)

cause it was alleged that preparations would be of benefit only to a small group of people and in both cases it was charged that even where the preparations would bring benefits it might be at the expense of masking symptoms which need treatment by doctors or in hospitals.

COOPERSTEIN GRANTED CP OR N.J. COMMERCIAL 'U'

den, N. J.—The FCC has granted a CP to New Jersey broadcasting Corp. for a commercial UHF on Channel 47 which would eventually become one of the few 24-hour operations in the U.S., according to president Ed Cooperstein. The state is currently denying any commercial TV operation with VHF Channel 13, formerly Newark, now operated by WTV by a New York group. Cooperstein said the new station will begin operations late next month from Newark's Mosque Theatres, with programming to include "New Jersey-oriented quality ethnic shows" in color and sound on a full seven-day week. Initially, the station will broadcast from 3 PM-7 AM, with an all-day program of music and color later. N. J. ETV programs will be added in the morning and afternoon.

WVMA Turned Down
Wanting Cooperstein's application, the FCC denied a request from WVMA, New York, for defunct station pending a decision substituting Channel 79 for 47 in Brunswick. The grant to Cooperstein was made conditional on acceptance of a channel switch which is the eventual decision. The station will be permitted to maintain main studios in Newark but not identify itself as a station, as well as Linden.

**Westerman Named
Account Exec in Pitt**
Independent TV Corp. has appointed Milton Westerman an account executive in the Eastern Division, headquartered in Pittsburgh. Westerman previously worked with ITC in a similar capacity, and has also been with Film Corp. and was sales manager of KMSP-TV, Minneapolis.

End of Christmas'
Special telecast, "The Sound of Christmas," will be presented on Christmas Day by the N. J. Council of Churches and the Protestant Church of New York, featuring a band and music of the season, and an "analysis" of the real meaning of the day.

21 Violations Put WAXE on License Hot-Seat
Beach—WAXE here has been charged with violation of 21 provisions of FCC rules, as the commission embarked on a proceeding looking toward possible refusal to renew a station license this time by a narrow 4-3 vote. The dissenters were members Hyde, Craven and Lee. The FCC will inquire into whether Chamberlin maintained adequate control and supervision during the recent license period; whether he instructed his employees to violate rules with particular regard to maintenance of transmitter and whether he possesses the requisite qualifications to be a station licensee.

Ga. Operators Link With State Bar Ass'n For 'Radio Law Day'

Atlanta — The Georgia Bar Assn's Law Day committee and the Georgia Ass'n of Broadcasters are joining for "Radio Law Day—Ga.," a statewide radio and television salute to the bar association, attorneys and legal profession in Georgia. This new GAB event will be held May 1 as part of the Georgia Bar Assn's Law Day celebration, and will kick off the GAB's annual Radio Month activities.

A 'First,' Says Sherman

GAB Radio Month chairman Barry Sherman, executive vice president of Esquire Broadcasting, WQXI here, said, "We believe this is the first time in broadcasting that a special statewide radio-tv salute to the legal profession has been attempted. Our GAB committee is working on a series of special promotional projects to back up Radio Law Day—Ga."

Sherman indicated special taped announcements from Georgia's leading state and legal figures would be provided to all 160 GAB stations.

KMEX VIDCASTS TOP 'CORRIDAS'

Three Leading Matadors
In 1st Bullfight of Season

West Coast Bureau of RADIO-TV DAILY
Hollywood — Matador Paco Camino of Spain joins Mexico's Antonio Velazquez and Umberto Moro to headline the first bullfight of the '62-'63 season from Mexico City on KMEX-TV Sunday, on a week's delayed basis.

The Spanish-language TV station will carry each bullfight throughout the season one week after the event is taped by Telesistema Mexicano mobile units. Fausto Sosa, Los Angeles architect and aficionado, handles English commentary.

5 Revisions Adopted On Financial Report

The FCC has adopted minor revisions in the annual financial report form which must be filled out by broadcasters to show:

Payments to owners and close relatives.

Revenues received from political broadcasting.

Breakdown of salaries by departments.

For stations of 15 or more employees—a similar breakdown of employment.

A breakdown of FM revenues of AM-FM operations, to differentiate between time sales and incidental broadcast revenues.

KLAC Cheer for Marines

Bob Forward, VP and general manager of KLAC, Los Angeles, has accepted the invitation to supply the Christmas show for the men and officers of Camp Pendleton Marine Base, to be presented today.

NBC THREADING MENOTTI'S MAZE

Composer's New 'Labyrinth'
Bows on Mar. 3 Telecast

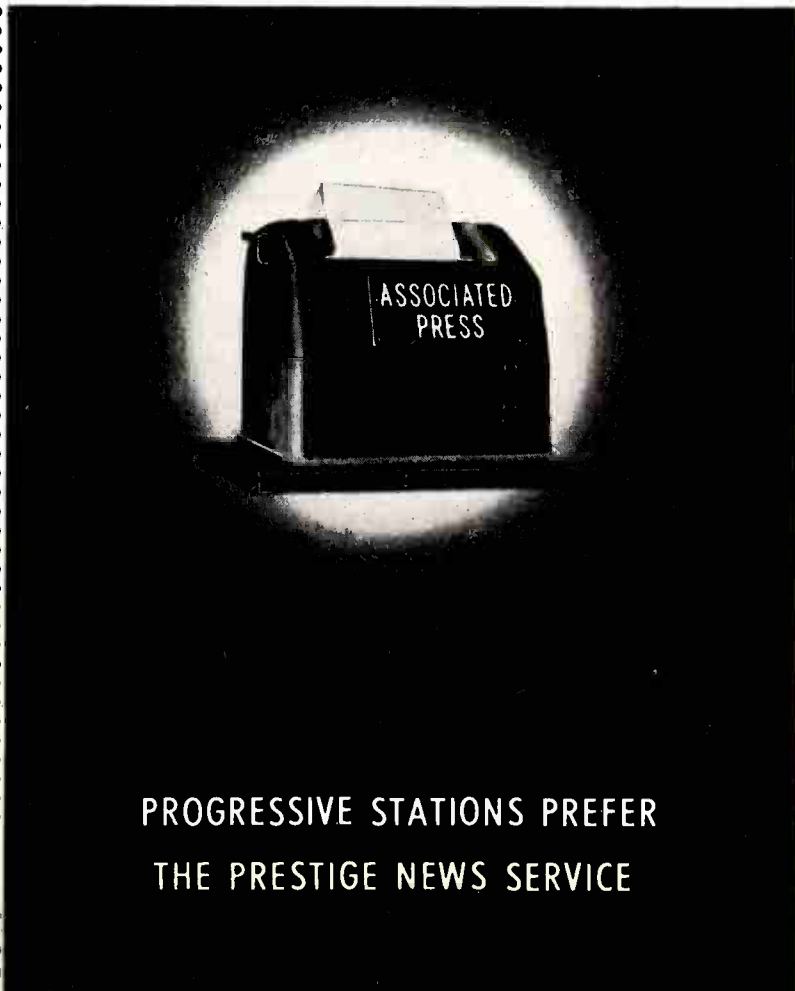
World premiere performance of Gian Carlo Menotti's surrealistic opera, "Labyrinth," will be given by the NBC Opera Company Mar. 3 on an NBC-TV colorcast. Menotti wrote both the music and libretto of the opera, the fourth of his works to be commissioned by NBC.

"Labyrinth" will require a large, complex and expensive production. According to Menotti, it is truly written for television or film only.

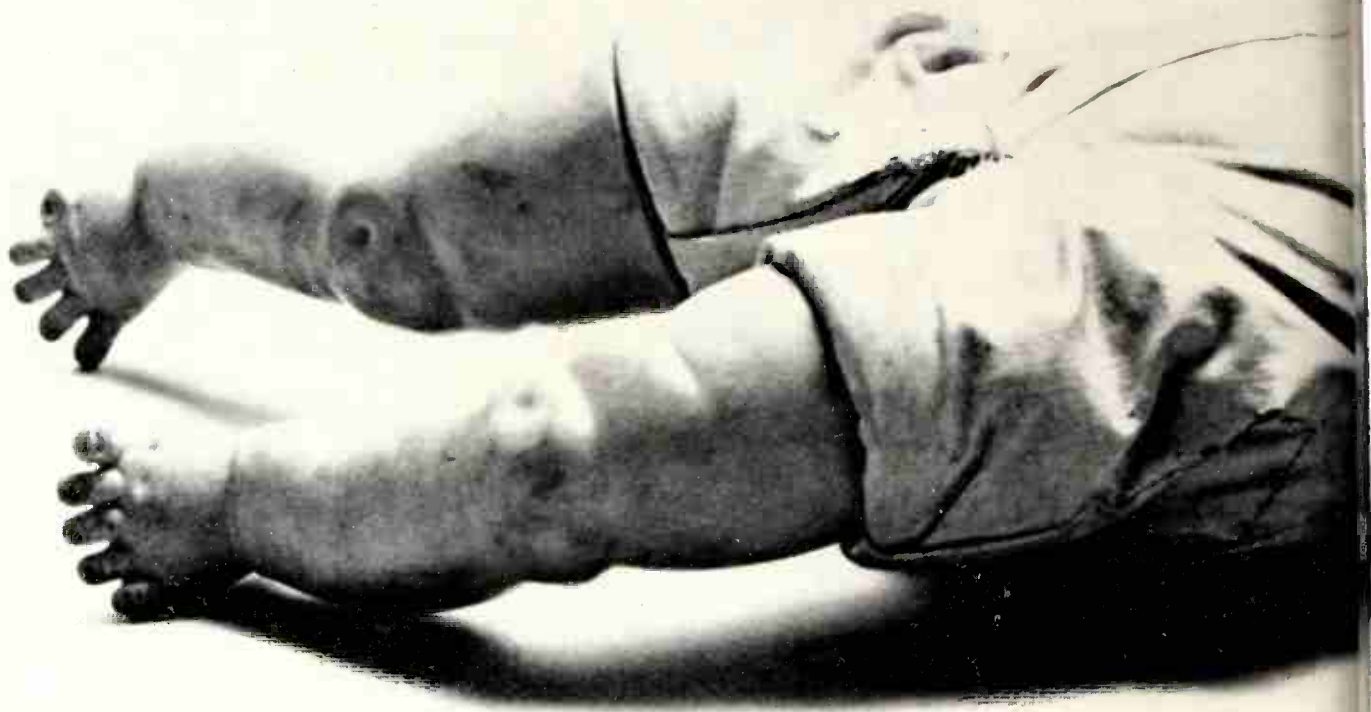
Hall, Going to Coast, Replaced by Maulsby

Edward E. Hall, CBS Radio administrative manager, affiliate relations, has been named CBS-TV western manager, affiliate relations, effective Jan. 14.

Hall will spend two weeks in the mid-side New York office before assuming his West Coast post. Replacing him in his former position is Gerald F. Maulsby, director of network programs for CBS Radio since 1960.



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**



The U.S. Marines to the rescue



...y a child who gets a new
...as the leathernecks
...ank for it. With a big
...st from the ABC Owned
...ivision Stations.

...s Angeles' KABC-TV, for
...since, puts on a
...endous "Toys for Tots
...y"—now in its fourth
...—in co-operation with
...J. S. Marine Corps.
...two-hour spectacular
...heads the annual
...to provide new toys
...Christmas for
...privileged children.

...price of admission to
...KABC-TV show—which
...aged in the famous Los
...eles Sports Arena—is
...new, unwrapped toy
...erson.

...turn, the audience gets
...ant entertainment. The
...ormers are top stars.
...e are circus clowns and
...ants.

...community effort, led
...ABC-TV, is always an
...ordinary success. So is

WXYZ-TV's "Toys for Tots
Jamboree" in Detroit, which
is held every year during
September at the Edgewater
Amusement Park. Every
ride is free to any WXYZ-TV
viewer who deposits a new toy
at the Park's front entrance.

This year, WXYZ-TV points
with pride to the total of
23,999 toys which it was
able to hand over for
distribution by the U. S.
Marine Corps.

Such charitable projects
provide the kind of
opportunity for service
which all five ABC Owned
Television Stations are
determined not to miss.

To all five stations,
optimum use of their air time
is the tremendous challenge.
In partnership with the
communities they serve,
they meet it with enthusiasm
and imagination.

All five, in fact, are very
much alive.

ABC OWNED TELEVISION STATIONS New York's WABC-TV / Chicago's WBKB / San Francisco's KGO-TV / Detroit's WXYZ-TV / Los Angeles' KABC-TV

Astaire 'Premiere' Fills Jazz Roles for Musical

Hollywood — John Lupton, playing a jazz trumpet star and Charles Lampkin, as a recording band's pianist, have featured roles in ABC-TV's "Five, Six, Pick Up Sticks," currently filming for "Premiere, Presented by Fred Astaire."

7 Arts 'Feature Pix Top Web Programs

Seven Arts' feature films are capturing larger audiences than prime-time network programs in many markets, according to VP-national sales manager Donald Klauber, reporting on the initial Fall ARB local market ratings just released. He said a rating analysis was made for Seven Arts' films vs. prime-time web programming via a special ARB survey of Columbus, O., San Diego and Miami (markets in which comparable figures were available).

WBNS-TV in Columbus, during the ARB October/November survey period, aired three Seven Arts features in its Friday 7-8:30 PM slot and racked up an average quarter-hour prime-time rating of 16.5 (a 59 per cent share-of-audience), outrating competing web programming on WLWC-TV (NBC) and WTVN (ABC).

Three on KOGO-TV

San Diego's KOGO-TV also aired three Seven Arts features in the same slot, garnering an average quarter-hour prime-time rating of 25.7 (a 48 per cent share), outrating KFMB-TV (CBS) and XETV (ABC). Miami's WTVJ-TV scored an average ARB quarter-hour rating of 33.7 (a 52 per cent share) via telecasts of Seven Arts features on Tuesdays (7-8:30 P.M.), outrating web competition on WCKT (NBC) and WLBW (ABC).

Ruth Musser Takes Post As Administration Veep

Mrs. William L. Musser has been named to the newly created position of VP for administration at WMCA, New York. Known in the industry as Ruth Musser, she previously was the station's director of programming.

Mrs. Musser is the wife of William L. Musser, VP and account supervisor of Ted Bates & Co.

Exiled Prelate on 'Chalice'

The Most Rev. Cuthbert Martin O'Gara, Bishop-in-exile of Hunan, China, will be guest celebrant of "Chalice of Salvation" on Christmas Day, WWLP-TV, Springfield, Ill.



By TED GREEN

• • • We've received several hundred Christmas cards from old and new friends. "Thank you" goes to each one who thought of us at this great season of the year. We've missed hearing from some of the old familiar friends who have either passed on since last yuletide or have gone to other fields. To our new friends — and especially to our old friends—a most healthy and happy year ahead. The year, 1962, has been good to many—frustrating to others. It would be good for all of us to remember that a word of encouragement, or a kind deed to that reservoir of experienced talent in our industry who may have had a disappointing year, is one of the best ways for us to join in with the goodwill and spirit of the holidays. An historic Italian phrase says it simply; "Il mondo ciro" (The world turns) . . . As the immortal Jimmy Durante would say: A joyful Christmas and a happy New Year to you, Mr. and Mrs. Calabash, wherever you are.

• • • Apartment huntress Pat Palmer busy looking for a penthouse for actor Rock Hudson . . . Society orchestra leader Phil Bennett signed to conduct a series of Broadway specs for Canada's CBC-TV . . . Earl Wrightson being considered for a talk show by CBS after his recent success on the "Tonight" show . . . Don Morrow set for a personal appearance tour throughout the U.S. in February . . . Cannonball Adderley's new single release, "The Samba," is already reaching for the top 10 charts . . . Roger Gimbel, who is producing the Bing Crosby-Mary Martin Christmas Eve TV spec, is working on a "Holiday Series" package to be sold to ABC . . . Cyé Martin, Broadway master of fine tailoring, who made his debut as an actor in "The Hustler," is now studying his role as a NYC detective in "Squad Room," a TV pilot being produced by Carl Porto.

• • • Meet: One of broadcasting's "glamour brigade," Maggi McNellis, who has more than 13 years as a radio commentator and interviewer, and about eight as a TV panelist, commentator and innovator of magazine-of-the-air type programs. Currently topping "Leave It to the Girls," aired by WABC-TV here and taped for cities coast to coast, her name has appeared on the Fashion Academy list of the world's best-dressed women for nine successive years. Maggi's knowledge of fashions has brought her numerous speaking engagements as well as the title of the country's top fashion show commentator. She is co-author, with Hubie Boscowitz, of the book, "Party Games" (Prentice-Hall), and is also doing a syndicated radio program heard on 300 stations, including Mexico, Hawaii, and Alaska. The show is taped in the famed "Columns" of the Savoy-Hilton Hotel.



MISS McNELNIS

• • • WCBS personality Bob Maxwell has just become the proud owner of a three-year old thoroughbred trotting mare. Maxwell, going into the breeding business on his Kentucky farm, is looking for a name for the mare . . . Ed Williams with WLIB news for two years, went into the army Dec. 10 . . . Madeline Karr, producer of WABC-TV's "The Big News," has become the bride of attorney Milton Amgott, and is honeymooning in the South . . . Sportscaster Chris Schenkel starts his second year as narrator of ABC-TV's "Bowling Show" Dec. 29 . . . Sherril Taylor, president of Taynod Productions, is in town discussing a new Roger Williams program for national syndication.

• • • Teresa Brewer, a stranger to daytime TV, has debuted in the sunlit sessions for "Password" all this week . . . Dick Kallman, Desilu's original first contract actor now the hottest candidate for the lead in the road company of "How to Succeed," is setting England on its ears with 15 TV appearances in the past month to plug his new EMI-Capitol recordings on the Granada network—plus making a movie . . . W. Clement Stone, author of "The Success System That Never Fails," checked into the Savoy Hilton for a series of radio and TV appearances in connection with the new book.

WCBS 'Gleason Tree' For Young TB Patients

Employees of WCBS-TV 1 set up Gotham's first Ja Gleason Friendship Tree for tients in the children's ward, Bellevue Hospital's TB department. The cards adorning tree, with Christmas seals, v sent to Gleason's in response appeals on his CBS-TV st "American Scene Magazine."

WPIX News Buildup Tops 6 Hrs. a Week

WPIX has increased its d and weekend news coverage the duration of the newspaper strike, with an additional M day-Friday quarter-hour n program, plus a new week half-hour program on Saturd according to Walter D. Eng manager of news and pul affairs. WPIX now telecasting hours and 15 minutes of ne weekly.

Late News at 12:45

A late evening program, "F Star News: Part I," with new man Kevin Kennedy, is be aired nightly at 11, and the minute "Steve Allen Show" beg 15 minutes later. After the A show, the regularly schedu late evening news program telecast at 12:45 A.M.

The station's new Saturd evening half-hour program, "S urday Seven O'Clock News," preempting "Superman" for t increased news coverage.

Austin Charges Cable TV Unfair to 'Other Fellow'

(Continued from Page 1)

legitimize this business, (cab TV), then Joseph has an applica tion pending for a home mov system."

The only commercial chann here is KTBC-TV, owned princ pally by the wife of Vice Presi dent Lyndon B. Johnson and operation since 1952. KTBC-T holds an option to buy 50 per ce of the stock of Capital Cable Co one of the applicants for a ne service. Others include Independ ent Cable Television of Austi Inc., and Vumore. The Austi Junior Chamber of Commerce h officially approved a resolutio calling for cable TV here.

Following a two-hour Counc session, Mayor Lester Palme said: "There seems to be an over whelming indication . . . that the people of Austin want additiona TV service," adding that if th Council feels another hearing i necessary to consider the propos als it will be held Jan. 3 or 10.

WOW 'Speaking Up' on a Regular Basis

WOW — A regular policy of editorializing twice a week on radio-TV and WOW radio here has been announced by Frank P. Murphy, VP and general manager of Meredith WOW, Inc. The first editorial in the series took place last week against construction of a giant centennial coliseum in New York City between Lincoln and Olden streets by pointing out the initial cost and maintenance, plus the fact that both cities have fine new municipal auditoriums located nearby for lodging and transportation. Murphy is chairman of the editorial board. Other members are general managers Bill Wiseman and Al Larson, vice chairmen; and directors Bill McBride, Ray Olson, and news director McGaffin and his associate, Murphy.

ITV TV Committee

(Continued from Page 1)

Representing all program companies to supervise buying and selling of air properties. ITA will have more money to spend, the White Paper calling for program companies to handle a substantial levy for transfer rental, the fees tied to, before tax.

Starting in 1964, the commercial company's operating contracts will be limited to three years, though they will be renewable on review by the Postmaster General. The government rejected proposed second commercial net, saying there was no demand for

JN Hikes Yule Sked

In addition to special Christmas programs scheduled from ABC-KGUN-TV, Tucson, will add more than eight hours of locally produced Yule shows Saturday and Tuesday. Highlights include Brigham Young U. Orchestra Choir; the Tucson Civic Chorus and "Christmas Music of the West."

Managers of KVET Remain Sole Austin 'U' Bidders

Austin — Austin Broadcasting (KVET) has become the sole remaining applicant for a new TV station on UHF Channel 24 here, pending approval by the FCC's new Board of an arrangement whereby Austin Broadcasting paid local Telecasting for part of the pocket expenses, in return for capital withdrawing its bid for the channel. A decision and is expected by Spring.

AGENCY NEWSCAST

By RALPH TYLER

Is there a way to be sure that timebuyers are listening to a station presentation tape? One thing that can be done is to hold a contest with questions keyed to contents of the tape.

Such a contest was held during a five-day period on behalf of WJRZ, Newark. Transistor radios were awarded to the following buyers with the right answers: Eleanor Fetzer, Y&R, "list the number of times WJRZ, New Jersey and Market IV are mentioned; Pete Schulte, Donahue & Coe, "what is the exact length of the tape?"; Betty Whalen and Mary Jane Hoey, Lennen & Newell — "what were the three community services mentioned?"; Rose-Marie Vitanza, Lennen & Newell—"list the five personalities on WJRZ in order of their appearance on the tape"; Bob Storch and Bud Keane, BBDO—"in the news portion of the tape what were the counties mentioned and in what order?" The contest was conducted by WJRZ's rep, Adam Young Inc.

"The Jewish Philosopher," one of radio's longest running programs, has been renewed for the 27th straight year by Carnation Co., via Erwin Wasey Ruthrauff and Ryan, Los Angeles. It's aired daily on WEVD, New York, and on WDAS, Philadelphia, every Sunday. Program is produced and

managed by C. I. Lutsky Enterprises, Inc.

A 1963 budget of \$1.8 million reflecting a 9 per cent increase for advertising and marketing for Wynn Oil Co. of Azusa, Calif., has been announced by Kenneth C. Lovgren, advertising manager. Wynn's network radio campaign includes 43 commercials a week. Agency is Erwin Wasey, Ruthrauff & Ryan of Los Angeles. Domestic and international publicity and PR is handled by Les Sholty Advertising Agency, Hollywood.

Pintoff Productions, eastern producer of film commercials, is currently handling two West Coast assignments. The four-year-old company has produced a series of Folgers Coffee TV spots employing both live-action and animation for the San Francisco agency of Fletcher Richards, Calkins & Holden. Another western agency, Guild, Bascom and Bonfigli, has set Pintoff Productions on two animated spots for Ralston Purina.

Print Strike in Cleveland Jet-Propels News Dialing

(Continued from Page 1)

when KYW ordered its first survey on Dec. 5.

The second question was: "Have you noticed home radio stations have made an extra effort to keep you informed by adding special reports and features to their regular news coverage?" The answer was "yes" from 92.4 per cent of the interviewees.

Prime example was preparation yesterday by the RAB in New York to canvass all stations in New York and Cleveland for their records of billings resulting from the strike.

Reason for this protective step was spelled out by RAB's new president, Edmund C. Buker, who told RADIO-TV DAILY:

"... Past strikes have shown that the newspaper industry does not hesitate to make a case for its medium on the basis of what newspapers claim happens to business during a strike."

The billings report, to be audited by J. K. Lasser & Co., is expected to document the current belief that retailers are investing in air time only a fraction of their budgets ordinarily devoted to

space. Newspaper salesmen, after a strike, frequently have trumpeted that business fell off when, actually, no material change was experienced.

In New York, E. I. Du Pont de Nemours & Co., thru BBDO, had purchased a half-hour from 9:30 P. M. for five days ending tomorrow, and the 1-1:30 P. M. segment from Tuesday until Saturday—both on WPIX—to offer 15 department and specialty stores opportunity to feature in prime video time any products they choose.

One of the neatest off-the-air promos in the New York City area was devised a week ago by Al Slep, WNBC-TV's publicity-exploitation manager. Every day, he runs off a giant news flyer, filled with top stories, capsule reviews of plays, editorial comments, etc., and distributes 200,000 copies of it to homeward-bound passengers at railroad, airline and bus terminals. Of course, a little space is provided for NBC's New York flagship radio and TV program schedules of the evening and next day.



SALES MANAGER GETS BONUS!

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*Nassau-Suffolk (Long Island) accounts for more Apparel Sales than 35 states and its \$3¼ Billion Retail Sales outranks the following major metro markets:

- | | |
|------------------|-------------|
| Philadelphia | Dallas |
| Detroit | St. Louis |
| Cleveland | Milwaukee |
| Washington, D.C. | Seattle |
| Boston | Minneapolis |
| Houston | Pittsburgh |
| San Francisco | Kansas City |
| Baltimore | Atlanta |

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI AM 1100 FM 98.3

WEMPSTEAD LONG ISLAND, N. Y. *the voice of long island*

PAUL GODOFFSKY, Pres. Gen Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales
REPRESENTED by Gill-Perna

Disk Spinning

By CARL MOS

Timed to catch the sales zenith of comedy albums, such as "First Family," and "My Son, the Folk Singer," Verve is releasing "Humor Seen Through the Eyes of Jonathan Winters Album." Plugs for the album include three NBC-TV shows, "The Jack Paar Show," "The Today Show," and "Leave It to the Girls," with Winters appearing in person. Also scheduled are TV appearances on the "Andy Williams Show" (NBC), "Garry Moore Show" (CBS) and "I've Got a Secret" (CBS) for early '63.

Columbia awarded a Gold Record to Archie Bleyer, Cadence Prexy, to commemorate the pressing of the millionth record of the comedy hit, "The First Family" . . . Bob Dylan, whose first Columbia single was just released, left for an international tour including a solo appearance in London on an hour-long BBC TV program. Dylan is later scheduled for an in-person Carnegie Hall appearance, plus a guest-star stint on the Ed Sullivan Show . . . ABC-Paramount is cutting the price of its Aristocrat Series by one dollar. New price of \$3.98 mono and \$5.98 stereo also apply to comedy LP, "Hello Dere" by Allen & Rossi.

The Highwaymen, UA recording stars, open a month long tour of the West Coast on Jan. 29 and will play a series of one-nighters. Others on the label due for p.a.'s or travel: Mike Clifford, Ferrante and Teicher, Marv Johnson and The Exciters . . . London announces that "Monsters' Holiday" will be included in the new Garpax LP, "Monster Mash." Titles of the numbers alone should grow gooseflesh on a skeleton . . . Allan (The Folk Singer) Sherman's services are in such demand for p.a.'s that he's turning them down, reports Warner Bros. . . . Elektra announces the signing of folk-and-blues singer Judy Henske to an exclusive recording contract. She was formerly a member of the Whiskeyhill Singers.

New Yorkers Miss Comics . . . Oh Yes, News Too

Newark—Topping the list of "most missed" by the shut-down of New York newspapers are cross-word puzzles and comics, according to a "man-on-the-street" survey by WJRZ personality, Charley Holmes. Making a spot check at busy Gotham intersections, he found that next to these features came fashion notes, horoscopes, lovelorn columns, sports and—low on the list—news. A few lamented the loss of TV program logs, but commented: "We twirl the dial at home anyhow."

9 Canadian Stations Fail Ownership Regs

Special to RADIO-TV DAILY

Montreal—Nine Canadian broadcasting stations do not meet Canadian ownership requirements, the government informed Guy Marcoux (SC-Quebec Montmorency) in the House of Commons. Cabinet Orders-in-Council exempting the stations from the pertinent section of the 1958 Broadcasting Act were passed in August, 1959, and February, 1961, said the written reply to Marcoux.

It listed these stations: CFCF-TV and radio stations CFCF and CFCF-FM, Montreal; CKCO-TV, Kitchener; CKLW-TV and radio stations CKLW and CKLW-FM, Windsor, and CFCM-TV and CKMI-TV, Quebec City. Present ownership of these stations was not indicated in the Government reply.

The Broadcasting Act Provides that a license cannot be issued to a station unless the applicant is a Canadian citizen or a Canadian-incorporated company, and unless two-thirds of the directors are Canadians and 75 per cent of the shares with voting rights are held by Canadians.

Goldberg Joins ABC Int'l As Ass't Program Mgr.

Leonard B. Goldberg has been named assistant program manager of ABC International TV, which now serves 37 stations in 17 nations around the world.

Goldberg joined the ABC-TV research department in 1960 and was senior analyst in charge of station research at the time of his appointment by ABC International.

Desilu Gross Up 23%

(Continued from Page 1)

\$361,661, or 31 cents a share, compared with \$130,295, or 11 cents, in the first half of fiscal '61.

Miss Ball said production on 13 half-hour "Fair Exchange" programs will begin Feb. 1 for CBS-TV airing the latter part of March, with 15 one-hour "Exchange" shows already completed and the last to be aired Dec. 28. Production is continuing without interruption on "The Lucy Show" and "The Untouchables" for the remainder of the current season.

WCAU's 'Inside TV Ten' Stars Tree, Family Circle

Philadelphia—The great Christmas tree in the WCAU-TV lobby provides background for an hour special Sunday on "Inside TV Ten," when staff members introduce their families to the viewing audience. On hand will be emcee John Facenda, Gene London and Pixanne, Bill Bennett, Herb Clarke, Bob Collier, Gene Crane, Sid Doherty, Bill Hart, Earl Wood and vice president John A. Schneider.

Radio Vets Eye Past On Smith TVer Again

ABC News' Howard K. Smith will continue his discussion with three giants of radio journalism—H. V. Kaltenborn, Raymond Swing and Edward R. Murrow—during another half-hour of reminiscence and forecast on "Howard K. Smith—News and Comment" Sunday on ABC-TV. The first half-hour was seen on Smith's program last week, when the trio remembered high points in their careers and dramatic moments since they have covered the news.

Steve, Eyd'e Co-Host WOR Palsy Telethon

Steve Lawrence and Gorme, for the third consecutive year, will host the 12th Annual Greater New York Cerebral Palsy Telethon, to be carried on TV Jan. 5-6. Dennis James will be emcee, a role he has performed in 10 previous telethons. It will be by Tony Cabot and orchestra.

The program will start Saturday night and continue out pause until Sunday evening emanating from ABC-TV's E Theatre on W. 58 St. Stars every medium in show bus will participate.

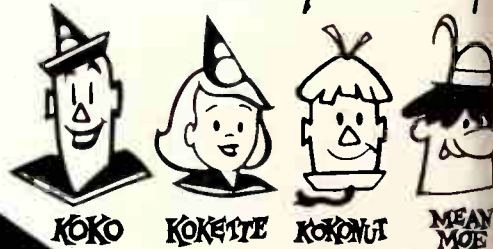
The UCP telethon is the oldest and most successful of its kind on the air, and is the largest fund-raising project of the organization.

Cardinal Cushing to Off Video Mass for Shut-Ins

Richard Cardinal Cushing, Archbishop of Boston, will preside Christmas Day Mass shut-ins on WNAC-TV. "Gloria of Christmas" will be screened tomorrow on WHDH radio, formed by the Independence Choir.



OUT
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Indiana University Library
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CENTS

L. 91, NO. 120

FRIDAY, DECEMBER 2

Omaha Caster Calls It:

FCC's 'GLORIFIED GRIPE SESSION'

'OP-DOLLAR' TAG HUNG ON PRIME-TIME HISTORY

American history will be chronicled in prime-time next season on CBS-TV as an hour drama series, with its production to get the same financial backing and creative effort as an out-and-out entertainment skein, president James T. Aubrey, Jr. said yesterday.

It is estimated that each segment will cost \$250,000 in time and production. Filming, planned for an April start, will be in California and on location. The series title has been selected. This project," said Aubrey, will present the adventure, the drama, the courage that have been integral parts of American history, told through the exciting series of both famous and little-

(Continued on Page 6)

Norman Boggs at Helm of Golden West Pay TV

Coast Bureau of RADIO-TV DAILY in San Francisco — Norman Boggs has been appointed general manager of the Golden West Broadcasters subscription TV project, it was announced by GWB board chairman Gene Autry. Boggs comes to the post from KGIL, Los Angeles, where he was part owner and president, and before that was sales VP for the Don Lee network.

Walter O'Keefe Stricken with Heart Attack in L.A.

Los Angeles — Walter O'Keefe, now business veteran of more than 30 years and personality on WJ here since last Fall, has been stricken with a heart attack and is recuperating at Little Company Mary Hospital in Torrance. His Sunday afternoon "Walter O'Keefe Almanac" has been cancelled until his return.

'TELEPHILE' EYES CAN'T WEAR OUT

But They Can Get Tired Unless You Take a Hint

You can't "wear out" your eyes watching TV, according to a pamphlet just issued by the National Society for the Prevention of Blindness on "TV and Your Eyes." But you can heed the society's advice on avoiding undue viewing fatigue:

Give your eyes rest intervals. Always have additional light in the room. Stay as far from your TV screen as visual comfort permits. Keep the picture in clear focus. Don't look from too great an angle. Don't wear tinted glasses.

Housewife Listening Highest Since 1959

American housewives listen to radio almost three hours daily, according to RAB president Kevin B. Sweeney. He noted that their time spent with radio is "up sharply" since 1959, when the bureau made its last report on that group's listening. Latest nationwide survey, conducted for RAB by R. H. Bruskin Associates, is the basis of a new bureau report, "The Lis-

(Continued on Page 6)

Four Faiths Join in Song On WSTV 'Judaism' Show

Stuebenville, O. — The Rust Craft group's WSTV-TV here will feature singing groups from Catholic, Baptist and Greek Orthodox churches Sunday on its half-hour "Living Judaism" program, hosted by Rabbi Mordecai Goldzweig. All four groups will join in a blending of Chanukah and Christmas for "comradship, peace and good will."

Court Asked to Stop N.Y. Video Blackout Of Giants-Packers

A hearing is set for Monday in Federal Court here on an action seeking a court order on the National Football League to lift the New York area NBC-TV blackout of the Dec. 30 league championship game in Yankee Stadium between the N.Y. Football Giants and the Green Bay Packers.

The game is being telecast nationally, except in New York. The suit, instituted by three residents of Manhasset, L.I., names the NFL, NBC and the Giants as defendants.

Plaintiffs claim the title tilt is sold out at the stadium and there is no other way for them to see the game except by TV. Alleging the local blackout of the game violates anti-trust laws, they asked for an injunction to prevent the

(Continued on Page 7)

Orlando Station Praised For Leukemia-Fight Promo

Orlando, Fla. — WLOF-TV has received an award of merit citation from Danny Thomas, founder and president of ALSAC (Aiding Leukemia Stricken American Children).

New 'V' in Durango, Colo.

Durango, Colo. — Floyd and Lieselotte Jeeter have been granted a new VHF TV station on Channel 6 here, the FCC reports.

TV Losing Freedom To Federal Squeeze, Frank Fogarty Says

A broadcaster who will be in the front lines at the forthcoming FCC hearings in Omaha charges that the government is moving "massively and steadily into a role of overwhelming influence over broadcast programming."

Speaking at a panel discussion before the Academy of TV Arts and Sciences in Hollywood, Frank P. Fogarty, executive VP of Meridith Broadcasting Co. and VP and general manager of Meridith WOW, Inc., Omaha, commented:

"What is right with TV? The fact that it was born and brought up in freedom. What is wrong with TV? The fact that it is losing its freedom."

The Omaha stations, he said, (Continued on Page 2)

CBC Names Dr. Lumsden Vice Chairman of Board

Special to RADIO-TV DAILY Montreal — The CBC has named Dr. C. B. Lumsden vice chairman of its board of directors, succeeding Charles W. Leeson who resigned from the board in September. In addition, board member Mrs. Alixe Carter has been appointed CBC rep for UNESCO, replacing Mrs. Katie Aitken, who also resigned in September.

Genesis to 'La Dolce Vita' NBC '63 Religious Range

NBC-TV will present 54 religious programs over a 52-week schedule in 1963, plus eight specials for the religious holidays, including Palm Sunday, Easter Sunday, Christmas Eve, Christmas Day, Passover, Rosh Hashonah and Yom Kippur, it was announced by Doris Ann, exec producer-manager of religious programming for the network. The half-hour program will be entering its 13th season.

Content will range from the Book of Genesis (re-examined by a geologist-theologian) to episodes from "La Dolce Vita," with the format to encompass drama, dramatic reading, documentary, lesson and conversation. The larg-

(Continued on Page 7)



AUBREY



FOGARTY



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Adlai, Zafrulla Khan Scan UN Past, Future

Muhammad Zafrulla Khan, president of the UN's 17th General Assembly, will join U. S. Ambassador Adlai Stevenson in an assessment of the world organization's work in '62 and prospects for '63 on ABC Radio Sunday.

WJR Yule Mood in Music

Detroit's WJR will express the mood of the season with Handel's "Messiah," the "Nutcracker Suite" and "Reflections by Starlight" with Dick Powell, all to be presented Christmas week.

WJR Makes Kids Happy With 'No School' Reports

Detroit — WJR has again become the "Great Voice of the Great Lakes' Schools" during heavy snow storms that hit Michigan, causing hazardous road conditions and forcing many school shut-downs. The station's "school closing announcement service" received calls representing approximately 300 schools.

COMING AND GOING

ED SULLIVAN at Guantanamo Naval Base to entertain U. S. servicemen.

DON TREVOR, Doyle Dane Bernbach VP and radio-TV dep't director, has returned from Europe.

DAVID L. WOLPER has returned to Hollywood after meetings in N. Y.

DEMETRIUS, Lenox recording star, to Lorain, O., through the holidays.

KINGSLEY COLTON to Milwaukee for holidays; then to Chicago and N. Y. for meetings.

RITA HAYES to Hollywood for meetings with TV producer.

Omaha Stations 'on Trial In Gripe Session'—Fogarty

(Continued from Page 1)

will be "on trial before the community in a glorified gripe session, even though their licenses were renewed less than six months ago, and there have been no complaints in the meantime."

Fogarty noted that the Administrative Conference of the U. S., largely composed of career men in the regulatory agencies, by the narrow vote of 28 to 24 recently rejected a report which, among other things, "would require broadcasters to deal with local public and private bodies on programming and specify the amount of time to be devoted to categories of public interest programming."

Cites 'Loaded Letter'

"Then there is what Erle Stanley Gardner would perhaps call 'The Case of the Loaded Letter,'" Fogarty continued. "Stations with renewals pending have been known to receive letters from the commission inquiring about the lack of discussion programs or minority interest programs in prime time. The obvious short cut to license renewal is a hasty revision of schedules to supply these programs."

Fogarty said the trend toward government influence over broadcast programming "probably cannot be arrested short of program control."

"That, I submit, is what is wrong with TV. TV is an art form, and art must be free to flourish. TV is entertainment, and state entertainment is sterile. TV is journalism, and journalism cannot be slave to government. TV is a teacher, and teachers need academic freedom."

ABC to Telecast Mass From Episcopal Cathedral

Christmas Eve church services from New York's Cathedral of St. John the Divine will be telecast by ABC-TV.

The service, celebrated by the Rt. Rev. Horace W. B. Donegan, Episcopal Bishop of New York, will be narrated by the Rev. Canon Edward N. West.

FINANCIAL

(Dec. 20)

CLOSING PRICES NEW YORK STOCK MARKET

Admiral Corp.	4
AB-PT	1
Am. Tel. & Tel.	1
AVCO	4
CBS	4
Columbia Pic.	2
Crowell-Collier	4
Decca	4
Disney	2
East. Kodak	10
Gen. Prec.	3
General Tel.	2
Hazeltine Corp.	2
Magnavox	3
MCA	4
M-G-M	1
Metromedia	3
Minn. M&M	5
Nat. General	3
Paramount	5
RCA	5
Storer	3
20-Fox	2
Taft	1
United Artists	2
Warner Bros.	1
Westinghouse	3
Zenith Radio	5

AMERICAN STOCK EXCHANGE

Allied Artists	1
Capital Cities	1
Desilu	1
Filmways	1
Movielab	10
MPO	1
NTA	1
Reeves Sound	1
Screen Gems	10
Technicolor	1
TelePrompTer	1
Trans-Lux	1
TV Industries	1

* OVER THE COUNTER

	Bid	Ask
Jerrold	4 1/4	5
Meredith	20	22
Rust Craft	10	11
Seven Arts	7 1/2	8
Sterling	1 1/8	1
Transcontinent	9 1/2	10
Walter Reade-Sterling	2	2
Wometco	18 3/4	20

* Courtesy of National Association of Security Dealers.

Swedish Rite on WMAQ

Chicago — Swedish Christmas Day services from Trinity Evangelical Lutheran Church here will be broadcast for the 35th consecutive year on WMAQ.

Canada Video Paces Northern Ad Upsurge

Special to RADIO-TV DAILY

Montreal—TV in Canada showed a greater increase in net advertising revenues than any other medium for 1962, TvB of Canada's research department reports after analyzing latest estimates released by the MacLean-Hunter Publishing Co.

While one medium actually showed a decrease on the 1961 projection, TV moved ahead with an 18.2 per cent gain. Next comes outdoor with a 7.9 per cent gain; radio with 3.6 per cent, daily papers with 2.8 per cent and national weekend papers with a 1.3 per cent gain. Magazines showed a 2 per cent loss.

WTAE 'Strings' Along

Pittsburgh — WTAE will air tomorrow its half-hour "Spirit of Christmas," in cooperation with the Bell Telephone Co. The filmed program consists of two stories, performed by the Mabel Beaton Marionettes.

SEASON'S GREETINGS

and best wishes for the New Year

BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building

Chicago: 333 N. Michigan Ave.

Atlanta: Healey Bldg.

Beverly Hills: Bank of America Bldg.

NAB's New LP Tells All Daily Services Radio Outlets Offer

NAB radio members are being supplied with free copies of a new record album, "The Sound of America and Citizen Sounds," produced by NAB's Public Relations Service and is designed to acquaint members with the varied daily services provided by individual stations.

Variety of Topics

Each record contains 16 different announcements on such varied subjects as radio advertising, local news, farm programming and community development. A different sound effect introduces each announcement by a top-notch radio voice. The sound effects are repeated on the reverse side without voice narration to enable NAB member stations to make their own announcements based on individualized information.

The album also contains the most authorized version of the United States Army Band's recording of the National Anthem, plus a standardized sign-off featuring the music of "America, the Beautiful," which stations may use at the end of their broadcast day.

Cabinet Members Heard

Production of the new album continues the highly successful theme of the 1962 National Radio Month—"Radio... the Sound of America." More than 1,800 NAB member stations participated in the observance last year. Statements by all 10 members of President Kennedy's cabinet were broadcast during May and are still being aired to give added impetus to the role radio plays in daily American life.

WTCN Christmas Mass

WTCN-TV, Minneapolis, will begin the holiday with a high Christmas Eve Mass from St. Paul's Major Seminary, with a commentary by the Rev. William Baumgardner.

Sterling to Stay in Bed While Waking Audience

Jack Sterling, WCBS' master emcee will conduct his Monday morning show from his home in New Canaan, Conn., where he's recuperating from successful surgery. Jack will perform emcee chores from his bedroom, while "the gang" will be stationed in New York studios. Station engineers and technicians have evolved some neat remote techniques to give the show a totally unified effect.

YOU DON'T NEED RATINGS TO KNOW RFE IS SCORING

The Communist counterpart of our Nielsen or Hooper ratings has yet to be licensed behind the Iron Curtain, and Western broadcasters who penetrate the Iron Curtain must find other means of evaluating their effectiveness such as getting a count of people responding to a particular message, according to Theodore C. Streibert, president of Radio Free Europe Fund. As an example, Streibert points to the recent turn-out of some 5,000 Poles to greet Cardinal Wyszynski on his return to Warsaw from the Ecumenical Council in Rome.

Cardinal's Return Told

The government-controlled Polish press and radio were completely silent about the return date of the Cardinal, who is undoubtedly the most popular man in Poland today. However, RFE, the private American network which had been reporting in great detail on the Cardinal's activities in Rome, broadcast details of his return trip, including the exact time of his train's arrival in Warsaw.

Lauded by Nixon

This episode recalls the spectacular crowd that greeted Vice President Richard Nixon as he drove into Warsaw from the airport in 1958. In his book, "My Six Crises," Nixon has attributed the crowd to RFE broadcasts.

MARACAS JINGLE TO AN OLE BEAT

South of Border Santa Goes Down KMEX Chimney

West Coast Bureau of RADIO-TV DAILY
Los Angeles — A pinata will spill out the color and beat of Christmas as it is celebrated in Mexico City on Spanish-language KMEX here Sunday.

Inside the hour show's gift wrapping will be the Chamber Ballet of the Palace of Fine Arts, the Mexican National Theatre and other top entertainment south of the border.

TvB Picks Up Eight; Half from Overseas

Four U.S. and two Australian video stations, plus two British program contractors, have joined the TvB, president Norman E. Cash announces.

The new TvB members in the U.S. are WHTN-TV, Huntington, W. Va.; WUSN-TV, Charleston, S. C.; KBAK-TV, Bakersfield, Calif., and KTVT, Dallas.

New members in Australia are Brisbane. Added to the membership roster in Britain are TWW NWS, South Adelaide, and QTV, Ltd. and London and Southern TV Ltd., London.

Oratorios, Carols Adorn WQXR Christmas Shows

"The Childhood of Christ," Berlioz' oratorio, will be presented Christmas Day on WQXR, performed by the New England Conservatory Chorus and Boston Symphony Orchestra, under Dr. Charles Munch.

Later in the day, the station is featuring Respighi's "Laud to the Nativity" as its "Symphony Hall" presentation, with Marian Anderson singing Christmas carols on "Showcase."

Bob Maxwell Expands 'Service' to Three Hours

Bob Maxwell, host of WCBS radio's "At Your Service," has expanded his program by an hour. Maxwell replaces Martha Wright who left WCBS after 9-years to play the lead in a touring company of "Mary Mary." Bob will now be heard from 3 to 6 PM. Monday through Friday.

Ft. Worth Welcomes 2nd Multiplex Stereo Station

Ft. Worth — A new concept in FM programming for this area, with featured names and a departure from the background music tradition, has been launched by KXOL-FM. Ft. Worth's second multiplex stereo station, which officially took the air with Mayor John Justin throwing the switch.

Aside from a wide range of musical programs, station has made plans for public service shows such as weekly Ft. Worth business and economic progress report.

WBC Skein Lends Theme To Peace Corps Campaign

Westinghouse Broadcasting Co. has given the U. S. Peace Corps permission to make a major campaign promo out of the radio series, "Peace Corps Plus One," produced by Jerry Landay. Corps chief Sargent Shriver outlined to Landay and WBC president Donald H. McGannon the programming schedule on U. S. radio stations as well as on foreign networks.

in the public interest



STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**

Octogenarian on ABC-TV As Oldest 'Queen-for-Day'

Hollywood — Mrs. Beatrice Scott Schwan, queen of the Pomona Diamond Jubilee, will be honored by ABC-TV's "Queen for a Day" Jan. 8. Mrs. Schwan, at 88, will be the most "mature" lady thus acclaimed in the program's 17-year history. Historians note: Mrs. Schwan was born in Virginia City two years before Custer's last stand.

ABC Cameras to Roll For Orange Parade

For the second straight year, ABC-TV will carry the King Orange Jamboree Parade from Miami Dec. 31. Theme of this year's event is "American Folklore," with some 60 floats and 50 bands taking part.

Edgar Scherick, ABC sales VP, has announced the following sponsors: Armour & Co., thru Foote, Cone & Belding; Bristol-Myers, via Young & Rubicam & FC&B, and North American Philips Co., via C. J. LaRoche.

CBS Slates Prime-Time For Hr. History Dramas

(Continued from Page 1)

known figures of the past." To further the series' educational objectives, each program will feature an appearance by a representative of the National Education Ass'n. In addition, NEA will cooperate with CBS-TV in the issuance of study guides and educational resources.

To be produced by John Houseman, the series will be under the direct supervision of CBS-TV senior VP for programs Hubbell Robinson, Jr., who conceived the basic program concept. Houseman, currently director of the UCLA Theatre, was a leading producer for "Playhouse 90," a motion picture and stage producer; co-founder of the Mercury Theatre, and served as artistic director of the American Shakespeare Festival and Academy.

WDGY Adds to Exec And Broadcasting Staff

Minneapolis — Storz-owned WDGY has announced the appointment of C. V. (Red) Jones as program director. Jones, with 17 years in radio behind him, moves to the station from WQXI, Atlanta.

Also added to staff is Lee Vogel from Chicago's WMAQ. Vogel hosts WDGY's "Your Opinion Please" and a new program, "Night Beat."



By TED GREEN

• • • "No Strings" lovely Judy Keirn is the "C" girl in Cheers' peppery cheer-leader TV spiel . . . Metropole star Lionel Hampton's next album will be called "Main Street" (just a coincidence), consisting of Hamp's version of old standards . . . That "Reserved" on the table by the Elm tree at Tavern on the Green is for ABC vee pee Jim Hagerty, who has lunch and dinner at the famed restaurant every day . . . Birdland's Friday night live jazz show on WADO is syndicated in Europe, Asia and Australia . . . Jungle Gardenia, pet perfume of Perry Como's wife, Rose, has spots on six daytime network video shows. Wonder if Rose knows it's also the favorite of Liz Taylor, Natalie Wood and Ava Gardner?

★ ★ ★ ★

• • • Eddie Fisher targeted June for a TV spec . . . We hear that a Houston radio station is offering Frank Sinatra a musicaster's job! . . . Former Gotham musicaster Alan Freed now doing mike chores in Miami . . . Edith Piaf's 25-year old hubby, Theo Sarapo, may get his own TV Pariseries. (In France, natch) . . . Thawt: Is Castro's Havana TV appearance called "I Love Khrushy"? . . . Columnist Leonard Lyons' wife, Sylvia, slated as guest on Monday's "Girl Talk" in New York, and those who saw taping said that she did a wonderful job . . . That fellow relaxing at the Hotel Edison Rum House was Howard DaSilva.

★ ★ ★ ★

• • • Meet: Dagne Crane, newly arrived beauty from California seeking to make the most of the TV commercial market here. Dagne began making commercials three years ago, when by chance she accompanied a friend on an interview and got the job. Since then, she's been turning them out for such diverse products as "Maybelline, Rit, Adolph's Meat Tenderizer, Ford, RCA TV sets, Calgon Water Softener (the latter just recently completed in Jamaica). Formerly under contract to 20th Century-Fox, and with a couple dozen dramatic roles to her credit, Dagne now intends to concentrate on the spokeswoman potential in TV. Dagne is handled by the Schwartz-Luskin and Sutton Agency's.



MISS CRANE

★ ★ ★ ★

• • • Jackie Gleason got off to a whooping departure for Florida yesterday with the knowledge that his TV show came up with the No. 1 rating in the latest 30-city Nielsen . . . Singer Toni Carroll's husband, Joe Antel, suffered a stroke and is at Roosevelt Hospital in Manhattan. He managed the defunct Carriage Club . . . Things aren't so bad in glum ol' New York: Jimmy Ryan's new place opened on W. 54th . . . Marie Manville Skinner wants Lyn Duddy and Jerry Bresler to whip her up a singing act for her nightclub debut . . . Marty Allen and Steve Rossi appear Monday on Joe Franklin's "Memory Lane," WOR-TV, doing bits from their latest ABC-Paramount comedy album, "One More Time, Hello Dere." Rossi will also sing his own top-ranking single, "Ginny Lee."

★ ★ ★ ★

• • • Morey Amsterdam and Dody Goodman are featured on the Christmas "John Reed King" shows (KDKA-TV, Pittsburgh) . . . And John Reed King appears in "Gunsmoke" on the 29th in a story he filmed during a recent trip to L. A. . . Alan Grant's jazz show, simulcast daily on WWRL and WRFM, now comes by live remote from the Flamboyant night club on Monday eves and from the Gaslight Inn on Saturdays, where Alan plays host to jazz greats . . . the George P. Hollingbery Co. has been named to rep KKHI-AM-FM, San Francisco quality music station . . . Talk about rough news beats and the radio industry's "lean" days: covering JFK for the 100-plus stations that feed on Radio Press International, "Hank" Wilson's just finished four days basking in the Bahamas (covering Jack and PM MacMillan). Then Saturday, he's off into the Palm Beach sun to report the Kennedy holiday. Hank's regular beat: bleak Gotham!

Jack Eigen to Color Film of European Ja

Chicago—WNBQ's "Jack Show" on Sunday will show films of Eigen and his family recent European tour. In will be shots of Gibraltar, the French Riviera and the castle of Princess Grace Prince Ranier in Monaco.

Art Linkletter Hosts New Playlet Quizz

"The Art Linkletter Show new half-hour audience-participation program based on the interest foibles and fortes of people in all walks of life, will be presented on NBC-TV Monday nights, beginning Feb. 18. I

"The Jack Linkletter Show debut Jan. 7 on ABC Radio 116-station regional link of full network. A 15-minute, a-the-board morning program will feature interviews with of the people of the West who making news. Jack entered broadcasting 10 years ago with father, Art Linkletter.

replace "The Price Is Right" which moves to Friday night color, starting Feb. 1.

Produced live or on tape in Hollywood, it will feature the Linkletter Players, a group of actors in brief sequences dealing with circumstantial problems posed by ordinary people or celebrities. A studio contest will then be asked to comment on the problem posed.

Program will be produced by Artel Productions in association with NBC. Wilbur Stark will be executive producer, Irvin Atkinson producer, and Hal Cooper directing.

RAB Scans Housewives

(Continued from Page 1)

tening Habits of Housewives, released to advertisers.

Other key points of the report are: (1) Better than nine out of ten (91.9 per cent) housewives listen to radio every week, and about three of four are reached by radio in an average day. The report also contains market data which documents the importance of the participation of women in virtually every advertiser's program.

RAB points out: "Even in the sale of men's clothing, the report shows that women influence 70 per cent of purchases. In other areas, women select or participate in the buying of at least 90 per cent of refrigerators, washing machines, kitchen ranges. Only in automobiles is the husband a strong voice in household purchases, report stresses.

AGENCY NEWSCAST

By RALPH TYLER

Radio advertising will be used by Pepsi-Cola to help the nation's 18,000 movie theatres sell more tickets in '63. Working through its nationwide bottler organization, the company will use commercials to promote movie attractions for local exhibitors, said Edward C. Finneran, manager for theatre sales for the soft drink firm.

Some 3,000 radio outlets will be used in Pepsi's '63 campaign. Bottlers have been supplied with a tandem series of spot radio commercials. Each has approximately 45 seconds of open middle time, between musical opening and close, that will be provided free to exhibitors for on-the-air billboard of their attractions, citing stars, days, dates, starting times, etc.

Northeast Airlines will move its advertising account to Sullivan, Stauffer, Colwell and Bayles from JWT in the near future, according to Northeast president James W. Austin. He said the change was being made at the request of JWT because of "possible client conflict" with other agency accounts.

Daniel F. Sullivan Co., Boston, has appointed Harold C. Mullen as director of marketing and member of the agency's plans board. His advertising career

began in '39 with R. H. Macy-Bamberger. After the war he joined Montgomery Ward's, where he became department manager in charge of retail and mail order merchandising and advertising. In 1955 he joined BBDO in New York as a marketing specialist, and later became VP and account group supervisor. Later he directed advertising of several New England firms.

ST. LOUIS SCENE: Don Hermann, production manager of Arthur R. Mogge, Inc. advertising company has been elected president of St. Louis Industrial Marketing Club. Communications Associates, Inc. has been organized to provide integrated advertising and PR services. The new firm is jointly owned by Ridgway, Hirsch & French and Lemoine Skinner Jr. PR. Communications Associates plans to provide clients with most economical utilization of staffs of both companies, which will remain independent.

Greek Strife Treated As Epoch of 'Century'

The civil war in Greece, resulting from the attempted takeover by the communists following World War II, and the German occupation which preceded it, will be documented Jan. 6 in "Zero Hour in Greece" on CBS-TV's "Twentieth Century," with Walter Cronkite reporting.

Burton Benjamin is exec producer of "The Twentieth Century," with Issac Kleinerman as producer of "Zero Hour," written by Frank Gervasi, who covered the civil war for *Colliers* magazine.

5-Hr. 'Picture-in-Sound' Gets Annual Chi Airing

Chicago—WBBM will broadcast the eighth annual edition of Mal Bellairs' "Christmas Spectacular" Sunday afternoon. Offering a complete roundup in the spectrum of Christmas music, it features a "picture in sound" of how the holiday is celebrated throughout the world.

Bellairs, through the years, has compiled an extensive library of unusual records, many of which will be used on the five-hour show.

Hold Your Fire, Men — It's Santa Claus

Syracuse—North American Air Defense Command reports on the arrival of Santa Claus from over the top of the globe Christmas Eve will be aired by the Northeast Radio Network along with WFBL, Syracuse; WMBO AM-FM, Auburn, N.Y., and WFYI, Garden City, L.I.

Children will be pleased to learn that pilots of NORAD's supersonic jet fighter interceptors have been instructed to provide navigational assistance to Santa if necessary. A special program previewing Santa's journey will be aired Sunday by WHEN-TV, CBS affiliate here.

'Hoosier Heritage' Honors Ex-U.S. Aide Nicholson

Indianapolis — Indiana-born Meredith Nicholson, author of "The Hoosiers," "The Valley of Democracy" and "The House of a Thousand Candles," will be saluted on WISH-TV's "Hoosier Heritage" Jan. 2.

Nicholson, in addition to being a noted journalist, poet and novelist, was also U. S. minister to Paraguay, Venezuela and Nicaragua.

Sunbeams Take Wing After Video Airlift

A buying spurt which Sunbeam Corp. largely contributes to advertising on ABC-TV has prompted emergency Christmas air shipments of Sunbeam electric razors from Chicago headquarters to such cities as Los Angeles, Dallas, Detroit and Philadelphia.

Network TV, almost all on ABC, was the only national advertising medium used by Sunbeam for its Fall campaign. B. H. (Buck) Melton, general manager of the Sunbeam Electric Shaver Division, said the corporation's heavy concentration on such ABC-TV shows as "Ben Casey," "The Untouchables," "The Gallant Men," "77 Sunset Strip" and "The Sunday Night Movie" contributed largely to the demand.

Six Backers on Field For Gator Bowl TVcast

Penn State and Florida U. football teams will meet Dec. 29 in the 18th annual Gator Bowl game, telecast by CBS-TV. Sportscasters Jim Gibbons, Jack Drees and Johnny Lujack will be on hand in Jacksonville, Fla., for the play-by-play action and color.

Sponsors include: Hartford Insurance Group, via McCann-Marschalk; Carter Products, via Sullivan, Stauffer, Colwell & Bayles; Bristol-Myers Co., via Doherty, Clifford, Steers & Shenfield; P. Lorillard Co., via Grey Ad Co.; American Home Products, via Ted Bates, and United Motors Service Div. of General Motors, via Campbell-Ewald Co.

TV Blackout Opposed

(Continued from Page 1)

blackout.

The suit asked a temporary injunction against a N. Y. blackout of the telecast and a permanent injunction against any future local blackouts of NFL title games. Federal Judge Weinfeld has denied a motion for a temporary restraining order.

NBC-TV's coverage will be sponsored on a full network basis by Philip Morris, thru Leo Burnett, and Ford Motors, via J. Walter Thompson, with 10 regional sponsors also signed.

WBZ '700 Fund' Offers Curb Service for Gifts

Boston — WBZ's "700 Fund" is under way again this year in an effort to help needy families thru the Salvation Army. The station is hoping to top last year's \$36,000 mark with the addition of "gift pick-up" cars.

EW to Drop Ads 14-Hr. Yule Spec

EW will drop its regular Christmas Eve Spectacular, the station's top personal-entertaining orphans, stars the sports and entertainment and soldiers overseas. No commercials will be aired on from 6 PM Monday until Tuesday, and the "Spectacular" will be broken into seven segments, taped shortly broadcast.

will begin with William B. "at home" to top entertainers, followed by Gene Klavan, the Finch gathering 'round a Christmas tree at Klavan's with their wives and children to hear from many Klavan characters. The next will have Ted Brown hosting a party for orphans from "House of Friendship" and a shelter for children.

Kyle Rote a Host

Kyle Rote will be joined by sports stars, followed by Bob Landers playing with parents from the Greater New York area talk to their sons from Germany. Jazz will then gather with Billy around his Christmas tree, Vally Knight at midnight with UN representatives from Norway, France and Italy singing Yule traditions and of their countries.

Handley To Direct 1963's Jan. 20 Show

Fast Bureau of RADIO-TV DAILY Hollywood — Alan Handley will produce and direct the January 20 Show, for NBC-TV with guests Liberace, Peter Dinklage, Big Tiny Little and special star Ray Charles.

Handley takes place Jan. 5 and 8.

Emphasis on Religion

(Continued from Page 1)

The project ever undertaken in the program's production unit is a four-part panorama of the history and development of the Roman Catholic Church, film-coverage of eight countries of the Near East and Europe.

The regular schedule includes "Frontiers of Faith," in conjunction with the National Council of Churches; 16 "Catholic Hour" with the Nat'l Council of Catholic Men; eight "Eternal Light" with the Jewish Theological Seminary of America; four "Southern Baptist Hours," with the Southern Baptist Convention; "Believe," with the Lutheran Church, Missouri Synod, and one "and the Bible," with the American Council of Christian Churches.

Merry Christmas
From All of US on



TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Chas. A. Alicoate

Marvin Kirsch

Arthur Perles

Arthur Simon

Ted Green

and

The Radio-Television Daily Gang



Indiana University Library
Bloomington Ind

YOU CAN'T LEGISLATE CREATIVITY

PETRY TO STAND IN OMAHA PROBE

Education Rep to Join Collins
in List of 87 Witnesses

Edward Petry, board chairman of the station representatives any that bears his name, join NAB president LeRoy as a witness during the Omaha TV programming hearing scheduled to begin on Jan. 28;

(Continued on Page 6)



Steve Allen "The Steve Allen Show"



Groucho Marx "The Best of Groucho"

Sales Wks. Total \$4.1 Mil. ABC Radio

ABC Radio in the first two weeks of December chalked up a total of \$4.1 million in new and renewed business for 1963. James Coffey, exec VP and national director, said new business totaled \$1.3 million, and renewals \$2.8 million.

Returning to ABC Radio for the eighth straight year is Reynolds and company, re-signed for co-sponsorship of weekday "News and the World" and for weekend and weekend newscasts. P.

(Continued on Page 6)

Broadcast Bureau Okays \$120 Buy of WGEA

Montgomery, Ala.—Sale of WGEA by Radio South Alabama to Montgomery County Broadcasting for \$120,000 has been approved by the Broadcast Bureau.

Cartoon Reaps the Whirlwind

London—BBC-TV's late night satirical series "That is the way that was," which hits out at everything from the church to the government, has now swept into inner circles.

Master-General Reginald has demanded to be shown a copy of a recent edition of the cartoon. "If I find there was anything said or done which appears to be an inquiry on my part," he said, "I shall take the mat-

WPIX-11 is looking more like a network...more...and more!

Supplement your network shows in New York with a schedule on WPIX-11. Your commercial is in with big shows and stars like Art Linkletter, Boris Karloff, Jackie Gleason, Walter Cronkite, and many more—all on WPIX-11. Available now: minute commercials in prime time in a "network atmosphere."

Where are your 60-second commercials in New York?



©1962, WPIX-11, Inc. Advt.

FM Allocations Table Subject to Changes

Washington Bureau of RADIO-TV DAILY
Washington—The FCC has finally issued its proposed table of allocations for FM, but at the same time has conceded that it will consider changing the whole basis on which the allocations were set, in which case the table would be out of the window. The commission at the same time said the table was designed to give all communities without AM, or with only daytime AM, an FM assignment.

'Clutter,' Talent Deals Confront ANA Chief

Reducing TV "clutter" and improving negotiation procedures with talent unions on commercials are two of the tasks confronting John Burgard in his new post as chairman of the Ass'n of National Advertisers Broadcast Committee.

Burgard, VP of Brown & Williamson Tobacco Corp., succeeds Harry F. Schroeter, VP for advertising and marketing, National Biscuit Co., in the chairmanship. The committee is trying to increase the amount of entertainment time on TV through reduction of such "clutter" as show promos and overly long credits. It is also at work planning its annual workshop on TV advertising, skedded for March 6.

Oregon FM Closes Doors, Owner Drops Other CP

Grants Pass, Ore.—KGPO-FM here has gone out of business and Norman Kightlinger has decided not to go through with an FM station in Hutchinson, Kan., for which he had a CP, the FCC says.

... Nor Programs, Says Goodson, In Attack On Feds' Censorship

TV's dilemma can't be solved by tossing in another news or public affairs program every time its entertainment shows are attacked by critics or government officials. So says Mark Goodson, back in New York after taking up the cudgels on the Coast for entertainment against "our puritanical hangover which makes us vaguely ashamed when all a TV program gives us is pleasure."



GOODSON

Panel show producer Goodson, partner of Goodson-Todman Productions, said one of the great ironies of TV was that news and public affairs programs "which receive the majority of the plaudits and kudos" are easier to put

(Continued on Page 8)

Julian Goodman to Speak At So. Carolina Parley

Columbia, S. C.—Julian Goodman, NBC News VP, will be luncheon speaker at the Jan. 18 Winter meeting of the South Carolina Broadcasters Ass'n in the Wade Hampton Hotel here.

If ETV Booms Politico, Tax-Exempt Status Goes

Noncommercial TV stations can retain their tax-exempt status if they engage in political broadcasting on a nonpartisan basis, but would lose the status if they participated or intervened in a campaign on behalf of a candidate for public office, the Internal Revenue Service has advised the FCC. The commission had been queried on the point by the National Ass'n of Educational Broadcasters.

(Continued on Page 3)

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Canada Link Contract Set for Next 5 Years

Special to RADIO-TV DAILY
Montreal—CBC has placed an order with the Bell Telephone Co. of Canada for the continued operation during the next five years of that portion of the CBC coast-to-coast network linking Montreal, Peterborough, Kingston, Ottawa and Toronto.

The new agreement is an extension of the original contract signed in 1953, and is scheduled to continue to the end of September, 1968.

WD&W
scranton-wikies barre
and WGBI represented by H-R

Trans-Lux 'Hercules' Series Sparks Adventure Cartoons

A new fully-equipped animation studio has been opened in midtown New York by Adventure Cartoons for Television, Inc., producing "The Mighty Hercules" series for distribution by Trans-Lux TV Corp.

WNEW 'SITS IN' ON DISK DATE
Taylor Waxes Bossa Nova; Talks it Over with Band

What happens at a recording session was broadcast on Christmas Day when WNEW Radio presented the sounds of station personality Billy Taylor waxing "Brazilian Beat," an album giving Taylor's impressions of the Bossa Nova.

As the recording session got under way, Taylor and WNEW's Ted Brown discussed the music with the musicians, who included Ben Tucker, Dave Bailey, Barry Galbraith, Seldon Powell and Brazilian percussionists Jose Paolo and Carmen Costa.

CTV Prez Says CBC Stays Private Growth

Special to RADIO-TV DAILY
Montreal — Spencer Caldwell, president of the privately owned CTV Network, says web is anxious to expand, but is blocked by "austerity program" restrictions placed on publicly owned CBC. CTV accepts granting of second stations to the CBC, but wants prompt action in building them. If government doesn't give CBC expansion money, asked Caldwell, why can't the rest of the country go ahead?

CBC, sitting with plans formulated, but no time limit on their completion, could hold up CTV indefinitely. Independent net will not get necessary licenses until "field is cleared" by CBC action.

Caldwell expressed his views to Dr. Andrew Stewart, chairman of the Board of Broadcaster Governors.

Krengel Plumps for Skein Of Sammy Kaye, Dayton

Bandleader Sammy Kaye's personal manager, Dave Krengel, is back at his desk, after an absence of several weeks following successful minor surgery. Kaye, having completed a concert tour, is packaging a new TV show with Danny Dayton, for network sale, and will shortly go on tour again.

The TV package is a new one for Kaye, and Krengel is busy tying up all the ends prior to the maestro's next tour.

Facilities have been set up at the production center to turn out the cartoons from the original story to the finished product, with plans to continue production of other cartoon series as well as TV commercials.

Under Joe Oriolo
Adventure Cartoons for Television is helmed by Joe Oriolo, whose list of credits starts with Betty Boop, Popeye and Superman, and includes the new series of 260 "Felix the Cat" cartoons for TV; Roger Carlin, radio-TV and recording producer, whose recent cartoon series "Rocky and His Friends" has been seen on ABC, and Arthur P. Brooks, financial consultant.

Oriolo serves as producer-director, Carlin as executive producer and Brooks as production coordinator. A staff of 50, including designers, animators, directors and cameramen, are presently at work on "The Mighty Hercules."

Total Reaches 195
The "Hercules" series will consist of 130 cartoons, each running 5½ minutes, with a total of 195 cartoons to be produced by the end of this year. Estimated cost of the color series is \$1.5 million.

Brady Named Sales Mgr. For Cincinnati's WLW

Cincinnati—WLW Radio sales account exec F. Louis Brady has been appointed the station's sales manager. Brady has been with WLW and WLWT since 1954. He began with the WLWT program production dep't, joined WLWT sales in '58, and moved to radio in '61.

ABC Airs 29th Reading Of 'Carol' by Barrymore

Lionel Barrymore's reading of Charles Dickens' "A Christmas Carol" was presented on radio Christmas Day for the 29th straight time, including live performances as well as the MGM Records album set. The reading this year was on ABC Radio carried by over 300 affiliates. In past years, it was presented on CBS, NBC and Mutual Broadcasting.

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COMING AND GOING

- JOSEPH CURL, CBS-TV daytime VP, back from Chicago and Battle
- ALFRED HITCHCOCK spending th days in St. Moritz, Switzerland.
- FABIAN in N. Y. for a visit.
- SAMUEL COHEN, UA ad-pub chief, cruise to the West Indies.
- LARRY BODKIN, music director of "erly Hillbillies," vacationing in Ho
- MARTIN MILNER, "Route 66" c back in Studio City, Calif.
- PAUL BRINEGAR, of "Rawhide," in Mexico.

Rooney Tops Open Of 'Wagon' Re-Run

Mickey Rooney guest stars 6 in the premiere episode, ABC-TV of "Major Adams, T master," re-runs of "W Train," starring Ward Bond. Sponsors include National cuit Co., thru McCann-Erick American Chiclet, Ted Bates; coln-Mercury, Kenyon & hardt; Block Drug, Grey Ad tising, and Florida Citrus C mission, Benton & Bowles.

Initial offering was penned Jean Holloway, features reg performers Robert Horton, F McGrath and Terry Wilson.

Col. Oldfield, USAF Ret. Joins Litton's PR Staff

West Coast Bureau of RADIO-TV D
Beverly Hills — Ret. U. S. Force Col. Barney Oldfield joins the PR staff of Litton in tries on Jan. 2, handling sp assignments.

Oldfield's last military assignment was as chief of inform for the North American Def Command in Colorado Spr. His military PR assignments clude service on the staffs of C eral Eisenhower, British H Marshal Montgomery and otl

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Webbs Look Back in Wonder on Crisis Year

er, Sugar Backing Mimmers Spectacle

Philadelphia — Schmidt Beer American Sugar Refining Co's Cane Sugar, both via Ted & Co., will sponsor WCAU-TV's 14th annual coverage of the Mummer's Parade spectacle here Jan. 1, from 9:30 AM-11:30 PM. The station's largest live remote operation, it will involve a crew of 35, five cameras, two mobile units, in addition to commentators and interviewers. Adding color and interviews are Hugh Ferguson, associated with the Mimmers since 1939. U-TV children's personality London will interview the marchers and comment for young viewers. Stationed along the line of march will be Hart and Gene Crane, who describe the string bands, dress and comic divisions as they pass before the cameras.

Men Heads Ad-Promo Detroit Video Station

Detroit — Kenneth E. Layden has been appointed advertising-promotion manager of WXYZ-TV. He comes to Detroit from a continuity director and on-air promotion director in Ohio. Layden, born in Salem, O., had his broadcasting career at a student radio station at State U., which he entered after his discharge from the Army Corps.

-TV Show an Issue

(Continued from Page 1)
 83 other calls were complimentary. A disputed program contained a deliberately mutilated version of the speech Macmillan made when he returned from his last visit to Russia. By re-editing the film, the speech was made to sound ridiculous. Another item had members of the cast as Vatican officials cardinals singing "Arri-ci Roma."

Shari Does the Strips Comics-Starved Kids

Competitor Shari Lewis has stepped to the aid of New York's comic-starved kiddies, reading comic strips for 15 minutes Saturday morning on CBS-TV for the duration of the newspaper strike. The latest features were on "Dick Tracy," "The Canyon," "Flash Gordon" and "Orphan Annie," with Shari giving up-to-the-minute details on cliff-hangers.

NEWSMEN SCAN WORLD, WEIGH A VANISHING 1962

America, writing finis on another 365 days of world crisis, is looking back in wonder at '62 through year-end "wrap-ups" provided by the three major nets and their globe-straddling correspondents.

ABC News is doing a double-take on dying '62 with Howard K. Smith anchoring both "The Year of Confrontation," aired Sunday, and "1962 and the Nation," to be seen on New Year's Day.

NBC News will present a 90-minute bouillabaisse of world events in a live special, "Projection '63," from the net's New York studios Jan. 6.

Gulf Oil the Sponsor

A goody-'62 summary of world and domestic events will be aired by CBS News today in a 90-minute special, "Years of Crisis," moderated by Eric Sevareid and sponsored by Metropolitan Life Insurance Co. via Y&R. Eleven newsmen will discuss some of the year's headlines.

Voices of people involved in the momentous events of '62, among them Kennedy, Khrushchev, de Gaulle and Castro, will be heard on ABC Radio's top 15 news and feature stories Dec. 30, with the broadcast repeated Monday.

In a series of five reports on NBC-TV's "Today," major news developments in Europe, Latin-America and Asia will be reviewed by NBC News foreign correspondents in the U. S. to take part in the Jan. 6 "Projection '63." Dates and participants in the "Today" series are today, Kenneth Bernstein, Buenos Aires, and Richard Valeriani, Caribbean; tomorrow, Piers Anderton, Berlin, and Frank Bourgholtzer, Moscow; Friday, Joseph C. Harsch, London, and Bernard Frizell, Paris; Monday, James Robinson, Hong Kong, and Welles Hangen, New Delhi;

Tuesday, Irving R. Levine, Rome, and Jan. 2, Martin Agronsky, Washington.

For ABC's "The Year of Confrontation," Smith called in (live,

CBC correspondents from London, Tokyo, Paris, Washington, Ottawa and New York will report on their beats and answer audience questions Jan. 2 on an hour edition of CBC-TV's "Newsmagazine."

or on tape or film) web newsmen John Scali, Washington; Lou Cioffi, Berlin; John MacVane, UN; Paul Good, Caribbean, and Bill Sheean, London. For the New Year's Day ABC "1962 and the Nation" cast, participating will be William H. Lawrence, national political editor; Fendall Yerxa, for a second look at Oxford, Miss., and science editor Jules Bergman.

Top Analysts Slated

Participating in CBS News' "Years of Crisis," which will be aired by both TV and radio from New York's Caspary Auditorium will be Winston Burdett, Rome; Richard C. Hottelet, UN; Marvin Kalb, Moscow; Peter Kalischer, Tokyo; Alexander Kendrick, London; Charles Kuralt, Latin America; Daniel Schorr, Bonn-Berlin; and David Schoenbrun, CBS News Washington bureau chief; Robert Kleiman, Paris; Blaine Littell, Africa, and David Schoenbrun, Washington.

NBC foreign correspondents will take to the road in a nine-city tour of the U. S. starting Jan. 2 at the National Press Club in Washington.

Transatlantic Photo Cables Face Associated Press Test

The first transatlantic cablephoto circuit to be leased by a news service will undergo testing for The Associated Press, beginning Jan. 2, announces Wes Gallagher, general manager of The AP. When the circuit is turned over to AP, it will be available for 24-hour-a-day operation and capable of simultaneous two-way picture transmissions of high fidelity to and from Europe.

The circuit is being leased by AP from Press Wireless, Inc., and the transatlantic segment is in Cantat, the telephone cable between Montreal and London. D. K. deNeuf, Press Wireless president, said the circuit probably

would be ready for regular AP operations in mid-January.

Gallagher said the cable in effect will link AP's two Wirephoto networks in Europe and North America. Picture traffic between the United States and Europe over past years has been mainly by radio, although in recent months AP has been using commercial cable facilities on a per-picture toll basis because of the superior quality and consistency of the cable transmissions.

Series, Specials Sold In GB by Fremantle

Fremantle International has placed three regular series and two specials in the highly competitive British TV market in the past two months.

"Silents Please," produced by Walter Reade-Sterling, is currently seen on TWV, Southern Television and Crampian Television and will soon be seen in other areas. The hour WPIX special, "The Most Powerful Woman of the Century—Evita Peron," has been booked by Associated Rediffusion for a run early in the new year, and "Oedipus Rex," starring Christopher Plummer, has also been booked by Associated Rediffusion for telecasting in the near future.

Kiddie Program Popular

One of the most successful children's programs in Britain is the Fremantle - distributed "Terrific Adventures of the Terrible Ten." This Australian show was sold market by market and now covers nearly all of the United Kingdom running on ABC Television, TWV, Granada TV, Associated Rediffusion, Anglia Television, Tyne Tees Television and Ulster Television. The Australian World War II series, "Anzac," is currently running on Grampian Television, Southern Television and Border Television.

Gallagher Develops Sales For WNHC-TV in Conn.

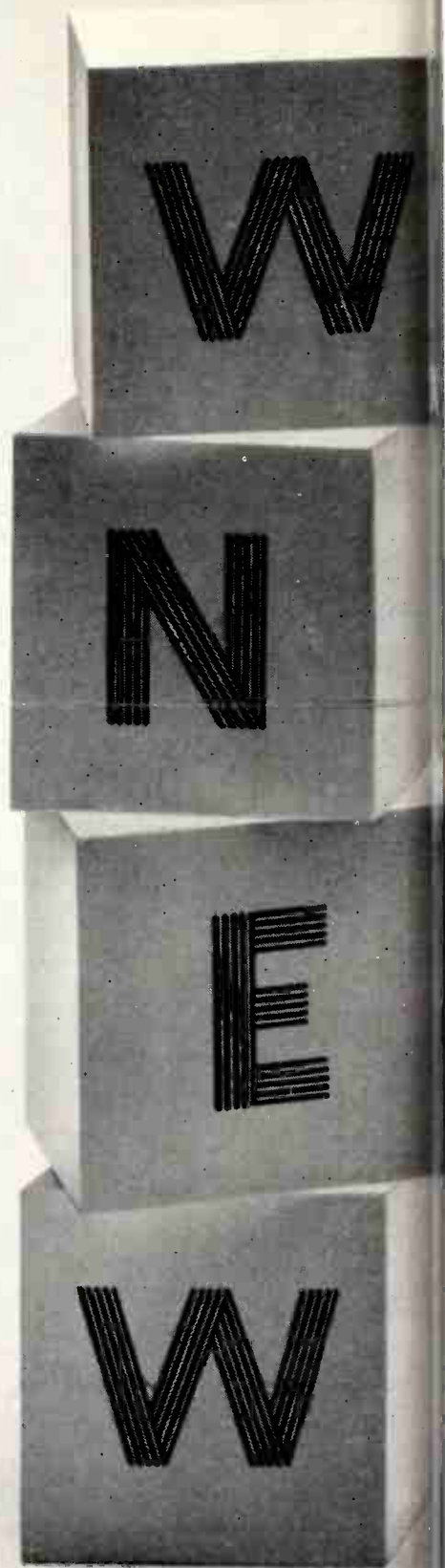
New Haven—Peter F. Gallagher has been appointed sales development manager for WNHC-TV. With the channel since November, 1957, as advertising-promo manager, Gallagher previously was at WGLV-TV, Easton, Pa., as director of programming, advertising and promo for four and a half years.



GALLAGHER

Gallagher started his broadcast career at WFIL-TV, Philadelphia, in 1950 after four years of motion picture theatre management and pharmaceutical sales. Early in 1952, he moved to WCAU-TV, Philadelphia, for program-production work on such CBS-TV programs as "The Big Top," "Action in the Afternoon," "In the Park," "Contest Carnival," "Summer School" and "What in the World."

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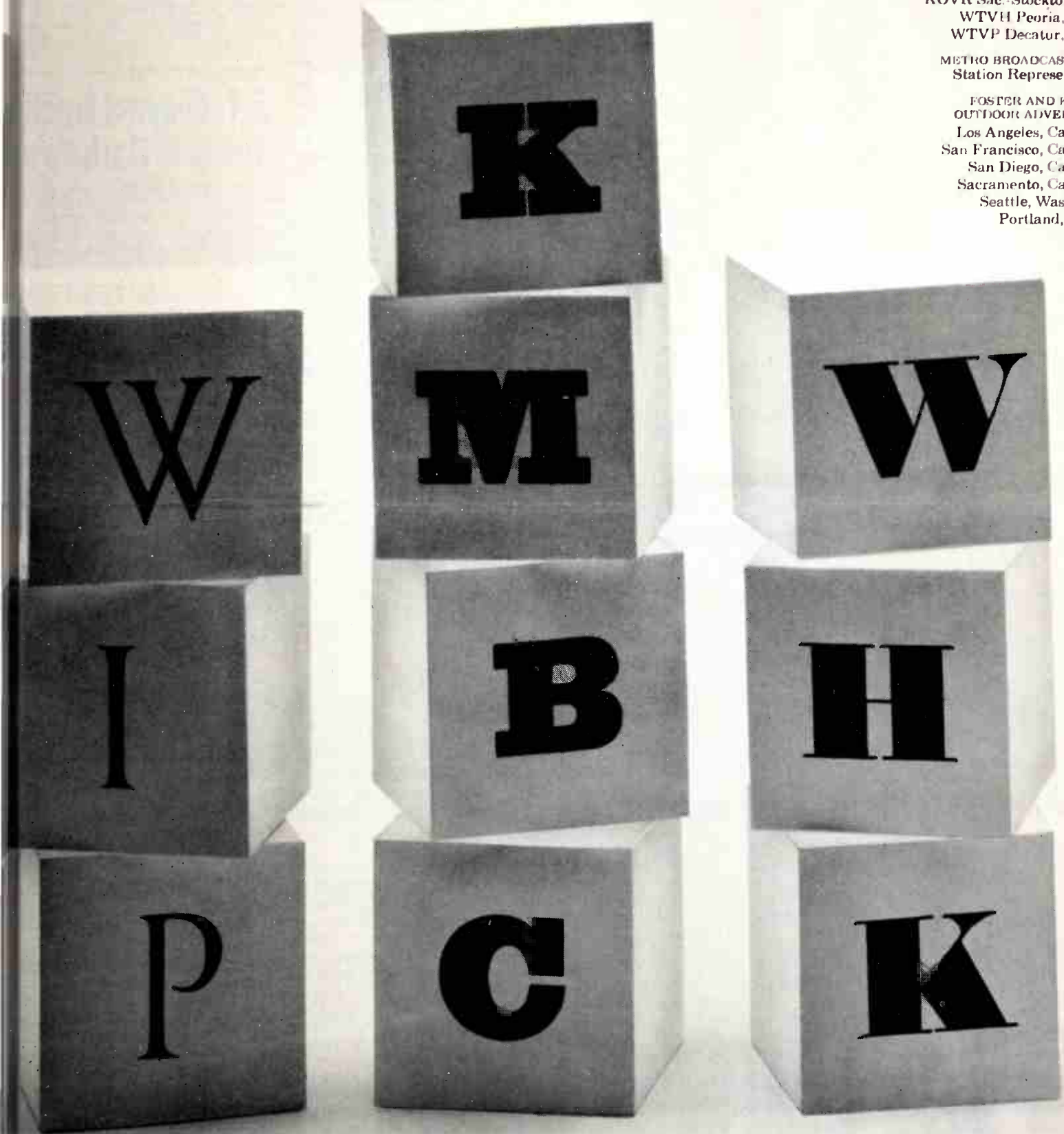
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Rickey Swaps Philosophy With Rutgers Professor

Branch Rickey, 83-year-old baseball veteran currently serving as consultant to the St. Louis Cardinals, will join with Dr. Houston Peterson, Rutgers U. philosophy professor, on WNDT New Year's Day in a conversation that could range from dancer Martha Graham's techniques to how the baseball color line was broken with Jackie Robinson. It's part two of "The Mahatma and the Professor."

KDKA at Gator Bowl With Gulf as Sponsor

Pittsburgh—Gulf Oil has signed to sponsor KDKA's coverage of Saturday's Gator Bowl game from Jacksonville between Penn State and Florida U. Play-by-play will be handled by Ed Thilenius, with Bill Snyder doing the color commentary. Gulf also bankrolled broadcasts of Penn State's regular games this season on KDKA, which Thilenius announced.

Prior to the start of the game coverage, KDKA will present interviews with Penn State coach Rip Engle and Florida coach Ray Graves.



By TED GREEN

• • • Exclusive state franchises are now available for women's radio and TV programs for the 24th annual "Mrs. America" contest, with the homemaking competition to be held in Miami Beach Apr. 22-29. Details are handled by Ruth Brooker at "Mrs. America" midtown contest headquarters . . . Joe Harnell's record, "Fly Me to the Moon" on the Capitol label, becoming a tremendous hit thru air-play and sales . . . That 1934 Brewster town car which you see around the city belongs to Maggi McNellis, and makes her husband, Clyde Newhouse, cringe every time he sees it.

• • • My Stetson's off to Ted Steele for the wonderful pinch-hitting job he's been doing on WCBS for Jack Sterling while the latter recovers from surgery . . . Four TV stations were added last week to the growing list of outlets for the Jerry Lester "Weekend" variety program: KSO-TV, St. Louis; WTIV, Indianapolis; WTVN, Columbus, O., and WKRC-TV, Cincinnati. This puts the one-hour comedy stanza in 16 major cities . . . "Her City," a documentary about telephone operators now being released by the Bell Telephone System, is being made available free of charge to TV stations across the country, according to Willis H. Pratt, Jr., film manager . . . Tough to see Jack Lescoulie not laughing on the "Today" show.

• • • Meet: Brook Benton, whose Mercury records have sold more than 20 million copies. A native of South Carolina, he is one of the most successful singer-songwriters in the history of the music business. He records one hit after another and the songs he writes for other vocalists are equally big sellers. Brook's first big record was "Just a Matter of Time," which sold more than 1 million copies. Other big Benton records were "Fools Rush In," "Endlessly," "The Same One," "Think Twice," "Boll Weevil," "Lie to Me" and his most recent hit, "Hotel Happiness." He has also written hit songs for Nat Cole, Clyde McPhatter, Roy Hamilton and a number of other artists.



BENTON

• • • We can do without: Soap commercials that look like they were shot by the Florida Chamber of Commerce . . . Intellectual shows that try to palm off interviews with strippers and show girls as culture guests who come on conversation shows and have nothing to say . . . Commercials that treat cleansers like miracle drugs . . . Listening to five minutes of technical talk on local weather shows, when all we want to know is the temperature and if it's going to rain or snow in N. Y.

• • • Things we'd like to do some day: Be tipped by a waiter . . . Cut a razor blade . . . Hide from a collar button behind a dresser . . . Turn a hose on a sanitation water truck . . . Collect a cover charge from a night club owner . . . Splash a bus back . . . Introduce the neighborhood birds to my neighbor's cat . . . Have a friend who couldn't get something we bought cheaper than we did . . . Feel as superior as my doorman . . . Know as much as cabbies . . . Have a wife who lets me past the backyard in my Bermuda shorts . . . Be able to slam the elevator door in the starter's face . . . When we see a cab cruising for a fare, on his off hours, hail him, then hold up an "off duty" sign . . . Put mistletoe in our checkbook so we could kiss our money good-bye (especially in this season).

• • • Command Records exec Enoch Light guests today on WABC-TV's "Answering Service," replying to music and recording questions phoned in by viewers to the program's hostess, Betty Furness . . . Strikebound New York may still be without its regular news channels but enterprising publicity man Larry Gore has gotten around that problem. One client, comedian Bernie Allen, garbed as a Town Crier, circulated around midtown, distributing fliers heralding the Robinhood Indoor Archery Lanes, and splicing about other show business and institutional clients.

Everyone Gets in the Act During KBOI's Expansion

Boise—Like to run a radio TV show with jack hammer around the corner? That's about what they're doing here at KBOI as electricians, carpenters, plumbers work side-by-side with station personnel. Expansion program is preparing room for new TV equipment and reference library.

S. F. Channel Erecting Tower to Flash News

West Coast Bureau of RADIO-TV DATA—San Francisco—KGO-TV, A-10-o here, has begun construction of an "ultra-modern" illuminated news tower at the intersection of 4th and Market Sts. in downtown.

Mayor George Christopher I lauded KGO-TV on its sign as incentive to others to help refurbish the city's main street.

San Francisco, to flash new headlines and bulletins to passersby. David M. Sacks, ABC VP and GM of KGO-TV, said completion is expected about Jan. 15.

He said the 40-foot-high structure will bear a resemblance to the famed Space Needle at Seattle World's Fair.

ABC Radio Sets Mark

(Continued from Page 1)

Lorillard, signed as new business is putting its entire first-quarter network radio budget into ABC "Flair" and weekday news.

Other new advertisers joining ABC Radio between Dec. 3 and 14 include Sylvania, in news and weekend sports; Kraft Foods "Flair" and weekday new American Dairy Ass'n, full sponsorship of "Dick Clark Reports" Pepsi-Cola, "Flair" and new Minnesota Mining & Mfg.; Bristol Myers (Defencin); Buick; Floist's Telegraph Delivery Ass'n; Rexall Drugs, and Nichols Wire & Aluminum Co.

Omaha to Hear Petry

(Continued from Page 1)

Petry's name was on the first list made public by presiding commissioner E. William Henry.

The list contains 87 names, including the mayor and police chief of Omaha, and representatives of charitable, civic, service and other groups as well as non-affiliated individuals.

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A STORER STATION

Bill Zimmerman Tops Exec Shifts at WTVN

Columbus, O.—WTVN-TV has announced the reorganization of sales, promotion and merchandising departments, with new appointees in three executive positions.

William Zimmerman has been appointed regional sales manager. Formerly the station's local sales manager, he is replaced in that position by salesman Raymond G. Kramer, who joined the staff in 1958. Previously, Creamer was an account executive for WSAZ-TV, Huntington.

The third appointment was Edward C. Kent as director of the newly created promotion and merchandising department. Kent, a WTVN staffer since 1955, has been sales service director, merchandising director, commercial coordinator and continuity director.

End of the Free' Segs Selected for Servicemen

Charlotte — Three programs in the WBTB-produced "Land of the Free" series have been selected by the Armed Forces Radio and TV Service for telecasts on its world-wide 34-station network.

The program, a weekly public affairs series, won the Freedom Foundation's Gold Medal Award last year. The programs chosen for servicemen feature USIA training officer Charles Veter, and John Newcomb, director of public affairs for the Jefferson Standard Broadcasting Co.

Four Star Syndie Sales KTLA Total \$500,000

The KTLA buy of three Four Star Distribution Corp. properties total over a half a million dollars, the syndication firm VP says. Sale marks one of the largest deals in syndication history. Involved in the purchase are: one-hour and 67 half-hour episodes of "The Detectives," 145 episodes of Dick Powell's "Zane Grey Theatre," and 45 half-hours of "The Law and Mr. Jones."

Herb Horton Is Enlisted as Telestudio Acc't Exec

Herb Horton, senior commercial producer at J. Walter Thompson, has joined MGM Telestudios as an account executive on the staff of Herbert L. Fierman, sales manager. Horton won two first prizes in the '60 American TV Commercials Festival for his Tang and GE ads. He also holds an Art Directors Club of New York prize for his "Magazine commercials in

AGENCY NEWSCAST

By RALPH TYLER

Pillsbury has signed for sponsorship in 10 ABC-TV prime-time programs during the first half of '63. The order, placed through Campbell-Mithun, is equally divided between new and established shows. Pillsbury will be a sponsor of "The Dakotas" when it premieres Jan. 7, as well as an advertiser in "Stoney Burke," "Going My Way," "McHale's Navy" and "The Gallant Men," all recent starters. The other five sponsorships will be on "77 Sunset Strip," "Leave it to Beaver," "The Sunday Night Movie," "The Valiant Years" and "Hawaiian Eye."

A heavy spot promotion of Suctrets lozenges and gargle is spanning the Fall-Winter cold-cough season on Boston's WNAC-TV. Campaign is by the Quinton Co. division of Merck & Co., via Doherty, Clifford, Steers & Sheffield. Local broker is McGoldrick-Joyce. The station is also carrying an increased sked of primetime spots for Alberto-Culver via Compton Advertising, Chicago.

ST. LOUIS SCENE: Al Coleman will serve as account supervisor for Tension Envelope, King Louie International, Piper Brace, Electronic Business Equipment, Chickasha Mobile Homes, Crown Drug, Sidney's, A-J Manufacturing, Elko Photo Products, Ford-Ideal Laundry, Scholozman Motors and Bowling Proprietors Ass'n. The Seven-Up Co. has signed a contract for 45,000 square feet of exhibition area at New York World's Fair 1964-65. Ben Wells, vice president of general sales and advertising for St. Louis-based firm will be in charge. Malloy-Rand Associates has been appointed PR and advertising counselors for Avis-Rent-a-Car's St. Louis division and will undertake comprehensive study of market here with a future campaign in mind.

Original Dance Work To Open 'Repertoire'

The new "Repertoire Workshop" series produced by the five CBS-owned TV stations to encourage the further development of promising young local talent, premieres on WCBS-TV Jan. 2 in prime time. "Reflections," an original work by Norman Walker, will be performed by Walker and his dance company to the music of composer Norman dello Joio's "Variations, Chaconne and Finale."

Each of the five CBS owned TV stations — WCBS; WCAU-TV, Philadelphia; WBBM, Chicago; KMOX-TV, St. Louis, and KNXT, Los Angeles — will produce seven of the 35 programs in the series.

'Girl Talk' on Motherhood

Actress Gloria DeHaven, and comedienne Pat Bright and Rene Taylor chat today about "Celebrity Motherhood" on WABC-TV's "Girl Talk," moderated by Virginia Graham.

TV Equipment to Help Jesuits in Free China

West Coast Bureau of RADIO-TV DAILY
San Francisco — Westinghouse Broadcasting's KPIX here has made a gift of 30 pieces of TV transmitting equipment valued at over \$5,000 to the American Jesuits in China.

Oscilloscopes, power supply devices, amplifiers and other essential apparatus are being shipped to Taiwan's first TV station, which will telecast educational programs and use the medium to help the Free Chinese withstand propaganda from the outside.

OBITUARY

Mrs. Margaret E. Sedgwick

San Antonio — Services were held here for Mrs. Margaret Elizabeth Sedgwick, 69, former radio personality who died in this city. During the 1930s Mrs. Sedgwick was an announcer and sales rep for KABC, Los Angeles, and KONO here, and hosted "Woman's Hour."

Finkel Hits Anti-TV 'Snobs'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer Bob Finkel, in Hollywood to ready the '63 lineup of Andy Williams shows, takes issue with people who look down their noses at video.

"TV is a business, just like any other, and should be regarded as such," he said. "We cater to what the public wants, and thereby fill a demand. Every automobile maker in Detroit may wish he could

devote all his energies to making nothing but automotive gems like the Jaguar . . . But not everybody wants a Jaguar. Some people only want an inexpensive, utilitarian car. So Detroit makes utilitarian cars . . . It's that simple."



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HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • One of broadcasting's unusual cooperative deals has been set for Tuesday, when KTTV will sponsor radio coverage of the Tournament of Roses Parade on KWKW in Pasadena. KTTV will use its commercials to promote a new programming schedule, urging the over-1-million Latins here to tune their radios to KWKW and TV sets to KTTV. By this method they can have Spanish commentary to KTTV's video coverage. KWKW also cooperated with KTTV in simulcasting the parade the past two years. Bill Welsh will describe the activities on TV, and Tony and Rita De Marco will handle the KWKW assignment.



• • • Meet: Joe Flynn, the one actor in Hollywood who is living proof of the old gag line—"in like Flynn." One of filmland's most active comedians (he is presently co-starred with Ernest Borgnine in ABC-TV's "McHale's Navy"), he has signed an exclusive, \$500,000 seven-year contract with Revue Studios for TV and motion pictures. His contract calls for a guarantee of 40 weeks' work a year. A "comedian's comedian," Flynn has appeared numerous times with Jack Benny, George Gobel, Bob Newhart and Joey Bishop. He eagerly awaits the Fall football season and his favorite game between Notre Dame and Southern California U., but he doesn't care who wins because he attended Notre Dame and was graduated from USC.



FLYNN



• • • Jerry Molfese has been appointed to the newly created post of national sales manager of KHJ-TV . . . Mel Stuart, series producer on Wolper Productions' "The Story of," has signed Ruby Raksin to compose the background score and conduct music for "Story of a Patroness," which was produced and directed by Ed Spiegel . . . Irene Ryan, who spearheaded the promo activity on "The Beverly Hillbillies" with multi-city p.a.'s, resumes drum-beating on the series in February . . . "Rifeman" series sliced back a few more episodes than expected . . . An upcoming segment presents Beatrice Kay in pilot for a spin-off . . . Sammy Davis, Jr., reported this week to NBC in Burbank for second guest stint on NBC-TV's "Andy Williams Show" . . . Bob Fuller and John Smith, "Laramie" stars, will headline a telethon in Albany, Ga., Jan. 19-20 for Georgia Sheriffs Boys Ranch.

Mark Goodson Lashes Out At Bureaucratic Censors

(Continued from Page 1)

on than "good entertainment shows."

He hastened to add: "I do not mean that news and public affairs programs are easy to put on. Nothing good is easy. But it is a fact that it is simpler to report and interpret the real world than to create in the world of imagination."

"It is harder to write a play than a brilliant criticism of that play. It is simpler to cover the launching of a new satellite than to launch a new panel game show."

Goodson, who used as his West Coast forum the panel discussion sponsored by the Academy of TV Arts and Sciences, stressed that people watch TV to be entertained and the great challenge to the industry is how to raise the quality of entertainment in the light

of the mass of material demanded.

"The solutions will come slowly," he said, "but not in response to political or group pressure. You cannot promulgate programs or legislate creativity."

Goodson also suggested that steps be taken to reduce the influence of "frightened bureaucrats at networks who wield power under such high-sounding departmental titles as program practices, standards and practices and continuity acceptance."

"I suggest for a starter that they be stripped of their euphemistic labels which should be replaced promptly with the real thing — 'censorship division.' It would be helpful if any show touched by their hands should carry the required announcement: 'The foregoing program was carefully censored so as not to offend anyone.'"



Groucho Can't Win 'em All! He's been first in so many markets people take it for granted he's always first. But sometimes he takes only second . . . as he did in Boston, Columbus, Detroit, San Francisco and in Washington, D.C. (ARB, Oct.). We're proud of him anyway! **NBC Films.**



Indiana University Library
Bloomington Ind

FACTS SINK FTC RATINGS PROBE

SARNOFF FIRST WITNESS AS SWAP CASE RESUMES

Washington Bureau of RADIO-TV DAILY

Washington—NBC chairman Robert W. Sarnoff takes the stand Wednesday in the complicated NBC-RKO Philco proceeding. He will lead off the network's arguments on its qualifications to continue owning Philadelphia's WRCV-TV long enough to trade it to RKO for the latter's WNAC-TV in Boston. While NBC and RKO are seeking to make the trade, Philco is asking the FCC for a new station on Philadelphia channel.



SARNOFF

Sarnoff's testimony is expected to result in a head-on collision between Philco and NBC as to which better qualified to operate a Philadelphia TV station—the Philco comparative issues. NBC

(Continued on Page 8)

Billings Swell for TV Webs

Network TV gross time billings rose 12.7 per cent in the first 10 months of '62, TVB reports. Billings for the period were \$654,098, compared with \$580,370,320 a year ago. October billings were \$1,226, a rise of 10.6% from \$1,116,658 in the same month last year.

CBS billings for the first 10 months were \$168,295,406, up 7.7 per cent from a year ago; CBS' billings were \$254,851,499, an increase of 10.6 per cent from the like period a year ago, and NBC's were \$230,952,000, up 11.9 per cent.

(Continued on Page 8)

Peabody Inaugural Ceremonies for Radio, TV Outlets

Peabody Inaugural Ceremonies for Radio, TV Outlets — The city's three channels, WBZ, WHDH and WNAC, will televise live the Jan. 3 inauguration ceremonies for Gov.-elect Edward Brooke Peabody, with WNAC making it a simulcast.

Hagerty Reorganizes News Set-Up at ABC; Velotta, Lang Aides

Sweeping reorganization of ABC's news department—including establishment of special news units, shifts in executive functions and addition of personnel—was announced yesterday by James C. Hagerty, net VP in charge of news, special events and public affairs.

Effect of the changes, which go into operation Jan. 14, will be to consolidate the department, designating it as the news department.

Eastern Air Lines Makes 'Today' Its 1st Net TV Buy

Eastern Air Lines, in its first use of network TV and the first by any domestic airlines since 1959, has purchased sponsorship in NBC's "Today" show via Fletcher Richards, Calkins & Holden, to begin Jan. 8. Eastern's initial participations in its extensive first-quarter buy will advertise Winter air travel to Florida on the two-hour, five-a-week morning show.

Gregory Peck Will Sub For Ailing Dick Powell

Gregory Peck will be first of many Hollywood stars to take over the role of host on NBC-TV's "Dick Powell Show" for the program's ailing producer-host-star, Dick Powell. Peck will introduce "Project X," a space-age drama, Jan. 8.

WPQR's Control Sold For \$300,000-Plus

McKeesport, Pa. — Carl Stuart and James Herbert have bought 90 per cent of WPQR here for "in excess of \$300,000," subject to FCC approval, according to Blackburn & Co., national media broker.

NATIONAL BRAINWASHING?

By ARTHUR PERLES

THIS editorial is addressed principally to members of both houses in Congress. It is directed to their attention for two reasons:

The Congress created the Federal Communications Commission and, therefore, must accept final responsibility for its actions.

As the people's traditional protector from overweening Federal control, it should move swiftly to halt the tide of brainwashing which the FCC has instituted on an unparalleled scale to paint commercial broadcasting in darkest hues of villainy.

Even the Congress itself does not seem immune to the current campaign, if one is to judge by Senator Case's instigation of the commission's latest proclaimed probe of broadcasting—"loudness" of the commercials. Certainly, the New Jersey solon is no lover of centralized power; yet his normal complaint about the sound levels of radio and TV advertising has triggered still another full-dress investigation.

If these words appear rather heated, consider the facts below on how the government is moving massively toward overwhelming influence of what the electorate will be permitted to hear and see on Freedom's air. The one hope is that the FCC has built such a powerful juggernaut of propaganda that the power-seekers will be crushed when it goes into reverse.

Item: A wire service quotes chairman Newton Minow as urging viewers to watch their own minds.

(Continued on Page 16)

'Hush-Hush' Inquiry Vanishes Sans Trace — No Falsity Found

Washington Bureau of RADIO-TV DAILY

Washington — The hush-hush probe of the rating services by the FTC seems to have sunk without a trace, though extracting information from the subject is now and always has been an impossible task.

FTC embarked on its investigation of rating services after the Senate Commerce Committee held hearings and the House Commerce Committee had an outside study made. At one stage last summer FTC was pressing the services to accept consent decrees, details of which were neither formally made public nor were even permitted to leak out. Up until now, nothing has come of the effort.

Major stumbling block to federal action appears to be that the rating services have not misrepresented their methods or the validity of their findings.

(Continued on Page 4)

10 Countries Air JFK Spec

CBS Films has serviced 10 foreign countries with "A Conversation with the President," the TV interview with President John F. Kennedy carried by all three networks Dec. 17. Video tapes of the broadcast (converted to 625 lines) were shipped to the Australian Broadcasting Commission and the ATN-HSV Network in Australia, converted there to 405 lines and sent to the BBC and the ABC.

Ford, Marlboro, B-M Call Signals for NFL 'Playoff'

CBS-TV's coverage of the Jan. 6 National Football League Playoff Bowl from Miami, between division runners-up Detroit Lions and Pittsburgh Steelers, will be sponsored by Ford, via J. Walter Thompson; Marlboro Cigarettes; via Leo Burnett Co., and Bristol-Myers, via Doherty, Clifford, Steers & Shenfield. The game will not be carried on WTVJ, Miami affiliate of CBS-TV.



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Infant '63 Toddling To 'Auld Lang Syne'

Top musical ensembles across the country will be heard live on NBC radio's annual New Year's Eve "All Star Parade of Bands." As infant '63 comes to each time zone, the net will be on hand to broadcast the festivities and music from popular spots in each of the areas.

Among the bands will be: Count Basie, Junior Mance Trio, Gene Krupa Quartet, Buddy Morrow, Les Elgart, Peter Nero Quartet, Johnny Smith Trio, Conny Conway Quintet, Louis Armstrong and his Allstars, Red Nichols and his Five Pennies, Lionel Hampton and Lawrence Welk.

Slate Goes on Air to Plead for Holiday Safety

Sam J. Slate, CBS Radio VP and GM of WCBS, has appealed to the public in two on-air editorials to diligently observe safety precautions at home and on the road to avoid many senseless deaths and injuries during the New Year's holiday. He said: "I know that pleas for caution have achieved seemingly little more than a monotonous sameness, but if we are to diminish the frightful carnage that accompanies this season year in and year out, this message must reach the widest audience and sink home."

COMING AND GOING

RUSS POWELL, KNX, newscaster, off on a 4-day vacation.

DAVE GERBER, GAC-TV VP, has returned to N. Y. from the West Coast.

ABE MANDELL, ITC executive VP, back from a 4-week trip to the Far East.

SOL HORENSTEIN, WBAB-AM-FM presi-

dent and chairman of the board, has returned to N. Y. after 5-days in Hollywood-By-The-Sea, Fla.

BILL DANA to San Diego today for personal appearances.

FESS PARKER in Santa Barbara, Calif., on vacation.

GLOBAL MART PUSH SET BY NEW BRITISH VIDFIRM

Special to RADIO-TV DAILY

London—A new British TV production company, Television Reporters International, which starts operations early in 1963, has its eyes fixed on several markets which have so far been an El Dorado for U. S. TV interests. These include South America and parts of the Caribbean and Middle East.

Rivalry between British and American TV interests is also likely in such developing countries as Nigeria and Kenya, where American TV companies have so far managed to make very little headway.

Pattern in most of the new countries is for a station to be state-controlled, but to take advertising and backing from big British and American concerns.

Current Affairs Stressed

TRI can't exist only on sales to new countries though, which is why it will make a determined fight to break into the lucrative American market. TRI plans to make 50 current affairs programs in 1963.

But they're not the only British organization looking for world sales for its cultural programs. Roy Thomson, Canadian-born newspaper and TV magnate who operates from Britain, has been opening up stations for a number of African and Caribbean governments, using the British firm of Television International Enterprises as his program contractors.

Dayton Emcees on WABC

Bob Dayton has joined New York's WABC, coming from WIL, St. Louis, where he was an on-air personality, broadcasting under the name of "Robin Scott." On WABC, he'll be heard on Sundays in a four-hour program.

REDS CAN'T HALT CASTRO EXPOSES

Molotov Cocktails Greeted WPIX Documentary in Peru

A program, "Castro and Cuba," donated to the U. S. Information Agency by WPIX, New York, was so good that when a Lima, Peru, TV station aired it a communist mob attacked the station with rocks and Molotov cocktails, USIA reports.

All of which merely encouraged the station to advertise in the local paper that other programs would be carried dealing with Cuba, and a second Lima TV station since then has requested and carried USIA programs on the subject of Cuba.

Central Coast Wins 1st Round in V Bid

Washington Bureau of RADIO-TV DAILY

Washington — Central Coast Television would get a new TV station on Channel 12 in Santa Maria, Calif., and the competing bid of Santa Maria Telecasting would be denied under an initial decision handed down by FCC hearing examiner Herbert Sharfman. Other initial decisions by hearing examiners, barring appeals, would clear the way for three new AM stations.

Under one of them, Stuart W. Epperson would get 1500 kc, 1 kw, directional antenna, daytime in Winston-Salem. Another would give Seaport Broadcasting 1300 kc, 1 kw, directional antenna, daytime in Lancaster, N. Y., while denying competing bids of WEXC, Inc., Leon Sidell, Hamburg and DeLan, Inc., for the same facilities in other New York towns.

FINANCIAL

(December 26)

CLOSING PRICES

NEW YORK STOCK MARKET

Admiral Corp.	
AB-PT	
Am. Tel. & Tel.	
AVCO	
CBS	
Columbia Pic.	
Crowell-Collier	
Decca	
Disney	
East. Kodak	
Gen. Prec.	
General Tel.	
Hazeltine Corp.	
Magnavox	
MCA	
M-G-M	
Metromedia	
Minn. M&M	
Nat. General	
Paramount	
Plough	
RCA	
Storer	
Taft	
20th-Fox	
United Artists	
Warner Bros.	
Westinghouse	
Zenith Radio	

AMERICAN STOCK EXCHANGE

Allied Artists	
Capital Cities	
Desilu	
Esquire, Inc.	
Filmways	
MPO	
NTA	
Reeves Sound	
Screen Gems	
Technicalor	
TelePrompTer	
Trans-Lux	
TV Industries	

* OVER THE COUNTER

	Bid
Jerrold	4 1/2
Meredith	19 1/2
Rust Craft	10
Seven Arts	8 1/4
Sterling	1
Walter Rade-Sterling	2
Transcontinent	10
Wcmetco	18 3/4

* Courtesy of National Association of City Dealers.

KGKB in Tyler, Tex. Sold to Mrs. Buford

Tyler, Tex. — Wallace Bar local businessman, has announced the sale of KGKB for a price of \$180,000, plus "other valuable considerations." Station has been sold to Buford Investment Co., subject to FCC approval.

Mrs. Lucile Buford heads investment firm.

Fern Quits KDKA News To Join NBC in New York

Pittsburgh—Jack Fern, KDKA-TV news director, for the past months, has resigned to accept news post with NBC in New York.

Prior to joining KDKA-TV, was an exec member of KDKA News.



who?

One of the world's great conductors, Eugene Ormandy, leading the Philadelphia Orchestra in a full-hour television concert of American music. Produced by Philadelphia's TV10 at the city's world famous Academy of Music, "Eugene Ormandy's Sound of America" was seen in prime evening time on all five CBS Owned stations. And subsequently, as part of CBS Television Stations' second Interna-

tional Program Exchange, it was enjoyed by millions more viewers in eight other nations.

Imaginative, venturesome—the Eugene Ormandy broadcast is just one example of local programming of extraordinary stature and scope. But Philadelphians have long known who consistently broadcasts programs of the highest interest and the widest appeal. CBS Owned WCAU-TV... that's who!

CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.

Foundation Stage Set For New CBS Hqs.; Mock-Ups Aid Work

All 54 main column foundation piers for CBS' new headquarters at 51 West 52nd St. should be completed by New Year's Day, according to CBS president Dr. Frank Stanton. He also reports that to help avoid delays and save unnecessary expense in future building stages, two mock-ups have been set up—an exterior one built in the parking lot at Terrytoons in New Rochelle, and an interior one built in the Columbia Records building on East 30th St.

A full-scale replica of a corner segment of the building, the exterior mock-up makes possible advance appraisal of the colors of the glass, granite and metal trim, and judgment of the proportional relationship of the windows, granite spandrels and columns, Stanton said.

Twenty Feet in Height

One side of the mock-up, which is 20 feet high, represents the ground floor exterior, while the other represents the exterior glass and granite pattern of the upper floors. The mock-up also includes a dummy window-washing track of the type to be used for washing the 1,922 windows of the building.

The interior mock-up consists of sample offices in which tests are being made of the various types of lighting, floor and ceiling surfaces and color combinations for appearance and efficiency.

Community Club Awards End 2nd Run in Omaha

Omaha — KMEO has completed its second Community Club Awards campaign, distributing prizes amounting to \$5,000 to various civic groups.

Bonuses are awarded to groups which, over 13 weeks, amass the greatest amount of specified products and services sold by the station's sponsors. Forty-six clubs participated in the program which benefits merchants, manufacturers, buyers.

'Girl Talk' Contemplates How to Please Husband

Dissatisfied hubbies note: "Girl Talk" discusses "Pleasing Husband" today on WABC-TV when Virginia Graham hosts TV personality Jaqueline Sussan, wife of TV producer Irving Mansfield; critic Aileen Saarinen, widow of architect, and Toby Stein, advertising agency exec.

Mutual of Omaha Uncaging Wild Animal Color Series

"Mutual of Omaha's Wild Kingdom," a new color series featuring films of wild animals and primitive peoples and starring naturalist Marlin Perkins, will start on NBC-TV Jan. 6.

The program is fully sponsored as a 13-week series by Mutual through its agency, Bozell & Jacobs. Perkins was host of the net's "Zoo Parade" series from '49-'57. He was director of Lincoln Park Zoo, Chicago, for 18 years, and since Oct. 1 has been director of the St. Louis Zoo.

Don Meier, who produced "Zoo Parade," will produce "Wild

Kingdom" through his new Don Meier Productions, Inc., Chicago.

The Sunday afternoon series will show how wild animals and primitive peoples come to grips with their environments—and survive. Perkins, and his assistant Jim Fowler, will also use their home base animal laboratory and TV studio at Lincoln Park Zoo to illustrate the instinctive behavior and reaction to stimuli of animals.

Storer's Cleveland TV Airs 3-Part UN Skein

Cleveland — A three-part series of "International Zone" programs will be aired the next three Sundays on Storer's WJW-TV here, titled "The Flags are not Enough." They document the United Nations effort to raise standards of life for two-thirds of the world's people through the Development Decade program.

Narrated by Alistair Cooke, the first is "The Widening Gap," a penetrating look at the nature of poverty and development, calling in world authorities for comment. The second, "Generators of Hope," examines new possibilities in using energy sources to turn the wheels and light the homes in the less developed lands. UNESCO leader Malcolm Adiseshia helps tell the story. The last, "Life is Short," points up the serious food problem in the world today.

The three programs, like all others in this series, were produced for TV by the United Nations TV Service.

McHale Tops Programs For Savannah Chanel

Savannah — Larry McHale, Jr., has been named program director of WSAV-TV here, in overall charge of station's program operations.

McHale moved to Savannah from Alexandria, La., where he was operations and program manager for KALB-TV. He has an 11-year background in the broadcasting industry, currently serves as VP of the TV Programmers Conference.

'True' Cans Darrow Seg

West Coast Bureau of RADIO-TV DAILY
Hollywood — Tol Avery has completed his role of Clarence Darrow in "Clarence Darrow—Defendant," for Jack Webb's "GE True" on CBS-TV.

New Series Concept Links Two Segments

ABC-TV next Fall will introduce a new programming concept with the debut of "Arrest and Trial," a 90-minute series which will have Chuck Connors and Ben Gazzara starring in separate 45-minute segments, with a top guest to appear each week in both segments and link them together.

Connors, star of ABC-TV's "Rifleman" the past five years, will appear as a district attorney in the "Trial" segment, and Gazzara, one of the top young performers of Hollywood and Broadway, will portray a detective in the "Arrest" portion. Two other leading roles to be cast include an assistant DA to work with Connors, and a detective to work with Gazzara.

Police Work Outlined

"Arrest" will deal with the work of the police department of a large metropolitan city in tracking down and arresting a suspected criminal. "Trial" will be concerned with the work of the DA's office in preparing and prosecuting the case.

Moon Joins KTSA News

San Antonio — Jerry Moon has joined the news staff of KTSA, Gordon McLendon-operated outlet here.

More Contribs Help Pioneers Foundation For Industry's Need

Chicago — Ward L. Quaal, president of Broadcast Pioneers, has announced that

Hearst Foundation, Edward Petry & Co. and WSAU-AM-TV, Wausau, Wis., are among the more recent contributors to the Broadcasters Foundation, Inc. Headed by Arthur Simon, advertising manager of Radio-TV Daily, the foundation was established to aid independent broadcasters and is an arm of Broadcast Pioneers.

"The interest in our unique organization of industry pioneers has never been greater," said Quaal, exec VP-GM of WGAM-TV. "We hope, therefore, that the generosity of these fellow broadcasters will stimulate others to make a contribution of a deductible gift to this program which, unfortunately, finds nearly four decades tardy launching.

Urges Full Support

"The support of all persons in radio and TV," he said, "is urgently needed if the foundation is to meet the many needs now manifesting themselves."

Eastern Bowling Gets Backing for Local Vids

Sports Network will televise Eastern Pro Bowling over a northeastern regional network Sundays, Jan. 6 thru Mar. 31. Sponsor will be Ballantine Beer. Winston Cigarettes and Ace Bowling Ball Bob Delaney sportscasts the series which features top northeastern bowlers.



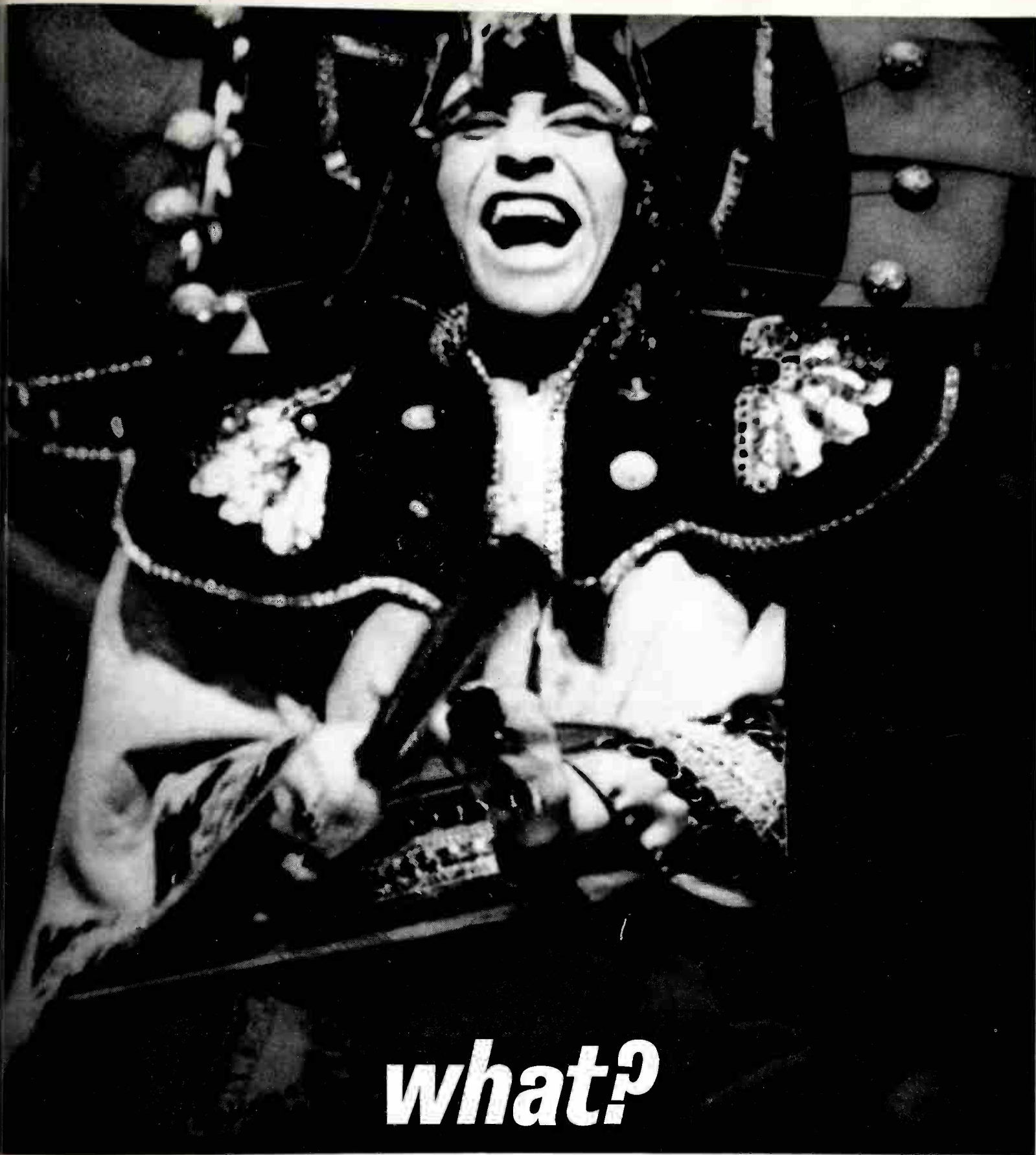
QUAAL

Where Did FTC Probe Go?

(Continued from Page 1)

ity of their results. The two congressional committees concerned were hit with much highly technical material, difficult for laymen to understand, and they were also confronted with the fact that although the various services use different methods, there was statistical validity to the methods. Result of the House study, in fact, was a conclusion that results on a national scale were reasonably accurate, though local ratings suffered from small samples.

Since FTC could only move if it could prove falsity, the agency is believed to have been at a disadvantage in seeking even consent settlements. Although the matter can't be considered a closed book, there is solid reason to doubt that there will ever be FTC action against the services, and the rating services should agree to accept consent decrees, they are expected to cover only marginal practices and not to involve methods or claims.



what?

A scene from Gilbert & Sullivan's operetta classic, "The Mikado," as performed by the students of Evanston Township High School, and broadcast during 90 minutes of prime time on Chicago's Television 2, as part of its regular "Repertoire Theatre" series. Reception? Fit for an Emperor! Variety, for example, called the show "Remarkable. Superb." And then went on with special applause for

"the handsome mounting of the production, the impeccable staging, first-rate setting and costumes, and near-perfect camera work."

A perceptive eye for what's happening on the local scene — that's what makes community service programming effective, exciting. And that, among other things, is what makes CBS Owned WBBM-TV the year-in, year-out favorite station of viewers in the Chicago area.

CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.

WHAT'S COOKING? ASK JOHN TRENT

Wives Ring 'Dinner Bell'
Before Peeling Onions

Philadelphia — Gourmet John Trent's "Dinner Bell" recipe service, now heard exclusively on WPEN, has rung up well over 250,000 phone calls since its inception in 1959.

After each recipe has been tested in the Trent household, it is recorded on tape in a special answering service device at WPEN. Throughout the broadcast day, station personalities alert their listeners to phone for the Dinner Bell recipe.

Dick Clark Newscasts To Air on ABC Radio

Philadelphia — "Dick Clark Reports," a new five-minute ABC Radio program bowing Monday, will be geared to attract not only the chronologically young, but "also persons who have a youthful point of view."

Every conceivable subject of interest will be covered, according to Clark "... including fashions, sports, politics, entertainment, personal problems, typical family situations and any other subject of appeal to the intelligent young adult."

Show, originating here, will be sponsored by the American Dairy Ass'n, thru Compton Advertising.

3 WJR Radio Regulars Guest on 'Godfrey Time'

Three Detroit radio personalities heard regularly on WJR will guest Monday on CBS Radio's "Arthur Godfrey Time."

Bud Guest is heard on "The Bud Guest Show" and "On the Sunny Side of the Street," both five-a-week shows, and on "The Best of Guest" on Sundays. Jack Harris conducts the musical variety program, "The Jack Harris Show." And Jan Wynn, once a guest on Godfrey's TV talent program, is currently a featured artist on "The Jimmy Clark Show."

Telesynd Sales Figure \$100,000 in One Week

Telesynd wrapped up sales of \$100,000 last week, according to Hardie Frieberg, president. The half-hour "Lone Ranger" series was sold to KCMC, Seattle; KATU, Portland; KXLY, Spokane, and WMAL, Washington. The 90-minute "Lone Ranger" series went to WOOD, Grand Rapids. Telesynd also sold its Programatic radio service to WMSR, Manchester, Tenn.



By TED GREEN

• • • Mel Allen will do the play-by-play at the Rose Bowl Game on New Year's Day for the 12th time. . . . Mike Clifford will tour the Middle Atlantic states in January to plug his latest U-A single, "What to Do with Laurie." The chanter's latest disk looks like an even bigger seller than his "Close to Cathy," Mike's first U-A offering. . . . Jeanne Philbin, wife of Jackie Gleason producer Jack Philbin, is choreographer June Taylor's assistant on the show. Jeanne is a former June Taylor dancer. . . . Mel Ferber, "Calendar" producer, has set nine CBS foreign news correspondents for a special roundup of the year's news on today's program. . . . Is Donna Reed planning to quit for a year and come back in another series in '65? . . . There's back room talk about NBC trying to lure John Ford over to meg one of "The Virginian" segments, in exchange for a sizeable check and a hefty plug for the movie, "How the West Was Won."

• • • Goings on at MGM Records: The diskery, enjoying an upward spiral of sales, is swinging into the new year with its sights set on stage and screen product. On the legit side MGM has plucked the choice plum of "She Loves Me," which is a musical version of "The Shop Around the Corner," for an original cast set. On the sound track front, MGM will have the Connie Francis album of "Follow the Boys" and the Cinerama production of "How the West Was Won."

• • • Meet: Leo Gutman, ad director of Four Star Distribution Corp. Although born in Thomaston, Ga., Leo grew up in Cincinnati, where he operated his own agency. Subsequently, he was ad director for Ziv-United Artists, where he produced many outstanding campaigns during his 15-year tenure. After Ziv, and until he joined Four Star this past Summer, Leo served as the ad manager of Paramount Pictures Corp. Leo has just completed major sales kits for each of the five Four Star properties now in syndication—"Dick Powell's Zane Grey Theater," "The Detectives," "Target: The Corrupters," "The Law and Mr. Jones" and "Stagecoach West." Leo's among old friends at Four Star: In addition to Len Firestone, who heads up Four Star syndication, three of Four Star's five salesmen are Ziv alumni.



GUTMAN

• • • Bud Collyer and friends of Vincent Andrews gave Vinnie a surprise birthday party at the Berkshire Hotel the other PM, with some of the top talent in this industry wishing Vinnie many happy returns. . . . Irving Sherman, boss of the Brass Rail chain, is scouting for a host to broadcast a daily TV show with interviews from Idlewild airport's swank Golden Door Restaurant. . . . There's a sense of optimism in TV commercials once in a while. Last week, when the temperatures were freezing here as well as in Florida, Mr. Courmand, prexy of Lanvin, had the optimism to flash a commercial on WABC-TV for one of his sun tan products, Sun & Fun—It got warmer in Florida almost at once.

• • • Children from various United Nations delegations and from "The Sound of Music" having a grand time around the giant Christmas tree at Janssen's selling Unicef Greeting Cards for the benefit of the United Nation's Children's Fund. . . . Spotted at the Cafe Chauveron: David Susskind and staff plotting the format of one of their shows, while at adjoining table Leopold Stokowski eloquently making his point with his hand to an attentive audience consisting of Charles Revson and Mr. and Mrs. Ray Johnson. Johnson is VP-GM of Saks-5th Avenue. . . . MGM-TV wants the original "Dr. Kildare," Lew Ayres, to make a guest appearance on the TV show.

• • • Alan Grant (not the furrier), noted jazz authority whose "Concepts in Jazz" is now heard on both WRFM and WWRL, broadcasts Saturday nights from the Gaslight Inn with jazz greats as guests. . . . Hedon Productions president Bob Rehbock has signed England's top comic, Terry Thomas for a proposed TV series. . . . Bob Marshall, the bright young manager who handles Myron Cohen, has just signed Saverio Saridis, the ex-cop-turned-singer.

BURR GETS RES AFTER SURGERY

'Perry Mason' Plans Trip;
Will Return to Work Jan. 24

Raymond Burr, who underwent minor surgery Dec. 10, is convalescing at home now and is scheduled to resume work Jan. 24. CBS-TV's "Perry Mason" spent Christmas at his home Malibu and, if his doctor permits, will go to Harbor Island in Bahamas after the first of the year to continue his recovery.

During Burr's absence from "Perry Mason," his first in years, guest stars will substitute for him. Bette Davis will appear in an episode to be broadcast Jan. 31. Other guests will be Michael Rennie and Walter Pidgeon, with a fourth to be announced.

5 Mil. TV Set Sales In First 10 Mos. of '62

TV set factory sales in the first 10 months of 1962 rose to 5,034,800 units from 4,634,024 in the same period last year, while factory production rose to 5,434,086 from 5,014,583, EIA reports.

Factory sales of radio sets rose from 8,538,829 in Jan.-Oct., 1961 to 8,888,904 this year, excluding car sets. Factory production in the first 10 months of 1962 total 15,684,733 radios, including 5,668,954 auto radios, up from 13,797,800 including 4,321,315 car sets, in the same period last year. FM sets rose from 679,291 to 941,141. TV sets with UHF tuners rose from 289,462 to 485,025.

Paul Newman, 9 Others In Hr. TV Fund-Raiser

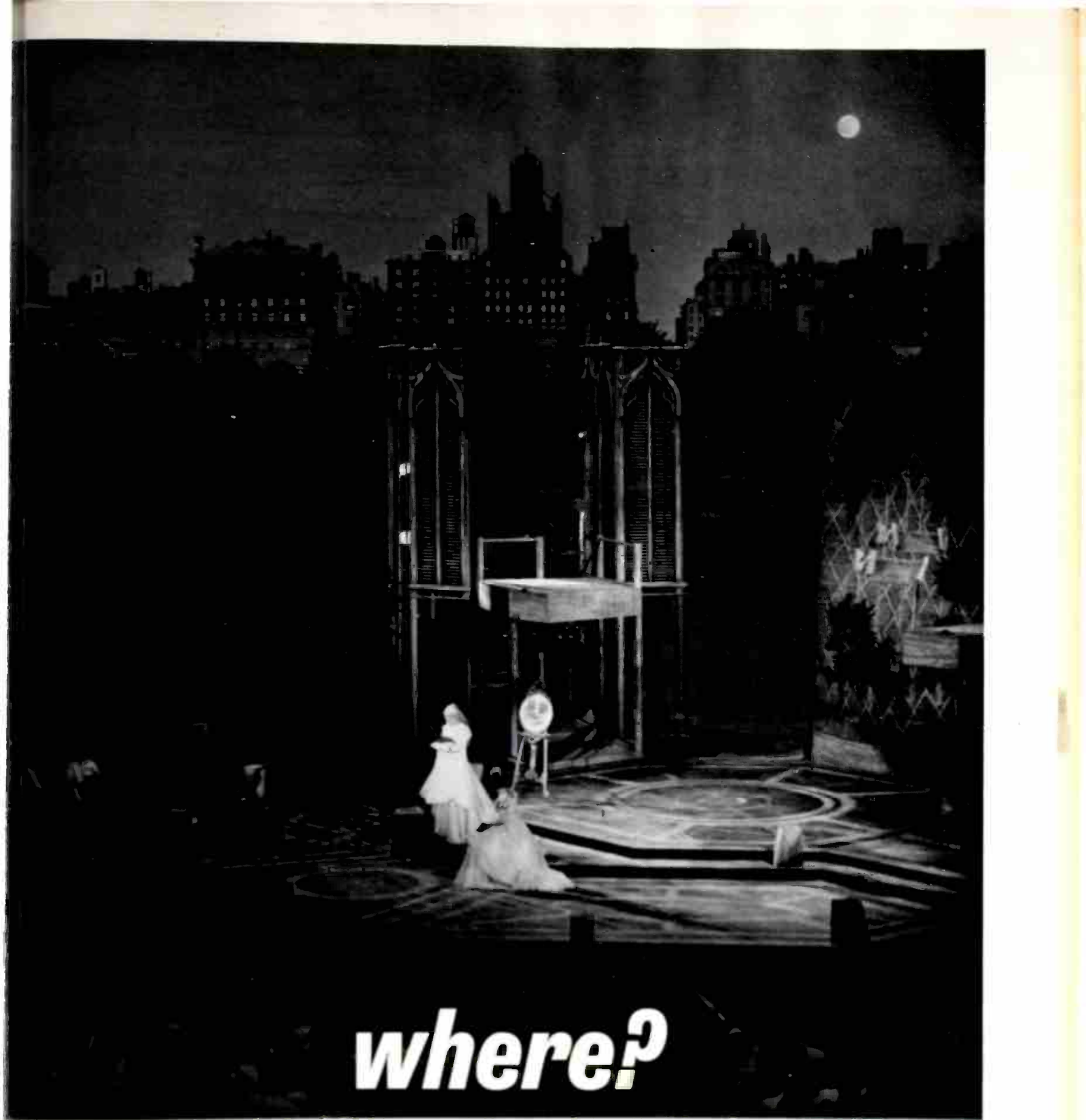
Paul Newman will host "T Stars Salute," Sunday's WCB-TV fund-raising hour on behalf of the Federation of Jewish Philanthropies.

Other celebrities in the public affairs presentation will be Mari Anderson, Ingrid Bergman, Carol Burnett, Rosemary Clooney, Jackie Gleason, Bob Hope, Gene Kelly, Roberta Peters and ballarina Maria Tallchief.

OBITUARY

Mrs. Rita Dinoff

Funeral services for Mrs. Rita Dinoff, 35, wife of Lester Dinoff, publicist and former industrial trade reporter, were held Monday. Interment was at the Belmont David Cemetery, Elmont, N.Y. Survivors include her husband, three-year-old daughter Lisa and four-month-old son Robert, mother and father.



The brand-new Delacorte amphitheatre in the heart of New York's Central Park, scene of Channel 2's historic 2½-hour broadcast of "The Merchant of Venice." The first presentation by a commercial television station of a complete play by Shakespeare direct from the theatre of origin, the program drew a mammoth audience of 1,600,000 viewers, leading all New York television stations dur-

ing the peak viewing hours of 8:30 to 11 pm.

The broadcast—pace-setting, compelling—is an example (one of many!) of community service programming that consistently captures the spirit and imagination of audiences in the nation's largest, most dynamic metropolis. Programming New Yorkers find only on (where else?)... CBS Owned WCBS-TV, the leading station year after year after year.

CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.

CARTA Meet Slates Top Industry Execs

Westinghouse Broadcasting president Donald H. McGannon will be luncheon speaker at a day-long conference Jan. 12 on "Can Advertising Permit Regulation to Replace Rights, Reason and Responsibility?"

The occasion is the first conference sponsored by the Catholic Apostolate of Radio, TV and Advertising, in cooperation with Fordham U. Other participants at the meeting, to be held at New York's Hotel Commodore, include:

Edmund J. Blake, VP, P. W. Brooks and Co.; Clay Buckout, VP, Time, Inc.; the Rev. Thomas M. Garrett, S. J., professor of ethics, Scranton U.; Arthur Hull Hayes, CBS-Radio president; FCC commissioner Robert E. Lee; Martin Mayer, author of "Madison Avenue, U. S. A.;" Sen. Eugene J. McCarthy; James V. O'Gara, executive editor, Advertising Age; Henry Schacte, management committee, Unilever; James Schule, VP and director BBDO; James Stabile, VP and associate general attorney, NBC, and Dr. Clarence Walton, associate dean, Graduate School of Business, U. of Columbia.

NBC news commentator Frank Blair will moderate.

Backward-Forward Look Marks WXYZ Newscast

Detroit — WXYZ on Dec. 30 will present "Assessment: '62-'63," an hour special report on the major local news stories of the past year, plus a news forecast for '63—especially in the space race and political areas.

Tapes from '62 will be played, and live stories will come from WXYZ news director Ed Hardy and newscaster Joe Vaughn. Guests on "Assessment" will be Michigan Gov. elect George Romney, Gov. Swainson, Detroit Mayor Cavanagh and Chrysler president Lynn H. Townsend. They will comment on Michigan's political and economic future in '63.

WNAC Turns Used Tubes Into Toys for Needy Tots

Boston — To help this year's toys and clothing campaign for children in The New England Home for Little Wanderers, WNAC and WNAC-TV engineers turned over 1,000 used tubes into the Eastern Company division of RCA, thereby getting 1,000 points in a toy catalog. The Home director, Robert Beer, then chose toys he felt would be most appreciated by the youngsters.



By PETER C. DAVALLE

• • • In London, Don Coyle, president of ABC International, had talks with ITV chiefs and the General Post Office on the possibilities of beaming TV commercials from the U. S. to Europe via the Relay satellite. . . . Billy Daniels had a spot in ABC's "Comedy Bandbox." . . . Comedians Johnny Wayne and Frank Shuster appeared in the BBC TV show "Wayne and Shuster in London." . . . Michigan-born Edwin Coleman's opera "A Christmas Carol" (from the Dickens classic) got a BBC TV Christmas Eve spot.

• • • Meet TV chief Lew Grade, managing director of ATV and Incorporated Television Company Ltd. who has over 30 years' experience in show business. Was ATV's deputy managing director until he replaced Val Parnell as managing director in November. With his brother Leslie, he formed the Lew and Leslie Grade Agency (the biggest variety agency outside the U. S.) which Leslie now operates. Under Lew, ITC has made enormous strides from a purely distribution company (outside the U. S., the world's largest) to a production company as well. He has seen his company, ATV, grow until it now caters for 8,500,000 viewers in London and 4,950,000 in the Midlands.



GRADE

• • • Britain has bought its first series of Australian TV dramas. Its "Jonah," videotaped in Sydney by A. T. N. Eighteen episodes have been completed to date. . . . BBC TV will be host to 15 European nations when the Eurovision Song Contest 1963 is held in London. Catherine Boyle will be M. C.

• • • Taped in London last June, the Anglo-U. S. TV production of Ibsen's "Hedda Gabler" goes out over BBC TV Friday, with a cast headed by Ingrid Bergmann, Ralph Richardson, Michael Redgrave and Trevor Howard. Production is by Talent Associates-Paramount Ltd. in association with BBC TV and CBS TV. . . . TWW is the first TV company in Britain to screen the U. S.-made "Limelight" series, which bow over here on January 2.

NBC-Philco Hearing Resumes

(Continued from Page 1)

will state its case first, with NBC president Robert E. Kintner and other network execs to follow Sarnoff.

Although this phase is set tentatively to take five hearing days for each side, such proceedings usually have a tendency to drag on far past such deadlines.

Speed Being Sought

Meantime, RCA-NBC counsel Irving Segal and Philco lawyer Henry Weaver have been cooperating mightily under the leadership of FCC Broadcast Bureau attorney Ernest Nash to cut down on the duration of hearings which have already taken months on only two anti-trust issues.

The agenda had called for airing of post-'54 anti-trust charges, Philco against RCA-NBC and RCA-NBC against Philco, to be followed by argument on whether the cases were strong enough to justify presentation of pre-'54 allegations. But Nash managed to

secure agreement between parties on selected pre-'54 stipulations in place of presentations which could have taken up months of time.

Fred Zinnemann to Intro Original 'Workshop' Pic

West Coast Bureau of RADIO-TV DAILY

Hollywood — Renowned Director Fred Zinnemann will introduce "The Cadillac," original film presentation on KNXT's "Repertoire Workshop" series. Written, produced and directed by CBS staff photographer Robert Clouse, "Cadillac" will be one of seven KNXT workshop productions on the 1963 sked.

"Repertoire Workshop" premieres Wednesday on KNXT with an original musical, "Who Tied the Can to Modern Man?" No date has been set for the "Cadillac" vidcast.

Houston AMs Tackle Mikes at Grid Bowls

Houston — Radio stations have lined up full coverage post-season football bowl game with KTRH carrying the Cotton Bowl at Dallas on New Year Day, and KODA airing the North South game from Miami on Dec. 29.

KPRC schedule includes: Blue-Gray Game from Montgomery, Ala., and the East-West Shrine Game from San Francisco on Dec. 29; NFL title match from New York, Dec. 30, and the Sugar Bowl from New Orleans and Rose Bowl at Pasadena on New Year Day.

Haigis Co. Names Cook To Top WHAI Research

Greenfield, Mass. — William C. Cook has been named research and development director of Haigis Broadcasting station WHAI-AM-FM here. He comes from the outlets from Horton, Church Goff, Providence, where he was radio-TV director and an account executive.

Haigis also announced the appointment of Harold M. Belknap as chief engineer for the station.

TV Webs' Billings Mount

(Continued from Page 1)

show the largest increase, rising 19.7 per cent to \$206,172,909 for the 10-month period. Nighttime billings were \$447,926,081, up 9.7 per cent from a year ago.

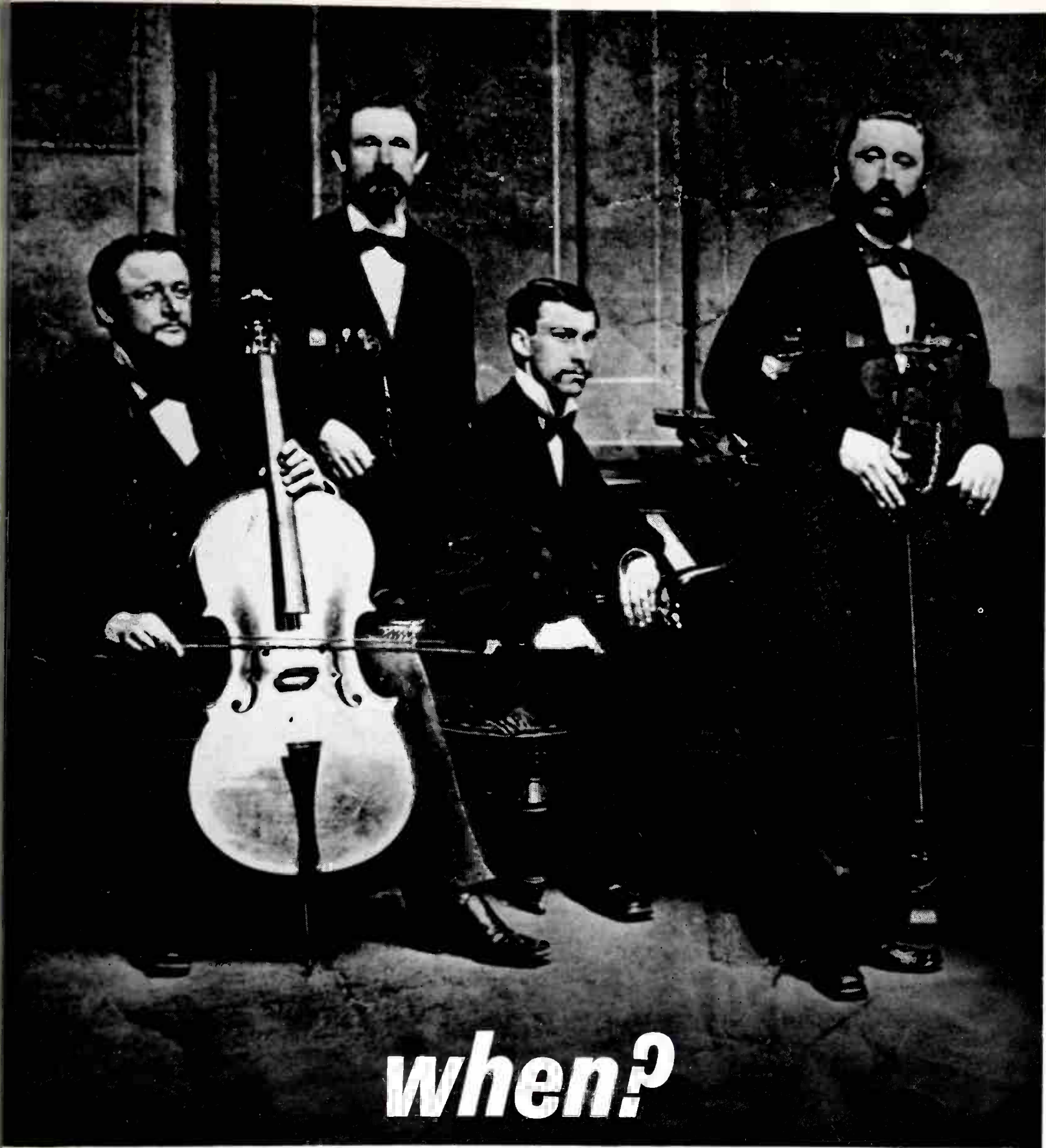
Network TV gross time billings are compiled by Leading National Advertisers-Broadcast Advertisers Reports.

Ross Miller WTIC Exec

Hartford — Ross Miller, WTIC deejay, has been promoted to assistant program manager of the Travelers Broadcasting Service outlet here. His new post will prevent him from continuing his current five-a-week show and other air assignments, including spokesman for the Hartford Electric Co. "Juke Box Jingles" and "Connecticut Vignettes."

It's Slapstick to Suspense For Quick-Change Comics

Hollywood—Bob Crane, KNXT comic personality and TV freelancer, having just completed wild and wacky role in the "Dick Van Dyke Show," now makes his dramatic debut as a suspense character on "The Alfred Hitchcock Show," CBS-TV, Jan. 1, titled "The Thirty-First of February."



Circa 1880, when scores of amateur orchestras flourished throughout the St. Louis area. A colorful era recalled recently on "Theme with Variations," Channel 4's recreation of St. Louis' rich musical past seen in prime time. Narrated by Earl Wrightson, this locally-produced program served to underscore an urgent plea by Mayor Raymond R. Tucker for a heightening of civic cultural activities,

as part of a general revitalization program for the entire St. Louis community.

The city's past made meaningful in terms of its present and future—this is community service at its vital, practical best. And this is one of the things St. Louis audiences look for, and get, when they look at CBS Owned KMOX-TV, Mid-America's favorite television station month after month, year after year.

CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.

POLITICAL TIME AT COST IS MINOW'S 'GOOD IDEA'

FCC Chairman Newton Minow believes that increasing costs of TV political campaigns may be forcing some candidates "into hock to contributors, many of them special interests."

Solution to the problem may come with the Government buying time at cost from TV stations for appearances of bona fide candidates, he says in the current TV Guide. Stations, he said, would give up the time in the public interest and this would be a condition for their being licensed.

Minow said he felt sure Congress would take a closer look at the present equal-time law when it reconvenes in January. Section 315 of the Communications Act provides that if one or more candidates are given time to speak on a broadcast facility, others running for the same office also should be given equal time.

Decries 'Special Interests'

"I don't quite know what the answer will be and I don't think anybody else does either," he said "I do have some ideas though. I feel, for instance, that too many candidates now have to go into hock to contributors, many of them special interests, because of the necessity to buy television time."

"It might be a good idea to require all stations to turn over a certain amount of time to all bona fide candidates. I don't suggest that stations suffer any out-of-pocket loss. But there's no reason, either, for the stations to profit from the political use of the air waves. The Government should pay for the time, at cost. The stations' giving up time in the public interest would be a condition of their being licensed."

ATU's 'Friendly Banker' Booked for Third Series

In response to the success of its first two "Friendly Banker" series, ATU Productions will film a third series for the banking industry, it was announced by Cal Stadlen, exec VP. The new series will consist of eight 20-second spots, bringing the total to 27 filmed commercials.

Perfume for Lucky Donor In Canada 'Orphan' Drive

Winnipeg — CKY, which supports eight overseas orphans in France, Korea and Hong Kong, this year adds a possible bonus for donations to their support. Name of each donor contributing before Dec. 31 (amount doesn't matter) is put into a barrel. Drawing will be held Monday with winner taking home a \$100 bottle of French perfume.

'Car 54' Contest Winner Takes to Hills, Gets Prize

A young lady from Gunnison, Colo., took to the hills with her father on a 330-mile drive over snow-covered mountain passes to receive a set of Toody and Muldoon puppets on KOAA-TV, Pueblo. Puppets were prize in a "Car 54" contest, brain child of Al Rylander, NBC VP, promo services. Puppets are awarded to each of six winners in various contests which are conducted throughout the country.

3 Governors Report On Met Area Review

WCBS Radio is preparing a 55-minute news report on the important stories in the greater New York area in '62. Kenneth Banghart will host the show which airs Sunday.

Titled "Yesterday and Tomorrow," program will feature special reports by Governors Nelson Rockefeller of New York, Richard Hughes of New Jersey and John Dempsey of Connecticut. Also featured will be more than 60 recorded highlights of the outstanding events of '62.

Show is written and produced by Irwin Krakowsky of WCBS Radio news. Exec producer is Joseph Dembo.

KBT Cited by Jaycees In Operation Ambulance

Denver — KBT and KBTR here have received the Northglenn Annual Community Award for outstanding public service. When Northglenn, a Denver suburb, lacked funds for a critically needed ambulance, Mullins Broadcasting, owner of KBT and KBTR, turned over large amounts of public service and promotion time to the town's jaycees.

The ambulance is now a reality and the award has been presented to John C. Mullins, president-owner of the stations.

KALL's Smith Saluted

Salt Lake City — KALL's Paul Smith, just back from a second hitch in the Army, has been awarded a tribute by the U. S. Army for materially aiding its recruiting service.

'Better Perspective' On Smoking for '63

Washington Bureau of RADIO-TV DAILY

Washington — The president of The Tobacco Institute expects 1963 to bring continued economic gains for his industry and a "better perspective" on smoking and health questions. In a year-end statement, George V. Allen said he believes '63 will "bring about a better perspective of those diseases with which smoking has sometimes been statistically associated, and also of the various factors and conditions that may be involved in the development of those diseases."

At the same time, he expects that much of the discussion of tobacco and health "will tend to be oversimplified, as it has been in the past, and this may make it difficult to separate facts from theories."

Nationwide Ins. Backing Philly's '62 News Recap

Philadelphia — "TV 10 Review," sponsored by Nationwide Insurance Co. via J. Thomas Callahan Advertising, will recap important local stories of the past year on WCAU-TV Sunday with John Facenda.

Facenda will examine such stories as the still-unfolding City Hall payola investigations and the hotly-contested gubernatorial contest. Stories were gathered and reported during the year by TV 10's 25-man news team covering the broadcast area.

Grant Shifting to WFBM For 'Town Hall Meeting'

Indianapolis — James Grant, public affairs director of WTCN, Minneapolis, will join the WFBM stations here Tuesday. Grant, who had formerly been with the stations, will be assigned to "Town Hall Meeting," a special project to bring eminent speakers to this city, and also serve as liaison between the stations and contacts in New York and Washington.

OSU Expands ETV Classes

Columbus, O.—Ohio State U., telecasting on a nine-channel closed-circuit system as well as WOSU-TV, credits enrollment expansion to the varied TV teaching techniques developed by the faculty over the last three years.

Major large-enrollment classes are in mathematics, zoology and health education, although facilities are used for dentistry, metallurgical engineering, psychology and other courses. Enrollment now in college credit courses has reached 17,500, 2,000 more than in 1961-'62.

TV OPENS DOORS TO EXEC MANSION

Huntington Outlet Films
W. Virginia 'White House'

Huntington, W. Va.—WSAZ-TV is planning a filmed documentary on West Virginia's Executive Mansion. Station director of photography Bill Kinnaired will be technical advisor and photographer for the West Virginia Dept. of Commerce production.

Both stills and film footage will be used to chronicle mansion events, families and furnishings from earliest days. WSAZ-TV will premiere the documentary primetime to open 1963 Centennial Year showings, both in and out of state.

12 Sales in 11 Markets By 4 Star Distrib Co.

Four Star Distribution Corp. racked up 12 new sales in 11 markets just before Christmas, VP GM Len Firestone reports.

They were: "Law and Mr. Jones," to WPIX, New York; WLWI, Indianapolis; KPHC, Phoenix, and KVOA, Tucson with Kennecott Copper sponsoring on the two Arizona stations "The Detectives," to WCSC, Charleston, S. C.; WFAA, Dallas; and WXIX, Milwaukee.

"Target: The Corruptors," to WXIX and WNAC, Boston; "Dick Powell's Zane Grey Theatre," to WBen, Buffalo, and KREX, Grand Junction, and "Stagecoach West," to WSJV, South Bend.

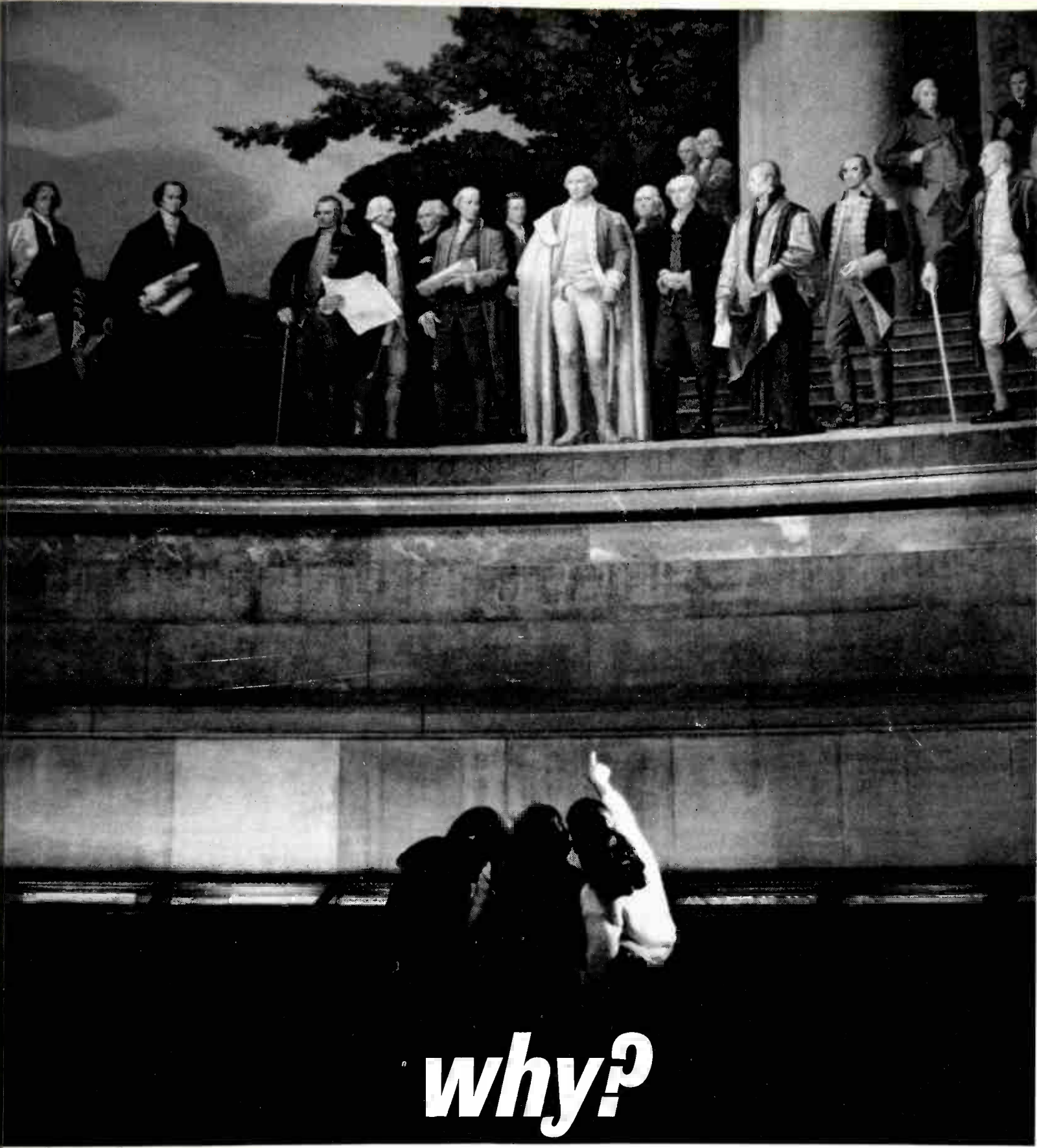
Control of WPQR Sold

(Continued from Page 1)

kers who handled the deal.

Robert M. Cox, head of the selling corporation, plans to remain with the station as a director, the brokers said. Stuart, who is part owner and general manager of WESA, Charleroi, Pa., will be president and general manager after the transaction is officially approved.

Math dep't prefers live session at 8 AM, played back six times throughout the day. Dr. George W. Wharton's zoology dep't tape lectures two to three weeks in advance, feels that better coordination and unification are achieved. Physical ed dep't combines both worlds — advance taped lectures followed by classroom discussion.



why?

To bring to Los Angeles' 1½ million school children a better understanding of their government, its history and function, KNXT produced "For Which We Stand," a two-part filmed record of 12 Southern California students' experiences on a KNXT-sponsored tour of the nation's capital. Summing up the enthusiastic reaction of local audiences and critics alike, the Los Angeles Herald-Exam-

iner saluted the two hour-long programs as "an uplifting show for all Americans."

Only a mass medium like television can make community service so meaningful, for so many. And in Los Angeles, only Channel 2 does the job so well. Which is one reason why the number one television station with viewers throughout the nation's second market is—has always been—CBS Owned KNXT.

CBS TELEVISION STATIONS, A Division of Columbia Broadcasting System, Inc.

Police Pay Boost Proves Power of KYW Editorials

Parma, O.—This city's police are crediting a KYW-TV (Cleveland) editorial with clinching the first pay raise for them in five years. Titled "Honest Cops are Depending on You," the script was also read before the City Council, which voted a \$925 raise to the entire force—all 49 policemen.

Meaning of Judaism Explained in 2 Series

Chicago — The Broadcasting Commission of the city's Board of Rabbis will begin on Jan. 6 two 13-part Sunday afternoon series: "Spirit of Man—A Jewish Perspective" on WNBQ(TV), and "Outline for Living" on WMAQ radio.

Hosted by Rabbi Irving Rosenbaum, "Spirit of Man" explains aspects of the Jewish religion ranging from rituals in the home to a discussion of the major holidays.

The 13 articles of faith of the medieval philosopher Moses Maimonides form the basis of "Outline for Living," introducing Judaism as a system of moral laws and religious practices.

'Directions '63' to Look At Ecumenical Progress

The first session of the Ecumenical Council in Rome, will be discussed Dec. 30 by a panel of Catholic editors and clergymen on ABC-TV's "Directions '63," moderated by Philip Scharper, American editor for the Catholic publishing firm, Sheed & Ward.

The program is produced by the net's public affairs dept in cooperation with the National Council of Catholic Men, produced by Wiley Hance, with Lloyd Tweedy directing.

Change and Addition

Cincinnati — Bob Smith, who has been with WCPO for several years, has been appointed program director. Smith is presently doing a deejay show, which he will continue along with his new assignment. An addition to the staff is Bobby Wayne as air personality.

STORK NEWS

Jim Berry, WTAE, Pittsburgh, film editor, became the proud papa of a baby boy.

A fourth son, Timothy John, for Mr. & Mrs. Neil Pultz. Father is technical director of ABC Radio's "Flair."

HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

By FRITZ BLOCKI

• • • The FCC has granted (KBLA Burbank) authorization to raise its power from 250 watt to 10 kw, by next June, according to a joint announcement by Gordon Rogers, co-owner of station with George E. Cameron Jr. (who also owns a station in Palm Springs) and by Mel Leeds, general manager. Leeds joined KBLA in Feb., after some years with WINS, New York City, and then KDAY, Los Angeles. Cameron and Rogers have leased the top of a mountain in the Verdugo hill area near adjacent city of Glendale, at elevation of nearly 3,000 feet, for a new transmitter. Bulldozers had to cut twenty feet off top of mountain to level it off for construction of the transmitter headquarters building whose roof is level with top of mountain. There will be six towers, estimated to cost \$100,000. Additional construction of concrete storm drains on the hillside cost an additional \$175,000. A water reservoir, of 20,000 gallon capacity, also has to be constructed. Cost of telephone cables to reach the site will be an additional \$17,000. Cost of grading the transmitter area atop the mountain was \$175,000. KBLA offices will be moved to larger facilities in Burbank early next year. Total investment in KBLA expansion will exceed \$750,000.

★ ★ ★ ★

• • • Gerald Schnitzer, president of Gerald Schnitzer Productions, specializing in TV commercials, has received the Gold Medal Bravo Award for best-directed TV commercial for General Motors at the 14th Anniversary Award Show for 1962, given by Art Directors Club and Detroit Copy Club, at Detroit, Michigan. For the commercial, "Little Boys and Cars," Danny Kaye narrated. It also won top honors at the Venice Film Festival. Campbell-Ewald is the ad agency; Ray S. Dillman, agency producer. This award is another in the continuing series of winning awards for Schnitzer productions since 1957 for Chevrolet and other leading clients serviced by Schnitzer, based in Hollywood.

WIL Collegiate Efforts Lauded by Beta Theta Pi

St. Louis—WIL, Balaban station, here, has been awarded the 1962 Beta Theta Pi "Appreciation Award for Outstanding Community Service" by the Alpha Iota chapter of the fraternity at Washington U. The award to WIL was in recognition "of its willingness to cooperate with the university community."

Robert Preston Tapped For Carol Burnett Spec

Robert Preston has been signed as the only guest star for "An Evening with Carol Burnett," CBS-TV Feb. 24. Lipton sponsors, thru Sullivan, Stauffer, Colwell & Bayles. Bob Banner Associates and Burngood Productions, in association with the network, are producing the show, first of three specials for Miss Burnett.

U.S. Video Ads Don't Open Canadian Wallets

U.S. video commercials don't go over as big with Canadian viewers as they do with Americans, a survey in New York and

Toronto by Schwerin Research Corp. indicates. Fifteen U. S. commercials, Schwerin reported, motivated Toronto viewers only half as much, on the average, as they did viewers in New York.

"Of the commercials—which covered 10 different brands—12 scored significantly less well in Toronto and three did about the same. None bettered its U. S. performance," the report said. "Moreover, seven of the fifteen not only did less well—they were completely ineffective in motivating Canadians to switch to the advertised brand."

Schwerin said the identical U. S. commercials were tested in both New York and Toronto, with the tests conducted in exactly the

same way and at the same time in each city.

"Are Torontonians perhaps just natural-born skeptics, more immune to advertising blandishments than their American cousins?" Schwerin asked. "This possibility was checked out and had to be discarded. Comparing the norms for a large number of product fields in both cities, we found a tendency for Toronto viewers to be slightly harder to move—but only slightly. The wide disparity in effectiveness observed with these U. S. commercials is far in excess of the norms."

Schwerin said one of the reasons why U. S. commercials lose their original potency among

WJXT Civil Defense Film Available for All U.S.

Jacksonville—A 16-minute public service film prepared by WJXT-TV for the Jacksonville office is now being distributed by the government in all 50 states. Film shows distribution of supplies to fallout shelters throughout Jacksonville metropolitan area, making the city one of where shelters are equipped and supplied.

Pro Bowlers to Roll In 17-City Vidshows

"Professional Bowlers Tour" series of 17 telecasts covering semi-finals and finals of a different Professional Bowlers Association tournament coming from a different city each week, return for its second season on ABC. 12, in a 90-minute live telecast from the PBA Denver Open.

Sponsors are AMF Pinspott via Cunningham & Walsh; C. Mills, Knox Reeves; P. Lorill, Grey Advertising; Beecham Products, Kenyon & Eckhardt, C. Schmidt & Sons, Ted Bate Co.

Chris Schenkel will be commentator, with one of the bowlers handling color commentary each week. Jim Colligan is the producer and Jack Lubell director of program.

3 Editors for 'Virginian'

West Coast Bureau of RADIO-TV DA
Hollywood — Film editors I Belding, Joe Harrison and Haire have been assigned to "Judgement" and "Dual Shiloh" segments of NBC-TV "The Virginian."

Canadian viewers is they were created for a different market. English-speaking Canadian, though they share a common language, do not always mirror tastes of English-speaking Americans.

Marketing Climate New

The advertised brand may face a different marketing climate in Canada, Schwerin said. The brand may not be in the same stage of product development north of the border or have same franchise or operate in same competitive context.

The report cautioned the advertiser to "take counsel" with himself on the wisdom of attempting to convert Canadian consumers with U. S. TV commercials on "people are people" theory.

Toy Maker Winds Up Hefty Ad Boost

Remco Industries plans to spend \$1,000,000 to sell its toys in '63, a \$500,000 increase from its '62 ad budget, Webb Associates, agency for the toy manufacturer, announces.

Over the past three years, Remco has had a steady 52-week advertising program on network as well as spot advertising and both of these areas are being accelerated starting Jan. 5. Remco president Bernard J. Schiff says, "This will mark the first time Remco will be on all three major networks at the same time. In addition, the toy maker has purchased the syndicated 'Mercedes' program in 16 markets starting Jan. 5," he said, "Remco will have segment buys on the Saturday AM 'Alvin Show' on CBS-TV, and 'Ruff & Reddy' on NBC-TV. A week later, segments will start running in two TV shows: 'Top Cat' and 'Magic Land of Allakazam.'"

Man. Minister to Begin 'Religious Leaders'

The Rev. C. John L. Bates, Jr., of the First Presbyterian Church, Greenwich, Conn., will be the first of the '63 season on WPIX's Great Religious Leaders of Our Time Jan. 1.

The minister will discuss man's religious approach in the "Concept of Time" and his measure in the year ahead.

Spec to 10 Nations

(Continued from Page 1)

The Independent TV News in London.

Filmed recordings (TVRs) were sent to Sweden, Finland, Japan, Denmark, Norway and Germany. The Canadian CBC took broadcast off CBS-TV's Color cable and rebroadcast large portions of the interview on a delayed basis. Portions of the broadcast were carried by England's BBC and ITV webs Dec. 18. NDR Hamburg will originate a German broadcast today, and TBS in Japan plans to run it twice, the first two Sundays.

Original SMU Ballet Uses Set Musical Background

Dallas — KERA-TV on Jan. 3 will present "Narcissus," an original ballet set to Bizet's music by Robert Scevers, member of the Southern Methodist U. TV Workshop. Scevers portrays title

AGENCY NEWSCAST

By RALPH TYLER

Robert Hyland, CBS Radio VP and general manager of KMOX, St. Louis, has been named chairman of the board of the Media Club of St. Louis for '63. Other new officers include:

Fred F. Rowden, VP and business manager of the St. Louis Post-Dispatch, honorary chairman of the board; Alfred Fleishman, senior partner in the PR firm of Fleishman-Hilliard, president; Harry W. Chesley, Jr., president of D'Arcy Advertising, VP; John C. Naylor, Jr., VP of Gardner Advertising, treasurer; and Raymond E. Krings, advertising manager of Anheuser-Busch, secretary. Elected to the board for '63 was William L. Sanbord, president of Winius-Brandon.

Everything's coming up roses note for the New Year: Frank Taylor Ford, via Falcon Advertising, Los Angeles, has purchased full sponsorship of KHJ-TV's special colorcast New Year's Day of the Tournament of Roses Parade. Winning floats will be filmed by the station's color camera crews.

More than \$450,000 in sales in the last two weeks has been reported by James W. Ingraham, general sales manager of KNX Radio, Los Angeles. Among the accounts were: R. J. Reynolds Tobacco, United Airlines, Liggett & Myers and Kiplinger Washington Agency. Audio Exchange Inc. has bought "The Audio Exchange Hi-Fi Workbench" on WN-

CN, Concert Network, every Saturday from midnight to 1 AM beginning Jan. 5. Martin Gersten, chief engineer at WNCN, will be moderator and host of a hi-fi discussion panel.

Edward V. Cheviot, VP and station manager of WOAI-TV, San Antonio, has been presented with a "Special Award for Excellence" from the Lone Star Brewing Co. and its agency, Glenn Advertising. Award was made in recognition of merchandising and promo efforts WOAI made in support of the "Lone Star Sportsman" TV program seen Saturdays.

Trylon Products Corp., Chicago, has named Hotzman-Kain Advertising to handle all advertising and sales promo effective New Year's Day. Account was formerly handled by Lillienfeld and Co. Assignment includes radio, TV and print campaigns for the Trylon line of bath and beauty preparations.

Alfred H. Tiefenbrunner, former Fulbright Scholar from Vienna and lately with Kenyon & Eckhardt, New York, has been appointed manager of BBDO-Frankfurt. Prior to K&E, he was with General Mills, Barcalo of Buffalo and Crosley-Bendix Division of Avco.

ABC News Dep't Revamped

(Continued from Page 1)

nate areas of responsibility and facilitate communications between top management and ABC News, Hagerty said.

Hagerty will continue in charge of the over-all supervision and policy decisions of the department but he will no longer deal personally with details of day-to-day operations. Thomas Velotta, VP for administration, and Robert Lang, VP for operations, will assume responsibilities for functions in their areas.

The unit system, which started some months ago when permanent assignments to various programs were inaugurated, will now be completely adopted. Producers will act as editors, with complete responsibility for content and the "look" of programs under their jurisdiction.

A special program group, known as "Unit 1964" will be set up under exec producer Robert Quinn, with responsibility for convention

and election coverage, space shots, science specials, etc. It will start work immediately.

As to new personnel, Hagerty said he would name shortly the director of film for ABC News and the men who are to assume newly created positions of executive producer in Washington and operations officer in Paris.

He also announced the establishment of an ABC editorial board to facilitate communications with top management in the formulation of company policy in relation to time on air, and to deal with problems concerning news coverage, legal questions and secondary rights.

The board will include Hagerty as chairman; Velotta and Lang; Thomas W. Moore, VP in charge of ABC-TV; Alfred R. Schneider, VP and assistant to the ABC executive VP, and Mortimer Weinbach, VP and assistant general counsel, AB-PT.

Austin's City-Council Weighing CA System

Austin, Tex. — Sonny Davis, whose firm is one of several applicants for an Austin cable TV permit said that a Federal court decision against a cable television firm in Twin Falls, Idaho, will not affect the situation here.

The local city council is expected to decide early next month whether to authorize a community antenna system here. It would make several additional channels available on a pay basis here, with only one commercial station now on the air.

Federal Judge D. J. Sweigert of San Francisco has ruled that a cable TV firm in Twin Falls cannot pick up and deliver outside programs to its subscribers "in competition with" the local station.

The local television station is KTBC-TV, owned principally by the wife of Vice President Lyndon B. Johnson.

The Austin city council has not voted on whether to authorize a cable antenna system here but has asked all interested parties to file their applications by Jan. 3.

Wolper Pacts Tunessmith Of 'Passing Yrs.' Score

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer David L. Wolper, getting ready to start his new series, "The Passing Years," in association with United Artists-TV, has signed Elmer Bernstein to compose theme music for it, as well as the score for the pilot, "1927—Boom, Booze & Ballyhoo."

Wolper Productions has also received permission from Samuel Goldwyn to use sequence from his film, "The Best Years of Our Lives," in the hour special for ABC-TV, "Hollywood: The fabulous Era," narrated by Henry Fonda.

Flynn Tries Navy 'Dishes'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Joe Flynn, co-star of ABC-TV's "McHale's Navy," has written his first script, "Dishes Anyone," submitted to Edward Montagne, series producer.

WEDDING BELLS

Fluharty-Singer

Loretta Fluharty, of the WTAE, Pittsburgh, production staff, was married to Jack D. Singer last week in Winchester, Va.

Edmonson-James

Travis Edmonson, of the Bud and Travis recording team, and singer, Dian James, were married Dec. 24.

Swiss Trip in Offing For Boston Listeners

Boston — WNAC will present a trip to St. Moritz and a two weeks' stay at the Schweitzerhoff Hotel to the grand prize winner in its Winter Carnival Sweepstakes held from Jan. 1-30, with on-air drawings to begin Feb. 1 and continue until 257 names have been picked for awards. Listeners only have to send in a post card with their phone numbers and, when called, repeat the station's new slogan: "WNAC — the Sociable Sound."

Second prize is a horse named Nelly, who pulls an antique sleigh. The remaining 255 prizes include 20 weekends for two at Bromley, Magic Mountain and Stratton ski areas in Vermont; 25 pairs of ice skates; 50 pairs of skis, 100 children's sleds; 10 family toboggans, and 50 ski sweaters.

Promotion includes hundreds of teaser spots on WNAC-TV as well as WNAC.

Spec Touting Tooting by 'Kingsky of Swingsky'

Benny Goodman on that rarely-traveled jazz circuit from Sochi to Tbilisi, from Samarkand to Tashkent, will be seen Jan. 24 on an NBC special projects telecast, "The World of Benny Goodman." In addition to footage filmed during Goodman's six-week tour of the Soviet Union, the program will include rare photographs, film clips and recordings tracing the development of jazz from turn-of-century New Orleans up river to Chicago where Benny caught the boat. Past and present associates will also cut up touches about the clarinetist.

20 Countries Tuning Intertel Tahiti Doc

An International TV Federation documentary on Tahiti, the first production of the Australian Broadcasting Commission in its partnership with Canadian, British and U.S. broadcasters, will be aired in January in more than 20 countries.

The program, "Tahiti-Pacific Cocktail," will be syndicated by Westinghouse Broadcasting and the 60 educational outlets of NET.

'Big Ten' Cage Games Draw Major Sponsors

Chicago — American Oil Co. and American Tobacco Co. are sponsoring the "Big Ten Basketball" series which returns to WGN-TV Jan. 5. The '63 sked will feature the top Big Ten games of the season weekly. The contests will be telecast through March 9.

First telecast will be the Northwestern Wildcats and the Michigan Wolverines from Ann Arbor, Mich. The Ohio State Buckeyes, the defending champs, are skedded to play Jan. 19.

Newman Spins at KONO

San Antonio — Alfred E. Newman, Jr., has become the latest addition to KONO's deejay staff, taking over the "Nightwatch" show.

Sitka Becomes Ray Of Midnight Sun Co.

Sitka, Alas. — Midnight Sun Broadcasters has purchased KII here from Sitka Broadcasting (pending FCC approval, and named James Jacquas as station manager. Alvin O. Bramstedt, president and general manager of Midnight Sun, said Harry C. La who has been serving KIFW as president, station manager, chief engineer, remains as program director and sales manager and former program director Joe Hope becomes chief announcer.

Policies Unchanged

R. D. (Chuck) Jensen, managing director of Midnight Sun, southeastern Alaska station, said the basic personnel and policies at KIFW will be continued, with additional programming from NBC and ABC Radio and the Midnight Sun news facilities throughout Alaska. Established in 1947, the station operates at 250 watts and has been using programming from CBS and the Keystone Broadcasting Network, which plans to continue.

Midnight Sun also owns KENI and KENI-TV, Anchorage; KFA and KFAR-TV, Fairbanks; KTK Ketchikan, and 30 per cent of both KINY and KINY-TV, Juneau.

NATIONAL BRAINWASHING?

(Continued from Page 1)

to "sound off" more about what they want on their TV screens? (As if, broadcasters have not been searching unceasingly for the same response since the industry began!)

Item: Minow admits that processing of station license renewals has fallen far behind because the staff was too busy checking on allegations of political unfairness.

Item: Another "road-show" investigation of TV is set for Omaha on Jan. 28, although the licenses of its three stations were renewed less than six months ago—and there hasn't been a single complaint against them in the meantime.

Item: Stations with renewals pending have been receiving what private-eye writer Erle Stanley Gardner might call the "Case of the Loaded Letter"—inquiring about lack of minority interest programs in prime time.

Why? The obvious answer is take a hint . . . or else!

Item: Commission staffers are reported to have contacted recognized grippers, urging their appearance as witnesses at the hearing.


Item: Despite CBS VP Hubbell Robinson's incisive observation that "bigness is the essential ingredient" of TV, the FCC reveals its dedication to shrinking the major program benefits of the networks' costly productions. With typical government big-spending disdain for "how will we pay for it?"—the necessity of interesting millions in seeing a broadcast is swept aside grandiloquently as though the advertiser, who will pay for it—isn't worth a second's thought.

SO MUCH of what the commission chooses as targets-for-change, in reality are part of the maturing process in any human endeavor—broadcasting in particular. It is small wonder we fear this mass thought-induction campaign?

Stalwart commissioner Rosel Hyde hit hard with exactitude recently when he dissented with Minow et al in part:

" . . . I think there are many reasons why the commission should not interfere in the operation of competitive services or in the process of democratic choice. There may be reasons at times to be impatient with the process; however, as opposed to the results which could reasonably be expected under the controls inherent in paternalism, it conduces to vitality and independence of expression. . . . It has been argued that a hearing is simply a procedure to provide local forum for discussion. I think it operates, in fact, as a sanction. . . . It is a technique of enforcement."

Though the majority of the FCC bench professes an abhorrence of censorship? A continuance of this unbridled practice will crush the breath of creative life from broadcasting unless the Congress sees fit to declare, "Hold . . . enough!"



**PROGRESSIVE STATIONS PREFER
THE PRESTIGE NEWS SERVICE**



Indiana University Library
Bloomington Ind

91, NO. 123

FRIDAY, DECEMBER

TEN CENTS

NBC, COLOR SPARK RCA PROFITS

Quality Film Series Best Syndie Seller '63, Reed Predicts

Quality films—half-hour series and specials—will dominate Official Films' '63 schedule of first-run production, president Seymour Reed yesterday told RADIO-TELEVISION DAILY.

Reed has documented a profit in actualities in every quarter for three years since Reed became head of the company. Net income of the company, as of Sept. 30, was \$1,844,714 and working capital, \$2,197,317, compared with \$1,045 and \$819,440, respectively, when he assumed the position.

Do new half-hour skeins on NBC's '63 roster are a second crop of "Biography," now sold in more than 170 markets, and are in preparation, which Reed said only describe as an actuality program.

Reed's success with documentaries, or actualities as Reed prefers to call them, began three years ago with "Almanac" and followed by "Greatest Head-"
(Continued on Page 2)

George Heinemann Due Pub. Info Council Meet

George Heinemann, manager of Public Affairs, will take part in annual meeting of the Public Information Advisory Council of Southern Regional Educational Board Jan. 18 in Atlanta.

STATES' PREXYS TO MEET IN D. C.

Annual 2-Day Session Due
Feb. 26-27 at Shoreham

Washington Bureau of RADIO-TV DAILY

Washington—The eighth annual Conference of State Broadcasters' Association Presidents will be held at the Shoreham Hotel here Feb. 26-27, NAB has announced. The meeting originally had been scheduled for a day later, Feb. 27-28.

Howard H. Bell, NAB planning-development VP has sent all state presidents a questionnaire on subjects suggested for the conference agenda.

Half-Million Buy OK For AM-FM in Miami

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sale of WCKR-AM-FM, Miami, by Biscayne Television to Miami Valley Broadcasting for \$500,000, and sale of WMMB, Melbourne, Fla., by Harlan G. Murrelle, Tal., to Franklin A. Hardy, John C. Palmer, Robert E. Haskins, Thomas F. Fitzpatrick and Wilson M. Meeks for \$220,000.

Also approved by FCC was sale of WPRY, Perry, Fla., by Taylor County Broadcasting to WPRY Radio for \$45,000.

Local Talent Getting 'Big Chance' in Skein Of CBS' Five O&O's

With the acerbic comment that "we won't get much credit for this in Washington," Merle S. Jones, CBS-TV stations division president, yesterday told a group of newsmen that the "Repertoire Workshop" series of the web's five o & o's represents "one of the most ambitious undertakings" by local video outlets.

Jones made plain the nets are accustomed to having such major efforts overlooked by FCC chairman Minow. He added that "Repertoire" originated before Minow joined the Commission and little or no credit was expected for it in the "witch hunt" program hearings.

Yet, with undiminished enthusiasm, Jones declared the new series, which premieres next Wednesday, "fills an important need in the industry—the development of local talent."

The joint program effort by the
(Continued on Page 6)

RAB Appoints Chalmers Mem. Development Exec

RAB has appointed Richard L. Chalmers a regional director in its member development dept. He previously spent four years at WNHC-AM-FM, New Haven, Conn., serving as general manager and seven years at WICC, Bridgeport, Conn.

Broadcasting Income, TV Set Sales 'Majors' In 43-Year Record

In a year-end statement brimming with confidence that the national economy will sustain "a relatively high level of activity," RCA board chair-



SARNOFF

man David Sarnoff last night cited his company's broadcasting activities as a major contributor to record sales and profits in '62—the "best 12-month period in its 43-year history."

Reporting that the year's sales will approach the \$1.7-billion mark and operating profits will exceed \$50-million—gains of at least 10 and 40 per cent over the '61 levels, Gen.
(Continued on Page 6)

Mutual Marks 25th Year Of Fulton Lewis on Web

Mutual Broadcasting tonight will present a 15-minute special marking the 25th anniversary of continuous broadcasting on the network by Fulton Lewis, Jr.—but Lewis won't be on it. The program will instead feature taped congratulatory messages from such persons as Herbert Hoover, J. Edgar Hoover, House speaker John McCormack, Sen. Bourke Hickenlooper (R., Ia.), GOP National Committee chairman William Miller and MBS president Robert F. Hurleigh.

Japan's Video Quota Irks Export Chief

John G. McCarthy, president of Television Program Export, who was instrumental in reducing Japan's restrictions against U.S. programmers in 1961, has set for his goal next

a ceiling-less limit in that country. McCarthy said he will soon for Japan to work on an arrangement for more U.S. productions to be aired there.

When McCarthy first entered negotiations in Japan in '61, member companies barely hoped service charges because stringent quotas. Now, however, they are realizing millions in programming in Japan, but

McCarthy feels there's more profit to be made.

McCarthy noted that after complaints from West Germany were received by TPEA's continental managers for member companies, he went to that country and briefed leaders of the German industry on the need for competent bookers. Within a few weeks, he said, a buying surge was felt

by TPEA programs; one member reported acceptance of four big serials which had been log-jammed.

When the International Media Guarantee of USIA got tough with TV programs going into Communist Bloc countries, McCarthy explained in Washington that its attitude was obliterating the American image, thus providing the Reds with additional air time. Today, he said, IMG is reversing many of its previous

(Continued on Page 3)

More Time for Stations On FCC Rules Changes

The FCC has granted an NAB request for an extension of time in proceedings on proposed changes in the rules relating to local inspection of records, pre-grant procedures, and local notice of filing or of designation for hearing of broadcast applications. Deadlines now are Jan. 18, for filings, and Feb. 4 for replies.



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Star-Studded Special Rings in '63 on WPIX

A star-studded hour variety program, "The Star Salute," will be presented New Year's Day in prime time on WPIX, hosted by Paul Newman, announces William L. Cooper, manager of Film Programs for the station.

Produced by Himan Brown on behalf of the Federation of Jewish Philanthropies, the program features Jackie Gleason, Ingrid Bergman, Marion Anderson, Bob Hope, Rosemary Clooney, Roberta Peters, Carol Burnett, Gene Kelly.

Caster Keeps Up Tradition As Gov.'s Military Aide

Providence — Family tradition remains unbroken with the appointment of Joseph S. Sinclair, Outlet Co. prexy and WJAR general manager, to the military staff of Gov.-elect John H. Chafee. Sinclair, an Annapolis graduate, marks the third consecutive generation to occupy a post as military aide to Rhode Island governors.

COMING AND GOING

CHARLES YOUNG, KTTV national sales director, has returned to Los Angeles after meetings in N. Y.

BILL McDANIEL, NBC executive VP, to Toronto, Jan. 7, to address Canadian Radio & TV Society.

ROBERT BLEES, TV producer, to San Francisco tomorrow for conferences.

CHRIS ROBINSON, of Revue Studios, in Palm Beach, Fla., for holidays.

CANADA SRA NAMES PREZ; U.S. REP FIRMS IN NEWS

Special to RADIO-TV DAILY

Toronto—Andrew A. McDermott, head of Radio and TV Sales, Inc., here, has been elected president of the Station Representatives Ass'n of Canada, succeeding Reo Thompson, general manager of All-Canada Radio and TV, Ltd.

Somerville Heads Young Radio, S.F.

Adam Young, Inc., has promoted Robert J. Somerville to radio manager in its San Francisco office, where he has served for two years as a salesman. Succeeding Dell Simpson, recently named radio manager of Young's Chicago office, Somerville began his broadcast career as a local salesman for KNTV, San Jose, from 1955-'59. He then became a salesman for Peters, Griffin, Woodward in San Francisco, rejoining KNTV in '60 as a S.F. salesman.

Fresno Latin AM Appoints TrTv

Tele-Radio & TV Sales, which specializes in Spanish-language stations, has been named by Atlas Broadcasting as national rep for KXEX, Fresno, which went on the air Sept. 20. John W. Sonder is GM.

Meeker to Handle WTOK-TV in Miss.

The Meeker Co. has been retained as national rep for WTOK-TV, Meridian, Miss.

R-TV Daily Hiatus

In keeping with the holiday season, RADIO - TELEVISION DAILY will not publish Monday or Tuesday. Next publication date is Wednesday, Jan. 2.

WNEW 'Giant' Firms Get Free 'Title' Ride

When the New York Giants meet the Green Bay Packers for the National Football League championship in Yankee Stadium Sunday, the four advertisers who sponsored the regular season 14-game Giants' schedule on WNEW Radio will be given a free ride by the station.

John Van Buren Sullivan, WNEW VP-GM, told the four sponsors last September when they signed up that if the Giants won the Eastern Championship there would be no charge for sponsoring the championship game.

The Giants came through for their sponsors . . . and fans. The lucky advertisers are P. Ballantine & Sons, L & M Cigarettes, Howard Clothes and the Great Atlantic & Pacific Tea Co.

Official Cites Profits Rise

(Continued from Page 1)

lines of the Century," five-minute series of which 377 and 260 subjects have been produced respectively. A one-minute series, "Sportfolio," accounted for an additional 260 episodes.

Just completed is a half-hour special on the life of Marilyn Monroe. This special program, produced by Art Lieberman in Hollywood, has an original score by Elmer Bernstein, is written by Mal Wald and edited by Phil Rosenberg. Mike Wallace provides the commentary. Other specials are being considered with the same production team.

Asked about color, Reed replied

that, where color is meaningful to a story, it would be used. Official distributed a series of eight short color films, "Songs for Christmas," this year.

Official currently has 37 series in its library, Reed stated. The outlook for syndication in the new year is a highly competitive one, Reed forecast. The syndicator who stays "in the black," he commented, will be the one who supplies product, unique in entertainment content, which the stations cannot get elsewhere. That's why, he said, Official is concentrating its 1963 efforts on actuality shows.

FINANCIAL

(December 27)

CLOSING PRICES NEW YORK STOCK MARKET

Table listing closing prices for various companies including Admiral Corp., Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crowell-Collier, Decca, Disney, East. Kodak, Gen. Prec., General Tel, Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table listing American Stock Exchange prices for Allied Artists, Capitol Cities, Esquire, Inc., Filmways, Moviellab, MPO, Reeves Sound, NTA, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table listing over-the-counter prices for Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Transcontinent, Walter Reade-Sterling, Wometco.

* Courtesy of National Association of City Dealers.

Norfolk AM Plo.'s Course Of Aerial Reconnaissance

Norfolk — a special program titled "Supersonic snoopers," will be presented Wednesday WTAR, tracing the history of aerial reconnaissance from Civil War to the present.

Narrated by Joel Carlson, Perkins and Charles White, the program will accent aircr role in detecting Soviet mis in Cuba. Old photographs and paintings will help illustrate history of reconnaissance in the air.

McGee Joins KWK News

St. Louis — Richard E. McGee, former president of the broadcasters of Illinois and director of WMIX, Mt. Vernon, Ill., has joined the news here of radio station KWK.

Cancer Society Film Fund, Training Aid

Just-completed American Cancer Society film, starring George Burns, the Beverly Hillbillies, Bob Cummings, Evans Evans, Frank Van Dyke, Morey Amsterdam, Carl Reiner, Steve Allen, Betty Smith and Ralph Edwards, was produced by Harry Olesker, former CBS and NBC staffer who currently heads up the Society's radio and film operation.

The half-hour segment, which will be available for network and local TV exposure in April, month of the annual Cancer Crusade, is designed to serve two purposes. Besides being a TV vehicle to make the public more familiar with the American Cancer Society's two million volunteers, it will be used as a training film for volunteers themselves.

Top Aides for Olesker
Olesker, who was also overall writer and director, had some pretty good assistance from stars' writers and directors in film—individual sketches. Director credits go to Arthur Lubin, Richard Whorf, John Rich, Donald McLean and George Jacobson. Acting honors are shared by Paul Henning, Carl Reiner, Stan Burns and Mike Marmer. Al Simon, executive producer of "Beverly Hillbillies" acted as a principal advisor.

Baltimore Mayor Sets Country Music Day

West Coast Bureau of RADIO-TV DAILY
Baltimore — Mayor Phillip H. Thomas has proclaimed a special "Country Music Day" here in honor of WBMD's "live" stars of the "Grand Ol' Opry" show, which broke all attendance records in Baltimore's Civic Center.

The show, presented and produced by WBMD, drew more than 400 people, topping such attractions as the Ice Capades, Harlem Globetrotters, NBA basketball and Ice Hockey.

Newsman Turn Authors Chronicle '62 Elections

Minneapolis — WTCN newsman Arthur Michelson is collaborating with UPI political reporter Robert Anderson on a book covering the '62 political campaigns and November elections in this state. Upsets of long-standing political figures will be included, with emphasis on the controversial vote count in the gubernatorial race.

Gobel Encores with Andy

West Coast Bureau of RADIO-TV DAILY
Hollywood—George Gobel has been signed for his second guest appearance Jan. 10 on NBC-TV's "Andy Williams Show."

STATION HYPOS SHOPPING SPREE

3 Sponsors, CKNW Team To Test Women's Skill

Vancouver—CKNW radio will launch a four-week promo here New Year's Day that pits one woman shopper's grabbing ability against another's. Sponsors are Javex Co., Mir Liquid Detergent and Sifto Salt.

Three times a week a letter—which must be accompanied by labels from products of all three sponsors — will be drawn. The sender becomes the "defender" and she specifies in which store the challenge will occur. The next entrant picked becomes the "challenger."

Each shopper has six minutes of free grabbing. Both women keep their take, and the winner—in terms of highest dollar value—also receives an outfit of Spring clothes.

Staff Can Join IBEW, La. TV Station Told

Baton Rouge — Louisiana Television Broadcasting, operator of WBRZ-TV here, would be required to stop discouraging membership in IBEW by its employees and would be ordered to reinstate and pay back salary to Glen Hawkins and Henry Havard, allegedly fired for union activities, under recommendations of NLRB trial examiner Henry S. Sahn. The station can appeal to the full NLRB.

New Fahey Flynn Show Turns Dollars to Sense

Chicago — Radio newsman Fahey Flynn starts a new business program Monday on WBBM and WBBM-FM, titled "Dollars and Sense," presenting an easy-to-understand digest of business news aimed at the local listening audience.

Each edition will also feature a variety of sidelights and human interest stories relating to the financial aspects of everyday living.

'Beaver' to Take Hiatus After 22nd Seq Lensing

West Coast Bureau of RADIO-TV DAILY
Hollywood — "Beaver on TV," 22nd segment of ABC-TV's "Leave It to Beaver," went before the cameras this week, and the cast now takes a two-week production break. Episode is directed by David Butler for producers Joe Connelly and Bob Mosher.

Miami Store Sponsors 10-Hour Music Spec

Miami—WGBS on New Year's Eve will present a 10-hour review on AM and FM of its 1962 Monthly Musical Spectaculars, starting at 8:05 PM and continuing to 6 AM New Year's Day. Sponsor will be Burdines department store.

Among those featured in some of their most memorable "live audience" performances are Judy Garland, Stan Kenton, Frank Sinatra, Glenn Miller, Benny Goodman, Stan Freberg, George Shearing, Brother Dave Gardner, Count Basie, Harry Belafonte, Artie Shaw, Ella Fitzgerald and Tommy Dorsey.

'Mark of Cain' Revived As 'Best of Eternal Light'

Morton Wishengrad's "The Mark of Cain," scheduled for Jan. 6 airing on NBC Radio, is the seventh in a series recreating 12 of the outstanding "Eternal Light" broadcasts of the past 18 years. It was originally presented in 1954.

Program is produced by the Jewish Theological Seminary of America in cooperation with NBC.

McCarthy Optimistic Anent Japan Prospects

(Continued from Page 1)

negative judgments and restoring important U. S. programs to its approved list.

Getting membership bills paid in Spain and securing a larger allocation for programs in Italy are among other global accomplishments in TPEA's files. McCarthy told RADIO-TELEVISION DAILY he will continue his attack on all international quotas affecting TV throughout the 37-nation General Agreement on Tariffs and Trade, adding he is hopeful '63 will witness a decision on this matter by GATT.

Keir Dullea for 'Steel Hr'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Keir Dullea has been signed by producer George Kondolf to guest Jan. 9 in the "The Young Avengers," on CBS-TV's U. S. Steel Hour."

Gospel Singers' Art Aired For Gotham Televiewers

A program devoted to the art and meaning of gospel singing will air on WNBC-TV's "New York Illustrated" Monday night. Titled "A Joyful Noise Unto God," show will feature the Gospel All-Stars plus Broadway's Frederick O'Neill and Brother John Sellers.



in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: MEEKER

MATTEL BACKING 'BEANY & CECIL'

Toy Company to Sponsor
Weekly ABC Kiddycasts

The Mattel Toy Co., thru Carson/Roberts, has signed to sponsor ABC-TV's "Beany and Cecil" for 52 weeks, and also for the network's "Top Cat" and "Magic Land of Allakazam" series in the same period. Starting Jan. 5, the three programs will be in the children's Saturday block starting at 11 AM.

Newsmen in Chicago Review Area's Year

Chicago—The Changing City," a year-end roundup of the significant local stories and issues of the past year that will affect Chicagoland in 1963, will be WNBQ's "Dateline: Chicago" colorcast on Monday. Produced by NBC News, Chicago, the program will feature six WNBQ-WMAQ newsmen, with Jim Hurlbut acting as moderator.

Physical changes in the city will be reported by Floyd Kalber, and race relations by Neil Boggs. Charles McCuen will cover city government, and Lincoln Furber state government. Len O'Connor will report on people and personalities who made news in 1962 and how the influence of these people will affect Chicagoland in '63.

A program dealing with news events in 1963 on the international scene and featuring NBC's foreign correspondents will be presented on "Dateline: Chicago" Jan. 14.

Ruth Meyer Named Exec Cf Straus Outlet in N.Y.

Ruth Ann Meyer has been appointed program director for New York's WMCA, Straus Broadcasting Group station, succeeding Ruth H. Musser, recently appointed administrative VP.

Miss Meyer, who joined the outlet in 1958 as promo director, previously served as continuity supervisor for WHB and KCKN, both in Kansas City, and WMGM (now WHN), New York. She also was a creative writer for the Trainor Christenson Barclay Ad Agency, also in Kansas City.

'Eternal Light' Retells Story of Walt Whitman

NBC Radio's "Eternal Light" on Sunday will air the sixth in a series of programs recreating 12 of its outstanding presentations over the last 18 years. Script, "Walt Whitman and I," was first broadcast in 1955.

Milton E. Krents is producer for the Jewish Theological Seminary. Daniel Sutter directs.



By TED GREEN

• • • The new Les Xtaby group, making its night club bow at the African Room, has often been seen in concert with Harry Belafonte, and its leader Lester Wilson, has demonstrated primitive dances on such TV programs as "Lamp Unto My Feet." . . . Jim Mitchum and Peter Fonda, currently filming in London in Carl Foreman's "The Victors," joined Edie Adams and Claire Bloom in taping Bob Hope's New Year's Day BBC radio show. The hour program also features Marius Goring and singer Dickie Valentine. . . . A new radio show starts Monday on CBS, called "A Woman's New York" and featuring one of radio's greats—Helen Hall. A tip of the Stetson to Sam Slate and Gene King for signing Helen. . . .

• • • Goings on at Columbia Records: Columbia held groundbreaking ceremonies last week in Santa Maria, Calif., for its new record manufacturing plant, the largest to be constructed in the West. . . . Columbia has released its first single by Met Opera star Richard Tucker, titled "The Exodus Song" and "With These Hands." They were arranged and conducted by Skitch Henderson. . . . Philips and Columbia Records-U. S. A. renew association in Scandinavia. . . . Columbia has appointed Paul Myers producer, Columbia Masterworks.

• • • Steve Lawrence, who, with his wife, Eydie Gorme, will host the 12th annual Greater New York United Cerebral Palsy telethon on WOR-TV Jan. 5-6, their third consecutive year in that role. Steve is one of the most versatile performers in show business. He's a leading supper club star who plays annual engagements at such leading night clubs as the Copacabana in New York, the Sands in Las Vegas and the Latin Casino in New Jersey. On TV, he makes frequent appearances with Garry Moore and on other variety shows. Recently, he also made his dramatic TV debut on "Saints and Sinners" and fared so well that he's been flooded with scripts from other drama shows. He is also up for roles in two Hollywood films, "Captain Newman, M. D.," which will star Gregory Peck, and "Dr. Strange Love," which will star Peter Sellers. On records, Steve is one of



LAWRENCE

the most popular vocalists in the country. His albums on the Columbia label are consistent best-sellers and his recent single, "Go Away Little Girl," sold more than 750,000 copies.

• • • Buddy Allen, personal manager for Vaughn Meader, has completed negotiations with composer-arranger Joe Sherman to arrange and score music for Meader's upcoming concert tour & vaudeville dates. Thus far, Meader & Co. kick off the tour Jan. 5 at Carnegie Hall, with 24 one-nighters to follow during January. . . . Johnny Carson's TV fame is spreading to other continents. Carson, who doesn't play night clubs, has been offered \$10,000 in U. S. moolah to play 10 days in Rio when Mardi Gras starts. . . . Ex-New York Radio-TV personality Al (Jazzbo) Collins now has a video show on KGO in San Francisco. He talked to his pal, Virginia Graham, moderator of ABC Films' new syndie hit, "Girl Talk," on the beeper phone in New York and had her photo on the screen while he chatted. Was a most effective interview.

• • • Since Cuba is out of the picture, Puerto Rico has become a boom-town for manufacturers of American goods, many of which are leading TV advertisers on Puerto Rican stations. Latest to go into P. R. in a big way is Best Foods Div. of Corn Products Co. Exec VP Nick Keesley of Lennen & Newell leaves Tuesday for P. R. to launch a three-and-a-half-hour night-time program schedule on the Telemunta stations.

• • • Miami Beach's Doral Beach Hotel, opening Jan. 20, angling for some network shows to emanate from there as a premiere shot. . . . Murphy Campo, of the hit Dixieland disk, "Bourbon Street-That's My Beat," is being blueprinted for a TVisit with Jackie Gleason. The Large One is planning a Dixieland jazz-a-ma-tazz session on his show.

RADIO'S 'DILLON' SET VIDEO STAGE

Conrad Started 'Gunsmoke'
Gallop to TV Success

The continued success of "Gunsmoke" on CBS-TV has been a tribute in a manner of speaking to actor-turned-director Willia Conrad, who was the originator of the radio version of "Gunsmoke" when it went on the air over 10 years ago that CBS-TV decided to turn it into a video series.

Conrad's version of Dillon was as familiar to radio listeners as the James Arness portrayal is to TV viewers. Looking back, Conrad noted that "in those days of radio, a good actor could do a radio show a week."

Midnight for WXIX Is 'Switching Hour'

Milwaukee—At midnight New Year's Eve the call letters of WXIX-TV will be changed to WUHL-TV. Permission to use the new call letters was granted to the Milwaukee station by the FCC, which used them earlier in a UHF signal test in New York City.

The station also reported that the FCC has approved its application to modify the outlet's antenna system to increase the coverage area by 46 per cent. The new system will result in a radiated power of 440 kw. Signal improvement will be accomplished by directing signal strength over land areas at the expense of signal loss over Lake Michigan.

Herb Horton Switches To Telestudios Sales

Herb Horton, senior commercial producer at J. Walter Thompson has become an account executive at MGM Telestudios, commercial production subsidiary of MGM.

Prior to joining JWT, he was commercial producer with N. W. Ayer & Son and Young Rubicam. Earlier, Horton was program director of WFIL-TV, Philadelphia; was producer-director of the Paul Whiteman show on ABC-TV, and produced the first TV show from an airplane, a New Year's Day program in 1946 for WPTZ (now WRCV-TV), Philadelphia.

STORK NEWS

It's a girl, Pamela, for Jerry and Catherine Gibson. Father is with Blair Radio. It's the couple's fourth child, and, incidentally, the first daughter.

Arts' Vols. 4 and 5 Climb to 44 Markets

Four more stations have purchased Seven Arts' Vols. 4 and 5 "Films of the '50s," consisting of 93 Warner Bros. and 20th Century-Fox movies, bringing to 44 the number of markets which have purchased the two packages, announces VP-national sales manager Don Klauber. They are TVH-TV, Wichita; WFBM-TV, Indianapolis; KBTB, Denver, and WDCO-TV, Oklahoma City. KBTB also signed for the 41 Warner Bros. features in Vol. 3. Other sales include KGO-TV, San Francisco, three Seven Arts Special Features; KTVU, San Francisco-Oakland, five Special Features, and WGN-TV, Chicago, five Special Features.

KPTV Promotes Petty as Ass't Sales Mgr.

West Coast Bureau of RADIO-TV DAILY
Portland, Ore. — John Petty has been appointed assistant sales manager of KPTV, it was announced by general manager John Hansen. Petty joined the outlet in January, 1957, as a salesman for local and regional accounts, and prior to that was with the State Highway Department.

WGL Helping 20-Fold of '101' Needy Families

Ft. Wayne — The "101 Club," founded in 1945 by WGL here, conducted its 17th annual campaign to raise funds for needy families in the area. Donations are sought through program appeals, with proceeds turned over to the Christmas Bureau for distribution. From 201 needy families 17 years ago, the number has risen to over 2,000 this year.

Cardinal's Mass on WNAC

Boston — Richard Cardinal Cushing, for the ninth year, will celebrate Mass on New Year's Day at the Archdiocesan TV Centre, and it will be telecast on WNAC-TV.

Steve Offers 'Boom' to Mankind

A 12-foot long Finnish Army surplus cannon is being given away by Steve Allen who will be stuck with it after Monday.

He's using it on that night to fend off a possible attack by residents of the Los Angeles side street of La Mirada. The weapon comes with complete instructions on how to use it and will penetrate three inches of first-class armor.

The cannon, built by the Finns for use in World War II, will be given to the person who comes up with the best reason for wanting

AGENCY NEWSCAST

By RALPH TYLER

"Pro Bowling," a new hour series featuring top kegglers in the Northeast, bows Jan. 6 on WPIX sponsored by Ballantine Beer, Winston Cigarettes and Ace Bowling Balls, all via William Esty Co. Produced thru the facilities of Sports Network, Inc., the program will be aired Sunday afternoons to Mar. 31. The opening telecast will come live from the Gladiators Arena, Totowa, N. J., and five head-to-head individual matches will be featured each week. After the fourth week, the top teams will be meeting head-on for the rest of the 13-week schedule. Covering each contest will be veteran sportscaster Bob Delaney.

Three new Veeps have been named by Liller, Neal, Battle and Lindsey, Atlanta-headquartered ad and PR agency. They are G. L. (Bud) Watts, general manager of the agency's Tampa, Fla., office; J. J. (Jack) Burton and Wade Cothran Campbell, account execs in the Atlanta office.

Formation of a wholly owned and independently operated subsidiary known as the Nationwide Consumer Testing Institute has been announced by the U. S. Testing Co. The consumer oriented subsidiary will enable U. S. Testing to concentrate on confidential research and testing programs for

'Challenge Golf' Tees On W. Coast, Jan. 12

Two of golf's leading young players, Jack Nicklaus and Phil Rodgers, meet Arnold Palmer and Gary Player at the Los Angeles Country Club on Jan. 12 in the kick-off match of ABC-TV's "Challenge Golf" series.

Sponsors are Lincoln-Mercury via Kenyon & Eckhardt; General Tire & Rubber, D'Arcy, and Minnesota Mining & Mfg., Erwin Wasey, Ruthrauff & Ryan.

With sportscaster Bill Fleming calling the shots, the players begin a 13-match series for a \$156,000 purse.

Entries of 25 words or less must be sent on a postcard by midnight Jan. 26 to "Cannon," P.O. Box 3200, Hollywood 28, Calif.

Winner will be brought to "The Steve Allen Show" to claim the prize. Steve will arrange round-trip transportation, room and meals.

A warning: the cannon works!

Thought for Today

"There is a place for all kinds of TV. How do we arrive at a decision as to who likes a program and who dislikes it?"

—Rod Serling

industry, commerce, and various branches of government.

Naragansett Brewing of Cranston, R. I., in behalf of Ambassador Premium Beer, has renewed for 52 weeks its sponsorship of Joeko Maxwell's nightly sports program on WNJR, Newark, N. J. Agency is Ellington & Co. of New York. This is the fourth consecutive year Naragansett has sponsored Maxwell, who started his sports shows in 1930 and is one of the nation's oldest sportscasters.

Doyle Dane Bernbach has been retained to handle advertising for Burlington Hosiery, a division of Burlington Industries. . . . American Association of Advertising Agencies has elected Frederic Airy of Albuquerque as a member.

Norwood Enters TV; Marlow Takes Helm

Washington Bureau of RADIO-TV DAILY
Washington — Philip Martin, Norwood Studios prexy, has announced the formation of a new division, Norwood TV, to be headed by former CBS News producer Michael J. Marlow.

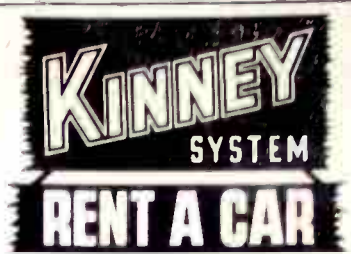
Outlining plans for the new firm, Martin says: "We intend to create new properties for TV, and our location in the capital enables us to emphasize programs in the news and public affairs field." He added that features and filmed commercials will be included in the production line.

Marlow, with CBS News here from 1954 until recently, produced "Washington Conversation" and "Face the Nation" for the net, as well as political program series for CBS' 60s KNXT, Los Angeles, and WCBS-TV, New York.

OBITUARY

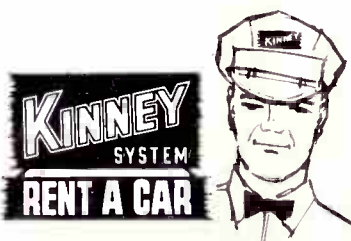
Frank S. DeRose

Frank S. DeRose, brother of Peter DeRose died December 21. Burial will be in the DeRose family vault in Mt. Kisco Cemetery.



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'Orange' Tilt on ABC Interests Bankers Life

Bankers Life & Casualty Co., via Phillips & Cherbo, will sponsor ABC Radio's exclusive broadcast of the Orange Bowl Football Game from Miami New Year's Day, using its ads to introduce an entire new line of guaranteed renewable protection policies.

ABC Radio's coverage of the clash between Big Eight champion Oklahoma and SEC power Alabama will have Jim Gibbons and Sam Huff as commentators. The Sooners, coached by Bud Wilkinson, earned an 8-2 record in 1962, and Paul (Bear) Bryant's Alabama eleven won nine of 10 decisions. Both are rated in the nation's Top 10.

Producer Joe Mansfield Refires from Retirement

Fall River, Mass. — Joe Mansfield, a broadcasting veteran now in semi-retirement here in his native town, has given up retirement plans to take the helm of "The Sounding Board" on WALE.

Mansfield has been a producer-director for NBC, a producer for Warner Bros. and producer-director of "The Family Theatre." "The Sounding Board" is a public opinion — commentary — interview show bowing Jan. 7.

Tex. Casters Cite KTBC For ETV Pinch-Hitting

Austin. — KTBC-TV, owned by Mrs. Lyndon Johnson, has been awarded the Texas Broadcasters Ass'n's Elkins Educational Award trophy "for meritorious service rendered by a commercial broadcast station." The honor was for the station's pinch-hitting with educational programs while the city's ETV channel was delayed in getting on the air.

Levey UJA Efforts Cited

Flint, Mich. — Marvin Levey, WFDF VP and sales manager, has been presented with the Youth Leadership Award by the city's Jewish Community Council for his services as co-chairman of the United Jewish Appeal campaign.

Brett Halsey, Sam Yorty Talk About Los Angeles

Los Angeles — Los Angeles Mayor Samuel Yorty appears on KTLA's "Home Buyer's Guide" Sunday to compare notes with actor Brett Halsey, great-great-grandson of Juan Francisco Reyes, the city's first mayor. The two will talk over Los Angeles then and now.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

By FRITZ BLOCKI

• • • "Business News" premieres on Channel 11, Jan. 7 after a 22-year success story on radio. It will be televised by KTTV direct from the board-room of E. F. Hutton and Co. four mornings a week and will continue to be heard on KMPC Radio. . . . "Cartoon Express," seen on KHJ-TV for the past eight years and featuring two-time "Emmy Award" winner/Engineer Bill, has had a face-lifting. Program, now titled "The New Engineer Bill Show," was extended to an hour from 5 to 6 p. m. It has added a participation game for children.

★ ★ ★ "Story of a Writer," with Ray Bradbury as the title subject, has been set as the next documentary to be telefilmed by Wolper Productions for UA-TV's "The Story Of" series. Terry Saunders will produce and direct the show for series producer Mel Stuart. . . . Irene Ryan, who spearheaded the promotional activity on "The Beverly Hillbillies" with multi-city P. A.'s, resumes drumbeating for the series in February. Two-day tours to additional cities, including New York, are planned by CBS-TV.

★ ★ ★ Barbara Bellino of KTLA's "Romper Room" beamed her kindergarten kiddie show from the City of Hope National Medical Center at Duarte with a Christmas Day party for the hospital's in-patient children. Romper room sponsors Adohr Milk, Newberrys and Downtown Ford provided gifts for all the children.

★ ★ ★ Mickey Hargitay got several pleasant surprises over the holiday he told RADIO-TV DAILY. First, of course, was the publicized reconciliation with his wife Jayne Mansfield. His KTLA morning show is up for syndication, with Stretch Adler going to New York on Jan. 2 to discuss deal with Official Films. AFTRA apparently is backing off from the dispute over guests doing exercises with Mickey. Producer Leo Guild's contention was that movie stars guesting were not doing anything with which they are identified nor anything for which they've ever been paid. Miss Mansfield will guest on Mickey's show from time to time. First taping is scheduled for Monday and its air date is Jan. 7.

NBC and Color TV 'Majors' In RCA 43-Yr. Peak Profits

(Continued from Page 1)

Sarnoff said in part:

"Against this backdrop of profit improvement . . . can be enumerated . . . record sales and profits of NBC; nearly 2,000 hours of color TV, broadcast by NBC during the year, including 68 per cent of its total nighttime schedule, and NBC Radio (maintaining) its position as the leading network in sponsored time, with billings and profits higher than in '61."

Cites Color-TV Strength

He also cited a "strong upward thrust in consumer products and services, paced by sales of more than twice as many color TV sets as in '61, and by an estimated five-fold increase during '62 in profits on color apparatus and related services."

The RCA board chairman declared that the national economy is "buoyed by the prospect of early measures to stimulate more vigorous business investment and growth."

Gen. Sarnoff's statement also declared:

Unit sales of TV sets were well in excess of 1,000,000, and rose in

dollar volume beyond the previous peak established in 1950.

RCA was hard-pressed to meet the demand for color TV sets, and color picture tube production facilities were expanded at Marion, Indiana, and Lancaster, Pennsylvania, to help meet the anticipated industry demand in the year ahead.

NBC-TV attracted 262 advertisers, "more than on any other network, and a new high for the company."

Twenty-five per cent of its TV programming in '62 was devoted to news and public affairs.

WREX 'Sound of Music' Is a Box Office Sell-Out

Rockford, Ill. — Joe Baisch, WREX-TV prexy, has announced that road company performances of "The Sound of Music" for the station-sponsored "Variety Theatre" were a sell-out. Variety Theatre, "bringing well-known dramatic, musical stars and productions to the city, is underwritten by WREX-TV.

Grid Boom 'Madness' Gets Hour WCBS Spe

An hour special on the phenomenal growth in the popularity of pro football and the results "madness" of enthusiastic fans will be aired tonight on WCBS-TV, sponsored by Manufacture Trust, via Young & Rubicam, Hertz Rent-a-Car, via Norma Craig & Kummel, and Marlboro Cigarettes, thru Leo Burnett. The program will be aired from 11:15 to 12:15, and repeated tomorrow following the Gator Bowl telecast by the network.

Harry Reasoner Host

Titled "What's Going on Here The Pro Football Madness," it will be hosted by Harry Reasoner and feature interviews with Green Bay Packer stars Jim Taylor and Paul Hornung and coach Vince Lombardi by CBS News reporter Bernard Eismann and Lew Wolff. NFL commissioner Pete Rozell will offer some facts on the growth of the league, and a woman's view of the sport will be given by Mrs. Frank Gifford, wife of the N. Y. Giant star.

Another highlight will be film of outstanding games played by the Giants and Packers this season, with commentary by Chris Schenkel. Exec producer of the special is Ned Cramer, with John Pokorski the producer, and John Musilli the director.

Merle Jones Heralds 'Repertoire' Showcase

(Continued from Page 1)

five stations will run for a 35-week period, each station producing seven half hours to be seen on the other owned stations. With each show being broadcast in five top markets, a showcase will be provided for lesser-known creative talents covering approximately one-third of the TV homes in the U.S. The stations plan to keep talent agents and bookers informed on the format of each program and its talent.

The idea stemmed from "Repertoire Theatre," a weekly series using Chicago talent which WBBM-TV launched Oct. 1, '61.

Soaring Figures for ETV In Pittsburgh Classrooms

Pittsburgh—In seven years, the number of classrooms serviced by ETV station WQED here has leaped from a modest 20, representing 1,995 students, to 8,436, or 253,000 students. General manager Donald V. Taverner attributes phenomenal growth to the fact that "the use of educational TV has now become an accepted, integral part of the teaching process, particularly in elementary grades."