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THURSDAY, MARCH 1, 1962

TEN CENTS

## "THREAT" CHILLS STATE TOPPERS

**Ballantine Pacts 5 More Yankee Years on WPIX**

Ballantine & Sons, the New York Yankees management and WPIX-TV, New York, yesterday announced jointly through Leavitt J. Ballantine, Channel 11 VP of operations, signing of a new five-year contract for exclusive home and road telecasts of the world championship baseball team. William Esty Co., represents Ballantine and R. J. Reynolds Tobacco Co., which will co-sponsor the telecasts. Signing marks the 12th successive year for games on WPIX. The '62 TV schedule includes 131 games and four pre-season exhibition games. Mel Allen, Red Barber and Phil Rizzuto will call the plays. All telecasts will be supervised by sports director Jack Murphy, with a crew of 38 assisting him.

### Westinghouse Wins 14 AM, FM License Outlet Renewal

Washington Bureau of RADIO-TV DAILY  
Washington — Westinghouse Broadcasting has had 14 AM, FM and TV licenses renewed for the current period, but only by a narrow two-to-three vote of the FCC yesterday. Two dissenters, Chairman Powell and Commissioner Ford, wanted one year renewals, while Haley voted to hold hearings before any renewals at all. The majority—Lee, Cross, Hyde  
(Continued on Page 11)

### Walters, Muth & Griffin Gain PGW Veep Stripes

Walters, Griffin, Woodward has been elected as vice presidents Charles W. Muth, assistant vice president  
(Continued on Page 9)

### Bills to Oppose Help to UHF Land in Hopper

Washington Bureau of RADIO-TV DAILY  
Washington—Congressmen continue to follow divergent paths on TV allocations. Rep. Tom Steed (Okla.) has introduced a bill to forbid any switch of present VHF TV stations to UHF. At the same time, Rep. Emanuel Celler (N. Y.) has introduced a measure which would direct the FCC to provide an orderly transition from TV broadcasting from VHF to UHF.  
Steed said such a shift would take away present TV service from thousands of people in Oklahoma alone.

**5 SERIES VYING FOR COAST PRIZE**  
Screen Producers Guild Presents Award Sunday

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Five TV series from all three networks have been nominated by the Screen Producers Guild to receive an award as the best-produced film show of 1961 at the organization's 10th annual Milestone dinner Sunday night at the Beverly Hilton Hotel. Nominees are "Ben Casey" (ABC-TV), produced by Matthew Rapf; "Danny Thomas Show" (CBS-TV), produced by Sheldon  
(Continued on Page 4)

### N.Y.'s Broadcasters To Gather in Albany

Albany — The New York State Broadcasters Association will hold its annual meeting and dinner at the Sheraton Ten Eyck Hotel here Tuesday. Paul Adanti, vice-president of WHEN radio and TV, Syracuse, is president of the state group. The board meets in the morning and the general membership will assemble following a special luncheon. A reception for  
(Continued on Page 8)

### Lee Stevens to Manage Sault Ste. Marie Outlet

Sault Ste. Marie, Mich.—Fetzer TV, licensee for WWUP-TV, which goes on the air here Aug. 1, has named Lee G. Stevens, managing  
(Continued on Page 2)

### Net Sales Chiefs Hail 'Courage' of Sponsors On TV News Shows

Executives of the three major TV networks yesterday riveted attention of the nation's foremost advertising chieftains on the soaring values of news and public affairs programming and paid tribute to the increasing number of advertisers who have joined with broadcasters in a realization of this contemporary phenomenon  
(Continued on Page 9)

### Gordon Selects D. Case As San Diego Manager

West Coast Bureau of RADIO-TV DAILY  
San Diego—Dwight L. Case has been named manager of KSDO by Gordon Broadcasting president



CASE  
San Francisco. He is a ten-year station management veteran.

### Pastore Hits Abuses Despite Swezey Plea For Self-Regulation

By HARRY LANDO  
Washington Bureau of RADIO-TV DAILY  
Washington — The conference of the NAB State Broadcasters Presidents Assn. here yesterday was chilled by a speech with somewhat less criticism but containing a somewhat more implied threat than the "vast wastelands" assault before last year's convention.

This time, FCC Chairman Newton Minow sat in the audience and listened while Sen. John O. Pastore (D., R.I.) told broadcasters they will hear more from him at  
(Continued on Page 10)

### KTTV in Two-Hr. Cast Of Gold Globe Awards

West Coast Bureau of RADIO-TV DAILY  
Hollywood—The Foreign Press Assn.'s 19th annual Golden Globes awards ceremonies Monday will be televised by KTTV. The two-hour program will pre-empt Paul Coates and Tom Duggan. Bill Welsh will do the commentary. Le Roy Prinz is staging the ceremonies. Bob Hiestand will direct.

### Trans-Lux Dividend

The board of directors of Trans-Lux Corp. have declared a 10 cents per share regular quarterly dividend to be paid Apr. 2 to stockholders of record Mar. 9.

### Americas' Good-Will Taped For Airing by NAB Envoys

Tape recordings of interviews with U.S. broadcasters and officials in Mexico, Peru, Chile, Argentina, Uruguay and Brazil

will be available to NAB members for radio and TV presentation. The recordings were brought here by 17 American broadcasters who have just completed a 23-day tour of the neighbor countries.

The good-will tour, headed by Herbert E. Evans, president, Peoples Broadcasting Corp., Columbus, O., was arranged by the NAB at the invitation of Raul Fontaina, Inter-American Association of Broadcasters president. NAB president LeRoy Collins, was represented on the tour by Howard H. Bell, NAB industry affairs VP. The delegation said Latin American broadcasters deplore sensational news reporting and have a keen desire for a wider exchange of radio and TV programs to effect a closer understanding between peoples of the hemisphere  
(Continued on Page 8)



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CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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WEST COAST OFFICES Lawrence B. Krasner, Vice-President and General Manager Harriet Margulies, New York Representative 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU Hal Tate 192 North Clark St. Telephone: ANdover 3-6520

CANADIAN BUREAU Jules Larochelle Room 314, Belmont St., Montreal

LONDON BUREAU Peter C. Davalle 6 Romany Gardens Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 56, Taxco, Gro., 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.

# Lee Stevens to Head New Fetzer Channel

(Continued from Page 1)

director of the station. The transmitter will be located near Goetzville in eastern Chippewa county, and WWUP-TV will duplicate programs of Fetzer's WWTW, Cadillac-Traverse City.

Stevens, most recently a radio-TV consultant for several firms, has served as field service manager for the Andrew Corp., Orland Park, Ill.; assistant to the president of Stevens-Wismer Broadcasting, Port Huron, Mich.; VP in charge of sales and general management of Versluis Radio and TV, Grand Rapids, and engineer for the aircraft radio laboratory, Federal agency serving the United States Air Force.

# Station Playing Tax Santa

A WINS listener is being offered the opportunity of having the station pay his or her 1961 income tax. Post cards with the listener's name and address sent to WINS, will be placed into a revolving drum and, on Mar. 15, one will be chosen.

# COMING AND GOING

O. R. DAVIES, general manager of WKAP, has returned to Allentown, Pa., after visiting New York.

RICHARD H. FERGUSON of WSTV-TV, Steubenville, O., has returned from a visit to the Air Force Academy in Colorado Springs, where he filmed interviews.

JOEL HELLER, public affairs manager, CBS Radio News, has returned from a honeymoon with his bride, the former Simma Harris.

ROBERTO STAMPA, program host for WTFM's "Sundial," has returned from an assignment in Italy.

ROBERT C. FRANSEN, of WTCN, back to Minneapolis from New York sales calls.

CARMEL QUINN to Boston for a concert. She returns Monday.

WENDELL B. CAMPBELL, KGBS general manager and Storer Broadcasting VP, in New York to participate in WHN ceremonies.

LAWRENCE WHITE, VP, daytime programs, CBS-TV Network, back in town after a week's business trip to the West Coast.

RAYMOND BURR, star of CBS-TV's "Perry Mason," has returned to the West Coast after personal appearances in Valley Forge, Pa., Detroit and Washington, D. C.

DAVID LOWE, "CBS Reports" producer, and camera crew have left on a six-week film odyssey across South Africa.

# FCC's Lee Keynotes Chicago 'Workshop'

Chicago — FCC Commissioner Robert E. Lee will be the principal speaker at the "Broadcasting in the Public Interest" workshop luncheon sponsored by the Illinois Commission on Children in cooperation with some 30 statewide organizations Mar. 20 in the La Salle Hotel. A former Chicagoan, Commissioner Lee is serving his second term as a member of the Commission.

Other workshop speakers include: Louis Hausman, TIO director; Robert D. Swezey, NAB Code director; William Ahrbeck, and A. C. Nielsen Co. V.P.

# Les Cooper to Supervise 'PM' Producers, Scribes

Lester Cooper has been named supervising producer-writer for "PM." A graduate of Dave Garroway's "Today" show at NBC and Bill Leonard's "Eye on New York" at CBS, he formerly served J. Arthur Rank and Warner Brothers as a film writer.

For CBS Public Affairs, he wrote the "FYI" series, "Day Called X" and an election special titled "Other Hats in the Ring." Cooper joined the staff of "PM" six months ago.

"PM" is produced by WBC Productions, Inc., and is seen across the country via syndication.

# PUBSERV SELLING IN SMALL MARTS

Hurlbut Cites Feb. Sales To Document His Suggestion

Mt. Carmel, Ill.—John F. Hurlbut, general manager of WVMC, insists that public-interest programming can be sold in small markets.

Hurlbut cites February billing at his station, on which a Saturday morning story hour is sponsored by a dairy, 15-minute salutes to George Washington and Abraham Lincoln were sold to a local oil company and an hour program on the Internal Revenue Service was jointly sponsored by an insurance company and a bank.

# McGuire, Martin Gain Promotions at Ziv-UA

ZIV-UA has promoted Ray McGuire and Jack Martin to key posts in the Eastern division in a pivotal move to further increase its service to advertisers and stations in anticipation of a breakthrough in the station-clearance impasse.

McGuire, who joined Ziv-UA in 1955 after serving as sales manager of WDSU-TV, New Orleans, was named manager of the entire Eastern division. Martin, who also came to Ziv-UA in 1955 from an executive post with the Old Pueblo Broadcasting complex in Tucson, was elevated to Eastern division sales supervisor of the organization.

## 'Response,' Says Rifkin

It was pointed out by M.J. (Bud) Rifkin, executive VP in charge of sales, that "it is our strong feeling the networks will in the future release time periods to their affiliates. This new development of two of our top sales executives is our response to that anticipated action."

# FINANCIAL

(Feb. 28)

NEW YORK STOCK MARKET

|                 | High    | Low     | Close   | Chg |
|-----------------|---------|---------|---------|-----|
| Admiral Corp.   | 171/8   | 17      | 17      | —   |
| AB-PT           | 44 3/8  | 43 3/4  | 43 3/4  | —   |
| A. T. & T.      | 133 3/8 | 131 3/4 | 132 7/8 | +   |
| AVCO            | 27 1/4  | 26 7/8  | 27      | +   |
| CBS             | 42 7/8  | 42      | 42 3/4  | +   |
| Columbia Pic.   | 27 1/2  | 27 1/4  | 27 1/4  | —   |
| Crow-Coll.      | 38 1/8  | 37 3/4  | 37 7/8  | +   |
| Decca           | 44      | 43 3/4  | 43 3/4  | —   |
| Disney          | 38      | 37 3/8  | 37 3/8  | —   |
| East. Kodak     | 109     | 107 1/8 | 108 5/8 | +   |
| Gen. Prec.      | 51 1/2  | 50 3/4  | 50 7/8  | —   |
| Gen. Tel.       | 26 1/2  | 26      | 26      | —   |
| Hazeltine Corp  | 26 5/8  | 26 5/8  | 26 5/8  | +   |
| Loew's Thea.    | 43 1/2  | 43      | 43 1/2  | +   |
| Magnavox        | 40 7/8  | 40 1/4  | 40 1/2  | +   |
| MCA             | 70 1/2  | 69      | 70 1/2  | +   |
| M-G-M           | 50 1/4  | 49      | 49 1/8  | —   |
| NAFI            | 30 3/8  | 29 3/4  | 29 3/4  | —   |
| Nat. Theatres.  | 7 5/8   | 7 3/8   | 7 1/2   | +   |
| Plough          | 81 1/4  | 81 1/4  | 81 1/4  | +   |
| RCA             | 57 5/8  | 56 1/2  | 57 3/8  | —   |
| Storer          | 32      | 31 5/8  | 31 7/8  | —   |
| 20th-Fox        | 34 1/4  | 33 1/4  | 33 1/2  | —   |
| United Artists. | 34 3/4  | 34 3/8  | 34 3/4  | —   |
| Warner Bros.    | 76      | 76      | 76      | —   |
| Westinghouse    | 36 1/8  | 35 3/4  | 36      | —   |
| Zenith Radio    | 66 3/8  | 65 1/4  | 66 1/2  | +   |

## AMERICAN STOCK EXCHANGE

|                 |        |        |        |   |
|-----------------|--------|--------|--------|---|
| Capital Cities. | 19 3/4 | 19 1/4 | 19 1/2 | — |
| Desilu          | 10 7/8 | 10 5/8 | 10 5/8 | — |
| Esquire, Inc.   | 14 1/2 | 14 1/4 | 14 1/2 | + |
| MPO             | 12 7/8 | 12 3/8 | 12 3/8 | — |
| NTA             | 2      | 2      | 2      | — |
| Reeves Sound.   | 6 1/4  | 6 1/8  | 6 1/4  | — |
| Screen Gems.    | 21 7/8 | 21 1/2 | 21 1/2 | — |
| Technicolor     | 18 1/8 | 17 7/8 | 17 3/4 | — |
| TelePromPTer    | 16     | 15 1/4 | 15 5/8 | — |
| Trans-Lux       | 16 3/8 | 16     | 16 3/8 | + |
| TV Industries.  | 2 3/4  | 2 5/8  | 2 5/8  | — |

## \* OVER THE COUNTER

|                | Bid    | Asked  |
|----------------|--------|--------|
| Jerrold        | 8 5/8  | 9 1/2  |
| Meredith       | 34 1/2 | 37 3/4 |
| Metromedia     | 14 1/2 | 15 1/2 |
| Official Films | 2 3/8  | 2 5/8  |
| Scranton       | 7 1/4  | 8 3/4  |
| Sterling       | 2 1/2  | 2 7/8  |
| Taft           | 19 3/8 | 20 3/4 |
| Transcontinent | 10 1/4 | 11 1/4 |
| Wometco        | 22 1/2 | 24 5/8 |

\* Courtesy of National Association of Security Dealers.

## WFMV Philly Concerts

Philadelphia — WFMV has joined the group of good music stations broadcasting the Philadelphia Orchestra Transcription Series.

# WEDDING BELLS

## Chester-Fah

Giraud Chester, ABC VP in charge of TV daytime programming, was married to Marjorie Jean Fatt, on Feb. 25.

Miss Fatt is an associate editor of McCall's magazine. Her father, Arthur C. Fatt, is board chairman of Grey Advertising, Inc.

## Mielcarek-Slifka

Barbara Ann Mielcarek will be married to Ronald Lee Slifka Saturday at St. James Church, Pittsburgh. Miss Mielcarek is secretary to Donald J. Trageser, assistant general manager and sales manager of KDKA.

# THE ECONOMICS OF SEVEN ARTS FEATURE FILM PROGRAMMING

... as told by executives of three jointly owned California stations

KJEO—Fresno

KVIP—Redding

KVIQ—Eureka

**Says Mr. Fleharty:**

**President and General Manager,  
KJEO, Fresno**

"I bought with a mind to quality. I believed that the Seven Arts films had the quality that makes money for a station whether its market is large or small. They have done exactly that, for KJEO and for our Redding and Eureka stations as well."

**George Fleharty**



**Says Mr. Parker:**

**Manager, KVIP, Redding**

"Seven Arts 'Films of the 50's' have been very successfully used as our 'Big Feature' program. With these films we have more than doubled our revenue for this time slot."

**M. F. Parker**



**Says Mr. Dooley:**

**Station Manager, KVIQ, Eureka**

"We had no difficulty at all in selling out our Seven Arts 'Big Weekend Movie' program before it started. We sold right from the Seven Arts brochure, telling advertisers about the remarkable track record these films have chalked up all over the country. The Seven Arts volumes have given us one of the easiest vehicles we've ever had to sell advertisers... to keep them in and keep them happy."

**Ted Dooley**



SEVEN ARTS' "FILMS OF THE 50's"... MONEY MAKERS OF THE 60's



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

### Old Rockin' Chair's Got WXYZ's Fred Wolf

Detroit — WXYZ morning air-personality Fred Wolf has been named an official member of the "Sittin' Starin' and Rockin' Club," a world-wide hobby organization geared to the "rocking chair philosophy of living." Wolf's membership credentials, including a New England rod-back rocking chair, were presented for his character and humor during 13 years as Detroit's "morning mayor" on WXYZ.

### Women's Purex Spec Stars Carol Lawrence

Carol Lawrence will star in the title role of "The Indiscriminate Woman" Mar. 14 on NBC-TV's "Purex Special for Women." The program will be an NBC Color Day feature.

The dramatic documentary concerns problems of a woman who attempts escaping inner conflicts by engaging in fleeting affairs. As previously announced, Alex Davion also will star and Dane Clark will be a special guest star. The program was produced and written by George Lefferts.

Pauline Frederick, of NBC News, who acts as reporter for the "Purex Special for Women" series, will interview a guest expert at the end of the drama. With the guest, she will discuss the possibility that indiscreet behavior on the part of a woman may be more than a breach of the moral code, and may be a disease such as alcoholism or drug addiction.

### Seven More Stations Open Doors to 'Keyhole'

The "Keyhole" series, produced, narrated and syndicated by Jack Douglas and distributed by Ziv-UA, added seven new markets this week. The program, first of Ziv-UA's "documatics" series, offers a candid look at off-center pursuits and personalities from all over the world.

The buyers are WLOF-TV, Orlando; WROC, Rochester, N. Y.; WFIE-TV, Evansville; WATE-TV, Knoxville; KALB-TV, Alexandria, La.; RCA Distributors, for KYTV, Springfield, Mo., and Texas State Optical, for KTRK, Houston.

### Herbert Marshall Tells Story of UN Refugee

Herbert Marshall narrates "Dimitri's Problem," a story from the UN refugee commission files, in this week's edition of "Around the World," UN radio show Sunday on MBS.



By TED GREEN

• • • French chanteuse Monique Lemaire, who opened at The Columns of the Savoy Hilton has had a "who's who" of TV and show business in the audience these past few nights, including Zsa Zsa Gabor, Maureen O'Hara, Myrna Loy, Constance Towers, Mike Wallace, David Susskind, Joyce Davidson, Bennett Korn and Abe Burrows. . . . Hugh O'Brian, who received excellent notices for his dramatic performances on Broadway in "First Love" and in the recent TV version of "Spellbound," will star with Gordon MacRae in the NBC Apr. 22 "Highways of Melodies" colorcast. . . . The Britania is so opposed to the Twist the bartenders have to be careful when they shake the drinks. . . . Eddie Heller, president of Tribute Records, is high on Syracuse U. singing discovery Jeff Low. . . . "Naked City" plans to take its cameras to the Monede Art Gallery on Madison Ave. for an upcoming segment. . . . Dean Martin's first album for Reprise will consist of French tunes. . . . Brook Benton's reading film scripts. . . . Tony Bennett will star on WNEW's live music spectacular next Wednesday, pegging him as the first vocal favorite to be spotlighted on the new feature.



• • • Meet: Larry Kert, currently delighting audiences in Broadway's newest musical comedy hit "A Family Affair," portraying a lawyer and about-to-be bridegroom caught in the middle of family bickering—a role far removed from the "West Side Story" juvenile that made him a star a short five years ago. Critics and audiences applauded his sensitive and brilliant delineation of "Tony" for 1,300 performances, totaling a three-year run in what is now a theatre classic. The tall, handsome actor-singer-dancer was born in Los Angeles on Dec. 5. He was many things prior to reaching stardom: stunt man, stand-in and extra in 100 motion pictures; horseman (as a teenager he broke wild horses to the saddle); waiter, and usher at CBS. Last year he starred in several top TV dramatic shows and also filmed guestings in an "Alfred Hitchcock Presents" plus two TV specs, "The Song And Dance Man" and "Wild Is Love." All three shows will be aired in the near future. His current LPs are Seeco's "Larry Kert Sings Leonard Bernstein" and United Artists original cast album of "A Family Affair."



KERT



• • • Jack Low, general manager of the Biltmore Terrace, Miami Beach, called to ask if there is an Ad Agency convention in Miami. His hotel is loaded with secretaries, account execs and VPs. . . . Jay Perry, well known Alaska radio personality, has joined the staff of the Midnight Sun Network as commercial manager for KENI Radio, Anchorage. Gerry Hinchee Brown leaves her post today as program director of KENI-TV, moving to Hawaii. . . . A baby girl (Patricia Ann) was born to Joan, wife of Bill McCormick, president of WNAC TV/Radio, Boston, and the Yankee Network Division. Bill was formerly a veep with WOR, New York. . . . Baritone Robert Merrill is sure to see the Seattle World's Fair. Booked there June 7-11. . . . Have you seen Marcelle Boudet, secretary to ABC-Paramount Records advertising-PR director Nat Hale? MMMMboy!!! This gal should be in Hollywood. How about it Sam Clark?



• • • Off the Record: Patti Page's hit single, "Go on Home," which rapidly climbed to the Top 40 and is still climbing, really kicked off after Patti's sensational warbling of the hit tune on a recent "Ed Sullivan show." . . . Kenny Myers, sales VP at Mercury Records, says the firm is planning to release a new Patti Page album next month as a follow-up to the hot single. Called "Go on Home," it will contain the hit single and 11 other C&W golden hit-type tunes.

### Japan Imports Alarm Canadian Radio-Makers

Montreal — "Aggressive" Japanese competition in radios and tubes has deprived Canadian radio manufacturers of \$10 million in the past few years, J. Herbert Smith, Canadian General Electric Co. president, told an industry conference. He also lashed out at the government's "apathetic stand" on industrial tax policies.

### NBC Films Tees Up For Golf Syndication

NBC Films has begun syndication of "Celebrity Golf," a series of 26 half-hour shows produced by Bob Hope's Bob-O-Link Productions and aired on NBC-TV September, 1960, to May, 1961. It features Sam Snead in nine-hole matches against celebrities, and teaching and illustrating a golf tip to viewers in each segment. Harry Von Zell is commentator.

Among Snead's adversaries in the series are Bob Hope, Jerry Lewis, Perry Como, Dale Robertson, Randolph Scott, Dean Martin, Ed Gardner, Danny Thomas, Ray Bolger, Mickey Rooney, Gordon

With recent sales of "Danger Is My Business" (in color) to WOR-TV and "Deputy" to WNEW-TV, NBC Films reached its present limit of 21 packages for local consumption, with clients including every station in New York. WNEW-TV also airs "Medic," "Pony Express" and "RCMP;" WPIX airs "Best of Groucho," "Boots and Saddles," "Californians," "Dangerous Assignment," "It's a Great Life," "People Are Funny" and "Victory at Sea." WABC-TV airs "Blue Angels," "Funny Manns" and "Jim Backus Show;" WCBS-TV airs "Crazy-legs Hirsch," "Hope Features" and "Life of Riley," and WNBC-TV airs "Cameo Theatre" (in color), "Paragon Playhouse" and "Visitor."

MacRae, Dennis O'Keefe, James Garner, Dennis Morgan, Robert Sterling, Mr. and Mrs. Johnny Weismuller, Bob Wagner, Hoagy Carmichael, Howard Keel, Forest Tucker, Vic Damone, Ray Milland Harpo Marx, Jack Carson, Fred MacMurray and Milton Berle.

### SPG Nominates Five

(Continued from Page 1)

Leonard; "The Defenders" (CBS-TV), produced by Herbert Brodwin; "Dick Powell Anthology" (NBC-TV), produced by Aaron Spelling, Ralph Nelson, David Friedkin-Mort Fine and William Froug, and "Naked City" (ABC-TV), produced by Herbert I. Leonard.

# SCREEN GEMS IN 7 SALES OF HANNA-BARBARA PACK

Robert Seidelman, syndication VP for Screen Gems, reports that within the first week of availability, a package of 156 new ve-minute Hanna-Barbera animated cartoons has been purchased by seven stations.

The cartoons, now in production in Hollywood, are divided into three groups of 52 each, featuring two characters Touche Turtle, Lippy the Lion and Wally Gator. Screen Gems is spending approximately \$1.5 million for the bundle.

The stations are WPIX, New York; WTTG-TV, Washington; WPTV, Portland, Ore.; WTIC-TV, Hartford; WGAL-TV, Lancaster, Pa.; WOC-TV, Davenport, and KQVR-TV, Stockton.

"WPIX is considered the bellwether station in the area of children's programming," Seidelman said. "It now programs 3½ hours a day for its young audience."

This station is the New York outlet for Kellogg's national spot

A Screen Gems-UCLA fellowship, the program's third, has been awarded to John Choy, graduate student in Theatre Arts. He reports to Screen Gems this week to commence a five-month apprenticeship in practical production at a Hollywood studio.

Group for three other Hanna-Barbera cartoons, 'Huckleberry Hand,' 'Quick-Draw McGraw' and 'Yogi Bear,' he added. "By the Fall WPIX will be programming 5½ hours per week of Screen Gems product in the 3:30-7 PM period."

## Dave Garroway to Host NET Astronomy Series

United States Productions will begin filming next month 11 half-hour programs, "Exploring the Universe," to be shown next Fall on NET stations across the country.

Dave Garroway, an accomplished astronomer, will host the programs and assist in their preparation. Financing has been made possible by a grant from the National Science Foundation, an independent federal agency that supports basic research and education in the sciences.

## 'Late Show' Unreels 11th Yr.

"The Late Show" is observing its 11th anniversary this week on WCBS-TV, which claims the program is the oldest feature film series in New York. Since its debut in 1951, said the station, the show has unreeled over 13.5 million feet of film, "enough to reach from New York to Hollywood."

WCBS-TV also said "The Late Show" has presented some 1,500 New York TV premieres during

## 'Expedition' Film Shows 'Firewalkers of Fiji'

Firewalking, an ancient religious ceremony still surviving in India, Japan, Trinidad, South Africa and Bulgaria, will be shown in "Firewalkers of Fiji" on ABC-TV's "Expedition!" Mar. 26. British explorer-writer David Attenborough, leader of a BBC South Pacific expedition, narrates the film which records the ritual and examines the phenomenon that protects firewalkers from serious burns.

## Bing Crosby to Judge NAMM Queen Race

Chicago — Bing Crosby will be a judge in the contest to pick a Music Queen of 1962 to reign over the 1962 Music Industry Trade Show, June 24-28, in New York, William R. Gard, executive secretary of the National Association of Music Merchants, has announced.

Other top music names will be announced for the judges panel. Contestants for the title of Queen are nominated from NAMM retail stores.

The Queen, who may be single or married, will receive an all-expense trip to New York to reign over the show, and more than \$2,000 in prizes from music manufacturers. The NAMM show meetings will be in the Hotel New Yorker and the New York Trade Show Building.

## Benny's Violin Enriches Music College Fund

Hartford, Conn. — Jack Benny, as guest soloist with the Hartford Symphony Orchestra on Monday raised \$838,000. Proceeds go to the proposed new music building for Hartford College of Music at the U. of Hartford. The CBS-TV star's 26 symphony concerts in the past six years have raised a total of \$3,083,675.

## Joel Sebastian Hosts Detroit Student Hop

Detroit—WXYZ night time emcee Joel Sebastian will host the sixth annual "Mardi Gras" record-dance Tuesday at Notre Dame High School.

Dance coordinator, the Rev. John W. Bryson, says he expects over 2,500 students. Proceeds will be turned over to a scholarship fund sponsored by the Student Council.

## WCCO's Viken Leads 89 Fans on Orient Tour

Minneapolis—A total of 89 persons will take off next month on the WCCO Good Neighbor Tour to the Orient conducted by Howard Viken, one of the station's personalities.

Because of its size, the tour has been divided into two sections. The first party of 56 people will leave Minneapolis-St. Paul International Airport on Saturday, with the second section of 33 persons scheduled to follow on Mar. 10.

## 'Sports Capsules' Aired

WINS sports director Les Keiter has begun broadcasting one-minute "Sports Capsules" six times daily.

## Goodrich Ad Campaign Backs 8 ABC Shows

B. F. Goodrich will mount a major ad campaign this summer via BBDO, sponsoring eight nighttime programs on ABC-TV. Sponsorship will begin in May of "Sunday Night Movies," "Cheyenne," "Target: the Corrupters," "Room for One More," "Hawaiian Eye," "Ben Casey," "Ozzie & Harriet" and "77 Sunset Strip."

## WWJ-TV's 15 Years Span Video History

Detroit — WWJ-TV celebrates its 15th year on Sunday. It began experimental programming on Mar. 4, 1947, with about 100 Detroit homes having sets. Today, an estimated 2,468,000 TV sets reach 6,995,600 viewers in the area.

For the first three months the station offered a varied schedule of live studio programs and on June 3, 1947, WWJ-TV began regular commercial programming, leading off with a telecast of the Tigers-Yankees baseball game.

In 1952 a \$2-million, three-level studio was opened. The station carried the Motor City's first network colorcast, the NBC feed of the "Tournament of Roses" parade, Jan. 1, 1954.


Nothing Outshouts  
Quality And Integrity!

THE ASSOCIATED PRESS

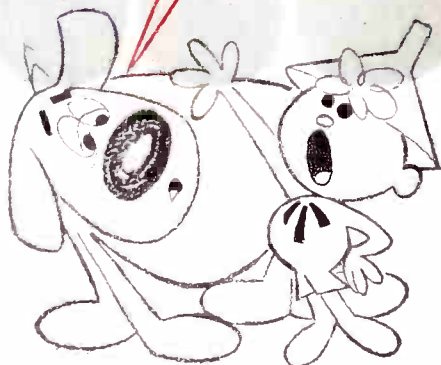
Terrific is the word for Terrytoons' Tom Terrific. He's "the world's greatest all-'round, full-time adventure lover"...and the most terrific new cartoon buy in all syndication!

Terrific audiences: an average 4,700,000 children and parents a day cheered Tom Terrific and his trusty sidekick Manfred the Wonder Dog, as "regulars" on the CBS Television Network's "Captain Kangaroo" show. Terrific producer: Tom Terrific was created especially for television by Terrytoons, creator of such animation stars as Deputy Dawg, Mighty Mouse, Heckle and Jeckle. Terrific merchandising extras: dolls, playthings, apparel, books have spread Tom and Manfred's fame across the nation. Terrific flexibility: each story can be shown in five "cliff-hanging" five-minute segments (130 episodes for Monday through Friday stripping) or all at once, as an edited fifteen-minute cartoon (26 quarter-hours).

Any way you look at it, in your market results are bound to be (what else?)...teeeeeerrific!

**CBS FILMS**  "the best film programs for all stations"  
With sales offices located in New York, Chicago, Boston, San Francisco, Atlanta, Dallas, St. Louis. And in Canada: S. W. Caldwell Ltd., Toronto.

**"What's the good word?"**



**ARTICLE**

## 'Disneyland' Glimpse Spotlights Landmarks

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — "Disneyland After Dark" hour program produced by Walt Disney for NBC-TV Apr. 15, will be filmed in color on location and feature guest stars in special musical and variety sequences staged at the park's Plaza Gardens dance center, aboard the replica of a Mark Twain-era riverboat, in a Hawaiian village setting and other Disneyland landmarks.

Among those appearing in the Eastman Kodak-sponsored telecast will be Annette; Bobby Rydell; Louis Armstrong; Kid Ory; Johnny St. Cyr; Harvey Brooks; Monette Moore; Bobby Burgess; the Royal Tahitians; the Dapper Dans; the Ormond Brothers, and the Elliott Brothers Orchestra featuring "date-night" activities for teenage dancers.

## Detroit's LeGoff Returns To Station's Newsroom

**Detroit**—TV newsman Jac LeGoff will return to WJBK-TV (Storer) Sunday to deliver the Sunday through Friday 11 PM newscasts. For the past two years he has been with CKLW-TV, Windsor. Prior to that, he spent six years with WJBK-TV.

LeGoff replaces Carl Cederberg, whose recent promotion to news-public affairs director has curtailed his on-the-air activity. Ken Cline remains as the station's broadcaster for Saturday evening news shows.

## Good-Will Is Taped

(Continued from Page 1)

phere. All broadcasters agreed their media should do more to fight Communist propoganda.

In view of pending decisions in several South American countries on licensing private vs. government radio and TV, the group said it was important Latin Americans know the U.S. government believes in private ownership and freedom from program censorship.

## Pot-Hole Spotters Form Radio Grapevine

"Pot-Hole Reports," a public service feature of WBIC, Bayshore, L.I., has received an immediate listener response. Last weekend the station asked listeners to telephone reports of bad road-pavement conditions. Within an hour 187 calls had been received and at day's end the total was 320 calls. These "pot-hole" locations were broadcast as a safety warning to motorists.



By PETER C. DAVALLE

"Kite flying" and "idle speculation." That's how a representative of the Pilkington Committee described a report in Britain's mass-circulation "The Daily Mirror" that the committee (probing the TV and radio industry on behalf of the Government) has already decided in favor of the BBC and not the independent TV companies, getting the third TV channel . . . The report, by "Mirror" columnist Clifford Davis, also said that Britain is to have coin-in-the-slot TV in addition to the one ITV channel and the two BBC-TV channels . . . The Pilkington committee report isn't expected to be in the Postmaster-General's hands until the Spring . . . And Davis isn't saying where he got his advance information!

Another minor bombshell: This time, concerning comedian Jimmy Edwards, chairman of the Variety Artists Federation who last October, settled their pay dispute with the ITV companies leaving Equity, the actors' union, to carry on the fight alone (they're still fighting!) . . . Jimmy, who was also a member of Equity, has now resigned from the actors' union. He says "I was in rather an invidious position as chairman of a union which has settled its differences, and a member of Equity, which has not."

"Completely and brilliantly successful," says "Daily Mail" TV critic Michael Gowers, about the NBC White Paper "Khrushchev and Berlin," recently screened by BBC-TV . . . "Candid Camera" compere Bob Monkhouse will star in the Broadway musical, "Come Blow Your Horn," which opens at London's Prince of Wales on February 27 . . . ITN newscaster Tim Brinton throws up his \$6,000-a-year job to go free-lancing—to broaden his scope.

I'm told that U. S. advertisers who have seen episodes of the ITC series, "Sir Francis Drake," consider it "the best costume series yet produced in Britain." Terence Morgan (Laertes in Olivier's "Hamlet") stars . . . ITC hope for a U. S. network deal at the end of the year.

American playwright Reginald Rose's play, "A Quiet Game of Cards," gets a BBC-TV production Friday. Canadian actor Bernard Braden gets the top role . . . Ace art director and photographer Cecil Beaten (he did the "My Fair Lady" sets and dresses) shook BBC-TV viewers when he turned up for his "Face to Face" grilling by John Freeman, wearing a broad-brimmed hat. "It has a certain Edwardian bravura and hides the fact I'm going bald," he told Freeman.

BBC have carried out their biggest experiment in local broadcasting. Calling it Radio London, they spent three days on closed-circuit transmissions. Only BBC staff were allowed to listen . . . BBC has done the same thing in 10 provincial towns, and now waits for the Pilkington Committee's "go ahead" to start up local radio broadcasting on a big scale. It's estimated that VHF stations would each cost \$60,000, and \$100,000 a year to run.

## Lawrence Erbst Joins Screen Gems Legal Dep't

Lawrence A. Erbst has joined Screen Gems legal department, where he will specialize in the area of national sales negotiations. For the past three years Erbst has been with the legal department of NBC.

## Foreign Teachers Discuss Learning in New Nations

School Teachers from Asia, Africa, Latin America and the Near East will discuss the role played by education in the development of new nations, on WNBC-TV's "National Education Report" Saturday.

## Stan Rubin Signs Stars For GE's 'Roman Kid'

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Gene Barry and Diane Brewster have been signed by executive producer Stanley Rubin for co-starring roles in "The Roman Kid" episode of Revue's "The General Electric Theatre," being filmed this week.

## WRC to Air U. Games

Washington, D. C. — WRC will follow the Maryland U. Terrapins in the Atlantic Coast Conference Basketball Tournament, to be held in Reynolds Coliseum in Raleigh, N. C., today through Saturday.

## Broadcasting Journals Eyes Russia, Japan

West Coast Bureau of RADIO-TV DAILY

**Los Angeles** — Two studies of foreign media, an article on the life of FCC commissioners and a survey of schools providing industry courses are included in the Winter issue of the Journal of Broadcasting, which has been released ahead of schedule.

In "The Soviet Philosophy of Broadcasting," Frederick Williams of U. S. C. discusses the philosophical and political background of broadcasting in the USSR. Leroy W. Gardner of Minnesota U. in "A Content Analysis of Japanese and American TV," presents quantitative information on the similarities and differences between the two systems.

Lawrence W. Lichty of Ohio State U. explores personal and political backgrounds of FCC commissioners in "Members of the Federal Radio Commission and FCC—1927-1961." The Journal is also publishing the policy statement, "Standards of Conduct for FCC Employees."

## KDKA January Sales Highest in 42 Years

**Pittsburgh**—Last month's sales total at KDKA, Westinghouse Broadcasting Co. station here, set a January record, Donald J. Trageser, sales manager and assistant general manager, has announced.

This represented continuance of the '61 pattern, the station's all-time high year in billings. Total sales in six of the months last year established new marks for those particular months. June, 1961, stands as the top sales month in the history of the pioneer station, which will be marking its 42nd anniversary on the air in the Fall.

## N. Y. Broadcasters Meet

(Continued from Page 1)

Gov. Rockefeller and the state legislators is scheduled.

Governor LeRoy Collins, NAB president, is to be the principal speaker, with Harold M. Van de Car, executive director of the Association, as toastmaster. Thomas S. Murphy, Capital Cities Broadcasting Corp. V.P. is dinner committee chairman.

Entertainment is being produced by Sam Slate, general manager of WCBS, New York. A group of radio and TV network entertainers have prepared a "miniature musical," "How to Succeed in Albany Without Hardly Trying," starring Jack Sterling.

A nominating committee, headed by Sam Nielsen, general manager of WTRY, Troy, will present its recommendations for new directors and officers.



## Net Sales Chiefs Hail 'Courage' of Sponsors

(Continued from Page 1)

omenon. Speaking at New York workshop sessions conducted by the Association of National Advertisers, were Edgar J. Scherick, ABC-TV VP, network sales; John Karol, CBS-TV network sales VP, and director of special projects, and Don Durgin, NBC-TV network sales VP.

"Until very recently," Scherick told his audience, "working in TV news was not the most rewarding occupation. Let's face it—there's a peculiar look you develop in your industry when you're sustaining."

"Today, however, there's no question but that the audience is not there, and in increasing numbers. Major advertisers are coming to realize that. They've shown courage and good sense in sponsoring news and public affairs and their actions have paid off handsomely."

### Karol Cites CBS Figures

Karol said that in 1961 CBS-TV carried more than 60 broadcasts in the "special" and "extra" categories—about half of them sponsored—and is planning a number of them for next season. "which can be sponsored for relatively modest sums." Among them, he said, are "Grand Tour," an information-through-entertainment combination of travel and theatre; "American Notebook," based on writings of American authors; "American Dateline," and "The Leaders."

Durgin pointed out that "in just one season a quiet revolution has occurred in TV advertising, with three companies than ever before beginning to seek out news and non-fiction actuality programs for sponsorship." Asserting that this interest "doesn't represent merely another cycle in the evolution of American TV, but rather a long-term and lasting condition," he attributed it to "the growing realization by Americans that survival as a free people depends on our ability to know and understand the world around us."

### 'Pubserv' Up 60%

Meantime, T. R. Shearer, A. C. Nelson Co. VP, reported a total of 152 hours of public service programming was aired from October through January, 60 per cent more than the 94 hours in the first four months of the 1958 season, with 55 per cent of the total sponsored. In addition, 54 per cent of the 152 hours are available during evening hours, and 46 per cent on Sunday afternoons.

### Myrtle Labitt Signs Off

Detroit — Myrtle Labitt will leave CKLW-AM-TV and broadcasting tomorrow after 27 years as women's editor.

## Kluszewski at Bat For Crosley Stations

Cincinnati — Ted Kluszewski, who retired as an active major league baseball player after last season with the Los Angeles Angels, has joined Crosley Broadcasting Corp. as an on-air personality and will participate in the company's overall sports programming.

Kluszewski, slugging star first baseman for the Cincinnati Reds for many years before being traded to the Pittsburgh Pirates in 1958, played two seasons for the Chicago White Sox before going to the Angels at the beginning of last season. A resident of this city since 1948, he owns and operates two steak houses here, with a third to be completed in the near future.

### Other Sports Greats Slated

Crosley's line-up of on-air sports personalities also includes Bill DeWitt, president of the Reds; Ed Jucker, Cincinnati U. basketball coach; Waite Hoyt; Ed Kennedy; Allen Stout; Frank McCormick; Paul Sommerkamp, and Bill Albert.

## New Producer to Sit In 'Have Gun' Saddle

Robert Sparks has been signed as executive producer for CBS-TV's "Have Gun, Will Travel," starting with the Fall season, with Don Ingalls to join the production staff as associate producer and story supervisor.

Frank Pierson, present producer of the series, has asked for and has been granted release from his current CBS-TV contract. He will announce his plans shortly.

## Cott's Canadian Firm Sells New Series to CTV Network

Special To RADIO-TV DAILY

Toronto—Channel Television Productions begins filming at Meridien Studios here next week on "Here's Looking At You,"

a five-a-week half-hour program starring Richard Willis, which has been sold to the CTV Network for airing beginning Mar. 19, it was announced by Channel president Ted Cott. Sponsors will be the Weston Co., the Javex Corp. and General Foods.

Willis, a leading make-up authority who had a seven-year run on NBC-TV and was chief make-up artist on "Car 54, Where Are You?" will be



COTT

## 4 KMOX Gals Take Salute from St. Louis

St. Louis—Four KMOX staffers will be honored tomorrow in a "Salute to Women in Radio," sponsored by Downtown St. Louis, Inc. They are Alice Koch, assistant to the general manager; Aline Daly, promotion director; fashion expert Josephine Anthony, and women's sports reporter Taffy Wilbur.

## Prof. Takes Reins Of 'Trojan Digest'

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Dr. Edward Borgers, assistant professor of telecommunications at USC, has replaced Bill Stedman as producer of KNX's Sunday morning series, "Trojan Digest." Stedman, who has produced the show since its inception in 1956, has joined the Florida U. faculty.

Prior to joining USC in 1958, Dr. Borgers worked in a Kansas City, Mo., advertising agency in the radio-TV department. He has written extensively for radio, TV and publications.

## KMOX to Broadcast Mo. Hoopster Meet

St. Louis — For the fifth year KMOX will broadcast the six-day Missouri State high-school basketball tournament at Washington U., which is scheduled to begin Monday.

Handling play-by-play and color will be station announcers Skip Caray, Ed Velten and Ed Macaulay.

## PGW Elects Kinney, Muth and Walters

(Continued from Page 1)

for TV; Arthur E. Muth, Western sales manager for TV, and William



MUTH

KINNEY

G. Walters, Eastern Sales manager for TV. All are headquartered in the station rep firm's New York office.

PGW president for TV Lloyd Griffin said that while their responsibilities will remain the same, "the new titles of these three men are more reflective of their positions with PGW and their contributions to the growth of PGW-TV."



WALTERS

Kinney, a PGW colonel since 1955, was appointed an assistant VP last year. He previously was with radio and TV stations in Ohio and Pennsylvania. Muth, with PGW-TV for nine years, was formerly at Weed & Co., station reps. Walters joined PGW in 1956 and has over 12 years experience in the field of TV sales.

## House ETV Aid Bill Cuts Senate's Amount in Half

Washington Bureau of RADIO-TV DAILY

Washington — The House Rules Committee has cleared for floor debate a bill to provide Federal funds to the states for construction of educational TV stations, scaled down by the House Commerce Committee to roughly half the \$1 million per state provided in a similar bill passed last year by the Senate.

## 'Way to Go' Explains Catholic Church Rites

The differences between Byzantine and Latin church rites will be described by the Rev. Austin Mohrbacher in "Eastern Rites of the Catholic Church" Sunday on WCBS-TV's "The Way to Go." Fr. Mohrbacher, who was ordained in the Byzantine Rite in Rome, has been a member of Fordham U.'s Russian Center since 1957.

## Chi Cubs' Sponsor Returns to Lineup

Chicago—For the fifth consecutive season Oak Park Federal Savings and Loan Association has renewed its shared sponsorship of the Chicago Cubs home and away schedule in 1962 on WGN. The station's exclusive six-year contract with the National League baseball club will extend through 1963.

Jack Quinlan and Lou Boudreau will again report the play-by-play and color of all games coast-to-coast.

John P. Domeier, Oak Park Federal president, said, "We are greatly impressed with the results which our investment in these broadcasts has produced. Through WGN and the Cubs, thousands of individuals have become acquainted with our services."

## Desilu 'Guestward Ho' To 5 ABC Key Stations

West Coast Bureau of RADIO-TV DAILY

Hollywood — Desilu's "Guestward Ho" has been sold to five ABC flagship stations on a 52-week schedule per channel, Richard W. Dinsmore, vice president and general manager of Desilu Sales, Inc., has announced.

## Du Pont Airs Biggest Heist

"The Great American Robbery," an original story based on the largest cash theft in the history of crime in the U. S., will be dramatized in color in two hour segments on NBC-TV's "Du Pont Show of the Week" Apr. 29 and May 6.

To be produced and directed by Franklin Schaffner from a teleplay by Loring Mandel, Felix Jackson, NBC-TV VP, West Coast, will be in charge. The programs, to be taped next month, will originate in the NBC Color Studios in Burbank.

## KGGM Gets Rights To Texas Leaguers

Albuquerque—KGGM has purchased exclusive broadcast rights to carry all games of the Albuquerque Dukes in their first season in the Texas League. Joining the station to handle play-by-play is Ray McNally, most recently director of the Tucson-based All-American bowl game.

McNally will do the Dukes' home games "live" from Tingley Field in Albuquerque; road games will be re-creations.

## Berle Plays Cleopatra To Benny's Ben Hur

Milton Berle will be playing a different kind of role—as Cleopatra—on his special hour colorcast Mar. 9 on NBC-TV.

Joining Berle in the sketch, a takeoff on the movies' current crop of historical epics, are guest stars Jack Benny and Laurence Harvey. Benny plays Ben Hur and Harvey, Spartacus, burlesquing the acting styles of Charlton Heston and Kirk Douglas.

Lena Horne and Janis Paige are the female guest stars, performing in dances and songs. Other regular cast members are Milton Frome and Christine Nelson. opens Apr. 13.

## KEYT-TV, Santa Barbara Joining ABC Net May 1

West Coast Bureau of RADIO-TV DAILY  
Santa Barbara — KEYT-TV, Channel 3, becomes a primary affiliate of ABC-TV May 1, Robert L. Coe, network Station Relations veep, and William F. Luton, the outlet's president, have announced.

## Hails 'Heart of Wales'

Scranton—A special St. David's Day program, "The Heart and Voice of Wales," has been scheduled for today on WEJL.

**Hub Hears Hizzoner**  
Boston—Mayor John F. Collins yesterday gave Bill Hahn an WNAC's "Around the Town" listeners the first of regular up-to-the-minute reports on the city.

## Boston Gives Voice To Listener Opinions

Boston—"Opinion Please," a 45-minute weeknight program, will debut Monday on WEEI and offer listeners an opportunity to present their ideas via telephone on everything from corruption to communism. Newsman Ralph Morse will be host, stating the evening's subject at the beginning of each show and inviting listener response.

Morse said his main function will be that of interlocutor, remaining as neutral as possible and refraining from stating his own opinions. However, he added that he may at times find it necessary to state facts which may assist the caller or to aid them in some way.

## WCKY Names H-R Rep

Cincinnati—WCKY has appointed H-R Representatives, as its exclusive national rep. L. B. Wilson, Inc., operator of WCKY, also owns WLBW-TV, Miami.

# Congress Angered by Sex and Violence On Air, Says Pastore

(Continued from Page 1)

a later date on the subject of self-regulation, coupled with "not a threat . . . a challenge" that if the industry doesn't regulate itself, then some adjusting and regulating may have to be done by others."

Earlier, Code Authority chief Robert D. Swezey issued an urgent plea for strengthening self regulation by getting new code members as well as increasing compliance by present members. The presidents were advised by NAB president LeRoy Collins that the organization is increasingly concerned with overpopulation of radio stations and that it is determined to prevent the same thing in TV.

### Lauds Industry's Growth

Pastore prefaced his speech, (considered by many of his auditors as the most important since Minow's 1961 blast) with high praise for the growth attained by the industry under private enterprise.

But this was just an interlude, as he warmed up with praise for Newton Minow, though conceding "I might have said some things differently and probably would have used a different approach." He added that members of the powerful Senate Commerce Communications Subcommittee which

he heads, and which has jurisdiction over the FCC and over broadcasting, are behind the FCC chairman.

He said "Congress will not allow excesses or abuses on the 'great medium,' nor will it be stampeded by the cries of censorship every time an observation of a constructive nature is made to improve the quality of programming." He said there is too much crime, sex and violence on TV in hours when children are viewing, and termed the Fabian "Bus Stop" episode "The harvest of shame of the broadcasting industry."

### Answered by Collins

Gov. Collins asked Pastore to remember the great strides broadcasting has made within a comparatively short time, and added "Nobody wants to improve broadcasting more than broadcasters."

Swezey suggested "A long cold look" at the codes and called for more than lip service to them, warning that the new Code Authority is at present far from what had been hoped for it and too many people are willing to allow the opportunity of self-regulation to slip by.

Swezey said there are 1155 AM and 320 FM subscribers to the Radio Code, only 55 per cent of NAB members and only 32 per cent of the radio industry. He cited "tre-

mendous holes" in practically every community which—even if all members concurred in the Code, which they don't—leaves so many outside that it is impossible to maintain industry standards.

### Swezey Pleads for Code

The number of TV subscribers is greater, said Swezey, but there the problem is control of programming by networks and syndicators. He said NAB's Code Authority is ready to resume negotiations with feature film people, with whom there is no understanding at all. He asked the industry "to secure for the first time the enforcement of the Code," and for a sweeping effort to increase membership.

Gov. Collins said there is no conflict between strong state associations and NAB, that strong state groups would help. He told the meeting that NAB and the industry now enjoys fine relations with all sectors of the Federal government. "This does not mean that we always get our way." He cited the NAB-initiated conference with FCC on proposed programming and logging forms and "We feel confident that the industry will receive just about all it reasonably sought in the way of relief."

The current meeting is also a forerunner of others in the fu-

ture, Collins predicted. He said that "As for the White House . . . I doubt if broadcasting has ever enjoyed better treatment."

Legislative goals he listed as outright repeal of Sec. 315 and Canon 35, regulation of CATV, All-Channel set legislation with present VHF stations retained, and "a firm stand against network licensing." For 1962, also, "One of our most important efforts will be to get the NAB research and training program off the launching pad . . . Further strengthening of the implementation of our NAB Codes . . ." He explained, "Our surest defense against Government control is the strong exercise of responsibility by the industry through self-regulation . . ." and added that Code administration is important because "We simply cannot have a speed limit with every driver left to determine for himself whether his own speed exceeds the limit."

### Warns Minow of Competition

Collins warned Minow against competition through the type of numbers which are now competing in radio. Unlimited quantity drives quality down, he argued, saying, "We do not like to see this going on in radio, and we do not intend to see it come about in television if it can be avoided, and we believe it can."

# 5 CBS TV Stations in Public Affairs Exchange

## Each Outlet to Offer 20 Half-Hour Shows in 4th Annual Switch

The five CBS-owned TV stations will present their fourth annual Public Affairs Program Exchange next month, with each station contributing a series of 20-half-hour public affairs programs for airing on the other four outlets, it was announced by Craig Lawrence, CBS-TV Stations VP.

The exchange, which will run for 20 weeks, begins Apr. 14 in New York and Los Angeles; Apr. 22 in Chicago and Philadelphia, and Apr. 28 in St. Louis. Through this concept, each station supplements its public affairs schedule with 80 half-hour programs and allows additional exposure for local programming accomplishments in this area.

### Titles Listed

The five series and the producing stations that will make up the 192 exchange are "The American Musical Theatre," WCBS-TV, New York; "The Touch of Fame," KIXT, Los Angeles; "Repertoire Theatre," WBBM-TV, Chicago; "Battle," WCAU-TV, Philadelphia, and "Wildlife," KMOX-TV, St. Louis.

The Public Affairs Program Exchange started in three markets in 1959 for a 13-week period.

## Westinghouse Wins All-Outlet Renewal

(Continued from Page 1)

Earl Craven—said that the parent Westinghouse antitrust violations which forced the proceedings must be weighed against "a most convincing showing of excellent service of long duration in the public interest," pointed out that in any case because of lapse of time the renewals are not for the full three years, and stressed that the judgment to renew would be reconsidered if "Westinghouse again engages in such significant, widespread antitrust violations . . ."

### 'Corporate Schizophrenia'

Minow, in calling for one-year renewals, said "We face a fundamental problem of corporate schizophrenia," with the corporation found guilty of serious crimes on the one hand and "yet possessing a solid record of broadcasting in the public interest." He conceded that Westinghouse "has few peers and no superiors" in broadcasting. He added, however, "We have reasons both to trust and doubt Westinghouse."

Bartley, in calling for a hearing, said it is "of vital importance" to learn who has the ultimate responsibility for the broadcast stations, the parent company or the subsidiary Westinghouse Broadcasting. Ford noted preference for one-year set of renewals.

## AGENCY NEWSCAST

By SHELBY COOPER

"Small sponsors are caught in the circulation war among the networks," E. J. Hodges, senior VP of Guild, Bascom & Bonfigli told the ANA workshop on TV advertising yesterday at the Plaza Hotel.

Hodges substituted for Robert L. Eskridge, ad director for Ralston Purina, who was suddenly called out of town. Ralston had been cited, with Purex, as examples of sponsors making best use of public-service video shows.

"Small sponsors are more interesting in net impact than in gross circulation," Hodges said. "But the broadcasters and big sponsors would rather have circulation."

Despite the squeeze, Ralston reported, during its six-year sponsorship of public-service documentaries, sales of Chex cereals had grown five times faster than the industry.

\* \* \*

Howard G. Axelberg, executive VP of Liller Neal Battle & Lindsey, Atlanta, has been elected chairman of the board of governors of the Southeast Council of the 4A's. He'll serve a one-year term, beginning Apr. 1, and succeeds Howard K. McIntyre, of Henderson Advertising, Greenville, S. C.

Others elected were Louis Benito, Benito Advertising, Tampa, vice chairman, and M. L. Boyd, Jr., of D'Arcy Advertising, Atlanta, secretary-treasurer.

\* \* \*

Dunlap Clarke and Hal Myer have been named VPs in charge of account supervision and media, respectively, by Jack Wyatt Co., Dallas. . . . Odell-Towers, Mansfield, O., has merged with Odell & Associates. Howard E. Odell has been made executive VP and elected to the board of directors of Odell Associates. . . . Helene Curtis has signed Erwin Wascy, Ruthrauff & Ryan, Chicago, to handle ads for Endac products.

\* \* \*

Harold A. Braun has been promoted to account supervisor and member of the plans board in the drug-products department of Gumbinner Agency. . . . Some 42 per cent of all retail food-and-drug purchases are made in areas covered by Keystone Broadcasting System, according to its president, Sidney J. Wolf. Wolf cited a study conducted by his research department and indicating that KBS county-by-county audiences live in areas accounting for 43 per cent of all food sales and 42 per cent of all drug sales.

\* \* \*

A 13-week saturation radio and

## Nine NBC Radio Sales Net Close to Million

George A. Graham, Jr., VP and general manager of NBC Radio, has announced time-sales of \$912,492 in the three-week period ending Feb. 16.

Sales were made to nine clients, among them Aetna Casualty & Surety, advertising on network radio for the first time. Aetna's order, placed through Remington Advertising, Hartford, calls for a 13-week announcement schedule in "Monitor 62," beginning June 9.

### Glenn Program Popular

Other clients making new or renewal purchases for "Monitor," "Emphasis," "News of the World" and NBC Radio's coverage of John H. Glenn's orbital flight included: Philip Morris, via Benton & Bowles; P. Lorillard, via Lennen & Newell; Curtis Publishing, via BBDO; Quaker Oats, via Compton Advertising; Mentholatum, via J. Walter Thompson; Willard Batteries, via Meldrum & Fewsmith, Cleveland; Gulf American Land, Cape Coral, Fla., via Paul Venze Associates, Baltimore, and American Motors, via Geyer, Morey, Madden & Ballard.

## Thought for Today

"I am proud as hell to be a member of a profession that will give away almost a quarter of a billion dollars worth of its own talents and services in a single year, solely in the public interest."

—William R. Baker, Jr.,  
Director of  
The Advertising Council

TV schedule begins this week in eastern markets, for Dorman's Endeco cheese. Co-Ordinated Marketing, agency for Dorman's, will use an average of 60 spots per week on major stations, with a copy theme of "Twist" cheese. . . . Maxwell Dane, of Doyle Dane, Bernbach, and Emil Mogul, of Mogul, Williams and Saylor, have accepted 1962 chairmanship of the advertising and publishing division of the United Jewish Appeal.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York



PRIZES for your important Radio  
and TV promotions.



**DUNNAN & JEFFREY, Inc.**

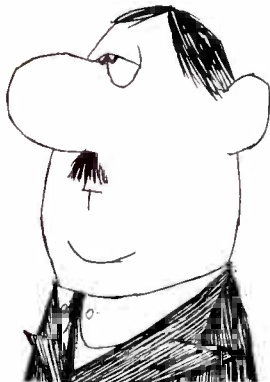
730 Fifth Avenue, New York 19, N. Y.

PLaza 7-9500

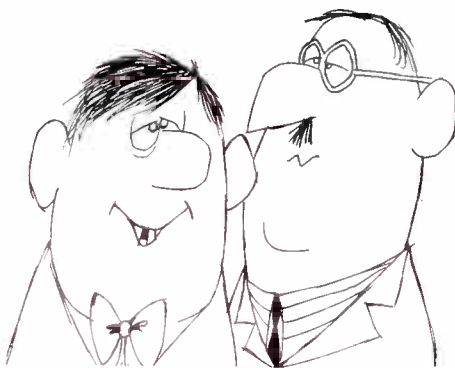
MARTIN HIMMEL, President



JAY WARD &  
BULLWINKLE



MERRICK



RODGERS AND LERNER

## **DAVID MERRICK, "BULLWINKLE" PRODUCER CONFER ON BROADWAY DEBUT**

"Bullwinkle Show" producer Jay Ward, in town for the first annual Bullwinkle Picnic to be held at the Plaza Hotel, today announced that he has been in a series of conferences with David Merrick regarding the possible Broadway debut of his star in "How To Be A Moose Without Hardly Even Trying," new musical to be penned by Rodgers and Lerner.

Merrick, a 42 year old California schoolboy and Rodgers and Lerner, a Bronx newsboy and Queens butcher respectively, have never even seen a Broadway show.

Ward allows that this is in keeping with his never-ending search for new blood.

"This is in keeping with my never-ending search for new blood," he said. It is believed that, in addition to producing "Bullwinkle," Ward drinks heavily.

# RADIO TELEVISION DAILY

The  
INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



Established February 9, 1937

DL. 90, NO. 42

FRIDAY, MARCH 2, 1962

TEN CENTS

## MINOW CHAMPIONS AIR-OPINIONS

### TOBACCO BILLINGS UP IN TV NETS

Five Cigarette Brands  
In Top Advertisers List

Tobacco billings on network TV rose 11.4 per cent in the first eleven months of '61. The TVB yesterday reported billings in the '61 period were \$77,814,061, against \$69,872,450 in the like period the previous year.

In November, five cigarette brands placed on the "Top Network Brand Advertisers" list. They were: Camel at \$771,086, Winston \$693,716, Salem \$535,924, Wieroy \$530,723 and L & M Filter \$528,338.

Other product classifications (Continued on Page 7)

### TV License Sought For Honolulu Ch. 13

Washington Bureau of RADIO-TV DAILY  
Washington — The Hawaiian Paradise Park Corp., Honolulu, has applied to the FCC for a new commercial TV station that would operate on Channel 13. David Tutumull of Honolulu is listed as an officer of the corporation.

The commission has approved the following applications:

In New Albany, Ind., transfer of control of WOWI from Morris and Orville Brown and J. William Fentz to Elton Kocian, Russell Wittberger, Allen H. Embury and Ed Wedemeyer Jr., for \$210,000.

In Detroit, assignment of the (Continued on Page 4)

### Mendelsohn Gen. Mgr. at WKBW-AM, Buffalo

Capital Cities Broadcasting Corp. has appointed Herbert J. Mendelsohn general manager of WKBW-AM, Buffalo. Most recent-

(Continued on Page 7)

### RAB Test Plan 'Go' Bids Brand Admen Reap Bigger Sales

The word is "go" for the RAB's Radio Test Plan, an 18-month program which challenges national advertisers to check its claim that scientifically-devised campaigns will dramatically increase brand buying. Enough stations in 24 of the largest markets have agreed to co-finance the project with RAB to permit announcement of the plan yesterday by RAB president Kevin B.

(Continued on Page 3)



SWEENEY

### Calif. TV OK Set Aside

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC is re-opening its approval of Willamette-Land TV's application for a new station on Channel 12 at Santa Maria, Calif., for reconsideration. There is question of possible misrepresentations made in the sale of KBAM, Longview.

### PROTECTION IS PROMISED AGAINST PRESSURE BLOCS

Washington Bureau of RADIO-TV DAILY

Washington—Pressure groups which have been harassing broadcasters, and particularly networks, with protests about various programs which have displeased them could take little

comfort from FCC Chairman Minow's speech yesterday at the NAB joint State Presidents and Editorizing conference luncheon.

Minow said the FCC would protect broadcasters from pressure groups and added:

"I suggest that the absence of such a pressure group squeeze may indicate that your editorials are milk-toast. Complaints prove you are communicating, not teedancing with issues."

Minow received a standing ovation from the broadcasters after a glowing introduction by NAB president LeRoy Collins, and a speech totally unlike Sen. Pastore's blast the day before.

Minow, Collins, and NAB edi-

(Continued on Page 5)

### Admen's Group Ponders Commercial Talent Deals

A joint advertiser-ad agency committee is being set up to improve the industry's bargaining position in its negotiations with unions representing performers who appear in film or tape commercials. Guy Farmer, Association of National Advertisers consultant on broadcast union relations, is guiding the unit.

### 'Defenders' Handling Turns into CBS Plus

Threat of another video brouhaha, similar to the "Bus Stop" incident, which hung over CBS-TV, today actually was resolved as a matter of approbation for the network.

Although two stations (out of a lineup of more than 175 out-

(Continued on Page 8)

### McHugh Quits Ad Agency To Become A Consultant

Detroit—Philip L. McHugh, for the past eight years director of TV and radio at Campbell-Ewald, resigns today to set up his own TV and advertising consultant firm, McHugh & Hoffman.

**Let's Talk  
It Over**

By **ARTHUR PERLES**

**NAB Code Authority  
Dotted Line Beckons  
R-TV "Free-Riders"**

**D**ANGER SIGNS stud the horizon of commercial broadcasting like oil derricks against the Oklahoma skyline. While many of those assaulting the industry carry no more appreciable weight than a butterfly's wing, there is nonetheless cause for legitimate concern these days that the inflammatory statements of a Sen. Claghorn or NAFBRAT-type do-gooder can start a prairie fire of public indignation.

Bob Swezey said it with pithy directness at the State Presidents' opening

(Continued on Page 8)

### P&G Agrees to Quit Crest Test Claims

Washington—Procter & Gamble has agreed to a consent order forbidding it to use deceptive claims in Crest toothpaste commercials, thus halting prosecution of an FTC complaint that Crest was not tested against competing brands, as ads have stated, but was actually tested against a preparation containing every Crest ingredient except stannous flouride.

**ART CARNEY! TONIGHT ON 'PM' STARRING MIKE WALLACE**

Westinghouse  
Broadcasting  
Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 42 Fri., Mar. 2, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

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Arthur Simon, Advertising Manager. Second class postage paid at New York, N. Y. Terms (Postage free), United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio - Television Daily, 1501 Broadway, New York (36) N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable Address: Raidaily, New York.

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Executive 3-4808

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ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifcilo Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretson, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324.

Bennet Korn Chairs Local ATAS Group

Bennet Korn has replaced Frank Shakespeare, Jr., as chairman of the Local Stations Committee of the TV Academy's New York Chapter, and will also serve on the chapters Board of Governors until June.

Shakespeare, formerly WCBS-TV vice president and general manager, was recently named VP and assistant to the president of CBS-TV, thus vacating the Academy post which requires that the committee be chaired by a local station representative.

Adieu to Bayou

West Coast Bureau of RADIO-TV DAILY Los Angeles—Robert I. Guy has resigned as WWL-TV, New Orleans, program director and assistant general manager to become KCOP program director.

Boston Class B Stereo Multiplex FM Radio Station for Immediate Sale. CASH PRICE \$75,000 or \$50,000 and Take Over Liabilities. Contact HARVEY SHELDON LY 9-3557 or JE 1-8092 23 Central Ave., Lynn, Mass.

COMING AND GOING

JACK BENNY was in Baltimore yesterday as guest violin soloist at a benefit concert of the Baltimore Symphony.

ABBY DALTON, featured in CBS-TV's "Hennessey," will be in Phoenix this weekend to participate in a telethon on KOOL-TV.

CHICK KELLY, advertising and public relations director for Storer Broadcasting, returns to Florida today.

TROY DONAHUE and CONNIE STEVENS fly to New York today to appear Sunday on the Ed Sullivan Show to accept the annual Photoplay Gold Medal Awards as the most popular stars of 1961.

BRUCE EELLS, film producer and distributor, has left for the West Coast.

CHARLES YOUNG, KTTV's national sales manager, is in town for a week of conferences with Jack Duffield and Blair-TV.

KEN FLOWER, CTV-TV Network's national sales manager, has returned from a three day business trip to Chicago.

NANCY TRIBUSH, lead in the road company of "Bye Bye Birdie," in town to audition for a TV pilot film.

EDITH GELLER, director of the Moned Art Gallery, to Miami to discuss syndication of a five-minute art show with Southeastern Syndicators.

FRANK FORD and GARY REYNOLDS, comedy team, leave for San Juan, Puerto Rico, Sunday, for a two-week engagement at the La Concha Nightclub.

Rental of TV Film, Studios Poured \$72.5 Mil. Into MCA

MCA last year realized \$72,586,630 in TV film and studio rentals, some \$15 million more than in 1960, helping the firm reach an all-time high in net income of \$7,482,951, compared with \$6,270,230 the previous year, according to MCA chairman Jules C. Stein.

As of last December 31, the company paid Paramount \$20,714,448 toward its 1958 purchase of pre-'48 features for a price to be not less than \$35 million nor more than \$50 million, based generally on TV rentals from the films. It is estimated that an additional \$21.5 million may be paid as the rentals under those contracts are collected, with some \$6.5 million to be paid this year.

Diversification Studied

In the annual report to stockholders, Stein noted that should MCA terminate its agency activities the company is considering plans for continuing its present activities in TV, including by acquisition or merger, to further develop and diversify in areas from which it presently precluded.

Stein also reported that MCA now owns a single parcel of land consisting of 408 acres, located between Hollywood and the San Fernando Valley, and plans to concentrate the facilities required for the production of TV and theatrical motion pictures by its Revue Studios and its outside tenants in one portion of the property approximating 208 acres.

The company will enter the real estate business with the remaining 200 acres, and is currently negotiating for long-term leases with interests outside the TV and motion picture industry.

Keil Sports Director

Toledo — Jerry Keil has been named sports director of WSPD, which he joined five months ago.

Traffic Cop's Ballet Scored by 'Camera'

The intricate movements of policemen directing traffic in Pennsylvania and Rome were filmed by "Candid Camera" and set to music by the program's musical director, Sid Ramin. The program, hosted by Durward Kirby, will be seen on CBS-TV Mar. 11. "Camera" is produced and directed by Julio DiBenedetto; filmed portions are produced by Allen Funt.

Rudy to Reign At Mardi Gras

Rudy Vallee will reign as king of the New York Junior League Mardi Gras Ball, to be broadcast live from the Hotel Astor tonight on WCBS-TV.

Among the escorts for the candidates for Queen of the Ball are Metropolitan Opera star Robert Merrill, singer Johnny Desmond and actor George Gaynes. Bud Collyer will serve as emcee, and Betty Furness and Tom Poston will report the festivities to WCBS-TV viewers.

H-R Named WCKY Rep

WCKY, Cincinnati, has assigned H-R Representatives as its national rep. Operating at 50,000 watts clear channel, it has been owned and operated for 30 years by the L.B. Wilson Co., which also operates H-R-represented WLBW-TV, Miami.

FINANCIAL

(March 1)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp, Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Capital Cities, Desilu, Esquire, Inc., Movielab, MPO, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

OVER THE COUNTER

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

\* Courtesy of National Association of Security Dealers.

Ken R. Better Appointed To WRC-TV Sales Post

Washington Bureau of RADIO-TV DAILY Washington — WRC-TV, NEW O-O here has appointed Kenneth R. Better sales development coordinator. For the past year Better was with NBC spot sales, New York, during which time he studied at NYU's Graduate School of Business.

Prior to that he was assistant project director for Eugene Gilbert and Co., New York, youth merchandising firm.

AVAILABLE IMMEDIATELY

Top promo. gal, 4 yrs exp. adv. pr. writing. Write to Box 156, RADIO-TV DAILY 6425 Hollywood Blvd. Los Angeles, Calif.

# FLA. U. BROADCAST DAY STUDIES 'PUBLIC INTEREST'

Gainesville, Fla.—An FCC commissioner, two state broadcaster association presidents and two NBC Radio executives will participate in a symposium on "The Public Interest" here Monday, highlighting the Broadcasting Board of Governors' agenda of the Florida U. School of Broadcast Journalism and Communications.

They are commissioner Robert Lee; Lee Ruwitch, executive director of WTVJ, Miami, president of the Florida Association of Broadcasters; Douglas L. Manship, president of WBRZ-TV, Baton Rouge, Louisiana Association of Broadcasters president; NBC Radio executive VP William K. McDaniel, and George A. Graham, Jr., the network's VP.

## RAB Test Plan "Go" for Radio's Sales Appeal

(Continued from Page 1)

Sweeney.

The initial list of RTP markets announced by RAB includes (in order of size as a national radio market): Chicago, Philadelphia, St. Louis, Cleveland, Washington, Baltimore, Atlanta, Seattle, Milwaukee, Columbus (O.), Portland (Ore.), Indianapolis, Rochester, New Orleans, San Diego, Omaha, Tampa-St. Petersburg, Richmond, Cedar Rapids, Fort Worth, Jacksonville, Oklahoma City, Norfolk-Newport News.

It is "quite possible" that this list will be supplemented by as many as nine additional markets this summer, Sweeney said. "If we can induce about 15 additional stations in these nine markets to support this program, we will be able to add them to the RTP list."

The Radio Test Plan, designed to increase radio's national revenue by \$30 million annually within 18 months, calls for highly specific presentations to key advertisers offering them counsel and research service.

### 44 Cities Contacted

During February, stations in 44 cities were asked to vote their support of RTP, agreeing to pay 10 per cent of any test market charges developed by RAB into a research and development fund to be used in their market for specific advertisers. In order to qualify for RTP designation, a station must have "80 per cent of its likely beneficiaries" of this program to develop additional national advertising revenues in RAB membership, and this 80 per cent must be to the "tax" on their test market revenues.

RAB estimates the cost of the program to be between \$500,000 and \$850,000 over an 18-month period. This would permit 60 to 70 test.

## WROC-TV Photog Aids Mental Patient Capture

Rochester, N. Y.—WROC-TV reporter-photographer Charlie Planert helped capture an armed mental hospital escapee described as "desperate." After a three-day chase, police were searching a suspected wooded area. Planert decided to investigate a nearby abandoned barn. "I looked in the door and a pair of eyes stared at me," Planert reports. He pretended he had seen nothing and returned to his mobile unit where he summoned police. While the police captured the escapee, Planert returned to his role of cranking out film footage.

## WPIX to Wear Green Via Eire Film, Parade

As a special TV prologue to the annual St. Patrick's Day Parade, WPIX will present a half-hour documentary showing that Ireland is more than just one big golf course with railways running between the greens. It contends that much of the space is also taken up by race tracks, football fields and well stocked trout streams.

"Ireland—Isle of Sport," distributed by Sterling Movies, U.S.A., Inc., also provides a look at other Gaelic sports, ancient and modern.

## CPs Awarded for 4 FMs

Washington Bureau of RADIO-TV DAILY

Washington—Construction permits for new FM stations have been awarded to Jefferson Standard Broadcasting, Class B, 107.9 mc, Charlotte, N.C.; William E. Neumann, Class B, 94.7 mc, Honolulu; U. S. Transdynamics, Class B, 107.7 mc, Warrenton, Va., and Plentywood Broadcasting, Class A, 100.1 mc, Plentywood, Mont.

## Writers' Chief Urges Copyright Extension

Hollywood—Charles Schnee, president of Writers Guild of America, West, pointing out that all Hollywood has a stake in every step to bring American copyright protection in line with that enjoyed abroad, has called for writers and producers to write their congressmen to support Rep. Emanuel Celler's (D., N. Y.) copyright bill.

Schnee, a former practicing attorney, noted that while Celler's bill only extends copyrights 20 years pending a recommended basic revision of the American law, copyright reforms in this country have been repeatedly delayed or sidetracked, letting properties pass into public domain where the creative owners cannot benefit and producers hesitate to risk quickie competition.

## Daytimer in Lansing Bought for \$210,000

Lansing, Mich.—WMRT, 500-watt daytimer has been sold, subject to FCC approval, by Herbert Graham to Metropolitan Radio of Indianapolis for \$210,000, according to national media brokers Hamilton-Landis & Associates, of Washington, who handled the deal.

Stokes Gresham is president of Metropolitan and Luke Walton is vice president.

## John Barry to Manage AM Radio Sales in East

John Barry has been named Eastern sales manager for Eastern sales manager for AM Radio Sales. He has served the station rep firm since 1958 as an account executive. Prior to that, Barry was exclusive rep for K Y A, San Francisco, and had been an account executive with George W. Clark Representatives.



BARRY

Stations represented by AM Radio Sales include WMCA, New York; WCAR, Detroit; WCKY, Cincinnati, WLOL, Minneapolis; KSFO, San Francisco; KMPC, Los Angeles; KVI, Seattle; WBZ, Boston; WOWO, Fort Wayne; WIND, Chicago; KEX, Portland, Ore.; KYW, Cleveland, and KDKA, Pittsburgh.

## Harry Jones Takes Mike In WERE Baseballcasts

Cleveland—Sports reporter Harry Jones will join Jimmy Dudley in reporting the Cleveland Indian season on WERE. Jones has been covering the Indians for 13 years, first with the Cleveland Plain Dealer and last season as Ken Coleman's co-sportscaster for TV.

Broadcast sponsors are Carling Brewing Co., Richmond Brothers Clothes and Society National Bank.

in the public interest

W  
G  
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STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## WNAC's Hahn Gives Fish Series an Airing

Boston—Bill Hahn, on WNAC's "Around the Town," has begun a four-part, Wednesday-morning, piscatorial series entitled "Fish Can Be Fascinating." Guest authorities will unfold wonders being explored in protein research, flavor and odor research, freezing, freeze-drying and atomic radiation of seafood.

## Hope and Lancaster Highlite Cancer Spec

Bob Hope, Charlton Heston, Lena Horne and the Kingston trio will be among stars appearing on the American Cancer Society special, "At This Very Moment," Apr. 1 on ABC-TV.

Burt Lancaster will host the program and also appear in dramatic segments.

The show is presented by the Society and its affiliate, the Eleanor Roosevelt Cancer Foundation. The show was written by Arnold and Lois Peyser, with Michael Abbott as producer and Richard Schneider as director.

## TV Stations Stepping Up Membership in the CCA

Community Club Awards, Inc., which has been responsible for merchandising-promotion campaigns in more than 500 radio markets, is building up the TV end with The Reeves Soundcraft Corp. its first station group signed. O-O's are KBAK-TV, Bakersfield; WHTN-TV, Huntington, W. Va., and WSUN-TV, Charleston, S. C., which currently is conducting its sixth campaign. The other stations are participating in their first campaign.

Also engaged in these programs are WSLA-TV, Selma, Ala.; WLKY-TV, Louisville, Ky., and WCCA-TV, Columbia, S. C.

## TV License Sought

(Continued from Page 1)

license for WRMP-FM, from Robert M. Parr to Trinity Broadcasting Corp. (Nicholas Tinko, F. Hudson Haynor and Stanley Babiuk) for \$34,387.

In Bellaire, O., assignment of licenses for WOMP-AM-FM to Howard C. Weiss for \$78,000.

In Des Moines, relinquishing of positive control of KWKY, by Nicholas and Victor J. Tedesco, through sale of stock to E. David Krametz, and others, reducing Tedesco family holdings to 28.58 per cent.

In Minneapolis, Time-Life Broadcast, Inc. was granted a construction permit for a new FM station.



By TED GREEN

• • • You'll find no Hollywood-type endings on David L. Wolper's "The Story Of . . ." series about various professions. Wind-ups of the documentaries show a fighter losing, a jockey coming in second and an artist getting bad reviews . . . Former Esquire circ-promo manager George Duncan has gone over to Show Magazine in same slot. . . Mrs. Wyn Timmerman has been appointed traffic coordinator in the Chicago office of Fuller & Smith & Ross. . . Aside to film syndication companies, local stations and all others needing a top-notch man with over 12 years experience in all phases of TV film sales administration: Contact this pillar.

☆ ☆ ☆ ☆

• • • My Stetson's off to: Ferro, Mogubgub & Schwartz for their TV commercials. This reporter caught their Ford Falcon, Post Top 3, Arrestin Cough Medicine and U.S. Steel Stainless Steel Sink commercials and all we can say is that they're great and different from any we have seen. Incidentally, they have just completed ingenious films which set the action for the new show "Oh Dad, Poor Dad, Mamma's Hung you in the Closet And I'm Feelin' So Sad," a Jerome Robbins play. . . Rome's latest gift to the USA, beautiful continental singing star Nina Silvana, for her performance at the Hostaria restaurant. . . Frank A. D. Andrea, president of Andrea Radio Corp. and electronics pioneer, for the many contributions he has made to radio and TV throughout the years.

☆ ☆ ☆ ☆

• • • Meet: Hal Cook, whose many talents have led to an impressive career in the recording and radio field. Formerly sales VP for Capitol Records, he went to Columbia Records in 1955 in a similar capacity and three years later when Warner Brothers decided to enter the record business, was tapped as the logical man to develop its new division. After that was well launched, Hal's creative bent next led to the opening of his own firm, Record Source, Inc., which services over 1,000 radio stations around the world. Last Summer he organized plans for the first International Sound Fair, set for July 25-29 in Detroit's Cobo Hall, which will be the recording and sound industry's largest national trade exposition and first professionally managed business congress. The fair is destined to be an outstanding success, sure to equal Hoosier-born Hal's previous triumphs.



COOK

☆ ☆ ☆ ☆

• • • Agent Lee (William Morris) Soloman mourning the loss of his mother, Molly. . . Songstar Connie Francis currently scoring a big hit at the Sahara Hotel in Las Vegas, will do another hour musical TV special after she returns from her European tour this Spring. . . Hollywood gossip columnist Sheila Graham's son, Robert Westbrook (age 16), penned a teen's view of "Journey Behind The Iron Curtain" for publication this Fall (Putnam Books). . . Genial Gotham restaurateur Leon Abramson's son Jerold will be feted with a party on his Bar Mitzvah, Mar. 17 at Sherry's 1890 dining place. Many TV-stage stars will attend. . . China Night host Charlie Kee thinks wives hardly ever notice when their husbands are clever.

☆ ☆ ☆ ☆

• • • Goings on at Liberty Records: Bobby Vee, whose "Please Don't Ask About Barbara," is pacing the charts, is now on a world tour in conjunction with Liberty's recent agreement for international distribution on its own label. The young vocalist is one of the first teen-age stars to be seen behind the Iron Curtain. While appearing on Finnish TV, he was informed that with the help of an additional antenna, many Russians looked in on the show. . . Timi Yuro—is tub-thumping her "Soul" LP in between a flock of engagements in the East. The youngster is also slated for an appearance at Gotham's Copa shortly. . . Jackie de Shannon and Shari Sheeley back from London following a series of personal appearances. Their arrival was timed to enable them to promote "The Prince," new Liberty single which Jackie and Shari penned and which features Jackie as vocalist.

## TV Series to Examine Those Aches and Pains

Markato, Minn.—KEYC-TV, in cooperation with the Blue Earth County Medical Society, will premiere a new weekly series Wednesday entitled "Quiz Your Doctor." Guest specialists will answer viewers questions on specific medical problems.

## Rehabilitation Facts In 'Comeback' Film

"Comeback," a rehabilitation film about a boy who goes through a physical crisis and then withdraws into himself, is available in 16mm color to TV stations, community organizations, adult groups and industries. The 27-minute drama was commissioned by Comeback, Inc., as part of its program to inform the general public of its activities and purpose, and prints may be borrowed for showing on a free-loan basis from the regional distribution centers of Association Films.

"Comeback" takes the viewer on a tour of a modern rehabilitation center and compares outdated methods of treatment to present-day techniques. An old-time doctor and a modern social worker single out and discuss the specific case of a child who, as a result of being crippled, withdraws into himself. Treated with interest and compassion, the boy makes a comeback resulting from the contacts made in the rehabilitation center.

## Stradling to WNBC Radio As a Program Director

J. Garrison Stradling has joined the WNBC Radio production staff as a program department director. For the past five years Stradling has served with the United Nations as producer-writer for UN Radio; head of the information office, UN Emergency Force, Gaza information officer, UN External Relations Division, and associate editor, UN Press Division.

He also has been an announcer at WGAU, Athens, and WSB-TV Atlanta, both Ga., and acting head of Georgia U.'s radio-TV department.

## Film Finders Expanding, Adds North to Research

Film Finders, Inc., has added Julius North, formerly with CBS TV's "20th Century," as its supervisor of research. The film research company, serving independent TV producers, network and ad agencies on a free-lance basis, plans additional staff and facilities expansion within the next two months.



## Space Race Projects Neal on Talks Tour

Denver—NBC News' missile and space authority Roy Neal begins speaking tour of eight major cities in various parts of the United States today.

In each city his topic will be "The Space Race: Who's Ahead and What Can We Do About It?" Subsequent dates will be Atlanta, Mar. 6; Seattle, Mar. 7; Houston, Mar. 13; Chicago, Mar. 30; Kansas City, Apr. 11; Pittsburgh, Apr. 17; and Detroit, Apr. 27.

Neal was NBC's anchorman at Cape Canaveral for the orbit of astronaut John H. Glenn, Jr., and has been covering stories at the Cape for four years.

## NBC Buys Pulse Profiles

Washington Bureau of RADIO-TV DAILY  
Washington—First TV network to buy Pulse TV Audience Profiles from NBC, Dr. Sydney Roslow, Pulse president, has announced.

## Editorializing Championed

(Continued from Page 1)

Editorializing chairmen all made many similar points in their speeches. They mentioned the declining number of newspapers and the rising number of radio-TV outlets and agreed broadcasters could serve best by adding divergent viewpoints. They agreed that broadcasters who don't have staff or adequate news operations, definitely should not editorialize.

Collins, introducing Minow, said that not enough attention has been paid to the things Minow has done for broadcasting. He especially chided those who argue that it isn't what Minow says, but how he says it which is so threatening.

Minow said, "You should know that the Commission stands behind you . . . and we are not back there to 'bushwhack' you. We recognize that a station with a strong voice can be a prime target for pressure groups and that the pressure groups may try to put the squeeze on through the FCC. . . . If you get a letter from the Commission asking about a complaint, don't panic. Integrity will protect you better from the Federal troops than a regiment of lawyers."

Daniel W. Kops, of New Haven, Conn., said that of 1,723 stations replying to an NAB survey on the subject, 1,053 or 61 per cent, said they are now editorializing, while 237 said they plan to begin within a year. Only 118, or 11 per cent of those now editorializing, do so in support of or opposition to a political candidate, he pointed out.

Collins noted the decline of

## Broadcast Newsmen Want an 'Open' House

Athens, O.—A resolution urging that radio and TV newsmen "be accorded the same rights as newsmen of other media in covering and reporting public committee hearings and similar proceedings" of the U. S. House of Representatives, was passed at a meeting at Ohio U. here by the Council on Radio-TV Journalism of the Association for Education in Journalism.

Though the Senate committee hearings have been open for live and recorded radio and TV coverage, those of the House have not, it was pointed out. A copy of the resolution was sent to House Speaker John McCormack.

## 'Catholic Hour' Radio Sullivan in Live Look Re-Revisits England At Seattle Exposition

During the Sundays of March, the "Catholic Hour" on NBC Radio will present a series of four programs entitled "England Revisited," which were originally shown on its TV program last August. Subjects for the programs will be four great English Catholics—St. Thomas More, John Henry Cardinal Newman, G. K. Chesterton and Msgr. Ronald Knox.

CBS-TV's "Ed Sullivan Show" will originate at the Seattle World's Fair Apr. 22, the opening weekend of the international exposition, and will be the first network show to do so. An agreement with the Century 21 Exposition also specifies that "no other similar network show" may be broadcast from the fair grounds until three weeks later.

This will be the first of two Sullivan shows from the fair, with the second to be taped in April for presentation at a later date. The Apr. 22 program will be presented live, featuring performances by top entertainers in major locales throughout the fair grounds.

newspapers as sources of editorial opinion and asked "How many are worthy of being models for broadcast editorialization?" He answered his own question, "There are some, but unfortunately all too few."

The NAB president said broadcasting is now such a vital part of American life "and its influence is so powerful and persuasive" that it can no longer "indulge in the luxury of avoiding news-gathering and editorializing in a professional manner."

Minow cited the Kops New Haven station for the excellent

Minow specifically cited New York's WMCA and its late owner, Nathan Straus, as a leader in the campaign to change the Mayflower rule. The FCC chief noted that Straus began regularly scheduled on-air editorials in 1954, a policy carried on by his son, Peter.

results of its editorials, and also praised WTJV, Miami; WMCA, New York; Westinghouse Broadcasting, WDSU Radio and TV, New Orleans, and WTOP Radio and TV in Washington, D. C. He also had praise for all three networks for their documentaries and said "it is to the industry's everlasting credit that it has faced some issues head on."

Minow added that it is not only broadcasting's freedom of speech "that we are anxious to protect," but also the right of the public to be informed, and he suggested that not only broadcasters be protected by the First Amendment, but that they should also assume responsibilities under that amendment.

## UHF Picture Quality Suffers in N. Y. Test

In the first 100 receiver locations in the New York City UHF experiment, it was found that settling for grade 3 pictures would find UHF inferior to VHF by only 7 per cent in picture quality, but that if you want grade 1 or grade 2 reception the differential would be 14 per cent.

Grade 3 is rated passable, 2 fine and 1 excellent.

Jules Deitz, reporting for the FCC, said UHF benefits from outside antenna "somewhat more" than VHF.

Incidentally, there was a caution against drawing conclusions from only 100 installations out of a planned 800-1,000.

## Two Publishers Release 'Dr. Kildare' Paperbacks

Two paperback books based on MGM-TV's "Dr. Kildare" series have been published, featuring the show's stars, Richard Chamberlain and Raymond Massey. Lancer Books has released "Dr. Kildare," an original story by Robert C. Ackworth. Dell Publications has put out "Calling Dr. Kildare," an original story by Max Brand, who created the series of books 23 years ago.



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MARTIN HIMMEL, President

## Ruth Norman Heads Will Rogers Hospital

The Executive Committee of the Will Rogers Hospital has appointed Mrs. Ruth Norman to the new post of general superintendent of the hospital. For 25 years she has been hospital's head nurse, a post which now goes to Mrs. Jean Daunais, formerly of the Saranac General Hospital.

Responsibilities of business management and property administration have been placed in the hands of Stanton M. Osgood, recently in TV and motion picture production in Hollywood, who has been business manager since the first of the year; and Earl Haselton, who is administrator of house and property. Fred Swartout continues as maintenance chief.

Work is proceeding rapidly on reconstruction of the main building area which is to house the new O'Donnell Research Laboratories. Primary project is to establish the section that will be used for the Summer seminars. The Scientific Advisory Committee is now engaging the chief investigators from major universities, and the junior investigators from medical schools, for this phase of the expanded research program.

## Wrestling from Canada Adds to Syndie Sales

Special To RADIO-TV DAILY

Calgary, Alb., Canada — "Big Time Wrestling from Calgary," with Sam Menacker at ringside, syndicated by the Foothills Athletic Club and produced by CFCN-TV here, has been purchased by CFTO-TV, Toronto, for Saturday viewing.

The hour videotape production was recently purchased by CKLW-TV, Windsor (Detroit), and is now seen throughout Canada and the U.S.

## Rick Du Brow Writer Of UPI's 'TV in Review'

West Coast Bureau of RADIO-TV DAILY

Los Angeles—UPI staffer Rick Du Brow has succeeded Fred Danzig as writer of the UPI feature column, "TV in Review." Du Brow came to UPI from INS at the time of the merger in 1958. Danzig has resigned to take a position with an advertising trade publication.

## CBS Sportscaster Cited For Influence on Youth

CBS Radio sports broadcaster Jerry Coleman has received a Citation from The National Exchange Club, sponsor of National Crime Prevention Week, for "his valuable contributions to the prevention of crime."

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Janis Paige knows when not to crowd her luck. En route to Chicago last week for an appearance in connection with her guest stint on the Mar. 9 Milton Berle Show for Chrysler, her plane was grounded by bad weather in St. Louis. She took the next plane back to Hollywood, where we hardly ever get bad weather—it says here!

Theodore H. White's "The Making of the President 1960," whose television rights were just purchased by Producer David L. Wolper, hit the 200,000 mark in sales this week . . . Steve Allen and Jayne Meadows will be crowned King and Queen of Mardi Gras here tomorrow.

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• • • Bill Garrity has joined the KGO-TV publicity department to handle the "Tennessee Ernie Ford Show." The program will air over ABC-TV from its KGO-TV origination from 11:00 to 11:30 AM starting Monday, April 2 . . . Buzz Kulik, who will direct "Kings of Broadway" on NBC-TV next season for Bob Banner, will also direct the pilot of the new MGM series, "Grand Slam," starring Murray Hamilton.

Hollywood Television Service has registered two new titles, "Adventure Serial Theatre of the 50's" and "Action Theatre of the 50's," for a lineup of adventure subjects it is syndicating for television. Two station sales were made this week on the first package and one on the second.

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• • • To keynote its current revolt against rock 'n' roll, KRNO, San Bernardino will play the Joanne Cameron disc of "I've Got a Crush on You" for 18½ hours straight on Friday March 2. At the ASCAP meeting at the Beverly Hilton Tuesday night, president Stanley Adams told the membership of the big reaction WINS got from its playing of Sinatra, Shore, Como, etc. for five days and voiced the hope that the trend toward good music will spread.

The Bob Hope special show on NBC Tuesday night was a real rouser. The writers really sparkled with this one and the comedy lines were well distributed among Hope and his guests, Steve Allen and Jack Parr. This was one of the funniest hours of the season.

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• • • Producer Leonard Freeman exits "Route 66" which he produced during the entire season; the show has been renewed for next season. Freeman will announce his future plans after an extended vacation . . . KFAC preems two new programs this weekend. "Concert At Four" starts Sunday at 4:00 PM with Franck's Symphony in D Minor featured. "Premiere Performance" will debut tomorrow at 4:00 PM and spotlight a recent release in each program.

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• • • Lon Boutin, KDAY sales manager, is passing out cigars on the arrival of a son, John Arthur . . . John Dickson has joined the trek from KMPC to join KLAC as Director of Publicity, it was announced by KLAC g.m. Bob Forward.

At the invitation of the White House, Walter Bunker, v.p. and manager of the Young & Rubicam Hollywood office, is in Washington to attend the 18th annual Washington Conference for the Advertising Council, scheduled for Mar. 6 and 7 . . . Dal Williams, winner of two awards in IBA competition, will introduce some 24 prize-winning commercials at the Hollywood Ad Club luncheon Monday.

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• • • KMLA will broadcast a daily program from Los Angeles City College 8:00 to 9:00 AM Monday thru Friday starting next week. It will be a musical variety show featuring advanced radio-TV majors.

## Solon Praises TV Webs' Orbit Coverage

Rep. Daniel B. Brewster (D., Md.), member of the House Armed Services Committee, has commended ABC, CBS and NBC "and their staffs" for a "job well done" in TV coverage of the orbiting of Col. John Glenn, terming their "comprehensive efforts" as a "positive, affirmative demonstration of dedicated public service."

"It is with appreciation as a viewer that I congratulate and thank you," said Brewster, "for the excellent, cooperative production you provided the American public through the three-network TV coverage of the flight of John Glenn. The TV industry, by pooling its resources and conscientiously dedicating its combined efforts to this historic mission, provided an intimate, minute-by-minute, mile-by-mile link between Col. Glenn and the millions of Americans whose hearts were with him."

## ABC Awards Tuition To Essay Winners

First-prize winners of the 1961 Edward P. Morgan Essay Contest (sponsored by ABC Radio) will jet here Monday and then fly to Washington on an expenses-paid tour.

Carol M. Burns, Reed College, Portland, Ore., and Gerald T. Bongard, College of St. Thomas, St. Paul, Minn.—both of whom nosed out 1,000 other undergraduates—also will receive \$1,350 scholarships for graduate study and the 1962 Encyclopaedia Britannica. Eight semi-finalists also will receive the 24-volume set.

Most of the \$2,700 to purchase tuition scholarships was contributed by ABC Radio O-O's and affiliates. The AFL-CIO, long-time sponsor of ABC Radio's "Edward P. Morgan and the News," added \$500. Other cash gifts were donated by Furman & Feiner Advertising and Morgan himself.

## Perry Cross Joins NBC As 'Tonight' Producer

Perry Cross will rejoin NBC Apr. 2 as producer of the "Tonight" show. His first three weeks will be on the West Coast where the show will originate, after which the show returns to New York. A number of stars will serve as host until Oct. 8, when Jack Paar's permanent replacement, Johnny Carson, will take over.

Cross first joined NBC in 1947 and was the original producer of Paar's "Tonight" when it bowed in July, 1957. He was producer of the original "Ernie Kovacs Show," worked with Milton Berle and produced such NBC-TV specials as "Sonja Henie's Holiday on Ice." After leaving NBC in 1958, he worked with CBS and Henry Jaffe Enterprises.

## Penance to Be Topic On 'Church of the Air'

West Coast Bureau of RADIO-TV DAILY

Los Angeles — The Holy Angels Catholic Church of Arcadia will be the host Sunday of "KNX Church of the Air." Fr. John Urban, Los Angeles Archdiocese communications secretary, will discuss "The Spirit of Penance in the Early Christian Church." The Holy Angels' Choir will be directed by Kathleen Callagy. Organist will be Marianne Kandel.

## Michael Landon Added To NBC 'Highways' Cast

West Coast Bureau of RADIO-TV DAILY

Hollywood — Michael Landon has joined the all-star cast of "Highways of Melody," Henry Jaffe Enterprises' production to be colorcast Easter night (Apr. 22) on NBC-TV.

# SACHS PICKS UP TV TAB ON CHI'S IRISH PARADERS

Chicago — Morris B. Sachs, Inc., has purchased sponsorship of WBKB's 90-minute telecast of Chicago's St. Patrick's Day parade Mar. 17, which will feature some 50,000 marchers led by Dublin Lord Mayor Robert Briscoe and this city's chief executive, Richard J. Daley.

The "Fighting Irish" contingent from Notre Dame University will be among 42 bands from Chicago and the Midwest in the line of march, with 41 floats to depict Irish traditions and culture. One of the floats will carry the parade's guest of honor, "Miss Irish-America," to be chosen from 16 teens around the nation, and the St. Patrick's Day Parade Queen will ride in an authentic floating cart.

# Popeye's Mentor Sits In Live Radio Panel

Stamford, Conn.—Budd Sagendorf, mentor of King Features' "Popeye" since the death of its creator, E. C. Segar, and currently completing his 29th year of association with the cartoon character, will be one of the panelists on WTC's live "Community Affair" show Monday night, answering questions from the audience and listeners. Ethel Kweskin is moderator.

A member of the advisory board of the Famous Artists School in Westport and co-author of its correspondence school textbook on cartooning, he will be joined on the panel by Robert P. Goldman, author of the best-selling book, "Lose Weight and Live"; the only writer who served on the America Heart Association's Committee on Public Education; associate editor of "Parade," and recipient of five awards for medical reporting.

# Marty Marion to Host KMOX Post-Game

St. Louis — Marty Marion will handle the "Star of the Game" broadcasts on KMOX during which the outstanding player of each St. Louis Cardinal game is selected following every home game, except the opener of a doubleheader.

# Opens Door to Students

St. Louis — KMOX is cooperating with Lindenwood College's radio department in providing on-the-job experience to junior and senior students majoring in radio. During the school year KMOX staffers will talk to the students about various phases of a station's operation.

# TAX JAIL YAWNS FOR LEE GORDON

Austin, Tex.—A Federal District Court has sentenced Gordon V. Lieb, known to Houston TV audiences as Lee Gordon, to one year in prison and a \$3,000 fine on each of two counts of failure to file quarterly excise-tax returns.

Gordon pleaded guilty to two counts of failing to file excise taxes for the Spring Branch Country Club, which was also fined a total of \$1,750 on two counts of failure to file excise-tax returns.

Judge Ben H. Rice, Jr., said that if Gordon's fines are paid within 60 days, the prison sentence will be suspended.

# Crosley Corp. Shuffle Boosts Four in Sales

Cincinnati — Crosley Broadcasting Corp. has appointed P. Scott McLean as Eastern TV sales manager and James J. (Steve) Crane as WLW general sales manager, McLean's vacated position. Crane will operate here, while McLean will continue in Crosley's New York sales office.

William Murray has been named sales development manager, Eastern division of Crosley, and Tony Kraemer, manager of sales research and analysis.

# Mendelsohn Named Buffalo Station GM

(Continued from Page 1)

ly he has been sales manager for WABC-AM-FM, New York, and before that was an account exec at WINS for five years. Prior to entering broadcasting Mendelsohn was sales manager of the Hart Publishing Co. and was in sales in the food and hardware industries.



MENDELSONH

In addition to WKBW-AM, Capital Cities also owns WKBW-TV; WROW-AM and WTEN-TV, Albany; WPAT-AM-FM, New York; WPRO-AM-FM-TV, Providence, and WTVD-TV, Raleigh-Durham, N. C.

# Video Net Billings Rose Over \$8 Million in '61

(Continued from Page 1)

showing rises in network television in the first 11 months of '61 were: food and food products, \$126,602,872 from \$104,359,303 last year; Toiletries and toilet goods, \$115,109,258 against \$101,902,747 in 1960; drugs and remedies, \$84,250,405 vs. \$75,910,863, and soaps, cleansers and Polishes, \$78,785,067 from \$64,073,235.

Network TV gross time billing figures are compiled by Leading National Advertisers - Broadcast Advertisers Reports and are released by TvB.

## ESTIMATED EXPENDITURES OF NET TV ADVERTISERS BY PRODUCT CLASSIFICATIONS

(Source: TvB/LNA-BAR)

|  | Nov. '61            | Jan.-Nov. '61        | Jan.-Nov. '60        |
|--|---------------------|----------------------|----------------------|
| Agriculture & Farming  | \$ —                | \$ 1,821,084         | \$ 1,793,557         |
| Apparel, Footwear & Accessories                              | 1,113,814           | 9,127,289            | 8,012,996            |
| Automotive, Automotive Accessories & Equipment               | 5,126,709           | 43,610,074           | 50,465,581           |
| Beer, Wine   | 582,696             | 5,678,210            | 7,510,161            |
| Building Materials, Equipment & Fixtures                     | 549,766             | 4,060,185            | 2,039,515            |
| Confectionery & Soft Drinks                                  | 1,907,853           | 17,100,618           | 13,070,225           |
| Consumer Services  | 181,377             | 5,208,943            | 3,436,875            |
| Drugs & Remedies   | 9,383,324           | 81,250,105           | 75,910,863           |
| Entertainment & Amusement                                    | 19,065              | 1,086,757            | 897,963              |
| Food & Food Products   | 12,140,261          | 126,602,872          | 104,359,303          |
| Freight, Industrial & Agricultural Development               | —                   | 270,010              | 350,270              |
| Gasoline, Lubricants & Other Fuels                           | 1,745,340           | 16,312,152           | 11,051,195           |
| Horticulture   | —                   | 179,857              | 371,250              |
| Household Equipment & Supplies                               | 2,800,116           | 27,161,933           | 28,427,728           |
| Household Furnishings  | 485,630             | 3,633,276            | 5,111,304            |
| Industrial Materials   | 2,006,621           | 17,808,995           | 21,470,865           |
| Insurance  | 1,005,518           | 10,095,617           | 11,555,104           |
| Jewelry, Optical Goods & Cameras                             | 2,187,941           | 11,955,234           | 11,901,481           |
| Office Equipment, Stationery & Writing Supplies              | 513,795             | 3,463,345            | 3,151,798            |
| Political  | —                   | —                    | 2,501,867            |
| Publishing & Media   | 184,860             | 1,740,014            | 2,140,677            |
| Radio, TV Sets, Phonographs-Musical Instruments, Accessories | 341,551             | 2,221,166            | 1,061,706            |
| Retail or Direct by Mail                                     | —                   | 115,164              | 124,126              |
| Smoking Materials  | 7,189,091           | 77,814,061           | 69,872,450           |
| Soaps, Cleansers & Polishes                                  | 6,659,135           | 78,785,067           | 64,073,235           |
| Sporting Goods & Toys  | 1,312,137           | 1,842,738            | 2,856,368            |
| Toiletries & Toilet Goods                                    | 11,321,161          | 115,109,258          | 101,002,747          |
| Travel Hotels & Resorts                                      | 120,950             | 432,195              | 765,174              |
| Miscellaneous  | 698,917             | 7,920,658            | 7,060,214            |
| <b>Total</b>   | <b>\$69,871,240</b> | <b>\$679,068,137</b> | <b>\$621,686,247</b> |

# Disk Spinning

This is "Connie Francis Month" at MGM Records. Marketing director Andy Miele said the diskery is offering eight of the vocalist's albums, headed by "Connie Francis Sings Irish Favorites" in time for St. Patrick's Day. The biggest promo in the record division's 15-year history is backing the event, Miele added, with streamers, counter racks, etc., and phone calls from Miss Francis to DJ's throughout the country.

BMI has presented 122 writers and 68 publishers with Certificates of Achievement in the field of pop music for 1961. Top writer winner is Howard Greenfield, New York; top publisher, Aldon Music, Inc. Selections are based on trade paper polls.

Mercury recording star Billy Taylor tomorrow will investigate "What Is Jazz Saying?" on WLIB's "The Billy Taylor Jazz Show." Quincy Jones, Wes Montgomery and Cannonball Adderley will be on hand among others. Everest Records has been renamed Everest Enterprises, Inc., by new owner, Diners' Club Record Club.

Sidney Siegel, SEECO Records Corp., New York, president, has acquired U.S. and Canadian rights to the German hit "Red, White and Blue," a Telefunken-Decca record by Oederland Ork. and Magic Chorus b/w "Tipperary." Recording session featured 13 mikes and eight-track Telefunken tape machines... Joe Mathews yesterday ended 13 years with Capitol. He was national publicity and promo manager and assistant to East Coast ops VP.

The Glenn Miller ork. directed by Ray McKinley broadcasts live tomorrow on Philadelphia's WRCV from Sunnybrook Ballroom, Pottstown, Pa. Broadcast Billing Co. (SRDS central billing subsid) has added Charles Shaffran to the sales staff.

**THE HIT! OF THE WEEK**

**MARK DINNING**  
SINGS  
**ALL OF THIS FOR SALLY**  
K 13061

**M-G-M Records**

## Kodak in NBC Buys; More Hazel Bishop

Eastman Kodak Co., via J. Walter Thompson, has purchased sponsorship in eight NBC-TV nighttime programs, beginning in May, while Hazel Bishop, Inc., has renewed and increased its participations in "Saturday Night at the Movies," effective Apr. 26, via Daniel & Charles.

The Kodak order involves "Chet Huntley Reporting," "David Brinkley's Journal," "Saturday Night at the Movies," "International Showtime," "National Velvet," "Cain's Hundred," "Thriller" and "Tales of Wells Fargo."

### 'Defenders' Cleared

(Continued from Page 1)

lets) rejected last Saturday's episode of "The Defenders" as unsuited for their adolescent audiences, there was universal agreement that CBS' policy-handling of the situation represents a clearcut example of each affiliate's autonomy on what is transmitted to local viewers.

Prior to the broadcast, the net put the episode, dealing with an alleged rape trial, on a closed circuit for management of "Defenders" stations. The two "thumbs-down" came from WBTV, Charlotte, N.C., and WSIC-TV, Madison, Wis.

#### Praised by Crutchfield

Even so, Charles H. Crutchfield, executive V.P. and general manager of the Charlotte station, referred to "The Defenders" as "one of the most popular programs on WBTV" and added that "the integrity of CBS in its programming policies is, and always has been held in highest esteem by the Jefferson Standard Broadcasting Company."

### Gets Mastbaum Award

Philadelphia—Al Taylor, WRCV staff announcer, will receive the Mastbaum Lodge annual "Broadcaster of the Year Award" for his efforts in covering news and special events during 1961.

### Collegiates to Hear Exec

George Heinemann, manager, NBC public affairs will speak before an NYU class in station management and operations Mar. 12.

### Mammoth Cake Marks Outlet's 40th Year

St. Louis—WIL, one of the oldest stations West of the Mississippi, was presented a mammoth birthday cake by the Sheraton-Jefferson Hotel to mark its 40th year. The cake, decorated with representations of events in WIL's history, was passed on to the Children's Hospital.

## AGENCY NEWSCAST

By SHELBY COOPER

It's "streechilation" in a big way for Babbitt from now on and for quite a while. With Geyer, Morey, Madden & Ballard carrying the ad ball for B. T. Babbitt, TV viewers will see plenty of stop-motion technique in its sales pitches on the air.

Alfred I. Schimpt yesterday reported he was so pleased with the results achieved in 1961 (he called it "an advertising breakthrough" for the product) that he's decided to up the video budget for the immediate future.

Daytime and night spot-participations have been signed with both CBS and NBC. They kicked off this week with "I've Got a Secret" on CBS. Headline items will be Bab-O products and Charles Antell hair spray shampoos.

Edward G. Wilson has been elected international executive VP of J. Walter Thompson, by the board of directors. Howard D. Brundage was also elected finance VP and treasurer, succeeding Wilson as senior financial officer of the company.

The educated guess is that advertisers this year will pay closer attention than ever before to measuring effectiveness of ad campaigns, according to Interpublic Inc.

Principal spur is the rising costs

### Thought for Today

*"The fast way to growth or improvement is often the wrong way. The only sure way is through increased acceptance by the public of what is good and rejection of what is shoddy. This is sometimes a painfully slow process, but it has proved to be spectacularly productive. It is the surest way to insure that TV, with its great potential, will always be a medium serving and drawing its strength from a free people."*

Dr. Frank Stanton  
President, CBS, Inc.

of media. Another factor is added competition from abroad, tending to drive up the total volume of ads. Some \$12.5 billion is estimated as the total advertising budget for '62.

On the other hand, there will be \$27 billion expansion of the consumer market. "Total increase in the demand for goods is likely to have an equivalent effect on the economy of adding an entire new industry the size of the present automobile industry," Interpublic's report said.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

session in Washington when he called on all broadcasters to "put up or shut up" in behalf of self-regulation, or submit to involuntary control. As director of the NAB's Code Authority he declared that the effectiveness of this radio and TV instrument needs more subscribers, closer liaison with them and a more efficient working arrangement with video program producers.

Just last night, a Congressman, who doesn't see eye-to-eye on Minow's philosophy, pointed the following at me:

"The NAB says 55 per cent of its radio members subscribe to the code and they represent only 32 per cent of the industry. Where are all the other operators? Why didn't they sign up? How can lawmakers who think as I do defend programming and the broadcasters' right to make their own improvements, when they can't get together in their own defense?"

While admitting that only 30 per cent of the TV membership within the NAB remains to underwrite the Code, he was quick to add that these holdouts are tantamount to "industry dead weight—or worse."

THE SAD fact is that Mr. Representative is sound in his opinion. It hurts like the blazes to count this considerable body of intransigent "free-riders" while the large majority of their fellow workers keep the ship of broadcasting on even keel in rough seas, pointed to better things and calmer sailing.

When we think—distressfully—of the next FCC programming probe in Chicago, the heedless output of some production companies, Senator Dodd's declaration of more raking over the coals, or Senator Pastore's direful warning, which he attempted to gloss over as "a challenge" to the industry—when these and ever so many other incipient dangers threaten, we say there isn't a coffee-pot station in the land, a TV outlet anywhere between the two oceans that shouldn't be proud and happy to sign at once in support of the NAB Code Authority.

## Chrysler Show Tours Radio City Complex

Chrysler Corp.'s fifth entertainment special on NBC-TV since January will be an hour color special on Apr. 17, "Rainbow Stars," staged at New York City Rockefeller Center and starring Robert Goulet, Nancy Walker, Dick Button, the Radio City Music Hall Rockettes, the Corps de Ballet and Carol Lawrence. Leo Burnett Co. is the agency.

Developed under the supervision of Lester Gottlieb, TV network special programs VP, the show will have Goulet guiding viewers through the entertainment features of Rockefeller Center: the outdoor skating pond, the Promenade and Gardens, the Rainbow Room, NBC color studios and three restaurants—the Cafe Francais, the Forum of the Twelve Caesars and La Fonda de Sol.

The show goes into rehearsal this month and will be taped in April on location in the Century and in NBC's color studios in Brooklyn. Producer will be George Schlatter, with Clark Jones directing, George Foster and Saul Ilson the writers, Tony Charmoli the choreographer and Harry Sosnick conducting the orchestra.

## NET Design Coordinator To Attend London Meet

James Case, TV design coordinator for NET and assistant executive director of KRMA-TV, the network's Denver affiliate will attend the International TV Design Conference which gets underway May 7 in London, sponsored by the European Broadcasting Union. BBC will host the week-long program, in which over 30 networks are expected to participate in a concurrent exhibit on TV design.

## Ted McKay Promoted

Cincinnati—Ted McKay, host of WKRC's "Party Line" and his own night show, has been promoted to chief announcer. He has been with the station here since 1954.

## WANTED

SALESMAN TO REPRESENT COMMERCIAL FILM PRODUCER. EXPERIENCE, AGENCY CONTACTS, AND EXECUTIVE ABILITY NECESSARY. EXCELLENT OPPORTUNITY TO GROW WITH ORGANIZATION. SEND RESUME GIVING FULL ACCOUNT OF BACKGROUND AND EXPERIENCE. REPLIES WILL BE KEPT IN STRICTEST CONFIDENCE. WRITE

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V.L. 90, NO. 43

MONDAY, MARCH 12, 1962

TEN CENTS

## BROADCASTERS REBEL AGAINST 'PROMOS'

### 12 DIRECTORS ELECTED TO NAB'S RADIO BOARD

The NAB has elected 12 prominent broadcasters to its radio board of directors. They are to serve two-year terms beginning May 5, following the 40th annual convention in Chicago. Results of the mail balloting were certified by the elections committee named by President Joseph Goodfellow, WRC, Washington, D. C.; Everett L. Dillard, WSH, Washington, D. C.; and Murray W. Arundel, WAVA, Arlington, Virginia. Elected were: Ist. 2—(New Jersey and New York)

**Jameson to Time-Life General Executive**  
Ewin T. Jameson, former vice president and general sales manager of ABC-TV National Station, has joined Time-Life Broadcasters as a general executive. Prior to his connection with ABC-TV, Jameson served eight years with NBC-TV as director for NBC-TV Spot Sales. He also worked for the Crosley Broadcasting Corp. as a New York representative, for the station rep firm of Peters, Griffin, Woodward, and as a salesman for WNEW and WCBS in New York.

**Herold Leaving Mullins for Hawaii Broadcast Co.**  
Denver—Joseph Herold is resigning as vice president and general manager of Mullins Broadcasting Co., which operates KBTV

**Smith, As Fermac V.P., Production Search**  
William (Bill) Smith has been named V.P. for new projects by Fermac Films, wholly-owned subsidiary

**Cold Cure Commercials Getting FTC's Double-O**  
Washington—The FTC has announced it will scrutinize all spot radio and TV ad claims for cold remedies. The Commission said it believes some of them may be false. As a first step in the probe, it is sending questionnaires to 24 major manufacturers.

### Hub Robinson Enters Filmworld Via Alcoa

Hubbell Robinson, one of TV's most prolific producers, is entering the motion picture field via an adaptation of the season's first "Alcoa Premiere" drama on ABC-TV, "People Need People." Currently executive producer of NBC-TV's "Thriller" and "87th Precinct," he has also served as programming vice president at CBS-TV. The movie screenplay will be fashioned by Henry F. Greenberg, who created and wrote "People Need People" for TV, based on the true experiences of Navy

**Prediction: 6% TV Time Sales Rise Due in '62**  
TV time sales over all, are expected to show an increase of six per cent this year, a survey of the prognosis is based on stations conducted by TvB. A similar rise of six per cent in local, national and regional spot is anticipated, while a five per cent increase is foreseen in network time sales. Last year, a rise of six per cent was predicted at the outset. Billings in the video medium actually rose 5.7 per cent.

### Million-\$ Computer To Speed FCC Action On All Applications

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC announced at weekend that it is installing a Univac electronic computer system to aid in expediting processing of applications in AM, FM and TV broadcasting, and the various safety and special radio uses. The Bureau of the Budget must approve the \$1-million computer purchase and Congress must appropriate the funds. The FCC said that the cost over the life of the computer will result in significant savings to the FCC. Among the principal features of the system, according to the FCC, will be the automatic plotting of service and interference contours, and the fast retrieval of information concerning all existing and pending communications facilities.

**Elliott Abrams Founds Own TV Program Firm**  
Formation of Scope TV, Inc., for production and distribution has been announced by Elliott Abrams, president. Emphasis will be on syndication of new program concepts. Plans include acquisition of several live and film packages. Abrams formerly was syndication V. P. for Sterling TV. He will continue this association in special sales areas.

### Triple-Spotting Evil, Fillers Are Targets Of ANA's Campaign

A determined campaign has been launched over the weekend by network advertisers to impose a one-minute limit on program time devoted to "promos for other shows, overly long credits, static titling and annoying bumpers." Each minute of non-entertainment time is worth from \$35,000 to \$40,000, according to a report filed on progress of an ANA group

**Congress Gets Bills On Daytime AM Status**  
Washington Bureau of RADIO-TV DAILY  
Washington—Daytime-only radio stations would be permitted to operate minimum 6 AM-6 PM hours and those daytimers which legally operated before sunrise prior to Jan. 1, 1962, would be able to go on the air at 4 AM under terms of identical bills introduced in the Senate by Sen. Carl T. Curtis and in the House of Rep. Phil Weaver.

**Sherman A WWDC Veep; Stoller to Local Sales**  
Washington Bureau of RADIO-TV DAILY  
Washington—Max Sherman has been promoted to vice president and general sales manager of WWDC from his post as local VP, and Stan S. Stoller named local sales manager. Sherman joined the station in '47 as an account exec, and Stoller in 1945 as an announcer.

**RCA Dividends Declared**  
A quarterly dividend of 25 cents on RCA common stock will be payable Apr. 23. A dividend of 87½ cents was declared on the Cumulative first preferred for the period Apr. 1. to June 30, payable July 2.

**GLORIA DeHAVEN! TONIGHT ON 'PM' STARRING MIKE WALLACE**  
Westinghouse Broadcasting Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 43 Mon., Mar. 5, 1962 10 Cts.

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46-4324.

## Music and Sound Fair Starts Aug. 31 in Chi.

Chicago—The World's Fair of Music and Sound, to be held at McCormick Place here, Aug. 31-Sept. 9, will be a combination trade and consumer exposition which will embrace all segments of the music and sound industries, according to Aaron D. Cushman, fair president.

Special sections have been set aside for all divisions of the electronics industry.

### OUTSTANDING VALUES IN BROADCAST PROPERTIES

#### SOUTH \$135,000

This is your opportunity to acquire a fulltime facility in a top southern metropolitan market for only \$35,000 cash, with the balance over 8 years. Grossed over \$90,000 in last fiscal year.

#### NEW ENGLAND \$90,000

An absentee-owned daytimer in a two station market. Will pay for itself out of present earnings. 29% down and balance over 4 years.

## BLACKBURN & Company, Inc.

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Washington, D. C.: RCA Building  
Atlanta: Healey Building

Chicago: 333 N. Michigan Ave.  
Beverly Hills: Calif. Bank Bldg.

## Bigwigs at Preview Of 'La Guardia' Bio

Political bigwigs and civic leaders joined the New York press Friday at a luncheon hosted by Mrs. Fiorello H. La Guardia at the Four Seasons to preview "The La Guardia Story," opening show in the David Wolper-Official Films TV series. "Biography."

The series, narrated by Mike Wallace, debuts here Friday (March 9) on WNBC-TV from 7 to 7:30 p. m. under the sponsorship of the Chemical Bank New York Trust Co. through Benton & Bowles.

### Friends of 'Little Flower' Attend

Many friends of the beloved late Mayor of New York were there to honor his memory and witnessed an exciting panorama of his dynamic career at the screening. Among them were Sen. Kenneth Keating R., New York), New York Attorney General Louis Lefkowitz, New York City Parks Commissioner Newbold Morris, Edward Corsi and Fannie Hurst.

Seymour Reed, president of Official Films, headed a delegation of officers from his company, including Grace Sullivan, Howard B. Koerner and Russ Raycroft. NBC's contingent included Ted Walworth, V. P. and general manager of WNBC-TV and Radio.

From Benton & Bowles came William R. Baker, Jr., chairman of the board; Francis Lanigan, management supervisor; Edward Peguillan, account supervisor; Irwin Segelstein, v.-p.-manager of the TV program department; Lew Wechsler, associate program director, and Phil Capice, associate program director.

## Teens Launch Radio Network

Washington Bureau of RADIO-TV DAILY

Washington—A new concept in weekend radio programming, the "Teen Network," is being conducted on four Washington area stations by Milt Grant, longtime teenage favorite emcee, who is

## COMING AND GOING

JOE RAHALL, president of Rahall Stations, back to offices in Beckley, West Va. after conferences in New York.

JOHN BOX, managing director of the Balaban Stations, has returned to St. Louis.

MILTON LEHR, TV producer, has left for Southampton and Le Havre aboard the S.S. France.

WILLIAM M. BRISTOL of Bristol-Myers, has left for Southampton and Le Harve aboard the S.S. France.

JERRY LEIDER, director of program sales, CBS-TV, has returned from a business trip to Chicago.

BEVERLY NOGA, of Noga Enterprises Inc., has arrived in New York for three weeks of business meetings.

HELEN NOGA, head of Noga Enterprises, Inc., to the West Coast today to visit offices there.

## Smith, As Fermac V.P., In Production Search

(Continued from Page 1)

subsidiary of Fermac Graphic Industries, Ltd., Toronto. He is now in Hollywood seeking feature and TV film properties for production. Smith was formerly managing editor of RADIO-TV DAILY, and most recently a talent coordinator for Westinghouse Broadcasting Corp.

Fermac has acquired its own industrial film studios in New York City and is making extensive plans for production in Hollywood, as well as New York and Toronto.

syndicating the program nationally through his newly formed company, Milt Grant Productions, Inc.

While presenting top pop records and entertainment, "Teen Network" also offers youngsters the opportunity to help in community projects. Grant has organized a "Teen Charity of the Month" which will be maintained by dances and record hops with the proceeds going to the local charities selected by his teen audience. He also uses a staff of 12 youngsters between the ages of 15 and 21 as teen reporters, announcers and behind-the-scenes assistants.

Stations now carrying the program are WPGC, Washington; WAVL, Arlington, Va.; WEEL, Fairfax, Va., and WINX, Rockville, Md. WISG, in more distant Mt. Jackson, Va., also takes the show, which is broadcast Saturdays and Sundays for three hours from 1-4 PM.

## Dallas Group Plans San Antonio UHF

Houston—A group of Dallas and investment men plan to launch a UHF station here with studios in the new Humble Bldg., subject to FCC approval.

Major owners are Sam and Lou Dorfman, J. H. and Roland Bo Jr., Barron Ulmer Kidd, all men, investment broker R. Caldwell, and S. M. Zimmerman of Electron Corp. and Ft. Worth Capital Corp.

Herbert B. Ford, president and board chairman for Automatic Electronics, Inc. Dallas, says his firm would serve the area with business news, a major feature of the new station.

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WBOY-TV

Clarksburg, W. Va.

WRGP-TV

Chattanooga, Tenn.

# FIFTH INTERTEL PROGRAM PROBES BRAZIL'S PLIGHT

"Forty Million Shoes," an hour documentary produced by the Canadian Broadcasting Corp. as the fifth program of the International Television Federation (Intertel), will be aired this month on the five Westinghouse Broadcasting Co. stations, the 55 NET outlets, and other U. S. stations via syndication.

The second Intertel program produced by CBC, it tells the basic paradox of Latin America, where the rich get richer and the poor are growing poorer," by examining Brazil's problems and prospects which reflect the situation of all its neighboring nations.

### WBC Outlets, Plus Others

In addition to Westinghouse's WJZ-TV, Boston; WJZ-TV, Baltimore; KDKA, Pittsburgh; KYW-TV, Cleveland, and KPIX, San Francisco, and the NET stations, will be shown on WABC-TV, New York; KABC-TV, Los Angeles; WXYZ-TV, Detroit; WFLA, Tampa; KCRA, Sacramento; WOOD-TV, Grand Rapids; KFMB, San Diego, and KEY-TV, Santa Barbara.

Writer-Producer-director is Douglas Leiterman, with Don Bag as film editor; Grahame Woods as cameraman, and Brazilian folk songs adapted by Harry Freedman.

## Network Account Execs Move to N.Y., Chicago

Philip L. Gore, formerly account exec at ABC-TV National Station Sales in Chicago, has joined the New York sales staff in the same capacity. Grant Norlin, NSSI account exec, San Francisco, has been transferred to fill the Chicago vacancy.

Gore had been a WBBM-TV, Chicago, account exec, prior to joining the ABC-TV O-O's sales staff. Similarly, Norlin had been KXTV, Sacramento, account exec.

## Undue Influence' Hits Jacksonville Applicants

Washington—The FCC's office general counsel has advised the commission that the license for Jacksonville Channel 12 should be cancelled and all three applicants could be disqualified because of the record approaches to former FCC commissioner Richard A. Mack, one of the commissioners and the pulling of political strings. The channel was awarded to Florida-Georgia TV in 1956. The Jacksonville Broadcasting Co. and the City of Jacksonville vied for the permit. All three denied wrongdoing.

## CBS AIRS FINAL FOR ICE CROWN

Amateurs in Live Clash On Sunday Sports Series

"The Sunday Sports Spectacular" on CBS-TV Mar. 18 will feature a live clash for the 1962 World Amateur Ice Hockey Championship between defending titlist Canada and the United States. An extra hour has been added to the weekly series so the entire game can be televised.

It will be held at the Broadmoor World Arena in Colorado Springs, marking the first time the game has been played outside of the capitals of Europe in 41 years, and the first time it will be aired live in the Western Hemisphere. Series host Jack Whitaker will describe the action.

## 1st Word Due From Wolfkill

West Coast Bureau of RADIO-TV DAILY

Shelton, Wash.—The parents of NBC News cameraman Grant Wolfkill expect a letter from their son within the next week. It will be the first direct word from him in almost a year.

Wolfkill was on assignment for NBC News last May when a helicopter in which he was a passenger was forced down behind Communist lines in Laos. He has been a prisoner of the Pathet Lao forces ever since.

## Morin Joins Canada SG

Special To RADIO-TV DAILY

Montreal — Gilles Morin has joined the staff of Screen Gems of Canada as commercial representative in the office here.

## Stanton Fete Show Grows

Red Skelton has added Rhonda Fleming to the cast of the special show he is producing for the RTES Gold Medal presentation dinner honoring CBS president Frank Stanton Thursday night. A \$30-a-plate, black-tie affair, it will be held at the Waldorf-Astoria, coinciding with RTES' 22nd anniversary.

Skelton will fly to entire troupe from Hollywood to New York, including dancers and the David Rose orchestra from his weekly CBS-TV program, as well as Miss Fleming. The comedian, Rose and the show's writers have

## Calif. Agency Adopts KPIX Survival Series

West Coast Bureau of RADIO-TV DAILY

San Francisco — The State of California's disaster office will distribute three KPIX programs on nuclear survival to other TV stations in the state.

The programs, part of an 18-program series on all phases of defense preparedness presented last Fall under the title "Steps to Survival," concern group fallout shelters, radiation and medical potential in Civil Defense. They were produced in cooperation with the California Disaster Office, with leading CD experts participating in each program.

### Approbation from White House

KPIX has received letters of commendation from the White House, the Defense Department and Gov. Edmund G. Brown for the series. It was produced by Lee Mendelson and directed by Rod Perkins. KPIX public Affairs director Jere Witter served as executive producer, under supervision of program director Ray Hubbard.

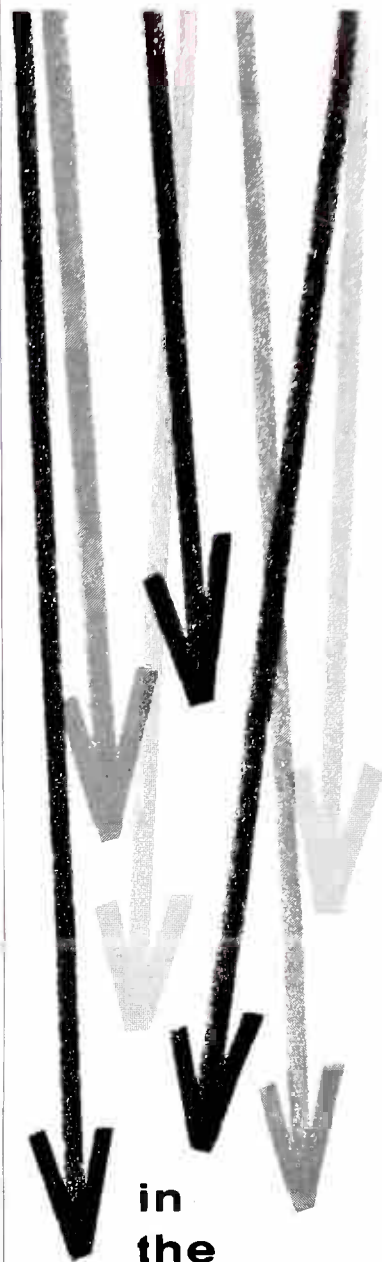
## Web's Production Head Leaves on AFR Duty Call

Maj. Gilbert O. Herman, AFR, who is CBS-TV production supervisor, New York, left over the weekend with other reserve officers to observe USAF operations in Europe. The group returns Mar. 17.

The tour includes visits to SHAPE, Berlin, and NATO bases.

## Stamford Radio Airing High Schoolers' News

Stamford, Conn. — "Deena's Junior Jamboree," spotlighting area high school students, debuted Saturday as a weekly WSTC feature and will continue through August. Originating from the Ridgeway Shopping Center with Lillian Ordman as host, the half-hour show covers school news, fashions and junior topics.



in the public interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

WGAL-TV  
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Lancaster, Pa.  
NBC and CBS

Representative: MEEKER

## ORANGE CARESSES



Like most of the people who work in television, I have a neighbor who gets his kicks by letting me know, at every opportunity, that he wouldn't waste his time watching television. Now personally, I have been wanting to belt this guy for years, but our wives get along famously, and ditto his children and mine. Also, although he fancies himself a pseudo-intellectual on account of he has memorized the Gettysburg Address, he is really not a bad guy; a bit snobby and arrogant, and I've had worse neighbors, but not many. All right.

Comes Xmas, and the usual house to house calls, and he has concocted a dilly made up of champagne, orange juice, gin, and some "secret" ingredients, and he calls this liquid lava an "orange caress." I passed, which sort of pleased him, since now he could have the whole pitcher to himself. He poured himself about three tumblers full, in one of those fancy crystal things that look like vases, and he took off on his favorite subject, pausing just long enough to slurp his precious orange caresses:

"Now me, I don't have time for that foolish TV stuff you guys put out. I mean, life's too short, right? Pick up a book, read a magazine, that's the ticket. (slurp)

"Well, maybe once in awhile, when there's nothing better to do, I sit around and watch the thing, get me? Like the other night, this "Hazel" show . . . now there's a helluva show, right? Good for the whole family, right? That's what I mean. (slurp)

"Pro football, that's my dish. None of this fancy stuff; just rock 'em, sock 'em ball, up the middle, bang! And say, how come they don't televise all the games? (slurp)

"And those new shows stink, right? Every year you guys shoot off your mouths, but it's a lot of publicity, right? Sure, same stuff every year. But those fellas from the "Bilko" show . . . you know, the two cops . . . funneee! Oh, they are funneee! (slurp)

"Didja know I used to sing? Yep, first tenor, front row in the high school club. Watch all the musicals, just to keep in touch with the new sounds. An' how about ole Pere? He's still up there, I'll tell you! Love 'im, really love 'im. Wife buys the cheese thing too, know what I mean? Audience loyalty, right? (slurp)

"Course, most of the time I'm twistin' that dial for the deep stuff, the information thing . . . man, that's my dish. Gotta know what's goin', that's what I say . . . take the Congo thing . . . deep, very deep . . . right down the ole alley! (slurp)

"Don't get me wrong, neighbor, I'm not against you television fellas. You fellas put on some good stuff, and maybe I'll find time to watch, but until then, y'unnestan' how I feel . . . life's too short. Read a book, that's what I say."

I understand, neighbor. Pass the orange caress, will you?

—JACK DOUGLASS

Advt.



By TED GREEN

• • • Vincent Lopez's "Salute to Tahiti" evening at the Hotel Taft Grill Mar. 15 will be broadcast by CBS Radio. Fourth in the series of "Evenings Abroad at the Taft," the new Lopez Salute will be staged with the cooperation of T.A.I. and Air France. . . . My Stetson off to: Paul Taubman, for being the musician chosen to conduct the orchestra at the official reception for Col. John Glenn. Paul also composed the new "Col. Glenn March." . . . Merv Griffin, amidst all his extra work and while he's the buzz of the industry, calmly began a vacation in Jamaica over the weekend.

☆ ☆ ☆ ☆

• • • Singer Rita Hayes is about to do for the men of Wall Street what Carol Channing did for diamonds and Carol Burnett did for John Foster Dulles. Musically speaking, that is. As part of her show at the Bon Soir, Rita features a number provocatively entitled "Never Trust a Man With Your Assets." Vivacious Millie Dessinger, wife of CBS music staffer, George, (he toots for Ed Sullivan & Garry Moore) chaired Friday's benefit for the Jos. P. Kennedy Child Study Center. . . . It's a boy for the Ernie Sterns out in Hollywood. Ernie used to toil in the editorial department of Radio-TV Daily before he became CBS West Coast publicity boss. . . . We've received several letters seconding our choice of ABC Paramount secretary Marcelle Boudet (Nat Hale's office) as one of the industry's top beauties, but A. F. thinks the tall looker who toils as Look Magazine's 12th-floor receptionist rates a nomination. Incidentally, the current issue of Look eyes "TV's Beauties" from stem to stern.

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• • • Meet: William C. MacPhail, CBS-TV Sports VP, has guided the department in the past six years, to a place of dominance. He is the one mainly responsible for CBS-TV winning the rights to the entire National Football League schedule and all NCAA college games for the next two years. Besides this grid coverage, the network's sports lineup includes such top events as The Triple Crown of Racing, Baseball Game of the Week, Masters and PGA Golf Tournaments, Sunday Sports Spectacular and holiday football bowl games. Before joining CBS MacPhail had been promotion-publicity director for the Kansas City Athletics. Previously, he had served successively as traveling secretary for the New York Yankees, assistant business manager of the Kansas City Blues, assistant business manager of the Memphis Chicks and general manager of the Colorado Springs Skysox.



MacPHAIL

☆ ☆ ☆ ☆

• • • Goes on at WMCA: Three times weekly, Don Davis (4-7 PM) salutes a different youth patrolman from each of the city's 78 precincts. . . . Jim Harriott's appearance at Riker Island's special school for problem kids has resulted in special listening privileges for the youngsters—they can now stay up through the show (7-10:30 PM) and mail in requests. . . . Pub affairs director Roger Turner is probably known to more city agencies than any other radio executive in town—listeners call him when the heat in the apartment is turned off; when holes in the sidewalk need paving, and when welfare checks are late.

☆ ☆ ☆ ☆

• • • Goes on at Audio Fidelity: Bobby Christian's new album "Strings for a Space Age," dedicated to the astronauts . . . "Brasil and "Carnaval do Brasil," recorded at the carnival in Rio de Janeiro last year, just released. Sidney Frey, president of Audio Fidelity presently recording this year's carnival, has Governor's box at carnival . . . Bertrand Russell album just re-released containing Einstein's last endorsement of a speech before his death . . . "Sound Effects," Vol. 3 just released . . . A.F. sold Eddie Cantor's new album at March of Dimes dinner last week, with all proceeds going to March of Dimes . . . Paul Eakins exhibiting world's largest organ at antique show at Madison Square Garden, with A.F. recording music on location.



# Editorializing to Increase 'Slow but Steady'

## Station Execs Seen Heeded by Minow's Promise of Support

Washington Bureau of RADIO-TV DAILY  
**Washington** — The first annual public affairs-editorializing conference of NAB, which wound up today, has overtones of optimism that stations will move ahead, although cautiously, in these fields. The broadcasters left the sessions with words of encouragement and promise, in contrast to some downbeat notes during the meeting of the association presidents, which the conference had over-  
 lapped on Thursday.

### Caution Admittedly a 'Must'

Much heartened by FCC Chairman Newton Minow's promise that the commission would stand back of them when pressure groups raise their voices about controversial programs, station officials exchanged experiences in official panel discussions and in informal groups. It was the consensus that editorializing on radio and TV stations will increase slowly but steadily, with caution imposed by requirements of fair and equal treatment to all sides of controversial issues—a condition not imposed on print media.

Friday's speakers included William L. Slayton, commissioner of the Urban Renewal Administration, and Mayor Richard C. Lee of New Haven, Conn., who asked broadcasters to take an interest in their communities and editorialize on any shortcomings.

### Slayton Sees 'Some Scallions'

Warning that urban renewal is controversial, Slayton asked broadcasters to editorialize on it. He noted that "in a program whose very essence is the democratic process, where every citizen is affected directly, we would hardly expect all posies and no scallions."

Mayor Lee said that if a downtown business section is declining it's a sure bet that eventually war downtown advertising accounts will be dropping off, as will.

USIA director Edward R. Murrow told the broadcasters about the struggle for the minds of men between the free nations and the Communist world, with particular emphasis on what USIA is doing. He asked for the help of the broadcasting industry in meeting the threat.

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## Cummings Bumped By 'Room' in Canada

Special To RADIO-TV DAILY  
**Toronto** — Sherwin-Williams of Canada and Procter & Gamble of Canada will sponsor CBS-TV's new series, "Room for One More," beginning today.

Agencies are Cockfield, Brown & Co., Montreal, and Compton Advertising, New York, respectively.

The new series, produced by Warner Bros., replaces the "Bob Cummings Show."

## 12 Directors Elected To NAB's Radio Board

(Continued from Page 1)  
**York**—John R. Henzel, WHDL, Olean, N. Y.

Dist. 4—(District of Columbia, No. and So. Carolina, Va. and Montgomery and Prince Georges Counties, Md.) — Harold Essex, WSJS, Winston Salem, N. C.

Dist. 6—(Ark., La., Miss. and Tenn.)—Julian F. Haas, KAGH, Crossett, Ark.

Dist. 8—(Indiana and Michigan)—Lester G. Spencer, WKBV, Richmond, Ind.

Dist. 10—(Iowa, Missouri and Nebraska) — Richard W. Chapin, KFOR, Lincoln, Neb.

Dist. 12—(Kansas and Oklahoma)—Allan Page, KGWA, Enid, Okla.

Dist. 14 — (Colorado, Idaho, Montana, New Mexico, Utah, Wyoming and Western So. Da.)—Rex G. Howell, KREX, Grand Junction, Colo.

Dist 16—(Arizona and So. Cal. and Southern Nevada)—Lloyd C. Sigmon, KMCP, Hollywood.

Large Stations—John F. Patt, WJR, Detroit.

Medium-size Stations—John F. Box, Jr., WIL, St Louis.

Small Stations—Robert T. Mason, WMRN, Marion, O.

FM Stations — Fred Rabell, KTTV, San Diego.

## Att'y General on 'Update' A Cosmetician's "Scoop"

The Helena Rubenstein cosmetics firm, major TV time buyer, through its agency L. W. Frolich & Co., was credited with a "sponsor scoop" for yesterday's "Update" on NBC-TV, featuring Attorney General Robert Kennedy, just back from his global hop. Program was expanded to an hour, following a conference between network's George Heine-  
 man and Kennedy.

## CBS Gives Jackie 'White House Tour' Score

As a special memento of CBS-TV's "A Tour of the White House with Mrs. John F. Kennedy," a score of the early American music used in the program has been transcribed for orchestra by CBS music director, Alfredo Antonini for presentation to the First Lady.

The music, entitled "The United States of America—Circa 1790," was accepted by Pamela Turnure, Mrs. Kennedy's press secretary. The program will be rebroadcast Mar. 25.

## Herold Quits Mullins For Post in Hawaii

(Continued from Page 1)  
 here, to join the Hawaiian Broadcasting System, Honolulu, as general manager of its radio and TV properties, effective Apr. 1.



HEROLD

Herold's broadcast experience dates back to 1930 when he joined WOW, Omaha, as an engineer. Later named station manager of WO-W-TV, which he signed on the air in July, 1949, Herold left the Omaha outlets in 1950 to become a TV consultant for Union Radio and TV (CMUR-TV) in Havana, the first TV station in Cuba. The following year he supervised installation and staff training for Radio Televisao Paulista, Sao Paulo, Brazil.

He became associated with RCA in 1951 as TV station planning consultant, in which capacity he assisted in the design and organization of over 20 TV outlets in the United States. Later employed by Colorado TV Corp., original KBTB licensee, to install and manage a new station here, the second post-freeze TV outlet in the nation, he was named station manager of KBTB when it went on the air in October, 1952.

### Took Post in October

He remained in that post when station ownership was transferred in 1955 to TV Denver, Inc., headed by John C. Mullins and William Zeckendorf. When Mullins purchased Zeckendorf's stock last October and organized Mullins Broadcasting Co. (KBTB-KBTR), Herold was named to his present post.

## Police Official Discusses Taxi Drivers with Dixon

Deputy commissioner Edward McCabe, in charge of the Division of Licenses for the New York City Police Department, will discuss taxi drivers in the "Speak-Up" portion of WCBS's Bob Dixon "At Your Service" program today.

## KOIN Boosts Live Music

West Coast Bureau of RADIO-TV DAILY  
**Portland, Ore.** — A new live music program, "The Little Show," with harpist Frances Pozzi and organist Glenn Shelley, begins today on KOIN.

Addition of this show will expand the station's live-music programming to a full four hours daily. Shelley and Miss Pozzi will present their own arrangements of popular music and show tunes.

Theme song for the show will be "The Sound of Music," and will be played at the start of each program.

## Derby Rejoining NBC As News Press Chief

Joseph J. Derby has been appointed to the newly created post of news publicity director for the NBC Press Department and Robert Brown has been promoted from press editor to press supervisor of news and public affairs.

Derby, who returns to NBC after more than six years with Young & Rubicam, will direct a press unit responsible for all publicity for NBC News and Public Affairs programs originating in New York, and will coordinate public activities with M. S. (Bud) Rukeyser, Jr., recently appointed NBC News information director in Washington. Derby was previously with NBC in 1954-'55 as trade editor.

Brown joined NBC in 1954 after serving with United Press in New York and Pittsburgh, the Economic Cooperation Administration in Paris.

## IT'S SURPRISING—

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 New York, Chicago, 175 W. 17th St.

## SG Makes 68th Sale Of Post-'48 Package

Seven more stations have recently purchased Screen Gems' "Post-'48" Columbia Pictures feature package, bringing the total sales of the 210-title group to 68. In addition, each of the new sales also included the 65-title "Best of Universal" package of pre-'48 Universal-International films.

### 325 Going to Milwaukee

WTMJ-TV, Milwaukee, bought a total of 325 features, including the 210 Columbia post-'48 films, 65 "Best of Universal" pre-'48s, and 50 additional films from SG's library. San Diego's KFMB-TV bought 300 features. KGGM-TV, CBS-TV affiliate in Albuquerque, picked up 350 features for the Early and Late Shows.

KFVS-TV, Cape Girardeau, Mo., purchased 400 SG features; WITN, Washington, N.C., bought 275, and KPLC-TV, Lake Charles, and KALB-TV, Alexandria, both La., each purchased 375 features.

## Eva Gabor to Co-Star In Steel's 'Black Kings'

Eva Gabor will star in "Two Black Kings," Mar. 21 on CBS-TV's "U. S. Steel Hour." Co-stars are Kevin McCarthy and James Broderick.

The show is directed by Bruce Minnick, and the teleplay adapted by Sidney Carroll from a story by George Weller.

## UN Telecast Shows Uses of Atomic Energy

How the atom can serve to power factories, propel ships, treat cancer, make deserts bloom and raise the world's standard of living will be told on "Man's Smallest Servant"—latest edition in the United Nations' TV series, "International Zone," to be shown on 61 stations in the U. S.

## Smolin Leaves UAA

Jay H. Smolin has resigned as United Artists Associated, Inc., advertising director to develop several projects of his own.

## Nuclear Physics Prof To Air Atoms Talk

Dr. Raymond L. Murray, nuclear physics professor at North Carolina State College's Engineering School, will discuss the role of the atom in modern society today on ABC Radio's "Meet the Professor." Milton Cross is host-commentator. The program is produced by Ira Marion; directed by George Wiest.

# HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • MGM-TV now has eight new scripts in preparation for "Father of the Bride." Comedy writers Mort Green, Carey Wilber and Charles E. Anderson have been added to the writing staff.

Bob Howard, veteran radio salesman, rejoins KMLA today as sales manager. Howard leaves KRHM after several years. Previously, he had spent many years with NBC both in Hollywood and in New York.

★ ★ ★

• • • Gordon Gumpertz, of Gumpertz, Bentley and Dolan, bedded down with flu but should be up and around again shortly . . . Cliff Gill Agency received many calls regarding the B. Paschall who was listed among the victims of the plane crash last Thursday. Ben Paschall of that agency is still very much alive, thank you . . . Jules Bricken wrapped up the pilot film of "Dateline: San Francisco" Friday after an all-night shooting session at Terminal Island. Rod Taylor, after completing his starring role, flew to San Francisco over the week-end to start work in "The Birds," an Alfred Hitchcock feature.

★ ★ ★

• • • Ex-heavyweight fighter Roland LaStarza will play the role of a muscle-bound bartender in a forthcoming "SurfSide 6" episode being filmed at Warner's . . . Harry Sukman, whose scoring of "Fanny" won him an "Oscar" nomination, will compose and conduct the score of "The Witch Doctor" episode of "Dr. Kildare."

Seattle radio men will keep a close watch on Dave Segal when he invades that market with the new station he will build in Kirkland. Segal enjoyed phenomenal success with KOSI in Denver and KOPY in San Francisco a few years ago but has been out of the field recently except for his station in Greenville, Miss.

★ ★ ★

• • • Regis Toomey and his wife are back from a two-week vacation in Maui, where he made several PAs in connection with "Shannon" . . . Jim Stacy, who has just completed the Screen Gems pilot "APO 923," is in St. John's Hospital for the removal of a nerve in his left foot. Doctor says surgery will take care of the old football injury.

Bobby Vee, currently in England, has signed for a top role with British songstress Helen Shapiro, in "Play It Cool" for J. Arthur Rank . . . Brenda Lee makes her summer stock debut August 20 at the Starlight Theatre in Kansas City in "Bye Bye Birdie."

★ ★ ★

• • • "Therese Raquin" starring Eva Legallienne, will be "Play of the Week" on KCOP Mar. 22. It was adapted by Emil Zola from his novel and had its debut in Paris in 1873.

Diane McBain, star of Warner Bros.' "SurfSide 6" was presented the Golden Reel Awards at the annual banquet of the Motion Picture Sound Editors at the Beverly Hilton Saturday night . . . With "Oh! Those Bells" preeming on CBS Thursday and "Soupy Sales" holding forth on ABC, the suppliers of pies for throwing, are having a field day.

## ANA Plea for 'Entertainment'

(Continued from Page 1)

studying model clauses for future contracts with the video skeins.

Prepared by John Burgard, VP and advertising director, Brown & Williamson Tobacco, the report primarily delves into "total program time" and "time devoted to entertainment within program time."

It asserts that as networks "arbitrarily increase the time allotted for a station break, it usually results in the resurrection of that evil, triple spotting—although technically it is not triple-spotting since the station generally only gets paid for two commercials.

"However, since the station has the time to fill it puts in a promo for another show, or their programming or the station. This competes with adjacent commercials for viewer attention and vitiates the effectiveness of paid commercials."

Referring to the proposed one-minute-per-program filler time, the report pointed out "it is being done today on some shows which are controlled by the advertiser. Through monitoring, it was found that many of these shows already meet our suggested standards."

Further noting that the worst violators are the hour shows with multiple sponsors, the report, however, added that "under present conditions most of us must use multi-sponsored shows, and we can assume that the advertiser would like to apply the same standards."

"But fillers make for dreariness, with up to 11 minutes sometimes intervening between the end of the last act of one show and the beginning of the first act of the following show. This interval wastes the audience and wastes the advertiser's money."

## CBS News Appoints Four to Election Unit

CBS News has named four more staffers to its permanent election and political reporting unit formed Jan. 2 with Bill Leonard as executive producer. They are associate producers William Eames and Robert Wussler, research director Stanford Mirkin and production manager Alvin Thaler. Previously announced were the appointments of Theodore H. White and Louis Harris as consultants.

Eames has been assistant manager, CBS News, a post in which he helped direct the activities of

Marshall (Casey) Davidson has been appointed assistant assignment manager for CBS News and will report to Ralph B. Paskman, assignment manager, taking over the post formerly held by William Eames. He came to CBS News from Hearst Metrotone News where he had been executive news editor since 1956.

several hundred CBS newsmen and cameramen around the world. Wussler has been manager of live and video tape production for CBS TV News, an assignment he will continue.

Mirkin has been with CBS 25 years, the first 10 with the CBS Program Department. Since 1947 and at various times in the preceding years, he has worked in many areas of CBS News and Public Affairs. Thaler joined CBS in 1956 as assistant to the production manager of the Program Department for CBS-TV.

## 'Eternal Light' to Explore Dag's Link with Israel

"A World Dialogue" by Irwin Gonshak, will be presented on "Eternal Light" Sunday on NBC Radio. This program is the fourth in the new "Eternal Light" series dedicated to the ideals which govern the relationships between man and man.

"The World Dialogue" is the story of the late Dag Hammarskjold, UN secretary-general, and the ties that linked him to Israeli philosopher Martin Euber.

## Hub Robinson to Films

(Continued from Page 1)

psychiatrist Dr. Harry Wilmer dealing with an experiment in group therapy he conducted at a Navy hospital in World War II. It was produced for the Alcoa show by Revue Studios.

## STORK NEWS

Cy Russell, account executive for WGBS, Miami, and his wife Barbara have become the parents of a girl, Jamie.

**Medical Group Hails Program on Child Raising**

The Kessler Institute for Rehabilitation, West Orange, N. J., has commended WMCA for "helping the public learn how to rear children in more positive ways" through a special feature of the station's public affairs division, "Tips to Parents."

**Mason Is Magician in Breck 'Samarkand'**

James Mason stars in the "Week Golden Showcase" presentation of Jacques Deval's Broadway play, "Tonight in Samarkand," Mar. 24, on CBS-TV.

Mason portrays Sourab, a magician, in the TV adaption by William K. Clarke of an adventure tale involving a circus, a tiger-trainer and her male pursuers.

"Tonight in Samarkand" marks the second program produced by friend Hayward for Breck and the fourth show of the series.

**ARMADA Finalizes Miami Convention**

Miami Beach—The 1962 Convention of the American Record Manufacturers and Distributors Association will be held at the Fontainebleau Hotel here June 28-30.

ARMADA president Art Talmadge will appoint committees to complete the convention program. One of the agenda highlights will be the selection of the "Outstanding Man and Woman" of the year by the membership. This is the first such annual award.

**'Kildare' Star Joins Cast For Cancer Special on TV**

Richard Chamberlain, star of MGM-TV's "Dr. Kildare" series, will be one of the stars on David Susskind's TV special in behalf of the Eleanor Roosevelt Cancer Foundation and American Cancer Society Apr. 1 on ABC-TV. Michael Abbott, of Talent Associates-Paramount, will produce the program.

**Pick 'Business Queen' On Charlotte's WBTV**

Charlotte, N. C.—"Miss Business Queen of 1962" will be selected on WBTV's "Pat Lee Show" Thursday. The contest, featuring five finalists from the Charlotte area, is sponsored by the Charlotte chapters of the National Office Management Assn. and the National Assn. of Accountants. The "queen" will reign over the 1962 Southeastern Business Show Mar. 14-16 in Charlotte's Merchandise Mart.

**ABC Films Sets Klein In World Sales Post**

Harold J. Klein, ABC Films vice president, has been elevated to world-wide sales manager, functioning in the territories of both domestic and international sales.

Klein, upon his return this week from Canada where he met with William D. Hannah, ABC Films' Canadian division manager, held discussions with two of the company's European sales representatives—Margaret Jansen, who heads sales activities in France, Germany and Scandinavia, and Hugo Lodrini, top staffer in the Italian sales area.

Also participating in the talks was ABC Films' new domestic sales director, John F. Tobin, recently upped from his post as Western division manager.

**Ernie Ford's Guests To Work for Scale**

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Ernie Ford has revealed that all guests who appear on his new ABC-TV daytime program, which bows Apr. 2, will work for scale. Among those already set are Roberta Sherwood and George Gobel, with Minnie Pearl set for an entire week in July.

Ford, who will do two commercials himself during each program, also said he plans a number of remotes from points of interest in San Francisco, where the program will be originated by KGO-TV.

**Radio Personality Leads 'European Holiday' Tour**

Boston—WEEI morning personality Tom Russell will play host to a group of listeners who will accompany him on a 16-day "European Holiday" leaving here Friday and returning Mar. 24. The tour will include visits to London, Paris, Venice, Florence, Rome and Madrid.

**Coast-to-Coast Flashes**

**Bagwell Elected President**

Oklahoma City — Norman P. Bagwell, VP and general manager of WKY-AM-TV, has been elected president of the Better Business Bureau. Bagwell has served as director and chairman of BBB's membership committee the past year.

**Speaks at SCGC Dinners**

Los Angeles — Pat Buttram, TV personality, serves as after dinner speaker for a series of dinners honoring the employees of the Southern California Gas Co.

**Davis in Exec Post**

Pittsburgh — Earl C. Davis, Jr., has been named assistant promotion manager of KDKA-TV. Davis has been on the KDKA-TV staff since 1959, serving as art director in the promotion department.

**Brown Staff Announcer**

Springfield — Lorne Brown has been appointed to the announcing staff of WICS. He will do daily noon news and market reports and weekend sports and weather programs.

**Roberts Wins 'Approval'**

New Orleans—Nash Roberts, for 11 years a full-time weather consultant at WDSU-TV, has been awarded the American Meteorological Society's "Seal of Ap-

proval in Recognition of Competence in Weathercasting."

**RFE Appeal in Pa.**

Scranton—Gov. David L. Lawrence has sent a strong appeal for Radio Free Europe to Cecil Woodland, Pennsylvania radio-TV chairman for RFE. The appeal will be broadcast by many radio and TV stations throughout the state.

**Bock Press Club VP**

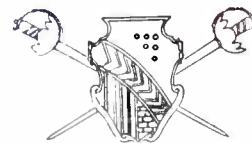
Spokane — Duane Bock, KHQ news director, was elected vice president of the Spokane Press Club. Before coming to KHQ, Bock was news director at KMO, Tacoma, and KOL, Seattle.

**Meltzer WHIM Exec**

Providence—Jaeger Broadcasting Corp., owner-operator of WHIM, has appointed David H. Meltzer an account exec.

**TV Cameras Inspect Newest Nuclear Sub**

Norfolk—Tidewater viewers today will get an exclusive, inside look at America's newest submarine—the nuclear-powered missile ship USS Sam Houston, which will be commissioned tomorrow—on WTAR-TV's "Get Together" featuring Mildred Alexander and Warren Hull.



**HAPPINESS**

A really happy person is seldom idle. He may enjoy a well-earned rest and spend much time in leisure, but he will usually be thinking ahead, planning to do or create something.

He will be alert in mind, yet settled in spirit. His life will have direction.

He forgets self as he loses himself in the thing that he is doing — be it in reflection, in reading, in working, in recreation, in writing, in playing, in listening.

He does not find it by saying to himself "Come on, now, I will find happiness" — nor in striving for it as a goal in itself. Happiness is a by-product that comes through service to others, through the pursuit of a worthy cause, through commitment of life to an all-consuming purpose.

*—A Thought For The Day—*

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

## Mexican Videofile

By PEDRO MARIO AMARO

*Special To RADIO-TV DAILY*  
**Mexico City** — Luis Dillon, of Dillon Cousins de Mexico, is becoming a factor in expanding the Latin American TV market with his "The Stars and You," musical-and-interview type program with native entertainers as guests. It has been regularly transmitted in Central America, Peru and Colombia for the past five months. Agency head, who has kept show on Mexican TV for past nine years, plans expansion of activities in release to Central and South American areas.

As direct outcome of recent visit here by group of NAB executives, in initial phase of Latin American tour, Mexican and American TV stations will initiate a cultural film exchange of documentaries and educational material, among other programs, this April. Telecentro is working on its first batch of films; independent producers also will send material. Best evening hours will be set aside here for programs. As offshoot, negotiations continue for exchange of orchestras, jazz combos and other musical units, for TV appearances on both sides of the border.

Mexican actors are complaining that suspension of daytime serial waxing is causing an unemployment crisis.

Mexican TV producers are studying means of injecting new interest into shows via use of imported talent. Hope is that some lesser American entertainers, as well as those from other areas, dominating the Spanish language, can give new "freshness and vitality" to musical comedy type of formats, comedies and even dramatic presentations. Argument is advanced that public is becoming tired of the "same old faces" and unchanged patter and idiosyncrasies indulged in by Mexican performers.

### WANTED

SALESMAN TO REPRESENT COMMERCIAL FILM PRODUCER. EXPERIENCE, AGENCY CONTACTS, AND EXECUTIVE ABILITY NECESSARY. EXCELLENT OPPORTUNITY TO GROW WITH ORGANIZATION. SEND RESUME GIVING FULL ACCOUNT OF BACKGROUND AND EXPERIENCE. REPLIES WILL BE KEPT IN STRICTEST CONFIDENCE. WRITE

BOX 157, RADIO-TV DAILY  
 1501 BROADWAY, NEW YORK 36, N. Y.

## Bugs or Bud Jingle Decision in Balance

**Jacksonville** — The decision is still pending in the case of Budweiser Beer versus a Tallahassee floor-wax company's TV commercial, "Where there's life, there's bugs."

The three-judge U.S. Court of Appeals for the Fifth Circuit now is pondering arguments of Anheuser-Busch attorneys that the floor-wax jingle so closely approximates the well-known Budweiser slogan, "Where there's life, there's Bud," as to constitute copyright infringement.

### Housewives' Pride a Factor

The wax company, Chemical Corporation of America, sells a floor-wax containing a bug-killer. Housewives don't want to be seen buying such a product, because it might be construed as admitting they had vermin-infested homes. The solution: a sales pitch hinting that bugs are to be found anywhere there's life. But that's just what has drawn down the wrath of Budweiser.

## 10 Marts Buy AA TV's Science Fiction Pack

In the first three weeks on the market, Allied Artists Television's package of 20 science fiction feature films has been sold in 10 markets, Robert B. Morin, vice president and general sales manager, has announced.

Purchasers are WOR-TV, New York; KTVI, St. Louis; KTKV, Phoenix; WWLP, Springfield, Mass.; WBNS-TV, Columbus O.; KSHO-TV, Las Vegas; WNBQ, Chicago; WHNB-TV, New Britain Conn.; WCKT, Miami, and KGUN-TV, Tucson.

## Foreign Marts Offered IFD Series on Nature

A series of 39 15-minute films, examining nature's secrets of air, water, fire, physics and space in easily understood terms, now is available for foreign release by International Film Distributors, Inc., New York. IFD acquired the series from producer Max J. Rosenberg.

## San Antonio Family Buys KWLD for \$55,000

**Liberty, Tex.**—A San Antonio family is awaiting FCC approval to purchase KWLD from Felix and James Joynt. Kelly Wofford, former manager of KITE, San Antonio, and his wife and two sons have contracted to buy the outlet for \$55,000. The sons, Robert and Daniel, also formerly worked for KITE.

## AGENCY NEWSCAST

By SHELBY COOPER

Hugh L. Lucas has succeeded Philip L. McHugh as radio and TV director for Campbell-Ewald, Detroit. McHugh left the agency Friday, to set up his own consulting firm. Lucas has been with Campbell-Ewald for seven years. He was in charge of the Chevrolet division of the General Motors account. Before joining the agency he was with Foote, Cone & Belding, Chicago.

D'Arcy Advertising has been signed as agency for Burrus Mill & Elevator, Dallas. The advertiser's budget for this year will be about \$400,000. . . . WABC Radio has begun publication of "Inside 77," a bi-weekly, four-page house organ for distribution to 1,000 clients, advertisers and agencies. . . . Seven-Up soda pop has purchased 40 per cent sponsorship of next season's "International Showtime," Friday nights on NBC-TV, through J. Walter Thompson.

George P. Crumbley, Jr., regional spot sales manager for CBS Radio, told 200 advertising executives in Chattanooga that advertising must be good enough to take the place of a personal salesman. "It has two main jobs," he said. "It has to attract new customers and it has to hold old customers you have. Your job in selecting media is to buy what will most effectively take the place of a personal salesman."

Crumbley went on to point out that radio is a "personal companion to people wherever they go." He said that 96 per cent of the population have their own radios, and that in January, 1961, there were already 168 million sets in the U. S., with another 22 million sold during the year. "Since 1948, when radio and TV began competing, the radio set count has increased by 113 per cent," he said.

WSOC-TV, Charlotte, took four first-place awards and one honorable mention in the 1962 awards contest of the Charlotte Advertising Club. The station's awards were in the categories of direct mail, outdoor advertising, radio, TV and institutional printed matter. The contest was judged by members of the ad club of Columbus, O., and guest speaker was John M. Couric, PR manager for NAB.

Daniel Ladd, advertising director of P. Lorillard Co., announces that, as part of its expanded advertising and marketing program for Kent, Newport, Old Gold, Spring and York, Imperial-size cigarettes, Arthur E. Toft has been appointed Lorillard's advertising manager, a new post. He was

## Thought for Today

*"If we start to license networks in their capacity as suppliers of programs, we will be laying the groundwork for licensing of all other suppliers, and we will be on a road which well could lead to government control of programming."*

—LeRoy Collins  
 President of the NAB

formerly director of advertising for Schick, Inc., and previously served as advertising manager of Hudnut-DuBarry Division of Warner-Lambert Pharmaceutical Co.

Robert A. Spalding has been named marketing and PR consultant of the Cleveland and Detroit divisions of Frederick Chusik & Co. Previously, he was account exec with G. M. Basford Advertising, and former PR staff member of General Tire and Rubber, Akron. . . . Le Havre Apartments, via M. L. Grant, is sponsoring WNCN-FM's "Evening Concert" every Friday, as a means of reaching the quality apartment hunter.

Robert Goodman Agency, Baltimore, has created a new press and publicity division, promoting Edgar L. Feingold to head it. Thomas V. Dukehart has been hired to replace Feingold as PI director, and Walter W. Jones former PR director for the Maryland TB Association, has also been added to the staff. . . . Meier & Frank, Portland, Ore., department store, is presenting a half-hour preview of women's spring fashions Tuesday on KOIN-TV.

Armstrong Cork has formed a consumer products division to market a new household product—One-Step Floor Care. A heavy spot TV campaign, via BBDO, being used to kick-off sales promotion. The agency now handles all of Armstrong's advertising.

## Summer, Fall Athletes Share KWK 'Bench'

**St. Louis**—Big Don Owens, defensive tackle for the St. Louis Football Cardinals, has joined KWK as sports director. He replaces Ken Boyer, St. Louis Baseball Cardinals third baseman, who left for Spring training.



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TUESDAY, MARCH 6, 1962

TEN CENTS

## COURT SAYS TIME IS NO COMMODITY

Supreme Bench Rejects Amana's Case vs. CBS

Washington Bureau of RADIO-TV DAILY  
**Washington** — The Supreme Court yesterday refused to review a decision by the Circuit Court in Chicago that TV time sold to advertisers is not a commodity subject to the Clayton Anti-trust Act.

The appeal was made by Amana Refrigeration, Inc., charging CBS has violated the law by competition.  
(Continued on Page 3)

## NBC, CBS, ABC Shows Net 4 'Golden Globes'

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — Global television on motion picture achievements were accoladed here last night when the Hollywood Foreign Press Association presented Golden Globes at its 19th annual awards dinner in the international barroom of the Beverly Hilton.  
(Continued on Page 7)

## G. 1,000-Watt Sold to Faulkner for \$70,000

Warren, Ga.—WWCC here has been sold for \$70,000, subject to FCC approval, according to national media brokers Blackburn & Co., who handled the deal. The 1,000-watt daytimer on 1440 kc was sold by Jimmy Faulkner to James Shedd and Ross W. Long.

## Lucy Returning in Fall; Lever, GE As Sponsors

Lucille Ball will star in a new half-hour CBS-TV comedy series next fall. It will be produced by Desi Arnaz in Hollywood, for Monday nights under alternate-week sponsorship of Lever Bros. and General Foods. Agencies are Walter Thompson and Y&R, respectively.

## Dag Fund Launched

The "Adlai Stevenson Reports Conversation with Arnold Schaefer" on ABC-TV, served Monday as the "launchpad" of a nationwide Dag Hammarskjold Foundation Drive.

# SOLONS RALLY FOR VHF

**Untrumped honor**

The coveted Seal of Good Practice is broadcasting's unexcelled honor. WPIX-11 is the only New York independent TV station whose high standards and practices have merited this emblem of conscientious broadcasting.

NEW YORK'S PRESTIGE INDEPENDENT

Adv.

## Fear of All-U Plan Snagging Deintermix In House Hearings

Washington Bureau of RADIO-TV DAILY

**Washington**—The complexities of the FCC's all-channel set proposals became even more complex yesterday as the House Commerce Committee hearings began. A veritable parade of congressmen pleaded for legislation to forbid switching of any present VHF station to the UHF band. But chairman Oren Harris (D., Ark.) said that deintermixing and all-channel TV sets are two separate problems and should not be paired in the same bill.

Strategy of those opposing the FCC deintermixture of eight TV markets has been to support the Commission's plans, provided the

(Continued on Page 8)

## Two Coast Exhib Games Scheduled by KHJ-TV

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—KHJ-TV, Ch. 9, will telecast the fourth and fifth exhibition games of the Los Angeles Angels and the San Francisco Giants Mar. 20 and 21 direct from the Polo Grounds in Palm Springs. Don Wells and Buddy Blatner will handle the play-by-play.

## Youngstown TV Station Closes; In Hot Water

**Youngstown, O.**—WXTV, Channel 45, on the air slightly more than a year, has ceased operations because of "technical difficulties." Its owners face hearings before the FCC on charges of misrepresentation.

## Entire Staff Becomes 3rd Class Engineers

**Tifton, Ga.**—Everyone at WTIF here is going to school, including wives, secretaries and employees, studying to be first class radio engineers. The class of 12 has already passed the 3rd Class exam. Manager Dale Smith said the voluntary school was started by chief engineer Jim Slawson.

## WCBS Revue Spoofs Albany

**Albany** — A miniature musical, written and produced by WCBS Radio, titled "How to Succeed in Albany Without Hardly Trying," will highlight tonight's annual legislative dinner presented by the New York State Broadcasters Association at the Sheraton Ten Eyck Hotel.

The show will star WCBS morning personality Jack Sterling; singers Stuart Foster and Kay Lande; Twist dancer Marge Hancock; instrumentalist Tyree Glenn, guitarist Mary Osborne, pianist Tony Aless, clarinetist Andy Fitz and bassist Buddy Jones. It was written and scored by WCBS' Joe Cook and Bill Gammie.

**Let's Talk It Over**      **Newspaper Dichards Oppose Equal Access In Courtrooms — Why?**

By ARTHUR PERLES

INEZ ROBB is one of the better word-slingers in the Scripps-Howard distaff stable. Though this grande dame of U. S. journalism has an apt way with phrase-making, there are times when her light touch doesn't fit the case.

For instance, the other day she sounded strong opposition to our courtrooms being turned into "three-ring circuses" if radio or TV gear are permitted in these tribunals.

Perhaps Inez hasn't yet caught up with the fact that news reportage techniques are dynamic affairs; they have progressed considerably — especially since Signor Marconi's invention. The electronic media are

(Continued on Page 7)



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : Editor

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Harry Lando
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Lawrence B. Krasner, Vice-President and General Manager
6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU
Hal Tate
192 North Clark St.
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Archibald MacLeish Goes 'Home Again'

Chicago—The second in WBKB's half-hour biographical documentary series, "Home Again," will feature on Mar. 20 the return here of Pulitzer Prize-winning poet, playwright and statesman, Archibald MacLeish. Born and raised in the Chicago area, he will recall his formative years in the Windy City during the early part of the century, evaluate the city's spirit as he finds it now and explain why he "can't go home again." MacLeish now lives and writes in Conway, Mass.

"Home Again" was produced by Ronny Born and Sam Ventura and filmed by VeBo.

TV Series to Aid Illiterates

Cleveland—"Operation Alphabet," a series designed to provide illiterates with a fourth grade reading and writing knowledge, began this week on KYW-TV, Dr. Alexander Shevlin of the Philadelphia school system conducts the entire course, serving as instructor throughout.

This series of 100 half-hour pro-

COMING AND GOING

RED SKELTON arrives in New York tomorrow from the West Coast to be guest entertainer at the RTES tribute to CBS president Frank Stanton on Thursday.

JAN MURRAY and his NBC-TV "Charge Account" staff to Florida to tape upcoming program.

GENE LITT, account executive for CBS Radio Spot Sales, has left for Philadelphia on business.

SAM FLEISHMAN, president of Bomarc Films, Ltd., to Atlanta for business meetings regarding new children's series, "Jellybean Comedy Clubhouse."

MEL BERNSTEIN, advertising director of Ziv-UA in Cincinnati, has arrived in town for three days of business meetings.

CHARLES COLLINGWOOD, CBS newsman, to Mexico on vacation.

New Lloyd Bridges Starrer Bankrolled on CBS by Kaiser

"Adam Fable," a new half-hour series starring Lloyd Bridges, will debut on CBS-TV this Fall under sponsorship of The Kaiser Companies, via Young & Rubicam. It will be presented Tuesday nights.

Bridges will portray a noted author-journalist who reports the human side of dramatic events in his constant search for "the story behind the story." The episodes, all based on fact but emphasizing strong dramatic entertainment, will revolve around the activities of Americans who have made outstanding contributions to peace and understanding overseas.

Aaron Spelling will produce the series for Four Star Television, Hollywood, and Adrian Spies has been signed to prepare the premiere script.

Other episodes are to be written by William Lederer.

Anti-Red Conservatives N.Y. Rally Aired on ABC

The Conservative Rally for World Liberation from Communism in New York's Madison Square Garden tomorrow night will be broadcast live on ABC Radio from 8 to 10:55 PM, with breaks only at five minutes before each hour for the regularly scheduled newscasts and from 10 to 10:20 PM for "Good News With Alex Dreier" and "World Wrapup."

Sens. Barry Goldwater and John Tower will be the principal speakers. The rally will be part of the second annual awards presentations of the Young Americans for Freedom.

grams was produced by the Adult Extension Division of the Board of Education of Philadelphia in cooperation with WFIL-TV. The Annenberg School of Communications at Pennsylvania U. provided a grant of \$40,000 to cover the cost of putting the 30-minute shows on tape for round-the-world distribution.

Putting Prize On Tap in Fla.

Miami — WLBW-TV will premiere Jack Barry's new game-show, "Hole in One," Mar. 24. Sponsor is Municipal Auto Sales.

Cash and merchandise prizes up to \$10,000 will be awarded contestants. The program is based on a golf-putting machine called "Hole in One," and developed by Nail-Tone. Contestants need not know anything about golf in order to participate.

Barry created and was emcee on "Concentration," and "Life Begins at 80," and is now president of WGMA, Hollywood. He has signed Van Smith to conduct the background music for "Hole in One."

Maybelline Backing Jackie Tour Coverage

The visit of Mrs. John F. Kennedy to India and Pakistan will be covered by ABC-TV with a five-minute, daily news program beginning on or about Mar. 12 and lasting till she returns to Washington. Sponsor is Maybelline, via Post & Moor.

Lisa Howard will serve as anchor woman in New York. John Edwards, of the Washington bureau, and a special film crew will travel with the wife of the President. Edwards accompanied former President Eisenhower to India and Pakistan in 1959.

Alma John Honored

WWRL's Alma John has been cited by the combined Long Island and North Shore regions of the Women's Organization for Rehabilitation Training, "in tribute to her warm, incisive and effective presentation of ORT's work."

FINANCIAL (March 5)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll, Decca, Disney, East. Kodak, Gen. Prec, Gen. Tel, Hazeltine Corp, Loew's Thea, Magnavox, MCA, M-G-M, NAFI, Nat. Gen, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Capital Cities, Desilu, Esquire, Inc, Filmways, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\* OVER THE COUNTER

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

\* Courtesy of National Association of Security Dealers.



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# \$7 Mil. Asked for Station Fallout Shelters

## Defense Dep't Seeks Funds from Congress to Save R-TV in War

Washington Bureau of RADIO-TV DAILY  
**Washington**—The Defense Department has asked Congress for \$7 million to build fallout shelters for all the nation's broadcasting stations, and to erect "standby" facilities, according to Paul Fisher, deputy assistant Defense secretary for Civil Defense. He disclosed that the department is already allotting \$700,000 of its present budget to do so for Conelrad stations.

### Termed 'Vital Need'

Speaking at the recent conference here of State Broadcaster Association Presidents, he said the request is in line with the "vital need" for means of preserving a communications system to operate after an attack.

FCC commissioner Robert T. Hatley, however, noted that a government report is imminent on a check being done by the commission, Defense and other government departments and agencies concerning a new CD communications system, which he was "not at liberty to discuss." He added that the Conelrad system "would disappear overnight, but would remain until a new system was in operation."

### Trained Personnel Essential

Hatley also stressed that, like Conelrad, any new system would depend on "privately owned" communications facilities, including broadcast stations, and "highly trained personnel."

## Gen. Mgr. Takes

### MIKE Mike to Camp

**Pittsburgh**—The Sunday broad- cast by Joe L. Brown, Pittsburgh sites' general manager, now terminate from Fort Myers, Fla., where the team is in training. Assisted by sportscaster Tom Feder, Brown is sponsored throughout the year by Knights Insurance Co. His air time is doubled to 30 minutes during baseball season.

## Spec Salutes Musical Flicks

Chrysler Corp. will sponsor C-TV's fond salute to musical flicks—past, present and future in "Arthur Freed's Hollywood Melody" in color Mar. 19. Showing the transition from silent to "talkies"—complete with lavish production numbers—will be Nanette Fabray, Howard Keel, Shirley Jones, Yvette Mimieux, Richard Chamberlain (NBC-TV's "Dr. Kildare"), Juliet

## 10 Research Grants To Assay 'Discovery'

Ten research grants for studies evaluating the effects of "Discovery" on its young viewers will be made by ABC-TV in connection with the new children's program which debuts Oct. 1 the grants, ranging from \$1,000 to \$2,000, will awarded to graduate students at major American universities.

"Discovery," will explore facets of a youngster's interest and imagination while maintaining liaison with major school systems, parent-teacher groups, libraries and children's book publishers.

## Pitt Broadcast Execs To Hear Legit Director

**Pittsburgh**—Milton Katselas, director of "Macbeth," the Pittsburgh Playhouse production due to open Saturday, will address executives of the Radio and TV Club at a luncheon tomorrow in the Penn Sheraton Hotel. He will speak on "A Theatre Man Looks at Broadcasting."

"Macbeth" marks the third production at the Craft Avenue theatre.

Katselas has directed two major off-Broadway efforts, "The Zoo Story" and "Call Me By My Rightful Name," and will direct an English company in London later this year.

## Sound Editors Honor 'Route 66' Writers

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—"Route 66" and "El Cid" were named best sound-edited TV series and feature film, respectively, at the Motion Picture Sound Editors ninth annual awards, Saturday night at the Beverly Hilton. Verna Fields was sound editor on Allied Artists' "El Cid," produced by Samuel Bronston. Jim Bullock and Jack Jackson were sound editors on Screen Gems' "Route 66," produced by Herbert Leonard.

Prowse, David Rose and the orchestra, dozens of dancers and "showgirls" and Donald O'Connor, who also will act as host on the program.

Included will be a take-off on Freed's 1929 Oscar-winning movie, "The Broadway Melody," and a look at several plot-cliches of early musicals. The program will pre-empt "87th Precinct" on this date.

## British Pilot to Chart Route for Bus Series

**London**—A pilot program for a TV series to be entitled "Waltzing Matilda" is being discussed by the BBC and NBC International in association with Kierara Productions, who control the property. Potential telecast date is the Fall of 1963.

"Waltzing Matilda" is an ancient motor bus which two ex-paratroopers have rescued from a junk yard and reconditioned to carry passengers and freight between London and Singapore—over 10,700 miles through 16 countries.

## WQXR to Air 'Swing' Birth

Benny Goodman's "Paramount Theatre Riot" on Mar. 10, 1937, will be reconstructed on WQXR's "The World of Jazz" tomorrow. Jazz historians, terming the event the real opening of the Swing Era, recall that 21,000 young people jammed the theatre (admission 35 cents), did the "Shag" in the aisles and tried to climb up the elevated band platform. Many in the audience cut school and lined up at the box office at 6 AM.

## ABC's Movies Adds 3 National Sponsors

New sponsors for "Hollywood Special," ABC-TV's Sunday-night movies which begin Apr. 8 with "Run Silent, Run Deep," are:

Edward Dalton Co., Division of Mead Johnson & Co. through Kenyon & Eckhardt; Schick Safety Razor Co., Division of Eversharp, Inc., through Compton Advertising, and International Latex Corp. through Reach, McClinton & Co.

## Amana vs. CBS Rejected

(Continued from Page 1)

tive practices and asking treble damages.

Amana had asked the court if the Clayton Act applied to: discrimination in sale of time by a TV network; a network's "must buy" policy, under which sale of time including a specified group of stations; tie-in sales of time if the advertiser purchases programs in which the network has a financial interest.

Amana's complaint was dismissed by the Circuit Court with a finding that the word "commodity" within the Clayton Act's context does not apply to sale of TV advertising time.

## Prison Documentary Repeated for Teeners

**Chicago**—WBBM-TV, at the request of civic and school officials, will rebroadcast the documentary, "Life at Stateville — the Wasted Years," Mar. 15 at the early time of 6:20-7 PM so that high school and junior high school students can see it.

Produced and narrated by WBBM-TV reporter Hugh Hill, the half-hour documentary portion of the program depicts prison routine.

An editorial segment within the program points up the students drop-out problem and how it relates to the antisocial activities of students who leave school prematurely.

The appeal is delivered by Clark B. George, vice president, CBS-TV stations division and general manager of WBBM-TV.

## Heinemann to Address Communications Seminar

**Evanston, Ill.**—George A. Heinemann, NBC public affairs manager, will address a dinner meeting Mar. 22 of the Midwestern Science Communications Seminar for public information specialists.

The seminar is being held at Northwestern U., and supported by a grant from the National Science Foundation. Heinemann's topic will be "A Critique on the Programming of Science Subjects on TV."

## Station's Blood Appeals Ensure Heart Surgery

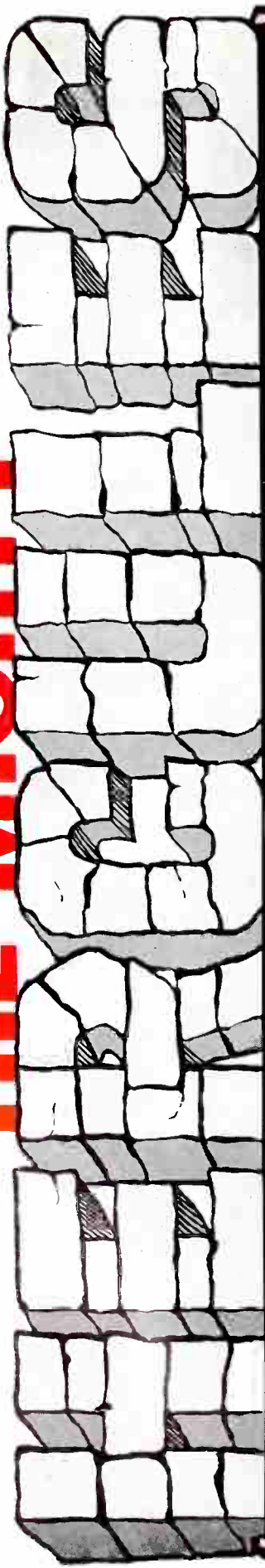
Hearing that a hospitalized Long Island man needed 40 pints of blood before he could undergo a heart operation, WGII, Babylon, L. I. broadcast appeals to listeners, and personality Ray Mineo invited donors to meet him at the hospital. The station's engineering department and the patient's former union also contributed, and the quota necessary for the operation was met with some to spare.

## OBITUARY

### Mrs. May Nathan

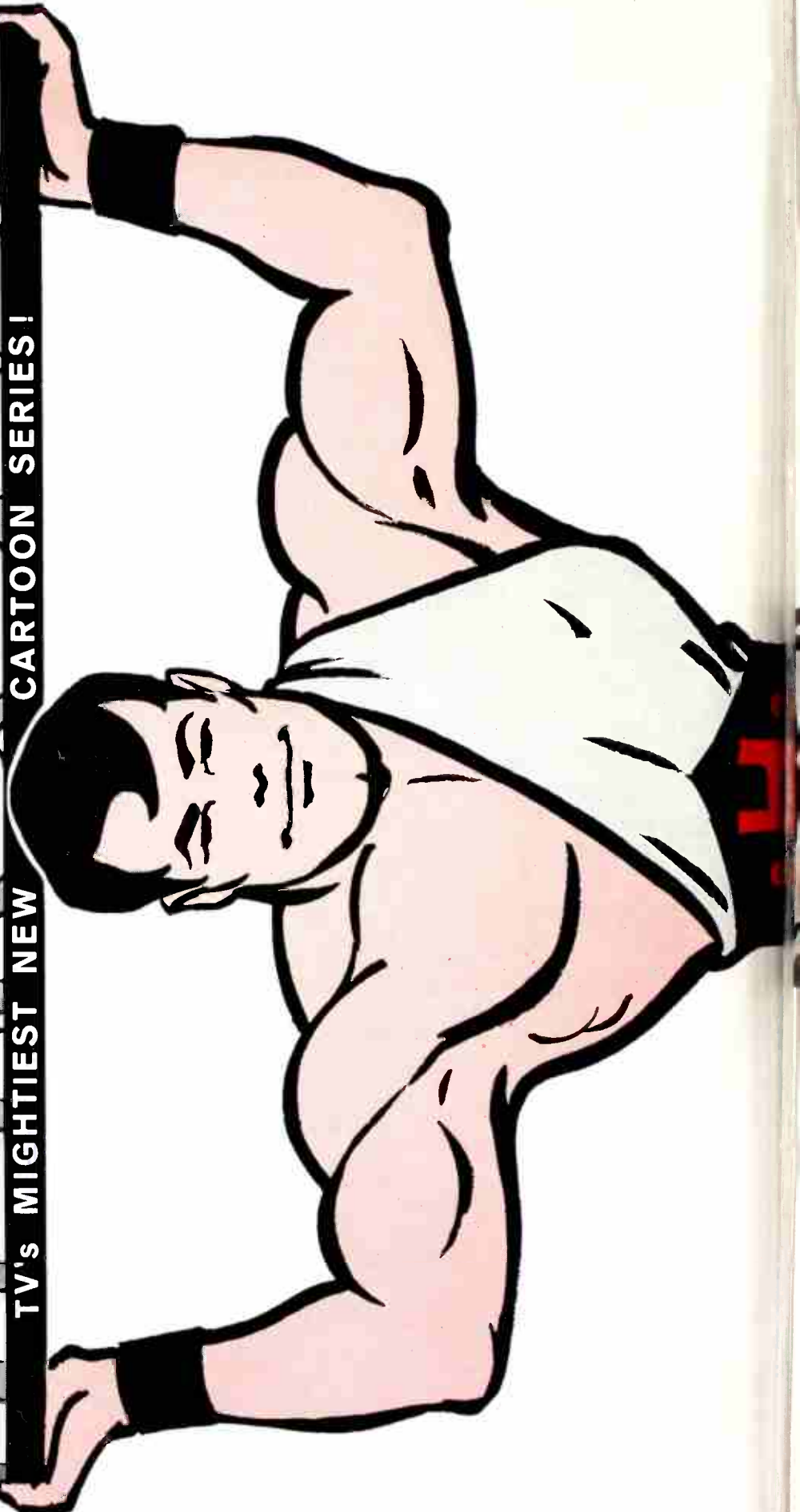
Mrs. Mae Nathan, mother of Wynn Nathan, president of TV Marketeers, died Mar. 4. Funeral services will be held in California.

# THE MIGHTY

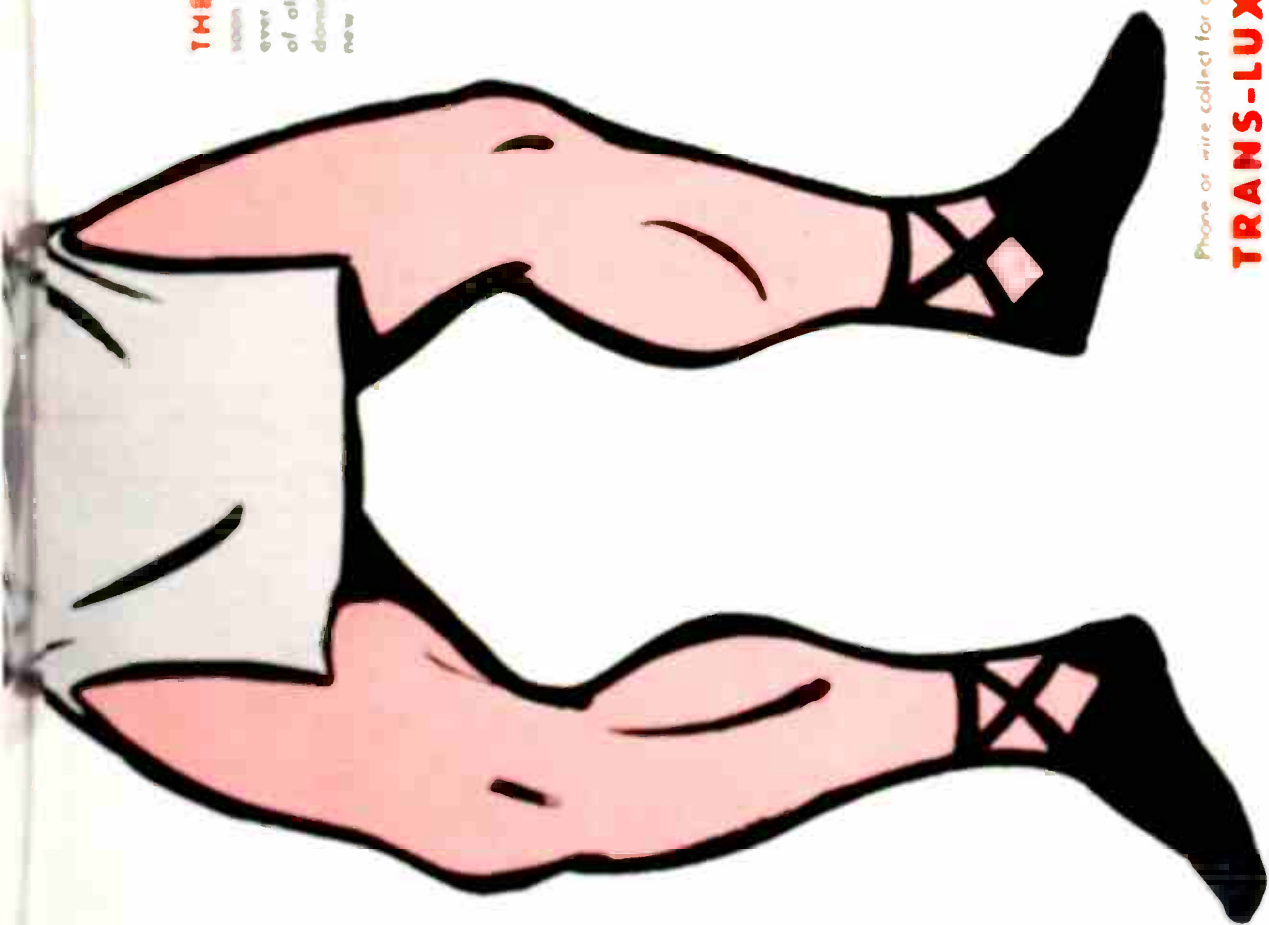


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## 'Brady's Back' Bows In Boon to Bemused

Carl Reiner, comedian and writer-producer of CBS-TV's "Dick Van Dyke" series, will make his first appearance on the show Mar. 28, but will be seen only from the rear. Reiner, who sometimes uses his own voice off-camera in the role of mythical TV star Alan Brady, is bowing (half way) to popular curiosity as to what "Brady" looks like.

## WBZ's Dean, O'Friel Cited by Mass. UPI

**Boston**—The UPI Broadcasters Association of Mass. has presented its Tom Phillips Award to WBZ newsman Mort Dean for his action in notifying police he had spotted a hunted killer and for a newscast following the capture and cited WBZ general manager Paul G. O'Friel for his editorial, titled "Future in Danger."

The Phillips Award honors a one-time news director of WNEB, Worcester, and judges who chose its recipient were Dick Cheverton, president of the Radio and Television News Directors Association; Sam Sharkey, NBC night news manager, and Paul Morency, president of WTIC, Hartford.

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A STORER STATION



By TED GREEN

• • • WJQS, Jackson, is staging a Miami vacation promotion, awarding free trips to that Florida resort to eight people, according to Lew Heilbronner, VP and general manager. The promotion is a traffic-builder, allowing sponsors' customers to register, free, over an eight-week period for the expense-paid trips. Station expects to have about 30 sponsors when the sales drive is completed in early March. . . . Hugh Marlowe and his actress-wife, K. T. Stevens, between their coast TV stints, planed into N. Y. for talks about Marlowe starring in the London company of "Under the Yum-Yum Tree." K.T. stars next in a "Thriller" segment. . . . It's good to see James Dunn back in action in the "Run, Clown, Run" segment of "Follow the Sun." This is a wonderful guy and an A-1 trooper. His performance in the "It's a Great Life" series was par-excellent. . . . How come he isn't snatched up for a TV show of his own????? President Tom McCarthy of Austin Nichols Co., who dreamed up the name Wild Turkey for his company's finest bourbons, is planning to advertise Wild Turkey Bourbon on radio.

☆ ☆ ☆ ☆

• • • Meet: Norman Rosemont, vice president and general manager of Alfred Productions, the Lerner and Loewe corporate organization, who was executive producer of Chrysler Corp's recent NBC-TV color special, "The Broadway of Lerner and Loewe." During World War II he put on revues and shows for the troops in France. On his return to the States, he broke into "the world of entertainment" by selling record albums and Webcor tape recorders. Rosemont then joined a field group organized by Sam Goldwyn to promote Goldwyn's latest film, "Hans Christian Andersen," and what was supposed to be a two-week job turned into a six-month deal. In 1954 he became Harold Rome's press agent, and through Rome and the late Moss Hart, he met Lerner and Loewe. Rosemont became a policy-maker and director of their many enterprises.

☆ ☆ ☆ ☆

• • • Singer Ilene Woods and announcer Frank Waldecker, are readying a talk show which might go into the Le Cafe Arnold on Central Park South. . . . Actress-singer Marilyn Maxwell continues her highly successful act at the Latin Quarter, through Mar. 13. . . . Before leaving for her first trip to Australia where she will do a four-week engagement at the Checquer Club in Sydney, Hildegard taped a "PM" show which will be aired on Mar. 13. . . . Want to improve your golf? Get a grip on yourself! so says Dr. Joyce Brothers. . . . Greybar Theatrical Production Co. syndicators of the Bob and Ray Radio Comedy Library, announced the sale of its package to three of the Transcontinental Radio Stations: WDAF, Kansas City; WGR, Buffalo, and KFMB, San Diego. . . . United Nations correspondent for NBC, Pauline Frederick, enjoying herself and getting the much needed rest at the Biltmore Terrace in Miami. . . . Lloyd Bridges surprised everyone by not doing any skin diving but just getting plenty sun at his cabana.

☆ ☆ ☆ ☆

• • • Goes on at RCA Victor: Lena Horne is a reveller in the blues and the blues are what she revels in on her newest album on RCA Victor. "Someone to Watch over Me," "I Wanna be Loved," "What'll I Do," "It Might as Well be Spring," "They Didn't Believe Me" and "Darn that Dream" are some of the songs sung in that prismatic spotlight we call the blues. . . . "Desmond Blue" features perennial jazz-poll-winner Paul Desmond in an entirely new setting. Desmond, now exclusive RCA Victor artist as a soloist, has long been familiar to jazz fans as alto sax soloist with the Dave Brubeck Quartet, with which he remains. . . . "Young and Warm and Wonderful" is the title of Peter Nero's newest album on RCA Victor. . . . "Down Home," featuring guitarist Chet Atkins, is produced by A&R man Chet Atkins. Chet performs 12 selections he has chosen from his favorites.

## Latin Outlets to Air Pix Of Britain's Monarchs

**Buenos Aires**—The BBC office here is distributing to South American TV stations filmed profiles of Queen Elizabeth and the Duke of Edinburgh concurrent with Prince Philip's two-month tour of the continent which ends Apr. 2. The films, made by the BBC-TV Specialized Unit, London, were produced with commentary in Colombian Spanish.

## Cowboy Stars Trigger Tokyo Fan-Stampede

**Special to THE FILM DAILY**  
**Tokyo**—What a local newspaper called a "human stampede" was set off at Haneda Airport here by arrival of CBS-TV's "Rawhide" stars Eric Fleming, Clint Eastwood and Paul Brinegar.

Some 7,000 enthusiastic Japanese fans rolled right over the 150-man police cordon as the cowboy stars stepped from their plane, sweeping other airline passengers along with the crowd. A planned motorcade through downtown Tokyo was canceled at police request.

The stars are in Japan for a 10-day tour arranged by CBS Films, which handles overseas distribution of "Rawhide," "Perry Mason" and "Gunsmoke."

## WNYC Carries Awards By Foreign Film Critics

The 21st annual film awards ceremonies of the Film Critics Circle of the Foreign Press of New York will be broadcast tomorrow on WNYC-AM-FM. Awards will be presented in three categories: the best U. S., British and foreign-language films exhibited in New York City during 1961.



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# Two-Hr. Specials Disney Renewal

Walt Disney Productions has signed a renewal agreement with NBC-TV to present "Walt Disney's Wonderful World of Color" for two more seasons and to produce two special two-hour colorcasts—"Born to Sing," story of the Vienna Boys Choir, filmed in Vienna, and "The Magnificent Rebel," relating the life of Ludwig Von Beethoven. One of the specials will be aired in the Fall. NBC-TV also announced that Kl J. Reynolds Tobacco, via William Esty Co., has renewed its alternate week sponsorship of "Sing Along with Mitch" colorcasts for next season, when the show switches to Fridays from its present Thursday night slot.

### Heinz Renews Eight

In addition, H. J. Heinz Co., through Maxon, Inc., renewed sponsorship in eight NBC-TV daytime programs during a 52-week period beginning May 10. Involved are "Play Your Hunch," "Concentration," "Loretta Young Theatre," "Here's Hollywood," "The Price Is Right," "Your First Impression," "Truth or Consequences" and "Make Room for Daddy."

### Award 'Golden Globes'

(Continued from Page 1)

Bob Newhart, of the Bob Newhart Show in NBC, was honored "The Best Television Comedian," while Pauline Frederick, featured commentator on the same network, received a Distinguished Service Award for "The Purex Special for Women."

### Laurel for Daly Brow

John Daly, of "What's My Line," on CBS, was saluted for his "consistent excellence in the field of television."

Adjudged "Best Family Entertainment" was "My Three Sons," a Dan Federson production on the ABC network.

### VOA Auditions Tapes

#### For D.C.-Staff Readers

Washington — Men and women readers interested in Voice of America staff positions here, should request material for audition tapes from the VOA, World Wide English Division, Washington, D.C. Broadcast material includes news, analyses and cultural and scientific features. Readers ordinarily are recruited as producer-announcers and part of the duties include radio production.

## AGENCY NEWSCAST

By SHELBY COOPER

Up-to-the-minute information for airline passengers will be broadcast 12 times a day in four principal East Coast cities, under terms of an initial 13-week contract negotiated for Eastern Air Lines by Fletcher Richards Calkins & Holding.

"Flight Facts" will present information on weather conditions and flight schedules in 60-second spots throughout the day, on radio stations WNAC, Boston; WHN, New York; WMAL, Washington, and WCKR, Miami.

Garfield, Hoffman & Conner, San Francisco, has been appointed to handle advertising of B. T. Babbitt's newly launched aerosol laundry product Vano Fabric Finish. "Spray Your Clothes New Again" will be theme of the campaign . . . Frederick C. Nordsiek has joined MacManus, John & Adams, Detroit, as account executive on Dow Chemical accounts. Most recently he has been with the Brook-Smith French & Dorrence and Ross Roy agencies there . . . The Richard L. Minns agency, Houston, will handle advertising and publicity for Ozark Mineral Water. Bill Bruce, agency VP., will be in charge of the account.

### Thought for Today

*"Radicals and conservatives alike are afraid of TV; perhaps the people, to whom they refer so fulsomely in their speeches, will see things differently than they do themselves. Each group would like to have its own programs televised, but not the programs of the opposition."*

—Dr. Margaret Mead for TV Guide

Dr. Posner Children's Shoes, via Mervin & Jesse Levine, will sponsor "American Treasure Chest" each Saturday on WNBC-TV beginning on WNBC-TV beginning Mar. 17. The show is aimed at children, and hosted by folk-singer Oscar Brand.

The promotion will be backed up by consumer contests at local shoe stores, personal appearances by Oscar Brand and sing-along sheets tied in with each program and distributed by dealers.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

now generally accepted means of communicating news and ideas; radio-photo transmission is a latter-day shoot off Matthew Brady's Civil War wet-plate photography, the hand-etched copper engraving has yielded to the half-tone and Reuters' pigeons have long since been retired by teletype.

If she's truly worried about "the debasement of old moral and social values," we'd suggest Inez talk to the city editors of those tabloids — standard-size papers, too — who see every divorcee as "glamorous" and prefer the pornographic records of a marital bust-up to a U. S. Supreme Court decision.

Re: electronic coverage of the courts, putting aside the public's right to know what is going on (we'll wager there isn't one person in 100 has ever witnessed an important trial!), as long as broadcasters operate by virtue of government license and all it takes is a printing press to publish a paper, we'll stack our money on radio and TV for more dignified all-around coverage, Inez.

I'm sure, you being a seasoned newsgal, Inez, it's no secret that there are lawyers who still hoke up their briefs, even with doggerels, just to make space and a headline. Also, we'll bet that if court proceedings ever do get sponsored broadcasts, the commercials will be at least as decent as the corset and corn-cure blurbs that engulf the same stories in your own papers.

We hope the American Bar Association, which recently conducted a full-scale hearing on proposed repeal of its Canon 35, will not become bemused by reactionary outpourings of The Antiquities section in our press. If the ABA group wasn't just conning the pleaders to keep them from getting too restless (and this time we don't question the lawmen's sincerity), TV and radio which, by their very nature cannot distort in direct coverage (can the consumer press say as much?) will give the citizen-taxpayer an opportunity to "attend" the ministrations of Justice, with the gag removed from her mouth.

# Daily Documentaries Enter 2nd KNX Year

West Coast Bureau of RADIO-TV DAILY Hollywood — "KNX Kaleidoscope" begins its second year on the air this month as a Monday-through-Friday night half-hour documentary series on topics of local, national and international interest. Reporter-narrator is Bob Ferris, who has been putting out the documentaries with Paul Udell and the KNX news depart-

Pat Buttram, KNX's afternoon humorist, has been selected to pick the final winner in the 1962 Minnesota Outdoors Liars' Contest. A panel of five Minnesotans will select the five best stories submitted and forward them to Pat. He will pick the winning story and air it on his KNX show.

ment under Barney Miller at the rate of one a day, five days a week, for over 11 months.

Meantime, KNX's "Music for the Middle Mind," aired Sunday nights from 10:15-midnight, has entered its second year as a feature of the Armed Forces Radio Service which packages the program as a 55-minute show and sends it to some 200 military-operated stations around the world.


### Originator Is Commentator

Host-commentator is Hugh Douglas, who conceived the program three years ago and offers a cross-section of all elements in the musical spectrum. AFRS program director John Borges said it is one of the three most highly rated musical shows carried on the military network and the only one of its type. Interest is so keen, he added, that AFRS has to send out a list of selections to be included in the weekly program.

### West Coast Air Waves

#### Waft 'Penthouse' Jazz

Seattle—"Jazz from The Penthouse," a weekly half-hour show to be broadcast direct from the Penthouse night club, premieres tomorrow night on KING-FM. Emcee and announcer will be Jim Wilke.



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## Massive Protest Filed On Ill. Deintermix

Rockford, Ill.—WREX-TV general manager Joe Baisch says he has the names of 113,000 Illinois and Wisconsin citizens opposed to deintermixture of this area and deletion of his station's VHF channel. In addition, he quotes Rep. John B. Anderson (R., Ill.) to the effect that his office in Washington has been deluged with letters protesting the proposed deintermixture.

Basiss of objections is (1) the claim that a large number of viewers in the area would be deprived of good TV reception by the change, and (2) switching from VHF to UHF equipment would mean a heavy financial loss.

## Storer, WIBG Names PR, Promotion Director

Philadelphia—Lorrie Barofsky has been named WIBG (Storer) promotion director, in charge of all promotional activities, PR and publicity.

Miss Barofsky had been with WRCV where she was responsible for its promotion and publicity, as well as public service and promotional projects for WRCV-TV.

## Congressmen Safeguard V's

(Continued from Page 1)

bill is amended to forbid any switches of V's to U's. They made some headway before the Senate Commerce Communications Subcommittee when chairman John O. Pastore (D., R.I.) warned the FCC that it would have to compromise to get any bill through the Senate.

The House Committee has before it a number of bills. One, the Harris bill, introduced at the request of the FCC, would permit the FCC to require that all TV sets sold in interstate commerce be able to receive all channels. Another would ban any deintermixture until after the New York City experiment is concluded. Most of the others couple all-channel with a ban against shifting.

### 'Key to Future of TV'

Harris said the bills under consideration hold the "key to the future of TV in the U.S." He warned, however, that the House Commerce Committee has a full schedule of broadcasting matters before it. Stating "We hope to get out something, if only a report" on the request of daytime radio stations for longer operating hours, he added that the Committee wants to do something on the clear channel question.

Some 22 congressmen appeared or filed statements yesterday, with almost all dealing hammer blows to the FCC deintermixture propo-

## Priests Study R-TV Facets

Special To RADIO-TV DAILY

Montreal—Some 20 Roman Catholic priests have begun a six-week radio and TV course given by the Canadian Broadcasting Corp. here, studying everything from news writing to the application of make-up. Most of the students are in charge of religious broadcasting in their home towns.

As the first students of the Institute of Radio and TV sponsored by the National Catholic Office for Mass Media, they will hear lectures from at least 40 CBC department heads during the public service course.

### Fr. Seguin Once With CBC

The idea for the course originated with the Rev. Aurele M. Seguin, now superior of the Dominican Fathers in Ottawa but formerly director of the CBC French Radio Network before entering the priesthood in 1955.

### Renaissance Music Aired

"Portraits of the Renaissance," with Joel Meltz as host, premieres tonight on WRFM. The hour-long program will be heard weekly and will feature Renaissance-period music.

sals and backing a ban on any channel assignment shift.

Rep. Peter Mack (D., Ill.) said the FCC in a "revolutionary" policy change seems "to be selecting communities to discriminate against." Rep. Horace Seely Brown (R., Conn.) said the "deintermixture policy . . . is about to be carried out with recklessness.

### TV 'Vital,' Says Steed

Rep. Tom Steed (D., Okla.) stated that "TV is not just entertainment, it's vital." He referred to last week's surprise blizzard that blanketed Oklahoma, Arkansas and Texas with up to nine inches of snow. He said farmers and ranchers would have suffered heavy damage had they not received a warning of the sudden storm from their VHF station.

Rep. William H. Avery (R., Kans.) said it would be a mistake to "preclude forever" deintermixture of any market and hoped the FCC would work closely with the committee before it decides to do anything along these lines.

Congressman after congressman cited the number of viewers who would lose TV service in their districts if the eight deintermixture plans are carried out, and warned that these markets would only be the first, that eventually all TV would be shifted to UHF.

## BBG Okays 19 Bids, Leaves 36 Hanging

Special To RADIO-TV DAILY

Montreal—The Board of Broadcast Governors has approved 19 of 55 applications it heard two weeks ago at Quebec City, but postponed decisions on the other 36 until mid-March.

Left standing until closed BBG meetings Friday and Saturday are competing bids by the CBC and private broadcaster Jacques Laroche to set up a new French-language TV station in Quebec City, and several radio station applications for Toronto and Montreal.

No mention was made of a proposed regulation requiring stations to supply information on loans and special management services they receive.

### CFCO Is Sold

Included among approved stock transfers was sale of CFCO, Chatham, Ont., by John Beardal to Maclean-Hunter Publishing Co., D. G. Hildebrand and C. L. Chamber.

Power increases were approved for CHEX-TV, Peterborough, Ont.; CBI and CJCB, Sydney, N. S.; CK-BM, Montmagny, Que.; CJCS, Stratford, CKCR, Kitchener, and CJLX, Fort William, Ont.

CKCY, Sault Ste. Marie, Ont., won approval for daytime radiation-pattern changes.

Also approved was a move of CKPR studio-site from Fort William to Port Arthur.

Authority was granted for CH-VC, Niagara Falls, to form a network with WKMH, Dearborn, Mich.; to broadcast Detroit Tigers baseball games from Apr. 9 to Sep. 30.

## 'Vive Judson McKay' Sold Out for 1962-'63

Sponsorship of the "Vive Judson McKay!" comedy series on NBC-TV next season has been completed, with Brown & Williamson, Tobacco and Scott Paper Co. in alternate week buys through Ted Bates & Co. and J. Walter Thompson.

"Vive Judson McKay!" is about a young Iowa veterinarian serving in the U.S. Army in Paris, with Josh Peine in the title role. Linda Lawson stars as the attractive nextdoor neighbor in the house where he lives, and John Hubbard as McKay's commanding officer. Series debuts Sept. 14.

## Jazz Critic Re-Visits Elizabeth Morgan Show

George Simon, jazz critic of the New York Herald Tribune and author of "The Feeling of Jazz," pays a return visit tomorrow to the "Elizabeth Morgan Show" on WNTA.



Sold . . .  
on wsb  
radio!

When The Homestead—featuring Ethel Allen Early American furniture—opens a new store for Atlantans, it schedules WSB Radio. And WSB got results! YO sales have been so far above expectations that we are revising our advertising budget upward. This means we will be spending three times as much on WSB declared Robert B. Eckert, President of The Homestead. Local advertisers have tested and proved WSB Radio's selling power. You can profit by their experience on the 50,000 watt "Voice of the South."

## WSB Radio

Affiliated with The Atlanta Journal and Constitution  
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte  
WHIO, WHIO-TV, Dayton





Established February 9,

Indiana University Library  
Bloomington Ind

VOL. 90, NO. 45

WEDNESDAY, MARCH 7, 1962

PAGES 1-12

# DEINTERMIX MORATORIUM NEAR?

## UAA Reports Features Upswing

### 40% Rise in Sales Reported by Ezzes

With a 40 per cent increase in sales for the first two months this year over the same period of '61, United Artists associated yesterday revealed it is putting together a new package of 10 United Artists feature films. They will be high-budgeted post-'50 productions, according to Erwin Ezzes, UAA executive V.P.

"The whole features market is picking up today," Ezzes said, "whether with newly released product or top re-runs. The TV market has widened a need for small packages of new top-quality."

(Continued on Page 7)

**Desilu Sales, Ltd. to Expand Canada Distribution**

**Hollywood**—Formation of Desilu Sales, Ltd., of Canada, with offices in Montreal, Toronto, Winnipeg, Calgary and Vancouver, was announced yesterday by Desilu Productions president Desi B. Aronson, marking the final stage of Desilu's plans for development of an international sales organization for distribution of its own and other filmed Television programs.

### Car 54' Gets Red Light From Police in Texas

Houston — NBC-TV's "Car 54, Where Are You?" defames and dishonors the character of police officers, endangers law enforcement and should be taken off the air, the network has been told by the Texas Municipal Police Association, and the Houston and Galveston Police Officers Associations. A network spokesman replied that NBC is careful to make clear that the leading characters, Toody and Alldoon, are fictional."

### Portable Sales Hike Listeners' Nose-Count

CBS Radio yesterday released results of two surveys, conducted by R. H. Bruskin Associates, showing that more than 40 per cent of all U.S. homes have at least one self-powered radio receiver in good working order. Harper Carraine, network research director, opined that radio audiences may be substantially larger than generally indicated in present methods of audience measurement. In the last five years, Americans have spent about \$1 billion to buy portable sets. Five million were sold in 1958; seven million in 1959, and eight million in 1960.

### St. Louis Considers TV Academy's Ninth

St. Louis — Harry Ackerman, past National president of the Television Academy and V.P. and executive producer of Screen Gems, will meet with more than 200 representatives of St. Louis TV and advertising tomorrow to discuss formation of the ninth.

(Continued on Page 3)

### Chi. Inquiry Divided For Public, Stations

Chicago—The FCC inquiry into local TV programming here has been split into two parts. The commission said yesterday that the starting date remains Mar. 19 at 10 AM in Room 677 of the Federal Building, 219 South Clark St., when public witnesses will be.

(Continued on Page 5)

## Sam Slate Is Next President Of N.Y. State Broadcasters

Albany—Sam Slate, VP, and general manager of WCBS, New York City, yesterday was elected president of the New York State Broadcasters Association at its eighth annual meeting here. He has been serving as a VP of the association.



SLATE

Also elected with him to office for the year starting Apr. 1 are: Merl Galusha, operations manager for GE stations WGY-Radio and WR-GB-TV, both in Schenectady, as first VP; R. Peter

Straus, president of WMCA, New York City, as second VP; Elliott Stewart, executive VP and manager of WIBX, Utica, as secretary for his eighth term, and John Lynch, president and general manager of WWSC, Glens Falls, treasurer.

Elected to the board for two-years are: Paul Adanti, VP of WHEN-Radio-TV, Syracuse (he is the current president); Michael Hanna, general manager of WH-CU, Ithaca (in his second term, he is Legislative Committee chair-)

(Continued on Page 3)

### Harris Submits Plan To Safeguard VHF's In All-Channels Test

By HARRY LANDO  
Washington Bureau of RADIO-TV DAILY

Washington — Compromise was in the air as the FCC had its day before the House Commerce Committee hearings on 10 bills to give the Commission all-channel-set authority. But most of the measures also sought to ban any switch of VHF TV stations to UHF. The FCC statement, read by Chairman Newton Minow, asked Congress not to tie the FCC's hands with a flat prohibition against deintermixture. He pointed out that if the all-channel set leg-

(Continued on Page 5)

### Ford, B&W Tobacco Buy All-Star Hoop Coverage

The Ford Division, Ford Motor Co., via J. Walter Thompson, and Brown & Williamson Tobacco, via Ted Bates & Co., will sponsor the 11th annual East-West all-star college basketball game Mar. 31 on CBS-TV. The game, to be played in Kansas City, will be on network TV for the first time.

### RCA Color TV Sales Up; "Year-Round Business"

Color TV set sales dollar volume last month nearly equalled total black-and-white TV sales, and the latter had a 30 per cent sales volume increase for the

(Continued on Page 6)

### N.Y. Radio, TV Outlets In 'House Spots' Swap

WPIX will begin a 52-week series of spot announcements Mar. 15 on WHN, Storer Broadcasting Co.'s new New York radio flagship station. WHN started a 52-week series of reciprocal spot announcements on the TV station Feb. 19.

**GEORGE JESSEL! TONIGHT ON 'PM' STARRING MIKE WALLACE**

Westinghouse Broadcasting Company, Inc.



Established Feb. 9, 1937

Vol. 90 No. 45 Wed., Mar. 7, 1962 10 Cts.

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### 3 Tidewater Stations Tempt Norfolk Adme

Norfolk—The three Tidewater TV stations, once again joining forces to promote the TV medium, will present the latest TvB film, "The Sales Machine," Mar. 15 at the Norfolk Advertising Club luncheon.

Sales managers Bill Gietz of WTAR-TV, Ed Bonham of WAVY-TV and Charlie Coker of WVEC-TV have invited 30 local business execs to attend. TV, the medium, will be promoted a spokesman said, and not TV of individual stations.

NEWS THAT SELLS!

WDAU-TV SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK H R OR CALL CONWAY IN SCRANTON.

## COMING AND GOING

TED WALWORTH, NBC VP, and PETER AFFE, WNBC-TV station manager, in Albany for the New York State Broadcasters Association meetings.

CHARLES POMERANTZ, en route from Florida, last night left New York for the West Coast.

SHELDON LEONARD, CBS-TV producer, has returned to Hollywood after a one-day business trip to Cincinnati.

BOBBY RYDELL, Cameo recording star, will arrive in New York Monday following a three month world-wide tour.

PAT CARROLL, featured in CBS-TV's "Danny Thomas Show," will be in Miami for two weeks to appear in "The Girls in 509" beginning Mar. 9.

NICK DRAKLICH, associate producer of CBS-TV's "The Alvin Show," has arrived in New York for a two-week stay.

DAVID BLOOM, general sales manager for Hollywood TV Service, has left Los Angeles for a two-week business trip to New York and the West Indies.

JULIE BENELL, women's director of WFAA-AM-TV, Dallas, leaves for Hawaii today to judge a men's cookout contest in Honolulu.

HARRY NOVICK arrived in town from Washington en route to Albany to attend the New York State Broadcasters Association meeting.

HENRY ROGERS, of Rogers & Cowan, leaves New York for West Coast.

### TV Gets First Look At N.J. Legislature

For the first time in the history of the New Jersey State Legislature, TV has been permitted to train cameras on the lawmakers in session. The result is a WCBS-TV half-hour film documentary, "An Eye on Trenton," to be presented tomorrow night. WCAU-TV, CBS-owned station in Philadelphia, will broadcast the program simultaneously, through a direct feed from WCBS-TV.

Cameras follow the proceedings of the two New Jersey lawmaking bodies during the public hearings on a bill, its passage in the Republican-controlled Senate and Democratic-controlled Assembly, and as Gov. Richard J. Hughes signs it into law.

"An Eye on Trenton" is presented by the WCBS-TV Public Affairs Department. Executive producer is Ned Cramer and the producer is Gordon Hyatt. The cameramen are Larry Racies and Edmund Bert Gerard, and the film editor is John Dullaghan.

### 'Untouchables' Renewed

"The Untouchables" yesterday was renewed for the fourth consecutive year on ABC-TV. Robert Stack will continue to star as Eliot Ness. The program is produced by Desilu Productions.

### Our Man in the Mattress

CBS News special correspondent Guy Searls, broadcasting by telephone from a little town in central Vietnam, was being drowned out by traffic noise and the clamor of the people. Employing some impromptu sound engineering, he buried himself and the phone in the mattress of a bed and layers of mosquito netting. The broadcast came through fine.

### Frisco Station Cited For Airing Viewpoints

San Francisco — The Chamber of Commerce here has commended KNBC for its "meritorious public service" in presenting the Saturday night series, "San Francisco in the Sixties." The program provides a forum for different viewpoints on community issues.

### Kids to Learn Morals From Video Dramas

A new type of programming for children will be launched by WCBS-TV Mar. 24 when it begins a 13-week series, "Breakthru." Each program features a dramatic story of some problem-situation common to 4th, 5th and 6th-grade children. At a point of decision, the story is broken into by a panel of four 9 to 11-year-old children who talk about it with an adult. Then the story concludes.

Aimed at helping develop moral understanding and religious insight, "Breakthru," is a National Council of Churches presentation. Non-sectarian in approach, it will be presented as a public service of WCBS-TV in cooperation with the Protestant Council of the City of New York.

### Boston Art Directors Exhibit WEEI Promos

Boston—Five WEEI audience promotion pieces have been chosen to be displayed in the eighth annual exhibition of advertising and editorial art by the Art Directors Club of Boston.

Chosen for the exhibit were two WEEI newspaper advertisements, a 30-sheet billboard, a taxi poster and a magazine cover advertisement. Copies of the selected material will be on display at the Copley Society, March 13-23.

## FINANCIAL

(March 6)

### NEW YORK STOCK MARKET

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

### AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask, and various stock symbols like Capital Cities, Desilu, Filmways, MPO, etc.

### \* OVER THE COUNTER

Table with columns: Bid, Ask, and various stock symbols like Jerrold, Meredith, Metromedia, etc.

### WWRL Gospel Caravan Rolling to Apollo Theater

Fred Barr and "Doc" White of WWRL bring their "Gospel Caravan" to the Apollo Theater for one week, starting Mar. 11. Starring will be Sister Rosalynn and the Swan Silvertones. This marks their appearance at the Apollo.

HERBERT LEROY RICE AGENCY, INC.

RCA Building—New York City

Leading insurers in the Broadcasting Advertising fields for over 32 years

PERSONAL INSURANCE COMMERCIAL

Telephone: CI 7-1456

# ITC in Foreign Boom—SG Blanketing Brazil

## Nations Bought Properties in '61

Independent Television Corp.'s international department sold 43,272 half-hour episodes of 49 different properties in 55 countries last year, representing 35 per cent of the company's total gross, with the booming sales record trend carrying into 1962, according to John E. Pearson, ITC's inter-



PEARSON

national sales director. Pearson noted that in 14 of 22 countries of the Western Hemisphere, including Argentina, Canada and Mexico, and also in The Philippines of the Eastern Hemisphere, sales topped all previous records.

## Brazil Likes 'Supercar'

According to the South American market, he said "Supercar" was sold in Brazil, sponsored by Rede Nacional de Minas Geraes, for the fifth year; "Lone Ranger," for the third year; "The Beachcomber," all sold in Brazil; "Whiplash," in Colombia; "Lassie," for the third year; and "Supercar" both sold in Peru, and "Lone Ranger," for the third year, in both Argentina and Uruguay.

"Beachcomber" has been sold in Mexico City; "Lone Ranger" for the third year, in Guadalajara, and sold in Mexico City as well as in Juarez were "Hawkeye and the Mohicans," "The New Adventures of Charlie Chan," "The Jungle," and "Cannonball." In Monterrey, sales include "Beachcomber," "Cannonball," "The Four Just Men" and "The Post," plus "Lone Ranger" for the third year. "Lone Ranger" was also sold for the third year in Juarez.

## Sales in Canada Rise

Pearson said ITC's syndication in Canada have also increased steadily, with "Supercar," "Francis Drake," "Ghost" and the ATV variety series "The Arthur Haynes Show" sold on the full CBC Network, "Whiplash" on CTV.

Adding that both "Danger Man" and "Interpol Calling" have also with unprecedented success in Latin American markets, he noted that the series receiving the most TV air time throughout the Western Hemisphere, based on the number of total-hours sold in all markets, were "Fury," "Lassie," "Lone Ranger," "Cannonball" and "The Post."

## Intermountain Skein Spans 11 West States

## Kulamer, Kelly Gain New Posts at KDKA

Intermountain Network has completed its final phase of expansion to complete coverage of eleven Western States in association with the recently formed ABC-Radio West.

The network has announced the affiliation of KDEF, Albuquerque; KRSN, Los Alamos; KTRC, Santa Fe; KCLV, Clovis; KBIM, Roswell; KHOB, Hobbs; KPBM, Carlsbad; KGRT, Las Cruces; KYVA, Gallup; KSIL, Silver City, and KINT, El Paso. The newly formed group will also operate under the banner of Intermountain in New Mexico State Network.

This addition brings the total number of affiliates of Intermountain Network to nine stations in Utah, five in Idaho, 13 in Montana, 13 in Wyoming, 17 in Colorado, two in Nevada, and one in Nebraska.

ABC-Radio West combines the Intermountain Network with its facilities in Arizona and ABC Pacific.

Negotiations for the New Mexico State group were conducted by Jack Paige, executive VP, Intermountain, and Earl Mullin, station relations director, ABC.

## Outlet Promotes Mazur To Post of Sales Head

Robert W. Mazur has been promoted from account executive to sales manager at WMCA. He has been with the station since 1951, after serving as a buyer for R.H. Macy.

## Talk ATAS St. L. Unit

(Continued from Page 1)

ATAS chapter here.

Alex Dreier, Chicago Chapter president and ABC News commentator, and Peter Cott, national executive director, will also address the gathering at the Chase Hotel.

Hosting the evening session will be Mark Russell, executive producer at KMOX-TV and president pro tem of the proposed chapter. Other local industry leaders attending are J. Dolan Walsh, D'Arcy; James Faszholz and John Gunter, Gardner; and Keith Gunther, KSD-TV.

## TV News Follows the Sun

Pittsburgh—A mutual venture by WIIC, Pittsburgh, and WFLA-TV, Tampa, is permitting those fortunate Pennsylvanians wintering in Florida to keep abreast of events in their snow-covered home town.

Pittsburgh — KDKA, Westinghouse Broadcasting Co. station here, has promoted John Kulamer to public service director and David J. Kelly to news director. Kulamer has been in charge of the news operation, and Kelly has been a KDKA news editor since last Fall and was associated with KDKA-TV for the past year.

Kulamer was on the editorial staff of the Pittsburgh Press for four years before joining KDKA in April, 1956, as a news editor. He was named news director in February, 1959. In his new post he will supervise all areas of the station's public service programming, from spots to "Program PM" features, and an increased number of documentaries planned by the station.

Kelly, who also worked on the Pittsburgh Press, joined KDKA-TV last Spring and wrote many of its "Daybreak" features, scripts for the Pittsburgh Pops Concerts, the Children's Hospital Fund Show, the Variety Club telethon and other material.

## N. Y. Broadcasters Elect

(Continued from Page 1)

man); Robert Dreyer, Metromedia, VP, New York City, and Harold L. Neal, Jr., VP of WABC-Radio, New York City.

The broadcasters last night were to hear LeRoy Collins, NAB president, and Gov. Rockefeller. Leaders and members of the State Senate and Assembly also were to be guests of the association.

A special musical show, "How to Succeed in Albany Without Hardly Trying," was produced by Slate. It was written by Joe Cook and Bill Gammie. A ten-member troupe was led by Jack Sterling and his orchestra.

Tom S. Murphy, Capital Cities Broadcasting Corp. VP, was chairman of the annual dinner.

## Hiawatha Sells KCUE

Red Wing, Minn.—KCUE, 1 KW daytimer on 1250 KC, has been sold for \$87,500, subject to FCC approval, according to national media brokers Hamilton-Landis & Associates, who handled the deal. Hiawatha Broadcasting is selling to Eldon Lum and George Brooks.

## Screen Gems Sells 22nd Show to Latins

Station or sponsor sales of "Shannon," "Rescue 8," "Top Cat" and "Quick Draw McGraw" in Brazil this week gives Screen Gems a total of 22 weekly programs airing in that country, all but one being half-hour shows. The exception is the hour "Shirley Temple Storybook," being telecast in all 13 of Brazil's TV markets and sponsored by Bendix Corp.

Latest figures show Brazil with almost 2 million TV sets in 13 markets, the six majors being Rio de Janeiro, Sao Paulo, Brasilia, Recife, Porto Alegre and Belo Horizonte.

## Dubbed in Portuguese

The Screen Gems series are all dubbed in Portuguese in Sao Paulo and sponsored by many leading U. S. companies, including Colgate-Palmolive, now in its third year of sponsorship of "Rin Tin Tin" in 10 Brazilian markets; Shell Oil Co., sponsoring "Churchill — The Valiant Years" in 10 cities; Lever Brothers, backing "Father Knows Best" in 10 markets; Philco, airing "The Flintstones" in 10, and Nestle, backing "Circus Boy" in 12.

Brazilian sponsors are also involved in multiple station buys: "Dennis the Menace" is co-sponsored in seven major markets and "Tightrope," premiering this month in seven cities, is also backed by Brazilian firms.

Lloyd Burns, Screen Gems' international operations VP, recently returned from a two-week sales jaunt to Brazil and Venezuela. In the latter country, where SG is 100 per cent sold out, his visit was made to review current product and to discuss future program plans with stations and sponsors.

## Dr. Willy Ley to Guest On 200th 'Viewpoint'

Dr. Willy Ley, rocket expert, will be interviewed by the Rev. Dana Forrest Kennedy on the 200th consecutive weekly broadcast of "Viewpoint" Mar. 17 on the Mutual Radio Network. The show is produced as a public service by the Episcopal Church.

## Documentary Features 'Test-Tube Detectives'

Cleveland—"Crime Lab," a special documentary on the activities of the police department's scientific investigation unit, will be presented tomorrow on WJW-TV's "Cleveland Report." Narrator is Doug Adair, who will review unusual crimes solved by "test-tube detectives."



By TED GREEN

• • • It looks as though CBS will soon move more of its TV operations to the W. 57th St., production center. . . . That Look magazine receptionist nominated by A.F. as one of the industry's top beauties is Nancy Torres, who toils on the 12th floor of the company's office building. We took one look at her and flipped—A.F. is sooooo right. Nancy definitely belongs in front of the TV cameras, doing refreshing commercials on shows—or gracing the pages of Look and other magazines. . . . Alma Knight, former hatchick with the three-octave range, cutting some sides for Mercury. . . . Kay Sommers-by Morgan, former CBS costumer and ex-chauffeur for General Ike in Europe, had a walk-on in the TV drama "Footnote to Fame." . . . TV's next golden boy emcee: Jack Clark.

☆ ☆ ☆ ☆

• • • Phelps Fisher, KOMO-TV, Seattle account exec, off for a month-long tour of Europe, accompanied by his wife, Christel. . . . A special recording of his UN address has been presented to President Kennedy by Ralf Brent. The speech, a highlight of the UN's 16th General Assembly, was beamed to all corners of the world. . . . Fred Scott, who hosts "Felix and Diver Dan" children's programs, is the recipient of the Veterans of Foreign Wars 1961 American Citizenship Medal. It was awarded for "outstanding qualities of citizenship, patriotism and public service to our country and local community."

☆ ☆ ☆ ☆

• • • Meet: Allan Jefferys, whose "In the Land of Music" program recently marked its first anniversary on ABC Radio. His program blends live and recorded music on a regular basis and includes interviews with prominent composers and musicians, forming jazz and the music of Broadway and Hollywood. The program, heard Monday through Friday evenings on the ABC network, is carried in New York by WABC-FM Mondays through Saturdays. Jefferys has been an ABC announcer since October, 1955. From 1950 through 1954 he was a TV-radio announcer and host of an across-the-board hour-long "Allan Jefferys Show" for WTOP-TV, Washington, D.C.



JEFFERYS

☆ ☆ ☆ ☆

• • • Goings on at WCBS: Jack Sterling takes off Friday for Tucson to meet with clients, returning on Monday. . . . Margaret Leighton, star of Broadway's "Night of the Iguana," will be Ken Banghart's guest on his radio program next week. . . . Nightclub, radio and recording star Julia Steele returns to the bistro circuit Mar. 16, when she opens at the swank Galaxie Supper Club in St. Albans after a four-month absence. . . . WCBS Radio's Lee Jordan reading scripts for Summer stock. He'll work the straw-hat circuit within traveling distance of New York. . . . Gloria Okon, the WPIX weather gal, will spend her time between her office and a midtown hospital, visiting her spouse, ad agencyman Ted Okon, who's having his tonsils removed next week. . . . CBS Newsman Allan Jackson has accepted an invitation to speak before the National Association of Purchasing Agents Mar. 22 in Albany.

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• • • Off the Record: "Galaxy 30" is the greatest Mercury promotional album ever put out by the record firm, showcasing 30 of the label's top artists. . . . "Tears and Laughter" no doubt is one of the greatest Dinah Washington albums to date. Dinah assumes a new approach, swinging between tear-jerkers and happy tunes. . . . Mercury Records has been nominated in three categories for the "MOE" award of the Music Operators of America.

### Boat Show Coming Up

Chicago — WGN-TV and Jim Thomas will present live coverage of the National Boat Show tomorrow on "La Salle Outdoors." Sponsor is the La Salle National Bank, via MacFarland-Aveyard.

### Bassett Rejoins WSAI

Cincinnati—Lu Bassett has been appointed account exec for WSAI. He returns to WSAI where he was formerly national and regional sales manager for over seven years.

(Click.  
Hummmmmmm)  
you are  
about to  
hear the  
distinctive new  
sound in  
New York.  
Listen...





## KATU-TV Lights Up Mar. 15 in Portland

West Coast Bureau of RADIO-TV DAILY  
**Portland, Ore.**—KATU-TV goes on the air for the first time Mar. 15 with a special hour show to introduce its personalities to the Portland audience. Motion picture star Jane Powell, a Portland native, will guest on the program. In announcing the KATU-TV debut, William J. Hubbach, vice president and general manager, said: "The station personnel has been chosen from a flood of applications with emphasis on youth and creative thinking backed by sound TV, advertising or journalistic experience."

## Chicago Inquiry Divided

(Continued from Page 1)

ard. Following an adjournment, the inquiry will resume Apr. 9 to receive evidence from Chicago's five stations.

In order to testify, witnesses must notify the FCC by next Monday of their desire to appear. The commission said it hopes such witnesses will supply advance copies of written statements to Arthur A. Gladstone at the FCC's Washington offices by Mar. 15, warning that as time will be limited they will likely be asked to give only a short oral summary of their testimony, with the written statements to go into the record.

When the TV stations begin their testimony, they will be read in the following order: WGNQ, WBBM-TV, WKBK, WGN-TV and WTTW.

## Great Day for the Irish

Stanton—"All the charm and order of Ireland" will be captured in a three-hour St. Patrick's Day spectacular on WEJL Mar. 17.

## NCCM Music Special Opens Lenten Season

The National Council of Catholic Men has announced the completion of a music special for the first Sunday of Lent, entitled "The Sound of Sorrow," to be shown Sunday on ABC-TV. The program features the 35-voice Pelouquin Chorale and the ABC Symphony Orchestra in selections appropriate to the season of Lent.

## Two Ziv-UA Series Grow in Top Markets

Latest sales of Ziv-UA's "Ripcord" and "Everglades" have increased the two series' shares of the nation's top 50 markets to 47 and 37, respectively.

Standard Oil, through D'Arcy Advertising, Chicago, bought "Ripcord" for WKZO-TV, Grand Rapids-Kalamazoo, while WHEC-TV, Rochester, N.Y., negotiated for the purchase of both series.

Other "Ripcord" sales include the Koontz Creamery, Baltimore, through Leon, Shaffer, Golnick, for WJZ-TV and Kehoe Tire Co. for WTOG-TV, Savannah, and KALB-TV, Alexandria, La.

Additional "Everglades" buyers were WDAM-TV, Hattiesburg-Laurel, Miss., and KALB-TV.

## Canada's CTV Network Names Weed U.S. Reps

Special To RADIO-TV DAILY

Toronto—Spence Caldwell has appointed Weed & Co., New York, as U.S. rep for the CTV Network. The agency will work through Ken Flower, CTV's U.S. sales manager.

## Minow Weighs Compromise

(Continued from Page 1)

Commission passes, the need to deintermix might lessen.

Committee chairman Oren Harris (D., Ark.) asked Minow to go further and to agree—in the event it gets all-channel legislation with restrictions on switching stations—to put a moratorium on all deintermixture actions until it can be made clear whether such law will permit U's to compete with V's without deintermixture.

### Minow Confers Often

Only three other commissioners—Ford, Cross and Hyde—were present. Minow huddled with them, several times during the proceedings. The consensus was that all seven commissioners should consider the Harris proposal before any answer was given. Minow promised to have it in

written form within a week after the close of the current hearings.

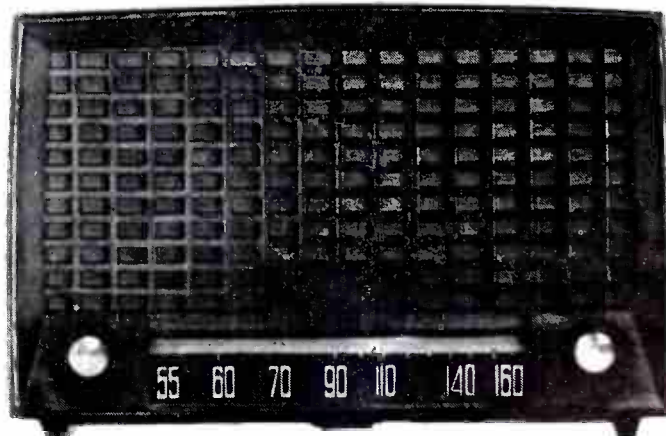
Minow was pressed by members of the committee, as he was during the Senate hearings, on the lesser coverage of U's compared with V's, and on the charge that deintermixture would mean loss of TV service to people now getting it. He answered that it is possible in many cases to use translators with U stations to make sure nobody loses TV.

### Springer Expresses Doubt

Rep. Springer (R., Ill.) doubted these devices would work that well in his area. Minow retorted with "then we won't deintermix."

Minow said there is no certainty that the final FCC decision will be for deintermix in the eight markets currently under consideration.

"This is WHN Storer Radio, New York"



A new station is born in New York. A new concept of programming. A distinctive new sound. It's a new sound in music. It's a new sound in newscasting. 50,000 watts, 24-hours a day. It's Storer Radio, New York. / A new advertising medium is born in New York. With an adult, astute, affluent audience. It's WHN Represented nationally by the Katz Agency, Inc.

Sound of Music/Total Information News Storer Radio, Inc. 400 Park Avenue, New York 22, N.Y.

### Sweet Sixteener Signs As Andy Hardy's Girl

Sixteen-year-old Pam Beaird has been cast in the regular starring role of Polly Benedict, "girl-next-door" in MGM-TV's new "Andy Hardy" series.

She has been acting since the age of seven, and recently played Cinderella in MGM-Cinerama's "Wonderful World of the Brothers Grimm."

### Detroit Mayor Honors First Int'l Sound Fair

Detroit—Mayor Jerome P. Cavanagh has declared July 25-29 as "Sound Industry Week" in honor of the International Sound Fair being held in the Motor City during that period.

In declaring the special week, the mayor said: "we feel it is due recognition to the individuals associated with the home entertainment field who are responsible for bringing so much pleasure into the lives of all of us."

This first of a series of annual International Sound Fairs will bring exhibits from all over the world of the latest in sound and music equipment.

### Station Head Takes Air In Bid for Orchestra Aid

Chicago—WBBM-TV will present the Chicago Chamber Orchestra under direction of Dr. Dieter Kober tomorrow in a special half-hour "Music for a City" concert.

Following the concert, Clark B. George, general manager of the station, will make a brief editorial appeal for community financial support to insure continuation of the orchestra's existence.

### RCA Color TV Sales Up; "Year-Round Business"

(Continued from Page 1)

month, it was reported by W. Walter Watts, RCA group executive VP. Ever since last November—month, it was reported by W. Walter Watts, RCA group executive VP. Ever since last November—when color TV business was greater than B&W sales for the first time—color TV has been close to our excellent black-and-white sales volume," he added.

Factory shipments of color TV receivers by RCA in January and February equaled the total units delivered in the first six months of 1961. Shipments of RCA Victor color receivers in February rose 119 per cent above the same period a year ago. "The continuation of color TV's sales boom through February shows that color has reached the level of a solid, year-round business," Watts said.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KLAC had turnouts totaling more than 500 at the series of parties last week at the Beverly Hilton. Bob Forward introduced members of his staff and each of the deejays entertained briefly. Funniest bit by far was contributed by Red McIlvain, really talented comic who does the all-night show.

☆ ☆ ☆ ☆

• • • Two best lines of the evening were contributed by Frank Sinatra and Bob Hope at the Screen Producers Guild dinner in the Beverly Hilton. When Sinatra was introduced as emcee he stepped up to the mike and asked, "Anybody interested in a hot engagement ring?" Hope's quip was in describing "Sergeants Three" as a remake of "Gunga Din": "In this one, Sammy Davis, Jr., plays "Gunga Din" and survives. You just don't fool around with the NAACP and B'nai B'rith!"

☆ ☆ ☆ ☆

• • • Marty Ingels emcees the California Press Women's 12th Annual Awards luncheon at the Beverly Hilton Hotel Saturday. Frank Gorshin was given an award by the Auto Assn. of America for his efforts on behalf of traffic safety. . . . Singer-actor Kinney Roberts, fresh out of a "SurfSide 6" segment, opens a four-week engagement tomorrow at the Tenderloin in Beverly Hills.

☆ ☆ ☆ ☆

• • • Richard Basehart, who plays the title role in Allied Artists' "Hitler," is in New York to tape "The Paradine Case" for showing on NBC-TV's "Theatre 62" Sunday. Fred Coe produces. . . . Molly Bee guests on Bob Barker's "Truth or Consequences" tonight on NBC-TV. . . . Composer Miklos Rozsa, Academy Award nominee for his scoring of "El Cid," will guest on Sidney Linden's Show over KCOP Sunday. . . . Margarita Sierra, regular on "SurfSide 6," has signed with the John Vestal Organization for personal management.

☆ ☆ ☆ ☆

• • • Ricardo Montalban returns to MGM, where he labored for eight years, to make his first TVER on that lot. He will guest in an episode of "Cain's Hundred." As soon as he completes his TV role, he leaves for the south of France for location filming of "The Grand Duke and Mr. Pimm," starring Glenn Ford. . . . Jerry Jolstead takes over as general manager of KITO, San Bernardino, and is being replaced on the KHJ sales staff by Dick Depoyan, who moves over from his post of assistant director at KHJ-TV. . . . "Truth Or Consequences" will take a vacation from taping Mar. 20 to Apr. 2, while Bob Barker does Revolutionary War research in Washington and Philly.

☆ ☆ ☆ ☆

• • • Richard M. Rosenbloom, production exec at International Video Tape, will be in Laguna Beach all week taping commercials for Armstrong Cork. . . . Phyllis Stanley has resumed her dramatic career after two years on the sidelines and has signed with the Armstrong-Deuser-McHugh, Jr. Agency for representation.

☆ ☆ ☆ ☆

• • • Production notes: Lee Tracy and Irene Hervey have been cast as husband and wife in "Chalk One Up For Johnny," segment of "Follow the Sun," which got under way yesterday at 20th. . . . The Warner Bros. TV special, "FBI Code 98," resumed shooting at the studio this week after four days on location. . . . Malcolm Atterbury, who played a major role in the pilot film of "Route 66," goes to Dallas this week for his second guest role in the Bert Leonard-produced series.

### Experts on WSTC Give Architecture Ins, Outs

Stamford, Conn.—Guidance on architectural and interior design will be the feature of WSTC's "Community Affair" Monday night, when moderator Ethel Kveskin plays host to live panelists Ralph Alswang, who designed theatrical sets for "Raisin in the Sun" and all of Harry Belafonte's appearances; Joseph C. Herzberg, cultural news editor for the New York Times, and architect Peter Ogden.

### CBS and Republic Confer On Deal for Film Studio

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Executives of CBS and Republic Corp. are continuing their talks with a view toward a CBS rental of the entire Republic studio now occupied by Four Star Television. CBS has long desired an arrangement whereby all their production would be under one roof.

Republic would like to rent its entire studio to one company, and Four Star at present cannot utilize the entire studio.

### Toronto English Station To Air French Programs

Toronto—CJBC, one of the two CBC 50 kw stations here, will start carrying a regular week-night service of programs in the French language on Apr. 23. CJBC manager J. H. Harvey said the programs will be drawn from the schedules of the CBC French radio network. A population estimated at 123,000 in the station's coverage, speaks French only or are bi-lingual.

### CBS-TV Will Show Early Ring Bouts

Rare films of boxing immortals of the 1890s and early 1900s, including some made by Thomas A. Edison, will have their first public showing when "Turn of the Century Fights—First Fight Films Ever Made" is presented this weekend on CBS-TV's "Sunday Sports Spectacular."

Bouts include Jim Corbett vs. Pete Courtney; Corbett vs. Bob Fitzsimmons; George Dixon vs. Casper Leon; Joe Gans vs. Terrible Terry McGovern; Jack Root vs. George Gardner; Jack Johnson vs. Jim Jeffries, and Sam Langford vs. Fireman Jim Flynn.

The films were collected by handball champ Jimmy Jacobs, who will co-narrate the program with host Jack Whitaker. Producer is Howard Reifsnnyder.

### Shirley Temple Black Heads MS Fund Drive

Mrs. Shirley Temple Black has accepted appointment as national chairman of the National Multiple Sclerosis Society's 1962 MS Hope Chest campaign, marking her third successive year in the organization's top volunteer campaign post.

Mrs. Black, as national campaign chairman, complements First Lady Jacqueline Kennedy, recently named honorary chairman of the National Multiple Sclerosis Society's campaign for the second successive year.

### Box KRLD-TV Veep

Dallas—Ves R. Box, veteran radio and TV exec here, has been named VP of KRLD-TV, The Times Herald station. He will continue to serve as the station's assistant general manager.

### WEDDING BELLS

#### Kickham-Grady

Peggy Kickham, secretary in the merchandising department of WEEI, Boston, was married on Saturday to Paul Long Grady at St. Thomas Aquinas Church, Jamaica Plain, Mass.

# 4 Firms in 9 Series On ABC's Night Sked

Four advertisers have purchased sponsorship in nine ABC-TV nighttime shows, headed by the Mennen Co. Summer buy, via Jrey Advertising, of "Ben Casey," "Cheyenne," "Hawaiian Eye," "Lawman" and "Target: The Corrupters." It will use the five hours to promote its Skin Bracer, Trop and Blake.

## Int'l Latex Buys 4

The other three advertisers are International Latex Corp., via Leach, McClinton, for "Ben Casey," "Hawaiian Eye," "Lawman" and "Surfside Six;" Polaroid Corp., via Doyle, Dane Bernbach, for "Leave It to Beaver" and "The Hathaways," and Spielgel Corp., via McCann-Marschalk, for "Ben Casey," "Hawaiian Eye" and "77 Sunset Strip."

# K Station Announces Summer Farm Excursion

Kansas City, Mo. — KCMO Broadcasting is sponsoring a tour of Alaska, Hawaii and the Seattle World's Fair, to leave July 20 and return Aug. 11.

The tour will be led by George Stephens, of the station's agriculture department. This is the fourth such tour arranged by the station, and has the object of studying agricultural developments in various other parts of the world.

# JAA Gears for 30 More Pix

(Continued from Page 1)

feature films, he declared, because "salted in station libraries, they enable the outlets to get more mileage out of their inventories." With TV stations still amortizing their feature stores, he said, some show a tendency not to buy until they write off their product, thus "satisfying the accountants but losing programming impact."

Within the pre-'48 Warner Bros. and RKO libraries, both owned by UAA, there are about 50 features of each company comparing favorably with the post-'50's, Ezzes said. He predicted films of this caliber will be laying on TV for the next 10 to 20 years. Many of them Ezzes said, are costume pictures with

historical value, produced on high budgets.

Their long span is apparent, he stated, in the re-run contracts we're making now. In 30 percent of the cases, where contracts have run out on the Warner pre-'48 library, he said, the top 350 pictures were renewed for additional plays or sold to another station in the same market.

Network releases serve as another source for the distributor, he noted, citing the recent UAA lease of "Marty" and other features to ABC-TV for a 24-week Sunday-evening show starting Apr. 8.

The rising volume of business, Ezzes asserted, will necessitate more sales personnel on both East and West Coasts. To handle this extra volume, UAA has combined its shipping and inspection departments with those of its sister company, Ziv-UA, in Cincinnati.

UAA distributes about 2,000 feature films. These also include RKO, J. Arthur Rank, Monogram. It also offers 234 Popeye and 337 Warner Bros. cartoons.

# AGENCY NEWSCAST

By SHELBY COOPER

Despite the fact top managements generally endorse the theory of on-the-job training for advertising personnel, only about two per cent of the industry appears to be doing anything about it.

The research bureau of the Advertising Federation of America queried 3,542 advertisers and agencies on whether or not they had a "regularly operating training program for their personnel." Affirmative answers were obtained from only 71.

According to Prof. George T. Clarke, director of the bureau, these 71 are the recognized leaders of the industry.

An ethics code intended to eliminate exaggerated or misleading broadcast advertising in the Toronto area has been drawn up by the Better Business Bureau in cooperation with the Advertising and Sales Club. Labeled the Toronto Plan for Advertising Standards, the new code has received endorsement by the Association of Canadian Advertisers, the Canadian Association of Advertising Agencies and the CBC.

Nominations for the 1962 Advertising Woman of the Year are now being accepted by the AFA. Presentation ceremonies will be held at the annual convention, June 23-28 in Denver. Judges are Arthur Kroeger, marketing professor at Stanford U.; Colin Campbell, executive VP, Campbell-

## Thought for Today

*"Critics who see only the shortcomings of the advertising business and exhibit their cynicism publicly as kind of intellectual status symbol, may be called image-breakers, and disserve the nation and the private enterprise system."*

—James A. Gaylord  
Carl Byoir & Associates

Ewald, Detroit; Louis A. Weil, Jr., publisher of the Lafayette, Ind. Journal & Courier; Hunter Bell, advertising manager for Coca Cola, and Charlotte Montgomery, magazine columnist. General chairman of the award committee is Patricia Bage.

Arthur W. Kress has joined Reach, McClinton & Co., as controller. He was formerly chief auditor and acting corporate controller for Lionel Corp. . . . J. Walter Thompson, London, will handle advertising for Birmingham Small Arms, of England.

# Four Shows Renewed For Goodson-Todman

Goodson-Todman's "To Tell the Truth," "The Price Is Right," and "Say When" have been renewed, and "The Rebel" returns on NBC-TV June 27, via re-runs.

"The Price Is Right," which made its daytime debut on NBC-TV in November, 1956 has had its AM stanza extended 52 weeks, effective Oct. 1. The "Price" nighttime show, on the air since September, 1957, has been extended for 52 weeks, effective Sept. 19.

## Another Year for "Truth"

"To Tell the Truth," on the air since December, 1956, has been renewed for 52 weeks on CBS-TV, effective next December. "Say When," on NBC-TV five mornings a week since January, 1961, has been extended 26 weeks, effective Apr. 2.

"The Rebel," on the air two seasons on ABC-TV, goes into the Wednesday night NBC-TV time slot being evacuated by "The Joey Bishop Show," which unseated G-T's "Price Is Right," moving it over to Mondays. Twelve "Rebel" episodes will be presented during the 1962 Summer season. Sponsors are Procter & Gamble, via Benton & Bowles, and the American Tobacco Co., represented by SSC&B.



Few minds wear out; more rust out.

Bovee

—A Thought For The Day—

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

Boston Class B Stereo Multiplex  
FM Radio Station for Immediate Sale.  
CASH PRICE \$75,000  
or \$50,000 and Take Over Liabilities.  
Contact  
HARVEY SHELDON  
LY 9-3557 or JE 1-8092  
23 Central Ave., Lynn, Mass.

# Book, Film Licensed On Jackie's WH Tour

Doubleday and Co. has been licensed by CBS Films to publish a book based on the CBS News broadcast, "A Tour of the White House With Mrs. John F. Kennedy," and the Text-Film Division of the McGraw-Hill Book Co. has been authorized to distribute films of the broadcast in the non-theatrical 16mm. market.

### Written by Producer

The Doubleday book, scheduled for publication in the Fall, will be written by Perry Wolff, who wrote and produced the special broadcast for CBS News. The book will be illustrated with still photographs taken by CBS staff photographer William Warnecke prior to and during the taping of the broadcast, and will depict the many White House items of interest Mrs. Kennedy pointed out during the tour.

McGraw-Hill's Text-Film Division, which reports a heavy demand for the 16mm. version of the broadcast, will distribute the film to schools, colleges, libraries, churches, social groups, industrial groups, etc., throughout the United States.

# Community Club Awards Conducted on 114 Outlets

Westport, Conn. — Community Club Awards has announced that 114 stations are conducting CCA campaigns at the same time, largest number in the company's history.

This total was reached with the signing of eight additional radio stations: WAZY, West Lafayette, Ind.; WKAZ, Charleston, W. Va.; WAGN, Menominee, Mich.; WM-LP, Milton, Pa.; KPBA, Pine Bluff, Ark.; WDLR, Delaware, O.; WFPG, Atlantic City (the first CCA station in New Jersey), and 2AD, Armidale, New South Wales, Australia.

## Crime Series Wins Phila. Pubserv Award

Philadelphia — WRCV-TV has been presented the Philadelphia Crime Commission's annual public service award, in recognition of its recent 11-program crime-documentary series, "The Price We Pay."

### HOWARD E. STARK

Brokers and Financial Consultants

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



By PETER C. DAVALLE

So it's true after all. ITC (in collaboration with a British production company) will bring "The Saint" to the small screen. Charteris, who wrote the "Saint" stories has just signed a \$1,500,000 deal with ATV for a 26-episode series . . . snag is, of course, that production can't start until Equity settles its dispute with the independent TV companies—and that shows no sign of ending for a long time yet! . . . "Danger Man" Patrick McGoohan is being strongly tipped to play "The Saint," but ATV tells me this is "just speculation—though based on fairly clear thinking" . . . Other U.S.-aimed TV series which ITC can't start because of the strike are "Man of the World" and "Collectors' Item."

Just back from the U.S., where they've been gathering material for the fifth and last in ATV's topical programs, "The Four Freedoms," are producer Alan Chivers, program chairman Lord Gladwyn and ATV's deputy chairman Norman Collins . . . Over in the U.S., they filmed interviews with Adlai Stevenson, Mrs. Roosevelt, Frederick Boland and U Thant . . . Transmission date is March 11, and the program will put the spotlight on UNO.

British Telemeter Home Viewing, Ltd., is the latest body to submit proposals for pay-TV to the Govt.-appointed Pilkington Committee. They are ready to start up operation with a mixture of air and line transmission . . . Each region in Britain would be served by program contractors in competition with each other and each contractor would offer a choice of three programs at peak viewing times . . . Telemeter's chief executive, T. H. A. Llewellyn, has said that if they used air transmission only, it might be 25 years before the service "got anywhere."

Spending on TV advertising last year was at an all-time record—\$261,000,000. This was about \$45,000,000 more than in 1960 . . . Of this figure, more than \$16,000,000 went in advertising duty . . . David I. G. Jones has been appointed Ulster Television's technical supervisor . . . Mary Field, pioneer of children's films, has resigned from the chairmanship of ATV's educational advisory committee to handle research into methods of producing TV programs for use in school broadcasts . . . Prize-winning balloons launched from the regional TV companies to celebrate the 250th "Double Your Money" quiz program, were found in places as far away as Holland and France.

America's Jimmy Dean put up a good show in Val Parnell's Palladium program, televised Sunday night . . . Buddy Greco, a big hit in a recent Palladium show, had a guest spot on ATV's "All That Jazz" the other day . . . Two U.S. singers star in the first two editions of Anglia TV's new musical show "Beat." They're Tony Orland and Clarence (Froeman) Henry . . . Ella Fitzgerald will be interviewed in Southern TV's "Day by Day" program on March 7.

BBC-TV will put out a tele-recording of the Variety Club of Great Britain's Award Night at the Savoy Hotel on March 13 . . . Most Promising Newcomer award was shared between 16-year-old pop singer Helen Shapiro and "Taste of Honey" screen star Rita Tushingham . . . Show business personality of the year was pop singer Cliff Richard . . . Voted BBC-TV personality of the year was "Tonight" compere Cliff Michelmore.

## Rich, Alma Mater-Bound, Plans Stops Along Way

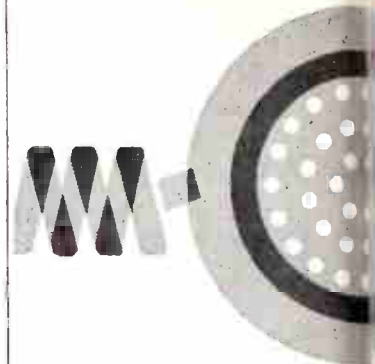
West Coast Bureau of RADIO-TV DAILY  
Hollywood — "Dick Van Dyke Show" director John Rich, while en route to the next annual seminar at Michigan U. where he studied and taught, will conduct a series of CBS-arranged interviews in key cities across the country. Rich said he believes directors should use a show's hiatus to promote the show or the telefilm industry.

## 'Kildare' Show Awarded MG Foundation Honor

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Richard Chamberlain and Raymond Massey have accepted the Myasthenia Gravis Foundation's 1962 Award of Merit, on behalf of MGM-TV and NBC. A recent show in the "Dr. Kildare" series dramatized the struggle of a myasthenia gravis victim, and was cited by the foundation for "enlightening the American public to MG."



Southern Bell



I'll say this . . .



We used WLW-A to introduce the new "Princess" telephone in the Atlanta market for Southern Bell Telephone and Telegraph Company. We find that WLW-A not only does an effective job for our client, but is extremely cooperative, in furnishing additional merchandising and promotional support for our campaigns.

Virginia Stone  
Time Buyer, Tucker Wayne & Company

**wlw-a** atlanta  
tower of stars

reaches 3 million people in 117 counties

the other dynamic WLW Stations

WLW-D WLW-I WLW WLW-T WLW-W  
Television Television Radio Television Television  
Dayton Indianapolis Cincinnati Columbus

Crosley Broadcasting Corporation



Indiana University Library  
Bloomington Ind

Established February 9, 1937

Vol. 90, NO. 46

THURSDAY, MARCH 8, 1962

TEN CENTS

## CBS-TV TROTS OUT EXEC 'TROIKA'

### STANTON SECONDS DEAL AS DEINTERMIX 'MUST'

Washington Bureau of RADIO-TV DAILY

Washington—CBS president Frank Stanton told the House Commerce Committee yesterday that "I get nervous when the president talks about deintermix at the same time it talks about all-channel sets," but indicated he would be willing to accept the same compromise on deintermixture offered by the commission the day before. Under the compromise the FCC would agree voluntarily—in return for passage of the bill—not to take VHF stations out of communities before finding out how all-channel set legislation works. Committee chairman Orren Davis (D., Ark.), who offered the compromise, said this would take at least five years. Commission chairman

(Continued on Page 6)

### Lewis With Plautus on "Nurses" Production

Arthur Lewis has been appointed vice president of Plautus Productions, Inc. Herbert Brodtkin, president of Plautus, said Lewis' first assignment will be as producer of "The Nurses," a one-hour series being developed as a CBS entry for fall.

### House Passes ETV Bill Providing \$25,520,000

Washington Bureau of RADIO-TV DAILY  
Washington—By a 337-68 vote, the House yesterday passed a bill providing \$25,520,000 in Federal funds for educational television programs. However, an earlier 69-

(Continued on Page 2)

### ABC 'Window Shopping' Bumps 'Make A Face'

"Window Shopping," memory-testing audience participation series with Bob Kennedy as host, will be launched on ABC-TV's 7:30 p.m. schedule Monday, Apr. 2, replacing "Window Shopping" with "Make A Face."

"Window Shopping," originally from New York, is a Wolf production; executive producer is Herbert Wolf; Alan Gilbert produces. Lloyd Gross directs.

### Deadline Spot Time

Internal Revenue again has called on TV networks and stations to use some 20 spot announcements relating to the '62 Federal income tax filing period. The spots deal with requirements, deadlines and other related matter. About two-thirds are animated, the remainder live-action.

### M-G-M's "11th Hour" For Fall Debut on NBC

"The Eleventh Hour," starring Wendell Corey, yesterday became MGM-TV's first new series for the '62-'63 season, with NBC ordering 26 episodes.

Executive producer Norman Felton has scheduled an immediate start on the hour dramatic series which debuts in the Fall. Originally filmed as an episode in "Dr. Kildare," "The Eleventh Hour" will be developed around Corey's role as a psychiatrist. The pilot was written by Harry Julian Fink, directed by Fielder Cook.

### Access Bill A "Bone" But It's a Breakthru

Gov. Rockefeller's statement that he will favor a bill permitting radio and TV broadcast coverage of New York State legislative committee hearings, may look like "a meatless bone" but the electronic media's newsmen yesterday declared it "a significant breakthru, even though it falls short of the ideal."

Gabe Pressman, co-chairman of the Radio-TV Working Press Association yesterday told this paper: "Along with co-chairman Tom Costigan, we now have high hopes that the bill this time will become law. At least, it's a starter on the success part of our long fight for equal access."

Rockefeller unveiled the proposed new bill Tuesday at a dinner of the New York State Broadcasters Association in Albany. A

(Continued on Page 7)

### Warren Heading Merger Operating Seattle Outlets

West Coast Bureau of RADIO-TV DAILY  
Seattle—W. W. Warren has been elected president and general manager of Fisher's Blend Station, Inc., owner-operator of KOMO and KOMO-TV here, following a merger of Fisher's TV Co., a

(Continued on Page 2)

### Coasts Agog on Tip Of Programs, Sales Senior Veep Posts

Phone wires between New York and Hollywood fairly strummed with exciting conversation into the late hours last night following CBS Television president James T. Aubrey's laced announcement that the network has established three new positions of senior vice presidents in the key areas of programs, sales and Hollywood for "more effective and efficient administration."



ROBINSON

In force on Monday, it marks the return to CBS of Hubbell Robinson in the top programming post after a three-year absence, during which he headed his own productions company. The three-

(Continued on Page 6)

### Ralph Hansen Joins KTVI As VP, Program Chief

St. Louis—Ralph Hansen has been appointed vice president and program manager of KTVI here, effective Mar. 19. He joins the station from Storer's WJW-TV, Cleveland, where he was program manager. He entered the Storer chain as program director for WJBK-TV, Detroit.

### Let's Talk It Over

### RCA's ETV 'Packages' 'Togetherness' Model For Teachers, 'Casters

By ARTHUR PERLES

RCA's announcement of a unique organization to package educational programs, materials and equipment for schools, industry and government constitutes the latest advance in the technology of learning.

It brings to mind enormous gains already made by ETV . . . and the fact that a good deal of this progress results directly from close, whole-hearted cooperation of commercial stations and networks.

Perhaps it would serve to blunt the barbs aimed by the shrinking ranks of the uninformed, if they but knew something of what broadcasters have done to further the cause of education. For, when you really get down to it, we believe basic learning is a function solely of the school systems and their professional faculties. On their part, it behooves teachers to work with commercial operations so that the latter can be of increased

(Continued on Page 7)

### Boston Top Cop Fired In CBS Show Aftermath

Boston—The Boston Executive Council meets today to consider Gov. John Volpe's firing of Police Commissioner Leo Sullivan. Sullivan was ousted yesterday on "proven charges" which include evidence of failure to investigate evidence of police collusion with bookies, resulting from CBS-TV's documentary, "Biography of a Bookie Joint."



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WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building EXecutive 3-4808

WEST COAST OFFICES Lawrence B. Krasner, Vice-President and General Manager 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU Hal Tate 192 North Clark St. Telephone: ANdover 3-6520

CANADIAN BUREAU Jules Laroche Room 314, Belmont St., Montreal

LONDON BUREAU Peter C. Davalle 6 Romany Gardens Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 56, Taxco, Gro., Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Giude 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifinio 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.

# Lestoil Buys Spots In 8 NBC Daytimers

Lestoil, Inc., has purchased participations in eight NBC-TV daytime programs for a 13-week period commencing June 7. The order was placed through the Sackel-Jackson Co. advertising agency.

Programs involved are "Truth or Consequences," "Play Your Hunch," "The Price Is Right," "Our Five Daughters," "Here's Hollywood," "Say When," "The Jan Murray Show" and "Young Doctor Malone."

# Color Is Urged for Britain

Special To RADIO-TV DAILY

London—Introduction of a color TV service is one of many far-reaching recommendations of the BBC's Broadcasting Committee being considered by Parliament.

The BBC, after extensive study of broadcasting in Britain, also would like to expand its three-network service of sound broadcasting, and introduce a fourth sound radio service in the form of local-community broadcasts.

SHULL BONSALL, president of Creston Studios, in town for sales meetings with agencies and sponsors.

TOM WHITE, MGM Records executive, back in New York following business meetings on the West Coast.

GERALDINE BROOKS leaves for Hollywood today to co-star in a General Electric TV show for Revue Productions.

ROBERT L. BOCHROCH, national sales manager of WCAU, back in Philadelphia from Chicago, where he visited advertising agencies and CBS Radio Spot Sales headquarters.

CREED TAYLOR, head of A & R for MGM's Verve label, has returned to New York after presiding over recording sessions on the West Coast.

# JFK Greets Essay Winners

The two collegiate winners of the "Edward P. Morgan Essay Contest," sponsored by ABC Radio, are back home today following a three-day whirl in New York and Washington, climaxed yesterday by an introduction to President Kennedy.

ABC Radio president, Robert Pauley and a party from the network escorted Carol Burns of Portland, Ore., and Gerald Bongard, of St. Paul, to a Broadway play, fashionable restaurants and the UN, and the pair appeared on Morgan's news program.

In Washington, they met Senate and House members, government officials and Peace Corps director R. Sargent Shriver. The essay's subject was "Youth's Role in U. S. Foreign Policy."

The four, two \$1,350 graduate-study scholarships and two 24-volume Encyclopedia Britannicas were contributed by ABC Radio affiliates, Morgan, the AFL-CIO which sponsors Morgan's program, and Furman & Feiner, ad agency.

# House Passes ETV Bill Providing \$25,520,000

(Continued from Page 1)

66 vote limited the money to educational institutions, despite pleas by some congressmen that educational TV stations already on the air have been constructed by civic and other such organizations.

The Senate last year passed a bill providing \$50 million for construction and equipment of educational TV stations, and without the limitation to educational institutions.

A House-Senate conference will be needed to work out the differences between the two measures.

# KEX VIGNETTES EXPOUND LAW

Attorneys Aid Oregon Outlet Alerting Public 'to Take Care'

West Coast Bureau of RADIO-TV DAILY Portland, Ore.—KEX, in cooperation with the Multnomah Bar Association, has begun a new series of one-minute vignettes called "What's the Verdict?" A team of Greater Portland attorneys tape the "cases in miniature" for the Westinghouse station, which airs them four times a day, Mondays through Saturdays.

# Warren Elected Pres. For Seattle Stations

(Continued from Page 1)

wholly owned subsidiary of Fisher's Blend Station, with the parent company. Since 1952 he has been director, executive VP and general manager of Fisher's Blend Station, and for the past seven years has been in the same posts for Fisher's TV Co.

Elected to the newly created position of board chairman was O. D. Fisher, immediate past president of Fisher's TV Co. Others elected are J. L. Locke, vice chairman; O. W. Fisher, D. R. Fisher and D. G. Graham, VPs and directors; Kenneth Fisher, treasurer and director; Llewellyn F. Wing, secretary; John L. Locke, Jr., VP, assistant secretary-treasurer, and Bennett I. Fisher, assistant secretary-treasurer.

# OBITUARY

## Edward Craig

Edward Craig, 57, a motion picture pioneer, died yesterday. Most recently he was musical director of the motion picture, "Smiles of Paris." He had been with Van Buren Corp. for eight years, and NBC for 11 years as musical director.

# FINANCIAL

(March 7)

## NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp, Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat Gen., Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

## AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Filmways, MPO, NTA, Reeves Sound, Rollins, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

## \*OVER THE COUNTER

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

\* Courtesy of National Association of Security Dealers.

# Seldes Eyes Mass Media

Gilbert Seldes, author, critic and director of Pennsylvania Annenberg School of Communications, will deliver a lecture "Mass Media: Selling Goods Information" on Tuesday, at New School for Social Research, New York.

Dr. Seldes' talk will be fourth of eight Lindeman Lectures on "A Look At American Values" sponsored by the New School associates. Lawrence Creshkoff, radio and radio official, will be chairman.

## WDBJ Addition

Roanoke—WDBJ has added copywriter to its continuity department, Suzanne Curtis Far

## BOSTON STAFFERS IN N.Y. TO AID HUB CITY'S PROMO

Boston — WNAC and WNAC-TV staffers will be in New York today to mark celebration of "New Boston Day" there, highlighted by the presentation of the "New Boston" brochure by Mayor John F. Collins to New York Mayor Robert F. Wagner. The event will be followed by a 1962 edition of Paul Revere's ride in a sports car driving up Wall Street at noon, civic, industrial and advertising leaders will be guests of the City of Boston and the Greater Boston Chamber of Commerce for a luncheon aboard the ocean liner Santa Rosa, when the "New Boston" brochure will be presented. WNAC and WNAC-TV President William M. McCormick represent the stations at the event.

**To Be Taped and Filmed**  
Highlights of the day's activities will be taped and filmed by Bob Ferrante and Russ Hopkins, WPTV news, and the station's film crew for showing tomorrow night on WNAC-TV, following the late news and weather.

## WOAI-TV's Long Heads at San Antonio Press Club

San Antonio — Two WOAI-TV newsmen were elected to key positions in the San Antonio Press Club. Jack Long was named president and Ralph Coleman treasurer for the coming fiscal year. Other officers selected were James Orr, San Antonio representative of CBS-TV news, first vice president; George Scharmen, new director of KENS-TV, second vice-president, and Miss Marjorie Lima of KONO, secretary.

## WDO Adding 7th Day of Programming

WDO on Sunday will begin four-a-day, seven-day-a-week programming for the first time. The move was announced by Melvin Bartell, president and general manager of the Macfadden-Bartell station. The 5,000-watt outlet broadcasts primarily to the Spanish-language market in metropolitan New York, augmented with local Italian and Negro programming.

## Celebrating 36th Ann'y

Boston — Carl Dickerman, senior announcer at WEEI, is celebrating 36th year with the station.

## STORK NEWS

son was born to Mr. and Mrs. Martin Shapiro. Father is associated with GAC of Beverly Hills. Grandfather is Bob Shapiro, New York Paramount Theatre managing director.

## 24-Hr. Spec Marks 40th WSB Birthday

Atlanta — "Cavalcade 40," a 24-hour lineup of special programming, will mark 40 years of operation of WSB on Mar. 15. The first 11 hours will feature 15-minute sequences highlighting each year since the station went on the air, assembled by announcer-night supervisor Jerry Vandeventer, overall producer of "Cavalcade 40." Portions of the historical programming will be repeated during the day.

Among the milestones will be voices of every President from Harding to Kennedy, and significant originals of memorable tunes spanning the 40 years.

## Mel Allen Renews Pact To Host NBC's 'Monitor'

Mel Allen has been renewed for another year as weekly host on NBC Radio's "Monitor." He officiates Saturdays on the NBC network, but is also heard on WNBC, conducting interviews and presenting music. During the baseball season Mel, who has been sportscaster for the Yankees for 25 years, will appear on "Monitor" when there is no conflict with out-of-town games.

## Lederer Hits the Keys For First Video Script

Hollywood — Charles Lederer, who wrote the screen version of "Mutiny On the Bounty" and a score of top films, has written his first TV play, "Man Can Do," for ABC-TV's "Alcoa Premiere" series.

Lederer directed the first show made on the Revue Studios lot 12 years ago. It was "Not A Bad Guy."

## Chicago Workshop Enlists Code Chief

Chicago — NAB Code Authority Robert D. Swezey, will speak at a workshop on "Broadcasting in the Public Interest" in the La Salle Hotel Mar. 20 under auspices of the Illinois Commission on Children, in cooperation with 30 statewide organizations.

Other workshop participants are NAB director Louis Hausman, William Ahrbeck, A. C. Nielsen VP, and Janet Kern, radio-TV critic. FCC Commissioner Robert E. Lee will be luncheon speaker.

## Conrad Nagel to Host CBS Series on Judaism

A three-part series on the foundations of Judaism, "Belief, Work and Charity," with Conrad Nagel as host, will be presented on CBS-TV's "Look Up and Live," starting Sunday.

"Job," first program in the series, will depict the Biblical story by means of a dramatization and still pictures consisting of illustrations of the Book of Job by William Blake, 19th century English artist and poet.

## Douglas' 'Voyage' Sails Into KRCA Color Lineup

Hollywood — Jack Douglas' "The Golden Voyage" travel series has been purchased by KRCA on a 52-week contract. Jack Kenaston, KRCA program manager, said the series will be aired in color in prime time this Fall, eighth consecutive year for the show in Los Angeles.

## Levin, Smith WKAT VP's

Miami — Sidney Levin has been appointed VP and general manager, and Bill Smith, VP in charge of programming, by WKAT.

## Cameras Ogle Gals' Beauty

"The Beauty of Women," to be presented Apr. 1 on NBC-TV as the sixth NBC Special Projects programming the "DuPont Show of the Week Series," will feature noted exemplars and connoisseurs of femininity discussing the distaff side from serious, dramatic, satirical and lighthearted standpoints.

Cyril Ritchard will be chief admirer, with Hermione Gingold as guest expert. NBC Special Projects director Donald B. Hyatt will serve as executive producer; John McGiffert as producer-writer, and Lynwood King as director.

## Arthur Jacobs PR Firm Appoints Far East Aide

Hollywood — The Arthur P. Jacobs Co. has completed arrangements to establish public relations representation for their clients in Japan and the Far East.

Richard Okamoto of Fuji International Consultants, has been appointed Tokyo and Far East rep for the PR firm, which also has offices in Los Angeles, New York, Paris, London and Rome.

**When You Can Have The Best,  
Why Be Satisfied With Less?**

**THE ASSOCIATED PRESS**



**30,130,900**

***TV homes in the U.S. can now  
see "The Man From Laramie"  
and over 200 other great***

***COLUMBIA POST-48's!***

**CONTACT ANY OF THESE STATIONS FOR SUCCESS STORIES:**

WCBS-TV New York • WTCN-TV Minneapolis • WTMJ-TV Milwaukee • KCMO-TV Kansas City, Mo.  
WCAU-TV Philadelphia • KLZ-TV Denver • WBBM-TV Chicago • WLW-A Atlanta • KNXT Los Angeles  
WBTV Charlotte • WTIC-TV Hartford • WOAI-TV San Antonio • WKBW-TV Buffalo • WSYR-TV Syracuse  
WAPI-TV Birmingham • WTPA Harrisburg • WHBF-TV Rock Island • WOOD-TV Grand Rapids • WKRG-TV  
Mobile • WGAN-TV Portland, Me. • W-TEN Albany, N.Y. • WTVD Durham-Raleigh • KLAS-TV Las Vegas  
WTVJ Miami • WFGA-TV Jacksonville • WLOS-TV Asheville • KVOS-TV Bellingham • KMJ-TV Fresno  
KPHO-TV Phoenix • WNEM-TV Bay City-Saginaw • WRBL-TV Columbus, Ga. • WKBN-TV Youngstown  
KHVH-TV Honolulu • WBRE-TV Wilkes-Barre • KOIN-TV Portland, Ore. • KMOX-TV St. Louis • KTUL-TV  
Tulsa • KAVE-TV Carlsbad • WCCB-TV Montgomery • WREC-TV Memphis • WTVT Tampa • KCPX-TV  
Salt Lake City • WTOP-TV Washington, D. C. • KPLC-TV Lake Charles • WITN-TV Washington, N. C.  
KALB-TV Alexandria • KGGM-TV Albuquerque • WSAU-TV Wausau • KFVS-TV Cape Girardeau  
WKYT Lexington • WEAU-TV Eau Claire • KCTV San Angelo • WJHG-TV Panama City, Fla. • WALB-TV  
Albany, Ga. • WBAY-TV Green Bay • KKTU Colorado Springs • KFMB-TV San Diego





**"THE MAN FROM LARAMIE"**  
starring  
**JAMES STEWART**

To date, the COLUMBIA POST-48's have been sold in markets covering 65% of U.S. TV homes. There are over 200 good reasons for this outstanding sales success . . . ALL THE KING'S MEN, BORN YESTERDAY, THE CAINE MUTINY, THE LAST HURRAH, DEATH OF A SALESMAN, 3:10 TO YUMA, MISS SADIE THOMPSON, THE HARDER THEY FALL and 711 OCEAN DRIVE, to name a few.

For the availability of these features in your market, contact your Screen Gems representative, today!

**SCREEN GEMS, INC.**



## GOP's Miller Discusses 1964 Fighting Stance

Potential Republican Party candidates in the 1964 Presidential election and charges that the GOP has taken a "negative" attitude toward the contest, will be discussed on ABC Radio and TV's "Issues and Answers" Sunday by Rep. William E. Miller (R., N.Y.), GOP National Committee chairman.

## CBS-TV Net Creates 3 Key Veep Posts

(Continued from Page 1)

pronged move also elevates William H. Hylan, with CBS since 1937, and TV Sales Administration veep since February, '57.

Third man in the triple-play is John T. Reynolds, who joined the CBS video skein in December, 1959 and has been serving as network programs vice president and general manager in Hollywood. His new title will be senior vice president, Hollywood.

The Hylan upping, according to the dopesters, is primarily designed to keep an executive suite balance between programming and its essential concomitant, sales. What the breathless coast-to-coast telephoning mostly concerned was the immediate effect of the changes on three top execs: Oscar

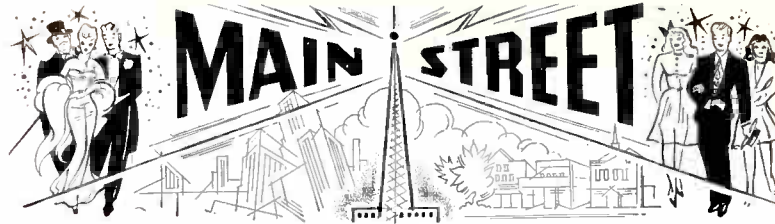


REYNOLDS

Katz, vice president of CBS programs; Michael Dann, V.P. programs, New York, and Guy della Cioppa, Hollywood programs V.P. Robinson was unavailable last night to answer queries on what he proposes doing about his plans, announced several days ago, to make a theatrical feature film of his "People Need People" program for the Alcoa series, and what effect his CBS homecoming will have on his financial stake in the "87th Precinct" series over the NBC-TV net, where he is also represented by the Boris Karloff "Thriller."

### Katz a Research Expert

Much of the trade guessing was of a flip-flop nature on Katz: would he stay put and work directly under Robinson or shift to another zone of operations in



By TED GREEN

• • • Bing Crosby and Bob Hope, interviewed by Ken Carpenter, have completed a half-hour recording, "The Road to Help," written by Don Quinn for the religious overseas aid campaign. Disk's flip side is a program called "A Time to Remember," featuring Fred McMurray as emcee and Lawrence Welk's orchestra in 25 minutes of song and faith on behalf of the 1962 Spring appeal of Catholic Relief Services, Church World Service and United Jewish Appeal. Produced by Fletcher Richards, Calkins & Holden, record's available gratis from Empire Broadcasting Corp., New York. . . . Mitzi Gaynor opened her three-week engagement at Philadelphia's Latin Casino to an SRO audience. She'll be there thru Mar. 21, accompanied by dancers Bob Street, Ronnie Dexter, Howard Krieger and Burnell Dietsch. The show is produced and directed by Robert Sidney, with Russ Black conducting and Johnny Lais on the drums. . . . Mimi Benzell will be honored with a guest evening at Israeli Cafe Sahbra on Sunday. . . . Sy Shaffer Enterprises has completed the music on two TV commercials for Vaseline Hair Tonic, via Norman, Craig & Kummel, and created and produced a jingle for Sloan's Liniment, via the Rockmore Co.

• • • Frank C. Bromber, Stanhope Hotel manager, will discuss his new Rembrandt Room on "Joe Franklin's Memory Lane" Monday on WABC-TV. . . . The Cafe St. Denis has signed for a series of spots on WQXR, an unusual move because the restaurant in 31 years has never had any radio, TV or even piped music on the premises. . . . The Ted Gotthelfs (he's prexy of the Ted Gotthelf Ad Agency) lullabying a new son at Doctor's Hospital. . . . Paul Alter, vacationing at Sebring, Fla., will be spelled as director for the next two weeks by Mike Garguilo on "To Tell the Truth" (CBS-TV), by Len Weinles on the daytime "The Price Is Right," (NBC-TV) and by Don Bohl on the nighttime "Price" stanza.

• • • Meet: Rita Hayes, beautiful honey-blond with changeable eyes, who sings songs the way they were meant to be sung (in itself a refreshing change) and is one of the top commercial girls on TV. Beginning her career in her home town of Exeter, Pa., she later toured with the Les Elgart and Ralph Flanigan bands and worked with Vincent Lopez at the Taft Hotel in New York. An appearance on the "Today" show led to Jerry Lewis signing her for his latest film, "Errand Boy." Rita, has made two smash appearances at The Living Room, and you've seen her legs and hands on the Yellow Pages and Gulf Oil commercials; her hands in Jello, Pillsbury, Swansdown, Lux, Camay, commercials, and en toto for Scott, Fab, National Shoes, and Adam Hats. Now residing in New York, she is devoted to her Siamese cat and collects paintings.



HAYES

• • • My Stetson's off to: ABC Radio, for their most interesting and newsy coverage of the recent narcotic problems amongst teenagers in the Big City. . . . TV hairstylist Larry Mathews, for his efforts aiding the Children's Asthma Research Hospital of Denver. Peter Lind Hayes, for his relaxed and heartwarming tale of "George M. Cohan's" life story via NBC-TV on Sunday. . . . Tony Cabot, for his superb taste as entertainment director for Restaurant Associates and any TV show he produces. . . . To actor-announcer Allen Swift, for the helping hand he is always ready to extend to newcomers in the industry. . . . To Henry O. Dormann, for a great PR job on Paul Taubman. Paul hit all the papers when he gave Col. Glenn that gold trumpet.

the network? Katz, who is regarded as a whiz in broadcasting sales and programming research, welcomed Dann into the CBS family when the latter moved over from the rival Sarnoff-Kintner net. Della Cioppa, a Columbia veteran, began as an aide to topper William S. Paley.

### Jay Whalen to WHN

Herb Weber, WHN general sales manager, has appointed Jay Whalen an account exec. He formerly was an account exec with John Blair & Co., New York office. Prior to that he was with the Katz Agency.

## 'WCBS Views Press' Guests London Editor

Arthur Christiansen, former editor of the London Daily Express, offers his observations on the American and British press when he joins Charles Collingwood as guest on this Sunday's edition of "WCBS-TV Views the Press."

Christiansen became editor of Lord Beaverbrook's famed London newspaper at the age of 29, and held that position for nearly 25 years. Since his retirement in 1959, he has served as an advisor to the TV industry in Great Britain.

## Compromise Is Urged As Deintermix 'Must'

(Continued from Page 1)

Newton Minow promised to have all seven members' decision on the compromise by the end of next week.

Stanton emphasized that the first priority is legislation requiring all-channel receivers, but "close behind" in importance is protection against upsetting the TV service the public is now getting. He told Harris, regarding the deal, "Compromise . . . is better than no legislation at all," warning that "if you look down

The FCC has put off from March 23 to June 22 the deadline for filing replies in the proceedings to deintermix eight markets, to add VHF channels in eight other markets, and to foster expanded use of UHF.

the road far enough, you must use UHF in combination with VHF" if TV is to serve the public to its fullest capacity.

Adding that the VHF channels must definitely be retained, he argued that despite the 70 UHF channels in comparison with 11 VHF, the difference in service by a switch to all-U would no more than double the number of stations on the air. This, he said, would be nowhere near meeting future needs of the nation for TV.

Several congressmen questioned forcing people to pay for all-channel sets, when they may never have any UHF stations to receive the programs.

## B'nai B'rith Cites KOIL For Eichmann Coverage

Omaha—KOIL has received the first annual Community Relations Citation of the Cornhusker Lodge of B'nai B'rith for its "courageous and impartial news and special events broadcast coverage of the Eichmann trial."

# Emmys Ballot-Box Snaps Shut Apr. 14

National TV Academy president yesterday set Apr. 14 as final nominating date for the Emmy awards. The final results will be

Philadelphia — "We Had to Srape Him off the Ceiling" are comedians Bob Elliott and Ray Guldin's topic today as they discuss commercials at luncheon of the Television and Radio Advertising Club of Philadelphia.

announced following the board of trustees meeting in Seattle Apr. 29.

A new nominating procedure instituted this year allows Academy members to make entries throughout the year on specially prepared postcards sent directly to their Chapters.

# Mr. Roberts' Telecast Strapping Competition

Miami—A special ARB rating taken in conjunction with the initial U.S. telecast of "Mister Roberts," starring Henry Fonda, James Cagney and Jack Lemmon, revealed that the Warner Bros. Post-50 swept all prime-time network competition here.

"Mister Roberts" scored an average ARB ¼-hour rating of 32.5 on WCKT Monday. This represented a 57 per cent share-of-audience for the NBC affiliate. The film, one of the 41 WB Post-'50s included in Seven Arts' Volume 3, is now being sold in 22 national markets.

# AGENCY NEWSCAST

By SHELBY COOPER

A seminar of five evening sessions on "The Computer in Advertising" is offered management personnel, beginning Mar. 19 at the Advertising Club of New York. Sponsor is Central Media Bureau.

Sessions are a week apart, two hours long and cover psychological and human problems faced when a company decides to automate, how the computers work and how they can be used, cost estimation and long-range potential.

Walter Brewing, Pueblo, Colo., has signed Durey Rank, Denver, to handle advertising in the beer firm's 20-state distribution area. Products are sold under brand names Walter's Premium Beer, Gold Label, Colorado Gold Label, Sheridan, Wellington Stout, Hoffman House, Berghoff, Pikes Peak Malt Liquor, and Metz Brewery labels.

The Advertising Research Foundation has announced election to membership of RCA, and two European agencies: Lintas Advertising, London, and Intercontacta GmbH, Munich.

Nott Manufacturing, Poughkeepsie, makers of Tri-Ogen Rose Bomb, Wasp-Not insect spray and other insecticides, has announced appointment of Academy Marketing for advertising and sales production.

Mitchell L. Smith and Howard F. Gersten have left Block Drug in Jersey City, to join Elbert M.

## Thought for Today

*"One way of building a bad image for advertising is to keep on repeating that advertising's image is bad. Let's spotlight our virtues as well as focus on our shortcomings. Let's stop always being on the defensive."*

Arthur C. Fatt, board chairman Grey Advertising

Wortman in a new agency, Wortman, Smith & Gersten . . . Henry Jacobson has joined William Esty Co., as VP, in the account group serving R. J. Reynolds Tobacco . . . P. Lorillard, via Lennen & Newell, has purchased sponsorship in next season's "Jack Paar Show," Fridays beginning Sept. 14 on NBC-TV. The new show will be live and in color.

The Michigan Council of the 4A has launched a study to learn what college-students think of the advertising industry, and what might be done to change negative attitudes and attract more graduates.

# Evans: TV Dominates Time, Space, Motion

Chicago—"Only TV," according to TvB central division director Jacob Evans, "is able to dominate in time, in space and in motion." Evans addressed 60 TV executives and station representatives here. His presentation was pitched to the modern relativity concept of time-space-motion.

"TV is time," Evans said, ". . . people's attention-time given to your advertising message . . . A station break is 20 seconds, a one-minute commercial three times that long. What are the relative chances of people being exposed to your ad for a full minute in magazines, as compared to television?"

## Access Bill Favored

(Continued from Page 1)

similar bill was passed last year by both houses and killed only by his veto.

In the past, Section 52 of the state's civil rights law has operated as an almost total ban on broadcast access to committee hearings, because it says no hearing may be broadcast or televised in which a witness "is, or may be, under subpoena." Obviously, any witness "might be" subpoenaed, sooner or later.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

as supplementary sources of the people's knowledge and culture. Official logs, on file at the FCC, furnish mountains of evidence that the broadcasting industry is making enormous contributions through public service programming.

THERE are now 63 non-commercial TV stations on the air. Some have already distinguished themselves as effective teaching "tools." Here, for example, are two instances of those helped along the way:

WGBH-TV, Boston—Within hours after a fire gutted its facilities, all 15 City outlets rushed forward with offers of equipment and stations.

WHRO-TV, Norfolk, Va.—Three Tidewater stations generously pitched into launch this ETVer, which at the time had only a transmitting plant and a video tape recorder. A spirit of mutual interest in the community's welfare, led to a pre-recording setup to avoid schedule conflicts.

Obviously, such an intensive system as that developed by RCA did not develop overnight. It took years of backbreaking study to solve the vast problems inherent in our soaring school population, teacher shortages and classroom shortages, then the epic job of harnessing the electronic sciences before RCA was ready to introduce its new Educational Services.

Immediate application of this achievement is one we recommend to all inspired educators who seek a tandem arrangement with existing radio and TV. The good will is there; ask and ye shall receive.

## ALWAYS ON SUNDAY!

### WADO NOW BROADCASTS

### 7 DAYS A WEEK

### NEW YORK'S ONLY FULL DAY OF SPANISH PROGRAMMING ON SUNDAY

9 A.M. to 7 P.M.

CALL SYD KAVALEER FOR

PRIME AVAILS

MU 8-1280

## WADO/RADIO

1280 K.C IN N. Y.

The Largest Ethnic Radio Station in the U. S.

10,000,000

**People Are Funny vaults to a half-million in under four weeks!** It's a perfect start towards record sales and we're not surprised. "People Are Funny" has what it takes to attract stations and local sponsors: 150 side-splitting half-hours that averaged a 37.4 Nielsen audience share through seven years on NBC Television ■ An audience participation format that's a natural for daytime strips ■ Art Linkletter as host, one of television's most popular emcees ■ And "People Are Funny" is a first-run product for local daytime programming! ■ It's scheduled on fifteen stations now: WPIX, New York City; KPHO-TV, Phoenix; WUSN-TV, Charleston, S. C.; WNBQ, Chicago; WBRE-TV, Wilkes-Barre; WWJ-TV, Detroit; KMSP-TV, Minneapolis; KVOB-TV, Bellingham, Wash.; KGO-TV, San Francisco; WFBC-TV, Greenville, S. C.; KPTV, Portland, Ore.; WPSD-TV, Paducah, Ky.; WLBZ-TV, Bangor, Me.; KCPX-TV, Salt Lake City; and WLAC-TV, Nashville ■ And it looks like they'll have a lot more company in a short time. You're invited, too.





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Bloomington Ind

Established February 5, 1927

VOL. 90, NO. 47

FRIDAY, MARCH 9, 1962

TEN CENTS

## PAY-TV'S FUTURE IN FCC HANDS

### Dr. Frank Stanton Joins in Tribute Stanton Receives Gold Medal of RTES

President Kennedy last night paid tribute to Dr. Frank Stanton, CBS president, for his substantial accomplishments and contributions to the field of broadcast and communications.



STANTON

Dr. Kennedy's message was a veritable deluge of congratulatory wires from the nation's leaders lauding the CBS executive who was presented with the third Gold Medal of the Radio and Television Executives Society at a banquet at...

(Continued on Page 9)

### KFBB-TV in Great Falls Purchased for \$850,000

Washington Bureau of RADIO-TV DAILY  
Washington—KFBB-TV, Great Falls, has been sold for \$850,000 subject to FCC approval, according to national media brokers Blackburn & Co.

David E. Bright, Ernest Scanlon and Daniel O'Shea propose to sell to Harriscope TV Properties, Inc., which currently operates HFWO-AM-TV, Casper Wyo., and KLFM, Long Beach, Calif.

### Renewal Hearing for 3 in Share-the-Air Dispute

Washington Bureau of RADIO-TV DAILY  
Washington—Because of share-me disagreement in their respective license renewal agreements, the FCC has designated...

(Continued on Page 9)

### NEWBURGH NIXED ON 'EQUAL TIME'

Net Rejects City Request  
To Rebut Welfare Spec

NBC yesterday was reported to have turned down a request by Newburgh officials for equal TV time to reply to a telecast on that city's highly controversial welfare program.

An attorney retained by the city said he had received a letter from Harry R. Olsson, NBC at-

(Continued on Page 2)

### Suburbias of Future Snag License Pleas

Washington Bureau of RADIO-TV DAILY  
Washington—FCC hearing examiner David I. Kraushaar has issued an initial decision which would deny applications for new radio stations in suburban towns which might deprive more distant areas with burgeoning population potentials of future opportunities to the frequencies involved. Krau-

(Continued on Page 6)

### 'Racket' Commercial Attacked in Canada

Special To RADIO-TV DAILY

Montreal — Fraudulent TV and radio advertising has been sharply blasted by several Canadian members of Parliament in a committee meeting. The outcome is a resolution urging a study of commercial advertising and steps to prevent misleading broadcast claims.

J. Chester MacRae, member for York-Sunbury, Ontario, said that "advertising of unnecessary vitamins is nothing but a racket." "Detergent boxes are half-filled with towels and boxes of breakfast food are half-filled with plastic gimmicks." He said "brainwashing" was practiced on children and TV commercials were "too loud and too long."

### Metromedia Net Income For '61 in Sharp Drop

Metromedia, Inc., this morning reported net income for '61, after taxes and all charges, of \$1,164,267, or 68¢ per share. This figure com-

(Continued on Page 8)

### 3 Appeals Judges Uphold Commission's Power in Test Cases

Washington Bureau of RADIO-TV DAILY

Washington — The FCC's power to authorize the proposed Hartford test of pay-TV was upheld unanimously yesterday by the three-judge panel of the Appeals Court. RKO Phonovision will conduct the test.

In an opinion written for the Edgerton, Bastian and Burger panel, Burger warned, however, that it seems to us imperative

(Continued on Page 9)

### Seattle DJs Gird Globe To Promote World's Fair

Special To RADIO-TV DAILY

London—Deejay Robert Hardwick of KVI, Seattle, arrived here yesterday on a 'round-the-world mission promoting the Seattle World's Fair. He will head East on the next leg of his journey. Coming around the world the other way is his fellow deejay, Justus (Buddy) Webber. Both expect to make the trip in about nine days.

### Ads' Duty to Sell Goods People Don't Need: Cash

Utica, N. Y.—Advertising does sell products people don't need, but without such sales our way

(Continued on Page 8)

|                               |   |
|-------------------------------|---|
| <b>Let's Talk<br/>It Over</b> | <b>Radio's "Tiger" Roars<br/>Test Plan Challenge<br/>To Prove Sound Sells</b> |
| <b>By ARTHUR PERLES</b>       |   |

RADIO BROADCASTING had been badly in need of a "tiger." Somewhere along the line, advertisers had lost sight of its basic function: to do a strong marketing job. For a time, the powerful sound medium was literally buried under the volcanic eruptions of audience statistics; programming theories and mumbo-jumbo about pre-natal traumas' influence on buying habits of green-haired adults and six-toed juveniles.

A week ago, the industry's crying need for a new, challenging leadership was answered by the energetic Radio Advertising Bureau. It came in the form of a Test Plan with a "go to grow" look, if ever we spotted one. The RAB's proposition will focus big-league sponsor-thinking on

(Continued on Page 7)

### Hearst Metrotone News Halts Supply to ABC-TV

Hearst Metrotone News, owned equally by the Hearst Corp. and MGM, will terminate its agreement to furnish ABC-TV with a daily newsfilm service on Apr. 7, ending a pact which has been in effect since January, 1954. The network's Jim Hagerty noted, "ABC News, in its expanding operation, has other plans and is following through on them. They will become effective before Apr. 7, and be announced in due time."

# GARY CROSBY! TONIGHT ON 'PM' STARRING MIKE WALLACE

Washington  
Broadcasting  
Company, Inc.



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CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808

WEST COAST OFFICES Lawrence B. Krasner, Vice-President and General Manager 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU Hal Tate 192 North Clark St. Telephone: ANdover 3-6520

CANADIAN BUREAU Jules Larochelle Room 314, Belmont St., Montreal

LONDON BUREAU Peter C. Davalle 6 Romany Gardens Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 56, Taxco, Gro., Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Giute 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifitelo 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.

# RTES Hears Experts Analyze Daytime TV

A group of panelists will analyze daytime TV from their own vantage points at Wednesday's RTES luncheon at the Hotel Roosevelt, with TvB's George Huntington serving as moderator. The industry "clinical discussion" was arranged by Robert Boulware of Fletcher Richards, Calkins & Holden.

Speaking in behalf of the advertiser will be George Laboda of Colgate-Palmolive; Herb Maneloveg of BBDO will discuss the agency side; producer Roy Windsor of Roy Windsor Productions represents production personnel; ABC-TV's Ed Bleier will speak for all three networks; Robert Balk of Corinthian Broadcasting will take the station operators' point, and Blair TV's Ed Shurick will be spokesman for station reps.

Boston Class B Stereo Multiplex FM Radio Station for Immediate Sale. CASH PRICE \$75,000 or \$50,000 and Take Over Liabilities Contact HARVEY SHELDON LY 9-3557 or JE 1-8092 23 Central Ave., Lynn, Mass.

# COMING AND GOING

FRANK GIFFORD, WCBS sports personality, has returned from a swing around spring training camps of the N. Y. Yankees and Mets in Florida.

SAM FLEISHMAN, president of Bomarc Films, Ltd., back from an Atlanta business meetings.

JOHN POKORSKI, CBS-TV sports producer, and wife, Jane, on the way home after a two-week vacation trip to Europe.

BILL STOUT, court reporter on CBS-TV's "The Verdict Is Yours," heading South tomorrow for appearances at the national meetings of two leading associations of lawyers and to video-tape a special interview with the Hon. Tom Clarke, Associate Justice of the U. S. Supreme Court.

CHET FORTE, CBS-TV sports staff member, to Kansas City to supervise telecast of East-West All Star College Basketball Game to be aired Mar. 31.

## Mets' Till vs. Cards Starts BB on WABC

Tomorrow, opening day for the New York Mets exhibition schedule, will also inaugurate WABC Radio's coverage of all pre-season and regular games of the new National League entry for Rheingold Beer and Viceroy Cigarettes.

The St. Louis Cardinals will

John J. McSweeney has been appointed sales manager for WABC Radio. He joins the station from WMCA, where for the past 10 years he has served as general sales manager. McSweeney has also been a time buyer for major advertising agencies and a salesman for the John E. Pearson Co.

give the Mets their first real test at St. Petersburg, with sportscasters Lindsey Nelson, Bob Murphy and Ralph Kiner doing the play-by-play. WABC will also present Howard Cosell's 15-minute "Clubhouse Journal" immediately preceding the game's start, and a 15-minute show immediately following it.

## 'Career' Ins and Outs Shown on Six Stations

West Coast Bureau of RADIO-TV DAILY San Francisco—KPIX' "Career" series has been selected for telecasting by KCOP-TV, Hollywood. The public service series, designed to evaluate career opportunities for young people features an informal panel discussion in which five Stanford U. students question an outstanding personality. The series is also on five other Westinghouse stations.

## 'Equal Time' Rejected

(Continued from Page 1) torney, stating: "Circumstances do not warrant a grant of time to Newburgh."

The City Council demanded equal time to answer a TV program, "NBC White Paper Number Nine—The Battle of Newburgh," presented in January. Councilman George McKneally said he had written to FCC chairman Minow to appeal the NBC decision.

## MITCH IN SALUTE TO IRVING BERLIN

May 'Sing Alongs' to Mark Composer's 74th Birthday

Irving Berlin's 74th birthday will be saluted by NBC-TV's "Sing Along with Mitch" on its May 3 and 10 colorcasts, with some 50 of the composer's finest works to be given a full showcase. Says Mitch Miller, "We faithfully promise that this won't be another . . . and then I wrote' show, nor will we give quick eight-bar glimpses into the Berlin songbook." Berlin's birthday is May 11.

## Trans-Lux Acquires 'Jr. Science' Series

Trans-Lux TV Corp. has acquired distribution rights to "Junior Science," a series of 39 quarter-hour programs available in both color and black and white.

Narrated by Dr. Gerald Wendt, American representative to UNESCO's Scientific Commission and former dean of Penn. State's College of Chemistry and Physics, the series has as its technical advisor Kenneth Swezey, author of "After Dinner Science."

## WGA Election May 17

West Coast Bureau of RADIO-TV DAILY Hollywood—Election for the screen branch board and television-radio board will be held May 17 at the annual meeting of Writers Guild of America, West, Inc. it has been announced by Michael H. Franklin, executive director of the Guild.

## Sinatra Leads KRAK Into Good Music Format

Sacramento—KRAK's "Sinatra-Thon," during which Frank Sinatra records were played exclusively for 119 hours and 30 minutes, elicited nearly 10,000 phone calls and "sacks of mail," according to president and general manager Manning Slater. The station is now revamping its format and will play the "great artists" almost exclusively.

# FINANCIAL

(March 8)

## NEW YORK STOCK MARKET

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

## AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Desilu, Filmways, Movielab, MPO, etc.

## OVER THE COUNTER

Table with columns: Bid, Ask. Lists various over-the-counter stocks like Jerrold, Meredith, Metromedia, etc.

## TV Applicants Act In Combo for Outlet

Washington—A combination of applicants for permanent operation of a new TV station in Syracuse, N. Y., with the group that filed an application for inter operation on the channel pending a final FCC decision on which the applicants will get the station.

In other FCC procedures, Automated Electronics has resubmitted its application for a UHF station on Channel 23 in Houston. Newark Public School District has applied for a new non-commercial ETV station on UHF Channel 28 in Newark, O. Tel Longhorn Broadcasting has been granted a new UHF on Channel 67 in Austin, Tex.

DET. L. 165-SIG. PHOTO Co  
CAMERAMAN - SGT. TAYLOR

SUB.

INVASION

LOC.

ON THE BEACH

DATE

6/6/44 ROLL #

III

THIS IS A FRAME FROM A ROLL OF FILM SHOT ON THE BEACH ON D-DAY

**DAVID L. WOLPER**

ANNOUNCES COMMENCEMENT OF PRODUCTION OF

**D-DAY**

A ONE-HOUR DOCUMENTARY TO BE TELECAST  
ON THE DUPONT SHOW OF THE WEEK ON THE  
NATIONAL BROADCASTING COMPANY JUNE 3, 1962

## N.Y. World's Fair Model In WERE Show Exhibit

Cleveland—Visitors to the 1962 Cleveland Home and Flower Show will get a preview of the 1964 New York World's Fair when they visit WERE's booth. This is the first time the 7-by-4-foot scale model, valued at \$10,000 has been on display in the Midwest. WERE will do remotes from the show today and Sunday.

## Cyanamid Div. Buys 1st Net Radio on MBS

American Cyanamid's Agricultural Division, via Cunningham & Walsh, has entered network radio for the first time with the purchase of Mutual Broadcasting's 6:30 AM newscast presented by MBS farm affairs director Norman Kraeff. Originating at Mutual's Washington news headquarters, it precedes Kraeff's daily 10-minute "Farm World" program and will be used to promote Cyanamid's many chemical products for livestock producers.

The purchase was prompted by the Agricultural Division's success with its "Aureomycin Radio Network" of 42 stations, initiated two years ago to augment its magazine and newspaper campaigns. The division is one of the largest national advertisers in the chemical field.

## 'Holy Hour' on WWRL

The Rev. Anna Tuell, heard on Newark's WHBI for 21 years, now broadcasts her "Holy Hour" program of gospel and spiritual music on WWRL daily.

## WEDDING BELLS

### Buzzelli-Trax

June Buzzelli, promotion manager of KDKA, Pittsburgh, will be married to William E. Trax, service supervisor of the American Radiator and Standard Sanitary Corp., on May 5.

## \$6,400,000.00 QUESTION

How well will the syndication industry meet the greatest challenge it has ever faced in 1962? Old solutions are obviously not the answer to new problems.

One of the industry's most highly creative sales executives with high-level contacts from coast to coast will shortly become available. If you are looking for NEW solutions, he has them. Write

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1501 Broadway, New York 36, N. Y.



By TED GREEN

• • • Albany Variety Club Tent #9 has presented its annual Humanitarian Award to Horace McMahon (Lt. Mike Parker of ABC-TV's "Naked City") at a special luncheon. The award was made by E. David Rosen, chief barker of the Albany Tent and assistant general manager of WAST-TV, ABC affiliate in the Albany-Schenectady-Troy market. McMahon celebrates 35 years in showbusiness this year, the same amount of time as Variety Clubs International has been in existence. The Award read: "... to Horace McMahon in recognition and appreciation for your continuing service to mankind."



McMAHON

• • • Orchestra leader Ernie Warren, is featuring a number called "Gliding the Globe with Glenn," music by May Singhi Breen De Rose and lyrics by Beatrice Mann and Steve Barrie. . . . Dublin-born Carmel Quinn begins a tour this week-end in conjunction with St. Patrick's Day, and will spotlight tunes from her album, "Ireland's Greatest Traditional Irish Songs." First stop is the Chicago Opera House on Sunday, then the Congressional Party Press Club in Washington on Wednesday, Carnegie Hall in New York on Friday and Boston's Memorial Theatre on "The Day of the Green." . . . Fred Anderson, of KABC's engineering staff (Los Angeles), and Mrs. Anderson, became the proud parents of a daughter at St. John's Hospital in Santa Monica. The new baby, Sonja Maj, makes it a trio of daughters for the Andersons. Sonja Maj's older sisters are Crystal, 4, and Deborah, 2.

• • • Bud Collyer's new book, "Thou Shall Not Fear," will be released next week by Revell. A "must read." . . . A Who's Who of the radio and TV world made up a big portion of the always-crowded Manero's Steak House in Greenwich last week-end. Spotted at various tables were Jack Sterling, Johnny Carson, Frank Blair, Bud Collyer, Gene Rayburn, Bert Parks, Dave Moore of the "Jack Paar Show," Ted Bates account exec Ted Lonergan, Lennen & Newell VP Nick Keesely and Bob Dixon. . . . Jan Murray recuperating from the "roasting" he absorbed at the Friars Club at Cypress Gardens, Winter Haven, Fla., where he began taping his NBC-TV "Charge Account." . . . Micki Marlo, Marilyn Hanold, Bill Wendel and the entire crew are there with Jan for 10 days. . . . Ted Brown, personality on the new WHN, celebrating his 12th year with that station. John Connelly, host of the WHN "Starlight" program, has been 17 years with the station. He was with the old WHN before it became WMGM in 1948.

• • • Dancer Jennifer Billingsley of "Carnival" and TV actor Andrew Prine plan a middle aisle walk shortly. . . . Overheard at Cafe Leon on W. 44th St.: "The best place to find a helping hand is at the end of your arm." . . . Songstar Connie Francis departs for Europe in mid-March to do a series of TV guest appearances on the top variety shows.

• • • Joe Sharp, manager of CBS-TV mail operations, weds Northeast Airlines' Kay Virchow tomorrow. . . . Question Box: Did you hear major airlines are considering using taped reruns of hour specials for viewing on flights to Europe? . . . What romantic songs will there be for us to sing when we do a program about the late '50s? . . . Have you seen the magnificent new night club at the Pines Hotel in So. Fallsburg, which will be the site of several TV shows this Summer? . . . How long does it take you to fall asleep after watching the "Jack Paar Show?" . . . Why doesn't some wise producer use actress Zel deCyr as the mistress of ceremonies on a daytime TV show?

## Prop-Man Draws Tears As Actors Emote

There were tears in everyone eyes as the Apr. 7 episode of CBS TV's "Defenders" was being filmed, but it wasn't from heart break. The scene was a smoke night-club, and an over-enthusiastic prop-man, burning rags and powdered resin, worked up smoke-out more potent than a onion-peeling barrage.

## Boston Radio to Air 30 Lenten Dramas

Boston—WBZ will air a series of 30 short radio dramas entitled "It Happened Forever," as a special Lenten service. Beginning Monday, the series will be heard each weekday morning on the Westinghouse Broadcasting Co. station.

The series will combine highlights of the story of the Crucifixion with significant themes from contemporary life. Orchestral music will be used to convey the "mood" of Lent. It is produced by Bob R. Way of Minneapolis, TV-radio-film director for the American Lutheran Church, in cooperation with the Rev. John Rydgren of Tacoma.

## Wolper Signs Basehart

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Richard Basehart has been signed by executive producer David L. Wolper as host-narrator of the "D-Day" hour-long TV special being produced by Wolper Productions for airing on NBC-TV's "DuPont Show of the Week."

## STORK NEWS

Hollywood—It's a girl for Carol Lynley, actress, and Mike Selsman, publicist, born at UCLA Medical Center.

A boy, Richard, their first, was born to Mr. and Mrs. Jack Sobel. Dad is national sales manager of Screen Gems.

Chuck Johnson, news director for WHLI, Hempstead, and his wife, Judy, are parents of a boy Matthew Godfrey, born Mar. 4.

A son, John, was born to Mr. and Mrs. John H. Kimball. Father is account executive with WEEI, Boston.

It's the fifth boy, Kyle, for Mr. & Mrs. Roy Leonard. Roy is WNAC-TV, Boston, announcer.

Mr. and Mrs. Sal Iannucci became the parents of their third son, Peter, born at St. Vincent Hospital on Feb. 26. Father is director of business affairs for the CBS-TV Network.



# AP Cites 3 Stations on '61 News Coverage

## KXOL, KWWL, WSOO Get Coveted Awards Marking Cooperation

The Associated Press Radio and TV Association announced yesterday the award of plaques to three member stations for outstanding achievements in cooperative news coverage during 1961. Recipients are KXOL, Fort Worth, Wendell Hayes, Sr., president; KWWL, Waterloo, Ia., R. J. McElroy, president and general manager and

Bob Rowand, AP radio-TV news-writer since 1956, has been named radio-TV news editor for Louisiana and Mississippi. Ken Davis, AP bureau chief at New Orleans, and Rowand will work closely with him in mapping improvements, additions and changes in AP regional radio-TV news for the area.

WSOO, Sault Ste. Marie, Mich., Stanley Pratt, president.

The award-winners were announced by Daniel W. Kops, president of the APRTA board of directors and president of WAVZ, New Haven, Conn., and WTRY, Troy, N. Y.

Noting that both quantity and quality of news coverage were taken into consideration in determining the winners, he said no attempt was made to distinguish between first, second and third place.

Kops stressed that the judges had a difficult time selecting the winners because "so many AP member stations had compiled notable records in the field of cooperative news coverage. These achievements," he said, "emphasize the important role broadcast-TV plays in covering the news today."

## 90-Min. 'Virginian' on NBC

"The Virginian," a 90-minute weekly film series, will be presented on NBC-TV in color beginning in late September. Produced by Revue Productions in association with NBC-TV, the program is based on Owen Wister's classic novel and will have seven continuing roles plus a top-name guest star policy. Filming is slated to begin Apr. 9 at various California locales.

NBC-TV program VP Mort Verner said this will be "the first time that production logistics are designed to allow a series to take advantage of feature picture techniques and multiple unit facilities."

Revue executive VP Richard Irving will be executive producer, and serving as producer will be Charles Marquis Warren, former

## Pubserv Radio Skein Signs Plough Outlets

The Plough Group stations have joined the Public Service Radio Network, Tedd Cott, president of PSRN, announced yesterday.

The Plough stations are: WJJD, Chicago; WCOP, Boston; WCAO, Baltimore; WPLO, Atlanta, and WMPA, Memphis. Negotiations were conducted with Harold R. Krelstein, Plough president, who said:

"We are convinced PSRN gives importance to radio's service role. Its libraries of one-minute material, which can be played hourly through the day and/or night, provide instructive material for our audiences; with them, we hope to recruit millions of students, instead of thousands."

A unique library of Washington material is currently being recorded by PSRN. Twelve Congressmen, 14 Senators and most of the cabinet officials have agreed to participate.

## Tony Wysocki Joins TeleSynd Sales Staff

Tony Wysocki has joined TeleSynd, a division of Wrather Corp., as an account exec. He will be responsible for the sale of "The Lone Ranger" series to local TV stations, serving in the company's Southeastern division and headquartered in Mobile.

Prior to joining TeleSynd, Wysocki was with Independent Television Corp.

producer-director of "Gunsmoke" and creator-producer of "Rawhide."

There are also planned three

Miles Laboratories, via Wade Advertising, Chicago, has purchased sponsorship in NBC-TV's "The Virginian," "Laramie," "International Showtime" and "Saturday Night at the Movies" for the 1962-'63 season, giving the company exposure four nights a week.

production units at the disposal of separate writers, producers and directors, with at least 10 days set aside for filming.



KRELSTEIN

## Nusbaum Turning in Mike for Video Career

Rochester, N. Y.—A 27-year radio career will end Mar. 16 when WROC's Mort Nusbaum gives up the mike to concentrate on video with WROC-TV. He has worked shifts from early morning to sign-off for virtually every Rochester station during his radio career. Nusbaum said his move was prompted by the success of his weekday financial program, "How's Business" on WROC-TV, sponsored by the Lincoln Rochester Bank, which is seeking a merger with Morgan Trust. Nusbaum, who created "You Can Be a Star" and other live local TV shows in the early days of the medium here, said he is contemplating other video programs to complement the financial show.

## King, Now Ad-Man, Returns as 'Ranger'

Phoenix — After a two-year absence, Lew King is returning to Arizona TV screens with his Rangers show, sponsored by Superstition Mountain Enterprises.

King's advertising agency, Lew King, Inc., was also recently signed to handle promotion and public relations for SME, and negotiated the Rangers contract.

The new weekly show, to be called "Frontier Rangers," will begin on KOOL-TV Mar. 23 and continue for 52 weeks. Producer will be Jack Beveridge, and announcer, Larry Johns. Former regular stars of the old Rangers show, including Maxine Johnson, all slated to appear on the first program.

## 'Moment with ...' Celebs In Library of Congress

Washington Bureau of RADIO-TV DAILY  
Washington — Remarks of 26 prominent guests who have appeared on the first 13 weeks of WRC-TV's "A Moment with ..." series have been added to the permanent collection of the Library of Congress.

Represented in the collection are the directors of several governmental agencies; the ambassadors of Australia, the Netherlands, Israel, India and the Philippines; Commerce Secretary Luther Hodges; the former president of Ecuador, and poet Louis Untermeyer.

## Crowell-Collier's Purcell On California Wage Bd.

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Robert M. Purcell, president of Crowell-Collier Broadcasting, has been selected to serve on California's Wage-Board Committee as a representative of the broadcasting industry.

## Ullman KEWB Manager

West Coast Bureau of RADIO-TV DAILY  
San Francisco — Dick Ullman, Jr., has been appointed sales manager for radio station KEWB here.

## Disk Spinning

MGM Records, boosting March as "Connie Francis Month," begins a window-display contest Monday through Apr. 15 in which dealers and distributor salesmen will split \$2,100 in cash and \$1,000 in the singer's albums.

Popside Records enters album territory with "Wild Bill's Twist" and "Everybody's Twist Happy"... TelePrompTer, pay-TV firm, has arranged a nationwide "Twist Spectacular" Apr. 7.

Two new Mercury releases are "All in Love," an original-cast, off-Broadway recording, and a one-side LP demo of "The Civil War" album... New Philips Records distributors are Irwin R. Fink, All State New Jersey, Inc., Newark; Dick Holm, Music Service, Great Falls, Mont., and Shelly Harms and Harvey Korman, Great Lakes Recording Distributing, Cleveland.

"A Critical Appraisal of High-Fidelity" will be the theme of a joint meeting Friday in Chicago of the Institute of radio Engineers Professional Group on Audio and the Chicago Audio and Acoustical Group... Columbia Records this month will release a two-disk recording of Mahler's Ninth Symphony by the late Bruno Walter.

WBBM Radio's (Chicago) LP album, "There Is Only One..." featuring all the station's live musical talent, is being distributed across the country. Personal copies are going to top advertisers, agency personnel and press. Disk was cut at Columbia Records.

Nominations of "Love Theme from El Cid" and "Bachelor in Paradise" as "Best Song" by the Academy of Motion Pictures Arts and Sciences, has placed The Big 3 Corp. in the Oscar race for the 25th consecutive year.

## FM Multiplex Papers For Audio Engineers

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Papers describing recent advances in FM Multiplex Broadcast and Reception will highlight one of the technical sessions of the Audio Engineering Society

New York—Sound Reinforcement Systems will be the subject of a panel discussion at this month's section meeting of the AES Mar. 20 at Stea-Philips Studios in the Hotel Victoria. The panel will include, among others, Irving Joel, Capital Records, and John Volkmann, RCA Laboratories.

Spring convention, Mar. 20-23, at the Ambassador Hotel here.

"Multiplex Stereo — the First Year" will be a paper by Bill Tomberlin, KMLA Broadcasting Corp., Los Angeles. "FM Multiplexing in Northern California" will be read by Hal Cox, Hal Cox Co., KAFE, San Francisco.

A score of other papers in the field will be offered by technical experts.

## WSBC Appoints Rep; Joins Spanish Network

Chicago—WSBC has appointed National Time Sales as exclusive sales rep and at the same time, become an optional affiliate of the National Spanish Language Network.

Since 1924, WSBC has been broadcasting in several languages and currently features several hours of programming aimed at Puerto Ricans and Mexican-Americans here.

## Ken Hildebrandt Leaves Ziv-UA for Douglas Org.

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Ken Hildebrandt has resigned as ZIV-UA's sales manager here to become general sales manager for the Jack Douglas organization. In broadcasting 16 years, he formerly was sales manager of KMYR, Denver; WINS, New York, and KYA, San Francisco.

## N.Y. 'Weathered-Out,' Godfrey Tries St. Lou

St. Louis — Arthur Godfrey showed up unexpectedly this week at the Advertising Club's annual gridiron dinner, explaining that "There was only one town for me to visit" when he found out that plane carrying his troupe back to New York wouldn't be able to land there because of bad weather. Godfrey's troupe was returning from two-week stay at Las Vegas.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Sande and Greene has just completed a series of ten musical jingles for Massey-Ferguson, manufacturers of tractors and farm equipment through Needham, Louis and Brorby. The jingles were recorded under the supervision of Don Zabel of the agency's Hollywood office . . . Reddi-Wip Inc. has appointed McCann-Erickson, Los Angeles, as its new agency, it is announced by Michael Karlan, advertising manager. Jim Shelley will direct the account at the agency.

★ ★ ★

• • • Four new subjects have been set for "The Story Of . . ." the series of documentaries being readied for Ziv-UA by Wolper Productions. They are "Fashion Model," "Congressman," "Cowboy" and "Detective." Mel Stuart is producing . . . Henry Fonda and Olivia DeHavilland will recreate a portion of "A Gift Of Time" on the Sullivan show Sunday night. The play will be made into a feature film later this year by Fonda and Garson Kanin . . . Lee J. Cobb will play the title role in William Saroyan's first teleplay, "The Unstoppable Gray Fox" for GE Theatre. The production gets under way at Revue next week.

★ ★ ★

• • • Dale Van Aman, veteran reporter, joins the KABC news staff Monday . . . Don Schwartz, sales service assistant at KABC signed with DeNova Productions to direct their movie short, "One Penny" . . . Cynthia Pepper star of "Margie" at 20th, suffered neck and ankle injuries in a freeway accident earlier this week. She was released after receiving treatment at Valley Doctors' Hospital. Rosemary de Camp will star opposite Lee Tracy in "Chalk One Up For Johnny," pilot spin-off to be aired on "Follow The Sun" series.

★ ★ ★

• • • Two KRHM programs have been selected for airing on Armed Forces Radio Network. They are "Johnny Green's 'World of Music'" and "This Is Steve Allen" . . . Walter O'Keefe scores a "first" next Tuesday when he conducts a live interview with every songwriter of the five nominated "Oscar" tunes on his KHJ program from the Brown Derby . . . In line with the current preoccupation with space matters, KRCA starts a monthly series March 31 called "Survey In Space," featuring Roy Neal. It will be seen in color 7:00 to 7:30 PM. Neal has been covering Cape Canaveral for NBC for the past four years.

★ ★ ★

• • • MGM series "Father of the Bride" is back in production after a six-week break . . . "Peanuts Springtime," animated TV commercial for Falcon Wagons, produced by Playhouse Pictures for J. Walter Thompson Company, won a merit certificate from the L. A. Art Directors Club and is on exhibit at Exposition Park through March 25 in the Museum of Science and Industry . . . Linda Ho, co-starring with Vincent Price in "Confessions of an Opium Eater," guests on the Henry Morgan Show tonight on KCOP . . . Frank Gorshin, starred in Allied Artists' "George Raft Story," will tape an appearance on Larry Selig's "Celebrity Showcase" next Wednesday. The radio show is syndicated nationally.

★ ★ ★

• • • Ernest Borgnine will portray the title role in "The Bar Mitzvah of Major Orlovsky" for General Electric Theatre. The third episode of the religious trilogy rolls at Revue next week, with Geraldine Brooks as the female lead . . . Jack Carson stars in "The Children of Alda Nuova" for Alfred Hitchcock, with production getting under way Monday.

## License Pleas Snagged

(Continued from Page 1)

shaar watered down his point, however, by adding that such grants without "discriminated" regard for interference to existing stations would result in a gradual deterioration in the quality of radio reception.

Bids for new stations were those of Massillion Broadcasting for 1320 kc, 500 watts, directional antenna, daytime, in Norwood, O., and competing bids for the same facilities in Covington, Ky., by Covington Broadcasting and Kenyon County Broadcasters.

## O'Neill Biographers Slated on 'Camera 3'

Arthur and Barbara Gelb recount their experiences in "The Making of a Biography"—in their case the biography of playwright Eugene O'Neill—when they appear on "Camera Three" Sunday on CBS-TV.

Gelb, on The New York Times drama staff, and his wife, Barbara spent over five years writing the story of O'Neill's origins and life. It is based on research and interviews with more than 400 people who knew the dramatist and his family.

## Singers, Thesps Split TV Roles in 'Carmen'

Actress Zohra Lampert and actor James Congdon have been added to the cast of "The Drama of Carmen," 90-minute study of Georges Bizet's masterpiece, by Leonard Bernstein and the New York Philharmonic" Sunday CBS-TV. The program, produced by Robert Saudek Associates, is under sponsorship of the Ford Motor Co.

Miss Lampert, recently seen on CBS-TV'S "The Defenders," will portray Carmen in the opera's dramatic sequences.

French mezzo-soprano Jane Rhodes, who debuted as Carmen at the Metropolitan Opera in 1950 will appear in the singing sequences. It will be her American TV debut.

## Sands' Health Series On 51 Radio Stations

Four additional sales of "Your Guide to Good Health," one-minute transcribed radio series packaged and distributed by Alan Sands Productions, have placed the program on a total of 51 stations in the United States and foreign markets. Dr. Lester Coleman is featured.

New purchasers are WTRY Troy, N.Y.; CFNB, Frederickton, Canada; WKBC, No. Wilkesboro, N.C., and the Major Broadcasting Network, Australia. In addition, three stations renewed the series for 26 more weeks. They are WSLB, Ogdensburg, N.Y.; KRDO, Colorado Springs, and WSTA, Virgin Islands.

## Phila. Station to Cover NCAA Hoop Tourney

Philadelphia—WFIL will carry the first-round Eastern regional N.C.A.A. basketball tournament Monday evening. Mal Alberts, the station's sports director, will describe the action.

## KABC Adds Salesman

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Howard I. Wheeler, formerly KHJ-TV salesman, has joined KABC's sales staff. He began his broadcasting career at KFOR, Lincoln, and KFAB, Omaha, both Nebraska stations.

## Sacha Distel on Tap For TV Guestings

Paris — Sacha Distel, leading jazz guitarist here, has been signed by NBC for a series of exclusive TV guest appearances in the U.S. Exact schedule has not yet been worked out.

# KIND OF SHOW NOT VITAL TO IMPACT: Y&R's BARRY

Young & Rubicam came out swinging as Round Three began in Mad Avenue's "battle of the surveys."

"We reaffirm the validity of our research," Charles C. (Bud) Barry, senior vice president of Y&R, told RADIO-TV DAILY, adding "we will continue to use our survey to assist our clients in their marketing efforts."

Barry pointed out that the research was done for Y&R by an outside firm, Audits & Surveys Co., and the results analyzed by the agency's own experts. He also emphasized that the Y&R survey covered only TV entertainment programs and did not include public affairs or news.

## ANA Talk Started It

This controversy started last week when Barry addressed the ANA workshop and stated that the Y&R survey showed "There is no evidence that the type of program . . . has any appreciable effect on commercial recall or sales points remembered. A given commercial will attain the same level of recall and sales-point scores in any program category."

Tuesday, Horace S. Schwernin, president of the Schwernin Research Corp., said his company "refutes categorically" the Y&R study and quoted chapter and verse of his own surveys to back his position.

## Stork Fumbles Date, Deejays 'Blanketed'

Portland, Ore. — The world's largest baby blanket, already over 50-ft. square, continues to grow at KEX studios while its intended recipient, a baby elephant, stalls off the stork at Portland Zoo. Some weeks back, deejays asked listeners to send in knitted squares to be sewn into a baby blanket in anticipation of a blessed event. Estimated time of arrival came and went with no young Dumbo, and his blanket is now beginning to crowd the deejays out of the studio.

## Timex Will Sponsor Montand TV Repeat

"Yves Montand on Broadway" will be repeated by NBC-TV on May 11. The hour program, in addition to Montand, stars John Raitt, Polly Bergen, Helen Gallagher and Bobby Van.

It will be presented under the sponsorship of U. S. Time Corp. for Timex Watches. Agency is Warwick and Legler.

## New Authors' Works Slotted by WPRO-TV

Providence—"Playwright's Premiere," an hour program of two prize-winning dramas by New England authors, will be presented Mar 21 on WPRO-TV. The authors tied for first place in the WPRO-TV playwriting contest, sharing the \$1,000 prize.

Each script originally was written for hour production, but each has been edited to half that time. The authors are Diana Henstell, Boston, for "A Time of Darkness," and Vera Watson, East Providence, for "Tiger with Red Hair." The cast is made up of actors from local drama groups.

## Philharmonic on CBS; Van Cliburn as Soloist

Van Cliburn will be the piano soloist and Alfred Wallenstein will conduct the CBS Radio broadcast of the New York Philharmonic in an all-Brahms program tomorrow.

The program will present, in the first half, the Academic Festival Overture, and the Symphony No. 3 in F major, opus 90. The entire second half will be devoted to Cliburn's interpretation of the Piano Concerto No. 2 in B flat major, opus 83.

## Frisco Agency Ad Unit Spoofs Outsized Rivals

San Francisco—Proliferation of specialized units in ad agencies to handle every conceivable function from coffee-breaking to future space-flight reservations, has prompted Guild, Bascom & Bonfigli to spoof the mushrooming firms with the announcement of an "ad department" within its own house. Assigned to the task of heading up the new department and getting it off the ground floor is David Bascom, with "Coy Underfoot" his second in command. Author of the jibe is agency president Walter Guild.

## Health Fund Aided By WJW Programs

Cleveland—Two special programs will be produced and aired by WJW in connection with the third annual 1962 fund raising campaign of the Health Fund of Greater Cleveland.

WJW's newscasters J. Michael Prelee and Doug Adair, will team today to give listeners advance information concerning Adair's "Walk for Health" tomorrow. A special five-minute "Comment" program with David Bringham will be heard Mar. 14, the day before the actual Fund Drive opens.

## ☆☆ Let's Talk It Over ☆☆

(Continued from Page 1)

"grand share" results through a scientifically blueprinted on-air campaign.

One needs no crystal ball to see radio operators getting behind the RAB to finance the essential research job of measuring these "shares" in designated test areas.

IT'S A COSTLY investment — but a coolly calculated business risk. The stake is a \$30-million increase in national billings for radio. In essence, RAB member stations in 24 markets agree to pay ten percent of any time-grown revenues resulting from the test.

If it develops as an effective sales weapon, such as was honed razor-sharp by RAB several years ago, this latest enormous effort will have proved its worth over and over again. We refer to the time the bureau singled out the nation's major department stores, declaring it would emanstrate the value of radio to them. Cleveland's Higbee Co. store was selected as the guinea pig and industry money advanced to help finance the experiment. That "great challenge" came through with decisive evidence that radio can outpull newspapers in selling merchandise off the shelves and out of overstuffed stockrooms.

RAB at last report is out gunning for the top 100 advertisers to try its Radio Test Plan. We've got a hunch there will not be too much bushwhacking to find them. And, the way they go on their own steam after the final innings, will set an example for the whole advertising community.

On the other hand, if station broadcasters think they have a miracle cure-all in this excellent program, they are in for an eventual sad awakening. It has been far us a most dismaying spectacle to witness the gradual fall-off in promotion by radio outlets and packagers when they should have increased their bombardment of clientele through advertising that sells. If radio is important in advertising, it is equally true that advertising is important to radio.



To live long it is necessary to live slowly.

Cicero

## —A Thought For The Day—

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

## Says Ads Sell Goods People Do Not Need

(Continued from Page 1)

of life couldn't exist, TVB President Norman E. Cash told the Utica Management Association last night.

Products sold through advertising enhance life, Cash said, which "is the purpose of our unique and restless economy. It is fundamentally devoted to the production and distribution of things people don't need."

Among a number of things, TV's power to market new goods is unchallenged, Cash continued. "Of the many possible ways in which an advertising medium can fail, there is no more vulnerable spot than introducing new products. Here, a seller starts with complete product oblivion, no sales and no market and sets out to reach the greatest number of people in the shortest possible time. And for this purpose, he most often chooses TV."

## 'Father of the Bride' Adds Three Writers

With the signing of comedy writers Mort Green, Carey Wilber and Charles E. Anderson to join previous writers on the series, MGM-TV is now working on eight scripts for "Father of the Bride."

## Metromedia Net Drops

(Continued from Page 1)

pared with the '60 net income of \$1,603,255, or 94¢ per share.

The company's statement showed a cash flow of \$5,186,590, or \$3.04 per share for '61 as against \$5,492,387, or \$3.23 per share, for the year ending '60.

## AGENCY NEWSCAST

By SHELBY COOPER

The year's first issue of the Advertising Research Foundation's quarterly Journal of Advertising Research comes out Monday. Articles have been contributed by nine authors, including Jiro Yamanaka, statistics manager of Dentsu Advertising, Tokyo.

**Goodwin, Dannenbaum, Littman & Wingfield, of Houston, are doing PR, without fee, for an organization dubbed SALT (Save a Landmark of Texas). Function of SALT is to raise funds for repair of the San Jacinto monument . . . Perry B. Frank, Jr., formerly with NTA and ABC, has joined the staff of Benjamin Company, advertising representatives for Pocket Books.**

For St. Patrick's Day, D. P. Brother, Detroit, has scheduled 825 spot announcements on 268 radio stations for the Harrison Radiator division of General Motors. The commercials will be sung to Irish tunes by Irish tenor Dennis Day, backed by a 21-piece orchestra . . . Also on Mar. 17, Schaeffer Beer will sponsor "The Story of St. Patrick," on WCAU-TV, Philadelphia, without commercials. Agency is BBDO.

**Willard J. Heggen, senior VP at Compton Advertising, is chairman of the advertising and entertainment section for the 1962 Red Cross fund-raising drive in greater New York . . . Mitchell Lipman has been elected a VP at Ted Bates, which agency he has been with since 1957 . . . BBDO has launched a 52-week spot campaign on WABC-TV, on behalf of Armstrong Cork.**

### Thought for Today

*"Piggy-back commercials are a problem for advertisers as well as stations . . . Self-imposed regulations would be plain good business, in order to prevent the watering down of viewer interest and diminishing effectiveness for the advertiser."*

—Nathan Lord, manager  
WAVE Radio and TV,  
Louisville

The Advertising Federation of America's fourth annual management seminar has been scheduled for July 15-27 at Harvard U's business-school campus in Boston.

Chairman of the AFA-Harvard Seminar committee is W. Barry McCarthy, BBDO veep, and managing the seminar will be Prof. George T. Clarke, director of AFA's bureau of education and research. Members of McCarthy's committee are Richard B. Dingfelder, director, market development, Scott Paper; Jervis B. McMechan, corporate advertising manager, Ford Motor Co.; Wallace Elton, executive VP, J. Walter Thompson Co.; Gene Maple, Chase Manhattan Bank; F. Clay Buckhout, Time, Inc.; William H. Ewen, assistant VP, Borden Foods; Conrad Jones, Booz Allen & Hamilton; Emerson Foote, president, McCann-Erickson; and Professor Clarke, who is also a member of the faculty at NYU.

## Phillips to KING-TV As Promo Director

West Coast Bureau of RADIO-TV DAILY  
**Seattle**—James W. Phillips has been appointed promotion director for KING-TV here, it was announced by Otto Brandt, Broadcast Division VP of King Broadcasting Co.

Phillips resigned after six years as advertising and sales manager of Bardahl International Oil Corp. to take the position with KING-TV.

Phillips will replace Eric Bremner who, as previously announced, will work in the documentary and editorial field for the King Broadcasting Co. as assistant to special features director Bob Schulman effective Mar. 16.

## Five More Top Stars Join 'Oscar' Broadcast

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Cyd Charisse, Glynis Johns, Rod Taylor, Shelley Winters and Shirley Knight have joined the star line-up on the 34th Annual "Oscar" Show, Apr. 9, it was announced by Arthur Freed, producer of the program for the Academy of Motion Picture Arts and Sciences.

ABC and Canadian Broadcasting Co. Radio and TV networks will carry the event.

## We'll See More of Kookie

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Warner Bros., having picked up Edd Byrnes' fourth yearly option, will send the "77 Sunset Strip" star on an extensive personal appearance tour abroad during the program's Summer hiatus.

# Radio, TV Industry News Flashes from Coast-to-Coast

### 6th 'Beauty School' Set

**Washington**—The sixth session of WRC-TV's woman feature, "TV Beauty School" with Inga Rundvold, will begin on Monday.

### Platters and Platters

**Uvalde, Tex.**—Mrs. Scotty Malloy, a local housewife, is a part time deejay on KVOU.

### Zakin Prexy to Guide Beauty Shop Seminar

Alvin Zakin of The Zakin Co. will conduct the first seminar on advertising for beauty shops, at the International Beauty Show. The seminar will be one of the opening-day events of the show Mar. 19 at the Statler Hilton Hotel.

### Kaler Named VP

**White Plains, N. Y.**—Valentine E. Macy, Jr., president of Westchester Broadcasting Corp., owner of WFAS-AM-FM, has appointed Randall Kaler a vice president. Kaler has been with the stations for 30 years, and for the past 25 years has served as program director.

### Honors To WXYZ-TV

**Detroit**—WXYZ-TV has been cited by the Richard S. Hayes Amvet Post for its sponsorship of the first annual "Toys for Tots Jamboree," in cooperation with the U. S. Marine Corps Reserve.

### WEBR Program Dir.

**Buffalo**—Jack Gold has been named program director of

WEBR. Gold was previously program supervisor for the station.

### Bid for Debate

**Houston**—KXYZ has wired Attorney General Bob Kennedy and Texas Sen. John Tower a bid to debate Texas history here any time. Les Kamin, station president says the "controversy on Texas history kicked up by Kennedy" in Indonesia should get airing.

### Rex Rides Again

**Mercedes, Tex.**—Rex Allen, TV radio and movie performer, will be the star of the Livestock Show Rodeo Mar. 22-25.

### Nassau on News Team

**Philadelphia**—Roy Nassau has been added to the WFIL news team as a reporter and newscaster

as part of the station's expanded news coverage.

### LIFT Officers Elected

**Dallas**—Mike Shapiro, general manager of WFAA-AM-TV; Ray Huffer, manager of KERA-TV, and Eddie Barker, news director of KRLD-AM-TV, have been elected vice chairmen of the 1962 Operation LIFT (Literacy Instruction for Texas).

### First Stop: Ringside

**Fresno**—Completely equipped to handle any type of remote live telecasts, KICU-TV's new, heavy-duty, diesel-powered mobile unit is ready to roll. The first regularly scheduled program it will cover is the Saturday night wrestling bouts at the Memorial Auditorium, "TV Main Event," starting this week.

# SWEENEY HITS SYSTEM OF RETAIL COMMISSIONS

West Coast Bureau of RADIO-TV DAILY

Portland, Ore.—The 15 per cent agency commission is "primitive, inadequate, anachronistic" as a method of compensating agencies handling large retail accounts, the Oregon Advertising Club was told here yesterday by RAB president Kevin B. Sweeney. He blamed the commission system for failure to develop "at least \$7 million in additional new billings from large retailers in the top 50 markets alone during 1961."



SWEENEY

The "profitless system," said Sweeney, encourages the apathy among agencies toward the "big new potential of retailers anxious to advertise items instead of image—an apathy radio cannot afford."

**Cites \$50 Million Yearly**  
He asserted that "radio sees a minimum of \$50 million a year additional potential within department stores alone, and we cannot allow a system that the retailer regards as silly and that both of us know does not work, stand in the way of radio's progress. A substitute—and it most likely will be a fee system—must be found by agencies and radio working jointly."

Stations involved are KMLB, Monroe, La.; KODE-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, O.; WPIT, Pittsburgh; WBOY-AM-TV, Clarksburg, W. Va.; WRDW-TV, Augusta, Ga.; WRGP-TV, Chattanooga, and WSOL, Tampa.

## 'Pages of Poison' Delves Into Commercial Smut

St. Louis—"Pages of Poison," a study of obscene literature, its causes and effects on youth, will be aired twice next week by KMOX—once on Sunday afternoon and again Thursday night. Written and narrated by Bob Hardy, it will feature experts discussing obstacles standing in the path of a successful fight against commercialized obscenity.

## Friendly Group Mgrs. In 3-Day Mass. Meet

Dedham, Mass. — Managers of the Friendly Group of stations begin a three-day session here today by meeting with executives of the United Printers & Publishers, with which the broadcast firm recently merged.

Stations involved are KMLB, Monroe, La.; KODE-TV, Joplin, Mo.; WSTV-AM-TV, Steubenville, O.; WPIT, Pittsburgh; WBOY-AM-TV, Clarksburg, W. Va.; WRDW-TV, Augusta, Ga.; WRGP-TV, Chattanooga, and WSOL, Tampa.

# Wide Tribute Is Paid To Dr. Frank Stanton

(Continued from Page 1)

tended by more than 1,100 persons in New York's Waldorf-Astoria.

A citation which accompanied the award to Dr. Stanton recognized "... his immeasurable contribution to the advancement of radio and TV, his insistence on the highest concept of journalistic

FCC chairman Newton Minow declared in a telegram: "In honoring Dr. Stanton you honor the noblest traditions of leadership in broadcasting. I am proud to join in wishing Dr. Stanton many more devoted years of continued service to the public interest." In an aside, Minow noted: "I'll bet NBC would trade 'Dr. Kildare' and ABC would trade 'Dr. Ben Casey' for Dr. Frank Stanton..."

freedom for the broadcasting media, his abiding trust in the American people and the democratic process and his eloquent espousal of the American system of competitive enterprise..."

It concluded as follows: "With the medal go our deepest respect, our sincere affection and our fervent hope that he will continue to give his qualities of leadership to the industry of which he is so great a part and to which he is a signal example of devoted service."

The presentation was made by RTES president Matthew J. Culligan, general corporate execu-

Special entertainment at the RTES affair was produced, arranged and flown East from Hollywood by Red Skelton as a "personal tribute" to his long time friend, Frank Stanton. It featured the comedian's CBS-TV program troupe, including David Rose and his orchestra, with actress Rhonda Fleming as a special attraction... and she certainly was.

Executive and director of Interpublic, Inc., who said:

"I venture to say that when the history of broadcasting of this decade is written, regardless of the fancy label, we will proudly view it as the Age of Responsibility."

### Praised by Nixon

Former Vice President Nixon wired:

"No man could be more deserving of your gold medal award. I would appreciate it if you would extend my congratulations and best wishes to him."

From Vice President Johnson and his wife came the following:

"Congratulations on an award well deserved for your distinguished service as an outstanding communications statesman and

# Bless 'em All Suit Settled

The Sam Fox Publishing Co reports it has settled, in its own favor, a law suit which the company has instituted against Young & Rubicam; Robert Swanson Productions, and the Piel Brothers brewery involving the alleged unauthorized use of the Sam Fox copyright, "Bless 'em All," in a Piel's beer commercial.

# 'PM' Guest Lineup Has Change of Pace

Guests on "PM" the week of Mar. 19-23 will include actor-director George C. Scott and his actress-wife Colleen Dewhurst, singer-trombonist Lillian Briggs, singer Kay Armen, ventriloquist Edgar Bergen, singer Mindy Carson and comedian Myron Cohen. The 90-minute nightly series is hosted by Mike Wallace.

"PM" is presented on KTLA-TV, Los Angeles; WTTG, Washington; WFAA, Dallas; WSBA-TV, York, Pa.; KRNT-TV, Des Moines; KATU-TV, Portland, Ore.; WIBW-TV, Topeka, and the Westinghouse Broadcasting Co. outlets: KDKA-TV, Pittsburgh; WBZ-TV, Boston; KPX, San Francisco; WJZ-TV, Baltimore; KYW-TV, Cleveland, and WNEW-TV, New York.

# Renewal Hearing for 3 In Share-the-Air Dispute

(Continued from Page 1)

for hearing the renewals of WPOW and WEVD, New York City, and WHAZ, Troy, N. Y., which share 1330 KC. On the renewal applications, WPOW asks for 42 hours, WEVD wants 137, and WHAZ asks for 15.

outstanding citizen. We are not surprised but we are proud."

Among those listed as dais guests in the banquet tribute are:

Thomas S. Murphy, banquet chairman and Capital Cities Broadcasting Corp. VP; Brother Augustine Phillip, S.S.C., Manhattan College president; Frank J. Starzel, AP general manager; George H. Gribbin, Young & Rubicam president; Harold H. Helm, board chairman Chemical Bank New York Trust Co; Leonard H. Goldenson, president, American Broadcasting-Paramount Theatres, Inc.; Birney Mason, Jr., president, American Carbide Corp.; Harold Boeschstein, president, Owens-Corning Fiberglass Corp.

Also William S. Paley, board chairman, CBS, Inc.; E. J. McNeely, president, American Tel & Tel; Henry R. Luce, editor-in-chief, Time, Inc.; Sidney J. Weinberg, senior partner, Goldman Sachs & Co.; J. George Hartar, president, Rockefeller Foundation.

And Robert W. Sarnoff, NBC board chairman and a past RTES president; Milton C. Mumford, Lever Bros. Co. president; Marion Hupper, Jr., Interpublic Inc. board chairman; Howard M. Packard, S. C. Johnson & Sons, Inc. president; Dr. Grayson K. Columbia U. president; Morgan J. Craney, P. Lorillard Co. president; Clifford I. Kistler, Dancer-Pritzner-Sample & Co. president; Clair R. McCollough, NAB board chairman and president, WGAL, Lancaster, Pa.

Also Robert F. Lewine, Chairman of the Arts & Sciences Institute, and CBS Trust, Inc., VP, and Sen. Warren G. Magnuson (D., Wash.).

# Court Back FCC on Pay-TV

(Continued from Page 1)

that the licensee be held to adhere faithfully to the high standard of programming which it has promised."

Theatre owners represented by Marcus Cohn had argued that the FCC lacks legal authority to authorize pay-TV, that the Commission erred in its approval without receiving specific programming information, that the public interest would not be served since programs now free in the Hartford area would be switched to pay-TV.

### All Contentions Rejected

The judges rejected all contentions. They cited Muzak and FM radio's functional music as having been found perfectly acceptable by both the FCC and the courts, and they also cited the Communications Act directive to the FCC to explore new uses for radio and to provide for experimental uses.

The opinion held that the distinguishing characteristic in the present case is its experimental or trial basis of three years, not altered by the fact that broadcasting licenses are ordinarily for the same period. It was pointed out that the FCC reserves the

power upon notice and hearing to terminate the authority even before the end of the three-year period.

Burger said "We think it not reasonable to assume that the worst will happen and that the public convenience, interest or necessity will be so undermined by such a trial as to require us not, at this stage, to invalidate the WHCT license."

The Court pointed out that if the difficulties and problems foreseen by the theatre owners should present themselves, the FCC can cancel the experiment at any time.

The Court said that RKO can't be expected to name definite programs at this stage. That the FCC must nevertheless see that RKO adheres to high program standards, and "to say the Commission cannot exercise supervision to that end would denude the experiment of its creative potentialities and dilute the Commission's power to make a final appraisal when the experiment is completed."

The next and final step for the theatre owners and counsel, Marcus Cohn, is an appeal to the U. S. Supreme Court.



**Congratulations, Rhonda! You Did  
Us Proud At Last Night's R.T.E.S. Banquet...  
ABC FILMS**

# RADIO TELEVISION DAILY

The  
INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



Established February 9, 1937

DL. 90, NO. 48

MONDAY, MARCH 12, 1962

TEN CENTS

## MUSIC MILLIONS WAR FLARES UP

### All-Channel Free-Wheeling Time

#### ABC's Coe Favors 'Mix' Expansion

Washington Bureau of RADIO-TV DAILY  
Washington—The all-channel TV-set hearings before the House Commerce Committee have reached the free-wheeling stage. Electronic Industries Association Friday had the idea wouldn't solve anything, and NAB operator William Putman accused opponents of demerit mixture of self-serving irreflexivities" in their testimony, of practicing "licensed piracy"



COE

of operating "licensed mon-

(Continued on Page 10)

#### UHF Channels Shifted

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has changed UHF TV assignments in Ontario, N. Y. from Channel 62 to Channel 15 on petition of William J. Calsam, who says he will apply for a station on the lower channel. The FCC took Channel 15 from Rochester.

### U.S. BROADCASTERS GIRD FOR DISARMAMENT TALKS

The American broadcast industry has marshalled its forces, this time for coverage of the 18-nation disarmament conference opening at Geneva on Wednesday. Regional networks and local U. S. operations are prepared for special comment from Geneva and the rest of the world, along with the major radio and TV news, which will have full crews on hand to interpret events.

Reporting from Geneva for ABC-TV and Radio will be Lou Cioffi and Bob Sturdevant, with John Scali accompanying Secretary of State Dean Rusk from Washington, and Sam Jaffe going

(Continued on Page 5)

### Double-Billing Fraud Danger Signal Flies

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC is warning broadcasters against the practice of "double billing," under which stations send a real bill to local advertisers plus a fictitious and larger bill to be sent by local sponsors to national advertisers under co-op ad agreements, allowing the local business to secure larger co-op ad payments than are actually due.

The commission said it had re-

(Continued on Page 10)

#### 'Bullwinkle' Gambit?

Hollywood — Jay Ward, back from two weeks in New York arranging continuance of his "Bullwinkle" show under General Mills sponsorship has opened negotiations with NBC-TV for a new time-slot. While East, Ward boosted to 84 the number of firms producing Bullwinkle and Rocky products.

### MGM, Kalvar Co-op Video Print Advance

West Coast Bureau of RADIO-TV DAILY  
Culver City — Metro-Kalvar, Inc., demonstrated new Kalvar film products at M-G-M Studios here at the weekend, showing how the film could represent a major economic and time-saving advance.

(Continued on Page 5)

#### Fund Airings Eyed

Washington Bureau of RADIO-TV DAILY  
Washington — Reports would have to be made to the Attorney General with respect to any solicitation of funds over radio and TV under terms of a bill introduced by Rep. Morgan Moulder (D., Mo.).

### Haverlin Sees Plot By ASCAP to Erase Competition of BMI

Behind-scenes skirmishes over the weekend by both sides in the negotiations and legal battles between ASCAP and BMI have made it look as though the long drawn out war involving millions of dollars for music broadcasting now is entering one of its most critical phases.



HAVERLIN

The latest incident was touched off here by receipt of a statement from Carl Haverlin, Broadcast Music, Inc. president, contending that "ASCAP has offered TV stations a temporary reduction in rates in return for

(Continued on Page 8)

### "20th Century" Renewed 6th Year by Prudential

Prudential Insurance Co. of America has renewed for the sixth consecutive year sponsorship of "The Twentieth Century" on CBS-TV, beginning in September. Reach, McClinton is the advertising agency.

### R-TV Writers Appoint Wells Church Secretary

Washington Bureau of RADIO-TV DAILY  
Washington—Wells Church has been named Radio-TV Correspondents Association secretary here. He formerly was treasurer.

Hollywood's Golden Globe Awards gets world coverage, filling winners' press books. See page 8.

### 'Business World' Packaged

Completion of production and distribution arrangements for "Business World," weekly radio program service devoted exclusively to business, was announced this morning by Selective Communications Corp., a new firm headed by Hendrik Booraem, formerly radio-TV director of Ogilvy, Benson & Mather.

The program will comprise one-hour week quarter hours, plus six 30-second features, for scheduling throughout the week. Top busi-

ness news stories of each week will be dramatized, recorded on tape and flown to stations weekly. They will be produced by Booraem, one-time producer of the radio version of "March of Time" and "We The People." Editor will be Joseph Purtell, former business News Editor of Time magazine.

QUENTIN REYNOLDS! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse  
Broadcasting  
Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 48 Mon., Mar. 12, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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# Weed Radio to Rep Maine's Lobster Web

Weed Radio Corp. has been appointed national rep for the Lobster Network, comprised of eight stations which together cover 98 per cent of the radio homes in Maine. To be repped individually and as a group by Weed are WLOB, Portland; WGUY, Bangor;

David N. Simmons has been appointed an account exec in the New York office of the Weed Companies. He previously served as sales exec and VP of John Blair & Co. and was president of Simmons Associates, his own rep firm.

WCOU, Lewiston; WFAU, Augusta; WRUM, Rumford; WGHM, Skowhegan; WFST, Caribou, and WSME, Sanford.

Joseph J. Weed, vice president of the rep firm, in announcing the appointment said that "through years of intimate association with the New England market, we... are distinctly aware of the sales advantages of the Lobster Network and we welcome the opportunity of telling their story to the national advertiser."

# UHF 'Comeback Club' To Help Handicapped

"Comeback Club," an experimental program to test the feasibility of providing recreational therapy and rehabilitation training to the handicapped via TV, is scheduled to begin Thursday on WUHF.

The program will run each week, and attempt to teach subjects such as bookbinding, square dancing and photography, with former disabled patients as teachers. Rehabilitation experts will talk to viewers, and special appearances will be made from time to time by noted persons who have made their own comebacks, including Connee Boswell, Roy Campanella and Martyn Green.

# Advertising Times Sales Adds John Fahey to Staff

John J. Fahey has joined the radio sales staff of Advertising Times Sales, in its New York office. He formerly was an account exec with WICE, Providence.

# Golf Expert Aids CBS Team

John Derr, veteran reporter of 23 Masters Golf Tournaments at Augusta, Ga., will join Cris Schenkel and Jim McArthur in CBS-TV's coverage of this year's tournament, Apr. 7-8.

Derr is a 10-handicap golfer himself, and is known for a remarkable visual memory and almost total recall. He has seen all but two of the Masters tourna-

# COMING AND GOING

DANIEL SCHORR, CBS News West German correspondent, in Washington to take part in a panel discussion, "Reports from the USSR," at the 18th Conference of The Advertising Council.

NORMAN ROSS, WBKB news commentator and host of "Off the Cuff," has left for Lagos, Nigeria, via Frankfurt, as a guest of Lufthansa German Airlines on its inaugural flight.

MICHAEL DANN, CBS-TV VP of network programs, off on a week's vacation in the Bahamas.

EDNA SEAMAN, promotion and public affairs manager of WFBC-TV, Greenville, S. C., leaves on a Mediterranean cruise Wednesday.

BLAIR DAVIES, featured in CBS-TV's "Brighter Day," has arrived in town for a 10-day visit.

BROOK BENTON, recording star, has left for Las Vegas for an engagement at the Flamingo.

ARTHUR D. MORSE, 'CBS REPORTS' producer, in Chicago for the 17th National Conference of the Association for Higher Education.

DON TREVOR, VP and director of radio and TV for Doyle, Dane, Bernbach, in Florida this week to film Polaroid commercials.

DR. R. KURLIST of Westminster Recording Co., arrives in town today.

WARWICK FREEMAN, producer of Australia's "Bandstand Show" on TCN, Sydney, is in New York visiting U. S. office, Charles Michelson, Inc.

# Tribes to Spring Camp Film Crew Follows

Tucson—A camera crew from WJW-TV, Cleveland, followed the Indians baseball team down here to shoot a half-hour documentary on Spring training now in progress.

Heading the TV team were Bob Neal, the station's baseball announcer, Bob Huber, director of the public affairs department, and chief photographer Cook Goodwin.

The film will be presented on WJW-TV sometime in April.

# Albany Variety Te Fetes Dublin's Ma

Albany—Robert Briscoe, president of Dublin and member of city's Variety Club Tent, will be honored by Albany Tent No. 1 at a luncheon Apr. 4 in the She Ten-Eyck, it was announced chief barker E. David Roser, assistant general manager of W. TV here.

## Co-Chairmen in Charge

Co-chairmen of the event are David Marks, president of Orange Radio, and G. Brian Donahue, vice president of First Trust Co. Handling relations will be Mike A. WAST-TV promotion manager. Briscoe will be in Albany during his goodwill tour of the United States.

# COVER AUGUSTA, GA AREA with WRDW-TV Ch. 12

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| WBOY-TV<br>Clarksburg, W. Va. | WRGP-TV<br>Chattanooga, Tenn. |

# Coe Named Producer For NBC Emmycast

Fred Coe will be producer of NBC-TV's eighth telecast of the Emmy Awards presentations May 22, which will originate from New York, Hollywood and Washington. The 90-minute show will mark the 14th annual event for the Academy of Television Arts and Sciences.

Currently producing NBC's "Theatre 62" color series of eight adaptations of David O. Selznick's screen classics, Coe also helmed "All the Way Home," "The Miracle Worker" and "Two for the Seesaw" on Broadway, and TV's production of Paddy Chayefsky's "Marty," the first colorcast of Mary Martin's "Peter Pan" and "Philco Playhouse."

# Kent Smith in 'Cain'

MGM-TV has signed Kent Smith for his first guest-star role in a "Cain's Hundred" episode, "The Lobbyist."

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

# Go-getter Broadcast Researcher

Minimum 3 years' experience, thorough knowledge rating services, able to supervise people and projects. Salary open. Excellent opportunity with top New York company. Box No. 159, RADIO-TV DAILY 1501 Broadway New York 36, N. Y.



# Board Asks Stiffer Canadian-Content Reg.

## Learning on April 9 to Plan Rule's Use for Prime Time Only

*Special To RADIO-TV DAILY*  
**Montreal**—The Board of Broadcast Governors will hold a public hearing Apr. 9 in Winnipeg on its proposals to stiffen the Canadian-content rule for TV by applying it to the prime viewing hours of 7 P.M.-midnight, and at the same time give concessions to TV stations by counting Commonwealth programs as Canadian for the purpose of the content rule and extending advertising limits for Canadian programs.

The content rule, which on April 1 will require each TV station to air 55 per cent Canadian programming every four-week period, permits outlets to present Canadian productions in morning and afternoon hours, leaving few hours for the evening, when American series dominate. The BEG wants this changed so that after Oct. 1 all stations will be required to air 45 per cent Canadian content after 6 PM daily, rising to the full 55 per cent on Oct. 1, 1963.

**Aided by New Proposal**  
 Another proposal would permit stations to count as Canadian content all programs produced in Commonwealth countries up to 28 minutes in every four-week period when usage exceeds 28 hours, or half the air time of each show. Present regulations allow Canadian content classification for only one-half of Commonwealth program time as long as that time does not exceed one-third of all broadcast time. In contrast, Canadian programs entering the United Kingdom, for example, are counted as 100 per cent British in the calculation.

The advertising change would modify the present basic limits on sponsorship to American programs only, leaving Canadian stations free to use the extra leeway of the regulations on spot advertising for Canadian programs. At the same time the spot regulations would be changed. They presently permit five spots totaling four minutes in any 15-minute period, averaged over any clock hour.

**Pitt. Radio Cooks Up Week-Long Ham Study**  
**Pittsburgh**—The "John's Other" series last week on KDKA's program "PM" dealt with amateur radio operations. Host John Stewart recorded five broadcasts from the home of KDKA engineer Earl Sneathen, who reaches the 50-year mark as a "ham" in May. They explored various aspects of amateur radio and talked to "hams" in U.S. and Nova Scotia.

## NAB Conventioneers To Hear Space Chief

The U. S. space director James E. Webb will address the NAB's annual convention in Chicago early next month. Webb, administrator of the National Aeronautics and Space Administration, has accepted

**The Association of Maximum Service Telecasters meets Apr. 1 in Chicago just prior to the NAB convention start. Talk will center on all-channel receivers and deintermix.**

ed NAB president Collins' invitation to address the closing day luncheon session Wednesday, April 4.

Collins, who will speak at the first day's luncheon, Monday, April 2, said FCC chairman Minow will be the principal speaker the next day.

Minow also will join a panel of other FCC Commissioners in a traditional Q. and A. session with broadcasters.

## WNBF Stations Name Exec Program Director

**Binghamton, N. Y.** — WNBF-AM-FM-TV has named Paul D. Carter executive program director. He is in charge of all creative programming and the administration of the program and production departments of the stations.

At the same time, Edward Giller has been appointed program manager, a new post. He had been assistant program director of the stations.

## Lud Richards Quits WBBM To Create Radio 'Capsules'

**Chicago**—Lud Richards, WBBM advertising and promotion manager, is resigning effective April 1 to form RTN Broadcast Features, Inc., in association with Taylor/Nodland, Ltd. Sherril Taylor and Jory Nodland are also directors of the new company, which will maintain offices here and in New York and Chicago.

The new organization will produce and syndicate radio program features and featurettes and provide special promotional services for individual stations. Immediate plans call for a series featuring pianist Roger Williams and another with Sydney J. Harris, nationally syndicated columnist. Both of these will be five-minute shows; other features will utilize even shorter formats. Richards said:

"We plan to develop capsule program features that will permit

## DISNEY SYNDIE DEAL SET ON 'MICKEY MOUSE CLUB'

Buena Vista Distributing Co., subsidiary of Walt Disney Productions, has begun syndication of "Mickey Mouse Club," consisting of some 280 hours which ran on ABC-TV for two years as an hour show and another two years in a half-hour format. First purchaser was KTTV, Los Angeles, which will begin airing it this Fall for the 1962-'63 season.

Appointed as regional sales managers by Buena Vista to handle the syndication sales were William Perkinson, for the West Coast, Barr Sheets for the Central States, and Mal Decker for the East. Retained as consultant to advise and assist in marketing the series was Peter M. Robeck & Co., which has been indoctrinating Buena Vista sales people in syndication procedure.

The "Mickey Mouse Club" package contains five weekly half-hour shows with a format that will include cartoons, adventure and dramatic serials, musical productions, gueststar appearances and other entertainment. Each segment will be available as a straight film show or can be broken up for integration into other programs.

## Jayark Films Appoints J. J. Oscher Sales Exec

Jayark Films Corp. has appointed Jonathan Jay Oscher sales exec for the Southern territory. He resigned from Ray-Eye Productions as associate producer of "Builders Showcase" to take the position.

**FARM SHOW IRKS KANSAS SOLON**  
 NBC-TV's 'Land' Script Is Termed Overly-Done

*Washington Bureau of RADIO-TV DAILY*  
**Washington** — Rep. William H. Avery (R., Kans.) has protested to NBC about a documentary, "The Land," to be televised tomorrow.

Avery admitted that, while it is impossible to argue with the theme of "The Land" (farming is changing and its workers are deserting), he maintains the NBC script writers overly dramatized and presented a "negative picture" of Kansas farms and small towns.

## GE Predicts Boom In FM Stereo Sets

**DeWitt, N. Y.** — General Electric's Radio and TV Division reports that in the more than 72 stereo FM radio markets, the new medium is rapidly becoming a consumer demand item and an important sales feature in the home entertainment market. GE said it is convinced that a major portion of future domestic table radio sales will be in FM stereo-equipped units.

At Utica, William B. Clemmens, marketing manager for GE's Radio Receiver Department, said he thinks the stereo FM market is "steadily gathering momentum toward a peak in the Fall of this year."

Indicative of the growing strength of the market are industry figures that show 60 stereo FM stations were on the air as of Jan. 1, 1962 on the air as of Feb. 2 and predict that by the end of 1962 no fewer than 260 stations will be broadcasting and actively promoting stereo FM.

## Gail Patrick Jackson Businesswoman of '61

**Los Angeles** — Gail Patrick Jackson, executive producer of "Perry Mason," has been named Businesswoman of the Year by the Los Angeles Chapter of the National Accounting Assn. She also was one of the Women of the Year cited by The Los Angeles Times for civic contributions in 1961.

## FIRST SCREENING



A lot of mountains have been climbed, rivers crossed, and jungles penetrated since the first telecast of **I SEARCH FOR ADVENTURE** in 1954. This series brought to television the **ONLY** type of programming that wasn't directly inherited from radio. (Yes, we even had old movies on radio—The Lux Radio Theatre.)

We followed **SEARCH** with **KINGDOM OF THE SEA** in 1955, then **BOLD JOURNEY** in 1956, and **SEVEN LEAGUE BOOTS** in 1958.

Now, four years after our last travel-adventure series, we will shortly release to the syndicated market what we believe is the most colorful, exciting, romantic and original travel-adventure series since **I SEARCH FOR ADVENTURE**.

This new series is titled "**ACROSS THE SEVEN SEAS.**" It is being filmed now, entirely in color, and will be available for telecasting in the Fall.

The pilot film came out of the lab a week ago Tuesday, and on the same day the **FIRST** client and agency to see the print immediately purchased the series for the top ten markets in the West, thirty-nine plus thirteen firm. A formal announcement will be made by the agency at a later date.

It's interesting to note that the series has been pledged class "A" time in all of the markets, and that 8 of the ten markets will be releasing "**ACROSS THE SEVEN SEAS**" in color, which makes the series the first major syndicated color program for the season ahead.

The West Coast sale was made directly, without the help of a distributor. We're now in the process of deciding on a national distributor, and when this has been done, we would welcome the chance to have him screen the series for stations and agencies throughout the country.

We think we have these factors going for us:

- 1) It's a darn good show! (Modesty is a virtue of the timid.)
- 2) It is available for release completely in color.
- 3) It is travel-adventure from the company that pioneered the concept.
- 4) As of this moment, it appears that there will be very few new major properties available via syndication in the Fall.

We hope to be seeing you soon — "**ACROSS THE SEVEN SEAS.**"

—JACK DOUGLAS

Adv.



By TED GREEN

• • • WNTA news director Vince Lindner going all-out to help the New Jersey State Police in their current recruitment drive. Vince is devoting an entire 15-minute newscast a day to the troopers in an effort to interest young men in the force. . . . The station is also doubling the time of Ray Wilson's daily "Broadway and Hollywood News Report." . . . Merv Griffin set for another five shots on the "Jack Paar Show." . . . Don't miss Hal Aloma's orchestra at the Luau 400. . . . The Gaslight Club has a new show in its French Room featuring old favorite Jimmy Carroll. . . . Lovely apartment huntress Pat Palmer has Norman Brokenshire's spacious townhouse for rent or sale. . . . Saverio Saridis back in town to rehearse for his Gershwin tour with Rhonda Fleming. . . . Society orchestra leader Phil Bennett is quickly taking over Lester Lanin and Meyer Davis' spots as No. 1 leader the country. . . . Jazz pianist Horace Silver built much of the furniture in his own apartment. . . . Red Skelton, with whom she worked Chicago last year at the Chez Paree, got such glowing reports about Italian songstress Nina Silvana's engagement at the Hostaria Restaurant, he's planning to use her on one of his future hour TV shows.



LINDNER

• • • Allen Ludden in Rome to negotiate the Italian rights to his books, "Plain Talk for Women Under 21," "Plain Talk for Men Under 21" and "Roger Thomas, Actor." Until he returns next week "Password" announcer Jack Clark is substituting as emcee on the daytime stanza. Before Ludden left he taped two nighttime shows ahead. . . . Art Linkletter will unveil his third parlor game invention, "Square Mile," at the American Toy Fair, which opens here today. Talented Art's other two best-selling pastimes are "The Game of Life" and "Summit." . . . TV actress-comedienne Thelma Polish, featured in "Milk and Honey," has completed her new nightclub act and will display portions of it during her appearance on the "Joe Franklin Show" today on WABC-TV.

• • • Well wotta ya no: Jerry Vale has received a French postcard in the mail. It was an ad for the movie, "Les Liaisons Dangereuses" . . . Gene Krupa's bandboy just got his third ticket for jay-walking. They made him turn in his shoes . . . Jazz star Kai Winding was disappointed in "The Carpetbaggers." He thought it would be about a bunch of rug cutters . . . Football fan Dick Rattazzi wonders if that movie at the World Theatre, "I'm Wild For Kicks," will wind up in the hands of receivers . . . Venezuelan dancer Yolanda Moreno lost faith in a local doctor when he said, "Let me know if this prescription works. I'm having the same trouble myself."

• • • Mercury Records, has appointed Fred Frank, Atlanta promotion manager . . . Capitol has issued 16 top LPs, including a live-performance recording of a Kingston Trio concert and an album blending the talents of singer Nancy Wilson and jazzman Cannonball Adderley . . . Other new Capitol LPs include an album of Italian love songs by Dean Martin; an instrumental tribute to some of the great jazz trumpet stars by Jonah Jones and Glen Gray; a collection of old standards in fancy new dress by Les Baxter, and dance music Dixie style by Red Nichols . . . Lelan Rogers has been appointed manager, Southern Region Promotion National Sales, for Epic and Okeh Records . . . RCA Victor has released 13 new Pop albums, including the original movie soundtrack of "Summer and Smoke" and LPs by Henry Mancini, Al Hirt and the Limeliters.

### AP Foreign News Editor Explains World Coverage

Ben Bassett, foreign news editor of the Associated Press, appears on WBAL-FM today to discuss how the world's largest news-gathering organization covers current events abroad. The interview will be conducted by Dick Elman and Jon Donald of WBAL's public affairs department.

### Eastern Sound Studios Takes Over RCA Facility

The RCA Film Recording Studios in New York has been reopened under the new ownership and management of Eastern Sound Studios. Raymond Rand is president and Leo Goldman, vice president. Retained as engineers are Gus Mortensen and Dan Saraceni, formerly with the RCA Studios.

# Water Stars to Sing for Cities Service

Michael Landon, Little Joe Bartwright of NBC-TV's "Bonanza," will make his singing and acting debut on the "Cities Service Highways of Melody" color-TV program on Apr. 22 on NBC-TV. Lennen Jewell is the agency. The same program also will present former Western headliner Hugh O'Brian (Wyatt Earp) in a singing role. Others in the all-star cast include Juliet Prowse, Janet Blair, Mary Costa, Gordon and Lila MacRae will again be hostesses of the program, with Lavalley again conducting his band of America. Tom Hansen will be choreographer.

# NBC to Plant Mikes Annual Flower Show

NBC will plant its microphones at the New York Coliseum Wednesday for a three-day visit to the 45th annual International Flower Show.

There will be 18 hours of live, on-the-spot coverage during the three days, featuring the "Sandy Becker Show," Art Ford's "Million Dollar Music" and the "Wayne Howell Show."

# Industry to Report Parliament Meeting

(Continued from Page 1)  
... from Moscow with USSR Foreign Minister Andrei Gromyko.

Coordinating radio and TV programs for CBS News will be Avroon, its producer-director for Europe, with the Geneva team consisting of correspondents Winifred Burdett from Rome, Marvin... from Moscow and Alexander... from London.

NBC-TV will be represented by... Anderson, Joseph C. Harsch... Frank Burgholtzer, with the... work's radio team to be set this week.

# Kaplan, Hier for MBS

Mutual Broadcasting is sending Leonard Kaplan, its Paris Bureau Chief, to cover events at Geneva, assisted by bureau manager Fritz... Their "Foreign Correspondents Reports" will be heard this morning and again tomorrow. Working for Radio Press International is its European Bureau Chief, Noel Bernard, assisted by Geneva correspondent Vic Luhl.

# AGENCIES

By WM. McCUTTIE

Because its "Bill Jenkins" theme-man commercial increased the percentage of male Corega users from 45 to 55, Block Drug is now launching, via Grey Advertising, a new TV blurb for the product featuring "Betty Wilson," an American housewife, emphasizing the feminine angle.

Grey is also handling national introduction of Poli-Grip, Block's new denture adhesive containing "mint-fresh" to eliminate denture breath. It is to be promoted exclusively on prime-time TV programs such as "The Corrupters," "The Untouchables" and ABC-TV's "Six O'Clock News."

A third product, Green Mint mouth wash, is being handled by Sullivan, Stauffer, Colwell & Bayles and advertised nationally on 10 prime-time TV shows plus local saturation schedules.

Schick Electric Shavers has appointed J. Kenneth White director of advertising... Stanley Goodman has been named executive VP and marketing director for Chester Gore Co. He is also current chairman of the marketing and distribution committee of the National Shoe Manufacturers Association... Ruth Supiro, formerly with Blair TV, has joined Kenyon & Eckhardt as assistant media research supervisor.

Livingston & Associates, Chicago, have contracted for 52 weeks of seven-days-per-week, every hour from sign-on to sign-off spots on WAAF for Grocerland Co-ops... Lawrence L. Gray, former art director in the Cleveland office of McCann-Marschalk, has joined D'Arcy Advertising as art director on the General Tire and Rubber account.

Gerald A. Browne has joined Grey Advertising as VP and creative director for the agency's Los Angeles office. He moves to Grey from Kenyon & Eckhardt, Los Angeles, where he was creative director... William F. Zerweck, with Warwick & Legler since 1957, has been promoted to head of production... Theodore Levenson has been hired by Papert, Koenig, Lois as director of marketing development.

# Thought for Today

"The proliferation of specialized departments within ad agencies to handle every conceivable function for clients has already reached preposterous proportions."  
—David Bascom  
Guild, Bascom & Bonfigli,  
San Francisco

# New Kodak Devices Better TV Hues, Film

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Eastman-Kodak's new 16mm. Viscomatic Processor, which enables a filmed telecast to be played back within four minutes, will be available in quantity in April, the firm said. The process has many TV applications, especially in sports, and has been tested in New York by CBS.

Don Hyndman, manager of Eastman's motion picture film department, also revealed that the firm's new color film will show more detail and better color and will advance "the cause of color TV." In another area, the company disclosed that, having entered the commercial and professional field with its magnetic tape last year, it now is entering the wider public field.

# Watkins, Betty Hudson Join L.A. Outlet Staff

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Betty Ann Hudson, publicity and sales-promotion specialist, and Jack Watkins, sales and marketing executive, have joined the staff of KRLA.

Miss Hudson comes to the station from KLAC, where for eight years she headed publicity and promotion. Watkins was previously sales manager of International Office Machines.

# Campbell Keeps 'Lassie' In the Soup for 9th Yr.

West Coast Bureau of RADIO-TV DAILY  
Hollywood—The Wrather Corp., owners of CBS-TV's "Lassie," has announced renewal of the program by Campbell Soup Co. for the 1961-'63 season, with options through the 1964-'65 season.

The renewal marks Campbell's 9th consecutive year of sponsorship for the program. Robert Golden will continue as producer; Bonita Granville Wrather and Don Castle will be associate producers.

# MGM, Kalvar Co-op Video Print Advance

(Continued from Page 1)  
...ancement for TV and related fields in the processing of released prints. Metro-Kalvar has exclusive rights to market the products.

Eliminating chemical development, the company says prints can be made on Kalvar Film from any negative. Positive film is developed instantly from the application of heat alone. Kalvar added that the completely dry process not only does away with chemicals, but doesn't require absolute darkness for safe and uniform processing.

# Minister Ends 34 NBC Years

Dr. Ralph W. Sockman will end his 34-year ministry on NBC radio Mar. 25, with his final address as presiding minister of "National Radio Pulpit" titled "The End of the Beginning."

Dr. Sockman retired after 44 years as minister of Christ Church Methodist, New York, in December, when he reached the compulsory retirement age for Methodist ministers, of 72 years.

"National Radio Pulpit," is produced by NBC in cooperation with the National Council of Churches, and Dr. Sockman's listeners have written him an average of 5,000 letters a week. Reprints of his radio sermons are requested at the rate of 7,500 a month.

# Canadian Film Board Starts 3 New Series

Special To RADIO-TV DAILY

Montreal — Canada's National Film Board is putting together three new half-hour documentary series of 26 segments each from movie shorts in its files, and is planning an additional package of 39 half-hour shows on science in French and English, and 13 half-hours on a study of Canadian ethnic groups. All series will be available for foreign sales to the U.S. and other countries.


The three current series consist of NFB Festival Prize-Winners, women's subjects and children's shorts.

Of the two planned packages, the ethnic group study will be called "Photo Census" and will be written by Peter Desbarats in English and Monique Bosco in French.

# Davis Now Pubserv Dir. As KMOX Boosts News

St. Louis—KMOX news director Rex Davis has assumed additional duties as public affairs director. Steve Rowan, formerly night news editor, has been named assistant public affairs director.

**Beston Class B Stereo Multiplex Radio Station for Immediate Sale.**  
CASH PRICE \$75,000  
\$50,000 and Take Over Liabilities  
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LY 9-3557 or JE 1-8092  
23 Central Ave., Lynn, Mass.



**CRISTAL ANIMATION, INC.**  
17 East 45 St., New York TN 7-3480

THE SPECTACLE OF SPORT / A PAINTING BY VAN GOGH / A MAGIC CARPET FOR A NINE-YEAR-OLD



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

SELF-PROPELLED COMIC / A SOLID GOLD WESTERN AND JFK



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

# Foreign Clippings Shower Golden Globers

## Andy Williams Show On Tap for Autumn

Andy Williams will host a weekly hour musical show in color on NBC-TV next Fall, to be aired Thursday nights beginning Sept. 27. Co-producers are Tandem Enterprises owned by Alan Yorkin and Norman Lear, and Barnaby Productions, Williams' own unit.

Williams attained prominence through a combination of TV and nightclub appearances and the production of several hit records.

## Hahn Joins CBS Labs As Acoustics Executive

Richard C. Hahn has joined the staff of CBS Laboratories as manager, program development, acoustics and magnetics branch. The Laboratories, located in Stamford, Conn., is a division of Columbia Broadcasting System.

Prior to joining the Laboratories, Hahn was four years with The Victoreen Instrument Co., and served on the technical staff of The Clevite Research Center and on the research staff of Case Institute of Technology.

## Phila. Channel Promotes Eye Disease Campaign

Philadelphia—A discussion of glaucoma and related eye diseases will be presented Sunday on WCAU-TV's "Doctor," one day before the opening of Philadelphia's campaign for Free Glaucoma Screenings, sponsored by the Eye Section of the Philadelphia County Medical Society and the Pennsylvania Working Home for the Blind.

## New Order Proclaimed: Adios DJ, Rock 'n Roll

New Britain, Conn. — WKNB today changes its call letters to WRYM, and kicks off a new programming policy which will eliminate both "personalities" and rock 'n roll music. The new policy also calls for fewer interruptions and shorter commercials.

## Announcer Wins Audition He Didn't Know He Took

Boston—Leif Jenson has been hired as an announcer for WNAC-AM-TV after passing an audition he didn't even know he was taking. WNAC president Bill McCormick was driving through central Connecticut about six weeks ago and heard Jenson announcing on WINF, Manchester. He liked what he heard and hired him.



• • • Lawrence Welk and his entire organization fly to Miami today to tape their ABC television program to be aired Saturday. Sam J. Lutz, Welk's personal manager, and Don Fedderson, Welk's television consultant, will accompany the troupe. . . . The "Everglades" series joins the KRCA color program lineup tonight, 7:30 to 8:00 PM, sponsored by Household Finance. . . . Tom McCray KRCA general manager, will represent the television industry in a panel discussion at the Hollywood Ad Club today. . . . John Dehner has been assigned by Warner Brothers to co-star with Dorothy Provine in "Perils of Pauline," new TV series due to go into production shortly.

☆ ☆ ☆ ☆

• • • Confirming rumors that have been circulating freely, Bill Sawyers has announced that KBIG will embark on a new program format effective next Monday. Sawyers describes the type of music to be played as subdued jazz or "contemporary good music." Commercials will be restricted to the quarter hour breaks.

☆ ☆ ☆ ☆

• • • KGBS will carry Metropolitan Opera broadcasts exclusively in the Los Angeles area, it has been announced by Wendell B. Campbell, general manager and VP of Storer Broadcasting Co. The broadcasts will start at 11:00 AM each Saturday. KGBS has also set the broadcasts for the 1962-1963 series and will be expected to provide service to the San Diego area as well, with its 50 kw. and directional pattern.

☆ ☆ ☆ ☆

• • • Jacques Foti does a dramatic guest spot in "View From The Eiffel Tower" on the "Dick Powell Show" on NBC tomorrow night. . . . Leonard Sues, music director with the Milton Berle Show at the Coconut Grove, has signed with Bill Meiklejohn for representation in TV and films. . . . Shari Lewis will have a baby elephant as guest of honor on her show Apr. 7. . . . Los Angeles' Orthopedic Hospital has been selected as KABC's "Public Service Project of the Month" for March. Instituted in 1960, this series has given aid to 18 worthwhile local charities. All KABC's personalities will participate in the project which will continue through Apr. 1 and is designed to acquaint the public with the work of the hospital and the center.

## Haverlin Accuses ASCAP

(Continued from Page 1)

elimination of BMI as an effective competitor."

This and the rest of Haverlin's statement was obviously a reference to a hearing last Monday before Judge Sylvester Ryan in the U. S. District Court of New York where attorneys for ASCAP and the broadcasters agreed to present the idea of BMI's total extinction to their respective clients. It is known too that ASCAP intends to hold a board of directors meeting on the issues later today.

### Finklestein Reticent

Pressed for comment on Haverlin's remarks, Herman Finklestein, ASCAP attorney, declined to say anything further than "I am somewhat shocked by the statement. On my part, I am not in the habit of commenting for public print on a matter pending before the court."

At BMI headquarters, a highly placed official saw the proposed reduction on ASCAP's rates for TV performances as a "sacrifice hit" to clear the path for unopposed increase in rates to radio station and network operators af-

ter the present license arrangement with them is terminated in two years. One prominent broadcaster queried:

"Since BMI stockholders consist of approximately 530 broadcasting executives, how in heaven's name can ASCAP expect them to go along on this deal to cut their own throats—or should I say, purses—later on?"

"ASCAP has repeatedly made such offers in the past and, while BMI does not have information as to all the details of ASCAP's present proposal, its purpose is clear," Haverlin said.

"BMI has not, of course, been a party to the proceedings to fix ASCAP television rates and therefore BMI has not the opportunity to present the facts about itself.

"Acceptance of ASCAP's offer requires the voluntary individual action of the holders of the majority of BMI stock. BMI is confident that neither its stockholders, nor the far more numerous other users of music, nor the many writers and publishers affiliated with BMI will wish to see a restoration of the ASCAP monopoly."

## TV Division Winners Of 19th Awards Give Big Overseas Press

West Coast Bureau of RADIO-TV DAILY

Hollywood—The first downpour of press clippings more foreign tongues than the biblical David had colored patch, on his cloak, has fallen through the mail-slots of the four TV stations accorded first honors and Golden Globes at the 19th annual competition here of the Hollywood Foreign Press Association.

And no wonder: The association's membership is said to represent a total readership of 560,000,000 in more than 50 countries.

The four TV awards were divided as follows: two for NBC, and one each for ABC and CBS.

The awards were presented in ceremonies in the International Ballroom of the Beverly Hilton Hotel in Beverly Hills.

### Newhart Best Comedian

Bob Newhart received a Golden Globe as "best new TV comedian" for his performances on "The Bob Newhart Show" series on NBC, an Armanco Production.

Pauline Frederick was tendered the "distinguished service award" for her role as reporter on the "Purex Specials for Women" on NBC.

"My Three Sons," a Don Fedderson Production starring Fred MacMurray on ABC, garnered the "best family entertainment" award.

John Daly, of the Goodson-Todman production "What's My Line" on CBS, was saluted for his "consistent excellence in the field of TV."

### Was on Paar Program

Bob Newhart, while working as an accountant in Chicago, started writing satirical comedy material and recording it at his own expense. A local disk jockey, Dan Sorkin heard some of these records and brought Newhart to the attention of Warner Bros. records. This resulted in his first record album, "The Button-Down Mind of Bob Newhart" which sold over a million. This brought about his TV debut on the "Jack Paar Show" and the rest is show business history.

Pauline Frederick, as NE

(Continued on Page 10)

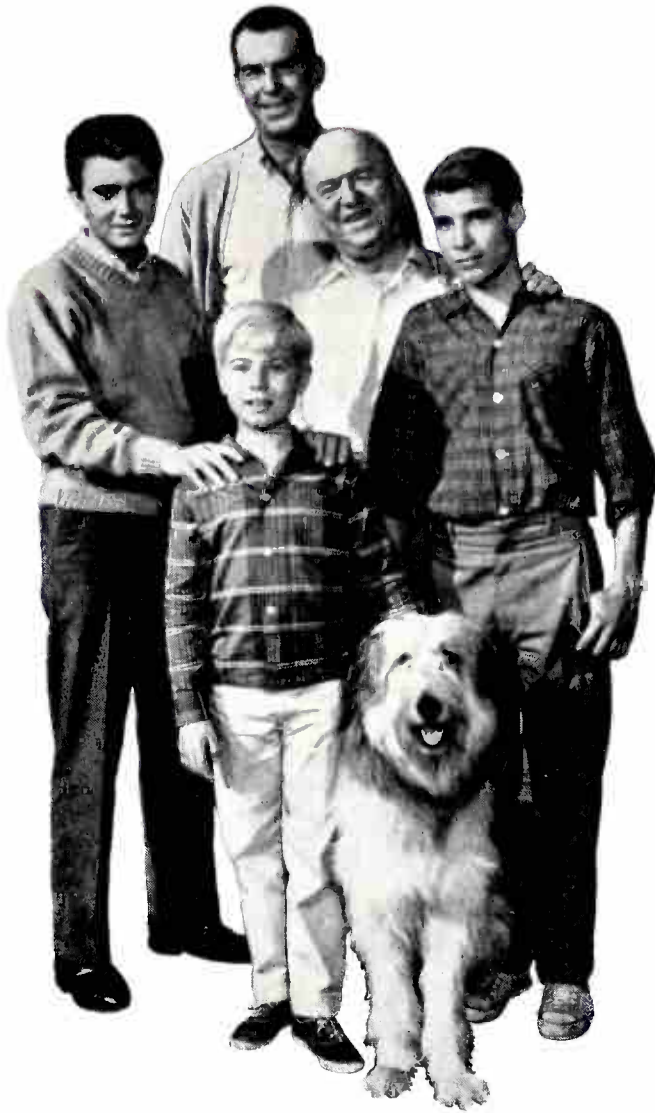
## Listeners Buy Bonds As Salute to Glenn

Nashville—Over 100 WLAC listeners, responding to an appeal by VP and general manager F. J. Sowell, each pledged to buy U. S. Savings Bonds as a congratulatory gesture to Astronaut John Glenn for his historic orbital flight.

# *Our Deep Appreciation*

Fred MacMURRAY  
Bill FRAWLEY  
Tim CONSIDINE  
Don GRADY  
Stanley LIVINGSTON  
and  
"TRAMP"

A  
*Don Fedderson*  
Production



1961  
19th ANNUAL  
GOLDEN  
GLOBE  
AWARDS

*... to All the members of the*  
**HOLLYWOOD FOREIGN PRESS ASSOCIATION**  
*for Acclaiming*  
**"MY THREE SONS"**  
*the "Best Family Entertainment"*  
*in Television*



HOLLYWOOD FOREIGN PRESS ASSOCIATION

## Writing Assignments Set on '20th Century'

Isaac Kleinerman, producer of "The Twentieth Century" on CBS-TV, has announced script assignments for the remaining programs of the series' current season.

Richard Witkin, aviation editor of The New York Times, will write "First Man on the Moon" for Apr. 1 airing, and "The Satellite That Talks" for May 6. E. J. Kahn, Jr., of The New Yorker magazine staff, will script "The Creative Thirties," to be presented Apr. 15.

Robert Shaplen, also of The New Yorker, will write "End of an Empire" for Apr. 29. Barbara Sapinsley, of "The Twentieth Century" staff, who will write "Let's Go to the Fair" for Apr. 22, is also the author of the Mar. 18 "The Women Get the Vote."

## All-Channel Hearings At Free-Swinging Stage

(Continued from Page 1)

opolies."

Richard L. Coe, testifying for the American Broadcasting Co., added his voice to the few who have favored deintermixture during the marathon hearings. But in a total of 32 witnesses scheduled for Friday's session alone, he, Putnam, Rep. Ayres (R., O.) and John W. English of WSEE-TV, Erie, Pa., were almost voices in the wilderness.

W. Walter Watts, testifying for RCA, asked for passage of the all-channel set legislation. Rep. Collier (R., Ill.), a member of the committee, commented that "what we would be doing is forcing a man to buy something he doesn't need and doesn't want."

### Harris Favors Single Tuner

Chairman Harris (D., Ark.), asked whether it wouldn't be possible to contrive a single tuner for both UHF and VHF so that an all-channel set would be as cheap as a VHF-only. Watts said RCA and other companies had tried unsuccessfully to produce one at less than prohibitive expense, to which Harris answered, "I have confidence—that you will do it."

Putnam charged that existing "monopoly" stations represented by the NAB and the Association of Maximum Service Telecasters

### Nielsen Now Listing All 6 NY Video Outlets

George Blechta, A. C. Nielsen veep, has announced subscription of WNBC-TV to the Nielsen Station Index. Blechta said that with the signing of WNBC-TV, all six New York commercial TV stations are now clients of the service.



By PETER C. DAVALLE

• • • Britain plans to follow the U.S. lead in closed-circuit TV transmission of plays to other theatres—provided the government-appointed Pilkington Committee will give its blessing. News of the U.S. experiment with "Gideon" on Mar. 28, has caused a stir over here . . . Suitable equipment for theatrevision has been tested successfully at the Elstree Studios of American-born film-makers, the Danziger Brothers . . . Danziger Productions predict a "big future" for the system and are even talking about Continental shows being piped over the Eurovision link.

• • • Jubilant Val Parnell, managing director of ATV, tells me that U.S. sales for his company's "Supercar" series have topped \$600,000. "and we have just completed another regional sale which will soon bring the "Supercar" earnings into the million-dollar bracket" . . . Facts to note: each "Supercar" episode takes a week to film, three months to edit. Nine puppeteers and 60 film technicians comprise the unit. Thirty-nine episodes have been completed, and work starts soon on a further series.

• • • Eartha Kitt, drawing big crowds to London's night-spot "The Talk of the Town," tops the bill in the Val Parnell Palladium Show on ITV later this month . . . U.S. comedian Jack Durant and American singing group The Four Aces have guest spots in Granada TV's "Personal Appearance" show this week . . . BBC slapped a ban "on the ground of taste" on part of Shelley Berman's latest record "A Personal Appearance."

• • • Dennis Mitchell has done it again! The man whose BBC-TV film on Chicago caused a big stir in the U.S. last year, has now stirred things up in Lebanon, with his latest on-the-spot film report, "Summer in Lebanon" . . . The Lebanese complain of Mitchell's pre-occupation with "donkeys, dilapidated hovels and ragged porters" and say his film was a "travesty" . . . Mitchell denies it all, saying that his film was intended to portray life, not in the cities, but in the countryside.

• • • Major John Glenn's space shot was watched by 13 and a half million viewers of BBC-TV's "Tonight" program—the highest figure this five-year-old program has ever had . . . For the first time, both BBC-TV and ITV will screen minute-by-minute reports on the budget on April 9. Chancellor's proposals will hit the screen only seconds after he's given them to MPs in the House of Commons . . . Only recently, Prime Minister Macmillan said he'd consider a request for Commons debates to be televised. But I doubt if much will come of it.

• • • Canadian-born quiz master Hughie Green, all set to launch a new talent spotting program, "Opportunity Knocks," on BBC-TV, has now been told by Associated-Rediffusion (he's under contract to them until 1964) that he won't be allowed to do it . . . Yet, ARTV program controller John McMillan told Hughie two weeks ago that he could go ahead with the program. "This is a blow we don't understand," says Hughie's manager, John Heyman . . . Hughie had to pay legal costs of about \$50,000 five years ago when he unsuccessfully brought a court case against the BBC, alleging that officials had been bribed to keep his "Opportunity Knocks" show off sound radio.

had given half-truths to the public. He said UHF can do the job.

ABC vice president Coe said the proposed deintermixture of eight markets would provide programs of all three networks to four million TV viewers. He said if deintermixture fails of adoption, TV will be faced with a total shift to UHF, which ABC does not favor, since the network believes both VHF and UHF channels must be used "if our television system is to have the capacity to expand."

## Double-Billing Eyed

(Continued from Page 1)

ceived complaints about the practice, called it fraud and contrary to the public interest, and said action would be taken in all cases in which evidence of the practice is found.

The FCC said broadcasters involved break laws by using the mails to defraud and create an unfair competition with other stations and other ad media which do not engage in the practice.

## Overseas Tributes For Golden Globers

(Continued from Page 8)

News' UN correspondent, has won a mantel-full of journalism awards including RADIO-TV DAILY's American Award as "Woman of the Year." In a Gallop poll, she was chosen as one of the 10 most admired women in the world.

"My Three Sons" is now in its second season on ABC. It presents Fred MacMurray as a widower running a hectic all-male household consisting of his three young sons and his father-in-law. MacMurray was picked as "Father of the Year" last year.

### Daly's Background Impressive

John Daly fills the seat of moderator on the second longest-running entertainment program on CBS, the Goodson-Todman production "What's My Line?" (the longest—Ed Sullivan). He has been an outstanding foreign, war and Washington news correspondent since 1937. He started with CBS as presidential announcer for Franklin D. Roosevelt. For several years, 1953-60, he was vice president in charge of News and Public Affairs at ABC.

## WSOC-TV Films Work Of Bible Group in Jungle

Charlotte, N. C. — WSOC-TV news director Carroll McGaughey is preparing an hour telecast from 5,000 feet of film showing the work of the Wycliffe Bible Translators among the Machigen-ga tribe in Peru. Tentative broadcast date is Mar. 27.

Following a good-will tour of Lima and Arequipa—Charlotte's sister city in South America—with Mayor Stan Brookshire and a party of 25, McGaughey flew 300 miles into the jungle to get the footage.

The films show the "Advanced Jungle Base" of the Wycliffe group in Yarina Cocha, near the river city of Pucpala.

## Billingsley Joins H-R

H-R Television, Inc., has named Robert S. Billingsley senior account exec, Los Angeles office. He formerly was a McCann-Erickson media buyer.

## Three Philly 'Casters On Mission to Israel

Philadelphia—WCAU-TV educational director Margaret Mar Kearney, Marciarose Shestac program producer at WRCV-TV and WFIL-TV news analyst Gunnar Back have been named to the Philadelphia Zionists' annual "People to People Mission" which will visit Israel this Summer.



*Thanks*

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**NBC WEDNESDAYS**

**AN ARMANCO PRODUCTION**

**BEST NEW TELEVISION COMEDIAN**

**Hollywood Foreign Press Association**

*19th Annual Golden Globe Awards*

**GOODSON-TODMAN**

*Congratulates*

**JOHN DALY**

**“What’s My Line”**

FOR WINNING

THE

**Hollywood Foreign Press Association**

*19th Annual Golden Globe Award*

FOR HIS

*“Consistent Excellence  
in the Field of Television”*





## SENATE IN LIQUOR AD CRACKDOWN

### N.Y. WORLD FAIR GETS R-TV BLDG.

Broadcast Pavilion Planned  
By Communications Plaza

A new pavilion for the New York World's Fair designed specifically for companies in the communications industry was announced yesterday by Communications Plaza, Inc. It will house multiple exhibitors in three pavilions grouped around an 80-foot court and an open court. Total  
(Continued on Page 7)

### Corinthian's Chief Lose's Guest

Indianapolis—C. Wrede Petersen, Corinthian Broadcasting Co. president, will be the luncheon speaker at the Indiana Broadcasters Association general meeting Friday at the Marott Hotel. Morning and afternoon sessions will include talks from industry members representing stations, the NAB and government.

Billis Seavy, NAB manager for government affairs, will end the morning session. Leon Loenthal,  
(Continued on Page 4)

### NARAS Panel to Ponder Effect of the 'Top 40'

Coast Bureau of RADIO-TV DAILY  
Los Angeles — "Top 40 Radio: Good or Bad for the Record Business?" is the topic of a NARAS panel discussion to be held Mar. 21 at the RCA studios. Moderator will be Carl Reiner.

### 29th British Exhibition Features Export Goods

London — The 29th National Radio and TV Exhibition is to be held at Earls Court here Aug. 22-Sept. 1, with a preview for overseas and other special visitors Aug. 21. The show will feature products made specifically for overseas sale.



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## Pic Analyzes Communism

CBS Films will produce a 45-minute documentary for the Defense Department on the history and objectives of communism, with Robert F. Lewine, CBS Films Programming VP, serving as executive producer. The film is tentatively titled "The Road to the Wall," and scheduled for completion in mid-April.

Robert Saudek has been named producer of the film, with Don Mankiewicz to write the script.

The film, described by Lewine

as "an historical treatment of the Communist Party in operation throughout the world — its doctrine, its pronouncements," is one of the projects of a long-range, three-year military information program by the Defense Department. It will be distributed for showing at all U. S. military bases.

### Let's Talk It Over

### FCC Chicago Tryout Faces An Anti-Climax When NAB Convenes

By ARTHUR PERLES

CHICAGO holds the center-stage spotlight for the entire TV industry beginning next week and for several more to come. From this man's catbird seat, it looks very much as though Act One is going to turn into a dramatic anti-climax after the second curtain. Where it goes from there is anybody's guess right now.

Admittedly, the initial stanza has had a great buildup in the press as the FCC "road-shows" its explorations-in-depth of how TV stations are serving the cause of local programming. But isn't this the same wearisome plot which we attended in all its haggard details month after month while  
(Continued on Page 5)

### Booze Commercials Must Go, Is Warning Renewed by Solons

Pursued by the fearsome shadow of still another investigation — this one by the Senate's Commerce Committee — the NAB's Code Authority last night was reliably reported preparing to bear down on radio and TV stations which accept hard liquor advertising.

The anodyne, if any was needed, came recently in the form of a direct warning from the Senate unit that it may be obliged to hold hearings and call for legislation if the booze commercials  
(Continued on Page 8)

### NCCJ Cites KPRC-TV For Pubserv Series

Houston — KPRC-TV will receive a public service award today at the annual banquet of the National Conference of Christians and Jews here. It will honor the station's contribution to public service in presenting a 13-week series of programs called "Human Relations in Houston."

### Southwest States Group Names Costello a VP

Odessa, Tex.—Ed Costello, station-sales manager of KOSA-TV here, has been appointed a VP of Southwest States, Inc., parent company which also operates KVII-TV, Amarillo; KDOD-TV and Radio, El Paso, and KRNO, San Bernardino.

### Arizona Broadcasters Plan Spring Meeting

Phoenix — The Arizona Broadcasters Association will hold its annual one-day Spring meeting Apr. 13 at the Hiway House Hotel here. Following a joint meeting of the broadcasters in the morning, there will be split sessions in the afternoon for both radio and TV. Among the guests will be NAB general counsel Douglas A. Anello and Sol Taishoff, publisher of Broadcasting Magazine.



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WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Executive 3-4808

WEST COAST OFFICES

Lawrence B. Kraser, Vice-President and General Manager
6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Hal Tate
192 North Clark St.
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Domestic-Aid Group
Airs Personal Stories

Pittsburgh—People who have been aided by Family and Children's Service will describe the work of the agency through personal experiences in a daily series, "For Service Rendered," beginning Monday on KDKA's "Program PM."

The documentary will be presented in the form of five 25-minute features, each dealing with a different phase of service activities. Al McDowell will narrate the programs, which are being produced and written by Edward P. Young of KDKA.

Kodak Markets Sound Tape

Rochester, N. Y. — Eastman Kodak has entered the audio tape field with a high-quality magnetic sound recording tape.

The Kodak tape is 3/4-inch wide, in 1 1/2-mil thickness for standard playing time and 1-mil thickness

COMING AND GOING

JOHN L. KOUSHOURIS and PETER J. SMITH, VPs of VHF, Inc., return from a business trip to Palm Springs, Laguna Beach and Tucson.

MARV SCHWARTZ, of Lewin-Kaufman-Schwartz publicity firm in Beverly Hills, has left for Paris to establish an office there.

RON GILBERT and ED O'BERST, CBS RADIO account executives, on a two-week business trip to St. Louis, Chicago, Minneapolis, Los Angeles, Portland and San Francisco.

MALCOLM SHERMAN, southwest and west coast sales rep for Hollywood TV Services, has arrived in Los Angeles for conferences at Republic Studios.

SAUL ROSENZWEIG, VP and general manager of KPLR-TV, St. Louis, returned from a week's sales trip to New York and conferences with PGW, national reps.

DICK JOLLIFFE, regional sales manager of WTCN, Minneapolis, in New York this week for meetings with Katz sales reps.

THEODORE C. STREIBERT, VP and general manager of WTCN, is in town for Time, Inc. management conferences.

KENNETH BANGHART, WCBS Radio, leaves on a Caribbean cruise tomorrow, on vacation.

JAMES M. DOLAN, director of CBS Radio Sports, to Ft. Lauderdale, to arrange for production of "Sports-a-Rama"

LARRY HAEG, general manager, and BOB WOODBURY, sales service manager of WCCO, Minneapolis, in town today visiting CBS Radio Spot Sales.

ARTHUR D. MORSE, CBS producer, has left for Geneva for special filming for CBS Reports' "Can We Disarm?"

ABC's Jack Begon Heads Pool On Vatican Request

Another TV industry "pool" was in operation this past weekend — this time in Rome at the insistence of the Vatican authorities. ABC News' Jack Begon, over there producing the Rome leg of Mrs. Kennedy's visit (for "Journey to the East — With Mrs. John F. Kennedy," ABC-TV, M-F, 4-4:05 PM), was chosen to head the pool.

He used two sound-on-film camera crews, two silent film crews — and employed a total of 25 men to get the story of Mrs. Kennedy's day in Rome and visit with Pope John XXIII.

Begon acknowledges the full cooperation of Rome and Italian National Police in providing escorts for his automobiles and for the transportation of film to the airport.

Sammy Kaye, Brasselle Join Gleason Entourage

Sammy Kaye of "Swing and Sway" fame, and a long-time pal of Jackie Gleason, will be music director on Gleason's Saturday-night variety shows on CBS-TV in the Fall. Keefe Brasselle will emcee the shows.

New Daytime Lineup For Baltimore Outlet

Washington Bureau of RADIO-TV DAILY Baltimore—Westinghouse Broadcasting's WJZ-TV begins revamping its daytime schedule on Monday, with the addition of three children's programs, a new movie package and two news shows.

The children's programs will be "Barnaby," Rex Trailer's "Boomtown" and Josie Carey's "Funsville," all on tape. "Baltimore Movietime" features daily runs of the station's recently acquired post-'48 films, and will be hosted by John Mason, previously with WMBD-TV, Peoria.

The added news shows will be "Almanac," in the morning, and "Eye-witness," at various times through the day.

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FINANCIA

(March 12)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Filmways, Capital Cities, Desilu, etc.

OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Metromedia, etc.

\* Courtesy of National Association of City Dealers.



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# Leave Daytime Hrs. Alone, Solon Tells FCC

## Local Listeners Need Early Morn Service, Rep. Breeding

Washington Bureau of RADIO-TV DAILY  
 Washington — The FCC should leave the hours of day-broadcasting stations undisturbed, Rep. J. Floyd Breeding (Kan.) told Congress yesterday.

The commission has proceedings in way looking toward ban pre-sunrise operation of any station which haven't operated in pre-sunrise hours and which haven't done so in observance of regulations.

Breeding said that Kansas listeners need local radio service in morning hours for weather, news, market and other such information.

## \$100,000 in Art Films to Make KGO-TV Series

West Coast Bureau of RADIO-TV DAILY  
 San Francisco — KGO-TV has purchased 60 art and foreign films from Video Artists, Inc., for a total "in excess of \$100,000." The films will be shown Sundays on "Artists' Choice," beginning April.

Although prize-winning Russian, French, Italian and English movies are included, the dialogue is in English. The stars are all well-known Hollywood and European performers.

A contract was negotiated by Robert Sacks, ABC-TV VP and general manager, and Video's president here.

## Newsman Tells Citizens About Red Countries

Cleveland — WJW-TV news director Ken Armstrong, an author on Communist countries who recently returned from a six-week tour of Southeast Asia, will give eight speeches on the subject this month.

Armstrong also includes observations about seven other nations which he has traveled over 10,000 miles.

## This Is a Sales Pitch; Color it Charcoal Grey

Green Gems has sent out an unusual promotion mailer in the form of a child's coloring book to sponsors and station managers. The book sells the new syndicated Anna-Barbera series, "Touchee," "Wally Gator" and "Lip-Lip the Lion" by simple line drawings for coloring and short sentences all printed in capital letters.

## Academy Bids Adieu To Pierre Crenesse

Pierre Crenesse, head of the French Broadcasting systems in North America, was presented a plaque "for his distinguished contributions to international TV broadcasting" by the New York Chapter of the Academy of Television Arts and Sciences at a farewell dinner at the Lotos Club. Crenesse, who has represented French broadcasting here for 16 years, returns to Paris to engage in private business.



CRENESSE

Chapter president Betty Furness made the presentation. Ted Cott, president of the Public Service Radio Network and for many years chairman of the Advisory Board of the French Broadcasting System, was chairman of the dinner.

Guests included Howard Kany, international business relations director, CBS Stations; Jim Larkin, station development manager, ABC-TV International; Herbert Moss, Gotham Recording Corp. president; Richard Pack, programming VP, Westinghouse Broadcasting; Norman Reader, PR manager, Air France's N. Central American and Caribbean Division; Dennis Scuse, head of TV Department, BBC; Seymour Siegel, director of WNYC; Alfred Stern, chairman of NBC International, and Basil Thornton, director, Net International Division.

## 2nd St. Louis FM Shuts

St. Louis—KEMO (FM), "hill-billy" station using KCFM's transmitter, has gone off the air. Owned by George Caleshu, there are reports it may be sold. This is the second station to go out of business here in the past month.

## 90-Min. Miracle Play On Tap

A 90-minute British production of "Laudes Evangelii," miracle play by Leonide Massine, will be

"Laudes Evangelii" has been awarded first prize in the drama section of the fifth Roman Catholic International TV Festival. More than 15 countries were represented at the festival, held at Monte Carlo.

presented Apr. 8 on CBS-TV as a pre-Easter offering.

The play is a blend of music, dance, mime and song, and has quotations from the Bible as its

## AUTHOR WARNS OF FCC PERIL TO INTELLECTUAL

Warning that the FCC seems to hold enough potential legal power to destroy intellectual freedom in the U. S., authoress Ayn Rand has released a barrage at the commission and Newton Minow in "The Objectivist Newsletter," a monthly publication she co-edits. Miss Rand, who wrote "The Fountainhead" and "Atlas Shrugged," had this to say:

### KID SHOWS GET CLINICAL CASING

Psychologist Assisting NBC on Children's Programs

Dr. Charles Winick, psychologist and specialist in juvenile behavior, has been retained by NBC as a consultant on children's programming.

Ernest Lee Jahncke, Jr., vice president, NBC Standards and Practices, said "the arrangement formalizes a relationship in effect for some time."

Dr. Winick's activities embrace the study and evaluation of mail addressed to NBC by youngsters, previewing proposed network programs for children, the study of commercials to be integrated into children's programs, and consultation with NBC's children's program committee.

## 2 Video Serials Mark 7th Year on Network

"As the World Turns" and "Edge of Night" will begin their seventh year as daytime drama serials on CBS-TV Apr. 2. Both debuted as live productions originating in the network's New York studios on Apr. 2, 1956.

Among original cast members still in roles they created on "As the World Turns" are Don McLaughlin, Helen Wagner, Rosemary Prinz and Santos Ortega.

"Edge of Night," which follows the career of an attorney who is a widower with a four-year-old daughter, still has Peggy Allenby and Walter Greaza in their original roles.

only spoken text. In English the name means "Praises of the Gospel." Michael Aldridge, former member of the Old Vic repertory company, will narrate the quotations, off-camera.

First presentation of the play was at the Church of San Domenico, Perugia, Italy. Subsequent performances were at La Scala, the Nantes religious festival in Brittany and in Edinburgh. It was adapted for TV by Massine himself last year, and shown to the British TV audience on Good Friday.

"When a government official — FCC chairman Newton Minow — cynically threatens 'those few of you who really believe that the public interest is merely what interests the public,' the principle (and precedent) he seeks to establish is clear: that the public is not the judge of its own interest, but he is; that the people's vote of approval, freely and individually cast in the form of preference for certain TV programs, is to be superseded by his edict; that TV stations are not to be guided by their viewers' wishes (he calls them 'the nation's whims') nor by their own wishes, but by his — under penalty of having their licenses revoked for unspecified and unspecifiable offenses (which action, somehow, is not to be regarded as whim):

### Warns of Precedent

"One can easily see what would happen to our entire communications industry (including the press) if such a precedent were accepted in one of its branches — and one would expect the intellectuals of a free country to raise their voices in such a protest that it would sweep Minow out of Washington.

"Instead, most of the press congratulated him on his 'courage' — the courage of an armed bureaucrat who threatens the livelihood, property and professions of legally disarmed victims."

## Valley Music Theatre Sets Sked for Erection

West Coast Bureau of RADIO-TV DAILY  
 Los Angeles—Construction plans for the \$900,000 Valley Music Theatre have been completed, and target date of July 15 has been tentatively set for its opening. The structure will be a virtually "one-wall" concrete dome, made by pouring concrete over an earth mould to be later removed.

## Answering, Not Asking, Belli Faces Long Night

San Francisco—Noted attorney Melvin Belli may find it a long night tomorrow, when he shares KEWB's broadcast booth with deejay Michael Jackson from midnight to 6 AM. Answering instead of asking, Belli will reply to questions phoned in by listeners.

## Dinah Shore Club Act Condensed for TV Show

Dinah Shore plans to take the best of her current Florida nightclub act and highlights of a new act she will start Mar. 23 at the Riviera Hotel in Las Vegas and blend them into a one-woman TV show for her NBC-TV color series later this season. The Friday air-date for the hour program will be announced.

## Stereo Broadcasting Is 'Made in Quincy'

Quincy, Ill.—The first tri-state area stereophonic broadcasting not only originated on WGEM-FM here last week, station officials said, but both the sending and receiving equipment was made by Quincy companies.

Gates Radio manufactured and installed the stereo equipment used by the station, and Motorola, Inc., built, and continues to build, multiplex adapters and AM-FM receivers.

## Hoosiers Meet Friday

(Continued from Page 1)

FM general manager, The Taft stations, Cincinnati, Dayton and Columbus, will begin the afternoon session. An IBA business session will end the meeting.

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7 DAYS A WEEK**

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Ethnic Radio Station  
in the U. S.



By TED GREEN

• • • Kay Korwin (that vivacious manager) tells us clients Bob Kennedy and Bill Wood will be emcee and judge of the "Window Shopping" game show which debuts Apr. 2 on ABC-TV. It's a Herb Wolf production . . . My Stetson's off to: WABC news director Jack Powers, for his "War Against Dope." . . . Bob Drew, Jim Holland, Kay Tacowmi and Sue Weintraub, stand-ins for the regular panel during dress rehearsal on "To Tell The Truth." This hip panel makes up its own questions to throw at the three guests.

★ ★ ★

• • • Comedian Art Carney mourning the loss of his father . . . A baby daughter for talent agent Larry (MCA) Gengos . . . The Four Ayalons Israeli comedy team toiling at Cafe Sahbra nightclub are being pencilled in for guest appearances on video musical variety shows this Summer. . . . Ain't it the truth?—Socrates was a Greek philosopher who went around giving people good advice. They poisoned him. . . . Some people are always saving for a rainy day—and living in a mist. . . . If you make just one person happy each day, in 10 years you'll have made, 3,650 human beings happy.

★ ★ ★

• • • Meet: Rollo Hunter, VP and Radio-TV director of Erwin Wasey, Ruthrauff & Ryan. Starting as a juvenile actor at KDYL, Salt Lake City, in 1934, he later worked as an announcer at local stations and sideman in dance bands while attending Utah U. Graduated from USC in 1941. He completed Navy duty and returned to KFI-KECA, Los Angeles, as sound effects man. Hunter became a writer-producer and went to ABC-Hollywood, where from 1946 he was successively local program manager, assistant network program manager and production manager of the Western Division. After a year with a Hollywood agency, he joined Erwin Wasey, Ltd. as TV-Radio copy writer in Los Angeles in 1952, later becoming production manager for the agency's West Coast office. In 1956 Hunter came to New York to head up the TV-Radio department, and has since done freelance writing for magazines, TV and radio. His wife, Mary, is a copy supervisor at J. Walter Thompson.



HUNTER

★ ★ ★

• • • Gene Lester, noted Hollywood photog, coming East with pilots for new shows. He was in charge of recent production of "Christmas in the Holy Land" with the Art Linkletter family. . . . Jack Kruschen, who won academy award nomination last year for his supporting role in "The Apartment," opens in co-starring role in "I Can Get it For You Wholesale" at the Shubert on Mar. 22. Kruschen is a grad of radio and early TV. Former player in early "Dragnet" series. . . . Dick Manoff, head of Richard K. Manoff, Inc. (one of "hottest" ad agencies in the business), just back from a business-vacation trip in the Caribbean with a deep tan.

★ ★ ★

• • • "William Who Can't Do The Twist," which was done by Micki Marlo on the Jan Murray Show, was co-authored by the daughter of another well-known couple—Judy Lloyd, whose mother is Esther Ralston, star of NBC-TV's "Our Five Daughters," and radio-TV producer Ted Lloyd. . . . "Portraits of the Renaissance," with Joel Meltz as host, preemed on WRFM. We recommend it to listeners. . . . Don't miss the Pepsi-Cola Exhibition Gallery at 500 Park Ave., a display of international and historical toys called "Toys From All Over." . . . Barbara Dana, daughter of Y&R TV department exec Richard Dana, has a featured role on Sunday's "Bus Stop" episode entitled "Verdict of Twelve."

## KSEN Joins NBC Net

KSEN, Shelby, Mont., has joined the NBC Radio Network as a premium affiliate. The 1 KW station is owned and operated by the Tri-County Radio Corp. John Lyon is president.

## Blair Adds Salesman

John Blair & Co., radio station reps, has named Fred Neuberth to the New York sales staff. He had been with Avery-Knodel since 1948, and with TWA prior to that.

## Can't Tell the Score Without a Road Map

Composer Eddy Manson is rating the score for the NBC special, "U. S. 1, American file" starring Van Heflin, to be aired Mar. 29. The plot covers American history — past, present and "future"—along U. S. Highway No. 1 from Maine to Florida. Manson claims he has been measuring his progress, not by miles but by pages, and "still 1,500 miles to go."

## Bonded Meets Needs in Restoring Prints

Bonded TV Film Service, a division of Novo Industrial Corp., has been named exclusive TV service representative by Comprehensive Filmtreat, according to bonded president Chester Ross and Michael Freedman, president of Comprehensive. Bonded will represent Comprehensive Filmtreat from its offices in New York, Chicago and Toronto.

Pointing out that the new arrangement combines the talent and experience of two of the best firms in the film service business, Ross said Bonded considers Comprehensive's film rejuvenation process an important addition to his firm's complete film handling services for its TV and agency customers.

An increasing demand for film rejuvenation has developed, Freedman said because of the industry's need to economize on new production costs, particularly with the expanded use of color film.

## Races on KPHO-TV

Phoenix—KPHO-TV will broadcast the auto races from Manzanita Park beginning Wednesday.



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FROM NEW YORK,  
SAN FRANCISCO,  
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**B.O.A.C.**

BRITISH OVERSEAS AIRWAYS CORPORATION  
World Leader in Jet Travel

# MARX TOYS, TED BATES MOUNT MAJOR TV PROMO

Marx Toys has contracted with Ted Bates agency to launch a massive pre-selling campaign for its toys, with a show to be called the "Marx Magic Midway" beginning Sept. 22 on NBC-TV. The program will be presented each Saturday morning and sponsored solely by Marx. Format to be circus, variety-show and magic-act combination, running a half-hour and with audience-participation segments. Regularly appearing roles will be a ring-magician as emcee and a girl sidekick. Miller-Shaw Productions will put the show together. In addition to "Magic Midway," promotion TV spots are being placed in national market areas.

## Boston Radio Kicks Off Red Sox Exhibit Schedule

Boston—WHDH will broadcast the first Boston Red Sox exhibition program, including the inaugural game against the Chicago Cubs at Mesa, Ariz. Ed Gort Gowdy, in his 14th year as Red Sox radio-TV play-by-play, assisted by Ned Martin, in his second year as a member of the Red Sox radio-TV team. Gowdy and Martin will be joined in the regular season by Art Gleason and Engineer Al Walker.

## WNBC Guides Listeners Through Tax-Form Maze

WNBC, in cooperation with the Internal Revenue Service broadcast answers to income tax questions from 6 AM to 9 PM.

## 'Watchdog' Warns Mexican Advertisers

Special To RADIO-TV DAILY  
 Mexico City—Dr. Jose Guadalupe Maynero, head of the National Department of Education, has announced the intention of his bureau to mount a tougher policing campaign against objectionable radio and TV commercials. Present regulations call for prior approval by the Department of Communications of all types of commercials. The regulation, however, has not always been adhered to by all sponsors and agencies and Maynero has warned that his agency will keep a close watch on the airwaves. "Flouting of the law," he said, "may lead to stiff fines." Especially under scrutiny will be ads of alcoholic beverages, soft drinks, food and medicines.

## GAB Routing Profs Thru 5 Seminars

Atlanta—One of the South-east's leading sales management experts will conduct five seminars in different cities as a feature of the first regional meetings sponsored by the Georgia Association of Broadcasters next week.

Dr. David Schwartz, professor of marketing, Georgia State College, Atlanta, will lead the sales workshops in Griffin, Albany, Baxley, Augusta and Canton. More than 100 Georgia radio-TV broadcasters have made advance reservations for the one-day regional sessions.

The schedule and local broadcasters taking charge of arrangements at each meeting site follow: Monday, Griffin, Allen Marshall, WKEU; Tuesday, Albany, Bruce Smith, WJAZ; Wednesday, Thursday, Ray Ringson, WBIA; Friday, Canton, Jack Turner, WCHK.

## Austin Gets UHF-TV

Washington Bureau of RADIO-TV DAILY  
 Washington — Texas-Longhorn Broadcasting has been granted a new station on UHF Channel 67, Austin, the FCC has reported. Smith Broadcasting has applied for a new TV station on UHF Channel 19, Huntsville, Ala.

## 'BIOGRAPHY' BOW TOPS N. Y. SLOT

New Official Films' Series  
 No. 1 on Two Ratings

Official Films' "Biography" achieved the No. 1 rating position in its Friday evening New York debut on WNBC-TV, sponsored by the Chemical Bank New York Trust Co. The first episode of the half-hour series, narrated by Mike Wallace, dealt with the career of Fiorello H. LaGuardia.

Official Films' president Seymour Reed pointed out the show scored a 16.2 rating and 31.8 share-of-audience in a Nielsen Instant Audimeter survey, and a 14.2 rating and 24.4 share in an Arbitron survey. He added that the rating leadership was supported by excellent reviews in the New York papers.

## Styne Channels Labors Into Video Vineyard

Producer-composer Jule Styne, having reactivated Jule Styne Productions, is setting up an entire TV department to devote full time to the development of three new series ideas.

He also is working on ideas for several specials, Styne said, and is signing new writing talent to develop other TV properties.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

The Commissioners applied scalpel and probes into network shows as they affect the whole nation? At least, in the latter instance, there were no conflict and cast on which headlines are built. The new dramatic personnel range from the sublime to the ridiculous, from a Salvation Army representative to that perennial political splinter, Lar Daly. Pretty dull, eh what?

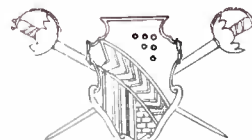
With gallantry worthy of his southern heritage, Commissioner Robert Lee says he will adjourn said hearings until after the National Association of Broadcasters' convention which starts on Apr. 1. What emerges from this meeting, which will survey the entire spectrum of electronic communications art and sciences, is certain to give the preceding spectacle the importance of a wart on a pickle. Could it be that the FCC has overplayed its hand again?

PERHAPS one more fizzle will finally convince Washington that the old wheeze of setting up "a full-fledged investigation" no longer serves to distract the public mind from bureaucratic machines that attempt to justify their energy-inputs with clatter, rattle and bang.

Respeaking the thoughts of our industry leaders, we herewith declare: about the greatest piece of work the FCC can accomplish it to proclaim a moratorium on all hearings, probes, etc.

We say, get off the backs of broadcasting executives for a while, so that they may again direct their resources to more of the truly significant risks at hand, i.e.: giving the nation's viewers grandstand seats at the opening ball-games, looking over Dean Rusk's shoulder during Geneva's armament talks, or taking a refresher via the airwaves comedy and drama as surcease from one's peck o' troubles.

Sashaying investigative processes from networks to station locales is unifying, not constructive; it's downright time-wasting and very costly. Biggest loser in the long run, is—as always—the public.



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MARTIN HIMMEL, President

# RED CROSS LOOKS TO YOU

*When you help,  
Red Cross can help*



## TV SPOTS



## RADIO SPOTS

**LOWELL THOMAS** speaks for the Red Cross as he shows how the organization helps people in need from Puerto Montt, Chile, to the edge of the Bamboo Curtain. Zeroing in on still pictures gathered from around the world, and with dramatic drum beats and a musical score, he beats home the message "When you help . . . Red Cross can help."

60 - 20 - 10 seconds

Also **COLOR SLIDES, TELOPS, FLIP CARDS**  
with voice over copy

AND— a recording with ID's for station breaks,  
voice over credits, and crawls

Recorded appeals by

- ★ PAT BOONE
- ★ BING CROSBY
- ★ BOB HOPE
- ★ THE FOUR LADS
- ★ FRANCES LANGFORD
- ★ ART LINKLETTER
- ★ TED MALONE
- ★ MITCH MILLER
- ★ ROSALIND RUSSELL

all lengths from  
05 to 60 seconds

PLUS A VARIETY OF SHORT IDs

## TELEVISION FILM

### EVERY PART OF TOWN

(14½ minutes—16mm—color or black and white—sound cleared for TV)

#### STARRING:

- ★ PATTY CAVIN — NBC
- ★ LEWIS SHOLLENBERGER — ABC
- ★ SAM DONALDSON — CBS

★ Colorful Hurricane Carla is also the star of this news-worthy account of how Red Cross volunteers took on the momentous task of caring for the people involved in the greatest human exodus in modern history. These scenes, plus vivid demonstrations of mouth-to-mouth resuscitation, highway first aid, nursing in disaster, and services to the armed forces, dramatically show what Red Cross is doing around the world and in "every part of town."

All these materials available from

**YOUR LOCAL RED CROSS CHAPTER**  
**THE AMERICAN NATIONAL RED CROSS**  
In New York, call MUrray Hill 9-1000  
In Hollywood, call HOLlywood 5-5262

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**Producers Guild Cites Crosby's 'Ben Casey'**  
 ABC-TV's "Ben Casey" has won Screen Producers' Guild award for best-produced show in The series is put together by Crosby Productions.

**New Broom Sweeps WNAC into 'Money'**

Boston—After a year of completely new programming under the helm of president William M. McCormick, WNAC went to work for the week from 1,000 hours of household in five cities of this metropolitan area. In all categories, Yankee RKO General's flagship station placed among the top three of the eight major outlets in Facts such as No. 1, in news, complete reliability and believability were so significant for such a short time that WNAC compiled a small in an attractive brochure.



McCORMICK

**Shown to Agency Men**  
 The brochure is being shown a week to advertising agency buyers, media directors and account executives as well as agency principals by the WNAC staff—Proctor Jones, manager; Dick Keating, Mike Horn and Nat Herman.  
 Next week it will be distributed to agencies in New York, Chicago, Philadelphia, Los Angeles and San Francisco by RKO General's national sales division headed by Quinn.

**Sandy Gasman Joins Radio T.V. Reps Inc.**  
 Sandy Gasman has joined Radio T. V. Representatives Inc. as sales exec. He previously was a buyer with C. J. LaRoche.

**Philly's Night-Man Resigning for Legit**

Philadelphia — Frank Ford has resigned from WPEN's late night show, effective Mar. 31, and will be replaced by Red Benson, who has his own daily show on the station.

Ford, who has occupied the 11 PM-2 AM slot for five years, decided to resign when Music Fairs, Inc. in which he is one of the principal co-producers, issued a public stock offering. The increased responsibility makes it impossible to do both jobs properly, Ford said.

Music Fairs produces Summer stock musicals in five theatres throughout the East, and a new music fair is being readied near Washington for opening this Summer.

**Red Follows His Show With Moore Guest Spot**

Red Skelton will be the special guest star on CBS-TV's "The Garry Moore Show" tonight following his own show. Returning for guest appearances will be singer Steve Lawrence and comedian Bob Melvin. Carol Burnett also will be on hand.

The program is produced by Joe Hamilton and directed by Dave Geisel. Bob Banner is exec producer.

**New York World's Fair Gets Radio-TV Building**

(Continued from Page 1)

exhibit space will be 30,000 square feet indoors and 6,000 outdoors in the heart of the Fair site.

The Communications Plaza will bring together representative companies in the three basic aspects of communications: the press; radio and TV, and the other communications arts.

The Radio-TV Pavilion will house networks and stations, and manufacturers of radio and TV equipment.

**TV Stars Illumine Toy Fair**

NBC is laden with talent as well as wares at the New York Toy Fair this week. Chet Huntley, Burr Tillstrom (creator of "Kukla and Ollie"), Toody and Muldoon (of "Car 54, Where Are You?") and Miss NBC are greeting visitors attending the event at the Hotel New Yorker and the Radio-TV Building.

In honor of the debut of Huntley's NBC-TV News Game, a family game based on news events as reported, Huntley will pick a winner of a sweepstake sponsored by Dadan, Inc., manufacturer of the game. Prizes include a RCA Victor color TV set and autographed copies of the game.

Drawing takes place tomorrow. Tillstrom's "Kukla and Ollie" show is the vehicle for a list of licensees.

Joe E. Ross and Fred Gwynne, Officers Toody and Muldoon, will discuss the new "Car 54" novels.

Miss NBC, the network's standard-bearer at the Toy Fair, is Yardena, a veteran of the Israeli army and an experienced actress in TV, radio, film and stage productions.

**AGENCIES**

By SHELBY COOPER

Herbert Maneloveg, BBDO vicep and media director, will discuss electronic computers in media selection at the 13th annual Atlanta Advertising Institute, Apr. 19-20. Special feature of this year's institute will be a showing of award winners from the '61 American TV Commercials Festival. Theme of the conference will be "How to Succeed in Advertising by Really Trying." Institute chairman is Dick Hodges, of Liller, Neal, Battle & Lindsay.

Other speakers will include Sylvester L. "Pat" Weaver, McCann-Erickson; Merrill Panitt, editor of TV Guide; Roger Bolin, advertising director of Westinghouse Electric; Emma Stock, director of sales promotion for Forbes magazine and 1961 "Advertising Woman of the Year"; and Charles W. Shugert, VP of D'Arcy Advertising, Chicago.

**Thought for Today**

"The full contribution needed from editorializing can only come from broadcasting with guts. It will never be sufficient to offer a diet of saccharin, to deal in generalities or specialize in problems far from home. Our towns and cities, the bedrock of democracy, are beset with problems. It can be our destiny as broadcasters to give leadership in resolving these problems."

—Daniel W. Kops, chairman Editorializing Committee, NAB

American Tobacco, via Sullivan, Stauffer, Colwell & Bayles, is launching a radio and TV advertising campaign to introduce its new king-size Montclair cigarette in the Memphis and Indianapolis market areas.

Unless the industry itself eliminates TV commercials that are offensive or dishonest, "We may, God help us, see government control of advertising," TV consultant Henry Wayne McMahan warned 50 ad execs at a seminar in Philadelphia sponsored by the Wightman agency.

**OBITUARY**

**George E. Pamental**  
 Hillsdale, N. J.—George E. Pamental, 52, who died after a short illness, will be buried in Darlington tomorrow following a solemn requiem High Mass at St. John the Baptist Church here. In broadcasting over 20 years, he was most recently a Heritage FM network sales manager. Prior to that he was a WOR-TV account exec, and with ABC-TV spot sales.

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**WHLI Island\***  
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## 2 CLOSED-CIRCUIT SHOWS FOR SEATTLE EXPOSITION

West Coast Bureau of RADIO-TV DAILY

Seattle — International theatrical producer Lee Gordon has announced plans for nationwide closed-circuit TV entertainment programs to mark the opening of the Seattle World's Fair Apr. 21. He said he expects some 100 cities to be tied into the broadcast, which will offer two separate programs.

One will be a "World's Fair Twist Party," starring Chubby Checker and Joey Dee, and the other will feature opening-day festivities in the Fair's new opera house, starring Van Cliburn, Igor Stravinsky and the Seattle Symphony Orchestra. The latter will also mark Stravinsky's 80th birthday.

Gordon, who said he has been working on the Twist presentation for several months, noted that in addition to Checker and Dee eight other top performers are signed.

### Joe Pyne Holding Line In L.A. 'Controversy' Slot

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Joe Pyne has taken over "Night Line," KABC's evening Monday-through-Saturday show. Listeners are invited to phone in with ideas or questions they want to discuss, and Pyne will undertake to debate any topic with anyone.

### Pie Traynor Leaves Mike To Aid Pirate Infielders

Pittsburgh—Harold (Pie) Traynor, KQV sports director, is on his regular Spring leave of absence with the Pirates at Fort Myers, Fla., serving as infielders' coach. While in Florida, he is taping reports and interviews to be used in his time slot.

### Seattle Fair Filmed For '20th Century'

For an upcoming documentary on "The Twentieth Century" on world's fairs from 1851 to the present, CBS News correspondent Walter Cronkite and a film crew are visiting Seattle this week to film some of the innovations that will distinguish the Seattle World's Fair, which opens Apr. 21.

The scenes will be part of "Let's Go to the Fair," to be presented Apr. 22 on CBS-TV's "The Twentieth Century."

## Liquor Commercials Spur Senate Warning

(Continued from Page 1)

persist, even though they are presently only in a small number of scattered markets throughout the country.

The Washington solons have reminded both the liquor and broadcasting industries that several years ago they requested an opportunity to handle the problem on a self-regulatory basis.

The Commerce Committee warning pointed out:

"During the last year, reports indicate that certain broadcasters were attempting to break down this hard liquor barrier and we have brought this to the attention of the NAB and other interested parties.

"If the self-regulation approach does not prove satisfactory, we may be required to move in with legislation and hold hearings on this very sensitive problem."

### Jim McShane Hosting New Morning Program

West Coast Bureau of RADIO-TV DAILY

San Francisco — A new early morning show started this week on KKHI to serve commuters and early risers, with Jim McShane as host. He formerly was with WBBM, Chicago, and WMCA, New York.

### Gifford Named Trustee In 'Pop Warner' Corp

Frank Gifford, WCBS sportscaster and former NFL player, has been appointed to the board of trustees for the Pop Warner Little Scholars Corp. Function of the organization is to assist ball-playing students to maintain their academic grade average.

### Rich Re-Accredited To Paris NBC News

Paris—John Rich, chief of NBC News bureau here, has been re-accredited as a news correspondent by the French Information Ministry.

Rich had been barred from returning to Paris as a correspondent apparently, because the French Government objected to remarks he made in a speech Jan. 4, at the National Press Club in Washington. He returned to Paris last month as a private citizen and applied for re-accreditation.

Bernard Frizell, acting chief of the bureau while Rich was barred, has been re-assigned as regional European correspondent base Paris. He previously headed NBC News bureau at Leopoldville in the Congo.

## BONDED TV FILM SERVICE

is now exclusive

television sales and service representative for **COMPREHENSIVE FILMTREAT, INC.**,

the TV industry's outstanding film rejuvenating company.

This new partnership combines the knowledge and experience of two of the industry's oldest service companies. It provides an important addition to Bonded's

complete range of film handling services for television and agency clients.

Comprehensive's film rejuvenating process literally turns "old" into "new" film and dramatically extends the life of existing film libraries—all at real economy.

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TEN CENTS

## WANTED: MORE VIEWER PROFILES

### Six Off-Net Series Going Syndie

#### Santa Monica Station Buys Rollins 'In' L.A.

Wilmington, Del. — Rollins Broadcasting has announced purchase of KDAY, Santa Monica, for \$850,000, subject to FCC approval.

Acquisition of the 50,000-watt station gives the organization outlets in the three major market areas of the country, according to O. Wayne Rollins, president. He said the purchase owned several years of endeavor  
(Continued on Page 2)

#### Cal Roberts Ass'n Pays \$300,000 for KFMJ

Pulsa — The Oral Roberts Evangelistic Ass'n has completed negotiations to purchase KFMJ, 100-watt daytimer here, for \$300,000, subject to FCC approval. Edward E. Stark arranged the transaction, on behalf of the Oral Roberts group.

#### Hurligh Talks to Admen

Hartford — Mutual Broadcasting System president Robert F. Hurligh will address the Hartford Advertising Club Mar. 22 on "The Value of Advertising in Today's Economy."

#### Am. Tobacco, Pontiac Back ABC's 'Higgins'

The American Tobacco and the Pontiac Division of General Motors will sponsor "Our Man Higgins," half-hour situation comedy series starring Stanley Holloway, which debuts on ABC-TV for the 1962-'63 season. Pontiac's agency MacManus, John & Adams. American Tobacco's will be announced later.

#### MCA Films Prepping "Most Ambitious Yr."

With three more full hour and three additional half-hour series—all off the networks—tabbed for summer selling and fall start dates, MCA TV's Film Syndication Division yesterday was facing "its most ambitious year."

Two of the hour skeins which will go the syndie route are "Thriller" and "Frontier Circus." One of the 30-minute series in the MCA offering is to be "Wells Fargo." The other three for the market-to-market sales push are still being checked out on residuals and other contractual matters against a half-dozen similar length show candidates. The added starters are expected to be  
(Continued on Page 6)

#### Everett Erlick Elected To Board of AB-PT

Everett H. Erlick, V.P. and general counsel of AB-PT, Inc., has been elected to the board of directors, Leonard H. Goldenson, president, announced yesterday.

Erlick joined AB-PT last year. He came from Y & R, where he was a radio-TV V.P.

#### Federal Juries to Ban Court Broadcasting

Washington Bureau of RADIO-TV DAILY  
Washington — Tightening the ban against broadcasting of proceedings in Federal Courts has been asked in a resolution passed by the Administrative Conference of the United States Courts. The resolution said TV and radio coverage of court hearings "is inconsistent with fair judicial procedure and ought not to be permitted in any Federal Court."

The broadcasting industry, struggling for years against the American Bar Association's Canon 35 restrictions affecting other courts, was thereby hit with Rule  
(Continued on Page 5)

#### AWRT to Celebrate Murrow's USIA Ann'y

Washington Bureau of RADIO-TV DAILY  
Washington — A reception to honor Edward R. Murrow on completion of his first year as USIA director will be held tomorrow evening at the State Department by the American Women in Radio and TV chapter here. Florence Lowe is chairman.

### Jackie's White House Tour Hit 56 Million on 3 Nets

Results of a special Nielsen analysis released today show that "A Tour of the White House with Mrs. John F. Kennedy," carried by the three TV networks, was viewed in 28.3 million American homes by conservatively 56 million people.

White House Records, available only from 1946, total the number of public visitors at just over 10 million. A count of visitors to the Executive Mansion from its first

occupancy in 1800 would not substantially change this comparison. CBS and NBC presented the program at 10 PM, Wednesday, Feb. 14 and ABC carried it the following Sunday at 6:30 PM. It will be shown again on CBS Mar. 25.

#### Rating Data Slash For Audience Insight Proposed by Israel

On behalf of sponsors and their agencies, Larry H. Israel, president of Television Advertising Representatives, Inc., yesterday called upon Nielsen, ARB and Pulse to:

"... match the marketing profile of a product with the audience profile for the media being used to promote that product."

His request, in essence, urged reducing the number of market rating service reports, now provided six or more times annually, and adding qualitative information twice-a-year on audience make-up as well as considerably expanding samples con-



ISRAEL

(Continued on Page 8)

#### Pace-Shear Awaits OK On \$300,000 KKIS Buy

West Coast Bureau of RADIO-TV DAILY  
Pittsburg, Calif. — KKIS, 5 kw directional, full-time station here, has been sold for \$300,000 subject to FCC approval, according to  
(Continued on Page 8)

#### Daytimers Call Session At NAB Chicago Meet

Chicago — The Daytime Broadcasters Association will meet at the Conrad Hilton Hotel here Apr. 1, just prior to the NAB convention. Consulting engineers Everett Dillard of Washington and Ralph J. Bitzer of St. Louis will explain how the different classes of stations are affected by the FCC's proposal to stop daytimers from signing on before sunrise. Congressmen will also speak

# DOLORES GRAY! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse  
Broadcasting  
Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 50 Wed., Mar. 14, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

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### Add 'Leisure Land' To Aqua Carnival

John McKnight, producer of the 1962 Aqua Carnival at the New York Coliseum, has appointed Robert E. Rolnik, president of Century Marketing Programs Corp., to assemble an exposition in the adjacent exhibit space to be called "Leisure-Land-U.S.A." NBC is a limited partner and investor in the Aqua Carnival, a water show to start June 28.

## WEMP Is 'for the Birds'

Milwaukee—On the first day of Spring, Mar. 21, WEMP personality Robb Thomas will present his second annual "Bird Show." His four-hour program will include

JAMES JACKSON, production manager, and PETER POOR, associate producer, of "The Twentieth Century," to Los Angeles to film at Hughes Aircraft Co. for an upcoming program.

HARRY REASONER and his wife are vacationing in Puerto Rico.

JOHN C. GILMORE, Community Club Awards president, has left for Chicago for conferences with WAIT.

ED HERLIHY to Boston to address the alumni of Boston College this weekend.

HUGH FERGUSON, farm director of WCAU, Philadelphia, to New York for a hearing on a proposed national marketing agreement for potatoes.

JAMES GARNER is in San Francisco to attend the critics' showing of William Wyler's "The Children's Hour," and for radio and TV appearances.

BOB FORWARD, executive VP and general manager of KLAC-AM-FM, Hollywood, and the commercial manager, CY OSTRUP, to San Francisco for client conferences.

## Miami Channel Gets Atlanta 'Frat' Prize

Atlanta—The local chapter of Sigma Delta Chi presented its Green Eyeshade Award last night to WCKT, Miami, for two 1961 "New Force" TV documentaries on slum conditions in that Florida city. The citation included a \$100 cash prize, which WCKT donated to the Miami U. School of Journalism.

The Green Eyeshade Awards, sponsored annually by the journalistic fraternity's local chapter, are made to a newsman or news medium in a six-state competition, including Georgia, Alabama, Tennessee, North Carolina, South Carolina and Florida, for public service in the field of communications. The award given to WCKT was the highest given in this year's competition and the only one to a TV station.

Receiving the award for the station was WCKT commentator Wayne Farris, who narrated both programs—"Miami: Condemned" and "Condemned Plus 65," which was aired 65 days after the first program.

only recordings with birds in the title: "Bye, Bye Blackbird," "Flamingo," "Skylark," "Cry of the Wild Goose," etc.

Invitations were sent by carrier pigeon to Audubon Societies and Birdwatch groups to join the studio audience. The Milwaukee County Zoo again will provide several hundred live birds for release in the studio to add atmosphere. To circumvent the embarrassing incidents of last year, studio guests will receive extra-large "umbrella hats."

A parakeet named "Birdie" Murphy will recite an original poem titled "The Perch for Birdie Murphy."

The special luncheon menu will include Egg Drop Soup, Pheasant under Glass and Four-and-Twenty Blackbirds Baked in a Pie.

## COMING AND GOING

## FINANCIAL

(March 13)

### NEW YORK STOCK MARKET

|                | High    | Low     | Close   | Net Chg. |
|----------------|---------|---------|---------|----------|
| Admiral Corp.  | 19      | 17 5/8  | 18 7/8  | + 1 1/4  |
| AB-PT          | 43 1/8  | 42      | 42 1/4  | - 3/4    |
| A. T. & T.     | 132 1/4 | 131 1/4 | 131 3/8 | - 1/4    |
| AVCO           | 26 7/8  | 26 1/2  | 26 3/4  | .....    |
| CBS            | 42      | 41 5/8  | 41 3/4  | - 3/8    |
| Columbia Pic.  | 26 3/4  | 26 3/8  | 26 5/8  | + 1/4    |
| Crow-Coll.     | 40 1/2  | 40      | 40 1/2  | .....    |
| Decca          | 49 3/8  | 48 1/4  | 48 1/2  | - 1/2    |
| Disney         | 39 3/8  | 38 3/4  | 39 3/8  | + 3/8    |
| East. Kodak    | 115 1/4 | 114 1/8 | 114 1/2 | + 3/4    |
| Gen. Elec.     | 51      | 50 1/2  | 50 3/4  | - 1/4    |
| Gen. Tel.      | 26 1/2  | 26 1/8  | 26 1/4  | .....    |
| Hazeltine Corp | 26 7/8  | 26 1/2  | 26 7/8  | .....    |
| Loew's Theat.  | 43 3/4  | 43 3/8  | 43 3/4  | .....    |
| Magnavox       | 44 7/8  | 44 1/8  | 44 7/8  | + 1/2    |
| MCA            | 74      | 72 1/2  | 72 1/2  | - 1 1/2  |
| M-G-M          | 50 1/2  | 49 3/8  | 49 3/8  | - 3/8    |
| NAFI           | 31 1/4  | 30 1/2  | 30 1/2  | .....    |
| Nat. General.  | 7 5/8   | 7 3/8   | 7 1/2   | .....    |
| Plough         | 79      | 79      | 79      | - 1/2    |
| RCA            | 63 3/4  | 62 7/8  | 63 3/4  | + 1/8    |
| Storer         | 32 1/2  | 32 1/4  | 32 3/8  | .....    |
| 20th-Fox       | 33 1/4  | 32 3/8  | 33      | - 1/4    |
| United Artists | 35      | 34 3/4  | 34 7/8  | + 1/4    |
| Warner Bros.   | 19 1/4  | 19      | 19      | - 1/2    |
| Westinghouse   | 37      | 36 1/4  | 36 5/8  | + 1/8    |
| Zenith Radio   | 70 1/4  | 69 1/4  | 69 3/4  | - 1/2    |

### AMERICAN STOCK EXCHANGE

|                |        |        |        |       |
|----------------|--------|--------|--------|-------|
| Capital Cities | 30 1/2 | 30 1/4 | 30 1/4 | - 1/2 |
| Desilu         | 10 3/4 | 10 5/8 | 10 5/8 | ..... |
| Filmways       | 7 5/8  | 7 5/8  | 7 3/4  | - 1/4 |
| Movielab       | 12 7/8 | 12 7/8 | 12 7/8 | ..... |
| MPO            | 12 3/8 | 12 1/4 | 12 1/4 | - 1/8 |
| NTA            | 2      | 1 7/8  | 2      | ..... |
| Reeves Sound   | 6 1/4  | 6      | 6      | - 1/8 |
| Technicolor    | 20 3/8 | 19 5/8 | 19 3/4 | + 1/8 |
| TeleProm-Ter   | 16 1/8 | 15 5/8 | 15 5/8 | - 3/8 |
| Trans-Lux      | 15 1/2 | 15 1/4 | 15 1/4 | - 3/8 |
| TV Industries  | 2 5/8  | 2 5/8  | 2 5/8  | - 1/8 |

### \* OVER THE COUNTER

|                | Bid    | Asked  |
|----------------|--------|--------|
| Jerrold        | 8 1/8  | 9      |
| Meredith       | 34     | 36 1/4 |
| Metromedia     | 16 1/8 | 17 1/4 |
| Official Films | 2 1/4  | 2 5/8  |
| Scranlon       | 7 1/4  | 8 5/8  |
| Sterling       | 2 1/2  | 3      |
| Taft           | 20 3/4 | 22 1/4 |
| Transcontinent | 10 1/2 | 11 1/2 |
| Wometco        | 25 1/4 | 27 1/2 |

\* Courtesy of National Association of Security Dealers.

## Angola War Footage Wins Polk Award

For exclusive film coverage presented in NBC-TV's "White Paper No. 7—Angola: Journey to War," NBC News' Robert Young and Charles Dorkins will receive the only 1961 George Polk Memorial Award for TV or radio reporting at a Hotel Roosevelt luncheon Mar. 29. The pair traveled 300 miles on foot through battle areas to obtain first-hand information to end a month-long news blackout.

## 6 Marts, 3 Sponsors Join 'Keyhole' Roster

Ziv-UA's "Keyhole," produced by Jack Douglas, was sold this week in six more markets, three with sponsor representation, it was reported by Len Firestone, Ziv-UA vice president in charge of syndication sales.

New "Keyhole" sponsor deals were First Federal Savings and Loan Ass'n, St. Petersburg, through Griffith Advertising, on WSUN-TV, Tampa-St. Petersburg; Hartz Davies, WINK-TV, Ft. Meyers, Fla. and Kroger Co., through Campbell-Mithun, Chicago, on WLWT, Cincinnati.

Stations added were WJAC-TV, Johnstown-Altoona, Pa.; WSAZ-TV Huntington, W. Va. and WGAL-TV, Lancaster, Pa.

## Patterson Chain Names Ayers Chief Engineer

West Coast Bureau of RADIO-TV DAILY San Francisco—Norwood J. Patterson, owner and president of KSAN, San Francisco, and KICU-TV and KBIF, Fresno, has announced the appointment of Jim Ayers as engineering director for his chain of stations.

Ayers has been transmitter engineer for KJEO, Fresno, and engineer-announcer for KYNO, Fresno. He received his training in technical schools of the U. S. Air Force.

## Stations' Teamplay Reaps AP Awards

Waterloo, Ia.—Two radio stations, both winners of awards from the Associated Press Radio and Television Association for cooperative news coverage in their areas, teamed this week to report a highway tragedy that took five lives at Gallup, N. M.

The stations were KWWL, Waterloo, cited last week by APRTA, and KGAK, Gallup, which won an award last year.

Although hundreds of miles apart, the two stations exchanged information and helped other AP members when a truck and a car bearing Iowa license plates collided at Gallup. Four of the victims were from Waterloo and KWWL provided background information.

A DOMINANT VIEW

WD&W

scranton-wilkes barre and WGBI represented by H-R



Your car, madame . . .



But where is the car? Here we are floating . . .



Magic, you say? Yes! Camera and film magic!

# FILM does the unusual!

A writer is in deep thought . . .

"M-m-m—magic ride. How can we do that? A flying carpet? M-m-m—could be? But can't we do better?"

The writer drops back into deep thought. Suddenly . . .

"I've got it! Magic ride! Young couple—riding through the country. No car—just floating. Magic! That's what we want!"

Grand idea. But how to do it?

\* \* \*

Film was the answer—film with all its versatility—its adaptability. Film with a special prism camera—plus time, patience, skill.

Result: a TV commercial to rave about—unusual in every way—beauty—impact—memory value.

But that's film for you! Film does the unusual—gives you the commercials you want—and when!

What's more, film, and film alone, gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N.Y.

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

*Midwest Division*  
130 East Randolph Drive  
Chicago 1, Ill.

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

or **W. J. German, Inc.**

Agents for the sale and distribution of  
Eastman Professional Films for Motion  
Pictures and Television, Fort Lee, N.J.,  
Chicago, Ill., Hollywood, Calif.

**ADVERTISER:**

**Chevrolet Motor Division**

**AGENCY:**

**Campbell-Ewald Co., Inc.**

**PRODUCER:**

**Rene Oulmann—  
Arco Film Productions, Inc.**

## St. Patrick Shares Day With Decatur Outlet

Decatur, Ill. — MBS affiliate WZD celebrates Mar. 17 not only as St. Patrick's Day, but also as its own birthday. It was just 41 years ago that the station's first license was issued by the FCC. At that time it was located at Tuscola, and was broadcasting on 10 watts.

## 7 Arts Vols. 1, 3 Gain Outlets in Mid-West

Three more stations acquired Seven Arts' Vol. 3 of Warner Bros. Post-'50s and another bought Vol. 1 during the past week, it was announced by Donald Klauber, vice president and national sales manager.

Corinthian Broadcasting's WISH-TV, Indianapolis, WREX-TV, Rockford, and WKZO-TV, Grand Rapids-Kalamazoo, were signed for the 41 Warner Bros. features in Vol. 3 and WDAY-TV, Fargo, N. D., bought Vol. 1.

Carl O. Miller has been appointed Southwest Division account exec for Seven Arts. An 18-year veteran of theatrical and TV distribution, he formerly was an account exec for Independent Television Corp.

## Army Recruiters Cite Station for Being 'Pro'

Worcester, Mass. — WORC has been awarded a First Army Headquarters Special Certificate of Appreciation "in recognition of outstanding services rendered to the U. S. Army Recruiting Service Program."

The Army Station Commander pointed out that "It became obvious that your station's handling of our material was a conscious and effective professional practice rather than a mere fulfillment of public service time."

## 'Way to Go' Guest Rabbi Traces Birth of Judaism

Guest speaker Rabbi Mordecai Waxman traces the "Birth and Development of Judaism" Sunday on WCBS-TV's "The Way to Go." Program host is Ormond Drake, while the director is Tony Farrar.

### 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

• • • Why doesn't some bright producer stage the Grace Downs' annual Miss New York City contest (the winner competes for the Miss America title) as a local TV special? An added filip would be having all the past Miss New York City's on the show. (Bess Meyerson is a NYC past Miss America) . . . Producer-director Joseph P. Mawra, building a reputation as a documentary producer, is still receiving plaudits for work on "Red China-Outlaw." . . . Former NBC program exec Milt Myers recently joined CBS as production supervisor . . . Frank Gifford, handsome sportscaster, doesn't know this, but hostesses on American Airlines between Los Angeles and New York think he's better looking than most of the movie heroes who make the hops. Warner Bros. had him under contract and let him get away!

• • • Milton Berle's recent NBC-TV Chrysler spec, proved that Mister Television is still the gem of the ozone. His comedy savoir-faire and his gift of gag is indeed something to see, hear and howl at. The Milton Berle Show was everything the name implied — a hilarious hour. . . . Dean Martin has joined his pal Frank Sinatra's Reprise Record label. He's also reading an album for the label titled "French Style." . . . Songstar Connie Francis waxed an LP of pop Irish tunes to be released St. Paddy's Day by M-G-M records. . . . Many TV celebrity friends of restaurateur Leon Abramson will be on hand when his son Jerold will be Bar Mitzvahed at Sherry's 1890 dining place on St. Patrick's Day. . . . Video dancestar "Killer" Joe Piro and his troupe has kicked off Sunday Twist-Limbo sessions at Danny Mazur's exciting Limbo Lounge in Bayside, Queens. . . . Comic Bernie Allen and Rocky Graziano have a TV package up their sleeves that teams them in an Abbott & Costello type format.

• • • Meet: Pev Marley, director of photography of Robert Lawrence Productions, New York, and Gerald Schnitzer Productions, Hollywood. Pev, a native of California, was discovered by Cecil B. DeMille and subsequently became his protegee. DeMille's first talking picture, "Dynamite," was filmed by Marley who later was photography director on "The Ten Commandments," "King of Kings" and "The Greatest Show on Earth." His several 3-D pictures include, "House of Wax," "Charge at Feather River" and "Murders in Rue Morgue." Before joining Lawrence and Schnitzer, Marley was in charge of photography for practically all the TV programs produced at Warner Bros., including "77 Sunset Strip," "Cheyenne," "Bronco," "Hawaiian Eye" and "Surfside 6." He has also brought his diverse knowledge of photography techniques to the production of TV commercials. Marley makes his headquarters in Hollywood, but works on film projects in the studios on both coasts.

• • • "The Jim Lucas Show" on WNBC will broadcast the next two Monday mornings from the operations center for the BMT, IRT and IND subway lines to acquaint the public with the various functions of each subway line's departments and to remind people about certain things which "subways are not for" . . . like sleeping.

## Grace Kelly 'Biography' Is Next Wolper Choice

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — "Grace Kelly," the Cinderella story of the 20th Century, has been set as the next segment of the "Biography" series, which Wolper Productions is producing for Official Films. Series producer Jack Haley, Jr., said the documentary will trace the life of Princess Grace of Monaco from socialite and model to screen star and royalty.

## Band Leader Paul Tush Joins Sheils & Bruno

The personal management firm of Sheils & Bruno announces that Paul Tush, society orchestra leader, has joined the firm as an associate.

Tush, who will continue with his orchestra, will apply his musical knowledge and experience for the firm, which acts as personal management for such clients as Johnny Carson, Jimmy Dean, and the Modernaires.

## 50 Listeners Chosen 'Kings' for a Day

Pittsburgh—KDKA will treat 50 listeners to corned beef and cabbage dinners St. Patrick's Day. The "Gaelic" gourmets, to be picked at random from mailed-in postcards, will be guests of the station's all-night DJ, Randy Hall at the Pittsburgh Press Club.

## WDAF's Herrington Wins Godwin Award

John Herrington, night editor on the news staff of WDAF and WDAF-TV, Kansas City, has been named the winner of the fifth annual Earl Godwin Memorial Award presented by NBC News, which includes a six-month assignment as an NBC News correspondent in London with Joseph C. Harsch, NBC News' senior European correspondent. Herrington will leave for London about Apr. 1.

He won from an entry of 30 reports used on NBC Radio during 1961. "Outstanding among these," said the committee judges, "was a series, done under extreme pressure, on the first and only news conference held by Air Force Captains Olmstead and McKone, the RB-47 fliers who had been shot down by the Soviet Union. They crisply detailed all important points in the long conference and wove in background and interpretation with expert skill."

## Station Rep O'Connell Is Back in Harness

Richard O'Connell, having reactivated the station rep firm bearing his name, has been named national rep for the following specialized stations:

The Sombrero Texas Group consisting of Spanish Stations KCOR, San Antonio; XELO, El Paso; KUNO, Corpus Christi; KGBT, Harlingen, and XEK, Laredo.

Also, the firm has been reappointed by KGAK, Gallup, N. M., the official radio voice of the Navajo Indian Reservation nearby.

## OBITUARY

### Miss Frances Velthuis

Burial services will be held tomorrow in Elmhurst, Ill., for Miss Frances M. Velthuis, who handled media for radio and TV network broadcasting at D'Arcy Advertising's New York Office since joining the agency in 1956. She died in New York over the weekend. Miss Velthuis was previously with McCann-Erickson and Compton Advertising in New York.

# re-Debut Ratings Accurate, Says Brenner

## Chief Predicts Judging Method Aid Advertisers

Ratings will soon be able to be estimated with fair success as a show goes on the air, the TV Research Council was announced this week by Henry Brenner, chief of TVQ and Home Testing Service. He supported his prediction with results of a sampling of 3,000 Home Testing Institute family members last August.

### Relationship Established

Brenner said the questionnaires sent to respondents to indicate their interest in forthcoming programs using the standard TVQ scale, and results — when compared with scores obtained by programs after they bowed — showed that "a relationship does exist between pre-season scores and program descriptions, and scores of audience responses after viewing the shows had been on the air."

Asserting that this now opens up a new avenue of research, Brenner pointed out that the development of this tool would aid advertisers knowledge, at the media stage, of which shows might not be successful or which, if properly nursed, had high probability of eventually becoming successful.

## TV Names Yaeger Public Affairs Director

Cleveland — Robert S. Yeager has been appointed KYW public affairs director, replacing James H. Mason who resigned from the Pittsburgh station here.

Most recently, Yeager was WTAM-TV Columbus, program director. From 1946-48, Yeager was production manager for the seven-station network of America, Vienna.

Upon his return to the U. S., he held executive posts at WTMA, Charleston, S.C.; WLW, Cincinnati; WFBM, Indianapolis, and WTM-TV's talent subsid, Artists, and KIRA, Little Rock.

## Gerry Heering on WPAT First Radio Campaign

Gerry Heering, Danish liqueur promoted in this country by Henley Import Co., began a "let's-try-it-ever" radio advertising campaign this week in the New York market. Launched Monday on WPAT, it is scheduled to run for 13 weeks. One-minute spots will be aired on the Monday-through-Friday, 7 p.m.-midnight, "Slight Review."

## Newsfilm Honors Accorded 6 at CBS

Six CBS News cameramen will receive National Press Photographers Association Newsfilm-of-the-Year Awards early in May at ceremonies marking Missouri U. S. "Journalism Week."

In the top feature news category, Wade Bingham received first prize for his on-the-scene film report of a Caesarian birth, which was part of an hour "Armstrong Circle Theatre" drama on "The Dedicated American—The Story of Dr. Gordon Seagrave," and a half-hour program on "The Twentieth Century" called "The Burma Surgeon Today." Bingham also directed the film.

### Team Effort Honored

First prize in the team effort category went to Albert Gretz, Karl Malkames and Edmund Girard for "The Invisible City," a documentary on New York City produced by WCBS-TV.

A special sound-on-film prize was presented to Irving Heitner for CBS News films on pro-Lumumba demonstrations outside the UN Building, which were shot by Heitner together with George Snyder.

In the news documentary category Robert Clemens received third prize for his film work on "CBS Reports: Crossroads Africa: Pilot for a Peace Corps."

## Steinberg, Frager Set As Philharmonic Guests

Young American pianist Malcolm Frager will be the soloist, and William Steinberg will make his second of two consecutive appearances as guest conductor, Mar. 24 on the CBS Radio presentation of the New York Philharmonic.

## Danger Plagues Newsmen Covering Algeria Conflict

Covering news of the warring groups in Algeria, network correspondents sometimes find that their roles have switched from observers to participants.

Blaine Littell of CBS and other newsmen were in a hotel press room in Algiers when four pistol-wielding Secret Army Organization terrorists tried to persuade a French Army captain to switch over to their side. The newsmen were held at gun-point and warned that anyone who broadcast or wrote a word about the incident would be killed.

When the terrorists left, taking the captain with them, the newsmen immediately broadcast and cabled the story.

NBC correspondent Joseph

## 2 TV DADS TEACH LATIN MIGRANTS

Leon Ames, Herb Anderson Appear in Dubbed '42 Pic

Two TV fathers — Leon Ames of "Life With Father" and Herbert Anderson, parent of "Dennis the Menace" — are about to embark at this time on an educational career in the Spanish language, by proxy.

In 1942 Ames portrayed an instructor and Anderson a GI student in a training film, "Principles of Electricity," made at the Army Pictorial Center in Long Island City.

Today the Center is dubbing in a sound track in Spanish, for use in the Army's military assistance program in Latin America. Both actors appear considerably more youthful than they do in current productions.

## Singers Join Troupe Of Ernie Ford Show

Anita Gordon and Dick Noel have joined the troupe of the new half-hour "Tennessee Ernie Ford Show" on ABC-TV as featured vocalists. They will appear daily on the Monday-through-Friday morning series, which bows Apr. 2.

### Started with Edgar Bergen

Miss Gordon, who began her career at the age of 15 as featured vocalist on the Edgar Bergen radio show, has appeared on top TV programs both as a singer and in dramatic roles. Noel, making his debut on a TV series, has been featured vocalist on Don McNeill's "Breakfast Club" for nearly seven years.

## 18 Blue Chips Back ABC-TV Pix Series

Eighteen national sponsors will participate in ABC-TV's "Hollywood Special," a new series of Sunday-night movies beginning Apr. 8 with "Run Silent, Run Deep," starring the late Clark Gable and Burt Lancaster.

Sponsors are American Chicle Co., via Kenyon & Eckhardt; Mead Johnson & Co., K & E; Armour & Co., Foote, Cone & Belding; Hazel Bishop, Inc., North Advertising; Block Drug Co., Grey Advertising; Brillo Manufacturing Co., J. Walter Thompson.

Also Brown & Williamson Tobacco, Ted Bates & Co.; Chesbrough-Pond's, Norman, Craig & Kummel; Schick, Inc., Compton Advertising; Green Giant Co., Leo Burnett Co.; Thomas Leeming & Co., William Esty & Co.; Johnson & Johnson, Young & Rubicam; B. F. Goodrich Co., BBDO.

Also International Latex, Reach, McClinton & Co.; Miles Laboratories, Wade Advertising; Insurance of North America and Polk-Miller Products Corp., both through N. W. Ayer & Son, and Lestoil Products, Sackel-Jackson.

## Court Broadcasting Hit

(Continued from Page 1)

53 of the Federal Rules of Criminal Practice, guiding Federal judges.

The conference is composed of the chief justice, the chief judges of all 11 Federal Courts of Appeals, 11 district judges each representing the district judges of a circuit, plus chief judges of the Court of Claims, Court of Customs and Patent Appeals.

### Would Expand Rule 53

Rule 53 now prohibits the taking of pictures during, and the broadcasting of, criminal trials. The resolution would extend these bans to cover civil cases and add to the prohibition involving court rooms, the "environs" of courtrooms. There would also be a specific ban against TV, which was not in existence when the original rule was adopted.

## KMOX's Hyland Cited For Pubserv Award

St. Louis—Robert Hyland, general manager of KMOX, will receive one of the 1962 Distinguished Public Service awards presented annually by The St. Louis Argus, leading Negro newspaper. Hyland was chosen because of his inauguration of the "At Your Service" program, "which enhanced community progress."

## Nat'l Telepix Looks Abroad

National Telepix, Inc., reporting an upswing in its TV film sales, is now looking toward the foreign market. "which has been expanding rapidly in line with the increased number of sets" in countries throughout the world, according to president Edward White.

Noting that his company has "carefully made a study of present and potential (foreign) markets and planned production accordingly," he said the management "is most optimistic" that it will be able to "realize the fruits of our efforts."

## Detroit AWRT Names Young Pros to Watch

**Detroit** — The local chapter of American Women in Radio and TV honored five young professionals in the broadcasting and advertising fields last night in the River House at the second annual "Five to Watch" award dinner. Chapter president said winners were selected on the basis of outstanding ability, creativity, initiative and responsibility.

They were John Barson, of Wayne State U.'s audio-visual education department, area coordinator for the Ford Foundation-sponsored Midwest program on Airborne TV Instruction; Muriel Gillette, writer-rep in the PR department of J. Walter Thompson, only woman in a writing or executive capacity in JWT's Detroit office.

Arno Marcaccio, WXYZ-TV, staff director, who has won industry attention for his treatment of fashion programs; Don Miller, Campbell-Ewald radio-TV production director, who has directed several Grand Prix-winning commercials, and Dwayne Riley, WWJ and WWJ-TV newsmen, who did last year's radio series on Michigan prisons and recently did a TV special on fallout shelters.

## Kaye, Brasselle 'Deal' In Rough with Gleason

A report that Sammy Kaye would be music director and Keefe Brasselle emcee on Jackie Gleason's variety show this fall was categorically denied yesterday by a New York representative of the comedian. The rep said that, while Gleason, Kaye and Brasselle were playing golf in Florida recently, Gleason expressed some interest in his Ideas Grandes company packaging a show featuring Kaye, Brasselle and the latter's wife — and that's as far as the matter stands at present.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Meet: Elliot Silverstein, one of TV's busiest directors, who says the artistic level of the video medium is on the rise. At 32, Silverstein, whose recent credits include "Checkmate," "Route 66," "Naked City," "Cain's Hundred," "Dr. Kildare," "The Defenders" and others, declares more responsibility for many shows is being placed in the hands of creative persons. . . . Citing the late Ernie Kovacs' specials as a typical example, Silverstein adds "This also applies to such creative producers as Herbert B. Leonard, who retains complete control over his shows so that each segment has a point of view. TV can only get better as more of these people come along."

Silverstein holds a master's degree from Yale, was an instructor at Brandeis University and a staff director for "Omnibus" and "U.S. Steel Hour" before coming to Hollywood two years ago.

★ ★ ★ ★

• • • Rick Mittleman, former writer-producer of "PM West," has signed with producer Charles Andrews as co-producer of "Marineland Carnival," CBS special which airs Easter night . . . The Limelights have been cited by the International Broadcasting Awards Committee for their Folgers Coffee jingles, produced by Fletcher, Richards, Calkins and Holden . . . Louis Nye will tape spots for the Hi-Fi convention telecast by KTTV Mar. 24, sponsored by Show Magazine . . . KLAC has distributed more than 5,000 records during the past few months to hospitals, orphanages and other institutions as part of the station's public service program.

★ ★ ★ ★

• • • "Happy Bachelors on Love, Women and Sex" will be the theme on "Open End" Mar. 25 on KTTV. With a little of the motion picture type of advertising, they could dazzle themselves quite a rating for Susskind & Co. . . . What are the odds on a run for "Oh! Those Bells" to rival the one-shot Jackie Gleason fiasco of a season or two ago? . . . KHJ-TV has an interesting one-hour German-produced documentary scheduled for Sunday, Mar. 25. "The Wall" makes recent history come alive as it portrays construction of the barricade erected by the Communists six months ago. It shows shop windows being bricked up, families fleeing to the West and other dramatic results of the barrier.

★ ★ ★ ★

• • • Ke-Nu Products has appointed Fuller & Smith & Ross as their new ad agency and PR counsel. The product will be promoted all this month in Southern California by sampling and couponing, with a heavy radio spot campaign due to get under way in April. Frank McKibbin is account supervisor and Tom Shea is account executive . . . Bob Howard reports strong interest in multiplex stereo among local agencies. Howard recently joined KMLA as sales manager . . . Bob Thompson has been signed to compose and arrange musical scores for five one-minute TV spots. Thompson, who will also conduct, will perform for General Mills, Oldsmobile, Qantas Airlines, Kaiser Aluminum and Texaco.

## Sales Drive for MCA Series

(Continued from Page 1)

announced in the near future.

The company yesterday reported "unusual success" with four hour first-run off-network series. They are "Riverboat," "Suspicion," "Overland Trail," "Cimarron City." The half-hour off-net "M-Squad," "Dragnet," and "Love That Bob" also are experiencing "good sailing."

There are 67 hours in "Thriller," which stars Boris Karloff as host currently on NBC-TV. "Thriller" already has been sold locally to WPIX, New York; WGN-TV, Chicago; KTTV, Los Angeles; WWJ-TV, Detroit; WBEN-TV, Buffalo; KVOA-TV, Tucson; KSHO-TV, Las Vegas; KOOL-TV, Phoenix; and WPTA, Ft. Wayne.

"Frontier Circus," with 26 hours, now on CBS-TV has been pre-sold to WPIX, WPTA, Ft.

Wayne; KSHO-TV, Las Vegas; and WBAP-TV, Ft. Worth.

"Wells Fargo," on NBC-TV for several seasons, has 167 half-hours.

MCA TV, earlier this year, released "Dragnet" and "Love That Bob" for syndication. Newest sales for "Dragnet" are to WBRE-TV, Wilkes-Barre; WNEM-TV, Bay City-Saginaw; WCKT, Miami; WJW-TV, Cleveland; WKY-TV, Oklahoma City; WXYZ-TV, Detroit; KGNC-TV, Amarillo; WIMA-TV, Lima; WFMJ-TV, Youngstown; WLBZ-TV, Bangor; KTVI, St. Louis; KFDM-TV, Beaumont; WNEW-TV, New York; WVEC-TV, Norfolk; and WITN, Washington, N. C.

"Love That Bob," a later availability, has just added WEAR-TV, Pensacola.

## CBC Told TV Is Rural Need

Special To RADIO-TV DAILY

**Montreal**—Calling on the to take immediate steps to TV coverage to areas now with it, Murray McFarlane asserts Commons that the medium "a luxury, but essential to our of life." He claimed that although rural taxpayers are contributing heavily to TV's upkeep, the areas are given preference to stations.

Douglas Fisher, claiming many persons consider TV tension more desirable than ernment welfare measures, funds to be earmarked specifically for bringing TV to rural areas.

## Wolper Ends Dispute With Writers Guild

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Documentary producer David Wolper has announced he will sign a contract with the Writers Guild of America West this week, ending their dispute.

Wolper said he was informed the Guild had removed his name from the "unfair" list and agreed he could sign a network documentary pact.

He was placed on the "unfair" list when he asked for a network documentary pact because of the type of product he turns out. He explained the scale is the same but conditions are different because of the method of operation on documentaries.

## 'White Paper' Examines Defense Costs, Impact

The U. S. defense effort and its impact on American life will be the subject of NBC-TV's "White Paper No. 11—Arms and State" on Mar. 25.

NBC News correspondent C. Huntley will narrate the program which will be produced by Wasserman, producer of eight previous programs on the "White Paper" series. Irving Gluskin is executive producer.

## NBC's Opera Translation Turns Out Second Book

Joseph Machlis, NBC Opera Co. translator, has had his second major book published by W. Norton & Co. It is entitled "Introduction to Contemporary Music." He also authored "The Enjoyment of Music." Machlis, whose translation of "Cavalleria Rusticana" will be heard on NBC-TV March 14 in a repeat color presentation, had eight of his English translations played by NBC Opera



## Dr. Crosby Salute Kicks Off Irish Fest

Burgh — WJAS - AM - FM, radio outlet, will present "Bing Day," Friday and Saturday, 24-hour salute to the famed Irish crooner.  
Program manager Gil Faggen of the station will feature hits made by Crosby throughout his career, including a few of his items' seldom heard here. Other personalities whom the crooner has sung to be featured in the salute, including Bob Hope, Louis Armstrong, Rosemary Clooney and Billie Holiday.  
Original Irish tunes recorded by Crosby will be programmed on WJAS, St. Patrick's Day.

## Back Home Again Hy Lit, Joe Niagara

Philadelphia — Former staff announcers Joe Niagara and Hy Lit returned to Storer's WIBG last week.  
Niagara has been with KBIG, Los Angeles, for the past year and a half. While there he also appeared in several movies. Hy Lit recently been with WDAS, as production manager and personal secretary. He first joined WIBG in 1958.

## 'Goon Show' Back Again

Los Angeles — The "Goon Show," featuring Peter Sellers, Spike Milligan and Harry Secombe, returns to WABC-TV tomorrow night in a new series, with "The Tale of the Three Hirts."

## Coast-to-Coast Flashes

### Best

Los Angeles — WOW-TV's "Berlin: A Crisis" won an Omaha Ad Award in the "Best Educational Film or Tape" category. The film, photographed and produced by newsman Len Zajicek, a documentary has been shown on Meredith Broadcasting station.

### Debut

Los Angeles — "Doc House Call," a five-minute medical program written and narrated by James Rogers Fox of the medical faculty of Minnesota U., has debuted on WGBI.

### Brotherhood Winners

Los Angeles — Dan Love, program and production director of KTBC-TV and Tom Morris, program director of KABC-TV, have received two of the three Brotherhood Week Awards given annually by the Los Angeles Area Council of the National Conference of Christians and Jews.

## DELUGE OF MAIL PROVES VIEWERS PAY ATTENTION

U. S. Steel Corp. has been deluged with 23,900 pieces of mail in 10 days, proving that TV audiences pay strict attention to thoughtful messages which interrupt the entertainment segments of a program, and that the public does become concerned about national needs, if those needs are spelled out.

### Take a Letter!



Announcer George Hicks is happily impressed by a deluge of mail from viewers, following a PR message on a recent "U. S. Steel Hour" drama on CBS-TV. He told viewers they could receive a booklet summarizing opportunities in the engineering field if they mailed in their request and — 23,900 took him up on it.

During a "Steel Hour" drama on CBS-TV recently, announcer George Hicks ended a public relations message on the shortage of engineers for the near future by telling viewers they could receive a booklet from U. S. Steel on "Engineering—A Creative Profession," summarizing opportunities in the field, if they sent in their request.

### Expectations Exceeded

U. S. Steel, believing the offer would appeal to a rather special group, expected a few thousand requests at the most. However, in the first two workdays following the telecast 16,838 queries arrived. In the next few days the rate remained in the high hundreds and, by Mar. 2, reached the 23,900 total.

### DeLuise is Shari's Guest

Comedian Dom DeLuise plays a cowardly detective on NBC-TV's Shari Lewis show for Mar. 24. Other guest star is Ronald Radd.

## 'Westinghouse' Airs Tad Mosel Original

"That's Where the Town's Going!" an original drama by Tad Mosel, will be the fourth in the series of "Westinghouse Presents" specials Apr. 17 on CBS-TV. The hour production will pre-empt "The Garry Moore Show."

Jack Smight has been signed to direct the program.

Mosel, who authored the 1961 Pulitzer Prize-winning play, "All the Way Home," has written extensively for TV.

"Westinghouse Presents," produced by Gordon Duff, is sponsored by Westinghouse Electric Corp., through McCann-Erickson.

## Great American Backs 'Perspective' in Dallas

Dallas — "Perspective on Greatness," Hearst Metrotone News' monthly series profiling renowned persons, premieres Sunday on WFAA-TV. Sponsor is Great American of Dallas Insurance.

The opening program will present the life of Gen. Douglas MacArthur, illustrated with news films made during his career. Subsequent persons to be profiled include Helen Keller, Charles A. Lindbergh and Al Smith.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York



PRIZES for your important Radio  
and TV promotions.



**DUNNAN & JEFFREY, Inc.**

730 Fifth Avenue, New York 19, N. Y.

PLaza 7-9500

MARTIN HIMMEL, President

## Mitch, Jose to Judge NAMM Music Queen

Mitch Miller and Jose Melis have joined the celebrity panel of judges who will choose the Music Queen of 1962 to reign over the Music Industry Trade Show June 24-28 in New York, it was announced by William R. Gard, executive secretary of the National Association of Music Merchants, sponsor of the



MILLER

show. Previously announced as a judge was Bing Crosby.

The Music Queen will be crowned as a highlight of the show's opening luncheon June 25 at the Hotel New Yorker, and will be awarded more than \$2,000 in prizes from music industry members and receive an all-expense trip to New York, as well as a tiara and medallion from NAMM.

The winner will be selected from nominations of employees of NAMM retail member stores, on the basis of "beauty, charm, musical interest and ability."

## Rollins Now 'In' L. A.

(Continued from Page 1)

to obtain an outlet near Los Angeles. WNJR, Newark, serves the New York City area, and WBEE serves the Chicago market area.

Rollins Broadcasting has recently been granted FCC permission to increase wattage and build a higher transmitting tower at WPTZ-TV, its Plattsburg, N. Y., outlet. Applications are pending before the FCC for operation of Channel 12 and erection of a new FM station here.

The company also operates Rollins Outdoor Advertising in more than 100 Texas cities.

## KKIS Brings \$300,000

(Continued from Page 1)

Blackburn & Co., national media brokers. Kay Kis Corp., fully owned by the Kanakee Journal, of which Burrell and Len Small are owners, proposes to sell the station to Pace-Shear Radio, Inc.

## WFGA-TV's Dunbar Top Fla. Sportscaster

Jacksonville — Walt Dunbar, WFGA-TV sports director, has been named "Sportscaster of the Year" for Florida, it was announced by Jack Payler, chairman of the National Sportscasters and Sportswriters Awards. Winners are selected by polling sports staffs of radio and TV stations and newspapers.

## AGENCY NEWSCAST

By SHELBY COOPER

Procter & Gamble of Canada, via Ronalds-Reynolds, Toronto, has contracted to sponsor a north-of-the-border version of "Tell the Truth," beginning Mar. 26 on the CTV net. The show will be produced for P&G by S. W. Caldwell, Toronto, under license from Goodson-Todman, original creators of the show in the U. S. Panelists are to be veteran broadcaster Bob Hall; Canadian actress Toby Tarnow; PR man Stan Helleur, and Dorothy Cameron. Moderator is Norman Kihl.

WLBR AM-FM, Lebanon, Pa., has turned all its advertising and national sales promotion over to Public Image Creators, a new division of Moss Associates. PIC is scheduling a 12-month promotion and PR program for the station.

Joseph L. Brechner, president and general manager of WLOF-TV, Orlando, Fla., has been elected president of the Orlando Advertising Club. Other officers elected were Don S. Barbour, Barbour Outdoor Advertising, and Bruce E. Webb, Jr., of Daniels, Inc., first and second VPs; Ellis Lavin, of Ivey's of Orlando, treasurer, and Mildred Lavin, secretary. . . . W. Dewees Yeager, Jr., formerly of J. Walter Thompson, has joined Donahue & Coe as an account executive on the Best Foods division of Corn Products.

The Limeliter has been cited by the International Broadcast Awards Committee for best radio commercial, on basis of the singing spot announcements produced by

Fletcher, Richards, Calkins & Holden for Folger's Coffee . . . Harold J. Seigle, director of marketing for consumer-products division of Arvin Industries, Columbus, Ind., and Robert G. Nau, general manager of the company's electronic-systems division, have been elected VPs . . . Harry M. Taxin, formerly in charge of merchandising and sales for Daitch-Shopwell Supermarkets, has been appointed first VP and a director of Co-ordinated Marketing Agency.

Mars Broadcasting, Stamford, Conn., creator of radio programs and promotions, has signed Allston, Smith & Somple, Greenwich, to handle advertising and sales promotion. . . . B. Russell Buck, Jr., Joseph P. Perry and Edward L. ZagRodny have been named account executives at Needham, Louis and Brorby, Chicago.

Howard J. Foley and Lawrence J. Hubbard have been elected to the board of directors of Doherty, Clifford, Steers & Shenfield. Foley, VP and senior copy supervisor, has been with the agency since 1951, and Hubbard, director of research, since 1953. . . . Alan Tiegreen has joined Chuck Shields Advertising, Atlanta, as art director. . . . Arnold C. Thompson has been named director of advertising for Dodge Automobiles, Detroit, succeeding Wendell D. Moore. Thompson has been with Dodge since 1955.

## Canadians Organize Group To Improve Broadcasting

Montreal — The Canadian Broadcasting League, a private organization with the goal of promoting public interest in good broadcasting, has been formed here. It is being sponsored by 12 national and regional organizations with a combined membership of 2 million.

A spokesman for the new group said the league saw Canada's broadcasting system as "formed from a combination of public and private enterprise, operating together within the system."

The CBC, he said, must be free from government interference but financed "to a great extent from public revenue sources to ensure that commercial requirements do not limit or infringe on the quality of service."

Among organizations represented were the Canadian Labor Congress and the International Alliance of Theatrical and Stage Employees.

## Lee Marvin in 'Kildare'

Lee Marvin has been set to guest in the "One for the Road" episode of MGM-TV's "Dr. Kildare" series on NBC-TV. Story is by Robert Dozier and Yale Peter Harrison. John Brahm directs.

## Texan Twits the Time-Buyer

Dallas — The time-buyer's gray flannel suit has six sleeves, according to a booklet being put out by KVIL here, every one of them with something up it besides his arm.

The booklet, "A Coloring Book for Radio Time-Buyers," is designed to reach advertisers through their agencies, and takes

## Universal Corp. A Beauty Tips at Te

David Savage, president of Universal Entertainment Corp. New York, has announced plans to dedicate a new quarter-hour series, "Beauty Tips for Teen-Agers," featuring Ern Westmore. This will be the company's second series, the first having been Westmore's "Tips and Tricks" series of 130 five-minute programs. "Beauty Tips for Teen-Agers" will be produced in New York.

Ted Swift has been retained to head up the northeastern territory for Universal Entertainment Corp., headquartered in New York. For many years he covered the same markets for Ziv-Universal. To that, Swift worked out a Kansas City area for United Artists Associated.

Fall season, financed by Universal. Universal, meantime, reports that latest sales of "Tips and Tricks" were to WKRC-TV, Cincinnati; WDEF-TV, Chattanooga; and a broad list of markets. Major advertiser.

## Israel Urges Fewer Market Rating Reports

(Continued from Page 1)

tained in the reports. The station-rep firm's head what the advertiser needs most is information of audience makeup for individual TV programs "over and above national 'homes delivered' data. Although, considerable graphic information" is available on a national basis for network programs, Israel noted.

"Spot and local TV buying selling have been hampered by the provision in individual reports of metro-area ratings, homes reached and limited once composition information only."

Israel suggested audience information include, on a gram-by-program basis, such factors as income, age, size of education and occupation of household.

Reducing the yearly number of reports on markets, Israel would offset the increased cost of providing audience-profile information.

an off-beat approach to win the affections of the time-buyer. Inspiration for the new tone from KVIL president John Coyle.

Advance copies are now mailed out to ad agencies. Later, the booklet will be offered to other stations as a promotional piece.



Indiana University Library  
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Established Febru

U. S. NO. 51

THURSDAY, MARCH 15, 1962

TEN CENTS

## PALEY, STANTON } INDUSTRY HIGHS DUE IN '62 ALL CBS FAMILY }

### Video Net Billings Leap 66 Mils.

**10% Increase Time Sales in '61**  
Network video gross time sales rose 9.7% in 1961, the industry reported today. The three networks had a total billing of \$873,488, compared with \$682,169 in 1960. ABC-TV income was \$190,615,

See Page 6 for Norman Cash's move to the dairy industry on need for TV advertising to other sales.

an increase of 20.2% over \$158,591,010. At CBS-TV, billings were \$280,599,084, against \$139,763, up 2.4 per cent. NBC-TV billed \$277,659,264 last year  
(Continued on Page 5)

**Gen'l Greene Dupont Dinner Speaker**  
Alexington, Va.—Hugh Carleton Greene, BBC director-general, will address the 20th annual awards dinner of the Alfred I. duPont Awards Foundation in Washington Mar. 26.

The Foundation will present awards in three broadcasting categories: to a radio or TV station of relatively large size, one of relatively small size, and a commentator.

**More Power to KSNB**  
West Coast Bureau of RADIO-TV DAILY San Francisco — KSNB marked its 40th birthday this month by increasing its power to 1,000 watts.



GREENE

### ABC Rightist Airing Draws ADA's Fire

Washington Bureau of RADIO-TV DAILY  
Washington — Americans for Democratic Action, in a letter to Leonard H. Goldenson, ABC president, yesterday asked for a list of radio stations that carried the net's coverage of three hours of the Young Americans for Freedom rally at Madison Square Garden, New York, Mar. 7. The stations may be asked for equal time. ADA noted that it had  
(Continued on Page 4)

### Strike Authority Voted At 2 St. Louis Outlets

St. Louis—Press, radio and TV members of the Newspaper Guild here have voted to strike Pulitzer Publishing's KSD and KSD-TV, if agreement is not met on "vital issues . . . still remaining unresolved" in negotiations for a new contract.

### Triple News-Shuffle Revealed by Salant

Walter Cronkite will replace Douglas Edwards on CBS-TV's early evening news report effective Apr. 16, CBS News president Richard S. Salant announced yesterday. Cronkite will continue his role on "The Twentieth Century."  
Salant said Edwards will as-  
(Continued on Page 5)

### Stewart Named Manager Of KTRH in Houston

Houston — Frank Stewart has been named manager of KTRH. He recently resigned as manager of KPRC here, and before that served as commercial manager at KTRH here. Stewart worked in the radio and advertising fields in Houston until 1949, when he acquired radio properties in Austin and El Paso.

### Let's Talk It Over

Reflections on Why Equal Access Fight Needs NAB's Power

By ARTHUR PERLES

THE nation's morale was at low ebb a couple of months ago. Russian spacemen had orbited the earth; our launching efforts had suffered one delay after another. Then Col. Glenn rode his nose cone in the outer regions, round and around the globe. Millions of pairs of ears and millions of pairs of eyes followed every moment of that historic event. The American attitude changed overnight—from torpid despondency to proud elation.

If there had been no radio and no TV, there can't be the slightest doubt that the public press would not have been capable of invoking this miraculous lift—one all of us needed. Any man who writes for his bread and wine will admit words were inadequate to convey instantly the image and spirit of a man like Glenn before and after his ride. It took  
(Continued on Page 6)

### Rising Ad Revenues Seen for Radio, TV By Columbia's Chiefs

Reporting CBS' net sales in '61 as the highest ever—over nine millions in excess of '60, board chairman William S. Paley and president Frank Stanton yesterday jointly reported to company stockholders that:

"We think '62 will see a broad improvement in business . . . this will lead to a new high in advertising expenditures. We expect that CBS will share fully in this advance and that broadcasting revenues — particularly TV revenues — will reach new peaks."

The Columbia chieftain's statement also contained a valuable capsule review of the fiscal year just closed, stating:

"During the early part of '61  
(Continued on Page 7)

### WALT, 10 Kw in Tampa, Purchased for \$350,000

Tampa — WALT, Consolidated Sun Ray station here, has been sold by Tampa Broadcasting Co. to Eastern Broadcasting Co. for approximately \$350,000. Consolidated Sun Ray is the parent company for WPEN, Philadelphia, and Eastern Broadcasting also owns WHAP, Hopewell, Va., WCHV and WCCV-FM, Charlottesville, Va. WALT is a 10 kw daytimer.

### Mental Health Honors 'People Need People'

Sacramento—"People Need People," produced by Revue Studios for "Alcoa Premiere" on ABC-TV, has been named the "Network Show of the Year" by the California State Mental Health Association. Accepting the award from Gov. Edmund G. (Pat) Brown at a dinner here last night was Henry F. Greenberg, creator and writer of the drama.

## SYLVIA SYMS! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse Broadcasting Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 51 Thurs., Mar. 15, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

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WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808

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ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edif. 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.

Science Editor Marks 500th Radio Session

Problems involved in the recovery on land of space capsules will be discussed Mar. 23 on CBS Radio's 500th "Science Editor" program. The series is produced and presented in cooperation with California U.

Hale Sparks, host and narrator, will describe efforts now being made to replace costly and unpredictable sea recoveries with recoveries on dry land.

SOMEWHERE... there's a tree for a bird SOMEWHERE... a shore for a sea SOMEWHERE... a note for a word SOMEWHERE... a STATION for ME. 18 years from NEWS to MUSIC to FROM to SALES to ASS'T MGR. to STATION MANAGER Presently in upper 10% of profit stations You're out there SOMEWHERE contact me at box 161 RADIO-TV DAILY 1501 Broadway New York 36

COMING AND GOING

JACK DONAHUE, KTLA's general manager and MARTY CONNELLY, national sales manager, are in New York for meetings with PGW, national reps.

DOUGLAS FAIRBANKS, JR., in Dallas to film an upcoming segment of "Route 66."

SIDNEY GINSBERG, production chief of Trans-Lux TV Corp., leaves tomorrow on a three-day vacation at Grossingers.

BOB QUIGLEY, producer of "Video Village," due to arrive in Dallas tomorrow.

JACK WELDON, radio sales manager of WSUN, St. Petersburg, has left on a sales trip to New York and Atlanta.

TUESDAY WELD is in Dallas to film a "Route 66" segment.

DAVIS BLOOM, general sales manager for Hollywood TV Service, is in town from Miami, following a two-week business tour of the Caribbean. He will confer at the Republic Corp. offices here before returning to the West Coast.

ED ROTH, director general of Telefis Eireann, has arrived in New York from Dublin as a guest of TV Guide magazine, to report the development of TV in Ireland.

MERRILL PANITT, editor of TV Guide to Louisville, Ky., to address the Ad Club there.

RCA Research-Engr. Chief Speaks at Broadcast Meet

Washington Bureau of RADIO-TV DAILY

Washington — Dr. George H. Brown, RCA research and engineering VP, will address a luncheon of the Broadcast Engineering Conference in Chicago Apr. 4 at the Conrad-Hilton Hotel. The conference is being held as part of NAB's 40th annual convention Apr. 1-4.

It was announced previously that Sir Harold Bishop, BBC engineering director, will speak during the Apr. 2 engineering luncheon, and that Dr. J. R. Pierce, Bell Telephone communications research director, will address the Apr. 3 engineering luncheon. Speakers previously announced for owner-management luncheons are NAB president LeRoy Collins on Apr. 2, FCC chairman Newton N. Minow and James E. Webb, NASA director.

USIA director Edward R. Murrow and Westinghouse Broadcasting VP Ralph N. Harmon will be presented NAB awards at the convention, Murrow the 1962 Distinguished Service Award, and Harmon the Engineering Achievement Award.

Mutual Airs Celebration Of GE Plant's 20th Yr.

Trenton — Frank Singiser's Mutual Radio newscast, sponsored by the Central Air Conditioning Section of the General Electric Co., will originate from the Stacy Trent Hotel here this evening to celebrate the 20th anniversary of the local GE plant.

Tony Marvin, MBS newscaster and moderator of "The World Today," will emcee the show.

Gardner's Guests Discuss Life in Showbusiness

Don Ameche, Liberace and Bud Collier will talk about the "ups and downs of showbusiness" Saturday on WOR-TV's "Hy Gardner Show."

FINANCIAL

(March 14)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp., Loew's Theat., Magnavox, MCA, M-G-M, NAFL, Nat. General., Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Filmways, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\* OVER THE COUNTER

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

\* Courtesy of National Association of Security Dealers.

German Press Viewed By Schorr on WCBS-TV

Daniel Schorr, CBS News correspondent in West Germany and Eastern Europe, offers observations on the newspapers of East and West Germany on "WCBS-TV Views the Press" Sunday.

On the program, which was taped by Schorr during a return visit to New York, he discusses the rebuilding of the German press after World War II and describes the leading newspapers there.

Outlet Operating on CP Gets Formal FCC Okay

Alvin, Tex.—KAJCFM has received its formal station license from the FCC. Station manager Jim Robinson said the station has been operating on a trial basis under terms of a construction permit.

RADIOMEN HELP FILL AF ROSTER

WOWO Team Shows Value Of Radio in Recruiting

Fort Wayne—WOWO newsman Jim Slade and research director Bob Jones today and tomorrow will present a program dealing with the value of radio for AF recruiting in a program at Bunker Hill Air Force Base, Peru, Ind., conducted by Detachment No. 506 of the USAF recruiting service.

As part of the program Slade also will present part of an hour-long documentary about the Strategic Air Command, which WOWO aired last October.

Mass. UPI Presents Dual Honors to WEEI

Boston—WEEI received two top radio awards at the annual dinner of the UPI Broadcasters Association of Massachusetts. The two "Tom Phillips Awards" in the editorial and documentary categories were presented to WEEI general manager Thomas Y. Gorman by Alan B. Wade, Northeastern Division broadcast news manager for UPI.

WEEI won a first place award for its editorial entitled "Two Questions," which criticized the governor for not taking any action against the Turnpike Authority chairman's attempt to market bonds for a toll road extension into Boston.

The other award to WEEI was for its 50-minute documentary, "Civil Defense: How Serious the Challenge?"

## WHY DID WBKB BUY SEVEN ARTS VOL. 3?



S. C. (Red) Quinlan

### Says Red Quinlan:

Executive Vice President and General Manager  
WBKB, Chicago, Illinois

"We don't flip easily, but we flipped over this package. One good look at the titles, the stars, the story lines, and

# I knew we were going to MAKE MONEY

"We have so much confidence in the audience pulling power of these Warner features that we have initiated a 'Time Buyers' Talent Test', a contest\* with tropical island vacations for the time buyers who estimate closest to the ratings and share of audience pulled by the Seven Arts films."

\*For contest details (Entry Deadline March 24th) call your ABC National Station Sales Inc. salesman or WBKB's Director of Sales, Bob Adams.

## SEVEN ARTS' "FILMS OF THE 50'S"... MONEY MAKERS OF THE 60'S

You are cordially invited to join Seven Arts at the NAB Convention. April 1st through 4th. Suite 800 at the Conrad Hilton Hotel



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)



## Once upon a time....

there was a little mouse who had no home. One cold winter night, he found his way into a church. And he liked it there very much, because it was nice and warm and safe. So he decided to stay. When the children came to Sunday School, they were delighted to see him. And he soon became their pet. They even gave him a name — "Timothy Churchmouse"!

Before very long he grew to be so popular, that his fame spread and spread . . . until one day he became the star of a Sunday School program on WLW-I. And there he lived happily ever after!

"Timothy Churchmouse" is just one of the many WLW-I public service programs. WLW-I devotes over 25% of its air time to more than 150 public service accounts, for which it has received 50 awards and citations in only 4 years on the air. This is a public service broadcasting record and another example of the Crosley Stations' fine tradition of service . . . of their warm and friendly spirit that has made them good neighbors in their communities.

Our pride and our privilege.

# WLW-i Indianapolis

TELEVISION

reaches over 3 million people in 63 Indiana and 13 Illinois counties

The other dynamic WLW Stations

WLW-T WLW-G WLW WLW-D WLW-A  
 Television Television Radio Television Television  
 Cincinnati Columbus Dayton Atlanta

Crosley Broadcasting Corporation



By TED GREEN

• • • Songstar Connie Francis for the fourth consecutive year won the annual Dick Clark ABC-TV "American Bandstand" music poll as the top femme recording singer in the country. . . . Many of the leading TV-showbusiness stars were on hand to honor noted dancemaster "Killer" Joe Piro at a testimonial dinner on his 25th year in the dance field at the Steak Pit, Paramus, N. J. . . . Bob Wilson, NBC; Jack Walters "New York Story," WCBS; John Tillman, WPIX, and UPI-radio had noses for news this week. All told about Schenley's unique Scent-a-rama exhibit in Grand "Scentral" Terminal.

• • • Meet: Monique Lemaire, delightful young French chanteuse who has been on "PM" with Mike Wallace several times singing some of her favorite chansons with the excellent piano accompaniment of Ray Hartley, who can usually be heard at the piano of the Savoy Room & Bar at the Savoy Hilton hotel. Monique came to Manhattan from Chantilly, France, via Paris, London, Mozambique, Rhodesia and Kenya, having sung her way almost around the world. Originally an actress, Monique discovered that she could combine acting and singing, which she has been doing ever since. As a result of her guest appearances on "PM," she began a singing engagement at The Columns of the Savoy Hilton Valentine's Day and was the first performer to appear in the room, initiating a new entertainment policy featuring international artists. This charming, black-haired, blue-eyed mademoiselle is a welcome addition to New York show business.



LEMAIRE

• • • Alma John, WWRL personality, was named "A Woman of the Year" by the Male Coiffeurs of America at the Sheraton Atlantic Hotel last Sunday. . . . No wonder wrestling commentator Sam Mena-cker is considered Canada's best dressed TV personality. At last inventory, his wardrobe numbered 101 suits. . . . Rumors have it that Jerry (Jay) Krutman (he's one of the industry's still photographers) may be up for an award. . . . Baritone Robert Merrill had to cancel out the Las Vegas Flamingo for September because of the Met Opera opening and TV guest shots keeping him in New York. . . . Peter Elgar Productions has just completed a two-reel color documentary for the U. S. Brewers' Association, titled "A Brewer's Heritage." . . . New York TV will give the nation a look this week at the work of Canada's famed "Marine Painter," Jack L. Gray. Part of his \$250,000 collection of the New York harbor will be shown including one which hangs in the Museum of the City of New York. . . . Rex Trailer, star of WBZ-TV's "Boom-town" show, has been honored by the 4-H Clubs of Middlesex County in recognition of his service to the 4-H Club program.

• • • Goings on Decca Records: Earl Grant, currently drawing more crowds than the one-arm bandits at the Flamingo in Las Vegas, follows with an Ed Sullivan show on Mar. 25. . . . Brenda Lee goes legit! The Decca doll will have a lead role in "Bye Bye Birdie" for two weeks this Summer at Kansas City's Starlight Theatre. . . . Decca artist Jimmie Davis, who doubles as Governor of Louisiana, will have a "day" today at WLBI, Denham Springs, La. . . . Promo topper Len Salidor currently escaping the N. Y. weather with a jaunt to Atlanta, Jacksonville and Miami, visiting distribs and deejays. . . . Two film imports provide the subject matter of Henri Rene's debut disc for Decca. "Last Year at Marienbad" and "Marianne" from "Les Liaisons Dangereuses" have the continental flavor that spells HIT.

### ADA Seeks Equal Time

(Continued from Page 1)

sponsored a rally at the same time at nearby St. Nicholas Arena and asked why no such coverage had been offered them. ADA said the rival rally had been offered to 390 radio stations and refused by more than 100, quoting newspaper accounts.

### Dublin's Mayor Briscoe Speaks on WNYC-WMCA

Robert Briscoe, Lord Mayor of Dublin, in this country to speak on behalf of the United Jewish Appeal as well as the industries of Ireland, will be interviewed today on WNYC, and Saturday on WMCA by Barry Gray.

### TV Techniques Used In Motion Picture

John Frankenheimer currently is drawing upon his experience as a TV director and is using techniques for a scene in "The Manchurian Candidate," a motion picture now before the camera. The action depicts a press conference showing Frank Sinatra as public information officer a James Gregory as a witch-hunt senator defaming the Army. TMC Production will be released by United Artists.

### 'Top Cat' to Return In ABC Saturday Slot

"Top Cat," Screen Gems' animated half-hour series out of Hanna-Barbera Studios, has been renewed by ABC-TV for 1966-67. Now occupying the Wednesday 8:30 PM slot and sponsored by Kellogg and Bristol Myers it will move this Fall in the Saturday 11:30 AM daytime period. Program will continue through the Summer in its present time period.

In its new slot, "Top Cat" will be sponsored by Trans-O-Gran following "Top Cat" at Noon will be "Bugs Bunny," giving ABC-TV an hour of animated motion picture programs broadcast Saturday mornings.

"Top Cat" premiered on ABC last Sept. 27. In all, 30 half-hour episodes have been filmed by Hanna-Barbera for the 1961-'62 season. It is not expected that any additional episodes will be filmed for next season's daytime slotting.

### La Merman, Max Schell Join Bob Hope Special

Ethel Merman and Maximilian Schell will guest on the four "Bob Hope Show" comedy special of the season Mar. 22 on NBC-TV. Miss Merman has given more than 5,000 performances in 13 Broadway productions. In one them, "Red, Hot and Blue," she appeared with a relative newcomer named Bob Hope.

Schell, an "Oscar" contender in his role as the defense attorney "Judgment at Nuremberg," is Viennese-born actor who made his American film debut as a Nazi in "The Young Lions."

### Gotham's Traffic Boss Airs Progress Report

New York City traffic commissioner Henry A. Barnes will discuss his department's activities and measures being taken to improve the traffic problem. WHN's "Report to the People" will air Sunday.

# NEW CBC RADIO NETWORK REPLACES DOMINION WEB

Special To RADIO-TV DAILY

**Montreal** — CBC on Oct. 1 will start broadcasting on a new, consolidated Trans-Canada radio network and disband its 18-old, 50-station Dominion network. Contracts between CBC and new network affiliates are expected to be signed immediately following an affil meeting here on 23.

The new network of 81 stations will be formed from some of the Trans-Canada network's present affiliated stations and selected Dominion network stations. Ten stations not currently on either network will be added to the new consolidated network, while 28 stations presently affiliated with Trans-Canada and Dominion networks will be dropped. In addition to its 81 stations, the new network will also include 79 unmanned low-powered transmitters, which relay the signal to isolated Canadian communities.

With the advent of the new network, only CBC-owned stations in the Dominion Network will become a local Toronto station.

## The Daughters' Cast Adds Six More Players

Recent additions to the cast of CBC-TV's daytime serial, "Our Daughters," include Frederic Lee, Elisa Loti, John Griggs, Earl Hume, Ed Griffith and Paul Kennan.

Adding the original cast are John Ralston and Michael Lee, with their five daughters played by Wynne Miller, Patricia Brown, Nuella Dierking, Iris Lee and Jacquie Courtney. Robert W. Stewart plays Uncle Willie.

## Nicolaides Assumes Post of Videotape Productions

Filip Nicolaides has been named promotion and sales development manager of Videotape Productions, producer of TV commercials and shows on video tape. He formerly was an account executive at MGM Telestudios.

## 'Sheriff Bill' Cited For Service to Youth

**Phoenix** — KOOL-TV's "Sheriff Bill" program has been awarded "Certificate of Appreciation" from the Arizona Public Instruction superintendent in recognition of "outstanding service to the community in the areas of entertainment and community service for our young children." The citation paid special tribute to "safe" and "survival" themes.

## Space Writer Glues Ear To Kid-Talk for Data

**Manya Starr**, who writes CBS-TV's "The Clear Horizon," daytime serial built around Cape Canaveral, said she gets much of her sidebar information from an unusual source: her children. Miss Starr explained that Walter Cronkite, CBS News correspondent and the web's Project Mercury anchorman, lives nearby. The Cronkite and Starr kids are good friends, and often the anecdotes her children bring home find their way into an episode.

## McDaniel to Chair Red Cross Division

**William K. McDaniel**, executive vice president of NBC Radio, has been named chairman of the TV-Radio and Entertainment Division for the 1962 Red Cross drive in Greater New York starting this month (designated as Red Cross Month).

"This organization," McDaniel said, "which last year provided personal assistance to 55,000 servicemen, veterans and their families in metropolitan New York, plus many thousands more throughout the U. S. and around the world, and freely provides assistance wherever disaster strikes, certainly deserves our wholehearted support."



McDANIEL

## News-Shuffle at CBS-TV

(Continued from Page 1)

sume a greatly increased schedule of informational programming, including important network assignments such as "CBS Reports" and other news and public affairs specials. He will continue with his 11 P.M. news broadcast on WCBS-TV and also will be assigned to the 3:55 PM CBS-TV news, succeeding Charles Collingwood. Collingwood, in turn, will succeed Cronkite on CBS-TV's "Eyewitness" programs scheduled Fridays.

Edwards has been in the early evening spot on affiliated stations for more than 14 years.

## 'Frisco Radio Station Probes Social Woes

West Coast Bureau of RADIO-TV DAILY

**San Francisco**—Mutual's KKHI will begin a new "in-depth" documentary series Apr. 10, which will "dig deeply into the social and economic problems" affecting the Bay area.

The transcribed, public service reports, entitled "Probe," will be broadcast five nights a week and will not be sponsored, station president and general manager Frank Atlass said, "to avoid conflict of interest."

The premiere program, "Prostitution, Past and Present," features officials, medical authorities, religious leaders and admitted prostitutes.

## Powers Appoints Bomarc 'Jellybean' Distributor

**Sam Fleishman**, president of the newly formed distribution company, Bomarc Films, Ltd., and Danny Wilson, Jules Power Productions VP, have entered into a distribution agreement for Power's recently completed film series, "Jellybean Comedy Clubhouse."

In addition to the 104 three to five-minute comedy films starring the Jellybean family of "live" characters, each station also receives the complete "Jellybean Comedy Clubhouse" format. The show can be programmed as a strip, weekend show or as part of an existing children's show.

The series was produced in Canada on behalf of the Canadian Marconi Co. and is scheduled for distribution in Canada, England and Australia. U.S. syndication sales begin this week.

## TV-Web Billings Rise

(Continued from Page 1)

vs. \$249,640,296 in 1960, an increase of 11.2 per cent. Gross time billings for the three nets in December rose 14.7 per cent, from \$60,684,822 in 1960 to \$69,593,109.

Daytime income was \$248,781,844, plus-18 per cent over 1960's \$210,883,356, while nighttime billings increased 6.1 per cent, from \$471,487,713 to \$500,091,644.

Network TV billings have shown consistently steady increases in recent years, following the rapid growth in the early '50's. The rise of 9.7 per cent in 1961 over 1960 was close to the rises in each of the three preceding years. 1960 billings were up 8.8 per cent over 1959; 1959 rose 10.7 per cent over 1958; and 1958 went up 9.8 per cent over 1957.

(Month by month network billings tables will be published tomorrow.)

## Bose Sales Exec

**Cincinnati** — Eric Bose has joined WCKY as an account executive. He is formerly of WSAI.

# REVIEW THESE FACTS

## ABOUT KALAMAZOO-GRAND RAPIDS!

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

**2 INCOME-RETAIL SALES:** Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1959 and 1965. (Source: Sales Management July 10, 1960.)

**3 TELEVISION COVERAGE:** WKZO-TV reaches more homes daily, weekly, monthly than any other station in Michigan outside Detroit. (Source: NCS No. 3.) This coverage area represents one of America's top 20 television markets.

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

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

# WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc.  
Exclusive National Representatives

# Dairy Industry Can Milk Sales via TV: Cash

## TvB Prexy Points To Business Growth Of Big Video Users

Cincinnati — If the dairy industry is to be economically sound, it must increase its advertising and make TV its basic medium. TvB President Norman E. Cash told the Gundlach milk management clinic yesterday.

"As alert as the dairy products industry has been to advertising, it has been outspent by a wide margin by its competitors," he said. "In the past six years, beer and wine advertising on TV alone totaled \$304 million and soft drink advertising time billings were \$134 million, against but \$45 million for dairy products.

### 'Many Precedents'

"There are many precedents for the dairy industry to go by," Cash continued. "For many years now, TV has been the basic medium for the food industry. The companies that have made this a fact — General Foods, Kellogg and hundreds of others — know that TV reaches into nearly every household of our growing and mobile population. Most important, they have found out that TV can play a major role in influencing buying decisions."

## Triangle Stations Up Two Sales Execs

Philadelphia — Kenneth W. Stowman, veteran of more than 30 years in Philadelphia broadcasting, has been appointed director of sales development for the Triangle stations, it was announced by Roger W. Clipp, vice president, Radio-TV Division, Triangle Publications.

At the same time, Clipp announced that Clyde R. Spitzner, while continuing as general sales manager of WFIL, assumes additional duties as advisor on local sales for the Triangle radio stations.

Stowman worked for WCAU from 1927 to 1942, spent three years in the Navy, and joined WFIL in 1945. Spitzner has been with WFIL since 1959 and for the previous 10 years was associated with WIP.

## WWRL's Jackson Cited

Hal Jackson, WWRL personality, has received an award from The New York Institute for the Blind, for his activities in raising funds for that organization and for his service to the community.

## Radio Its Own Best Friend, Says Neary

Miami—"Aside from trade paper advertising, the best way to radio is by radio," says Bernard E. Neary, general manager of WGWS. This conviction lies behind a schedule of spot announcements currently being aired four times a day on Storer Radio, WHN, New York, selling WGWS as the best buy to reach the South Florida market. In the WHN coverage area of 17 million listeners, there are an estimated 2,000 radio time buyers and advertising executives who hear WGWS sales-messages.

## Virgil Drama Aired in Latin

Detroit — At the request of high school Latin teachers, Detroit U. broadcasters will repeat last Spring's dramatization, in Latin, of "The Trojan Horse" from Virgil's "Aeneid."

It will be heard tomorrow during the final part of WQRS-FM's "Tonight on Campus." Writers, sound effects men, and performers were all U. of D. high school seniors of the class of '61.

## Hr. 'Battle Zone' Airs On ABC-TV in Fall

"Battle Zone," a series of hour dramas about the men of the 36th (Texas) Inf. Div. during World War II, will debut in the Fall on ABC-TV's Sunday night lineup. Produced by Warner Bros., it will star Robert McQueeney and William Reynolds as a war correspondent and Army captain.

Other regulars will include Richard X. Slattery, Robert Ridgely, Eddie Fontaine and former heavyweight contender Roland LaStarza.

Actual World War II film, some by award-winner John Huston, is used in "Battle Zone" along with realistic location footage.

## Three Faiths to Discuss Agreements, Differences

Clergymen will discuss what the three major faiths in the U.S. have in common and where they diverge on Barry Farber's "Open Mike" on WINS tonight. The participants are Dr. Lee Belford, rector and assistant pastor of Episcopal Epiphany Church, Manhattan; Fr. George B. Ford, pastor emeritus of Corpus Christi Church, Manhattan, and Rabbi Samuel M. Silver of Temple Sinai, Stamford, Conn., president of the Jewish Chaplains' Association of the Armed Forces.

## Gabel Joins 'Samarkand'

Martin Gabel has been signed as special guest star for "Tonight in Samarkand," Breck "Golden Showcase" special Mar. 24 on CBS-TV.

## Canadians Offer Aid To Fire-Gutted Outlets

Special To RADIO-TV DAILY

Montreal—The fire that destroyed the studios of CKNX-AM-TV, Wingham, Ont., last week is estimated at \$800,000. All studio equipment, record and film libraries were lost.

Fire broke out about 6 A.M. following an explosion in the engineering section. Despite the fire, the radio station was on the air 25 minutes after its usual sign-time with a mobile unit placed its transmitter, two miles south of Wingham.

W. T. Cruickshank, president of the stations, said offers of equipment have poured in from stations across Canada. In the House of Commons, revenue minister George Nowland said the CB will provide all possible assistance to get the independent station back on the air.

## Stamford Outlet Profiles 'Men Who Made Conn.'

Stamford, Conn. — "Men Who Made Connecticut," an original radio series produced by the Junior League of Stamford, will be presented on WSTC-AM-FM in April. Written by Travers Ransom and Richard Leonard of the Famous Writers School in Westport, the programs profile crafts who have been famous in the state since Colonial days and are planned for in-school listening at elementary and junior high levels.

## Just the Right Type

Dick Van Dyke's real-life brother, Jerry, will play his TV brother on CBS-TV's "The Dick Van Dyke Show" Mar. 21 and 28.

## Vallee Lends a Hand At Income-Tax Time

The winner of WINS' "Income Tax" contest will be chosen today by Rudy Vallee, currently starring on Broadway. He will pick a card from a drum containing over 10,000 entries. The winner will receive up to \$500 from the station, depending on his completed income tax return.

☆☆ Let's Talk It Over ☆☆

(Continued from Page 1)

the immediacy and total impartiality of the electronic media to bring us back to a sense of destiny and national values.

This is not to gainsay the power of the press; it is entirely intended to put things in their proper perspective.

YESTERDAY'S news that Federal Court jurists had banned TV, as well as radio, from covering their proceedings as "inconsistent with fair judicial procedure" was admittedly a bad blow in the industry's fight for journalistic equality.

Earlier in the day we had been stung by Scripps-Howard columnist Richard Starnes' piece applauding the Court of Appeals' verdict upholding the FCC ruling on pay-TV experiments. We admit to a high regard in the past for Starnes' scrivining on many vital affairs. But why did he go out of his lit'r'y way to kick TV in its sitzplatz. For what? For carrying the selfsame kind of advertising which appears in the very newspapers that subscribe to his columnar opinion?

Can it be that our press and officialdom are sadly out-of-date with the times when judges, who should defend the right of citizens to know all they can about the due processes, exclude the most important communications from their tribunals? Or, when the Fourth Estate, which fought its own wars for news-at-the-source, acts prissy and mincing over fair play for a powerful rival?

The Scripps-Howard editors have some analyzing and explaining to do in this instance; its reportage and comments have long been a light-house of knowledge for its readers. We urge them not to alter their character.

Now that matters have gone this far, RADIO-TV DAILY calls upon the NAB at its upcoming convention to devote serious attention to equal access—without delay—for microphones and cameras. The integrity of broadcasting is very much involved in this big issue. It must not continue as brush-fire skirmishes over the land. It must be resolved with the national dignity it deserves.



## 'ildare' Sewn Up Sponsors Renew

1 advertisers have renewed sponsorship of NBC-TV's "Dr. are" for next season, and own & Williamson Tobacco, Ted Bates & Co., has purchased sponsorship in the net- er's 'Laramie,' which has been wowed for colorcasting next " it was announced by NBC- Network Sales VP Don Dur-

## 1962 for Radio, TV by CBS Chieftains

(Continued from Page 1)

ness still felt the effects of economic decline that started d-1960. By the second quar- onditions had improved, and te end of the year business eally had passed its pre-re- an high.

### ond Quarter Marked Peak

National advertising reached rak in the second quarter of ad then declined through the quarter of '61. It began to ower in the second quarter and th third quarter had recouped its depression decline. Both ic and TV advertising, how- rdeclined during the recession smaller percentages and for rror periods than national ad- ting as a whole."

he sales for the year totaled 3 \$73,433,935, or \$9,245,617 more on 1960 net sales of \$464,598,318. Consolidated profits for the fis- ar year 1961 totaled \$22,037,828, compared to \$23,235,074 earned in 1960.

### arnings-per-Share \$2.55

reshare earnings for 1961 were \$2.55 as compared to \$2.69 per share (adjusted for stock divid- end earned in the prior year. eh dividends of \$1.40 per share were paid in 1961, plus a dividend of 3 per cent paid December 18, 1961. Since its formation in 1927, CBS has paid to its stockholders over \$200 million in cash dividends.

## Canada TV Set Sales Up e-Third over Jan., '61

Montreal—TV sales to dealers in January continued the climb registered in the last half of 1961 according to F. W. Rad- n, general manager, Electronic Industries Association of Canada. Sales increased 31 per cent to 133 units and inventories de- creased 18 per cent, compared to the corresponding 1961 month. Total sales were up 6.5 per cent. Imports continued to take a larger share of the sales in the first 12 months of 1961.

## AGENCY NEWSCAST

By SHILBY COOPER

The Association of National Advertisers has announced its annual West Coast meeting, to be held Apr. 4-6 at Pebble Beach, Calif. Specially-featured speakers will be Kenneth Kramer, managing editor of Business Week; Arthur B. Langlie, chairman of McCall Corp., and Charles Brower, president of BBDO. Their topics will be, respectively, "Business Opportunities in World and European, Common Markets"; "A Down-to-Earth Look at the Individual in the Space Age," and "A View From the Bridge."

Seminars and clinics will deal with improvement of business procedure, various aspects of problems facing advertisers.

The Gov. Clinton Hotel, via Co-ordinated PR, this week begins sponsorship of a 13-week daily "Humor in Stereo" on WTFM, Fresh Meadows. The show will feature comics such as Bob Newhart and Elaine May, and reach 22 major Northeastern markets . . . Procter & Gamble of Canada and Timex of Canada have each purchased half sponsorship in the live two-hour broadcast of the 1962 Academy Awards, Apr. 9 on CBS-TV. P&G's order was placed through Grey Advertising, and Timex's through Ronalds-Reynolds, Toronto.

Melnor Industries, New Jersey manufacturer of lawn sprinklers, is mounting a Spring marketing drive via Smith-Greenland, and highlighted by participations in CBS-TV's coverage of racing's "Triple Crown — the Kentucky Derby, Preakness and Belmont Stakes." Telecast dates are May 5, May 19 and June 9, respectively.

Steven Mitchell Motors, Chicago, will sponsor the second of WBKB's biographical documentaries, "Home Again," Tuesday. Agency is Ira Segall Associates, and featured guest will be Pulitzer Prize winning poet and playwright Archibald MacLeish. John W. Little, advertising and sales promotion director, Wellington Sears Co., has been named chairman of the textile group of the ANA. He succeeds Jay Kaner, advertising and merchandising manager, American Enka Corp.

Maremont Muffler, manufacturer of auto parts, will sponsor the John Cameron Swayze evening news show, beginning in April. M. Robert Wolfson, advertising and sales promotion director, said the Swayze program, broadcast coast-to-coast on ABC Radio, will be heard by millions of homeward-bound motorists. "From past experience we know that radio news

### Thought for Today

*"Public service broadcasting exists to serve the public; commercial broadcasting exists to sell goods—it is part of the business of manufacture and distribution. The two systems do not have, and cannot have, common objectives. Arguments which seek to equate public service and commercial broadcasting are beside the point. So, in a sense, are condemnations of our commercial system for failing to produce programs very different from those it does at present."*

—Hugh Carleton Greene  
BBC Director General

scheduled during peak home-bound traffic hours bring us best results."

Liggett & Myers Tobacco, via J. Walter Thompson, has purchased alternate-week sponsorship of NBC-TV's new Sunday comedy series, "Ensign O'Toole," to begin Sept. 23. . . . Harold Chamberlain, general manager of Independent News, has again accepted chairmanship of the advertising and PR committee of The Salvation Army 1962 annual appeal. Marvin Murphy, head of the PR department at N. W. Ayer & Son, Philadelphia, has retired after 33 years with the firm. A former Washington correspondent, he joined Ayer in 1929, and was named VP, in charge of public relations in 1941.

## Coast-to-Coast Flashes

### Love a Parade

Phoenix — KPHO-TV will telecast live, the Phoenix JC's Rodeo Parade today, beginning at 10 AM. Art Brock and Harry Ebbesen will narrate.

### Bennett Joins Mars

Stamford, Conn. — Bob Bennett has been appointed production specialist for Mars Broadcasting, Inc., creators of programs and promotions for radio stations.

### Going Shopping?

Dallas — "How to Buy a Boat" will be the subject of WFAA-TV's new series, "Water Wise," premiering Saturday. The host, Capt. William H. Morgan, will be joined by Commodore Ellsworth A. Weinberg to discuss various

## WLIB's Mikes Cover Ahidjo's N.Y. Visit

WLIB is planning extensive two-day coverage of the visit here by Ahmadou Ahidjo, president of the Federal Republic of Cameroon. The station's newsmen meet him this morning on arrival from Washington and will record an interview for immediate broadcast. They will accompany him to a luncheon at the Overseas Press Club and an official reception later in the afternoon by Mayor Wagner at the Waldorf-Astoria.

Tomorrow the Cameroon chief executive is scheduled for a ticker-tape parade beginning at City Hall, luncheon with U Thant at the UN, and presentation of an honorary degree at Long Island U. Regular programs on WLIB will be interrupted to air coverage of Ahidjo's visit.

## Boston Broadcaster Aids '62 Easter Seal Campaign

Boston—Herbert S. Hoffman, M. Hoffman-Dubbleware Co. president; WBOS president and treasurer, and WSME, Sanford, Me., treasurer, will serve as chairman of the Greater Boston special gifts committee for the 1962 Massachusetts Easter Seal campaign. Appeal opens today and continues through Easter. Goal is \$255,000.

## Janice Rule Joins Mason In Breck TV Special

Janice Rule will co-star with James Mason on the "Breck Golden Showcase" adaptation of the Broadway play, "Tonight in Samarkand," Mar. 24 on CBS-TV. This will be Leland Hayward's second production for the Breck series.

types of craft available in all price ranges.

### Press Club Treasurer

Columbus — George Borel, treasurer of Radio Ohio, Inc., has been elected treasurer of the Press Club of Ohio for the coming year.

### Bank for Bach

San Antonio — The Alamo National Bank is sponsoring "Concert Hall" every Monday and Friday evening on KITV-FM.

### Rowell to WSBT News

South Bend, Ind. — Charles H. Rowell has been added to the staff of the WSBT-AM-TV news department.

## Stratford Establishes Library of Footage

Stratford International Film Searchers, Inc., has been formed by John G. Stratford to provide a variety of services for producers of TV shows and commercials and theatrical and educational motion pictures.

Stratford for six years headed a joint Library of Congress film cataloguing program which became known as the Stratford Project.

He said his organization can provide film footage of virtually any subject from its accessibility to 50-million feet of stock footage, including 16mm. and 35mm. in black and white and color, plus stills, rare historical posters and equipment.

## Blaine W. Whipple Joins KSL as Ass't Controller

Salt Lake City — Blaine W. Whipple has been named assistant controller of Radio Service Corp. of Utah, parent company of KSL-AM-TV.

Whipple comes to KSL from Thiokol Chemical Corp., where he worked as a senior data systems analyst, and supervisor of budgets and cost control for the technical organization.

## BAT & MIKE

ABC Radio sports director Howard Cosell will emcee "Baseball Preview—1962" on the network Apr. 8, a comprehensive forecast of how all major league teams are expected to fare. It will feature interviews with managers, stars and rookies and a round-table discussion with other sports newsmen who have been witnessing the teams' progress.

Cincinnati—"The Ted Kluszewski Show" will debut Apr. 2 on WLWT, Crosley TV station here, as a nightly 10-minute program featuring the former major league slugging first baseman. Kluszewski will analyze the day's baseball activity and interview players whenever possible. His show will take over the first 10 minutes of the "Jack Paar Show."

Boston — WHDH will air Red Sox exhibitions against the Chicago Cubs on Saturday and Sunday, and the San Francisco Giants on Mar. 24, all from Arizona. Curt Gowdy will do the play-by-play, assisted by Ned Martin.

Milwaukee—WEMP news director Tom Collins will conduct dug-out interviews with visiting players on the "Play Ball" program prior to each Braves home game.

Washington — WTOP this Sunday will begin coverage of the Senators, with Dan Daniels and John MacLean doing the color and play-by-play. Four exhibition tilts will be aired, plus the full season's schedule of 162 games.

St. Louis — Cardinal general manager Bing Devine will begin a Saturday afternoon baseball program on KMOX Apr. 14, called "Ask Bing." It will be hosted by Cardinal sportscaster Harry Caray, and Devine will answer questions submitted by listeners.

WABC Radio, which has begun coverage of the New York Mets, this week inaugurated "Bohack Baseball Quiz," sponsored by Bohack and Bohack Food Farm Markets, via Powell, Schoenbrod & Hall Advertising. Aired five times daily, it awards prizes to telephoned listeners who correctly answer a baseball question.

### The Babe's "Return"

WNBC-TV's "Biography" series presents its second program tomorrow, the story of the Babe Ruth, tracing his childhood in a Baltimore industrial school to the day the dying home run king was greeted by 70,000 fans at Yankee Stadium. Sponsor the Chemical Bank New York Trust Co.

## Jackie's India Tour An NBC Color Spec

Mrs. Jacqueline Kennedy's tour of India and Pakistan will be covered in a special hour color-cast Apr. 1 on NBC-TV, titled "Jacqueline Kennedy's Journey." Serving as narrator-reporter will be NBC News White House correspondent Sander Vanocur, who is accompanying her on the tour. The special will pre-empt "1, 2, 3—Go!" and "Bullwinkle."

Robert Priaulx will produce the program, and NBC color cameramen filming the tour are Leroy Anderson and Robert Donoghue.

Another special on the First Lady, "The World of Jacqueline Kennedy," previously announced for NBC-TV presentation Mar. 25, has been postponed to provide for the addition of some later material.

## William Steinberg Leads Philharmonic Broadcast

William Steinberg, Pittsburgh Symphony music director, will be the conductor of the CBS Radio broadcast of the New York Philharmonic Saturday. The program includes Mahler's Symphony No. 7, "The Song of the Night." James Fasset is music commentator and intermission host.



By HJORDIS LINDELOW

This is the year for stereo Chicago. Three of the city's stations operate on stereo as compared with New York's one. Eyewitness Milwaukee has three operating stereo stations. As a result of boom, Zenith and other equipment manufacturers report increased sales. WBBM public affairs department manager Allen Burns has moved to WMAQ in the same capacity. Burns has won a number of awards for his broadcast achievements over the years.

★ ★ ★

E. H. Schomo, CBS and manager of WBBM, has urged the City Council to open its meetings to radio-TV coverage, in daily editorials from the station. Peop WIND VP Ralph Atlass vacation on his boat, WIND IV off the coast of Bermuda . . . Jack Eigen returned to TV after a long absence . . . Newscaster Bob Full of KMTV, Omaha, was the speaker at the 12th annual conference of the American Association for the United Nations, held in Washington last week-end.

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**WADO NOW  
BROADCASTS  
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90, NO. 52

FRIDAY, MARCH 16, 1962

TEN CENTS

## STATION 'TRAFFICKING' STYMIED

### Is Magazine Ad Concept Growing on TV?

Louisville, Ky.—Is network TV advertising fast approaching the magazine concept despite loud claims that it would ruin the media? Phillip Panitt, TV Guide editor thinks so. About one-quarter of the ads seen this season have had only one sponsor and the remainder had two, three or more sponsors, he will tell the Advertising Council of Louisville at its meeting here today. As network ownership, or partial ownership of programs increases, the sponsor has less to say about where his advertising will appear. The networks testify before the FCC that a magazine format would ruin TV. Actually, we have a bastardized version of magazine format now on TV."

### Licenses Slashed False Records

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC yesterday refused to renew the license for KRLA, Pasadena, Cal., and for the station only until April. It will wind up its affairs. The station was accused of falsifying logs to receive the Commission, of conducting phony contests, and of admitting an alien to exercise license.  
(Continued on Page 8)

Georgia Seeks UHF-ETV  
Columbus, Ga. — The Georgia State Board of Education has applied to the FCC for a non-commercial educational TV station on UHF channel 28.

Chicago Newsmen Quiz  
Birch Society Founder  
The John Birch Society will be the topic for discussion on the TV program, "Your Right to Say It" Sunday. Guest will be Robert Welch, founder of the John Birch Society. He will be interviewed by Jack Mabley, Chicago American columnist, and John Payne Smith, columnist for the Chicago Daily News. James H. Burney, of the Northwestern School of Speech, will be the moderator.

### BB IS BLATTNER — NOT BARDOT!

Both Basketball, Baseball OK  
for Buddy to Broadcast

St. Louis—Buddy Blattner, veteran of 700 St. Louis Hawks broadcasts, will be back next season at the mike for the court games despite the fact that he has been named announcer for the Los Angeles Angels baseball games.

The two jobs will not conflict, August A. Busch, Jr., president of  
(Continued on Page 5)

### Fortune Pope's AMs Renewed With an 'If'

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC yesterday granted renewal of licenses for WDOT, Burlington, Vt. and WHOM AM-FM, New York, but subject to any action which might be deemed appropriate at such time as any of the charges of the report of the State of New York Commission of Investigation concerning Fortune Pope are judicially determined by any State or Federal Court. Three commissioners—Minow, Bartley, Ford—voted for one-year renewals.

### San Antonio Outlets In \$6.2-Mil. Package

San Antonio—The Harte-Hanks newspaper organization has bought the Express Publishing Co., publishers of the San Antonio Express and News, licensee for KENS-AM-TV and owners of Airnews, Inc., Cessna local dealership, for a total of \$6.2 million, subject to FCC approval.

Harte-Hanks, owner of a Texas chain of newspapers, had already owned 37 per cent of the Express Publishing Co. To acquire complete ownership, they purchased stock from the Brackenridge estate for \$3.3 million; and from the Huntress family for \$2.9 million.

### It's 24-Hour Cavalcade On WSB 40th Birthday

Atlanta — WSB yesterday completed four decades in broadcasting with a production entitled "Cavalcade 40." The birthday extravaganza began at midnight, for the next 24 hours, presenting music, voices, sounds of actual events, drama, excitement and humor of 40 years.

### Stecher G.M. at KATZ

St. Louis—Bentley A. Stecher, formerly WEBB, Baltimore, general manager, has been named KATZ general manager. Announcer Dave Dixon has been promoted to program director.

### Hoppy's Video Home Stretch

"Hopalong Cassidy," the cowboy who became a TV legend, will return to the home screens this season. NBC Films, in re-syndicating the series, has taken its cue from a school of theatrical film distributors who believe that every five years a re-release will attract large audiences to the movie houses.

Bill Breen, NBC national sales

### 3-Year Rule Imposed; 'Intensified Scrutiny' New 'Way of Life'

Washington Bureau of RADIO-TV DAILY  
Washington—Rules to discourage sale of broadcasting stations in less than three years after their acquisition, except for certain emergency situations, were adopted yesterday by a 5-2 vote of the FCC. Commissioners Hyde and Craven were the dissenters.

The new rules become effective after Mar. 23, and provide that hearings must be held on applications for approval of station sales when the stations have been held less than three years from the time of the original license or purchase by the applicant to sell.

Applicants for sale after such short-term ownership will "be required to make a compelling affirmative showing of unforeseen changed circumstances or of hardship" more or less beyond control, before approval will be given  
(Continued on Page 5)

### 'Eyewitness' Examines Jackie's Visit to India

Mrs. John F. Kennedy's trip to India, her welcome by Prime Minister Nehru and her visits to shrines, schools and hospitals, will be reported tonight on CBS-TV's "Eyewitness." News correspondent Walter Cronkite will be anchor man.

# MEL TORME! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse  
Broadcasting  
Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 52 Friday, March 16, 1962 10 Cts.
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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : Editor

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JFK Mentions FCC In Funding Appeal

Washington Bureau of RADIO-TV DAILY
Washington—The FCC was mentioned along with the other Federal regulatory agencies in President Kennedy's message appealing to Congress for greater protections for consumers. Kennedy noted that the FCC is actively reviewing network programming and said he was asking increased funds for all the major regulatory agencies so they can step up their work on behalf of the public interest and the consumer. The President also asked for passage of all-channel TV set legislation, now before Congress.

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COMING AND GOING

WILLIAM SELF, 20th-Fox TV production head, has arrived in New from the Coast for huddles with webs and agency execs on programs for next season.

ART JAMES, NBC-TV's "Say When" host, goes to the Pinehurst (N.C.) Playhouse Tuesday to rehearse his title role in "Mr. Roberts" to be staged Mar. 27 to Apr. 1. His daily game show has been taped ahead.

CARMEL QUINN and REGGIE RICCARDI have returned from Washington, D. C. to New York. Miss Quinn today will be hostess at the Irish Festival of Stars, Carnegie Hall.

JERRY LEIDER, CBS-TV special programs director, is in Hollywood today on a brief business trip.

BOB KEESHAN, stor of CBS-TV's "Captain Kangaroo," will be in Honolulu tomorrow for a "Fun with Music" concert with the Honolulu Symphony.

EDWARD SAXE, CBS-TV operations VP, returns to New York tonight from a Coast business trip.

GRANT TINKER, NBC program VP, is back in New York after an extended stay in Burbank, Calif. Bill Breen, NBC Films national sales mgr., is back from a Denver business trip.

JAYNE MANSFIELD jets from Hollywood to New York Tuesday for a Paar show appearance on NBC-TV that night. Likewise, Cliff Arquette leaves the Coast for Gotham on the 25th for a Paar-ting shot the 28th.

JOHN L. KOUSHOURIS, VHF, Inc., Ops. VP, leaves for Lancaster, Pa., today for a meeting with BBDO and Armstrong Cork Co. officials.

WALT FRAMER is in Miami, lining up TV stations to carry his new "Big Payoff" series, and arranging future South Florida promotions and pick-up sites.

Met Opera Audition Winners To Perform in ABC Special

Winners of the 1961-'62 Metropolitan Opera auditions will perform in an "Editor's Choice" special Mar. 25 on ABC-TV, with the program extended to an hour and pre-empting "Issues and Answers." Fendall Yerxa will interview the winners and also present a news feature on how the auditions originated, how they are conducted and how contestants are trained.

He will also interview the Met's general manager, Rudolph Bing, and Bing's assistant, John Gutman. Two former audition winners, now Met stars, will perform. They are mezzo soprano Rosalind Elias and soprano Heidi Krall. Kurt Adler, Met conductor and chorus master, will conduct the ABC Symphony Orchestra.

To Be Chosen March 23

The five finalists, who will be making their first public appearance as audition winners, will have been chosen Mar. 23, after a final audition of semi-finalists before a committee of judges on the stage of the Metropolitan Opera House in New York. Producing the special will be Fred Heider and Jack Begon, with Robert DeLaney directing.

Merrill has Openers

Baritone Robert Merrill will open the new 3,200-seat opera house at the Seattle World's Fair June 7 starring in "Aida." Arrangements are being made to telecast the opening. Merrill also will be on the opening bill of the new Lincoln Center's Symphony Hall in New York Sept. 23, with CBS-TV carrying the performance.

Radio Preview Tonight For Broadway Musical

WNBC listeners will hear a preview of the new Charles Strouse-Lee Adams musical, "All American," on the Jim Lowe show, tonight. The new musical, starring Ray Bolger, opens Monday on Broadway.

The composers, who also authored "Bye Bye Birdie," will tell how a musical is born—from the first glimmer of an idea to finally, the opening-night on Broadway.

May The Luck of The Irish Be Yours Tomorrow.
St. Patrick's Day, 1962
May the road ride with you;
May the wind be ever at your back;
And may you be in Heaven half an hour
Before the Devil knows you're dead.
—Old Irish toast

FINANCIAL

(March 15)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Change. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll, Decca, Disney, East. Kodak, Gen. Prec, Gen. Tel., Hazeltine Corp, Loew's Theat., Magnavox, MCA, M-G-M, NAFL, Nat. General., Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Filmways, Mavielab, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\* OVER THE COUNTER

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

\* Courtesy of National Association of Security Dealers.

WGBI Means Business

Scranton — WGBI is featuring a five-minute "Better Business" program on the first Sunday each month.

SOMEWHERE ... there's a tree for a bird
SOMEWHERE ... a shore for a sea
SOMEWHERE ... a note for a word
SOMEWHERE ... a STATION for ME.
18 years from NEWS to MUSIC to PROGRAM to SALES to ASS'T MGR. to STATION MANAGER
Presently in upper 10% of profit stations
You're out there SOMEWHERE
contact me at box 161
RADIO-TV DAILY
1501 Broadway New York 36

## DOWNY'S TV SPOT DRIVE GREW 30 TIMES IN YEAR

The largest number of stations used for a single brand in a TV campaign during a single quarter of '61 was in behalf of Downy Fabric Softener, a new product introduced the previous year, TVB reported yesterday. Downy commercials were carried on 240 stations in 157 markets during the fourth quarter of '61, more than seven out of ten of the stations providing information to N.C. Rorabaugh Co. reports. In its introductory year, 1960, Downy gross time billings were \$360, while in 1961 they were \$30,640.

Other brands also used more than 200 stations in a single quarter. Five were in behalf of established products while the new, Deluxe Reading toys, was the new-comer to spot TV. Deluxe Reading used 212 of the stations reporting stations in the fourth quarter.

### Post Takes 227 Stations

Post commercials were carried on 203 of the stations in the fourth quarter; Post dry cereals on 177 stations in the fourth quarter; Post 220 stations in the second quarter; Pepto Bismol 217 stations in the fourth quarter and Maxwell House Instant Coffee on 177 stations in the fourth quarter.

Following its first appearance in the Rorabaugh reports in 1960, Downy's lineups for Downy expanded rapidly in 1961. In the fourth quarter 11 stations were used; in the second quarter, 80 in the first quarter, followed by 240 stations in the fourth quarter.

## Carson's Final 4 Segs Map for 'Dr. Kildare'

This season's final four episodes of MGM-TV's "Dr. Kildare" have been scheduled for production.

First of the four is "One for the Road" by Robert Dozier, featuring Lee Marvin and John Carr. Final three are "Horn of Plenty," by Jim Blumgarten; "Chemistry of Anger," by Jerry Seely; and "The General," by Lee Roddenberry.

## L. I. Station Trains Jr. Skippers, 10 to 14

Abylon, L. I.—WGLI has initiated its 1962 "Young Boatmen's Safety Course," a seven-week on-air training program for prospective skippers between the ages of 10 and 14. The 150 youngsters who registered for the course represent about three times the number that enrolled for instruction last year.

## TOXICOLOGY TALK TRAGIC TIMING

Baby Deaths Stir Interest in Broadcast on WEEI

Boston — Dr. Gerald Fendrich, pediatrician and executive secretary of the Poison Information Center, will guest Monday on WEEI's "Sounding Board."

The program is viewed as tragically timely because of the recent deaths of several newborn infants in Binghamton, N. Y., alleged to have been caused by accidental substitution of salt for sugar in their formulas.

## L&M Buys \$2 Mil. Of Carson's 'Tonight'

Liggett and Myers Tobacco, via J. Walter Thompson, has placed an order of more than \$2 million for participations in NBC-TV's "Tonight" show starring Johnny Carson. William Storke, sales director, NBC-TV Participating Programs, said the L&M order was placed just hours after it became known that an availability for a tobacco sponsor existed in the program.

He added that Liggett and Myers also had purchased additional sponsorship in the "Tonight" show between Mar. 30, when Jack Paar exits, and Oct. 8, when Carson begins as host. From Apr. 2 to Oct. 5, major show-business personalities will act as hosts. Hugh Downs will continue as announcer.

## Cohan Stations Boost Shull to Station Mgr.

West Coast Bureau of RADIO-TV DAILY  
San Luis Obispo — Robie F. Shull, KVEC sales manager, has been promoted to station manager of KNGS, Hanford, Calif. Both are John C. Cohan stations. Shull also has been associated with KPIX, San Francisco.

## Texas TV Outlets to Rescue

Austin, Tex.—Because KLRN-TV will not be able to begin operating by its target date of Apr. 9, commercial stations KONO-TV, San Antonio, and KTBC-TV here have stepped into the breach and donated air time for the broadcast classes planned by the educational TV outlet.

KLRN-TV is operated by the Southwest Texas Educational Tel-

## Schneider to Direct WHN Public Affairs

John C. Moler, WHN president and general manager, yesterday announced the appointment of Ted Schneider as director of public affairs, and John Henninger as chief engineer.

Schneider was director of traffic for WIIN and WMGM before the purchase of WHN by Storer Broadcasting Co. A 20-year employee of the station, Schneider was director of news and public affairs at WMGM (changed to WIIN on Feb. 28th 1962) from 1957-59. From 1945-57, Schneider was operations manager of WMGM.

Henninger will also retain his duties as chief engineer of WIBG, Storer radio outlet in Philadelphia.

Lillian Detweiler, formerly continuity director of WHN and WMGM from 1957, has been appointed director of traffic and broadcast standards.

"Operation Fitness" will be the subject of "These Are Your Schools", heard on WHN Sunday, Mar. 18. The program will be devoted to what our New York City School system is doing in response to President Kennedy's Youth Fitness Program.

## ABC International Names Don Hine Program Mgr.

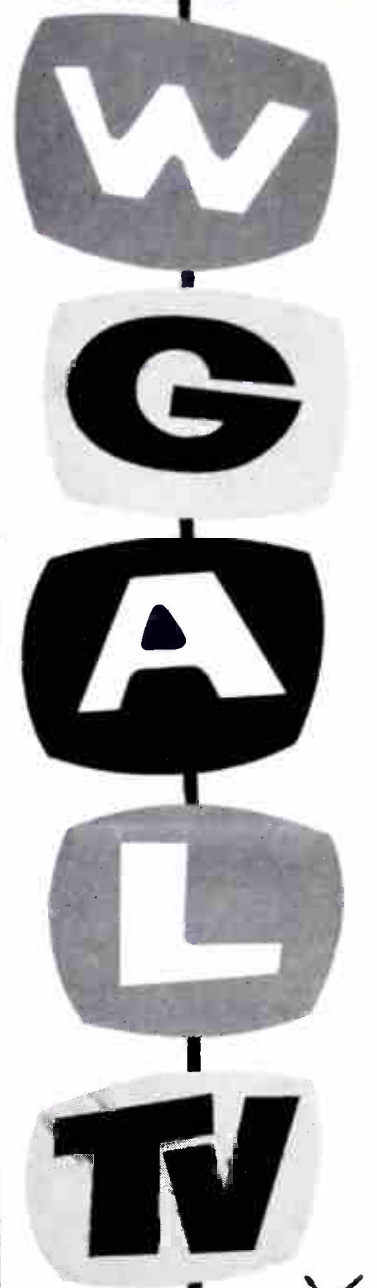
ABC International Television has appointed Donald M. Hine program manager. He previously had been Transcontinent Television programming and public affairs director. Prior to that he was KNXT-TV program manager, CBS O-O, Los Angeles, and also was with the Columbia Pacific TV network.

ABC International TV is the international subsidiary of American Broadcasting-Paramount Theatres.

## Paxton Scores Music

Composer Glenn Paxton has written an original music score for "The Women Get the Vote," story of the 80-year struggle to enfranchise women, Sunday on CBS-TV.

in the public interest



STEINMAN STATION  
Clair McCollough, Pres.

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

## Pleasence to Star In 'Twilight Zone'

Donald Pleasence, English actor who appeared in "The Caretaker" on Broadway, has been signed by producer Buck Houghton to star in "The Changing of the Guard" on CBS-TV's "The Twilight Zone." Filming of the Rod Sterling teleplay began this week.

## Media Researching Starts at Denver U.

Denver — Dr. Harold Mendelsohn, researcher with the Psychological Corp. of New York, will join the faculty of Denver U. as a full professor of radio-TV, chancellor Chester M. Alter has announced.

Dr. Mendelsohn, currently associate director of marketing and social research at the Psychological Corp., will join DU at the start of Spring quarter.

A new \$200,000 facility for radio-TV students recently was opened at DU with new broadcast equipment for instructional purposes.

Dr. Mendelsohn will conduct seminars in media research as well as studies on social-psychological factors involved in media communication.

## Purex Sponsors Repeat Of Gary Cooper's 'West'

The Purex Corp. will sponsor the first repeat showing of the "Project 20" production of "The Real West" on NBC-TV Mar. 25. The agency for Purex is Edward H. Weiss & Co., Chicago.

As on-camera storyteller, the late Gary Cooper turned in what was to be his last public performance in "The Real West," first broadcast Mar. 29, 1961. Donald B. Hyatt was producer-director. Philip Reisman, Jr., wrote the script, and Robert Russell Bennett the orchestral score.

## Wonderland Productions Formed by Stephen Boyd

West Coast Bureau of RADIO-TV DAILY  
Hollywood — The formation of Wonderland Productions has been announced by Stephen Boyd as a London company to produce puppet films for theatrical and TV exhibition. To date, two pilots have been wrapped up.

## OBITUARY

### Claus M. Said

St. Louis — Funeral services were held in Memphis, Tenn. for Claus M. Said, president of the C. M. Said advertising agency. He died of a heart attack in Springfield, Mo.



By TED GREEN

• • • Frank Sinatra's daughter, Nancy, has signed for her first movie role, to be filmed in Europe next month. It is titled "30 Bayonets Against Death." . . . TV hairstylist Larry Mathews makes his acting debut on a "Naked City" chapter Mar. 21, Natch, he plays a hairdresser. . . . Actress Jenet McCall and TV comedystar Tom Poston cozy cornered at Cafe Leon on West 44th Street. . . . Edith Geller of the Monede Art Gallery has packaged a five minute art show for possible syndication. . . . Director Martin Carr, CBS youngest net director, has been asked to direct an Off-Broadway play. . . . Actress Nancy Tribush, a Phi Beta Kappa from Brooklyn College and ingenue lead in the road company of "Bye Bye Birdie," gives French lessons to the youngsters in the cast. . . . "Science Forum," career conference produced by the Documentary Radio Unit of the Communication Arts Group at NYU, once again hits the airwaves this evening via WNBC's "Extra Curricula" program.

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• • • Aysel, one of the new belly-dancers at the Britannia is negotiating with a Greek wine company for TV commercials. . . . Brook Benton's latest, "A Walk On The Wild Side," is his 21st consecutive hit. . . . Personal manager Lloyd LaBrie informs us that Patty and Peter's latest recording, "Tarzan Baby," has been well-received out of town. The kids are busy with radio and TV appearances. . . . "PM" staff is excited over the recent taping of singer-dancer Skip Cunningham. . . . Harry Goetzl, famed Continental host of the Jager House is working with script writers on a TV series, based on his experiences, as host for famed restaurants throughout the world.

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• • • Meet: Leif (pronounced Lufe) Jensen, new WNAC and WNAC-TV announcer who won his Boston post in a car radio audition. Prexy Bill McCormick, while driving from New York to the Hub, heard and liked him over WINF, Manchester, Conn. Jensen, 36, a New Haven native, entered radio at WELI at 16 in 1942. Four years later he moved to WDRC, Hartford, where he remained through 1958. At 17, he did his first coast-to-coast commercial for J. B. Williams on "True or False." He's done remotes for Breakfast Club, the Major Bowes' Amateur Hour, Sammy Kaye Show and CBS School of the Air. He taught speech at Hillyer College, U. of Hartford, and at Morse College, for the American Institute of Banking. He's married to the former Virginia Cioffi and has two sons, Gary, 9 and Tighe, 3.



JENSEN

☆ ☆ ☆ ☆

• • • Ken Mac Sarin, Broadway's most prolific eater (he once ate 25 pairs of eggs at one sitting), is now doing TV commercials for Metrecal. . . . Jeff Low, the Syracuse U. singing discovery, was with a Tuesday Weld-look-alike at Toots Shor's. . . . Brook Benton opens at the Flamingo in Las Vegas March 15. . . . United Artists will release Diane Pane's new album, "Diane Pane Swings at the Eden Roc." . . . Bobby Pace, a great singer, is back at Barbara Kellys. . . . Horace Silver did double business at the Jazz Gallery in New York. He even has his own TV show in Japan. . . . Saverio Saridis returned to New York to rehearse for his Gershwin Tour next month.

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• • • WCPO-TV's Glenn "Skipper" Ryle had Tony Lavelli on his show for a five minute stint. Tony was so good, Skip kept him on for 50 minutes. . . . Dolores Gray, now appearing nightly at the Waldorf-Astoria's Empire Room, will be one of the entertainers at the New York Press Photographers Association's Annual Awards Dinner Dance tomorrow night. . . . KABC's veepee and general manager, Ben Hoberman, informs us Joe Pyne will take the helm of KABC's "Night Line Monday through Saturday." . . . Just finished reading a terrific short-story written by talented commercial producer John Hazard. He hopes to produce and direct it as a "two-reeler" in the near future. . . . Shelby Singleton, A&R director for Philips Records, announces the signing of Ruth Brown, who has recorded with Atlantic the past 12 years.

## Leukemia Society Cites KTLA for Aid

Los Angeles — KTLA, has been honored by the award of a certificate of merit from The Leukemia Society given "as an expression of appreciation for distinguished service in the community-wide volunteer effort to combat leukemia."

## WJW-TV Expanding News Film Coverage

Cleveland — Effective April WJW-TV, will begin receiving complete news film service from CBS-TV, Joseph C. Drilling, general manager of the station announced.

At certain times each day, the network will feed pictorial reports of the top news stories of the day. These reports will be videotaped for use in "Early Edition News" with Ken Armstrong and the 11 o'clock Report with Dr. Warren Guthrie. In addition the reports will be received by WJW-TV for inclusion in the Saturday and "Sunday News Final" with Jim Doney. These reports may be included in special programs depending upon their immediacy.

### Video Taping Permitted

This new service also allows WJW-TV to video-tape any special news coverage off of CBS-TV, as the President's news conferences, orbital space shots, etc. Finally, WJW-TV will be able to videotape any late breaking stories off of any network news show for inclusion in local news programs to be broadcast at a later hour.

## Story of Esther Is Told In Video Ballet for Purim

An original ballet inspired by the Old Testament Book of Esther will be presented Sunday on CBS-TV's "Lamp Unto My Feet," an observance of the Jewish holiday of Purim.

Name of the ballet is "Face Evil," and principal actors and dancers are Michael Tolan, Kay McCrary, John Ragan and Steve Cotsworth. Choreographer is Marjorie Anthony, and director is Marjorie Silbersher.

## WEDDING BELLS

### Drury-Longo

Patricia Longo, program department assistant of KQV, Pittsburgh, has announced her engagement to Dick Drury, program director of WIL, St. Louis. The couple has set June 2 as the wedding date.

# -WAY RADIO CAMPAIGN EEN DAIRYMEN'S NEED

incinnati—Dairies are still behind other local advertisers when it comes to aggressive advertising and merchandising, but they are waking up to the fact that staple products can greatly expand sales and profits, Robert H. Alter, RAB's director of key account sales, told 250 independent milkmen at a management clinic here.

(A similar theory was broached earlier in the clinic by Norman E. Cash, TvB president.)

### Points to Four Areas

He cited four key areas—suburbia, summertime, female consumers and radio's creativity—in which radio can be employed in the drive.

Alter linked radio's strength outside the city with the fact that "suburbanites, with higher incomes and bigger families, consume more dairy products, and in the suburbs radio has 97 per cent coverage."

## NEW AUSTIN 'U' PLANS QUARTERS

KTXN Sets 2-Week Start  
On Studio-Transmitter

Austin, Tex. — Construction begin in about two weeks on station's new UHF station, KTXN, channel 67, it was announced by R. Powley, president of the station - Longhorn Broadcasting Co., Houston. He said a definite start date has not been set, but equipment is on hand and building construction of a studio-transmitter building.

The only TV station currently operating here is KTBC-TV, which went on the air in 1952 and is owned by LBJ Co. Its president is Mrs. Lyndon B. Johnson, wife of the vice president.

## Sebring Race Again To Be Covered by Triangle Stations

Philadelphia—The Triangle TV radio stations will cover the 11th annual Sebring 12-hour Car Endurance Race March 17-18, the second year. Coverage will be made available to other stations throughout the country. Radio, plans call for 10 complete direct reports from Sebring with final wrap-up, all voiced by Bill Alberts, the WFIL stations' sports director.

Timed highlights of Sebring '62 will be aired at a later date on the part of the Triangle TV stations, the 30-minute film, in color and in black and white, to be made available to their stations. This year, 25 stations made use of the triangle's Sebring Race film.

## Commission in Move Against Station 'Trafficking'

(Continued from Page 1)

Without a hearing, the Commission majority said it was worried about "trafficking" of licenses and believed sales of stations owned for less than three years raise questions about whether the communities are being deprived of the benefits from sustained ownership. All broadcast stations were warned that the FCC will be "intensified scrutiny" to bids for quick sales. The Commission decided that as experience is gained with the new rules, it might be decided to place more severe limitations on station sales, or different limitations.

## TB Ass'n Commends AB-PT's Goldenson

Leonard H. Goldenson, American Broadcasting - Paramount Theatres, Inc., president, has received an award of commendation on behalf of his company from National Tuberculosis Association executive secretary James G. Stone for help in promoting the annual Christmas Seal Campaign and "for its sense of community responsibility in aiding in the fight against disease."



GOLDENSON

### Sabu, Where Are You?

Shari Lewis will have a "really big" guest on her Apr. 7 NBC-TV show. Her visitor will be a baby elephant. Shari says it is only 5 inches taller than she is, which adds up to 5 feet 5 inches for the pachyderm.

## KYW's Lenses Cover Ohio State Hoopsters

Cleveland—Basketball fans in Northern Ohio will be able to watch the Ohio State basketball games in the NCAA tournament on KYW-TV starting today. KYW-TV will carry all of the NCAA games in which the national champions participate.

Led by All-American Jerry Lucas, the top rated Bucks will meet Western Kentucky tonight from Iowa City, Iowa.

## English Actress to Guest In 'Zero One' Episode

Special To RADIO-TV DAILY

London — British stage and screen actress Judith Stott has been set by MGM-TV for a leading guest role in "A Case of Charity," a "Zero One" episode to be directed by Henry Kaplan. Lewis Davidson wrote the story.

## Bill Hayes to 'Monitor' As Regular Sunday Host

Bill Hayes, singer-actor, becomes a regular "Monitor '62" host Sunday on NBC radio.

He has just completed a one-year tour, playing a leading role in the hit musical "Bye Bye Birdie." Hayes first reached Broadway stardom in "Me and Juliet" in 1953.

## Two Jobs for Blattner

(Continued from Page 1)

Anheuser-Busch, Inc., said on signing a new broadcasting contract with Ben Kerner, basketball team owner.

This means that Busch Bavarian will sponsor radio coverage of Hawks games at home and out-of-town and telecasts on 15 road sessions. Radio will be carried by KMOX and TV by KPRL-TV.

In addition to being president of Anheuser-Busch, Busch is also president of the St. Louis baseball Cardinals team.

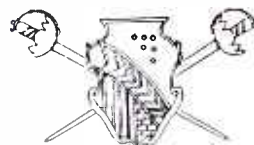
## Christensen Chief Cop In California Community

San Francisco—Chris Christensen, account exec for KPIX, has been appointed police commissioner for the Terra Linda Community Services District in Marin County by the board of directors. During his one-year term of office he will be primarily concerned with safety training and juvenile activities, and serve as liaison between the Community Services District, school district, and law enforcement agencies.

## Celeste Holm Signed For 'Checkmate' Role

West Coast Bureau of RADIO-TV DAILY

Hollywood — Celeste Holm has been signed by "Checkmate" producer Dick Berg for a key role in the CBS-TV series episode entitled "So Beats My Plastic Heart." Anthony George, Sebastian Cabot and Doug McClure star in the series.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York



PRIZES for your important Radio  
and TV promotions.



DUNNAN & JEFFREY, Inc.

730 Fifth Avenue, New York 19, N. Y.

PLaza 7-9500

MARTIN HIMMEL, President

## Groan-Grunter In Blurb Role

Pan-Video Productions, having signed internationally-known wrestler Antonino Rocca to an exclusive radio, TV and film contract, is presenting him to leading agencies as a commercial spokesman for Latin-American listeners. A radio show is scheduled for Rocca. Elliott Mandel, P-V spokesman also said he is searching for a screenplay suitable for the grappler.

## Golf Series in Color To Be Ready in May

Miami—Leonard Anderson Associates this month begins filming "The Golf Clinic" here, a new half-hour series in color covering every aspect of golf-playing.

Top-flight pros such as Jay Hebert and Harry Walker will be featured, and first films are expected to be ready for screening which is scheduled for the first part of May.

## World Trade Fair Shows Industry's Giant Strides

The newest in electronic, radio, and TV equipment throughout the world will be unveiled at the sixth annual U. S. World Trade Fair, which opens at the New York Coliseum May 11 and runs through May 22. This year, with the assistance of the U. S. Commerce Department, an American Section will be set up on the third floor.

### Expect Record Attendance

Millions of dollars in consumer and technical industry equipment will be displayed at special locations within the Fair as well as in the many national pavilions located in the Coliseum. The exhibits will be seen by more than 170,000 businessmen and buyers from every state and over 70 nations, and public attendance is expected to exceed the nearly 400,000 figure set during last year's show.

## Welfare Chief Talks On Older Folks' Home

Welfare Commissioner James R. Dampson and WLIB news director George W. Goodman will discuss the Dept. of Welfare program on "Foster Home for Older Persons" tomorrow on WLIB. The Department's program is based on the philosophy that senior citizens are more likely to thrive in a private family home than in an institutional environment.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • With "Mr. Ed" reportedly set for the new season in its Thursday night time slot, Arthur Lubin leaves shortly for a two-month vacation in Europe . . . Desilu is not happy with the tests made on Louis Prima . . . KLAC Sports Director Jim Healy portrays a harness track announcer in a forthcoming "Cain's Hundred" episode.

☆ ☆ ☆ ☆

• • • Leonard Blair, producer of CBS' "Brighter Day," had Mona Bruns written out of the show for a week to enable her to fly to New York, where she will play Fred Astaire's mother at the Fred Astaire gambol at the Lambs Club April 7 . . . Irene Cuffe, who recently did her one-woman show at the Troupers Club on two occasions, repeats for Israel Bonds. She owns the Cuffe Guest Ranch, which is often used for location filming.

☆ ☆ ☆ ☆

• • • Fabian has been set for a guest star appearance in "Fabian on a Lion Hunt," episode of Rick Spalla Video Production's "Guest Shot" series. Series is financed and released by Trans-Lux Television. Series features stars and their off-beat hobbies . . . Saul Bass has won an Award of Distinctive Merit from the L. A. Art Directors Club for his title work on ABC-TV's "Alcoa Premiere," produced at Revue.

☆ ☆ ☆ ☆

• • • The "Everglades" production unit, headed by Jack Herzberg and John Florea, are back in Florida to film additional episodes. Star Ron Hayes joined the crew yesterday. They will return to California around the end of April . . . Robert Hall's Easter promotion on radio will feature Giselle MacKenzie with the Sande and Greene Orchestra in a new treatment of the well known Robert Hall jingle.

☆ ☆ ☆ ☆

• • • The story of Purex's success with semi-documentary TV will be the subject at the Hollywood Ad Club meeting Monday. Speakers will include Leslie C. Bruce, Purex ad manager, and Paul Greenfield of Edward H. Weiss Co., Chicago, the Purex agency . . . Packard Bell's ad budget for the Spring campaign is up 35 per cent, due primarily to increased sales for their newly introduced FM Multiplex Stereo line.

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• • • Producer E. Jack Neuman and Edmond O'Brien will meet with writers to prepare story lines for the new MGM-TV series, "333 Montgomery Street." O'Brien was released from the hospital last week after being confined for exhaustion . . . Jack Kiefer reports that KMLA will present special Multiplex Stereo music for the Hi-Fi Show at the Ambassador March 21-25. KMLA currently broadcasts 37 hours a week in FM stereo.

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• • • Marty Ingels is driving to New York next week following a busy year and a half in Hollywood. With innumerable TV guest shots and several picture roles under his belt, Marty will soon be filming "The Workers," a Lenny Stern comedy series which bows on ABC-TV in the Fall, sponsored by P&G.

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• • • Quaker State Oil will sponsor the Allan Moll newscasts on KHJ for 39 weeks on a rotating basis with American Savings and Loan Association, the original sponsors . . . William Ritzi, L. A. County deputy district attorney, who is handling the James Morrison case in Santa Monica, will appear in "The D.C.I. Story," pilot of the "Project Breakthrough" series of television documentaries being produced by Allied Artists Television.

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• • • KTLA's "They Walked in Darkness," produced by Irwin Rosten and featuring Bill Stout, was voted winner of the '62 Mental Health Award for the best locally produced television program. Alcoa Premiere's "People Need People" was voted best in the network category. The awards were made by Gov. Brown at an awards banquet in Sacramento Wednesday night.

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• • • If either UCLA or the Pepperdine cagers win their game tonight, KTTV will televise the final game of the NCAA Basketball Championships from Provo, Utah, Saturday night. In line with its heavy sports coverage, KTTV will also telecast the fifth annual baseball Writers' dinner April 1.

## WSIX-FM Set Stereo's Push

Nashville—Louis R. Draughba, president of WSIX Inc., has announced that WSIX-FM has filed application papers requesting FCC authority to install additional equipment for FM stereo broadcasting.

He stated that once authority is received, programming could commence in approximately 30 to 45 days.

## 6 More Stars to Shine In Special on Cancer

Rock Hudson, Paul Newman, Joanne Woodward, Greer Garson, Bobby Darin and Jimmy Durante have joined the roster of "At This Very Moment," to be aired April on ABC-TV, launching Cancer Control month. Bert Lance will host the program, on which 20 top personalities of the entertainment world will perform.

Bob Hope, Charlton Heston, Lena Horne and the Kingston Trio have been previously announced "At This Very Moment" is being produced by Talent Associates-Paramount on behalf of the American Cancer Society and the affiliated Eleanor Roosevelt Cancer Foundation.

## Miss Teenage Pageant Selling Station Sponsors

Jack Alexander of Futur-Sonic sales organization for the Miss Teenage America Pageant, states that 45 of the pageant's planned 150 participating stations have been sold.

Recent deals closed were WROV, Roanoke, Va.; WTVF, Knoxville, Tenn.; WQOK, Greenville, S. C.; and WEET, Richmond, Va., the latter having sponsored last year's winner, Miss Dixie Lynn Cox.

Alexander now is starting to solicit the New York-New England stations.

## Timely Talk About Space Skedded for 'Open Mind'

A discussion on international control of outer space will be featured Sunday on WNBC-TV "Open Mind," one day before the first meeting of the UN committee on peaceful utilization of outer space.

The panel will also examine possibilities of cooperation between the U. S. and Russia in the exploration of outer space, as suggested in recent exchanges between both countries. Program moderator is Eric F. Goldman.



## Alabama Quad-City Outlet Joining CBS

Montgomery, Ala.—WVNA, which covers the quad-city area of Tusculum, Sheffield, Florence and Circle Shoals, will become an affiliate of the CBS Radio Network Monday, William A. Schudt, vice president, Affiliate Relations, CBS Radio, revealed yesterday. The 5,000-watt station is owned and operated by Elton H. Darby. J. Whitehead is general man-

## Elmer Bernstein Chairs Museum's Music Dep't.

Los Angeles — Elmer Bernstein has been appointed chairman of the music committee of the \$4-million Motion Picture and TV Museum, scheduled to begin construction this year.

Bernstein said one of the first priorities of the committee would be to plan a major Hollywood concert. The committee will also establish an exhibit illustrating the technique of scoring for film and compile an authoritative directory of screen music.

Vice chairman of the committee is Ae Meyer of MCA, and coordinator is Bobby Helfer, Revue Records.

## Color Segs for 'T. or C.'

Los Angeles — "Truth or Consequences" will burst in color when it moves to NBC's Burbank studios for two segs. The show regularly airs in black and white at the West-Vine facilities.

## Golden Gate

... and its environs

By BILL SHEA

West Coast Bureau of RADIO-TV DAILY

San Francisco — If Congress passes legislation imposing Federal controls on their business, advertising men will have no one but themselves to blame. That warning was voiced here recently in a press conference at the World Trade Club by Lee Fondren, president of the Advertising Association of the West and manager of KLZ, Denver.

Fondren, as a lay delegate, attended the annual conference of the National TV, Radio and Film Commission of the Methodist Church. As president of the AAW, he represents 44 advertising clubs.

The ad industry, he said, should find some way of regulating itself. And if it doesn't, "we are faced with the possibility of Federal regulations which will be a detriment to our country."

### Cites Billboard Situation

Proposed legislation controlling billboard advertising could affect all advertising media, including newspapers, radio and TV, if it is passed by Congress, Fondren warned. He pointed out that since television and radio beams and newspaper circulation frequently cross state lines, the Interstate Commerce Commission could feasibly step in to set up controls.

"The majority of bills proposed in State and Federal legislation comes from legitimate gripes by the consumers," he said. "It is up to us to look into these gripes and correct them ourselves. We have a code of ethics which we must follow if we are to remain free from prohibitive restrictions."

## KCOP Going to Color, Signs For 3 Shows

West Coast Bureau of RADIO-TV DAILY

Los Angeles — In a move keyed to the station's forthcoming transition to colorcasting in April, KCOP here has signed an exclusive, two-year contract with Bill Burrud Productions to deliver three half-hour programs — "Wanderlust," "Holiday" and "True Adventure" — weekly in color, starting concurrently with KCOP April date, to be announced shortly.

## Wiley Nat'l Sales Head Of Philadelphia Outlet

Philadelphia — John P. Wiley, advertising and promotion manager for WRCV and WRCV-TV since 1956, has been appointed national TV sales director of the NBC-owned TV station, effective April 2.

Before 1956 Wiley was sales promotion director for three years while the station was known as WPTZ. Previously he was with the Albert Frank-Guenther Law Agency; was assistant to the sales manager of WCAU-TV for three years, and was a salesman for Kraft Foods.

## Services at Faith Temple In Mid-Week Broadcasts

Mid-week religious services will be heard on WWRL every Wednesday, following this week's debut. The half-hour services will emanate from the Faith Temple Church in New York City, with the program to feature the Faith Temple Choir and sermons by Bishop A. A. Childs, pastor of the temple.

## Disk Spinning

MGM Records, currently handling distribution of Charlie Parker albums, is tying-in the new sound-track set of the "Satan in High Heels" film. Meanwhile the diskery's Ella Fitzgerald with the Oscar Peterson Trio is keeping dates all over Europe through Mar. 31.

Young Shelley Fabares, of ABC-TV's "Donna Reed Show," is #1 in 21 top marts with her Colpix waxing of "Johnny Angel" . . . Seth Thomas Clocks, Thomaston, Conn., has introduced a new, electronic metronome which keeps time by both sight and sound.

Capitol's March Pop-album release features 15 LP's including a Peggy Lee blues collection, the first pairing on disks of Nat King Cole and George Shearing, a new album reuniting Frank Sinatra and Alex Stordahl, and a Stan Kenton follow-up to his "Romantic Approach" album . . . Monitor Records has released "Moscow Nights," an LP featuring many Russian "pop"-flavored hits.

United Recording Laboratories opens wide its doors today following expansion. Also added three to engineering staff . . . National Academy of Recording Arts and Sciences says membership continues to flourish . . . Philips Records sales mgr. Lou Simon has named Morris I. Diamond national promo mgr., hq'd in Chicago.

"The World's Greatest Music," featuring classics performed by renowned artists, is being packaged in sets of 10 for just under \$10, Jay Frankel, Artia-Parliament Industries president, said. Columbia Records Productions is waxing . . . Columbia Masterworks has released Pablo Casals' historic "Concert at the White House." Columbia Records also has inked concert pianist Vladimir Horowitz to an exclusive long-term contract.

# News Flashes From Coast-to-Coast

### TV Sponsors Cub Scouts

Whita — KTVH is sponsoring the Cub Scout Pack 150 of District 5, Quivira Council, which has been in operation for two years. The master is Dale E. Wing, engineering supervisor, and committee chairman is William S. Ritchie, general sales manager.

### Piano Receives UPI Award

Boston — WTAO news director Romano has received a first-place award from the UPI Broadcasters Association of Massachusetts for his documentary presentation, "Fallout . . . And What it Means to Massachusetts."

### Music Hath Charms . . .

Mid, Okla. — Don Howard, formerly of WSSC, Sumter, S. C., joined the announcing staff of KGWA. Don presents an in-

formative "Quality Jazz" program and closes his evening broadcasts with an hour of poetry readings and soft music.

### KPHO Ups 2, Adds 1

Phoenix — Chuck Glance, former production manager of KPHO, has been promoted to program director, and Kay Shake, continuity chief, will handle station operations along with her other duties. Frank Benedict, formerly of KBEA, Mission, Kan., has joined the station as an announcer.

### More About Farming

Dallas — Murray Cox, farm broadcaster of WFAA, has expanded his agricultural reports to include 10-minute shows at 6:05 AM and 12:30 PM daily. The programs consist of farm and ranch

news, advice, market statistics and interviews with leading agricultural experts.

### AF Award to WJRT

Flint, Mich. — WJRT has been presented an Outstanding Public Service Award by the U. S. Air Force for its assistance with recruiting programs and programming of TV films of Air Force activities.

### Landon Recuperating

Pittsburgh — Ward Landon, KDKA studio engineering supervisor who recently underwent surgery, is expected back on the job next week. Landon holds the service record at KDKA, where he has worked since February 1921, a few months after the station went on the air.

**THE HIT! OF THE WEEK**

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**MARK DINNING**  
SINGS  
**ALL OF THIS FOR SALLY**  
K 13061

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**M-G-M**

# ABC Contest Lauded For Alerting Youth

ABC Radio has "opened the door" to disseminating an interest and sense of urgency among American youth in problems confronting the nation, Sen. Warren G. Magnuson (D., Wash.) said yesterday.

Sen. Magnuson credited the Edward P. Morgan Essay Contest with achieving its purpose of "increasing the awareness of American youth to its national and international responsibilities."

### Stresses Timeliness

He said; "The topic for this year, 'Youth's Role in U.S. Foreign Policy,' is particularly apt and provocative in this age of young people and young nations.

"Under the leadership of president Robert R. Pauley, the ABC Radio Network has undertaken to encourage the nation's undergraduate college students to think through their role in our government and in our society."

The two winning essays were selected from approximately 1,000 entries.

# Catholic Program Shows Films of Medieval Art

As the featured portion of its "Directions '62" on ABC-TV Sunday, the National Council of Catholic Men will present "Ave Maria," a special art film made in France. The program depicts the life of the Blessed Virgin through rare 15th Century manuscript illustrations for prayer books.

# AGENCY NEWSCAST

By SHELBY COOPER

Vital legal and business procedures will be examined in a two-part seminar at the Advertising Club of New York by the League of Advertising Agencies. League attorneys Morton J. Simon and Louis N. Field will discuss "Putting Your Business House in Order," in two sessions, the first this Thursday, the second in mid-April.

Topics will cover such points as agency reorganization at death or retirement of one partner; tax aspects of planning; buying and selling agreements; restrictions on account alienation, and transfer identities of buyers. Simon will address the first session, Field the second.

T. R. Snyder has joined the account contact department of Geyer, Morey, Madden & Ballard, assigned to the Rambler automobile account . . . Ross M. Legler has been elected a VP at Ted Bates . . . Timex Watches, via Warwick & Legler, is sponsoring a one-hour comedy special Apr. 6 on ABC-TV.

Instead of its regular commercial on the Jack Paar show Thursday, Mogen David Wine will put on a one-minute art show consisting of three paintings by Israeli artist Moshe Tamir, which depict the story of wine through the ages. Agency is Edward H. Weiss.

Arkwright Advertising will mount an Easter radio promotion for Robert Hall Clothes, with

### Thought for Today

"In the past, the Advertising Council helped promote understanding of the UN and Radio Free Europe, and three years ago created the concept of 'Peoples Capitalism' . . . Now the Council is about to move on a wider front with a long-range 'Challenge to Americans.' This may be its single biggest job, for the next few years."

Leo Burnett, board chairman The Advertising Council

Giselle MacKenzie and the Sande & Greene Orchestra delivering the Robert Hall jingle . . . Kikkoman Soy Sauce will use a barrage of radio ads to support its April sales drive, being conducted by Lennen & Newell.

The Advertising Research Foundation's "Criteria for Marketing and Advertising Research" is now in its eighth printing. Since its first printing in 1953, more than 11,000 copies have been distributed throughout the world, and it has also been translated into several other languages.

Richard Fehheimer has joined Olian & Bronner, Chicago, as VP and executive secretary . . . National Benefit Life Insurance has appointed Erwin Wasey, Ruthrauff & Ryan to handle its advertising. Total billings, approximately \$1 million . . . Mattel Toys has bought control of one of Canada's largest doll manufacturers, Dee & Gee Toy Toronto, and will spend some \$250,000 in Canada on press, radio and TV advertising.

R. Gus Bublitz has been named advertising and sales promotion manager of the Toledo division of Kroger Supermarkets, succeeding William Whiting, transferred to Fort Wayne.

Five national advertisers have purchased participations totaling more than \$1.2 million in six NBC-TV nighttime shows within the last two weeks.

The advertisers are B. F. Goodrich, via BBDO, in "Laramie" and "Outlaws"; Corn Products, via Lennen & Newell, in "Robert Taylor Detectives"; International Latex, via Reach McClinton, in "87th Precinct" and "Saturday Night at the Movies"; Bristol-Myers, via Young & Rubicam, in "Tales of Wells Fargo," "Outlaws" and "Saturday Night at the Movies," and American Tobacco, via Gumbiner, in "Outlaw."

# Bob, Audrey to Star In Con-Man Comedy

Bob Cummings will star with Audrey Meadows in "The Act in New Orleans" Apr. 15 on NBC-TV's "Du Pont Show of the Week," an original comedy performance set against the flowers of the confidence game racket in New Orleans of 1928. Sponsored by du Pont via BBDO, the program will originate in NBC-TV's color studios at Brooklyn.

# CBS-TV Sports Names Fitts Admin. Manager

William C. Fitts III, former production manager of WCAU-TV has been appointed administrative manager for CBS-TV Sports. He will report to William C. MacPhail, CBS-TV Sports Director, on matters of traffic departmental administration and production facilities.

Fitts started with WHYY Reading, Pa., in 1953, moving to WCAU-TV six months later. After two years in the Army, he returned to WCAU-TV as an assistant director.

# Two Licenses Slashed

(Continued from Page 1)

control over the station. Also, yesterday the FCC revoked the license of Leo Joseph Theriot for KLFT, Golden Meadow, La., for non-compliance with FCC technical rules and for alleged willful misrepresentation.

Both decisions were unanimous. In the KLFT case, the FCC noted that loss of service would be "a regrettable result," but stated "where the necessary qualifications of a licensee are found wanting this result is unavoidable." In the KRLA case, the FCC based its action on a court decision holding that a willingness to deceive the regulatory body, even as to matters unimportant in themselves warrants denial of a renewal application.

# Newspaper Guild Gives WOR Page One Citation

WOR, now celebrating its 40th anniversary, has been voted 1962 Page One Citation in Radio by the Newspaper Guild of New York. The citation commends WOR "for forty years of service particularly in the field of news. The award will be officially presented at the Page One Ball, to be held Apr. 27 at the Hotel Astor."

# How TV Networks Fared in '61

Network TV billing estimates this year are being revised by Leading National Advertisers-Broadcast Advertisers Reports, which compile the figures released by the TvB. In computing the figures in the past, LNA-BAR did not provide for horizontal contiguity rate structures, wherein a single advertiser might obtain a lower basic rate through the purchase of time across the board.

To compare '62 figures with '61 data, LNA-BAR will revise the '61 information. To compare the '61 figures with data from earlier years, it will be necessary to use the unadjusted LNA-BAR figures as it is not possible to revise the earlier data.

Revised billings for December '61 are: CBS-TV \$26,195,871; NBC-TV \$23,030,151 and ABC-TV unchanged.

### Network TV Gross Time Billings

|  | December           |              |              | January - December |               |          |
|--|--------------------|--------------|--------------|--------------------|---------------|----------|
|  | 1960               | 1961         | Change       | 1960               | 1961          | % Change |
| American   | \$11,788,070       | \$16,572,900 | + 41.1       | \$158,591,010      | \$190,615,140 | + 20.2   |
| Columbia   | 23,205,750         | 27,813,960   | + 19.9       | 271,139,763        | 280,599,081   | + 3.1    |
| National   | 22,691,002         | 25,206,519   | + 11.1       | 219,610,296        | 277,659,261   | + 11.2   |
| Total  | \$60,684,822       | \$69,593,109 | + 14.7       | \$682,371,069      | \$778,873,188 | + 9.7    |
|  | MONTH BY MONTH '61 |              |              |                    |               |          |
|  | ABC                |              |              | NBC                |               |          |
| January  | \$15,898,310       | \$22,891,855 | \$23,031,118 | \$61,821,283       |               |          |
| February   | 11,939,180         | 20,928,850   | 21,203,055   | 57,071,085         |               |          |
| March  | 16,577,140         | 23,085,353   | 23,952,158   | 63,611,951         |               |          |
| April  | 15,791,220         | 21,989,913   | 22,003,383   | 59,784,516         |               |          |
| May  | 16,197,190         | 22,253,355   | 23,229,565   | 61,680,110         |               |          |
| June   | 15,233,000         | 21,787,201   | 22,815,630   | 59,865,831         |               |          |
| July   | 11,296,970         | 21,988,688   | 21,860,668   | 58,116,326         |               |          |
| August   | 11,181,650         | 21,416,651   | 22,172,613   | 58,403,914         |               |          |
| September  | 15,258,660         | 22,521,732   | 20,600,315   | 58,383,707         |               |          |
| October  | 17,616,030         | 27,177,005   | 25,126,861   | 70,550,196         |               |          |
| November   | 17,719,890         | 26,108,191   | 25,827,079   | 69,955,160         |               |          |
| December   | 16,572,900         | 27,813,690   | 25,206,519   | 69,593,109         |               |          |
| September, October and November 1961 figures revised as of March 5, '62. |                    |              |              |                    |               |          |



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MONDAY, MARCH 19, 1962

TEN CENTS

## Q. TO FCC: WHERE'S LAR DALY?

### NATION PACT GLOBAL TV KEY

McCarthy Advising  
U.S. Delegation at Talks

A decision affecting the future of TV programming in world markets is expected shortly from the 17 nation-signatories of the General Agreement on Tariffs and Trade, John G. McCarthy, president of Television Program Report Association, said on his last week from Geneva. McCarthy, acting as the TV industry's technical adviser to the U.S. delegation to GATT, headed by U.S. Minister John Evans, has been instrumental in providing basic industry data and in-

(Continued on Page 11)

### Boston Ork Signed to Hour Specials

Seven Arts Associated this morning proclaimed its entry into TV program production and communication with 13 one-hour concert specials of the Boston Symphony Orchestra as its inspired harbinger of distinction.

This breakthrough into a commercial arrangement by the 81-year-old Hub City Orchestra was revealed in a joint statement by its vice presidents Robert Rich, general sales manager and Don-

(Continued on Page 3)

### Raymer Rep Firm Elects New as Vice Presidents

Hubert H. Raymer Co., in a major expansion of its sales management staff, has elected John H. Wrath, Charles DeGrot, Robert Richardson and Powell Ensign as vice presidents. Wrath is in charge of the Central Division, headquartered in Chicago; DeGrot is in charge of national radio sales;

(Continued on Page 10)

### Annual Meet in Apr.

The Associated Press annual meeting of members will be held on Apr. 23 at the Waldorf-Astoria in New York.

### RCA to Unveil Gear Of Tomorrow in Chi. For NAB Convention

RCA will unveil a new generation of broadcasting equipment, including advanced products for today's radio and TV

Washington—Dr. Elmer W. Engstrom, RCA president, has been named by the Electronic Industries Ass'n to receive its highest award, the Medal of Honor.

stations' fresh concepts for tomorrow at the NAB convention Apr. 1 in Chicago.

The conventioners will see an  
(Continued on Page 10)

### Armistead to Fedderson As V-P for Commercials

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Tom Armistead, former television producer-director of J. Walter Thompson Co., has joined Don Fedderson Commercial Productions as vice-president. He will be executive-producer and director of commercials.

### Petersmeyer Nails Semantics:

## It's A Rip-tide, Not 'Drift,' To Gov't Program Control

Indianapolis—"Program control, whether it is called censorship or not, is really the aim of our sharpest critics. Official attitude in Washington has been characterized as a 'drift' toward control. I call it a 'rip-tide'."

That's the opinion of C. Wrede Petersmeyer, Corinthian Broadcasting Corp. president, expressed at the Spring meeting of the Indiana Broadcasters Ass'n Friday in Indianapolis.

"In recent months the issue of



PETERSMEYER

### CHICAGO HEARINGS OPEN SANS CITY'S 'CANDIDATE'

#### 99 Are Called to Testify on Local Programs

Chicago—The only bit of levity in the otherwise somber setting here for today's scheduled first phase of the FCC's two-part clinical look into local TV programming is "... and Lar Daly would make it 100."

This is a jocular reference, of course, to the fact that there is no information as yet on whether the perennial candidate for political offices ranging from Mayor of Chicago to President of the United States will join the 99 witnesses scheduled to testify.

Scene of this latest investigation by the Commission is the Federal

### '61 Video Spot Total Near \$178 Million

Spot TV gross time billings rose 11.8 per cent in the fourth quarter of '61, N. C. Rorabaugh Co. reported to TvB over the weekend. The increase is computed on the basis of 311 stations reporting during the fourth quarter.

(Continued on Page 2)

Industry bets are being placed on whether Daly, if he appears, will wear his Uncle Sam suit for "special occasions."

Building on So. Clark St. Morning and afternoon sessions are slated for four days, after which there will be an adjournment until the week of Apr. 9, when representatives of four commercial and one ETV station in Chicago will mount the stand.

Lead-off "honors" today belong to Robert C. Liebenow, Chicago Board of Trade president. He will  
(Continued on Page 5)

### Harry Pimstein Appointed Pathe News Vice Pres.

Harry M. Pimstein has been appointed vice president and general counsel of Pathe News, Inc., and elected a director of the company. He was formerly vice president and general counsel for RKO-Radio pictures.

### 'Indiscriminate Woman' 'Too Vivid' for 'Frisco'

San Francisco — KRON-TV, NBC-TV affiliate, has advised that it refused to carry the network's Purex special last week, "The Indiscriminate Woman," saying: "It is our opinion that the portrayal of sex is too vivid for TV." The show dealt with promiscuity.

program control has unfortunately become confused," he said. "There is a disturbing tendency to fence with words... words and phrases like 'censorship,' 'post-review' and 'promise versus performance.' Some of those who would regulate deny any attempt to regulate. Incense placed by unaccustomed hands is burned at the altar of free enterprise. It becomes increasingly difficult to know who is for what, let alone why.

"The time has come to cut through the fog of semantics. Post-review may not be censor-

(Continued on Page 8)



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Harry Lando  
Office: 1126 National Press Building  
Executive 3-4808

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Lawrence B. Krasner, Vice-President  
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Hal Tate  
192 North Clark St.  
Telephone: ANdover 3-6520

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46-4324. MADRID OFFICE: Bobby Deglane, Edi-  
ficio Espana, Grupo 4, Planta 14.

## Joan Crawford Set To Present 'Oscar'

West Coast Bureau of **RADIO-TV DAILY**  
**Hollywood**—Joan Crawford, a 1945 "Oscar" winner for her role in "Mildred Pierce," has been selected to present the best actor award at the Academy Awards banquet here Apr. 9.

Presentation of the awards will be carried on the combined radio and TV networks of ABC in the U.S. and the CBC in Canada. Master of ceremonies will be Bob Hope.

### OUTSTANDING EXCLUSIVE BROADCAST PROPERTIES

This is a low frequency, highly successful full time property in a good medium market. Cash flow last year over \$100,000. All cash price \$500,000.

**MIDWEST**  
**\$500,000**

## BLACKBURN & Company, Inc.

### RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RC 4 Building  
Atlanta: Healy Bldg.

Chicago: 333 N. Michigan Ave.  
Beverly Hills: Calif. Bank Bldg.

## 150,000 Engineers Involved in Merger

The board of directors of the Institute of Radio Engineers and the American Institute of Electrical Engineers, in separate meetings have approved in general the board principles of proposed consolidation of the two engineering societies.

Constitution, agreement of merger and principles of consolidation will be submitted to the combined membership of both organizations for approval. The consolidated society may be known as the Institute of Electrical and Electronics Engineers, an international body with a membership of some 150,000, with January 1, 1963, as the target date.

## Video Spot Total Up

(Continued from Page 1)

ters of '60 and '61.

Gross billings for '61's final segment were \$177,827,000, compared with \$163,060,000 in '60. For the entire year past, spot TV billings were \$617,398,000, compared with \$603,294,000 in 1960—an increase of 2.3 per cent.

Of the top 100 spot TV advertisers in the fourth quarter were: Deluxe Reading Company, \$1,585,000; Drewry's Ltd., \$394,700; Eastman Kodak Co., \$531,500; Frito Lay, \$402,500; Green Giant, \$532,500; Mattel, \$782,000; Menley & James Labs, \$731,700; New England Confectionery, \$378,600, and Renfield Importers, \$370,900.

Product categories showing substantial increases in the 4th quarter were: sporting goods, bicycles, toys, up 121.2 per cent; household paper products, plus 63.2 per cent and pet products, a 46.8 per cent rise.

## Janet Kern Joins Workshop

Chicago—Janet Kern, who recently resigned as Chicago American TV-radio editor after 12 years to write and lecture, will join the

## COMING AND GOING

CHARLES HOFFMAN, producer of Warner Bros' "Hawaii Eye" on ABC-TV, is in Hawaii on a week's vacation.

STEVE ALLEN is in town for meetings with Hal Grossman and Len Bedsow, producers of the new musical "Sophie," for which Steve is writing the music and lyrics.

SALLY ANN HOWES and her husband RICHARD ADLER return today from a ten-day trip to London.

AL HIRT leaves for Columbus, Ohio, today for a five-day engagement at the Miramar nightclub and TV appearances.

MAUREEN O'HARA will return to New York from the West Coast on Mar. 25 to rehearse NBC-TV's "Bell Television Hour" for Mar. 30.

ROBERT WUSSLER, manager of live & tape production for CBS News, in California to prepare for the "Eyewitness" coverage of Pres. Kennedy's trip there next week.

LAWRENCE WELK and his orchestra are in San Antonio for a stage show tonight at the Municipal Auditorium.

## 'Sunday Sports' to Eye East-West Polo Clash

The East-West All-Star Polo match, a six-chukker clash between top-rated players will be presented live this weekend on CBS-TV's "Sunday Sports Spectacular."

Action will be described by Jack Whitaker, host of the series, and Phil Brady, a polo player himself. Producer and director are John Pokorski and Bob Dailey, respectively.

## 'Astro Nut' Joins 'Bozo'

West Coast Bureau of **RADIO-TV DAILY**  
**Hollywood**—Larry Harmon soon will introduce a new character, "Astro Nut," into his "Bozo the Clown" telefilm series.

principal speakers tomorrow at the "Broadcasting in the Public Interest" workshop at the La Salle Hotel here.

Previously announced speakers include FCC Commissioner Robert E. Lee, NAB Code Authority director Robert D. Swezey, TV Information Office director Louis Hausman, and A. C. Nielsen Co. VP William Ahrbeck.

Workshop host is the Illinois Commission on Children in cooperation with 30 statewide organizations.

## Sam Moll in KCPX Post

Salt Lake City—Sam Moll has been appointed radio news director for NBC affiliated station KCPX here. During the past three years he has been the news director for KLUB Radio, also of this city.

## Campeau Det. Mgr. For RKO Gen'l Sales

Donald J. Quinn, national sales director for RKO General has announced the opening of a Detroit sales-service office managed by Joseph Campeau, who will report to RKO General's Midwest vice president, George Jenson.

"With stations in six of the top 10 markets of the U.S.," Quinn stated, "it is essential that RKO General have sales representation in Detroit, the automotive capital of America. Campeau is the son of the late Ted Campeau, who for years was a prominent Detroit and Canadian broadcasting executive. He will work closely with advertisers as well as advertising agencies in developing new business for the RKO General Group."

# COVER AUGUSTA, GA. AREA with WRDW-TV Ch. 12

## get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV avails on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER.

### SHOPPER-TOPPER guarantees

- complete area direct-mail service
- in-store displays, placement of point-of-sale material, shelf stocking, checks on competitors in 32 high volume super markets
- product highlighting on WRDW-TV
- activity report every 13 weeks

For rates and avails:  
IN AUGUSTA: Virgil Wolff, TA. 4-5432  
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Steubenville, Ohio

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Joplin, Mo.



WBOY-TV  
Clarksburg, W. Va.

WRGP-TV  
Chattanooga, TN

# McDaniel Nominated for Helm of RTES

## NBC Exec Succeeds Culligan as Prexy; Digges 1st VP

William K. McDaniel, executive vice president of NBC Radio, has been named to succeed Matthew J. Culligan, corporate executive and director of the corporation, as president of the RTES for 1962-'63. He will take office at the RTES annual meeting on May 16. Other new officers are as follows:

Sam Cooke Digges, administrative VP, CBS Films, first VP; Thomas J. McDermott, N. W. Cyr & Son VP, and Robert H. Beer, VPs; Sol Paul, Television Publishing Co., secretary, and Sol Rosenberg, Space Communications Co., president, treasurer.

### Five Named to Board

Named to serve two years on the Board of Governors were Julius Barnathan, ABC VP; Ted Bergmann of Revlon; Roger M. Greene, advertising VP of Philip Morris, Inc.; Edward P. Jones, Pand media director, J. Walter Thompson, and Edward Reynolds, assistant press information director of CBS-TV. In addition, Albert B. Shepard, VP of Select Station Res., was named to fill an unexpired term of one year.

Meantime, U. S. Internal Revenue commissioner Mortimer H. Malin has been announced as the guest speaker at the RTES Newsman Luncheon Mar. 26 in the Roosevelt Hotel. He will discuss "The Role of Informational Media in Making Self-Assessment System of Taxation Work."

## STORK NEWS

It is a boy, Daniel, for WJW-TV account executive Norm Palmer and his wife, Renee.

Tom and Carol Lawrence became parents of a girl, Carol is a member of the WJW-TV, Cleveland, accounting department.

A girl, Lisa Yvonne, was born to WPBS-FM, Philadelphia, "Global Reporter" Jay Lloyd and his wife Alma.

A son was born to Bill and Sirley Hanson, on Mar. 10. Dad is host of "Music 'Til Dawn" on WEEI, Boston.

Mr. and Mrs. Don Waterman became the parents of a boy, Guy. Dad is a salesman with WINS.

A boy, their first child, born to Mr. & Mrs. John Mosdale. Father is writer of CBS-TV's "Calendar."

Ira Apple, public affairs moderator of WJAS-AM-FM, Pittsburgh, and his wife Clara, have become parents of a boy.

## Time-Life Stations Report Income Gain

Time-Life Broadcast outlets—KLZ (Denver), WOOD (Grand Rapids) and WFBM (Indianapolis)—experienced a profitable and productive year in 1961, helping boost Time Inc. total revenues from sales to a record \$302 million from \$287 million in 1960, it was reported to stockholders today by president Jame A. Linsen and board chairman Andrew Heiskell.

### Readjustments Made

The broadcast division was forced to make readjustments to the economics of independent TV station operations when WTCN, Minneapolis, lost its ABC-TV affiliation. Also, Time Inc. last year agreed to buy for \$6,126,000 the assets of KOGO Broadcasting Corp., San Deigo, subject to FCC approval.

Net income for the company in 1961 was \$8,705,000 equal to \$4.27 per share on 2,037,000 shares outstanding, against 1960's net of \$9,303,000, equal to \$4.75 per share on the 1,957 shares then outstanding.

## KFRO's Curtis Heads Tex. Blind Commission

Longview, Tex. — James R. Curtis, president of KFRO, has been elected to the post of chairman of the Texas Commission on the Blind.

The commission also accepted an offer by Radio Corporation of America to repair free 137 "talking books" record players used by blind Texans. This will be done at Dallas, Fort Worth and San Antonio.

## 7 Arts Shoots Boston Ork

(Continued from Page 1)

ald Klauber, national sales manager.

First industry glimpse of the Boston Symphony series for TV is slated for next week's opening of the NAB convention. Meanwhile, Seven Arts' production crew has a healthy shooting schedule ahead of capturing the music and infinite variety of picture moods of the Orchestra in Boston's Symphony Hall under the batons of such distinguished conductors as Charles Munch, Aaron Copland, Erich Leinsdorf and Richard Burgin directing both classic and contemporary works.

Two unusual and contrasting aspects of the orchestral deal are: for Seven Arts, a switch from its

## NAB SEMINAR TO HELP TV IN SECONDARY MARTS

Washington—A special seminar on sales and money-saving techniques for TV stations in secondary markets will be conducted by NAB during its convention in Chicago. To be held the morning of Apr. 3 at the Conrad Hilton, it will be moderated by Robert F. Wright, member of the NAB TV board and president-general manager of WTOK-TV, Meridian, Miss.

## DOES NET VIDEO HAVE A TILT?

Pittsburgh—Robert M. Hoffman, vice president in charge of marketing and research at TvAR, will be featured speaker at tomorrow's Pittsburgh Radio and TV Club luncheon meeting at the Penn-Sheraton Hotel. He will discuss "Does Network Television Have a Tilt?"



HOFFMAN

Hoffman has been engaged in statistics since 1938. He taught market-research at the City College School of Business and Public Administration and is past president of the Radio and TV Research Council in New York City.

## Chicago Hoop Tourney An Exclusive on WBKB

Chicago — WBKB will televise exclusively the city basketball championship game Mar. 31, direct from Chicago Stadium. The championship duel will be preceded by a game between the runners-up in both leagues.

Covering the play-by-play will be sportscaster Bob Rhodes, with Vince Garrity handling the half-time ceremonies and interviews.

Discussing trimming operating costs will be a panel composed of Stanley Deck, general manager of KDIX-TV, Dickinson, N. D.; Stuart T. Martin, president-general manager of WCAX-TV, Burlington, Vt., and Robert E. Schmidt, general manager of KAYS-TV, Hays, Kan. They will cover such things as maximum use of community participation in a station's programming, and efficient automation in a station's administrative and business operations.

### Sales Panel

TvB President Norman E. Cash and John B. Soell, VP-general manager of KTVE, El Dorado, Ark., will participate in a sales panel and analyze ways and means of developing a station's full potential for local advertising revenue, and examine the need for more spot business.

On Apr. 1, FM Day will be held at the convention, with the morning devoted to techniques and problems involved in selling FM time, and the afternoon to be devoted entirely to various aspects of stereo FM. Ben Strouse, chairman of NAB's FM Radio Committee and president of WWDC-AM-FM, will preside at the afternoon session.

## Doug Campbell Promoted

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Douglas Campbell, an account exec with KABC since 1959, has been promoted to national sales manager. He first joined ABC at WXYZ, Detroit, in 1950, and before that he was general manager of WHRV, Ann Arbor, Mich.

## WPIX Series Aims To Stimulate Elders

"School Time for Senior Citizens"—a new half-hour series of nine weekly programs aimed at enriching the lives of some 2.5 million men and women in the New York-metropolitan area who have reached the age of 65 years or older—will be presented on WPIX's Regents Educational TV Project beginning today, with repeat telecasts slated for each Friday.

## WORRY, WORRY



I am not an actor, and don't even consider myself a performer, despite the lead role in half a dozen series. But I have spent most of my life being associated with actors and performers, and thru the years, I have developed the firm belief that the performer hasn't been born who can't be "handled." So that now, when I hear a performer labeled "too hot to handle", my first impulse is to suspect that he is being MISHANDLED.

Ruling out the few psychotics, who can only be handled by psychiatric specialists, the key to handling ANY performer is to understand that he is a bundle of WORRY.

If you will understand this, and will ACT ACCORDINGLY in your dealings with talent, you won't be losing many hours of sleep over the performers you work with.

Here are just a few of the things the performer worries about:

He worries about his popularity, either too much of it, or the lack of it. Will he stay on top, or will he, as they say in that commercial, fade, fade, fade away?

He worries about his hair; initially, over the silver threads that weren't there yesterday, and always, the worry about baldness. He watches his receding hair line more closely than Uncle Sam watches Fort Knox.

He worries constantly about his weight, for in his business, a single OUNCE can make his face look jowly before the cameras.

He worries, as we all do, about age, but his concern goes deeper than ours: in many cases, his youthful appearance is his bread and butter.

He worries about his competition, certain that there are thousands of young hopefuls who would cheerfully slit his throat to inherit his mantle.

He worries about being "typed", but his real fear about type-casting is that he may not get enough work in the years to come to risk being type-cast. (Yet, if he gives up his hated cowboy role, can he get another role in a different series?)

He worries about his publicity, or the lack of it.

He worries about his agent. (Is he really trying?)

He worries about critics and critical reviews.

He worries about gossip columnists, and the scandal they can create.

He worries, if he performs "live", about a four-letter slip of the tongue that could ruin his career.

Worry, worry, worry; that's about all a performer does when he isn't performing. Help him overcome his fears and worries, and both of you can stop worrying.

— JACK DOUGLAS

Advt.



By TED GREEN

• • • Kenneth E. Raine has been appointed general manager of Columbia Recording Studios, a newly created department. Do Morrow, host of "Camouflage," considering an offer to act in a Broadway musical opening in September. • • • Marty Allen and Steve Rogers will guestar on the Garry Moore show tomorrow night, two days before headlining at the Copa. Their first comedy album, "Hello Derrin" on the ABC Paramount label, going big. • • • When producer Larry Harmon held a private showing of his first Laurel and Hardy Technicolor animated cartoon segment, there was a dominating silence. Mrs. Oliver Hardy, tears coursing down her cheeks, kept saying, "That's My Babe." The whole audience was overwhelmed until Harmon sprang, 8-year-old Jeff, with five kids behind him, yelled out: "Run it again, Daddy, run it again!" That broke the ice and there was terrific applause.

☆ ☆ ☆ ☆  
• • • Picture of a gal in a hurry—Aileen Paul, president, NY Chapter, AWRT, dashing from head table at Wednesday's RTES luncheon for Washington for film showing of "Flair for Living," distributed by Modern Talking Pictures. Aileen is hostess of this public service half-hour series to be distributed in early Summer. • • • Tom Ward of the Ward-Kemp Agency celebrated his 21st (plus) birthday with his cover-gal bride, Nina Paige, at the Barberrry Room in the Berkshire Hotel. • • • 22-year-old Metropolitan diva Teresa Stratas, who broke into show biz by appearing on Canadian TV and radio, is getting bids from the "Bell Telephone Hour," the "Merv Griffin Show," etc., after her brilliant performance in "La Boheme" at the Met. • • • The Highwaymen, college folk singers whose first hit, "Michael," sold more than a million discs and whose second effort, "Cotton Fields," is among the top 20 on the charts, have been offered a tour of England for the Summer.

☆ ☆ ☆ ☆  
• • • Meet: Jim Coy, for the past five and one-half years host of WOR's daily "Radio New York." He began his radio career in the mid-thirties in Kansas City, doing a soap opera series. In 1939, Coy came to New York where he worked for WNEW for five years as a newscaster and disc jockey, then returned to his hometown of Kansas City to set up an advertising agency. Seven years later he was vice-president of the Chicago agency Rogers & Smith's Kansas City office. That year, 1951, Coy returned to New York, working for WNEW for a year and NBC for five, before hooking up with WOR and "Radio New York." He is married and the father of three children, lives in Mamaroneck, N. Y.



COY

☆ ☆ ☆ ☆  
• • • Pete Myers, New York Radio personality, long disenchanted with the Long Island Expressway, recently decided to do something about it. He decided to auction off the Expressway to a listener with the best idea on what to do with it. Among the winning suggestions: Let Bob Hope, Bing Crosby and Dorothy Lamour use it for a new movie, "Road to Confusion"; give it to Harry Truman for his early morning walks; send it to Moscow to snarl their trade sell pieces to new home-owners for driveways; make it the world's biggest parking lot.

☆ ☆ ☆ ☆  
• • • Goings on at RCA Victor: The music of Hawaii is with conductor and arranger Hugo Winterhalter offers in the latest of his journeys to countries of musical excitement, "Hugo Winterhalter Conducts Hawaiian." • • • The newest Esquivel album, "Latin-Esque," Stereo Action release, is literally the widest separation RCA Victor has ever achieved on a stereo recording. The sound which the listener hears moving in a fascinating rhythm from speaker to speaker was actually recorded through the physical separation of instruments in space. Dick Schory's newest Stereo Action album, an RCA Victor February release, is the kind of record Schory fans expect—and more. One of the most successful artists in the "sound" field, Schory's "march for Bang, Barroom and Harp" was the first percussion recording to hit the nation's trade journal best seller charts—and it stayed there for two years.

# MILITARY CHIEFS EXPOSE THE RED THREAT ON WPIX

WPIX will present the third in a recent series of special programs exploring communism on Mar. 26, a 90-minute tele-

program titled "The Red Threat".

Newsman Kevin Kennedy will be the narrator of the public service program.

Produced by WPIX under the supervision of Walter D. Engels,

news and public affairs manager,

the program was recently taped at forums conducted by NAM's

annual Congress of Industry meeting in New York's Waldorf-Astoria. The station originally

taped four-and-one-half hours of the proceedings for presentation at this time. As previously announced, WPIX acquires

exclusive TV rights of the forums and has made "The Red Threat" available to other stations.

Army, Navy Represented

The program includes addresses by Lt. Gen. Arthur G. Trudeau,

senior research and development officer, on "The Question of National Defense," and Adm. Arleigh A. Burke retired chief of

naval operations, discussing the international timetable of global

communism. From USIA Charles E. Peter, Jr., training officer, Professional Training School, tells of

"Communist Propaganda Techniques."

Domestic aspirations of the Communists are revealed by William C. Sullivan, Assistant Director of the FBI, in his address,

"Communist Espionage and Subversion." Also appearing on the forum is Frank R. Barnett, research

director of the Richardson Foundation, focusing attention on

"The Total Threat of World Communism."

## Cognine, Bikel Star In 'GE' Religious Drama

Academy Award winner Ernest Cognine and Broadway star

Phodore Bikel have been signed by executive producer Stanley

Rubin to co-star in "The Bar Mitzva of Major Orlovsky," third

teplay in this season's trilogy on major religious faiths, to be

presented on "The GE Theatre", April 15, on CBS-TV. Sharing

billing with the two actors will be Geraldine Brooks.

Red Post directs the Shimon Wacelberg teplay from a Mordecai Wishengrad original story.

## Carol Channing Detours To Guest on 'Paar Show'

Carol Channing will interrupt her national concert tour tonight to appear on NBC-TV's "Jack Paar Show." She will then continue her tour, which will terminate Apr. 14.

# Admen in Hollywood For Chevy Air Buys

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Hugh L. Lucas, Campbell-Ewald Company vice president and national manager of radio and TV, arrives here today from Detroit for week-long

conferences regarding his agency's '62-'63 air series buys on behalf of Chevrolet.

Accompanying him will be James O. Beavers who assumed

Lucas' former post Mar. 5 as Campbell-Ewald manager of radio and TV for Chevrolet.

Lucas this season has supervised Chevrolet's sponsorship of "Bonanza" on NBC-TV, "Route 66" on

CBS-TV and "My Three Sons" on ABC-TV as well as "CBS Week-

end News" and "NBC News on the Hour" on radio.

## Chicago Hearing Opening

(Continued from Page 1)

be followed by spokesmen for religious, educational, welfare, labor, civic, police, farming, legal, municipal, state and national organizations.

Among these today is to be AFTRA, which has protested to the FCC the drop-off in live programs on the Chicago air. It will present two witnesses, with one from NABET.

Testimony Limited

Meanwhile, the FCC has specified that all testimony should be confined to "satisfaction or dissatisfaction with local live programming, as well as the need for other or different local live programming."

Witnesses are expected to confine their oral presentations to 20 minutes; they may submit written statements. Little hope is expressed that Lar Daly could be so restricted, if he makes an appearance.

WWDC Promotes Two

Washington Bureau of RADIO-TV DAILY

Washington—WWDC, in an expansion of its special service facilities, has appointed Jack Zimmerman to the new post of sales service manager. He has been assistant to the station's promotion director, Jo Wilson, since 1958.

Robert D. Bender has been upped from messenger to the vacated position.

## Gen'l Foods Renews 'Bunny'

"The Bugs Bunny Show" debuts in its second regular network schedule with Foghorn Leghorn relating three harrowing barnyard adventures in "Foreign Legion Leghorn" April 7 on ABC-TV. The show is also seen on ABC-TV on Tuesday.

Mel Blanc continues as the voice of Bugs Bunny and the other cartoon characters.

"The Bugs Bunny Show," in the Saturday program, is sponsored by General Foods Corporation through Benton & Bowles, Inc.

The cartoons are produced at Warner Bros. Studio under the supervision of David H. DePatie, general manager, and under the direction of Fritz Frelend, Chuck Jones and Robert McKimson.

## He Outguesses Clock, Wins 11-Day Ticker

Atlanta—WSB listener Eugene Holland won a \$100 antique clock by guessing within seven minutes

how long it would run on a single winding. The "eight-day" clock, which ticked along for 11 days,

was put up by a furniture company. Three runners-up received

\$20 gift certificates.

# Phila. Stations Offer Election-Race Forum

Philadelphia—WFIL and WFIL-TV have offered facilities for

prime-time debates between Pennsylvania gubernatorial candidates William W. Scranton and

Richardson Dilworth.

George A. Koehler, manager of both stations, sent duplicate telegrams to Scranton, a Republican

congressman, and Dilworth, former Democratic mayor of Philadelphia: "Noting your public

agreement to debate the issues of the gubernatorial campaign,

WFIL Radio and TV offers to originate and make available to other stations a series of debated

debates . . . to be broadcast in prime evening time."

Scranton has replied, indicating interest and suggesting negotiations with Dilworth. Dilworth has not yet been heard from.

## WGBS News Director To Cover JFK Briefing

Miami — WGBS will broadcast live reports from Washington, D. C., at the Special Foreign Policy Briefing Conference Mar. 26-27, to be presided over by

President Kennedy and Secretary of State Rusk. The station's news director Spencer Danes is in the

Capitol to handle coverage.

## 'Twilight' Scribe Bows In 'Ichabod' Limelight

Writer Rod Serling, creator of "The Twilight Zone," will make his dramatic debut on "Ichabod and Me," starring Rod Sterling,

tomorrow night on CBS-TV. George Chandler and Christine White are the program's regular

stars.

## Promise Her Anything, But Give Her a Phone

Miami — Karen Holmes, a schoolgirl "shut-in" here who won

WGBS' recent "Private Line Contest," now has a private telephone line from the station to her home.

She told promo manager Pat Hanly that she will use it to help her with her school work — among other things.

# Mikes Probe Outer Boston

Boston—"Grass-Roots Illusion," the second in the WBZ suburbia series, takes a hard look today at the town form of government and examines both its good and bad points.

Conclusions reached on this documentary point up the fact that there are many problems in this form of government and that to survive in this modern era, it needs new direction and depth.

Narrated by WBZ newsman Bob Lane, written by Harry Durning and produced by Jack Williams, assistant program manager, "Grass-Roots Illusion" is another

WBZ "Sounds of Democracy: 1962" presentation.

Live Distaff Experts Air Politics, Books, Therapy

Stamford, Conn. — The distaff side takes the air tonight when

WSTC's "Community Affair" program lets listeners and studio audience question three women experts on politics, literary affairs and the treatment of childhood

mental illness. Ethel Kveskin is moderator-creator-director of the weekly hour series.

On the panel will be novelist Joan Williams, winner of the \$10,000 John P. Marquand memorial prize from the Book of the Month Club for her "The Morning and the Evening," Mrs. Babette Ransohoff, who has served on national committees of the Republican Party, and Georgia Kaesimatis, chief psychiatric caseworker at the Psychiatric Clinic for Children.

Directs Church Remotes

St. Louis — Gerald Mandel of KPLR-TV's promotion department directs live remote telecasts from the Third Baptist Church on Sundays.

| CITY              | STATION | REP.             | STATION COMMENT   |
|-------------------|---------|------------------|---|
| Aberdeen          | KXAB-TV | Masla            |   |
| Amarillo          | KFDA-TV | Blair            |   |
| Atlanta           | WAGA-TV | Storer           |   |
| Bangor            | WLBS-TV | Katz             |   |
| Bay City-Saginaw  | WNEM-TV | Petry            |   |
| Beaumont          | KBMT    | Hollgb.          |   |
| Bellingham        | KVOS-TV | Forjoe TV        |   |
| Bismarck          | KFYR-TV | Blair            |   |
| Buffalo           | WBEN-TV | H. R & P         | Replaces 11:30 features.  |
| Burlington        | WCAX-TV | Avery-Knod.      | Scheduled 6:30 Sat.   |
| Chattanooga       | WRGP-TV | H-R              | Three shows back-to-back Saturday afternoons.   |
| Chicago           | WGN-TV  | Petry            | RIVERBOAT ARB rating up 200%, share up 171%, homes up 150%.                           |
| Cincinnati        | WCPO-TV | Blair            | Sponsored by national advertisers at 7:30 PM.   |
| Cleveland         | WEWS    | Blair            | Stripped 7 days a week at 5:30.   |
| Colorado Springs  | KKTV    | Bolling          |   |
| Columbus, O.      | WBNS-TV | Blair            |   |
| Dayton            | WHIO-TV | Hollgb.          | CIMARRON CITY 150% over lead-in.  |
| Detroit           | WXYZ-TV | Nat. Stn. Sls.   | CIMARRON CITY in Top Ten, first in time period.                                       |
| El Paso           | KTSM-TV | Hollgb.          | OVERLAND TRAIL Sundays at 10:30, replacing movie, 50% higher rating than competition. |
| Elkhart           | WSJV    | Adv. Time Sls.   | RIVERBOAT rating up 62% in time period. Well sold at 10:30 PM.                        |
| Eugene            | KEZI-TV | Meeker           |   |
| Evansville        | WEHT    | Young            |   |
| Fargo             | KXGO-TV | Meeker           |   |
| Fresno            | KJEO    | Hollgb.          | Rating up 120% replacing late features.   |
| Ft. Wayne         | WPTA    | Young            |   |
| Ft. Worth-Dallas  | WBAP-TV | P-G-W            | Follows net feature Saturday nights.  |
| Green Bay         | WLUK-TV | Young            | CIMARRON CITY. viewing up 35%, Saturday 10:30 PM.                                     |
| Greenville. S. C. | WFBC-TV | Avery-Knod.      | CIMARRON CITY Number One syndicated, Number Three of all shows, Mondays, 7:00 P.M.    |
| Harlingen. Tex.   | KGBT-TV | V. R. Mc.        |   |
| Harrisburg. Pa.   | WHP-TV  | Blair            |   |
| Houston           | KTRK-TV | Hollgb.          |   |
| Idaho Falls       | KID-TV  | Skyline Ad. Sls. | 22 rating Thursdays at 8:30 PM.   |
| Indianapolis      | WTTV    | Young            |   |
| Joplin            | KODE-TV | Avery-Knod.      | Fully sponsored at 10:00 PM. 61% share.   |
| Kansas City       | KMBC-TV | P-G-W            | Fine ratings Saturday, 10:00 PM.  |
| Las Vegas         | KSHO-TV | Forjoe           |   |
| Los Angeles       | KTTV    | Blair            |   |
| Louisville        | WLKY    | Direct           |   |
| Macon             | WMAZ-TV | Avery-Knod.      | Follows news at 11:15 PM.   |
| Marquette         | WLUC-TV | Young            |   |
| Madison           | WISC-TV | P-G-W            | Sold out at 10:30, following news.  |
| Memphis           | WMCT    | Blair            | CIMARRON CITY, programmed Sundays, 1:30 PM; SUSPICION, Saturdays, 10:40 PM.           |
| Miami             | WCKT    | H. R & P         | Programmed Sundays, 11:15 PM.   |
| Midland-Odessa    | KOSA-TV | Bolling          | Prime Time, Tuesdays, 8:00 PM.  |
| Milwaukee         | WISN-TV | Petry            | Sold out at 10:15 PM replacing features.  |
| Minneapolis       | WCCO-TV | P-G-W            | SUSPICION, Fridays, 10:30 PM.   |
| Mobile            | WKRG-TV | Avery-Knod.      | CIMARRON CITY, 7:30 PM; SUSPICION, 8:30 PM, back-to-back, Thursdays.                  |
| Monroe            | KNOE-TV | H-R              |   |
| Montgomery        | WSFA-TV | P-G-W            |   |
| New Orleans       | WVUE-TV | Weed             | 10:30 PM, replacing features.   |
| New York City     | WNEW-TV | Petry            | Station extremely happy with rating and commercial results.                           |
| Oklahoma City     | KWTV    | Petry            |   |
| Phoenix           | KVAR-TV | Avery-Knod.      |   |
| Portland, Me.     | WGAN-TV | Blair            | CIMARRON CITY programmed Sundays.   |
| Portland, Ore.    | KPTV    | Petry            |   |
| Providence        | WPRO-TV | Blair            | SUSPICION, Saturdays, 11:15 PM.   |
| Richmond          | WRVA-TV | H. R & P         | Mondays thru Thursdays, 6:00, Rep. reports great sales.                               |
| Salt Lake City    | KSL-TV  | Blair            |   |
| San Antonio       | WOAI-TV | Petry            | SUSPICION, rating up 80%.   |
| San Francisco     | KGO-TV  | Nat. Stn. Sls.   | Programmed at 5:30 PM.  |
| St. Louis         | KPLR-TV | P-G-W            |   |
| Stockton          | KOVR-TV | Blair            | CIMARRON CITY, Number One in time period.   |
| Spokane           | KREM-TV | Petry            |   |
| Springfield, Mo.  | KTTS-TV | Weed             |   |
| Tacoma-Seattle    | KTNT-TV | Weed             |   |
| Tampa             | WTVT    | Katz             |   |
| Tucson            | KVOA-TV | Avery-Knod.      | CIMARRON CITY, leader in Mondays, 7:00 time period.                                   |
| Tulsa             | KTUL-TV | Avery-Knod.      | RIVERBOAT, Number Two among all syndicated shows.                                     |
| Washington, D. C. | WTTG    | Blair            | Replaces features at 10:30 PM.  |
| Washington, N. C. | WITN    | V, R & Mc.       | HOUR SHOWS up 63% to 250% in prime time.  |
| Wichita Falls     | KSYD-TV | Blair            |   |
| Wilkes-Barre      | WBRE-TV | Bolling          |   |
| Yakima            | KNDO    | Weed             |   |
| Youngstown        | WKST-TV | Young            | RIVERBOAT, programmed Wednesdays, 6:30.   |



# FULL HOURS

AVAILABLE INDIVIDUALLY

*Story of a Roaring Town—And the Man Who Tamed It!*

## CIMARRON CITY

starring **GEORGE MONTGOMERY**

26 FULL HOURS



*They Cleared A Stage Route Through 2,000 Miles of Danger!*

## OVERLAND TRAIL

starring **WILLIAM BENDIX**

17 FULL HOURS



*Exploring America's Heartland In The Adventurous 1840's*

## RIVERBOAT

starring **DARREN MCGAVIN**

44 FULL HOURS



*Hollywood's Biggest Stars—In TV's Chillingest Tales!*

## SUSPICION

All Star **SUSPENSE DRAMAS**

21 FULL HOURS



**mca**  
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.  
PLaza 9-7500 and principal cities everywhere

## Lee Polk to Direct Production at ETMA

Lee Polk has been appointed production director for ETMA's Channel 13 (call letters have not yet been approved), metropolitan New York's new educational TV station. He will report to general manager Richard D. Heffner.

For the past four years, Polk has been producer-director for the Regents ETV Project, N. Y. State Education Department. He also produced "Scienceland" for the Midwest Airborne Program. The programs are shown in six Midwestern states.

Prior to that he was with WCBSTV as producer-director-writer, and was associated with DuMont Broadcasting Corp. as director.

## WQXR Gives 1st Airing To '42 Toscanini Disks

Recordings made by Arturo Toscanini, which have never been released, will have their world premiere Sunday during WQXR's "Music After Seven," as a tribute to the maestro in observance of the 95th anniversary of his birth. The New York Telephone Co. is the sponsor.

The recordings, made in 1942 in the studios of RCA Victor by the Philadelphia Orchestra under Toscanini's direction, have been made available to WQXR for broadcast with the special permission of Walter Toscanini, the Maestro's son, and RCA Victor. The performances will be Richard Strauss' "Death and Transfiguration" and the last two movements of Schubert's Symphony No. 9.

## KNX Fills Sales Post

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles**—KNX-CRPN has named Richard F. McGeary assistant sales manager. The post was vacated recently by James W. Ingraham, who was promoted to general sales manager. McGeary most recently was with the Katz Agency.

# AGENCY NEWSCAST

By SHELBY COOPER

Techniques for measuring advertising results, still a mystery to many persons in the business, will be explained and demonstrated Mar. 28 and 30 at two ANA workshops in Pittsburgh and Chicago, respectively. Purpose is to increase advertisers' knowledge and skills, and help apply concepts presented in the recently-published ANA study, "Defining Advertising Goals for Measured Advertising Results."

T. M. Hunt, general manager of advertising and promotion, Alcoa, will preside at the Pittsburgh workshop. At the Chicago workshop, Victor Elting, Jr., Quaker Oats advertising veep, will preside, and George A. Percy, advertising manager for the Kendall Co., is program chairman. Other speakers will be B. E. Estes, J. H. Jewell, Jay M. Sharp, William H. Parshall and Edward T. Parrack, Pittsburgh; in Chicago, Drayton Heard, William O. Maxwell, Robert A. Davis, Kenneth L. Skilkin and Arthur E. Tatham.

William G. Rolley, formerly general sales manager of Theatre Network Television, has been appointed director of marketing services at the Rumrill agency. Rumrill, after June 1, will be handling advertising for J. Hungerford Smith, Rochester, N. Y., manufacturer of soda-fountain flavors. Supervisor of the account will be John N. McMath, Jr. . . . Richard M. McConnell has joined the copy staff of Clinton E. Frank, Chicago.

British Petroleum of Canada will sponsor the new "Beachcomber" series on CBLT-TV, Toronto, beginning Mar. 27. Agency is Collyer Advertising, Montreal. . . . Gerry Sussman has joined the copy staff of Wexton Co. . . . Mabro home improvements, Pittsburgh, via Lando Advertising, has purchased KDKA's daily "Sports Line" . . . Paul R. Benson has joined Sullivan, Stauffer, Colwell & Bayles as associate media director.

## Thought for Today

*".....More Americans know about themselves, the world around them, their allies and their enemies than ever before in the 185 years of the republic's existence. I find it hard to believe any objective critic could question that this accumulated awareness is almost entirely due to those creative and imaginative talents the broadcasters have assigned to this task."*

—Hubbell Robinson  
 Sr. V.P., Programs, CBS-TV

The Carbonated Beverage Institute has signed Smith/Greenland to handle its advertising . . . Ad men serving on the Cardinal's Committee of the Laity, soliciting gifts for the Catholic Charities, include Bernard C. Duffy and William J. O'Donnell, BBDO, and John C. Kelly, Kelly-Nason.

Pure Oil has renewed its 52-week contract for the morning line news on WBT, Charlotte. This is its third consecutive year sponsoring the program . . . Pairan Advertising, Denver, has purchased a schedule of spots on KOA-TV to promote its "Situation Survey" service for advertisers . . . J. Walter Thompson, seeking a new twist for a Ford Galaxie TV ad, had Filmways shoot the actual lassoing and tying of a full-grown Brahma bull by a cowboy riding a Galaxie. Added feature was the mounting of a 35mm. movie camera on the bull's rump, to provide bull's point of view. Now the bull wants union scale.

## Madison Signed to Run Filmways' Industrial Div.

Lawrence E. Madison has been named director of the industrial and documentary film division of Filmways. He will also direct the company's TV commercials.

Madison is the recipient of 46 film awards. He was a founder of MPO Productions and was with MPO from 1947 until now. His film credits include "American Cowboy" for Ford, "The Unseen Harvesters" for Du Pont and "The Tanglewood Story" for the State Department.

## Resigns KLRN Post

San Antonio—Lois Parkhouse, KLRN community coordinator, has resigned from the educational TV station to join Trinity U.'s development board here.

## Spokane Outlets Cop 5 Top News Awards

West Coast Bureau of RADIO-TV DAILY  
**Spokane**—KHQ Radio and TV has taken five first-place awards in the annual Theta Sigma Phi Inland Empire press-radio-TV awards competition, from a field of nearly 500 entries.

News director Duane Bock won the Edward R. Murrow award for special field writing in radio, and was named "outstanding TV news reporter for 1961." He also won first prize for the top radio news story, and second and third places in TV news.

Newsman Rollie Herriges took first prize for the best TV feature story, plus honorable mention for TV news.

In sports news, sports editor Alden Cross won first place in TV and third place in radio; in commercial production Nola Kroske won a first-place award; and in radio public service Rod Cleffon was named second place winner.

## Warns of Gov't Control

(Continued from Page 1)  
 ship by some definitions, but it is certainly program control. The performance of a promise is innocent enough except where he who promises has a clear indication of what he must promise to get his license. 'Suggestions' for improvement by those who have the authority to grant or withhold a license tend to carry compelling weight.

Petersmeyer then made this challenge:

"If our programming is to be reshaped by the hand of the government, let it be done openly without subterfuge. Only in this way can the issue be joined. The time has come for choosing sides."

## WMCA Helps with Tax

The suffering public may not obtain complete relief—but the pain will be somewhat less through WMCA's attempt to help listeners with their tax problems. Today through Friday on the "Jim Harriott Show," heard nightly from 7-10:30 PM, two tax experts from the U.S. Internal Revenue Service will answer question phoned in to a special WMCA telephone number.

## Scranton Outlet Helps Purple Club College Fund

Scranton—WEJL is conducting an extensive, two-month campaign in support of the local Purple Club. The Club has been gathering funds in the Scranton area for 29 years to provide college educations for deserving men. The station also used its facilities to record the many campaign announcements by local personalities.

## Spot Radio '61 Gross Below '60

National spot radio gross time sales in 1961 totaled \$192,752,000, a decrease of 4.6 per cent, compared to the official FCC figures of \$202,100,000 for the year 1960, according to estimates prepared by Price Waterhouse & Co. for the Station Representatives Association.

Following is a report by quarters for the years 1961 versus 1960:

|                | 1961          |         | 1960          |
|----------------|---------------|---------|---------------|
| First Quarter  | \$43,423,000  | (4%)    | \$45,223,000  |
| Second Quarter | 51,306,000    | (3%)    | 52,909,000    |
| Third Quarter  | 52,186,000    | (5.2%)  | 49,627,000    |
| Fourth Quarter | 45,837,000    | (15.6%) | 54,341,000    |
| Total          | \$192,752,000 | (4.6%)  | \$202,100,000 |

# Canadian TV Exports Make Sharp Upturn

Special To RADIO-TV DAILY

Toronto—Hugh Salmon, Canadian Broadcasting Corp. export sales manager, said gross revenue from export contracts during the last four months total \$566,400—more than half the total of about \$1 million received since the department was established in 1955. At present, negotiations are under way for sale of the variety series, "Parade" as a U.S. network Summer replacement series. And the sale of "St. Lawrence Light," a Canadian documentary series, is almost finalized with TV interests in West Germany.

### Sold in Britain

Last November, sales of drama and variety programs were made by Associated-Rediffusion, Ltd., of the United Kingdom, and to RKO General, Inc., in the U.S.

The sale to Associated-Rediffusion was for 26 half-hour programs of the "Parade" variety series and for 26 hour-long programs of the "Playdate" drama series. There is a strong possibility that these contracts may be extended.

The RKO General purchase was for 26 hour-long dramas from the "General Motors Presents" series seen on CBC-TV over the past two years.

# Broadcast House Opens Bases in Dallas, Toronto

Manchester, N. H. — Norman Gileson, president of Broadcast Enterprises, Inc., owner of the promotion "Numbers Up," announced that Maurice Beck, Dallas, will represent BHE in Texas, Oklahoma, Arkansas and Louisiana. At the same time, Gileson announced that 16 of more than 60 stations sold are presently running the "Numbers Up" campaign.

Broadcast House Enterprises, formed less than a year ago, will shortly open its Toronto office which will be headed by George Hlyard of St. John's, Newfoundland.

## 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**

Be PREPARED for the unexpected! Our SPECIAL and UNIQUE EXCESS Policy provides protection against embarrassing loss.

Nationwide service, adequate and low in cost.

Write for details and rates, to

## EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.  
New York, Chicago, San Francisco,  
107 William St. 175 W. Jackson St. 100 Bush St.

# He's Beating Hollywood Bush For 13 MC's to Replace Paar

West Coast Bureau of RADIO-TV DAILY

Hollywood—Perry Cross, NBC-TV producer, is here on a talent search for emcees to handle a remaining 16 weeks of the "Tonight" show, from July 2 till Oct. 22.

### Ted Mack Program Tries Talented Tyros

Philadelphia — "Ted Mack's Original Amateur Hour" will audition talented amateurs from the Greater Philadelphia tri-state area at the WCAU-TV studios Apr. 2-6.

# College Cites Paul Harvey

ABC Radio news analyst Paul Harvey will be awarded a Doctor of Humanities Degree from Union University in Jackson, Tenn., marking the sixth honorary degree bestowed on him and the fourth consecutive year he has been so honored.

Harvey, recently named radio's "News Commentator of the Year" in a national poll of newspapermen and broadcasting critics, also holds a Doctor of Humanities Degree from Wayland Baptist College in Texas (1960).

Doctor of Law degrees were presented to Harvey by John Brown University in Arkansas and the Montana School of Mines in 1959 and 1961, respectively.

# Fugitive Girl Is Heroine In 'Eternal Light' Drama

"One Hundred Children," based on the book by Lena Kuchler-Silberman and adapted for radio by Virginia Mazer, will be presented Sunday on NBC's "Eternal Light."

The story is about a young Jewish girl who is hidden from the Nazis during the invasion of Poland, and after the war cares for 100 children and takes them to Israel.

# Saroyan Drama to Star Lee Cobb as 'Gray Fox'

Lee J. Cobb has been signed to star in an original William Saroyan drama, "The Unstoppable Gray Fox," which will be presented on CBS-TV's "General Electric Theater" scheduled for May 6.

Featured in the teleplay will be Kathleen Hughes, Flip Mark, Peter Leeds, Alice Backes and Lillian Bronson. The program will be directed by Sherman Marks and will be produced by Stanley Rubin.

# Agronsky, KING-TV Win duPont Awards

NBC News correspondent Martin Agronsky has won the Alfred I. duPont Commentator Award for 1961.

Fred C. Cole, chairman of the awards committee and president of Washington and Lee U. which administers the awards, will make the formal presentation tonight at a dinner at the Mayflower Hotel in Washington, D.C.



AGRONSKY

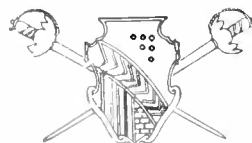
KING-TV was cited for "a consistent policy of responsibility toward community needs and interests, for initiative in preparing programs reflecting thoughtful awareness of the public interest and its own role in community life and for encouraging local talent and self-expression."

### WSB Adds 'Inquiry'

Atlanta — WSB has added 25 minutes to its FM programming on Sundays with "Inquiry," a panel discussion program on the most vital issues of the day.

### Connor to WLAC

Nashville — Ted Connor, announcer at KMFJ, Youngstown, for more than 16 years, has joined WLAC as morning deejay.



Money is a good servant, but a poor master.

D. Bouhours

—A Thought For The Day—

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

## Talk Programming 'Captures' Consuls

St. Louis—Robert Hyland, CBS Radio VP and KMOX general manager, was honored at a luncheon by the Consular Corps here, representing six foreign nations, because "KMOX programming, with its emphasis on news, information, talks and discussion, has captured the attention of all of us."

### Series on Communism Set

Typical of the station's programming is the Saturday-night, three-night, three-part series on communism which ends Mar. 31.

"At Your Service" was singled out for special praise for coverage of various events of interest to listeners. One day recently the station covered a government official's discussion on taxes, St. Louis U. ground-breaking ceremonies, an audition for stage-struck hopefuls, skating rink activities, the confinement of a "snappy" alligator at St. Louis Zoo and other events.

## RCA to Unveil Gear At NAB Convention

(Continued from Page 1)

experimental color TV camera which for the first time produces four signals, three in color and one in black-and-white, resulting in color pictures of unprecedented richness and detail, according to C. H. Colledge, division vice president and general manager, RCA Broadcast and Communications Products Division.

### Compared to Color Printing

The addition of an M-channel (for monochrome) to the three primary color signals generated by current color cameras produces an effect much like that of four-color printing in which black imparts fidelity and depth of tone, Colledge explained. Nor will use of the new camera necessitate any change in present color TV receivers, he added.

The experimental camera will share the RCA exhibit spotlight with other advanced equipment in the tape and film recording, automatic switching and control systems and FM stereo areas, much of it ready for early use by broadcasters.

### Other Items Included

Other members of RCA's new generation of radio-TV equipment include:

A TV film recorder, capable of a 50 per cent improvement in picture resolution: 900 lines as compared with the 600-line pictures produced in conventional kinescope recording.

A TV switching system, the TS-100, featuring a new type of simplified manual control (SIMCON) as the "mother" element for a family of add-ons capable of ex-

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • With a flood of medical programs for TV, sparked by the success of "Dr. Kildare" and "Ben Casey," a theory has emerged: the market is ripe for more shows about medicine. A closer look reveals Kildare and Casey have something else in common; they both have strong characterization, medical techniques are authentic and they are well-written and directed. These ingredients spell success no matter what the subject.

☆ ☆ ☆ ☆

• • • Sol R. Shein has joined Gumpertz, Bentley and Dolan as an a.e., according to agency president Gordon Gumpertz. His primary assignments will be in industrial and electronics. His previous affiliations include Davis, Johnson, Mogul & Columbatto, Altec Lansing and Foote, Cone & Belding . . . Jay Ward's latest promotion stunt on behalf of "Bullwinkle" is a contest to run in Radio TV Mirror. The first prize winner gets a special party in his home town, entirely entirely organized by Ward . . . Gene Barry does his first night club stint in New York with a two-week engagement set at the Latin Quarter starting April 25 . . . The Seibu, Japanese department store just opened in Los Angeles, is using radio heavily on a continuing basis. The kickoff air campaign was given much of the credit for the huge crowds that turned out for the opening Wednesday.

☆ ☆ ☆ ☆

• • • American Savings and Loan Association has signed for 52 week co-sponsorship of the noon news on KNX . . . KABC newsman Ralph James is recording a series of character voices for a Ford industrial film . . . Sam Rolfe has been signed to produce "The Eleventh Hour," new one hour dramatic series starring Wendell Corey for MGM Television. The series debuts on NBC in the Fall . . . John Bodner has joined the S. F. office of Doyle, Dane, Bernbach as account exec. He was previously with Richard N. Meltzer, Lennen and Newell and Benton & Bowles . . . Jerry Lewis appears on "Teen-Age Trials" on KNXT next Saturday afternoon.

☆ ☆ ☆ ☆

• • • Milton Berle has been awarded the "1962 Outstanding Achievement Award" by the Institute of High Fidelity and the Audio Engineers Society. Johnny Green will be given the "1962 Achievement Award" in the field of music, based on his scoring of "West Side Story." Presentations will be made tonight at the Coconut Grove.

☆ ☆ ☆ ☆

• • • George and Betty Skinner start a series of programs on KABC next Monday, which will originate in New York and at the home in Fairfield, Conn. . . . Jim Matthews, asst. director of promotion and advertising at KTLA has a son, Matt James, born last week.

☆ ☆ ☆ ☆

• • • KGO will televise the installation of Bishop Joseph T. McGucken as Archbishop of San Francisco April 3. This will be the first installation of an Archbishop in Northern California since 1935 . . . Frank Rhylick, copy chief of Wade Advertising, has received an award from Freedom Foundation for his half hour TV play, "Worlds Apart," written under the pen name of Frank Riley . . . Connie Hines is filming a Perry Mason segment, her first starring role outside her regular "Mr. Ed" series.

tending the systems ultimate capability to computer control of all station functions.

Production models of three types of RCA TV tape recorders.

A mobile TV tape recording unit which uses a Metro Van, a light-weight local delivery type truck, as transport for the TF-11 compact recorder. The mobile unit will bear a complete price of under \$50,000.

A production model of the TK-12 monochrome camera, now in commercial broadcast use.

A full range of matched studio and transmitting equipment to meet the exacting requirements of FM stereo broadcasting.

## Raymer Rep Firm Elects Four as Vice Presidents

(Continued from Page 1)

Richmond is eastern sales manager, and Ensign is in the New York radio department.

Wrath joined the Raymer Co. in 1961 following 21 years' service and the presidency of the Headley-Reed Co.; DeGroot went to Raymer in 1955 after serving as ABC-TV advertising director for a number of years; Richmond, before joining Raymer in 1956, was sales manager of WCAO, Baltimore, from 1949-'56, and Ensign was formerly executive VP of the Everett-McKinney Co.

## Micro-Wave Web To Span Dominion

Special To RADIO-TV DAILY

Montreal — A \$36-million general communications micro-wave network of 3,000 miles between Montreal and Vancouver, B.C. will be constructed by Canadian National Railways and Canadian Pacific Railway Co. to provide, among other things, services for UHF circuits and TV transmission of both black-and-white and color signals.

Technical planning of the network has already been completed and actual construction will begin this summer. It is scheduled to be ready for service by the end of 1963. The line will be owned and operated jointly by both the C.N.R. and C.P.R. telecommunications divisions.

### Contract to RCA-Canada

RCA Victor Company of Canada, Limited, Montreal, has been awarded a \$12-million contract for manufacture and installation of electronic equipment.

The system will follow a route north from Montreal with "drop-outs" leading to Ottawa, Toronto, North Bay and Fort William, Ont. The line will then swing north of Winnipeg and Regina, pass close to Saskatoon and Edmonton with connectors, thence to Vancouver.

## 'You and Your Doctor' Bows as NET 2-Parter

"You and Your Doctor," two half-hour programs featuring the distinguished actor and narrator Alexander Scourby, premiered on the NET network last week.

The series is a dramatized study of the family doctor's role and of his relationship with his patients. Made possible through a grant from the American Medical Association, "You and Your Doctor" was produced for NET by the Troy-Beaumont Co. of New York.

## Three Named to Board Of Screen Actors Guild

West Coast Bureau of RADIO-TV DAILY

Hollywood—John L. Dales, national executive secretary of the Screen Actors Guild, announced that Leon Janney, Adrienne Moore and Verne Smith have been appointed by the Guild's New York Council as interim members of the organization's National Board of Directors to fill vacancies created by enlargement of the board.

The appointment has been confirmed by the national board. They will serve until the Guild's annual election next November.

## KTHT Sales Mgr.

Houston — Victor Williams has joined the KTHT staff as national sales manager.

# 'Watch Kids' - Key Determining TV Tastes

## KDKA Tapes Principals in 'Baton-Bow Duel'

Pittsburgh—When violinist Nathan Milstein and Pittsburgh Symphony conductor William Steinberg had their well-publicized dispute that led the soloist to walk out prior to a concert, KDKA's Bill Steinberg taped interviews with both to get the full story. He caught the conductor in his dressing room and the violinist walking to his New York train. The flare-up arose over interpretation of a Beethoven work at a rehearsal.

## Philip Morris Buys Strips on Two Nets

Philip Morris Inc. has purchased a five-day-a-week strip of five-minute news shows to be heard on ABC Radio during peak morning driving times in the East and Midwest and during prime evening hours in Western states, Roger M. Greene vice president and director of advertising for Philip Morris, announced.

At the same time, Greene also announced that Philip Morris will participate in NBC's weekend "Monitor" radio show with three features to be heard eight times in all time zones on Saturday and once on Sunday. The features will include humorous sketches by Mike Nichols and Elaine May, straight news broadcasts and Ring Around the World, an international network of news analysts.

Both the ABC news broadcasts and the "Monitor" participations will feature the cigarette company's Alpine, Parliament, Marlboro and Philip Morris brands. Agency for Philip Morris is Leo Burnett Co. Inc.

## Post-Viewing Queries Never a True Judge, Boston U. Declares

Boston — Children are not passive viewers, and research will therefore never answer all the questions that exist about TV and children, according to findings in a new booklet called "Television for Children," sponsored by the Foundation for Character Education and prepared in cooperation with the Boston U. School of Education.

The booklet points out that "judging cannot be accomplished by asking questions about a child's reactions following a broadcast. This can only be done by watching children's reactions during the program and eavesdropping on their conversations and watching their play."

### Some Activities Unaffected

It is also noted in the booklet that children's televiewing is an activity that has found its place in competition with other activities, displacing radio, comics and motion pictures but not play, sport, recreational and religious activity.

In discussing the volume of violence in TV programs, the booklet notes that adults are likely to think that the story is satisfying to children if it has its strong hero and if the worthy gentleman demolished the villain at the end. "Actually the children are more attracted to the horse than the hero, and more interested in the action observed than the destruction," states the booklet.

## Smith to Weigh Cause Of Hesitant Legislation

ABC News commentator Howard K. Smith will explore the issues of "A Do-Nothing Congress or a Don't-Push President?" on ABC-TV's "Howard K. Smith—News and Comment" Wednesday.

He will discuss what he calls the paradox of the President's broad popularity and his seeming inability to move Congress for action on much of his legislative program.

## WLJB Pitches on Air For Harlem's YMCA

WLJB, which for several years has given time to the Harlem YMCA activities as "the lifeline to the future for 1,500 youngsters," currently is airing an editorial to keep that lifeline available. The "Y" requires over \$500,000 a year to keep going and the community is asked to contribute less than 10 per cent of this amount.

## 'ROUTE 66' MAPS 'BLUES' REPEAT

Screen Gems Show Stars Ethel Waters, Jazz Greats

Screen Gems on Friday will repeat its "Route 66" segment, "Goodnight Sweet Blues," starring Ethel Waters and a team of jazz greats, on CBS-TV.

The Show was originally telecast Oct. 6 and drew a tremendous volume of mail praising it, which prompted Screen Gems to Schedule the repeat.

"Goodnight Sweet Blues" was filmed in Pittsburgh last Fall, and was written by Will Lorin. Herbert B. Leonard is executive producer of the "Route 66" series.

## Elmer Bernstein to Score Two Wolper Specials

David L. Wolper has signed Academy Award nominee Elmer Bernstein to compose an original musical score for Wolper Productions' two hour-long TV specials on "The Making of the President, 1960." Bernstein also will conduct a 75-piece symphony orchestra as background music for the filmed documentaries. He is an Oscar contender for his score for Hal Wallis' production of "Summer and Smoke."

## KMSP-TV's 'Pursuit' Queries Crime Experts

Minneapolis—KMSP-TV tomorrow will present part two of "Pursuit," its current crime and punishment series.

Jim McGovern, KMSP-TV public service director, will interview Stillwater Prison warden Ralph Tahash, penalogists, psychiatrists, judges and ex-inmates.

The series is produced, written and narrated by McGovern, directed by Guy Galente and filmed by Kenn Pratt.

## News Flashes From Coast-to-Coast

### Will Be a 'Bonanza!'

Beaumont, Tex. — Guest performers at the annual Spindletop Charity Horse Show here May 9, 1 will be Dan Blocker and Lorne Green, stars of the "Bonanza" TV series.

### WCCB-TV Staff Installed

Montgomery, Ala. — M. H. Yeoman, formerly of WSFA-TV, has joined the sales staff of WCCB-TV, which was scheduled to begin broadcasting yesterday. Robert L. Little is sales manager and Stan Richards is general manager.

### VLS 'Bear'-ing It!

Chicago—Mike Ditka, National Football League 1961 "Rookie of

the Year" as end for the Chicago Bears, has joined the WLS sales department as sales rep during the off-season.

### Attuned to Spring

Minneapolis — WDGY has begun a new spring program lineup with T. Thomas Wynn doing the 6-10 AM show and Phil Nolan in the 10-2 PM slot, followed by part two of the T. Thomas Wynn Show from 2-6 PM. Bill Diehl continues from 6-10 PM, followed by Paul Johnson with the all-night show.

### Monroe Makes Scene

Sacramento — Charles L. (Chuck) Monroe has joined the

KXTV art department. He was previously art director for Gerth, Brown, Clark and Elkus Advertising.

### Guard's Gratitude

Dallas — WFAA radio-TV directors Walt Evans and Bert Shipp have received the National Guard Award for special news coverage of the 49th Armored Div. at Ft. Polk.

### MS Appeals Win Citation

Hollywood — Tom Harmon, KNX sports director has received a citation of merit from the Southern California Chapter of the National Multiple Sclerosis Society for his appeals in its behalf, made over the air in the past two years.

*Desilu proudly welcomes...*

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Bloomington Ind

Vol. 90, NO. 54

TUESDAY, MARCH

CENTS

## NETS 'VILLAINS' TO CHI'S CRITICS

### BRITON PREDICTS COLOR TAKEOVER

*J.S. 'Live' Shows inferior; Series Better, He Says*

Special To RADIO-TV DAILY

London — BBC producer Richard Afton has returned after a month's close look at American TV in New York, Los Angeles, Las Vegas and Toronto. Among his findings:

Color TV pictures are good and should take over from black-and-white.

U.S. live-TV-shows can't compete. (Continued on Page 7)

### Four Star Up 9 Percent in First Half-Year Net

Four Star Television during the first half of its current fiscal year, the six months ended December 31, 1961, yesterday reported a 9 percent increase in its profits over the same period in '60.

In an interim report to shareholders, Four Star said net income after taxes amounted to \$36,471, compared with the previous year. (Continued on Page 5)

### Foreign Markets to Get U.S. UHF Translators

Adler Electronics, Inc., has licensed Selenia, S.P.A., Rome, to manufacture and sell Adler-designed UHF-TV translators in Europe, Asia and Africa. Selenia, manufacturer of communications equipment, is owned by Raytheon, Societa Edison and Finmeccanica. Many European countries, in addition to Italy, are exploring wider use of UHF-TV channels because of overcrowding in the VHF portion of the spectrum.

### Boland Dallas Manager, New McGavren Office

The Daren F. McGavren Co., station reps, has opened its eighth office, located in Dallas, with Charles Boland as manager. The company also has appointed Ray Watson as account exec in its San Francisco office.



tough nut

Advertisers must have the extra impact of local spot television to crack the tough New York market. WPIX-11 offers the best combination of market-cracking opportunities—Minutes in Prime Time in a quality "network" atmosphere.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

### BMI, Industry Meet

BMI's board today will meet the All-Industry TV Station Music License Committee to discuss the compromise proposal of Federal Judge Sylvester J. Ryan that TV broadcasters accept a 10-year, 17 per cent rate cut from ASCAP in return for a BMI overhaul.

### No. Car. TV Station Now All Roy Park's

Raleigh, N. C.—Business tycoon Roy H. Park, president of Roy H. Park Broadcasting, Inc., purchased



TV station WNCT, Channel 9, Greenville, N. C., over the week-end, when he mailed checks to the 292 stockholders and formally took over the control. The FCC approved the purchase on Feb. 6, after Earl McD. Westbrook, president of the Caro- (Continued on Page 6)

### CBS Hangs Up SRO On 'Game of Week'

Sponsoring of the Saturday and Sunday "Baseball Game of the Week" has reached SRO status, William C. MacPhail, CBS-TV Sports V.P., said last night.

The 47-game series, to be played over 25 Saturdays and 22 Sundays starting Saturday, April 14, was sold out with the signing of two new sponsors, the Simoniz Co. and the J. B. Williams Co. for (Continued on Page 2)

### Press 'Wasteland': Susskind

Some of those who have been most vocal about reviling TV for its "vast wasteland" are even more guilty of the same

newspapers, Susskind estimates mediocre papers now outnumber good ones by more than 20 to one. Aside from a few notable exceptions, he says, the press is filled with more sex and violence every day than you can find in three weeks of solid televiewing. "Take away the advertisements, (Continued on Page 7)

### 'New York HQ' Hit By Local Leaders Asking Prime Time

Chicago—What was a foregone conclusion came to pass yesterday in the initial stanza of the FCC's hearings on how commercial TV is meeting public service responsibilities in major cities.

Because they present targets wide as a barnyard door for any critic, constructive or otherwise, the three national networks and their New York HQs suffered the first and heaviest barrage of complaints from the witnesses.

Most outspoken of those who testified yesterday on behalf of religious, labor and social service groups was the Rev. John S. Banahan of the Chicago Archdiocese radio and TV office, who said:

"The real villain of Chicago (Continued on Page 6)

### Gov't Grant Establishes TV Educational Library

A National Instructional TV Library has been established by the National Educational TV and Radio Center with the aid of a \$240,000 grant from the U. S. Office of Education.

### WKAB to Be WTUF

Mobile, Ala. — Beginning Mar. 31 WKAB will be known as WTUF. Principal stockholders in the Radio Mobile, Inc., o-o are Jim Smith, president, and Jack Drees, Jack Howat is now general manager; Gene Coleman, sales manager.



Established Feb. 9, 1937

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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Barry Essays Gallico Role

Gene Barry will star in "The Roman Kid," teleplay based on Paul Gallico's story about a sports-writer whose knowledge of boxing determines the authenticity of an archeological discovery, Apr. 8 on CBS-TV's "General Electric Theatre."

"The Roman Kid" was adapted for TV by Ken Kolb. The director was Boris Sagal Executive producer of "General Electric Theatre" is Stanley Rubin.

Theatre Arts Highlighted On "Meet the Professor"

Dr. William Melnitz, professor of theatre arts and dean of the College of Fine Arts at California U., will be the guest instructor on ABC Radio's "Meet the Professor" Monday. The program will highlight scenes from Schnitzler's "I Love," a drama of young romance.

COLLECTIONS For the Industry ALL OVER THE WORLD TV-Radio-Film and Media Accounts Receivable No Collections—No Commissions STANDARD ACTUARIAL WARRANTY CO. 220 West 42 St., N. Y. 36, N. Y. LO 5-5990

COMING AND GOING

ROBERT RICH, VP and general sales manager of Seven Arts Associated, returns from Miami today.

SAM HOLMAN, WABC program supervisor and air personality, is in Cleveland for ceremonies launching the 1962 United Cerebral Palsy Fund Drive.

JOHN J. McSWEENEY, WABC sales manager, has left for Chicago and Detroit for meetings with agency and client reps.

ROBERT C. FRANSEN, national sales manager of WTCN, Minneapolis, is in town on business.

HUGH FERGUSON, WCAU farm director, to Chicago to cover the national meeting of the Poultry and Egg National Board and American Dairy Association.

BOB DIXON of CBS Radio, has returned from Arizona where he made tapes for his show.

DON TREVOR, VP and director of the radio-TV department of Doyle, Dane, Bernbach, back from a business trip to Florida.

JOHN H. KLINE, general sales manager of WCAU, Philadelphia, to Los Angeles, San Francisco and Chicago on business.

BILL WHALEN, news director of WNAC-AM-TV and the Yankee Network, leaves for Washington Sunday, to attend the Foreign Policy Briefing Conference of the Department of State.

JOHN M. BALDWIN, director of engineering operations for WTCN, has returned to Minneapolis following business meetings in Washington and Schenectady.

Krupnick Adds Flavo To Dairy Queen Drive

St. Louis — Krupnick & Associates has been appointed to handle national advertising for the Dairy Queen National Development Co. and is completing campaign plans for this season featuring spot radio and TV.

The Dairy Queen operation comprises approximately 150 franchisers, serving some 3,500 individual drive-ins throughout the 50 states, Canada and 21 foreign countries.

Liebeskind Exits Sterling For Picture Distribution

Nat Liebeskind has resigned as vice president of Sterling Television to form his own company, Eldorado Distributing Corp., which will engage in the buying and selling of motion pictures. He will continue as a consultant to Sterling, in which he is a large stockholder.

Liebeskind gave as the reason for the move his belief that the status of the motion picture industry now offers an excellent opportunity for the independent producer and distributor.

CBS Hangs Up SRO

(Continued from Page 1)

Aqua Velva, represented, respectively, by Dancer-Fitzgerald-Sample and Parkson Advertising.

Previously announced sponsors include the Falstaff Brewing Corp; Philip Morris; General Mills, Carter Products, Colgate-Palmolive and Bristol-Myers represented, respectively, by D-F-S, Benton & Bowles, Knox Reeves, SSC&B, Ted Bates, and Doherty, Clifford, Steers & Shenfield.

BALTIMORE SEES OHIO'S 'BARNABY'

KYW Kid Show Host On Westinghouse's WJZ

Cleveland — Linn Sheldon, who portrays "Barnaby" of "Barnaby, Popeye & Friends," weekday afternoon and Saturday morning children's show on KYW-TV, is being seen in Baltimore as well as this area, beginning this week. The program is now on WJZ-TV, sister Westinghouse Broadcasting Co. station, via tape syndication.

During his 14 years in TV, members of the Cleveland AFTRA chapter have twice acclaimed Sheldon as the best local TV performer.

'Page 1' Turns To ABC's 'Walk'

"Walk In My Shoes," a TV documentary produced by the ABC News Special Projects Division, has been named winner of the 1962 Newspaper Guild of New York "Page One" Award for Radio-TV.

The hour filmed program, which was produced and directed for ABC News by Nick Webster, told the story of the world of the Negro American and what it is like to live in it. It was telecast by ABC-TV Sept. 19, 1961, as the first program of the 1961-'62 "Bell & Howell Close-Up!" series.

In its citation to "Walk In My Shoes," the Newspaper Guild called it "a sensitive documentary of Negro life in America presented by a courageous sponsor, Bell & Howell, which has been unafraid to tackle controversial subjects."

FINANCIAL

(March 19)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak., Gen. Prec., Gen. Tel., Hazeltine Corp., Loew's Thea., Magnavox, MCA, M-G-M, NAFL, Nat. General, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Esquire, Inc., Filmways, Movielaab, MPO, NTA, Reeves Sound, Rollins, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

OVER THE COUNTER

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

\* Courtesy of National Association of City Dealers.



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**STORER PROGRAMMING  
TELLS A PHILADELPHIA STORY**

Because each market is different, there's never a magic formula for a Storer Station. As a result, Storer's **WTBG** has the largest audience of any Philadelphia radio station and leads in homes with above average income.\* You can always count on a Storer Station to be your best buy in any of our markets. **IMPORTANT STATIONS IN IMPORTANT MARKETS.**

\*1990-1991 Nielsen Radio Audience Report, Philadelphia, PA. Surveyed by Kant Agency.

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WJW

**NEW YORK**  
WJW

**TOLEDO**  
WJW

**DETROIT**  
WJW

**MIAMI**  
WJW

**MILWAUKEE**  
WJW-TV

**CLEVELAND**  
WJW-TV

**ATLANTA**  
WJW-TV

**TOLEDO**  
WJW-TV

**DETROIT**  
WJW-TV

**STORER**  
BROADCASTING COMPANY

## Youth Expert Absolves TV of Inciting Crime

Washington Bureau of RADIO-TV DAILY

Washington — An expert was told a corrections conference here that TV can't be blamed for juvenile crime. Victor H. Evjen, assistant chief of probation for the Administrative Office of the U.S. Courts, said: "Delinquency and crime, in general, go much deeper than triggering by TV programs and comic books now in circulation."

He noted research hasn't proven anything on the subject and said: "We must ask why the 99 others who saw the same program did not commit a crime."

## Knoxville Cameras To Eye Science Fair

Knoxville, Tenn. — WATE-TV will present a special live telecast Mar. 30, from the Southern Appalachian Region's Science Fair being held at the U. of Tennessee Field House here.

It is the second straight year WATE's cameras have focused on this outstanding exhibition. WATE's Mary Starr will again act as guide taking viewers on a tour of the many exhibits prepared by junior and senior high schoolers from this area of Tennessee, Kentucky, and North Carolina.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • Bill Britten, "Bozo the Clown" on WPIX, and Doris Faye, "Princess Ticklefeather," are starting a series of personal appearances at shopping center openings in Connecticut. Their first appearance will be in Danbury next week. . . . WJQS, Jackson, Miss., has signed for Chicago White Sox baseball again this season, according to Lew Heilbroner, VP and general manager. Last season was sold solid to local sponsors, with permission from General Finance, who normally sponsors half the games but does not operate in Mississippi. . . . George Tortorala, Jr., son of the veteran Rattazzi waiter, won a scholarship to Lehigh U. in chemical engineering, commencing next term. . . . Playwright Ken Parker, recovering from his collapse due to nervous exhaustion (about which he's writing "Nightmare Reality," with a \$2,600 advance already in his kicker), is back from Canada where they were filming his play, "There's Always a Murderer." . . . Sign over the bar at Rattazzi's: "Word of Advice—Don't Give It."

• • • Gene Krupa's wife, Patti, has enrolled at Iona College to take a course in conversational French. . . . Former Chicago radio columnist Bill Irvin, more recently running a Windy City FM station, returns to column writing as replacement for Chicago American's retiring critic, Janet Kern. . . . Bob Dixon's advice to all husbands: "women are meant to be loved—not understood" . . . Hildegard says, "marriage is when two people are in love and want to make an issue out of it" . . . Bernice Parks, owner of Ruby Foo's, created an Oriental Highball. It's to instill confidence in guys who don't think they have a Chinaman's chance. . . . Actor-announcer Allen Swift ("The man with a thousand voices") recently portrayed the "voice" of a baby boy for a Plaid Stamps TV commercial, via D'Arcy Advertising. Swift recently reached his 10,000th commercial.

• • • Meet: Lorraine Rogers, one of the most sought-after actress-models in the country, whose TV dramatic credits include "Onnibus," "Edge of Night" and "Naked City." She has also appeared in off-Broadway and Summer stock productions, and her first full-length motion picture, "Black Autumn," is scheduled for Spring release. One of the original Jackie Gleason "Glee Girls," Lorraine's face has adorned the covers of countless magazines, and she has been seen on TV extolling the virtues of dozens of products, including gasoline, sleeping tablets, automobiles, cigarettes and cosmetics. We predict a bright movie future for this beautiful 5'4" amply-proportioned blonde.



ROGERS

• • • Frank M. Leonard has joined the PR firm of Fred Rosen Associates as senior account exec. . . . Comic Archie Robbins, who opened at the Hotel Astor last week, has a sure-fire method of beating the Las Vegas casino operators. "When you get out of the plane at the Vegas airport," he observes, "walk straight into the propeller." . . . Marlene Adamo, tummy tosser at the Britannia who was featured on "Onnibus," is back at work following a three-week vacation in Brazil. . . . Mike Wallace is heralding singer-dancer Skip Cunningham as "another Sammy Davis, Jr." . . . Syracuse U. singing discovery Jeff Low will be introduced to the press at a Park Sheraton celebrity party Mar. 29. . . . Ever wonder what becomes of "Miss Rheingold" finalists who don't win? Tracy Butler, one of last year's runners-up, has already filmed seven major commercials thus far in '62. Her next is a songbird for Viceroy.

• • • Watch for new development in children's records. Seems that Ira L. Moss, executive VP of Synthetic Plastics Record Corp., has learned thru a survey that the nation's small fry aren't getting enough laughs. So, the astute Mr. Moss signed up some of the biggest TV artists with kid appeal to make comedy albums for his Peter Pan label. Already set for early release or in the process of being recorded are Sonny Fox, Jimmy Nelson, Arnold Stang, Mark Wilson of "The Magic Land Of Allakazam," Dayton Allen as the voice of "Deputy Dog," etc. All of these are comedy albums!!

## 'Hazel' Opposition Left in Rating Dust

Screen Gems' new "Hazel" series, starring Shirley Booth on NBC-TV, is the only one of this season's new shows in Nielsen Top 10. In the Thursday, 9:30 PM half-hour, "Hazel" comes up with an audience share of 49.4, more than double the combined total of ABC-TV's "Margie" and CBS-TV's "Mrs. G. Goes to College." All the Top 10 but "Hazel" are "returnees." The others are "Wagon Train," "Bonanza," "Andy Griffith," "Danny Thomas," "Dennis the Menace," "Ed Sullivan," "Candid Camera," "Perry Mason" and "Gunsmoke."

## Bedside Web's Ann'y Salutes UN Officials

The Bedside Network of the Veterans Hospital Radio & TV Guild will hold its 14th Anniversary Ball Apr. 6 at the Plaza Hotel as "A Salute to the United Nations." Proceeds from the event will be used to further the Bedside Network's recreational therapy in over 100 Veterans Administration hospitals throughout the country. Many UN diplomats will attend.

Participating in a special entertainment program will be Julie Andrews; Maurice Evans; Art Carney; Margot Moser, the current "My Fair Lady;" Zia Mohyeddin, Pakistani star of "A Passage to India," and CBS commentator Kenneth Banghart. Bud Collyer will serve as emcee.

## Pat Pubserv Director

San Francisco—Patricia Rogers has been appointed public service director for KEWB.



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Hong Kong  
Southeast Asia  
India  
The Middle East

See your Travel Agent or BOAC Offices in all principal cities.

# B.O.A.C.

BRITISH OVERSEAS AIRWAYS CORPORATION  
World Leader in Jet Travel

# COTT'S PUBSERVICE WEB DDS TWIN-CITIES RADIO

Minneapolis — KRSI has joined Ted Cott's Public Service Radio Network, it was announced by station manager Warren Burke.

Burke said: "We at KRSI have developed the concept of 'Music We Remember.' To this we are adding 'Ideas They Remember' in the form of the PSRN libraries."

Other stations affiliated with the network include WINS, New York; WPLG Group stations in Chicago, Boston, Atlanta, Baltimore and Memphis; WGMA, Hollywood, Fla., and KURV, Edinburg, Tex.

The PSRN is a service sold to individual radio stations in each market to dramatize radio's impact on contributions to the community and the size of its audience. Short vignettes of instructional material or information of general interest are provided, which may be fitted into schedules of popular programs throughout the week, rather than being haphazardly dumped into Sunday afternoon slots. Voices of prominent persons, recognized authorities and top show business personalities are used to present the items.

## Johnson Named KYW-AM-TV Big Chief

Cleveland — Robert D. Johnson, who has worked for NBC for 13 years and more recently engaged in private accounting practice, has been appointed to head KYW-AM-TV business operations. He replaces Irv Ruby, who has been made business manager of KEX, Portland, Ore., and the Westinghouse Broadcast Co., Cincinnati.

Johnson left NBC in 1960 to go into private accounting practice in Bergenfield, N.J., his hometown, but his interest in the communications field prompted him to return to broadcasting.

## KYC-TV Airs Tourney

Minnesota — KEYC-TV will bring exclusive TV coverage of the Minnesota State High School Basketball Tourney beginning Thursday.

## Pre-Marital Education On 'Cleveland Caucus'

Cleveland — Pre-marital education will be the panel's topic on WJW-TV's "Cleveland Caucus" today. The program will be based on a series of conferences on pre-marital education soon to be held at Cleveland's St. John College. The college series will emphasize teen-age marriages and the problems they present.

## Price Is NOT Right

Guest star Vincent Price plays a man who sees as many imaginary birds as punchy Cauliflower McPugg (Red Skelton) does Apr. 3 on CBS-TV's "The Red Skelton Show."

## Citizens' Band Radio Getting Off Ground

Use of citizens' band two-way radio is rapidly getting off the ground. To date, some 250,000 licenses have been issued to businesses and individuals across the country, and new applications are being filed with the FCC at the rate of 13,000 per month, Raytheon reports.

Raytheon also revealed an agreement to supply two-way radios to Ford Motors, which will offer them this year as optional equipment in its cars and trucks. Another contract, with Visorama. Buenos Aires, calls for 1,000 two-way radios at a retail value of about \$200,000.

## Alma Mater Renames Alumna to Publicity Post

Boston — Phyllis Doherty, WNAC-AM-TV and Yankee Network publicity director, has been reappointed to the honorary advisory post of associate in advertising and publicity for Simmons College for 1962-'63.

Miss Doherty, a School of Business Administration graduate, majored in business and minored in journalism and publicity.

## Matalon U.S. Steel Guest

Zack Matalon will appear as guest star with Eva Gabor and Kevin McCarthy on the U.S. Steel Hour tomorrow on CBS-TV. Immediately after he begins a promotion tour for his new Cadence record, "Marie-Marie."

## Winery Uncorks Arty TV Ad

A Mogen David Wine Corp. commercial on NBC-TV's "Jack Paar Show" Thursday will show three oil paintings by Israeli artist Tamir, depicting the story of wine through the ages.

The first shows Noah and his three sons with what may have been history's first glass of wine, the winery's president, Henry Markus, said. The second is of

## Corinthian Offering Three Scholarships

Washington Bureau of RADIO-TV DAILY  
Washington — The Corinthian Stations will make available three six-week Summer scholarship programs for junior and senior students studying in the broadcasting field, it was announced by Corinthian president, C. Wrede Petersmeyer at a meeting of managers and staff currently being held in Washington.

Selection of winners will have the cooperation of the Association for Professional Broadcasting Education, which will assist by nominating candidates from each of 50 universities with which it is associated. Final selection will be made by a committee composed of the APBE president, C. Wrede Petersmeyer and a third person to be named.

Each winner will undergo an intensive six-week program embracing the non-technical phases of broadcasting at one of the five Corinthian-operated TV stations. Scholarships will cover all expenses incurred for the winners' travel, room, board, etc.

## Four Star Net Rises

(Continued from Page 1)

vious similar period's \$336,487. Earnings per share of 60 cents are based on 611,250 common shares outstanding at Dec. 30, a year ago the period earnings were 55 cents per share, adjusted from 52 cents previously reported, as a result of pooling interests with Heater-Quigley Productions, Inc., in August, 1961.

Gross income totalled \$9,939,751 compared with gross income of \$11,678,174 registered in the similar period of the previous year.

Four Star said it has sold three new half-hour series and one new hour series for network telecast in '62-'63 season.

Four Star has applied to the Securities and Exchange Commission for registration of 211,250 outstanding shares of capital stock to be offered for public sale by present holders. Public offering price will not exceed \$25 per share, and will be supplied to the SEC by amendment to the registration statement.

the Greek god Bacchus, who symbolized the enjoyment of wine in ancient Greece. The third depicts the place which wine occupies in today's living.

"After much consideration," Markus added, "we decided that only Paar offered the contemporary atmosphere that would foster an appreciation and understanding of what we are trying to do."

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

## RAHALL RADIO

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

## WKAP RADIO 132

Allentown - Bethlehem - Easton

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

## WLCY RADIO 138

Tampa - St. Petersburg, Fla.

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

## WWNR RADIO 62

Beckley - W. Virginia.

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

## WNAR RADIO 111

Philadelphia Area

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

## WQTY RADIO 122

Jacksonville - Florida.

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

### RAHALL RADIO GROUP

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

## Library to Present TV Films at Forum

"The Jazz of Dave Brubeck," directed by Robert K. Sharpe and produced by Isaac Kleinerman for CBS-TV's "Twentieth Century," and "Highlights of Pablo Casals' Master Class," directed by Alexander Hammid and produced by Nathan Kroll for net, are two of four films to be presented at a public film forum tomorrow evening at New York's Donnell Library Center.

The forum, under the general title "Films and Their Directors," is being co-sponsored by the New York Public Library and the Screen Directors Guild.

## Networks Criticized At FCC Chi. Hearing

(Continued from Page 1)

broadcasting is the unusual situation that makes three of our four commercial stations owned and operated by networks whose offices are located in New York.

The nets' three channels in the Windy City, he had charged, have neglected the public service interests of the city's Catholics. He cited WBKB which gave the Archdiocese four shows out of a 13-week series five years ago; these plus a half-hour on Good Friday, he added, have "been their total contribution to the Archdiocese."

### Lee Chairman

With Commissioner Robert E. Lee presiding and Arthur Gladstone serving as his counsel, the proceedings took a drab, repetitious aspect as the witnesses droned through their statements. In general they want more local live programming; general managers to have more programming autonomy; more religious shows—but not in fringe time. One of them asserted all-channel receiver set legislation would help cure the alleged ills which brought them to the hearing.

As for broadcasting's favorable side, whatever laurels there were yesterday were laid at the doors of WGN-TV and WTTW, Chicago ETV outlet. As for broadcasters themselves, Ward Quaal, WGN, Inc., general manager was singled out for giving maximum cooperation since he assumed the post in 1956.

### Educator Heard

Russell Barta, representing the Adult Education Centers, proposed an advisory committee to work with stations in meeting cultural needs. The Rev. William O. Goedert, of the Episcopalian Archdiocese school board, contended that little or nothing was offered children in entertaining, yet effective, education. Henry Mamet of the Chicago Board of Rabbis, stressed quality rather than quantity.

Raymond A. Jones, executive



By PETER C. DAVALLE

• • • ABC-TV's weekly top pop Show "Thank Your Lucky Stars" continues to net some big U.S. names. Future bookings include Billy Daniels, Brenda Lee, the Four Freshmen, Gene Vincent, Gary U.S. Bonds, Johnny Burnette and Gene McDaniels . . . Previous U.S. stars who scored hits in this program include Bobby Vee, Tony Orlando and Frogman Henry . . . Billy Daniels topped the bill in Val Parnell's "Sunday Night at the London Palladium Show" this week . . . U.S. wrestler Frankie Townsend who has cut his first disc in Britain — "I'm the Greatest" — appeared in T.W.W.'s "Sports Preview" program.

• • • Ulster TV is the second British independent TV company to book the U.S. series "87th Precinct." It was T.W.W. that started the ball rolling . . . Southern Television has booked the U.S. series "Hawaiian Eye" . . . T.W.W.'s top rating pops program "Discs a Gogo" has been booked by Anglia TV. The cartoon character Gogo, a comical fox, is this program's most powerful sales gimmick. T.W.W. have given away a quarter of a million Gogo badges to teenage viewers.

• • • BBC-TV screens the CBS film, "At Home with the First Lady," Mrs. Kennedy conducting CBS' Charles Collingwood around the White House, on Mar. 27 . . . "Forty Million Shoes," Canadian Broadcasting Corporation's first contribution to Intertel, goes out on the commercial networks on Mar. 21. The Subject: Brazil . . . "Secrets of the Coral Reef," shot by Marineland studios, Florida, will kick-off naturalist Peter Scott's new BBC-TV series on Mar. 23.

• • • Variety Artists Federation has won a pay increase of up to 650 per cent from the commercial TV companies. And now, V.A.F., led by comedian Jimmy Edwards, will open up a "more pay" war against the BBC . . . Five month dispute which has kept all British Actors Equity members off the ITV Screens, still goes on . . . Latest sympathy move by another union is the decision of 850 of London's cab drivers to ban ITV programs from their home until the dispute is settled.

• • • Danny Blanchflower, Tottenham Hotspur Football Club captain, and the man who twice refused to appear on BBC-TV's "This is Your Life" program because "my private life is my own," has agreed to face BBC-TV's top 'inquisitor' John Freeman in "Face to Face" this week . . . ARTV will transmit five "Here and Now" programs from Montreux in April. Genial compere Huw Thomas will be hosting . . . Ex-assistant Foreign News editor for Independent Television News, Neville Clark, has joined the regular team presenting Anglia TV's news-magazine program "About Anglia."

• • • South Wales readers of the "Western Mail" and "South Wales Echo" are being asked to nominate the Welsh TV Personality of the Year, and the best TV production.

secretary of the Chicago local of AFTRA, in a statement to the FCC, decried what he termed a trend away from local programs, adding that as a result there is little opportunity for TV actors between the Hudson River and Hollywood. Service to the Chicago community, he charged, has deteriorated "to an appalling degree."

Of the networks, Jones said, "they have done many fine things, but not enough to excuse years of dismal performance here."

And that's about the way the day's session went for about 20 reporters who had to struggle to find anything of value in the proceedings. What will today be? Prediction: More of same.

## Lloyd Joins ABC Films To Manage Western Div.

Howard M. Lloyd has been named Western Division manager for ABC Films, and will headquarters in the company's Beverly Hills office. His most recent post was as Western manager of Storer Programs, Inc., the subsidiary of Storer Broadcasting Co.

A veteran of over nine years of radio and TV syndication, Lloyd has also been the Western representative of NBC's Victory Program Division and was, before that, the NBC Films sales representative in the Rocky Mountain and Western areas.

## Beech Nut Candy Finds Hope a Balm

Three major sponsorship deals were completed by NBC-TV last week.

Beech-Nut Life Savers Inc. has purchased one-half sponsorship of NBC-TV's "Bob Hope Show" to be aired on Thursday. Young & Rubicam is the agency.

National Biscuit Company, current sponsor of NBC-TV's "Wagon Train," will continue in its same time period next season having purchased participating sponsorship in "The Virginian" which replaces "Wagon Train" next Fall, it was announced by Don Durgin, vice president, TV Network Sales. McCann-Erickson was the agency.

Durgin also announced that Procter & Gamble Co., through Leo Burnett Co. Inc., renewed for next season its current sponsorship of "Car 54, Where Are You?"

## WNCT to Roy Park

(Continued from Page 1)

lina Broadcasting System of Greenville, announced acceptance of the offer of \$2,556,000—all cash.

North Carolina's Governor Sanford, in a statement, paid tribute to Park, who through his work with the State College alumni association "and in many other ways, has demonstrated his keen interest and his strong support for helping to build a strong North Carolina."

Park's transaction also involved a 30 per cent interest in WECT Channel 6, Wilmington, N.C. Park, sole stockholder, will serve as president and treasurer of the new corporation. A. Hartwell Campbell, of Greenville, general manager of WNCT since it was organized in 1949, will be vice president and general manager and will be a member of the newly-created Board of Directors for WNCT.

### On State College Board

Park, a native of Dobson, N.C. is a graduate of North Carolina State College and is currently chairman of the North Carolina State College Alumni Association Board of Directors. He has extensive business interests and investments both in North Carolina and New York State.

## Joe Morris Heading Up Tice Nat'l Sales Office

J. Olin Tice, Jr. president Tice Stations, announces the opening of a national sales office, Tice Enterprises, in New York. Tice Stations include WBAZ, Kingston, N.Y.; WKEN, Dover, Del.; WKTC, Charlotte, N.C.; and WCAY, Columbia, S.C.

Joe Morris will be in charge of the office.

## 3-City TV Net for 'Jr. Miss'

Atlanta—A special TV network covering 23 cities in eight states will carry a live hour telecast of America's Junior Miss Pageant on Friday, originating in Mobile. It will be sponsored by local bottlers of Coca-Cola, this year's pageant will have 51 contestants representing every state and the District of Columbia.

The America's Junior Miss Pageant, Inc., is a non-profit organization which annually honors the nation's ideal high school senior girl. The winner this year will receive a \$6,000 college scholarship, with runners-up to be prepared with scholarships ranging from \$1,000 to \$4,000 to the colleges of their choice.

## Herbert Gross Named CBS-TV Research Exec

Herbert Gross has been appointed manager of coverage and research analysis for the CBS-TV research Dept.

He has been manager of media research for Dancer-Fitzgerald-Sample since 1959. He had previously been with that agency from 1953 through 1956 when he entered the army. Upon discharge, he joined McCann-Erickson as senior research analyst from 1955 to 1959.

## Three Sportscasters Name Campbell Their Mentor

Philadelphia — WCAU sports director Bill Campbell has been elected Pennsylvania Sportscaster of the Year by his fellow sportscasters. He will be honored at the National Sportscasters and Sportswriters Awards banquet, April 3 in Salisbury, N. C.

## Joy Dee, Starlighters Guest on Clark Show

Joy Dee and the Starlighters will appear on ABC-TV's "The Dick Clark Show" Thursday afternoon. Originally scheduled for Feb. 20, the show was preempted by the special telecast of Astronaut Glenn's orbital flight.

## KVLC Has New Look — Gals

Little Rock — The Victor Group radio stations has begun a new policy at KVLC here, utilizing females in every department, from disk jockeys and announcers to reception and sales personnel.

Victor president Joseph Tranter said: "With respect to direct-to-the-air broadcasting positions, the concept of using female announcers and disk jockeys, or females, was destined to happen.

## Milwaukee Schedule Boosts Stereo Sales

Milwaukee—Six major FM distributors in this area credit an unprecedented demand for sets to WTMJ-FM, which begin multiplex stereo broadcasting Dec. 1 and which now airs a 33-hour-a-week schedule.

Admiral Sales Corp. reported that since the Milwaukee Journal station began FM stereo broadcasting "We have had a very successful December and January in the sales of stereo, and would be even more successful if we were able to keep up with the current demand."

Lappin Electric company wrote. "With the entry of WTMJ into stereophonic broadcasting, the requests for our units have increased considerably."

Major Appliances, Inc., distributor of GE products; Morely-Murphy Co., distributor of Zenith products; Taylor Electric Co., distributor of RCA products, and Marsh Radio Supply, also GE, made similar statements.

## 'Spare Time' Rolls In With Baltimore Bowling

Baltimore — "Spare Time," a nightly half-hour women's bowling program, begins tonight on WBAL-TV. Five teams of housewives from the area's bowling leagues will compete for prizes and glory.

John Bowman is host on the program, which is produced by Claster Enterprises. Other editions of "Spare Time" are broadcast "local and live" on two other stations, WKRC-TV, Cincinnati, and WTVN, Columbus, O.

## Views Press 'Wasteland'

(Continued from Page 1)

and many papers would be no more than six or seven pages of news," Susskind writes. "But it's not even news. It's a melange of chintzy gossip columns, horoscopes, homemaking hints, advice to the lovelorn, comics, crossword puzzles and inane features..."

"For innumerable years, listeners have been tuned to the dulcet baritone voices of male announcers. Now they can listen to female voices, which we find more pleasing and soothing than the masculine sounds, carry more conviction when selling female products, and can sell such male products as cigars and razors with just as much conviction, vitality and determination."

## AGENCIES

By SHELBY COOPER

General Electric, via N. W. Ayer & Son, is mounting a month-long campaign to support introduction of its new automatic toothbrush in the greater New York area. As a result of experience last Fall in Chicago, the New York program will lay increased emphasis on TV spots, according to Russell T. Woodward, marketing manager of GE's dental health section.

"This is our second major local advertising push for the toothbrush, as we progress from test marketing to national distribution," Woodward said.

The campaign began with a cut-in on the "G-E College Bowl" on WCBS-TV Sunday, and is being followed by more than a dozen spots a week for four weeks on New York stations. Commercials will also be cut in on the College Bowl for the next three Sundays.

## Thought for Today

"We do not want TV to become a mother-substitute to which people of all ages turn increasingly for solace, comfort and nourishment... (We want) not more viewing by default because there is nothing better or to one's personal taste, but more discriminating viewing through a wider choice."

—Kenneth Adam  
BBC Director,  
TV Broadcasting

Sea Breeze Labs, Pittsburgh, will be one of the sponsors of the New York Mets games on WABC this Summer, via Maxwell Sackheim-Franklin Bruck. Mets first baseman Gil Hodges has been signed to deliver the company's commercials, on Howard Cosell's pre-game sports show. Extra merchandising aids will include two prizes of \$500 worth of radio advertising time, one for the independent dealer who sets up the best Sea Breeze display, the other for the best chain-store display.

Doyle Dane Bernbach, already handling ads for the 5-Day Deodorant division of Associated Products, will also be assigned the Rival Dog Food division in June. Joseph V. Getlin, president of Rival, said purpose of the move was so that a single agency "could coordinate ads for both divisions."

Chester Gore Inc. has been named agency for Lion Packaging Products, Hicksville, L. I. Spring campaign will include TV spots in 29 markets.

## TV Spot Guide Goes To Agencies, Outlets

"A Guide for Advertising Agencies and TV Stations in Handling Materials for Spot TV Commercials" has been released by the Station Representatives Association as a joint recommendation of SRA and the American Association of Advertising Agencies.

Purpose of the "Guide" is to promote greater efficiency in the handling of film, video tape and other materials sent by agencies to stations for use in TV commercials. It gives specifications of materials and advises how many copies to ship, when and how to ship them, and on handling materials and instructions before and after telecast. SRA I.D. Station-Break Standards are reproduced in the folder.

It was developed in the TV Trade Practices Committee of SRA, under the chairmanship of Edward Shurick of Blair TV, Inc. The SRA immediately sought the cooperation of the AAAA Committees on Broadway Media and on TV and Radio Administration to make the "Guide" a joint SRA-AAAA project. Many members of both 4-A committees, as well as the SRA Committee, made substantial contributions.

## Maurice Evans to Star In 'Steel Hour' Drama

Maurice Evans, Janice Rule and Nancy Carroll will star in "The Loves of Claire Ambler" Apr. 4 on CBS-TV's the "U. S. Steel Hour." The drama, about a girl who falls in love with an invalid many years her senior, was adapted for TV by Sidney Carroll from the Booth Tarkington novel.

The program will be directed by Paul Bogart. The "Steel Hour" is produced by The Theatre Guild. George Kondolf is exec producer.

## Sees Color Surge in U.K.

(Continued from Page 1)

pete with Britain's.

Britain can't compete on film Series.

Quiz programs are not less popular and prizes "are certainly smaller."

Biggest surprise: educational shows at 6 A.M. followed at 6:30 by old British movies!

## WOR-TV Again Pleases The Trotter-Spotters

Harness racing from Roosevelt Raceway returns to WOR-TV tomorrow. The first three races will be presented on tape and the fourth through the sixth races will be called as they are in progress.

Woody Lawlis and Les Smith will handle the commentary and between-race interviews.



# people are funny!

(they can laugh at themselves day or night)

“People Are Funny” has had them laughing at themselves for seven years—all through the program’s network run. During that time, it racked up one of the most enviable records in nighttime television. A 37.4 average audience share!

■ Out of these laugh-paced seven years, comes a made-to-order series for your local daytime strips. NBC Films makes available the 150 laughing-est “People Are Funny” shows. And as a first-run daytime program! ■ What could be better? Quiz-game, audience participation and personality shows are today’s odds-on daytime favorites. That’s just what “People Are Funny” is—all rolled into one. Latch on. Let NBC Films show you exactly how it fits into your programming needs.

NBC FILMS 

# RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Indiana University Library  
Bloomington Ind

Established February

90, NO. 55

WEDNESDAY, MARCH

CENTS

## TREYZ OUT, MOORE IN AT ABC-TV

### Chi Pubservice 'Adequate, But—'

#### Witnesses Aspire Prime Slotting

Chicago — Witnesses representing special interest groups moved rapidly through the Federal Courthouse here yesterday reciting brief pieces to pre-empt FCC commissioner Robert L. Lee. Speaking for health, music and sports groups, they all admitted that public service by Chicago's TV stations is inadequate for their organizational needs. Yet all seemed to want to refrain that they'd accept more free time in prime time.

Irving Meyers, Writers Guild of America member, said TV networks and local stations ought to (Continued on Page 6)

#### Two 1st Qtr. Earnings Register 35% Increase

Acro Corp., parent company of Monday Broadcast Corp., announced today that consolidated net earnings for the first fiscal quarter ended Feb. 28, were \$3,321,459, an increase of 35 percent over earnings of \$2,451,375 for the same quarter in '61. Earnings were 31 cents a share, contrasted with 24 cents in '61.

#### Montreux Meet Cites Zworykin of U.S.

Montreux—Dr. V. K. Zworykin, of the U.S., will be among five scientists receiving citations in recognition of their "outstanding contribution to the advance of TV as a medium of international understanding" during the five-day Montreux International TV Symposium, which begins Apr. 30.

#### Glenn Orbit Scored Record in Daytime Viewing

The largest audience ever tuned to daytime TV watched Col. John Glenn's successful orbital flight Feb. 20, according to a special Nielsen study completed yesterday. Carried by the three TV networks, the flight was watched in 39.9 million American homes. The average home was tuned in for five hours and 15 minutes of the 10 hour telecast. The three-network coverage was carried on 455 of the 520 U.S. commercial TV stations.

#### Swezey Spears Critics-Without-Research Data

Chicago—NAB Code Authority director Robert D. Swezey yesterday said that TV's critics and defenders have argued around in circles without much progress in determining how broadcasting might better serve the public. He told the TV Conference on Broadcasting in the Public Interest, sponsored by the Illinois Commission on Children, the basic reason for lack of progress is absence of any research data on the video art's social effect and the public's attitude toward it. Swezey said the NAB now is establishing a Research Center to conduct diversified studies into both the content and consequence of what is programmed both on radio and TV.

#### Anderson to Manage 20th-Fox Syndication

Howard B. Anderson has joined 20th Century-Fox TV as Syndication Dept. manager, VP George T. Shupert, said yesterday. Anderson will supervise all syndication activities, both TV series and feature pictures.

Anderson was VP and sales manager for ABC Films, since 1959. In association with General Artists Corp., he produced (Continued on Page 4)

#### McKinley-Pilant Gets AM Construction Permit

Pearsall, Tex.—McKinley-Pilant Broadcasting has been awarded a construction permit by the FCC Broadcast Bureau for a new AM station here on 1280 kc, 500 watts, daytime.

#### Gleason Opposition To Be 'Sam Benedict'

NBC-TV is planning to pit "Sam Benedict" against Jackie Gleason on CBS-TV this Fall, it was learned yesterday. The Saturday night series, produced by MGM-TV, stars Edmond O'Brien. E. Jack Neuman, who wrote the pilot script, will serve as series producer.

The program is based on the experience of Jake Ehrlich, noted San Francisco attorney. The sale marks MGM-TV's third weekly hour of programming on NBC-TV for Fall.

#### Sky-Com System Coming, Bob Kennedy Tells House

Washington—A system of satellites to be used in intercontinental communications may be in operation by next year, Attorney-General Robert Kennedy yesterday told the House commerce committee. Progress is already so far advanced that decisions on its ownership will have to be made in the very near future, he declared.

#### NBC Reports \$7 Million New Business in 1 Week

Don Durgin, network sales veep at NBC-TV, has reported that more than \$7 million in new business was purchased last week, by 12 advertisers buying participations in 14 nighttime programs.

#### Goldenson Reveals Top Command Shift As Rumors Persist

Persistent rumors circulating freely within the industry that Oliver Treyz was on his way out from the presidency of ABC-TV materialized yesterday with dramatic suddenness in a formal two-part announcement by Leonard H. Goldenson, president of AB-PT, Inc., stating that:



MOORE

1. Thomas W. Moore, serving the skein as its program VP since 1958, has been appointed VP in change of the network. (Editor: Moore however does not step up to the presidential title—as yet.)



TREYZ

2. The parent company plans to utilize the services of Treyz "in areas other than broadcasting." (Editor: Conceivably, if Treyz elects to remain with AB-PT, he might

move into a leadership post in its expanding international division, (Continued on Page 5)

#### Cameras to Roll Apr. 9 On 'It's A Man's World'

Hollywood — "It's A Man's World," hour comedy drama series to be produced and directed by Peter Tewksbury for Revue Studios, has been set as a major NBC-TV show in the coming season. Jim Leighton will be associate producer. Filming begins Apr. 9. "It's A Man's World" is slotted for prime nighttime. It will be based on stories "with upbeat realism themes, reflecting contemporary American life."



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MARVIN KIRSCH: Assoc. Publ-Gen Mgr.

ARTHUR PERLES: Editor

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WASHINGTON BUREAU: Harry Lando, Office: 1126 National Press Building, Executive 3-4808

WEST COAST OFFICES: Lawrence B. Krasner, Vice-President and General Manager, 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU: Hal Tate, 192 North Clark St., Telephone: ANdover 3-6520

CANADIAN BUREAU: Jules Larochelle, Room 314, Belmont St., Montreal

LONDON BUREAU: Peter C. Davalle, 6 Romany Gardens, Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 56, Taxco, Gro., Mexico

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edifinio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Nanjyama-cho, Shibuya-ku, Tokyo; Telephone: 46-4324. MADRID OFFICE: Bobby Deplante, Edificio Espana, Grupo 4, Planta 14.

Patty Duke to Star In 'Breakthru' Debut

Patty Duke, who learned sign language for her "The Miracle Worker" stage role, plays the leading role Saturday morning in "Talking Hands," the first of 13 "Breakthru" episodes to appear on WCBS-TV.

The series, produced by the Broadcast and Film Commission of the National Council of Churches in the USA, is designed for children and is scheduled from 9 to 11.

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania... constant and complete coverage of local political, religious, social and sports events... reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



scranton-wilkes barre and WGBI represented by HR

COMING AND GOING

MICHAEL DANN, CBS-TV Network VP of Network programs, has returned from a week's Caribbean vacation in the Bahamas.

ALLEN LUDDEN, host of CBS-TV's "Password" and "G-E College Bowl," has returned from a 10-day vacation in Rome and Paris.

RODNEY ERICKSON, president of Filmways, Inc., has left for England to negotiate for U. S.-Canadian rights to the Marconi Pay-TV system.

PHIL D'ANTONI, general sales manager of Mutual Broadcasting System, has left here for Chicago.

JAN MURRAY, host of NBC's "Charge Account," en route to Israel the first of several stops during a one-month trip.

SHELDON LEONARD, TV producer, has returned to the West Coast following a business trip to New York.

MORTIMER W. HALL, owner and president of Hall Broadcasting Corp., arrives in Los Angeles aboard his yacht after a vacation trip in Mexican waters.

Tape vs. Film Demonstration Staged by MGM Telestudios

In a demonstration for the trade press yesterday at its New York headquarters, M-G-M Telestudios yesterday claimed that commercials produced on video tape register with greater impact than those produced on film.

Yesterday's showing on tandem TV receivers of cheese and cake mix sales messages were presided over by George Gould, Telestudios president and general manager and Ronald Carroll, research director for MGM. They asserted that tests before sample random audiences over the winter and spring have convinced them that the taped versions "looked more appealing and appetizing," were "clearer and sharper" and seemed "more lifelike."

Two basic questions and their tabulated responses follow:

"Which of the two versions of the commercial do you prefer?"

Table with 4 columns: Commercial Type, Film, Tape, Neither. Rows: Cottage cheese, Chocolate cake mix, Angel food cake mix.

"Which of the two commercials created a stronger desire to buy the product?"

Table with 4 columns: Commercial Type, Film, Tape, Neither. Rows: Cottage cheese, Chocolate cake mix, Angel food cake mix.

ABC's New Hq. in Rome Also Covers Mid-East

Rome—ABC has opened a new headquarters for the Mediterranean area here at the famous landmark, Piazza di Spagna. Lou Cioffi, chief ABC News European correspondent, said, "From here, ABC also will be jumping off to all parts of the Middle East."

Last of 6 Chrysler Specs To Feature Andy Williams

The Andy Williams hour color show on NBC-TV May 4 will be the last of six specials being sponsored this season by Chrysler. Guest stars already signed include Andy Griffith, Ann-Margret and Dick Van Dyke.

CONN. UHF AIRS MEDICINE IN '60s

New Britain, Conn.—"Medicine of the Sixties," a new series of outstanding medical programs sponsored by the Conn. Blue Cross, will be seen on UHF station WHNB-TV with this Thursday's episode titled "Radioactive Medicine."

The TV cameras move into the Radioactive Isotope Laboratory of Presbyterian Medical Center in San Francisco to show how such isotopes are used in research, diagnosis and treatment.

Japanese Bob Hope Tries New TV Slant

East meets West with a crash Thursday on NBC-TV's Bob Hope special sponsored by Timex and Beech-Nut Life Savers.

Hope will play an unusual Japanese potentate, negotiating to rent his palatial home to an American actress in Japan, played by Ethel Merman. Other guests will include Maximilian Schell, Piper Laurie and Fabian, with David Rose's orchestra to supply background music.

Agency for Timex is Warwick & Legler, and for Beech-Nut is Young & Rubicam.

Tacoma Stations Name Raymer National Reps

Tacoma—KTNT-TV and KTNT Radio have appointed Paul H. Raymer Co. Their exclusive national rep.

FINANCIAL (March 20)

Table with columns: Stock Name, High, Low, Close, Net Change. Includes NEW YORK STOCK MARKET and AMERICAN STOCK EXCHANGE.

Table with columns: Bid, Ask. Includes Jerryold, Meredith, Metromedia, Official Films, etc.

Sam Rolfe to Produce 'Eleventh Hour' Series

Producer-writer Sam Rolfe has been signed by MGM-TV as producer of "The Eleventh Hour" new hour series starring Wend Corey. The program has been scheduled for Monday nights next Fall by NBC-TV.

He reports immediately to executive producer Norman Felton to begin preparations for a June production start on the series. With CBS for the past five years, Rolfe was the producer and writer of the "Have Gun, Will Travel" series.

Hammer Resigns, Rests

Leonard E. Hammer is on brief vacation, following his resignation as United Artists associated Eastern division sales manager. He will announce plans on his return.





## 6 ways to make the "green"

(Each of the 6 ABC Owned Radio Stations makes the green in its own way)

Either breaking par or making money requires a selection of the proper approach. In golf, you need the right club to make the green. In radio advertising, you need the right stations to make that all important "green." Each of the six ABC Owned Radio Stations provides an open fairway to more profitable selling. Why? Because of the ABC Owned Radio Stations' ability to adapt to the local market with its own programming, or as we call it, effective use

of the Flexibility Factor. The results speak for themselves. The ABC Owned Radio Stations are providing bigger and better audiences constantly. Compare December 1961 with December 1960.\* The stations provided a collective per quarter hour increase of 40% more families. Looking for the right course for your product? Tee up. For WABC, WLS, WXYZ and KGO check with John Blair and Company. Adam Young, Inc. for KQV. The Katz Agency for KABC.



**ABC OWNED RADIO STATIONS**  
WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO  
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES

\*NOV.-DEC. 1960/61, PULSE 6 AM-6 PM, MON.-FRI. IN LOS ANGELES, CHICAGO, NEW YORK, PITTSBURGH, DETROIT AND SAN FRANCISCO.

### Jim Lucas Helps Ink 'Miss Page 1' Winner

Jim Lucas, announcer of NBC-TV's "Concentration" series, will be the emcee for the final judging in the Miss Page One Queen competition at the Newspaper Guild Headquarters in New York Thursday.

## NBC Night Programs Get 3 Big Sponsors

Block Drug Co., via Sullivan, Stauffer, Colwell & Bayles, has purchased sponsorship in 10 current NBC-TV nighttime programs, effective June 25, while two other companies placed orders in nine shows in the network's after-dark schedule. They are Singer Sewing Machine Co., via Young & Rubicam, and Quaker Oats Co., via J. Walter Thompson.

Block's buy was for "87th Precinct," "Thriller," "Laramie," "Cain's Hundred," "David Brinkley's Journal," "Outlaws," "International Showtime," "Chet Huntley Reporting," "The Tall Man" and "Saturday Night at the Movies." The skein covers Monday through Saturday.

Singer bought sponsorship in "Thriller," "87th Precinct," "National Velvet," "Dick Powell Show," "Laramie" and "David Brinkley's Journal." Quaker Oats also purchased sponsorship in "National Velvet" and "Laramie," and bought participations in "Chet Huntley Reporting," "Saturday Night at the Movies" and "International Showtime."

### WDGY Adds Sales Exec

Minneapolis — Richard H. Harris, WDGY general manager, has appointed James L. Barkley sales staff account exec. Barkley formerly was with KVTU, Sioux City, in a similar capacity.

## STORK NEWS

Dr. & Mrs. Vincent Merendino (she's Betsy Palmer of CBS-TV's "I've Got a Secret") became the parents of their first child, a girl, born at Flower-Fifth Avenue Hospital.

A boy, Matt James, was born to Mr. and Mrs. James Matthews. Father is assistant director of promotion and advertising for KTLA Los Angeles.

### 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

• • • James Kitchell, director of NBC News' "Huntley-Brinkley Report" and "Chet Huntley Reporting" since their inception, addresses communications and journalism seminars at three universities this month and next. On Friday, he speaks at a luncheon meeting of the Mass Communications Faculty Seminar at Columbia U. (NYC), Monday, he'll address a seminar at Indiana U.'s School of Journalism (Bloomington) and on Apr. 27, talk at the Miami Conference on Communications Arts at Miami U. (Coral Gables). Verdi's "Macbeth," restored to the Metropolitan Opera repertory after a year's absence, will be heard Saturday on WOR's Metropolitan Opera broadcast. WOR originates the series for the Texaco Metropolitan Network, with Milton Cross as host . . . Art James, host of Goodson-Todman's "Say When" on NBC-TV, is vacationing through Apr. 2 and will play the title role in "Mr. Roberts" at the Pinehurst (N.C.) Playhouse. Subbing for him Mar. 28-Apr. 2 is Wayne Howell, with taped shows airing till then.

★ ★ ★ ★

• • • The North Carolina Education Association has presented its highest award, the Bronze School Bell, to WECT-TV, Wilmington, for its wide range of educational coverage. Accepting the award at the association's meeting in Raleigh was Claude O'Shields, the station's general manager . . . "Tarzan Baby," sung by teen-agers Patty and Peter, is the wildest record to roll off the wax-works in many a moon. It's on the Sands' label . . . Look for a big buildup for young actor Keir Dullea, who's scoring in films ("The Hoodlum Priest") and TV dramas . . . Blockbuster casting: "Hollywood producers hope to co-star Frank Sinatra and Bobby Darin in "Come Blow Your Horn" . . . Brook Benton has given up Karate lessons . . . Anna Chrysafi, Greek singer at the Britania, signed for a South American tour . . . Roger Muir and Nick Nicholson, former NBC producers, are truly gleeful these days—their New Merritt Enterprises recently celebrated its first anniversary. Muir-Nicholson have more shows on Canadian TV than any other company and also own two hot shows in New York—"The Funny Mann" and "Slimnastics."

★ ★ ★ ★

• • • WHN's "Men of Music" contest is pulling tons of mail, with prizes including radios for every member of the family, a \$1,000 stereo set and a 1962 car. Their new big album sound is being backed by the biggest promotions in town . . . The Cellomatic division of Screen Gems announces that WGBH-TV, Cambridge, Mass., is the most recent station to install the Cellomatic animation projector. WGBH-TV is the second all-education channel to acquire Cellomatic equipment . . . Viveca Lindfors will guest with "Liz Morgan tomorrow on WNTA. Incidentally, Elizabeth's mail shows a large male audience . . . The American Music Theatre will devote its Sunday program on CBS-TV to the music of Richard Adler . . . WWRL's Aunt Jemima Gospel Singing Contest off to a great start with more contestants than ever before.

★ ★ ★ ★

• • • Bill Randle substitutes for vacationing Kenneth Banghart on the latter's WCBS Radio "At Your Service" while Ken is off on a Caribbean cruise . . . Gloria Okon is expanding her TV sales activities for Arnold's via their new product, 100 per cent Colombian Coffee. She'll spiel in nine markets this month and expand farther West in April.

## Eidophor on 22 Net Shows

The TNT Eidophor large-screen TV projector has provided rear-screen visuals on as many as 22 programs during March on the three networks, according to Eugene D. Warren, engineering director of Theatre Network Television, exclusive distributor of the Eidophor projector.

He said the Eidophor appears regularly on 13 programs per week at CBS-TV, six scheduled weekly programs at NBC-TV and

specials at ABC-TV, with its primary use on news and public affairs shows, "thus enabling the networks to integrate all visuals used on such programs through a single rear screen — whether stills, film, videotape or live television."

### 'Sea Hunt' 4 Years Old Outstripping All Rivals

Los Angeles — Ziv-UA's "Sea Hunt," now in its fourth year, CBS owned KNXT-TV, is pos- sible the highest ratings in its his- tory. TV reports that the series is highest-rated syndicated film- ing shown on Los Angeles TV, that it tops its nearest competi- tor by more than 30 per cent.

## Capital Cities, W-TEN Shift Four Staffers

Albany — Four internal changes were announced yesterday by Daniel B. Burke, president, Capital Cities Broadcasting and general manager, W-TEN in this city.

Dominic J. Vignola, W-TEN sales manager for the past two years, has been appointed account executive at WKBW-TV Buffalo, recently purchased by Capital Cities, owners of W-TEN and other broadcast properties in the East.

Phil Beuth, Channel 10 promotion manager since January, 1967, has been named local sales manager, position vacated by Vignola.

Marc Edwards, W-TEN director of news and special events, becomes promotion manager.

Bruce Williamson, W-TEN news caster, replaces Edwards in directing the station's news operations.

### Anderson to 20th-Fox

(Continued from Page 1)

the syndicated version of "Conan Dr. Brothers." He also served as a sales rep in Dallas and was Central Division manager for All Films in Chicago. From 1948-1951, he was a producer-director for KDYL-TV, Salt Lake City (now KCPX-TV), an assistant program director and film buyer for WFAA-TV, Dallas. While at WFAA he also acted as a consultant for a number of Southwest stations in setting up their film operations.

### Press, KTSA Share News

San Antonio—Late news headlines are now broadcast directly from the city desk of the San Antonio Light on KTSA via a special telephone hookup.

## OBITUARY

### Claude E. Schoch

St. Louis—Claude E. Schoch, an officer and director of the Vernon, Ill., Radio and Television Co., and general manager of W IX, died over the week-end. He also was president of the C. Schoch Advertising and Merchandising Co.

# GIBSON BUCKS 'TREND,' BUYING TWO DAYTIMERS

Gibson Refrigerator Sales Corp. will sponsor two daytime ABC-TV shows, "Queen for a Day" with Jack Bailey and "Suns for a Song" with Bert Parks, in a move away from what considers an accepted magazine concept of TV buying. No appliance manufacturer is sponsoring a daytime show, according to Gibson spokesman. The two shows starting next month, both Gibson, a subsidiary of the General Corp., will be on daily, alternating between the two networks. ABC originally offered its standard magazine format, with Parks on seven daytime programs and Bailey on the Bailey-Parks combination.

## Moore Succeeds Treyz in Top ABC-TV Post

(Continued from Page 1) The operations or exploratory electronic fields.) The Goldenson statement, published in the usual formal style in a press notice, puts to rest the past for the present—reports of an internal executive shakeup and the summoning of top "outsiders" to replace Treyz. To those well-acquainted with the ABC organization, Moore's advance to the command position seems a natural because for the past year or more he has been regarded as "more than a right-hand man" to Treyz, winning the deep respect of his associates and many sponsors and agency officials.

### 'Key Figure,' Says Goldenson

In Goldenson's own words, the promotion is "in line with our desire to strengthen executive management." Moore, he stated, has been a key figure in the TV setup since 1957 when he joined the network as VP in charge of sales.

Treyz is generally considered to have presented an acidulous demeanor in his video dealings, in marked contrast to chief Goldenson's acknowledged gentle manner on all occasions. Recently Treyz was subjected to harsh criticism for his testimony before the Senate in defense of a "Bus Stop" episode that was peppered for violence, sex and brutality.

### Former Naval Officer

Moore is a native of Meridian, Miss. His first post-college position was on the staff of his hometown newspaper. He served in the Navy during the war and was discharged in 1945 as a full lieutenant.

He entered broadcasting in 1952 as a West Coast account executive with CBS-TV Film Sales, becoming general sales manager four years later. One year after joining ABC, he was elevated to the programming vice presidency.

## Viewers Call to Learn 'Is It Deductible?'

Philadelphia — "Is It Deductible?" a special service presented each year for WCAU-TV viewers around income tax time, will be aired Sunday. On hand to answer viewers questions will be regional and local directors of Internal Revenue with a staff of 15 experts. Viewers will be invited to call in questions during the program.

## Kenton Goal: 'New Sound'

West Coast Bureau of RADIO-TV DAILY  
Hollywood — KTTV executive producer Charles H. Stern has announced a new concept in TV shows to premiere on the station Thursday night in an hour special featuring Stan Kenton and his 22-piece concert organization, vocalist Sue Raney and the Sportsmen.

Kenton will serve as the host of the show, produced at the facilities of KTTV here, and for the purpose of achieving a "new sound" for TV, Kenton's own recording engineers have been brought in by Stern to handle the sound mixing.

The special is being sponsored locally by Weber's Bread and, in this connection, a new composition entitled "Fred" will be introduced in a production number featuring vocalist Gloria Wood, the Sportsmen and Stan Kenton's band.

## 3 National Sponsors Sign for Basketball

F&M Schaefer Brewing Co., Liggett & Meyers Tobacco Co., and Bristol-Myers Co. (through BBDO, JWT and DCSS) will sponsor the "National Invitation Tournament"—college basketball semi-finals—on WPIX tomorrow night.

Sportscasters Win Elliot and Kevin Kennedy will cover the play-by-play and color live from Madison Square Garden. Jack Murphy will direct the cameras.

## WBKB to Begin Series Of 7 Arts Post-'50s

Chicago — WBKB's "Seven's Award Movie," presenting top first-run films of the '50s, premiered Sunday. Contained in this Warner Bros. Seven Arts film package are 41 films featuring top Hollywood stars.

## SG's Foreign Sales Brings Krantz to N.Y.

Steve Krantz, for the past two years vice president and general manager of Screen Gems (Canada) Ltd., is returning to executive HQ in New York to take charge of sales of Screen Gems' international division under Lloyd Burns, VP in charge on International Operations.

Krantz joined Screen Gems in 1956 as program development director, he was named general manager of Screen Gems (Canada) Ltd., early in 1960. Six months later, he became a VP of the Canadian subsidiary.

Prior to joining Screen Gems, Krantz spent five years with WNBC-TV, New York, the first three as producer-director and the latter two as program director.

## Two New Account Execs At NBC Radio Spot Sales

Frank Billerbeck and Michael O. Presbrey have been named account execs for NBC Radio Spot Sales. Billerbeck replaces Joseph Frazer, who was appointed sales manager for WNBC Radio in January.

Billerbeck was previously employed by Moloney, Regan & Schmitt as a newspaper space salesman. Presbrey was a salesman in the New York office of WGN, Chicago.

## GOLDENSON TOPS UNITED PALSY

AB-PT Preau Re-Elected Chairman of Nat'l Group

Cleveland — Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, was re-elected chairman of the Board of United Cerebral Associations at the organization's 12th annual conference here.

One of the founders of United Cerebral Palsy Associations, Goldenson has served five terms as its national president. He is active in a number of organizations, including the New York State Governor's Committee on Employment of the Physically Handicapped, The Advertising Council and the President's Advisory Committee on Youth Fitness.

## Frisco TV Station Buys 'Wrestling from Calgary'

West Coast Bureau of RADIO-TV DAILY  
San Francisco — KGO-TV has added to its Saturday schedule the newly purchased "Big Time Wrestling from Calgary," with Sam Menacker at ringside.

The hour-tape production is syndicated by the Foothills Athletic Club, Ltd., Calgary, Alb., Canada, and is produced by CFCN-TV, Calgary.

**WTIC - POLITZ STUDY\* TAKES A NEW AND CLOSER LOOK AT RADIO LISTENERS IN RICH, RICH SOUTHERN NEW ENGLAND**

\* YOU, TOO, MAY TAKE A LONG LOOK AT THIS IN-DEPTH AUDIENCE SURVEY. JUST CALL YOUR NEAREST HENRY I. CHRISTAL OFFICE



## Saudek Sounds Call For TV's Upgrading

TV leaders can raise the level of taste and imagination of the medium and still hold a mass audience.

That is the conclusion made by TV producer Robert Saudek in a talk broadcast last night over WBAI (FM) New York. Titled "Television—Inside Out," the talk was delivered recently at Stanford U., Palo Alto, Calif. and taped for later broadcast.

### Viewers Loyalty Stressed

"It seems utterly wasteful to me to reflect on the fact that a national resource of the size and influence of American TV should be used largely as a kindergarten for grown-ups. But the public has always had to depend on its leaders," Saudek said, adding:

"Of one thing the leaders in TV may be sure, that if they raise the level of taste and imagination of their medium gradually, but deliberately; if they take seriously their role as patron of the arts and of first rate creativity, their public will not desert them, for it will follow as the night the day that 150 million Americans will not even stir out of their easy chairs."

### "Greatest Show on Earth"

"They will continue to sit like a nation of Gullivers with their feet up on the table and a can of beer in their hands watching that box of Lilliputians playing football, playing Shakespeare, playing music and playing politics.

"It is, or at least it can be, the greatest show on earth—and it belongs not to the sponsors, the agents, the critics, nor even the FCC. It belongs to the people. They must not lose to its special interest groups by default."

## Pitt. Radio Examining Mental Health Facets

Pittsburgh — WJAS this week began a new series of programs on mental health, produced by the government's Department of Health, Education and Welfare and designed to acquaint and inform listeners of the progress being made in the field of mental health and to break down some of the fallacies regarding the subject.

The eight programs in the series will be broadcast on successive Mondays as a part of the station's "Profile Pittsburgh" segment. Dr. Winfred Overholser is the moderator.

The series will explore a wide range of subjects concerned with mental health, including tranquilizers, alcoholism, religion and psychiatry, neuroses and psychoses and nervous breakdown.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Effective March 31, KABC will again expand its news and conversation format by going to six days a week, it was announced yesterday by vice president and general manager Ben Hoberman. With quarter-hour newscasts on the hour and the various personality programs expanded to include Saturday, the station figures on reaching a large new audience composed of people who are not available during the week.

☆ ☆ ☆ ☆

• • • KRHM has joined KFMU and KMLA by commencing broadcasting in FM stereo this week . . . Peter Levinson this week joined the national public relations firm of Cleary-Strauss-Irwin and Goodman. Formerly a free-lance writer, Levinson has also been affiliated with the David O. Alber firm in New York as well as with Columbia Records and MCA . . . Art Linkletter gets an honorary Ph.D. from Birmingham Southern University next Monday for his efforts on behalf of children's welfare and interests.

☆ ☆ ☆ ☆

• • • Jim Loren, executive producer of "Highways of Melody," produced in color for NBC by Henry Jaffe Enterprises, has started rehearsals for the show which airs Easter night. It stars Hugh O'Brian, Janet Blair, Michael Landon, Mary Costa, Paul LaValle, Juliet Prowse and Gordon and Sheila MacRae. Jaffe organization also produces the Bell Telephone Hour and Dinah Shore show in color.

☆ ☆ ☆ ☆

• • • Bill Brundige, KHJ Sports director, in Palm Springs to announce the Angel-Giant games on KHJ-TV. Sponsors are Chevy Dealers, Viceroy Cigaretts and Standard Oil of California . . . Wilbur Stark, indie TV producer who headquarters at M-G-M, will use Kentucky racehorse ranch backgrounds for his new series, "Kentucky," although principal photography will be in Hollywood. Stark, who has been in New York conferring with CBS-TV toppers relative to his new CBS series, "Timberlake," returned to Hollywood headquarters yesterday.

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• • • As uneven as the show was at the Screen Writers Guild shindig last week, there were several very funny bits. Especially hilarious was the Shakespeare skit, with Fred MacMurray and Carl Reiner. Nanette Fabray did well with some clever special material. Some of the lines about runaway production were also funny, and nobody was spared.

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• • • Nita Talbot will guest on "Video Village" on CBS-TV Apr. 16. She is currently co-starring in "Who's Got the Action," with Dean Martin and Lana Turner . . . Sammy Davis, Jr. will be named the "Number One Negro Performer of 1962" during the "An International Evening With Sammy Davis, Jr.," benefit at the Beverly Hilton Friday night.

☆ ☆ ☆ ☆

• • • George Burns and Carol Channing will do four weeks at the Palmer House in Chicago beginning Sept. 4. This is the fifth booking for their act, which debuts June 3 at the Orpheum Theatre in Seattle . . . Panorama Pacific's cast and crew are in Las Vegas this week for remotes featuring Don Rickles, King Sisters, Buddy Greco. This airs over KNXT week-days from 8:00 to 9:00 AM . . . Jack LaLanne advises that he expects to straighten out his problem with Food and Drug Administration when he meets with them on April 2.

## FCC Aid Asked for FTC Hearings Access

Indianapolis—The Indiana Broadcasters Association has asked FCC chairman Newton Minow for commission support in their attempts to cover and report FTC hearings conducted here on the milk war. Telegram read, in part: "For us to carry out your suggestions and the community needs, it is urgent some action be taken in Washington to crack archaic thinking and procedures of some agencies. Will you help?"

## Fifth of Space Gone At Chi. Sound Fair

Chicago — More than 40,000 square feet of exhibit space has already been sold for the World Fair of Music and Sound, to be held here Aug. 31 to Sept. 9. It represents 20 per cent of the available exhibit space, according to John W. Brennock, director of exhibits.

Allied Radio, through many of its manufacturers and suppliers including Scott, Fisher, Phil Knight and Bogen Electric, has contracted for 3,500 square feet of space. Among Allied's exhibits will be a large ham-radio station which will operate throughout the show sending and receiving messages from ham-radio operators all over the world.

Other contracts for space have been received from Premier Drums, Jenco Musical Instruments, Fender Guitar Co., Revue Camera (a division of Minnesota Mining & Manufacturing) and ABC Paramount record division.

## Chi Pubservice Scanned

(Continued from Page 1)

keep the guild going by using more of its available scripters. Lee asked Meyers what he (Lee) should do with a book manuscript, hypothetically of course. Meyers replied: "Take it to New York to a publisher."

### Asks FCC to 'Come to Life'

Dale Pontius, associate professor of political science, representing the Roosevelt U. teachers union, said present members of the FCC should be replaced, they cannot "come to life" and deny licenses to erring stations. Lee's smiling retort was: "I take a good-humored man to and listen to the suggestion of the people who provide this being should perhaps be replaced."

Mrs. Joseph P. Hector, a western representative of the National Audience Board, praised the three network stations and the fourth locally owned commercial station for their coverage. She said the stations were doing a creditable job keeping viewers posted on problems, pointing out the "Chicago" series on CBS's WBBM-TV as doing an "outstanding job."

### Three Stations Praised

Robert Aherns, executive director, Adult Education Council of Greater Chicago, said that liked some programs on WBBM-TV, an independent, and on WKBK and CBS's WBBM but criticized NBC's WNBQ.

"It once gave Chicago people for great pride by helping a whole school of TV—the Chicago school—all of this is and so is our pride in Chicago and NBC."

## Mexican Videofile

By PEDRO MARIO AMARO

The Department of Communications has cancelled license of radio station XEFR in Ciudad Juarez, Coahuila (across the border from Del Rio, Texas). Mexican station had been broadcasting questionable cure-all and gadget commercials. English language broadcasts and ads sought customers in American southwest, but were cancelled after they were paid for patent medicines or products which were never of any medical value. Papers periodically exposed the Mexican station but continued until the recent Federal action.

Four Mexican technicians have been hired by Augusto Belmont, owner of a new Lima television station, to direct installation of equipment. Belmont is also hiring Mexican talent, buying records and is three radio stations, Radio Accesor, OA-4Y and OB-46.

Roert W. Lerner who, in association with Carlos Ortigosa, heads Cinematografia Internacional, S.A. (International Films), and studios dubbing American movies into Spanish, is planning to launch out into production of Mexican series. Mexican actors like Pas Pedro Armendariz, Kitty Lyons, Rosita Quintana, Margarita Lopez, etc will be featured in adventure, suspense and comedies. Some production activity will also concentrate on sport, science and documentaries. Distribution will include Mexico and the Central and Latin American markets.

## New WNTA Owners To Shift Call Letters

Newark—Bergen Broadcasting Corp., which recently took over ownership of WNTA-AM-FM from National Telefilm Associates, has petitioned the FCC for a change in call letters to show the new resident ownership, it was announced by Bergen president Lazar Emanuel. Bergen Broadcasting is a subsidiary of Communications Industries.

### Effective Monday

He said his company's plans for operating the AM and FM outlets will be placed into effect on Monday, following a formal announcement of details at a press conference in the Hotel Douglas here. Included is an expansion of the stations' local facilities and a shift of Communications Industries' executive headquarters here from their present New York City location.

Communications Industries, in addition to WNTA-AM-FM, also operates—through local subsidiaries and management—WEOK-AM-FM, Poughkeepsie; WACE, Springfield; WKST, New Castle, Pa., & WKST-TV (UHF), Youngstown.

## JFK, Veep, Mrs. FDR Aid TV Spec for Cancer

President John F. Kennedy, Vice President Lyndon B. Johnson and Mrs. Eleanor Roosevelt will make special appearances in "At This Very Moment!" the entertainment special to be presented on ABC-TV Apr. 1 by the American Cancer Society and the Eleanor Roosevelt Cancer Foundation. Many top stars will perform. Burt Lancaster will host.

## Music Program Plays Astronaut's Favorites

Washington—The favorite music of Astronaut Glenn and his wife, which includes "Stardust," will be broadcast on WGMS' "Guest Conductor" Sunday night. The couple likes "all music," but favorites are semi-classical. Gilbert and Sullivan excerpts and Harry Belafonte songs will be heard.

## 'A Triumphant Hour' Video Easter Special

A Protestant Easter service will be presented Apr. 22 on CBS-TV. As a special hour program titled "A Triumphant Hour" it will originate live in Trinity Lutheran Church, Long Island City, N.Y., and Dr. Oswald Hoffman, national Lutheran radio speaker and pastor of the Lutheran Church, Missouri Synod, will deliver the sermon on that occasion.

"A Triumphant Hour" will be produced by Ted Holmes and directed by Robert Myhrum under the supervision of Pamela Hlott, religious broadcast director for the CBS News Public Affairs Department.

## Lens Bugs Bugged By Photo Fair Mikes

WNBC is setting up its microphones for a five-day visit to the 1962 International Photography Fair at the 71st Regiment Armory, next Monday through Friday.

During the five-day coverage, WNBC personalities Sandy Becker, Art Ford and Wayne Howell will provide listeners a total of 21 hours of live, on-the-spot broadcasts from the show site.

All programs will feature the WNBC format of music and complete news and weather broadcasts on the hour and half-hour, along with frequent interviews that will bring the listener the color and mood of the Photography Fair. The WNBC personalities will chat with exhibitors about new photo products; officials about behind-the-scenes activities; photographers about techniques, tips and shortcuts to better pictures.

## KTVH Again Telecasts College Hoop Tourney

Wichita—For the fourth consecutive year KTVH is telecasting national junior college basketball tourney through tomorrow, from Hutchinson, Kan., Sports Arena. Sports director Jack Munley handles the play-by-play.

## Coast-to-Coast Flashes

### Quick to Address Students

Boston—WEEI news director Fred Cusick will address the students of Emerson College tomorrow on "Radio News."

### Joe Joins WSBT-AM-TV

South Bend—Joe H. Pate has joined the WSBT-AM-TV staff as announcer and assistant to the sports director. Pate comes from WWS-TV Rosewell, N.M., where he was an announcer and sports commentator.

### WIBX Honored

Utica, N. Y.—WIBX has received the Vigilant Patriot Award from the All-American Conference to Combat Communism in recognition of outstanding performance in informing the

public of the nature of the Communist challenge to all free people.

### Here's 'Luck'!

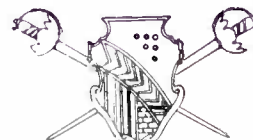
Ft. Wayne, Ind.—James B. Luck has been promoted to assistant program manager of WOWO.

### 'Perspective' on WFAA-TV

Dallas—"Perspective on Greatness," a series of hour programs, documenting the lives of great American personalities, has begun on WFAA-TV.

### KTVH Acc't Exec

Wichita—KTVH has appointed Lee Eneff as an account executive. He was formerly with the Central Kansas TV Network.



No better heritage can a father bequeath to his children than a good name.

J. Hamilton

—A Thought For The Day—

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

## Golden Gate

... and its environs

By BILL SHEA

West Coast Bureau of RADIO-TV DAILY

**San Francisco** — The censor's axe fell twice within the week on regularly scheduled video programs on KPIX and KRON. KPIX nixed a tape showing of a segment of "Krapp's Last Tape," which was to have been unspooled during a live interview discussing its playwright, Samuel Beckett. Sponsor is the Northern California-Nevada Council of Churches. KRON simply blacked out the entire showing of "The Indiscriminate Woman," the weekly program on the NBC net of "Special For Women" and sponsored by Purex.

KPIX Program Director Ray Hubbard said he found certain words and part of the subject matter — taken out of the context of the Beckett play — unsuitable for a Sunday Morning broadcast. Story deals with a degenerate man in a state of utter despair. George C. Conklin, director of the Church Council, explaining why the organization originally approved the showing, said:

### Sees Church Obligated

"The church, the Christian faith, must reflect on and speak to this human situation. If it does not, then the church has nothing to say to any man at any time."

The KRON cancellation of "The Indiscriminate Woman" was abrupt on orders of general manager Harold See who ruled the program was "unsuitable for broadcasting" shortly before air time. This in spite of NBC's continuity department's previous approval of the hour-long show. George Lefferts, producer, commented:

"Thesis of the program is that promiscuity is a compulsive escape, similar in its workings to alcoholism or drug addiction. Futility of this escape is brought home to the indiscriminate woman of the program when she runs squarely into society's condemnation of her."

**Veteran KGO television director Jim Baker and writer-producer Gordon Waldear were sailing the latter's El Toro on the Golden Gate estuary when a gust suddenly capsized the small craft. Both promptly abandoned ship, fully clothed, and swam ashore. Baker: "What do we do now?" Waldear: "Swim back and save the boat?" Agreed. Back in the water. Boat saved.**

### Borders Helming KBGO

**Waco**—John Borders has been named station manager of KBGO. He joins the station after serving as program director of WIL, St. Louis.

## Schwarz Joins WNBC As Program Manager

William H. Schwarz has been named program manager for WNBC, replacing Steve White, who has moved to a special assignment with NBC Radio. Schwarz joins WNBC from the Westinghouse Broadcasting Co. His career

**Jerry Marshall will replace Sandy Becker Apr. 2 in the daily, early-afternoon time-slot on WNBC. Marshall was most recently with WMGM, since changed to WHN. Becker has a show on WNEW-TV.**

includes positions as assistant program manager for KYW, Cleveland, and program manager for WCCO, Minneapolis, and KDKA, Pittsburgh. At Peters Griffin Woodward in New York, Schwarz was manager of program services, and earlier in his career he was a director for WCBS.

## California ETV Group Denied Bid for Channel

West Coast Bureau of RADIO-TV DAILY

**Redding, Calif.**—The FCC has denied the petition of Northern California Educational Television Association for reservation of TV Channel 9 here, as educational.

The commission noted that there is a commercial and an educational application for the channel already, and said the determination can best be made by comparative evaluation of the applicants.

## Milam Switches to TV At Petry Dallas Office

The TV Division of Edward Petry and Co. has appointed David Milam as head of its Dallas office. Milam moves to Petry TV from Petry Radio Sales in Dallas. He has been in broadcast sales in Dallas since 1951, joining Petry in 1958.

## WB Records Names 2

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Robert Summers has been appointed national sales manager of Warner Bros. Records. Simultaneously with Summers' appointment, Hugh Hilliard was promoted to midwestern district sales manager.

## Jackie Coogan Guests On 'Father of Bride'

Jackie Coogan will play the leading guest role as a used-car salesman in his first MGM-TV assignment in the "Stanley's Steamer" episode of "Father of the Bride" on CBS-TV. Written by Carey Wilbur, the episode is the first of two to be directed by Richard Whorf.

## AGENCY NEWSCAST

By SHELBY COOPER

The Advertising Research Foundation has scheduled its eighth annual conference for Oct. 2, at the Hotel Commodore. Dr. Leonard Kent, director of research at Needham, Louis, is chairman of the program committee, and John D. Henry, manager of market research at Procter & Gamble, is vice-chairman.

Pointing out that impartial and objective research is a traditional aim of the ARF, Dr. Kent said, "The committee will emphasize the need for research to keep pace with the rapid advances being made in advertising and marketing."

\* \* \*

**William E. Coutts Stationery will sponsor the TV drama "Give Us Barabbas," Apr. 15 on the eight CBC o-o stations, via Foote, Cone & Belding of Canada . . . Philadelphia's Museum of Natural History made up two TV spots on a "shoe-string budget," to acquaint citizens with the fact their museum is actually fun to visit. The 30-second spots were put together using animated stills, and all four Philadelphia TV outlets donated public service time to run them.**

\* \* \*

Price-fixing, restraint of trade,

## 'Capitol Cloakroom' Clocks 700th Show

"Capitol Cloakroom," CBS Radio's oldest continuous public affairs interview program, begins its 15th year on Mar. 29 with its 700th presentation. Including that program, U. S. senators will have guested 581 times and congressmen 109 times. Cabinet member interviews total 55, ambassadors 24 and there were 108 other officials.

## Steve Allen Produces Hr. Adventure Skein

First of several TV programs to be produced by Steve Allen's Meadowlark Enterprises, Inc., will be "The Boomers," an adventure series. The hour segments, filmed against a background of the oil fields, was created by Jack Donohue, former Los Angeles Mirror managing editor.

Allen will meet with network officials in New York next week to discuss possible sales. Casting is slated to begin within a few weeks.

Donohue, who has written the first script entitled "The Charlatan," has worked in oil fields and has written a history of the oil industry. He will be the series' technical advisor.

## Thought for Today

"Society in every state is a blessing, but government, even in its best state is but a necessary evil; in its worst state, an intolerable one."

—Tom Paine (1737-1809)  
In "Common Sense"

unfair competition and deceptive advertising will be subjects covered in a series of five special interviews beginning Monday on WEEI Boston's, "Listen!" Guest will be former U. S. anti-trust attorney Bernard I. Kaplan

**Coordinated Marketing has established an international trade-relations department to service Asian and European countries with special emphasis on Common Market areas. Part of the move is a recent affiliation with two European agencies, Centrum für Absatzförderung, Zurich, and Bergenholz & Arnesen, Copenhagen.**

## 4 N.Y. Area FMers Join for Time Sales

Four FM "quality music" stations in New York City and its suburban areas have formed FM Affiliates for the purpose of selling time in a unit to advertisers. The stations are WRFM, a maximum power NYC outlet; WDHA, Denver, N.J.; WLIR, Garden City, L.I., and WRNW, Mt. Kisco, N.Y.

Norman H. Perreault, Jr., in charge of sales for FM Affiliates at its Fifth Ave. headquarters said the four stations will still maintain sales staffs and sell individually to advertisers.

Noting that the four outlet serve 28 counties in the New York market area, he said each station has its locally oriented programming of public affairs, news and public service, but the four are similar "in the character of quality music" and they therefore "reach a large audience that are prime prospects because of superior occupational and social-economic positions."

## BBB Elects McCray

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Thomas C. McCray, vice president of NBC, and general manager of KRCA here, this week was elected chairman of the board of directors of the Los Angeles Better Business Bureau.



Established February 1946

Indiana University Library  
Bloomington Ind

90, NO. 56

THURSDAY, MARCH 22, 1962

10 CENTS

## LOCAL PROBE SWINGS TO WEBS

### SMART MONEY ON LEWINE S COAST PROGRAM VEEP

Robert Lewine, CBS Films president, last night was the odds-favorite, with few takers on either coast, as the successor to della Cioppa, who yesterday submitted his resignation,

effective May 15, as the TV network's vice president, programs, Hollywood.

With CBS returnee-program topper Hubbell Robinson still in the Hollywood environs until his Madison Ave. home-

ing this week-end, the word that no definite replacement

della Cioppa will be announced for a while. In the event a best-guess could prove correct, bets are on a Katz, network VP, program, or Michael Mann, VP, New York. The smart money figures it, Columbia pres-



is top-heavy with executive power in its Gotham sector. Another thing, Lewine has let it be known that his creative urges are somewhat stifled in the Films

della Cioppa dislodgment, (Continued on Page 6)

### Bookie Joint' Wins Crime Group's Laurels

GS Reports: Biography of a "Bookie Joint," which became a major story across the country led to changes in the Boston Police department after its telecast. Nov. 30, has received a special award from the New England News Crime Commission "in recognition of significant news presentation of one of America's most serious problems, that of organized gambling."

### Press Gains Control Of 5 Hawaii Outlets

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has approved purchase by Hawaiian Publishing for \$5,720,820 of 51.4 per cent interest in the company operating KGMB-AM-TV (Channel 9), Honolulu; KHBC-AM-TV (Channel 9), Hilo, and KMAU-TV (Channel 3), Waikulu, all Hawaii. The stock was sold by trustees of the estate of Wallace Rider Farrington, subject to certain adjustments.

Also approved was the purchase by Time-Life of KOGO- (Continued on Page 3)

### Tom Sarnoff Chairman For Radio, TV Awards

West Coast Bureau of RADIO-TV DAILY

Hollywood—Thomas W. Sarnoff, VP, West Coast, NBC, has accepted general chairmanship of the Hollywood Advertising Club's third annual International Broadcasting Awards Competition, which will honor the world's best TV and radio commercials broadcast during 1962.

### Radio Oscar to Scripto

Scripto, Inc., has signed for full sponsorship of ABC Radio's broadcast of the 34th annual awards show of the Academy of Motion Picture Arts and Sciences Apr. 9, Robert R. Pauley, network president, announced yesterday. Agency is McCann-Marschalk Co.

### 70,000 Experts Due At IRE's Conclave

Seventy thousand world experts in electronics, space technology, and communications gather in New York Monday, to unveil their latest advances as the international convention of the Institute of Radio Engineers gets under

(Continued on Page 2)

### Let's Talk It Over

By ARTHUR PERLES

### 'Inferiority Complex' Fed By Bureaucracy, Result: A 'Crusade!'

THERE'S a detectable odor of decadence arising from Chicago's Federal Courthouse, for the past three days. That otherwise venerable tribunal hall has been the opprobrious scene of Windy (how true!) City clerics, educators, health, social and labor agency spokesmen and spokeswomen (well-intentioned but misguided), marching like automatons to recite their tiresome odes of carping dissatisfaction with commercial TV stations and networks serving the great midwest metropolis.

Blame for the latest spectacle of massed concern over a city's psyche, morals and attitudes, must be deposited at the door of Mr. Minow as chief of the FCC. Any seasoned propagandist will tell you such exhibitions aren't spontaneous; they have to be "needled up" — and then the parade of the malcontents is due to roll on.

While other key members of President Kennedy's administrative forces wrestle against gigantic powers for survival in the fitful world — with radio and TV the people's prime communicant on the ghostly cold war, we ask: What hath the FCC wrought this time in Chicago?

To us, it represents a most dismaying erosion when a governmental authority causes incalculable expenditures of citizens' and companies' time and energy, not to mention the taxpayer's resources, to produce (Continued on Page 6)

### FCC Counsel Calls For 5-Yr. Records Of Three Chi. O-Os

Chicago — FCC counsel Arthur A. Gladstone yesterday threw a meaningful straw into the winds blowing across Commission hearing on local TV programs with a surprise statement that he has directed the three networks' o&o stations here to produce all pertinent files on station operations from 1958 to the present.

His demand covers these areas: scheduling of both network and local live programs for the 1958-59 and 1961-62 seasons; budgetary allowances, staff equipment and physical facilities allotted for local live programming in the same periods; reductions in station staff personnel from January, 1958 to date, and a definition of the standards and extent of local man-

(Continued on Page 8)

### FCC Okays Transfer Of KTJX to Howard

Washington Bureau of RADIO-TV DAILY

Washington—The FCC's Broadcast Bureau has approved a transaction under which J. C. Howard, one-third owner of KTXJ, Jasper, Tex., would take over full control from William G. Dodson and Frank J. Carpentier in exchange for \$10 cash and assumption of \$30,000 debt still owed to the previous owners.

### Ohio AM Bid Spiked

Hamilton, O.—FCC examiner H. Gifford Irion has issued an initial decision denying an application by Walter L. Follmer for a new AM station here.

### Miles Labs, Am. Tobacco Sponsor 'Going My Way'

Miles Laboratories, via Wade Advertising, and American Tobacco will sponsor the hour "Going My Way" series Wednesday nights on ABC-TV during the 1962-'63 season. It stars Gene Kelly, Dick York and Leo G. Carroll. The cigarette buy was for an as yet unspecified brand.





### ins 1st NAB Pres. Address KARB

...s, Kan.—NAB president Le-  
Gillins will be featured speak-  
the Kansas Association of  
Broadcasters Convention  
lay 4-5. It will be the first  
a NAB prexy has addressed  
B meeting. Bob Schmidt of  
is arranging the program.  
B VP and president-elect  
Falkenstien of WREN, Tope-  
succeed incumbent presi-  
had M. Sandstrom of WI-  
peka. A new VP and presi-  
ect will be chosen from  
er board composed of hold-  
members and new members  
at the meeting.

In addition to Falkenstien, board  
ers whose terms expire at  
onvention are Ed McKer-  
KVOE, Emporia (eligible  
election) and James Platt  
BO, El Dorado (not eligible  
election). Directors whose  
xpire in '63 are Sandstrom;  
MCune of KSAL, Salina; Ed  
nf KXXX, Colby, and Fred  
el of KWBW, Hutchinson.

### 'Case' to Re-Run 'I & Dan'l Webster'

The Devil and Daniel Web-  
starring Edward G. Robin-  
and David Wayne, will be  
n Apr. 30 on CBS-TV's  
Golden Showcase."

Play is adapted for TV by  
Fisman, was produced by  
Susskind and directed by  
Dnovan. A taped produc-  
has been previously seen

### Bin-Buys Approved

Continued from Page 1)

(-TV (Channel 10), San  
from KOGO Broadcast-  
\$6,125,000, plus agreement  
to compete for five years  
r 75 miles of the trans-

er actions, the FCC grant-  
se renewals to WMIN, St.  
WLOD, Pompano Beach;  
OI, New Orleans, WEW, St.  
s and KOME, Tulsa, and  
ation of negative control of  
lin Broadcasting by Philip  
tz, Alvin Koenig and Min-  
Small Investment, a mer-  
volving a stock transaction.

### Traffic Jam Seen 'Close-Up!'

"Do Not Enter," the traffic  
na of our modern cities,  
e studied on "Bell & Howell  
Up!" scheduled Apr. 10

report, produced by Leo  
and Walter Peters, ex-  
possible immediate solu-  
for the auto and truck crush  
New York's Traffic Com-

## SCREEN GEMS' 'EMPIRE' SRO FOR NBC-TV DEBUT

Screen Gems' hour color series, "Empire," will debut this  
Fall as a Tuesday night feature on NBC-TV, fully sponsored.

### LISBON, SEOUL BUY CBS SHOWS

57 Countries Now Offer  
Web's Syndicated Series

Korea and Portugal last week  
became the 56th and 57th coun-  
tries purchasing CBS Films' in-  
ternationally syndicated TV pro-  
grams.

Ralph M. Baruch, director of  
international sales, said Korea  
became the 56th country when KBS-  
TV, Seoul, purchased "Twentieth  
Century," "I Love Lucy" and  
"Have Gun, Will Travel." In Lis-  
bon, Radiotelevisso Portuguesa,  
the national network, bought "P-  
erry Mason." This sale means that  
CBS Films is now doing busi-  
ness with every nation in West-  
ern Europe, Baruch said.

"Perry Mason" will be started  
at once in Portugal. The three  
programs purchased by Korea  
will begin about June 1.

### 'Bell Tolls for You' Proud Warns Admen

"Never send to know for whom  
the bell tolls; it tolls for thee,"  
AFA president C. James Proud  
yesterday warned the Ad Club  
of New Jersey in Newark.

Proud quoted poet John Donne's  
ominous lines in a discussion of  
proposed legislation to give  
the FTC authority to issue its  
own temporary injunctions and  
cease-desist orders. Topic of  
Proud's speech was "Advertising  
Legislation: Whose Business?"  
and he pointed out to the Jersey  
club members that they would  
be among those hurt if restrictive  
legislation on advertising is pass-  
ed.

Proud also quoted William D.  
Pratt, advertising manager of Ab-  
bott Laboratories: "The chips are  
down, in the increasing demands  
of government. It's your choice.  
You can fight City Hall, and my  
guess is you'd damn well better  
start while there's still time."

missioner Henry A. Barnes, who  
is credited with easing the traffic  
strain in Baltimore, Denver, Lou-  
isville, and Flint, Mich.

Nick Webster was the director.  
Swain wrote the script. Original  
music was composed by Stu Phil-  
lips. The series is sponsored by  
the Bell & Howell Co. through  
McCann-Erickson, Chicago.

Chrysler Corp., via Leo Burnett  
Co., will sponsor the full show on  
alternate weeks, with half-hours  
on the intervening segments  
backed by General Mills, via Bat-  
ten, Barton, Durstine & Osborn,  
and American Tobacco, via Dan-  
cer-Fitzgerald-Sample.

The story of the 500,000-acre  
Garret Ranch, "Empire" is being  
filmed principally on location in  
and around Santa Fe, N.M., and  
stars Richard Egan, Terry Moore,  
Anne Seymour and Ryan O'Neal.  
Executive producer of the action-  
adventure series is William Sack-  
heim, a Screen Gems VP.

The producer will be Frank  
Pierson, with Arthur Hiller the  
director of the pilot. Also con-  
nected with the show are Frank  
Nugent, who wrote the pilot epi-  
sode, and Johnny Green, who did  
the original score.

### Greenberg to Produce Mrs. JFK's Trip Reports

ABC newsman Paul Greenberg  
has been assigned as producer of  
"Journey to the East—With Mrs.  
John F. Kennedy," ABC-TV Mon-  
day-Friday, five minute afternoon  
show which debuted Mar. 8. He  
replaces Frank La Tourette, who  
has been given a special assign-  
ment for ABC News.

Greenberg's staff for the special  
news programs, which are spon-  
sored by The Maybelline Co., in-  
cludes Marshal Diskin, director;  
Ed Nadel, associate director;  
Chuck Stadler, editorial associate,  
and Ed Pomponio, film editor.

ABC News commentator Lisa  
Howard is anchor woman in New  
York, with correspondent John  
Edwards traveling with the First  
Lady through India and Pakistan.  
Walt Peters is producer for ABC  
News in India and Pakistan.

### John St. Leger Appointed 'Topic A—Business' Editor

John St. Leger, radio newsman  
and business reporter, has relieved  
Ron Cochran as on-the-air editor  
of the "Topic A—Business" daily  
radio programs, according to Sig  
Mickelson, VP of Time-Life  
Broadcast, Inc., producers of the  
"Topic A" series. In addition to  
other broadcasting activities, St.  
Leger was with WOR-Mutual for  
10 years.

### AB-PT Girl Betrothed

Miss Miriam Mayer, secretary  
to American Broadcasting-Para-  
mount Theatres VP Herb Hahn, is  
engaged to marry David Wald-  
stein, an architectural draftsman.  
They plan a June wedding.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## Public Medical Forum On St. Louis Air Sunday

St. Louis—The fourth and last Public Medical Forum, jointly sponsored by KMOX, The Globe-Democrat and the local medical society, will be broadcast by KMOX Sunday. Rex Davis, news and public affairs director for the station, will be moderator.

## Leonard Back In Music Slot

Leonard Bernstein returns Mar. 31 to conduct the final seven New York Philharmonic concerts of the season on CBS Radio.

The last half-dozen concerts in the series have been led by guest conductors while Bernstein was doing other shows. These final seven will concentrate on Middle European composers and American composers influenced by them.

Music commentator and intermission host is James Fassett.

## WROC Fills New Posts, Adds Morning Personality

Rochester, N. Y. — WROC-AM-FM has filled three staff posts with personnel experienced in New York State broadcasting. Richard M. Waffles is the morning man with "Breakfast with Waffles." Previously he had been with WINS and WHN (formerly WMGM), both New York City; WKAL, Rome; WALY, Herkimer, and WLFH, Little Falls.

Charles B. Pease fills the newly created post of radio director of continuity and production. He had been with WSAY and WWHG, Hornell. Joan Rauscher, formerly with WHAM here, is program traffic manager, another new post.

## Business School Cites Boston Documentaries

Boston—The Cambridge School of Business and Broadcasting has awarded a Citation of Merit to Victor Best and Bob Ferrante, co-producers of WNAC-TV's documentary series, "Expedition Boston." The monthly series shows the positive side and assets of the city.

## WNED-TV to Present All-New Art Series

Buffalo — Dr. Brian O'Doherty, the young Irish art critic, physician and poet, will again depict the world of art for the uninitiated as well as the artistically enlightened in an all-new "Invitation to Art" series on WNED-TV, beginning tomorrow night. Once more he will guide viewers through Boston's Museum of Fine Arts.



By TED GREEN

• • • Broadway paid tribute to Lee Jordan, host of WCBS Radio's "Music of Broadway," in picture-taking ceremonies in Shubert Alley. Participating were Molly Picon of "Milk & Honey"; Robert Morse of "How to Succeed"; Anna Maria Alberghetti of "Carnival," and Julie Andrews and Robert Goulet of "Camelot." This is "Music of Broadway's" third year on the air . . . Walter Cronkite, host of CBS-TV's "Eyewitness" series, already has covered in excess of 75,000 miles since the beginning of the year . . . Alfred Hitchcock going out on the lecture circuit—he's become the darling of the ladies' clubs and they pay fabulous fees . . . The King Henri IV has a French discovery singing nightly. She is as beautiful as can be and strums a guitar while strolling among the tables . . . Mayor Wagner's redecorating Gracie Mansion a la the White House . . . Frank Sinatra would surprise you. He's in a lot of business besides showbiz—like he owns a few apartment houses, a chain of laundromats and even has an interest in a stock brokerage firm . . . The Delmonico Hotel was mobbed with autograph hunters—they had Liberace, Rhonda Fleming and Harry Truman, there all at one time . . . Paul Taubman's big Carnegie Hall concert is this Sunday—sold out . . . Society furrier S. Breslin Baker putting finishing touches on a cape for Dinah Shore—all white ermine trimmed in sable and lined in red velvet.

★ ★ ★ ★

• • • Former Vice President Nixon set for a series of 10 political commentary shows not on party lines . . . Merv Griffin, back to "Play Your Hunch," etc. after a vacation, is slated to hit the news again this week . . . Saverio Saridis, the singing ex cop, is a smash on tour with Rhonda Fleming . . . The Luau 400 now has Luau's you can take home fellas . . . Fred Astaire set for another special this year . . . The Gaslight Club stars my old friend Jimmy Carroll, who's just great in their swanky French Room . . . Jazz star Julian Cannonball Adderley a tremendous hit at Birdland. He may be doing a special series of TV stunts for Steve Allen shortly . . . President Kennedy is in for a surprise when his birthday comes up this May. Society maestro Phil Bennett, who's played for him many times, has composed a new birthday song in his honor.

★ ★ ★ ★

• • • Goings on at Columbia Records: Tchaikovsky's newly discovered "Seventh" Symphony will be recorded this month by The Philadelphia Orchestra, under the direction of Eugene Ormandy, for Columbia Records . . . Columbia has released a new two-disk set of Mahler's Ninth Symphony by the late conductor, Bruno Walter . . . William Denny has been appointed manager of Bradley Recording Studios, Nashville.

★ ★ ★ ★

• • • Goings on at Coral Records: Thrush Thelma Carpenter mesmerizing patrons during a month's stay at Greenwich Village's newest nitery, The Blackjack . . . Liberace has the next several weeks solidly scheduled, with his current four-week stand at New York's Latin Quarter, to be followed by a single frame at the Camden (N. J.) Latin Casino and stints in Providence and Albany . . . A winning combo is predicted in the disk-pairing of Jackie Wilson and Linda Hopkins—a dynamic duet! . . . A&R producer Henry Jerome left the studio for a trek to Cleveland, Detroit and Boston to sound the musical pulse of the areas . . . Teresa Brewer got a day off from her Lake Tahoe chores when she was snowed in by the recent Nevada blizzard, but the weather hasn't slowed action on her latest coupling, "Another" and "I Want You To Worry."

★ ★ ★ ★

• • • Jerry Jerome has composed a new radio-TV jingle for Dual Filter Tareyton Cigarettes, via the Gumbinner agency. Ed Kenner was producer . . . Actress-announcer Zel deCyr just did the voice of "a happy young woman" for a series of Dannon Yogurt radio commercials produced by Rock Hill Productions, via the Zlowe agency . . . "The House That Jack Built Christmas Fund for the Needy," launched by WWRL and the Amsterdam News, distributed 234 additional food baskets last week to people in need . . . Jack is WWRL personality Hal Jackson, who has raised hundreds of thousands of dollars in similar drives to help the less fortunate.

## Handwriting on Wall After 1st Day's Mail

Pittsburgh—Through a KI handwriting promotion, listeners have learned a lot about themselves and the station has learned how responsive its audience is. KDKA personalities received a free character analysis by a noted graphologist, and mail count reached 24,325 in days when the volume made necessary to discontinue announcements.

## Peter, Mary Aid Girl Club

Peter Lind Hayes and Mary Healy will introduce girl scholarship-award winners at the annual Career Key Awards Dinner at Hotel Roosevelt, co-sponsored Girls Clubs of America and Reader's Digest Foundation.

Career Key Awards helps serving members pursue their chosen careers. The girls are selected on academic and leadership qualities, and are on the theme of what a career means to them.

Miss Healy is a former national award winner. Her "Miss New Orleans" title led to a modeling career.

## New Manila TV Station Buys 'Knowledge' Series

Manila — DZTM-TV, having made the first outside-U.S. purchase of the "Frontiers of Knowledge" TV series, is scheduled to begin telecasting next month.

The dramatic series of 12 hours, produced by WFIL-Philadelphia, in cooperation with Pennsylvania U., is distributed by Trans-Lux TV Corp.

The Manila Times owns DZTM-TV, which is represented in the U.S. by Charles Michelson, New York.

## STORK NEWS

Jules Rifkind, national promotion manager of Mercury Records, and his wife became parents of a boy, Steven Jeffrey.

It's a boy, Richard Robert. Mr. & Mrs. Richard Morgan. Father is sales service representative for CBS-TV Network.

David L. Wolper, executive producer and president of World Productions, and his wife became parents of a boy, Michael I. born at Cedars of Lebanon Hospital, Los Angeles.

# Cameras to Follow Archbishop's Installation

## KMOX Microscope Focuses on St. Louis Culture

St. Louis—KOMO-TV will present an hour documentary tomorrow night titled "Theme with Variations," which will look into this city's cultural elements by paying tribute to past traditions, present accomplishments and what to preserve for the future. Earl Wrightson will be host of the program written by James Dutton and directed by Bob Miller.

The special will attempt to answer what makes a city important; what gives it character; and what keeps it from being just a collection of houses and stores assembled more or less in one place. Serving as a finale will be a pictorial tribute using exclusive photographs by Art Fillmore, one of the Midwest's outstanding photo-journalists.

## UHF Translator Bypasses 'Hills' in Gotham's Canyons

A UHF-TV antenna atop the George Washington Bridge—seven miles from the Empire State Building transmitter—is now a functioning part of a translator system repeating WUHF programs.

The translator, developed by Aler Electronics, Inc., and the main station are being used by the FCC to test the effectiveness of UHF in New York City. Translators are low power repeaters which pick up off the air signals and convert or "translate" them to a different channel. The new channel is relayed into areas deprived of good reception by barriers such as mountains or buildings.

### Beamed Back to City

The translator on the bridge picks up the signals of Channel 33 and beams them back over most of Manhattan, lower Bronx, Brooklyn and Queens.

Use of the technique of multicasting, or transmitting the same program on several different channels is successful in overcoming the problem of shadowed areas, the FCC can be expected to step up its drive for more effective utilization of the UHF spectrum. The problem of UHF coverage also can be overcome by using translators to extend the range of main stations.

Although the New York repeater is being operated on an experimental basis, more than 400 UHF translator systems provide good reception for isolated communities in mountainous areas from the Pacific Northwest to New Hampshire.

## Colon Brings Griffith to Boy Scout Camporee

Wilson, N. C. — At the request of L.H. Fountain (D., N.C.), Andy Griffith, star of CBS-TV's "Andy Griffith Show," will appear here Apr. 28 before 4,000 Boy Scouts at the East Carolina Boy Scout Council Camporee.

## \$30.5-Mil. Suit Claims Como Show Stole Idea

A Canadian writer, Jacques J. Beaulieu, has filed a \$30.5 million suit in N. Y. Federal Court against the J. Walter Thompson Co., NBC, Roncom, Inc. and Dairy Products Corp. He claims unlawful appropriation of an idea of his for the "State Show" segment used on the Perry Como show.

## Andy Williams Hosts Chrysler Color Show

Chrysler, via Leo Burnett, will sponsor a special Andy Williams show, May 4 an NBC-TV in color.

The show will originate from NBC studios at Burbank, Calif., and is written, directed and produced by Alan Yorkin and Norman Lear. It is the sixth and final special to be sponsored by Chrysler on the network this season. Guests include Andy Griffith, Ann-Margret and Dick Van Dyke.

Beginning in September, Williams will be host and star of a regular full-hour weekly color series on NBC-TV.

## Air 'Planned Parenthood'

A special panel discussion on "Planned Parenthood" will be heard on WNTA's "The Elizabeth Morgan Show" Wednesday afternoon.

## Ernie Signs College Singers

Collegiates Hank Jones and Dean Kay will sing as a team on the new "Tennessee Ernie Ford Show" which debuts Apr. 2 on ABC-TV. The half-hour morning program will be telecast each day.

Their repertoire of folk, rock 'n' roll and popular music placed

## Hazam News Specs Compete for Awards

Three NBC News TV specials produced by Lou Hazam have been selected by the Educational Film Library Association to compete for awards at the fourth American Film Festival in New York Apr. 27.

The programs, all in color, are "Japan: East Is West," "Vincent Van Gogh: A Self Portrait" and "Way of the Cross."

The most recent, "Japan: East Is West," was broadcast Dec. 4, 1961. The program was filmed in Japan and showed how Western influence was altering standards of living in Japan.

"Vincent Van Gogh: A Self Portrait" was broadcast Nov. 17, 1961. The documentary told the tragic story of Van Gogh's life through many of his most famous paintings.

"Way of the Cross" was first broadcast April 16, 1960, and repeated last year. The program utilized a camera as the "eye" of Jesus in tracing His early life and final walk to Calvary.

## Robt. Kennedy to Talk At AP Execs Luncheon

U. S. Attorney General Robert F. Kennedy will address the nation's top news executives Apr. 23 at the annual luncheon of the Associated Press in the Waldorf-Astoria. The luncheon is held during the annual meeting of AP members. Six directors will be elected to the AP's 18-man board during the sessions.

## MGM-TV's 'Grand Slam' Starts Shooting 1st Seg

Patricia Breslin has been cast in the leading feminine guest role for the initial episode of MGM-TV's new "Grand Slam" series. The episode, "A Long Way Home," is now before the cameras with regular star Murray Hamilton and guest star Albert Salmi. Norman Felton is exec producer of the half-hour series, backgrounded by the world of sport. Buzz Kulik is directing and producing the opening script by Robert Dozier.

## KGO-TV to Chronicle First Such Ceremony Since 1935 in 'Frisco

By BILL SHEA  
West Coast Bureau of RADIO-TV DAILY

San Francisco — KGO-TV will have four cameras inside and outside St. Mary's Cathedral Apr. 3 to cover the installation of Bishop Joseph T. McGucken as archbishop of the San Francisco diocese, the first such investiture here since 1935. The hour telecast will be taped to begin a half-hour after the ceremony starts, and repeated on the morning of Apr. 8.

### Combined Choirs to Sing

The station will set up an elaborate sound system to enable the audience to hear the church rituals, including the chants and hymns of the combined priest-vested and St. Patrick's seminary choirs. Narration will be provided by Fr. Eugene J. Boyle, director of the Vallambrosa Retreat House in Menlo Park. "For the benefit of viewers," he said, "we will try to explain the various parts of the ceremonies before they occur at the altar."

KGO-TV will also present a brief biographical special on the new archbishop prior to the start of the ceremonies. Actual coverage will include the procession into the cathedral; the installation ceremonies performed by Archbishop Egidio Vagnozzi, apostolic delegate to the United States from the Vatican, and the chanting of the Pontifical Mass by the new archbishop.

### Pasetta, Sachs in Charge

The program will be directed by Martin Pasetta and produced by Harvey Sachs, it was announced by David M. Sachs, ABC-TV VP and general manager of KGO-TV.

## Shelley, Marilyn See Hy

Shelley Berman, star of the Broadway musical, "A Family Affair," and movie star Marilyn Maxwell will guest star Saturday on WOR-TV's "Hy Gardner Show."

## Testimonial to Erudition For DeeJay Bob Crane

Los Angeles—KNX's Bob Crane and actress Merry Anders have been named, respectively, Honorary Head Coach of Women's Athletics and Honorary Supervisor of Men's Sports at Valley State College. The academic honors were awarded at a campus luncheon held by the Ole Booster Club, an organization formed to take the place of an alumni association for the new college.

## General Foods Buys Zane Grey Repeats

Selected rebroadcasts of "Dick Powell's Zane Grey Theatre" will be presented as a weekly feature on CBS-TV, scheduled to start Apr. 12.

The series of western dramas, which had a successful run on CBS-TV from 1956 through 1961, will again be sponsored by the General Foods Corp., via Young & Rubicam.

The premiere, "Three Graves," was written by John McGreevey from a TV story by Norman Daniels, produced by Hal Hudson for Four Star-Zane Grey.

John English served as director of the feature.

## CANADA TvB TO NAME BD. AT 1ST ANNUAL MEETING

Special To RADIO-TV DAILY

Montreal — TvB of Canada will hold its first annual meeting here Monday and Tuesday with a board of directors to be elected by the members at the opening session. Though the bureau has been in operation only eight months, its director, William R. Seth, Jr., reports it already has 42 members. These are made up of the major Canadian stations, the CBC English and French networks, and station reps.

An open meeting will be held Tuesday, at which the scope and functions of the bureau will be explained to broadcasters and other interested persons, and a film on TV as a marketing medium shown.

## QUOTH RAVEN, 'NEVERMORE!'

Ron Raven, Never Flitting, Still Is Sitting... Sitting

Portland, Me. — WLOP may never have another St. Patrick's Day like it. Ron Raven, WLOB disc jockey, was told by station officials that no Irish music would be played on Mar. 17, St. Patrick's Day. This edict cut Raven to the quick (and he has a fine sense of "quick").

By noon, Raven was so green with envy at his more fortunate colleagues in Boston and New York that he locked himself in the WLOB control room and played a record of his favorite Irish tune, "My Wild Irish Rose," for five hours and 45 minutes.

Listener response was overwhelming in acclaiming his feat. Comments ranged from "Don't fire him... feed him" to "Let him stay after he has had psychiatric treatment."

Raven remains but the control room lock is gone.

## ABC Radio Net Adds 7 N. Mexico Affils

Seven new stations in the southwestern market of New Mexico, have been added as ABC Radio affiliates, it was announced by Earl Mullin, national director of ABC Radio's Stations Department.

The new stations bring to 13 the number of ABC Radio affiliates in New Mexico. The new signees are KPBM, Carlsbad; KC-LV, Clovis; KYVA, Gallup; KHOB, Hobbs; KGRT, Las Cruces; KBIM, Roswell, and KSIL, Silver City.

## ABC-TV Names Pierce Sales-Research Chief

Frederick Pierce, ABC-TV research director has been promoted to ABC-TV director of research and sales development. He joined ABC in 1956 as an analyst in the TV Research Department, was promoted a year later to supervisor of audience measurements and, in 1958, he was appointed manager of audience measurements. Last year, he was promoted to research director. Prior to joining ABC-TV, Pierce was associated with Benjamin Harrow & Son, certified public accountants.

## Expect Lewine to Get CBS Web Coast Post

(Continued from Page 1)

self-induced or otherwise, were cited yesterday as another example of today's strong shifting tides in the troubled waters of video competition.

Della Cioppa, with one of the gentlest personalities in the business is rounding out his quarter century of CBS employment. It began in 1937, upon his graduation from the University of Pennsylvania, also the alma mater of board chairman William S. Paley, whom he served as assistant for a number of years. After a brief period as VP, CBS Radio, Hollywood, della Cioppa assumed his present post in 1959. In 1960, he received an "Emmy" as executive producer of the "Playhouse 90" series.

### Elected by NATAS

Lewine became CBS Films programs VP in 1959. He entered broadcasting in 1946 with Cine Television Studio, Inc., program research organization. Lewine left it the following year to form his own TV commercials production firm. In '53, he became ABC-TV Eastern programming director, and in '56 VP in charge of programming. Soon thereafter he joined NBC-TV as VP, nighttime programs and in '58 was given command of all NBC-TV programs. He was named NATAS national president last year.

## ☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

a massed hymn of hate against focalized broadcasting.

As yet, no shred of discernible evidence has been adduced — and we venture the assertion none will — to demonstrate that national or municipal interests would not have been adequately and even better served if every witness' statement had been mailed off with a four-cent stamp to Washington. But then, that wouldn't result in the kind of shameful spectacle now being staged on the banks of Lake Michigan.

Within the past couple of months, we have expressed grave editorial concern over Federal pressures to subjugate TV broadcasters and "the build-up" of the electronic media as "the Patsy" for anyone prompted to shy a brick at "what's wrong with the world."

LAST week, Corinthian's president Wrede Petersmeyer, obviously sickened by bureaucratic semantics, told Indiana broadcasters:

"Program control, whether it is called censorship or not, is really the aim of our sharpest critics. The official attitude in Washington has been characterized as a 'drift' toward control. I call it a 'rip-tide'."

And today, David Susskind, certainly one of TV's less kindly-disposed critics, speaks out with "the voice of dissent" in the Saturday Evening Post against "the mental midgets" taking over. Lambasting the mediocrity and "vast wastelands" in the movies, books, magazines, newspapers, education and politics, he says, "some of those most vocal in reviling TV today" are "even more guilty of the same banalities." Thus, "Lil David" says, "It's as if our over-all mediocrity required a flaming advertisement — and TV, with its mass audiences, provides the most available example."

We have stated these identical opinions before and now are delighted to voice "bravos" for the restatements in excellent, unmistakably clear rhetoric of Messrs. Petersmeyer and Susskind.

So, the natural question arises: Where do we go from here? First, a word of caution to the radio industry: Mr. Minow has already indicated an interest in extending the same kind of "three-ring circus" probing into the sound systems. So, the present fight is yours too.

NOW then, for all broadcasting as a whole, we say, it's time to assert yourselves, both individually and collectively, that there must be an immediate end to this insufferable prodding and bayoneting. You have every right to use your own facilities to stop the nonsense, whether drift or rip-tide.

Mistakes? We've all made them and, no doubt, will continue to do so as the industry experiments, competes and matures — meanwhile forging ahead technically and artistically. By the same token, never lose pride in this big-as-life fact: our enterprise and talent have produced the world's greatest communications system.

While the NAB is in annual session next week and the national focus of newsgathering is on you, so accord yourselves and speak out as to merit the respect of acknowledged Government might and to eradicate Machiavelian conspiring and the "sick-sick" crusades. There's too much important work for you to do and scarcely enough time to do it.

## Benson Program Mgr For Westinghouse TV

Mitchell M. Benson has joined the program department of Westinghouse Broadcasting Co. in New York as TV program manager. He will work with WBC programming VP Richard M. Pack, national program manager William Kaland and program managers of the WBC-TV stations in finding and developing talent and in building new formats for local shows. Benson will also coordinate an accelerated exchange of programs among Westinghouse stations.

Benson, active in the talent field in TV in recent years—first on the staff of the Ashley-Steiner Agency and then with Talent Associates—for nearly a decade before that was an executive in the NBC program department, both for the radio and television networks.

At one time he was assistant to the VP in charge of broadcasts and commercial films at the J. M. Mathes Agency, where in addition he produced and directed "Duffy's Tavern." He also was an exec in the Foote, Cone & Belding radio-TV department, and at WHN before the war and WOR.

# COMPLETE NAB CONVENTION COVERAGE

of DAY by DAY news of the National Association of Broadcasters 40th Annual Convention being held at the **Conrad Hilton Hotel, Chicago, April 1st to 4th**, will again be spotlighted in detail on the pages of —

**RADIO TELEVISION DAILY**

The  
INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



*For twenty-five years the ONLY DAILY NEWSpaper devoted exclusively to the broadcasting industry.*

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**RADIO AND TV** advertisers who believe in giving their sales message the impact of Today's News Today have reserved space in the N A B issues.

**YOU TOO** can take advantage in this *on-the-spot* coverage by sending in YOUR ADVERTISING space reservation NOW.

**Advertising Space deadline on all convention issues close March 29th**

**Write — Wire or Phone**

**RADIO TELEVISION DAILY** INTERNATIONAL NEWSPAPER OF RADIO & TELEVISION 

**1501 BROADWAY**

**NEW YORK 36, NEW YORK**

**Hollywood, Calif.**

**6425 Hollywood Blvd.**

## Roanoke Boat Show Sets Sail on WDBJ

Roanoke—WDBJ opens a four-day broadcasting today stand from the Third Annual Jaycee Boat and Sports Show, presenting a one-hour show each day. In addition the station will present live cut-ins each hour from five to 10 minutes in length.

These remotes will include interviews with show visitors, exhibitors and personalities. All WDBJ announcers will be at the station's booth at one time or another to meet visitors.

## Three Chicago Stations Asked for Past Records

(Continued from Page 1)

agerial autonomy.

Network lawyers were to meet last night with Gladstone and Commissioner Lee after the hearings to determine his specific needs. Gladstone had said this information was necessary to find out whether network stations were overlooking local programming needs and community interest.

Earlier John H. Sengstacke, Negro publisher of the Chicago Daily Defender, testified "generally, the Negro as a normal human being doesn't exist in the programming eye of the local Chicago TV stations," adding that for the most part, Negroes were given very little treatment in newscasts. He said NBC's WNBQ was the outstanding exception and that "WNBQ stands out tall in its integration of the Negro into its newscript."

Peter R. Scalise, representing Italian-Americans, said the past 10 years had seen the rise "of an alarming number of programs portraying Italians as gangsters."

## Norfolk Studios on List Of Va. Architects' 'Best'

Norfolk—Judges at the Virginia Museum of Fine Arts have included photographs and plans of the WNOR studios in a new state-wide traveling architectural exhibition. A panel will travel for the next two years to colleges, art centers and libraries.

## Public Relations Executive

Major experience in television, motion pictures and related fields. International trade and press contacts. Top-flight writing ability. References.

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## AGENCY NEWSCAST

By SHELBY COOPER

Two new posts of senior media director have been created in the media-relations and planning department of Young & Rubicam. Warren Bahr and Joseph St. Georges have been appointed to fill them, with St. Georges being promoted to VP, a title already held by Bahr.

George H. Gribbin, president of the agency, said the organizational changes are being made in order to meet the challenge of new developments in the field. "The various media at our disposal are evolving rapidly, and techniques for evaluating them, including the use of electronic computers, are evolving with equal speed. The amounts of money spent in advertising today make it imperative that we exercise great skill in the choice of media."

The two new senior directors will work as a team to develop new media systems, techniques and uses. Bahr will have responsibility for development of creative media-planning, and for liaison with the radio-TV department. St. Georges will be responsible for application of new research, accounting and computer techniques to media planning, and will also act as the department's administrative officer.

General Motors and D. P. Brother Agency, Detroit, have received duplicate "Golden Record" plaques from the Radio Advertising Bureau for their radio spots promoting GM automobile maintenance service. RAB cited the GM spots as among the 10 most effective radio commercials in 1961. . . The International Advertising Association will hold its annual joint luncheon with the International Executives Association Wednesday at the New York Statler-Hilton. Speaker will be Jere Patterson.

Esquire Shoe Polish, via Grey Advertising, has bought participations in the Ed Sullivan show and in six NBC-TV top-rated series. . . Willard Downes and William Osterberg have joined the Lennen & Newell art department. Downes was previously art director at Grey Advertising, and Osterberg has held the same post at Ted Bates.

Gardner Advertising has appointed Jack Bucholtz Southeastern regional manager on the Anheuser-Busch Bavarian Beer account. . . Ron Ross has been elected VP and director of PR and media at Gotsch Affiliates, Fort Wayne. . . Actress Zel deCyr is the voice of the "happy young woman" in Zlowe Agency's Dannon Yogurt radio commercials.

Procter & Gamble has purchased

## Thought for Today

*"We are too much inclined to think in terms of what radio can bring to the people—a one-way pipeline of news and entertainment and too little in terms of its value as an outlet through which the people may express themselves. Democracy thrives more on participation at its base than upon instruction from the top. . . Round-table discussions of local problems by local people can be as exciting and important as similar programs on national affairs."*

—Clifford J. Durr

Former FCC Commissioner

participations, to begin Apr. 6, in six current NBC-TV nighttime shows. Agency is Benton & Bowles, and the programs are "Chet Huntley Reporting," "87th Precinct," "Outlaws," "Robert Taylor's Detectives," "International Showtime" and "Saturday Night at the Movies."

## 'News Special' Helm Turned Over to Quinn

Robert, Quinn, TV director at CBS News for the past six years, has been assigned as director of the "Sunday Night News Special," 15-minute late-night program on CBS-TV. Ted Marvel, former director of the program, has been made available for new assignments.

Quinn came to CBS from WTOG, Washington, D.C., where he directed the "Late News" (which won two "Emmys" under his direction) and was the original director of "Face the Nation," a former CBS News network series which often originated in Washington. He currently is scheduled to direct the coverage from Cape Canaveral for the 18-orbital shoot in April.

Marvel joined CBS in April, 1943, as a producer-director for the shortwave division that beamed radio programs to Europe, the Far East and Latin America during World War II under the supervision of the Office of War Information.

## WDEV Names Nat'l Rep

Waterbury, Vt.—WDEV has appointed the Walker-Rawalt Co. its exclusive national rep.

When You Can Have The Best,

Why Be Satisfied With Less!

THE ASSOCIATED PRESS



Established February 1945

FRIDAY, MARCH 10, 1961

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TEN CENTS

VOL. 90, NO. 57

## TV THE WINNAH ON ALL COUNTS!

### Li Witnesses Laud Windy City TV Fare; 'Hiatus' at Noon

Chicago—Most of the important witnesses at yesterday's FCC hearings into how Chicago TV is meeting its public service responsibilities had

The peripatetic Lar Daly was scheduled as yesterday's final witness. When he failed to show, Commissioner Lee said, "I'm sorry. I thought he'd be one of our best witnesses."

praise for Windy City programming.

"Let's don't make a Federal case out of this, folks," an Illinois business spokesman testified; "many of

(Continued on Page 8)

### Chakel Bids \$225,000 For Chattanooga AM-FM

Chattanooga — WDOE-AM-FM has been sold for \$225,000, subject to FCC approval, according to national media brokers Blackburn & Co. who handled the deal. Interstate Life Insurance proposes to sell the stations to Cy Chakel, who also has filed a petition with the FCC for approval of WKOZ, Kosciusko, Miss., and WJMS, Boswell, Jr.

### St. Louis, Atlanta Mgrs. Appointed by CBS Films

St. Louis — Frederick L. Gilson has been named manager of the CBS Films office here. Jack Walden, an account exec in the Atlanta office, will become office manager there, filling Gilson's vacant post.

### KINTNER, AUBREY FACE DODD QUIZ

Crime, Violence and Sex On TV to Be the Subject

Washington Bureau of RADIO-TV DAILY

Washington—Robert E. Kintner and James T. Aubrey, presidents of NBC-TV and CBS-TV, respectively, will be the most important witnesses in a new and possibly final segment of the Dodd (D., Conn.) Senate Juvenile Subcommittee hearings on crime, violence and sex on TV. The hearings will resume within two weeks, according to subcommittee sources.

This latest hearing is the second of two. The first took place in late January when Oliver Treyz, then ABC-TV president, defended his network against Dodd charges that network toppers hadn't told the

(Continued on Page 2)

### Barnathan Is Named By Moore to Manage All Units of ABC-TV

Evidence that ABC-TV's brand-new administrative set-up under VP Thomas W. Moore is losing no time shifting into high



BARNATHAN

gear for "further progress in programming, public service and economic growth," came yesterday with the appointment, effective immediately, of Julius Barnathan as network VP and general manager, with all divisions reporting to him.

Meanwhile, it was said, decision

At press time, it was learned, Theodore (Ted) Shaker, ABC-TV national station sales president, is most likely to succeed Barnathan in the o&o area.

is being withheld on the successor to Barnathan's previous post as president of ABC-TV o&os.

In announcing the Barnathan (Continued on Page 3)

### 40th Birthday on Tap For Crosley Broadcasting

Cincinnati—The Crosley Broadcasting Corp. will observe its 40th anniversary with a special TV program Sunday, originating at WLWT here and also seen on WLWD, Dayton; WLWC, Columbus; and WLWI, Indianapolis.

Peter Grant and Jack Gwyn will host and narrate the highlights of 40 years of broadcasting. Many well-known stars of today

(Continued on Page 5)

### New Englanders Hear Sheraton Chain Chief

Boston — Ernest Henderson, Sheraton Corp. of America president, is guest speaker at the monthly luncheon Monday of the Broadcasting Executives Club.

### Viewers and Dollars Forge Ahead Despite 'Year of Battering'

Although '61 may go down in industry history books as TV's "Year of the Great Battering," thanks in large measure to FCC investigations and overly active pituitaries of video watch-and-ward societies, it was nevertheless a year in which the medium resolutely continued its forward surge in both audience count and advertising dollars.

This maximal test of commercial TV's remarkable durability as a communications and entertainment system was amply doc-

(Continued on Page 4)

### Nimble Newsmen Skirts Death Twice in Algeria

Algiers — NBC News correspondent Paul Davis narrowly escaped death twice this week here. On Wednesday he fled bullets being fired at him from a tank in Oran by running into a hallway in an alley. Earlier he evaded death in a studio explosion, having been warned by an anonymous telephone call.

### To Launch FM Service AM-TVer in South Bend

South Bend — William Thomas Hamilton, general manager of WNDU-AM-TV, yesterday said a new FM station will be built here. The station will have power of 20,000 watts.

### Gen. Sarnoff Puts RCA In Space Satellite Pic

Washington Bureau of RADIO-TV DAILY

Washington — President Kennedy's plan for ownership of stock in an international space satellite communications system got unexpected backing yesterday from David Sarnoff, speaking for RCA and promising that RCA would invest. He explained the general public owns stock in his company and that it wouldn't be consistent to oppose such ownership in the satellite system.

### TV Cameras Report Probe

Chicago—A special half-hour showing of selected highlights from this week's FCC hearings into Chicago TV programming will be shown Monday night on WNBQ-TV, local NBC owned-and-operated station.

Two WNBQ-TV cameras have covered the day-long proceedings a week for a local TV pool. Program pool members used seg-

ments on local news shows.

WGN-TV, an independent also had its own camera crew covering. There was extensive press coverage by local dailies and by AP and UPI.



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WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808

WEST COAST OFFICES Lawrence B. Krasner, Vice-President and General Manager 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU Hal Tate 192 North Clark St. Telephone: ANdover 3-6520

CANADIAN BUREAU Jules Larochelle Room 314, Belmont St., Montreal

LONDON BUREAU Peter C. Davaille 6 Romany Gardens Sutton, Surrey, England

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### Andy Williams Show Signs Fall Sponsors

American Home Products has purchased alternate-week sponsorship in NBC-TV's Andy Williams show, scheduled to begin Sept. 27. Agency for the account is Sullivan, Stauffer, Colwell & Bayles.

Co-sponsors are Liggett & Myers, via J. Walter Thompson, and Noxzema, via SSC&B.

The show will be a full-hour weekly musical in color on Thursday nights. Joint producers are Tandem Enterprises and Barnaby Productions.

### Notre Dame's Station To Cover Debate Finals

South Bend — WNDU will broadcast the final round of Notre Dame's 10th annual National Invitational Debate Tournament Mar. 31 from the university's engineering auditorium.

Finals will match teams from 44 colleges and service academies. They will debate the issue: "Resolved: That labor unions should be placed under the jurisdiction of the antitrust laws."

## COMING AND GOING

TOM HOWELL, executive VP of Cella-matic, a division of Screen Gems, to San Francisco for graphic arts planning for IBM closed circuit telecast.

BILL MELENDEZ, producer-director of Playhouse Pictures, to New York today to meet with Dancer-Fitzgerald-Sample, Inc. execs.

ROBERT A. J. BORDLEY, general sales

manager of WTOP, Washington, arrives in town Monday to visit TvAR offices.

CHUCK BARCLAY, manager of Raymond Scott Enterprises, to Montreal to attend the Canadian Association of Broadcasters convention.

ROBERT HYLAND, general manager of KMOX, St. Louis, and VP of CBS, to Chicago to attend the NAB meeting.

## RCA in New Drive to Uplift Image of Video Servicemen

The RCA Electron Tube Division is launching a new campaign to "dramatize the important role of service dealers in the community," with one phase of the promotion to consist of commercials in "Walt Disney's Wonderful World of Color" on NBC-TV, beginning Apr. 8. Radio spots are also planned.

Harold S. Stamm, the division's advertising-sales promotion manager, said the across-the-board program is called the "Key to Trusted Service" and will "identify participants as trusted service dealers and highlight their technical competence. Also, it is aimed at increasing business volume of the technician through increased public recognition."

Symbol of the program is a 14-inch-high statuette which dealers can exhibit in their store window, counter or display shelf. Mounted on a trophy-type base, the statuette features a large key placed within an electron orbit and carries the slogan, "Integrity-Skill-Experience."

### Chicago TV Workshop In Study of Folk Music

Chicago—Roosevelt U. Prof. Robert Cosbey, authority on folk music, returns as host of WBBM-TV's second presentation of a cross-section of folk music in Chicago tomorrow. The selections will include a representation of folk music of German, Polish, Irish and Italian origins.

"Sounds of a City—Folk Music in Chicago" is produced by Bob Link and directed by Chris Erskine. "Repertoire Theatre," a dramatic workshop experiment, is presented by WBBM-TV to provide an opportunity for the development, recognition and exploitation of local Chicago talent in all fields of entertainment.

### WTOP Appoints Horwitz

Washington Bureau of RADIO-TV DAILY Washington — Jerome Horwitz, Jr., has been appointed an account exec at WTOP. He previously was branch advertising manager for TV Guide.

### Grey Flannel Panel Takes Wraps Off Sex

Westport — The audience of WMMM, composed of many Madison Ave. ad agency and broadcasting commuters, will be offered an "open end" frank discussion on American attitudes toward sex in a special program on Sunday, which will range from teenage problems to homosexuality. Heading a panel of writers, religious leaders and educators will be Howard Whitman, author of the new book, "The Sex Age," published this week by Doubleday.

### WCBS Public Affairs Directed by Dembo

Joseph Dembo has been named news-public affairs director for WCBS Radio. He joined the WCBS staff in 1960 as chief editorial writer and a year later was promoted to the post of executive producer.

Prior to that Dembo was supervisor of the NBC Central News Desk, which maintained editorial control of all NBC radio TV news programs. While at NBC, he was producer-editor-writer on such features as "Biographies in Sound," "Mike 95" and scores documentaries. He also acted as associate producer of news for the Dave Garroway "Today" program. Dembo started his career in 1947 as news director at WC-TC, New Brunswick, N.J.

### Kintner, Aubrey Slated

(Continued from Page 1) truth when they said they make efforts to cut down on crime, violence and sex.

Kintner and Aubrey will be called upon to answer the same charges on behalf of the other two networks. There was no word about the identity of other witnesses.

## FINANCIAL

(March 22)

### NEW YORK STOCK MARKET

Table with columns: High, Low, Close, and various stock symbols including Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Elec., Gen. Tel., Hazeltine Corp, Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat. General, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

### AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask, and various stock symbols including Filmways, Capital Cities, Desilu, Esquire, Inc., Movielab, MPO, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries, NTA.

### \* OVER THE COUNTER

Table with columns: Bid, Ask, and various stock symbols including Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

### WBAB Strengthens Staff

WBAB, Babylon, L. I., has promoted Mrs. Frances Mohr from comptroller to station manager. Also, Jim McKay has joined the station as news director, and Fred Whitfield and Steve Irwin have joined the announcing staff.

### Public Relations Executive

Major experience in television motion pictures and related fields. International trade and press contacts. Top-flight writing ability. References.

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# Opening Nears on Airing N.Y. Legislature

## State Assembly Okes Bill for Radio-TV; Senate Next Step

Albany, N. Y. — The New York State Assembly yesterday approved a bill by a vote of 12 to 10 that would open legislative proceedings to radio and TV coverage. The bill, introduced by Assemblyman Charles D. Henderson (Rep.), goes to the State Senate early next week. Gov. Rockefeller last week indicated he would sign the measure if presented to him.

### Majority Approval Necessary

The bill would allow broadcasts by legislative action, committees, subcommittees and commission hearings, subject to prior approval by a majority of the members involved. The broadcast coverage would require consent of voluntary witnesses.

Henderson, who owns and operates WLEA, Hornell, called the bill "an important step forward in eliminating discrimination against the news media in the State of New York."

### Queried by Henning

The Assemblyman was interviewed by WEOK, Poughkeepsie, on the floor of the Assembly 45 minutes after the vote. He was interviewed by Harold Henning, general director for the Communication Industries Corp. station in the Hudson Valley area.

## ABC's Neal Lectures on GM Duties at NYU

WABC VP - general manager Harold L. Neal, Jr., will be the guest lecturer Monday at New York U.'s "Station Management and Operations" class, and will talk about many of the duties and responsibilities faced by the general manager of a major New York radio station.

Prof. William Hodapp of NYU's Radio-Motion Picture Department, extended the invitation to Neal with the following explanation: "... your presence will provide the vital link between classroom theory and professional, practical application."

Neal, in addition to his background as a broadcast exec, began radio as an announcer on the "Green Hornet" and "Lone Ranger" programs.

## Talks on Stereo FM Highlight AES Meet

New aspects of the growing communications field, including stereo FM, are highpoints of the technical sessions at the 14 annual Fall Convention and Exhibit of the Audio Engineering Society Oct. 15-19 at the Barbizon-Plaza Hotel.

### H. E. Roys Chairman

Convention chairman H. E. Roys of RCA Victor Record Division, Indianapolis, noting that sessions will cover 13 subjects, said "We have tried to include areas of the audio field to appeal to the increasing number of audio engineers, technicians and operating personnel in specialized branches who regularly attend the society's conventions."

### Chairmen Listed

Among the technical sessions' chairmen are Warren L. Braun, WSVA, Harrisonburg, Va., "FM Stereo Broadcasting;" A.H. Lind, RCA, Camden, N.J., "Broadcast Audio;" B.B. Bauer, CBS Labs, Stamford, Conn., "Stereophonics;" Rein Narma, Ampex, Sunnyvale, Calif., "Magnetic Recording;" G.F. Dutton, Electric & Musical Industries, England, "Recording Techniques in Europe."

## WIBG Appoints Sherry Sales Account Executive

Philadelphia — WIBG, Storer station, has named William Sherry a sales staff account exec. He comes to the station from the S. E. Zubrow Agency, where he was an account supervisor.

Formerly, Sherry was general manager for WVOX of the Herald Tribune Radio Network, New Rochelle, N. Y., and account exec of KYW (which became WRVC), Philadelphia. He also was commercial manager at WKDN, Camden, N. J.

## First Live Transatlantic TV Due in Summer: CBC Prexy

Special To RADIO-TV DAILY

Montreal — Calling projected developments in world TV by means of satellite relays or transmitters "the most exciting of satellite relays." CBC president Alphonse Ouimet has predicted that live TV will be transmitted across the Atlantic by Summer.

Speaking at an awards dinner of the Students' Society of McGill University, he also forecast that "it seems probable that by the time of the 1964 Olympic Games we will be able to receive direct transmission from Japan by means

## CATV Ass'n Cites FCC Policy Reversal

Washington—The National Community TV Association has asked the FCC to reconsider a case in which it refused microwave facilities to a CATV system on grounds of possible economic injury to a local TV station. NCTA said the FCC in 1959 had admitted the impossibility of predicting the extent of such injury from a CATV, and "such an unwarranted reversal... would violate the FCC's reputation for reasoned consistency."

## 'INVASION' TIME FOR BBC EXECS

Green, Bishop and Adam Visiting for Several Weeks

BBC director-general Hugh Carleton Greene will arrive in New York tomorrow for a three-week visit to the U.S.

He will speak at the Alfred I. duPont Awards Foundation Dinner in Washington on Monday, and then meet with network officials and film producers in New York and Los Angeles.

Sir Harold Bishop, BBC engineering director, now here until Apr. 7, will be a visitor in New York, Chicago and Washington. He is scheduled to speak at the NAB convention in Chicago Apr. 2.

Kenneth Adam, BBC-TV director, arrives in Los Angeles Apr. 5, in New York Apr. 10 and leaves for England Apr. 14.

## Construction to Start On WHEN Quarters

Syracuse—The Meredith Broadcasting Co. has announced that construction will begin Apr. 15 on WHEN's modern administration building and broadcasting and telecasting production building. The Austin Co., Cleveland designers and builders, expects year-end completion.

The ground floor of the production building will be devoted to TV operations and staff facilities.

## Mexico's Time Rates Seen Holding Steady

Special To RADIO-TV DAILY

Mexico City—Televiscentro exec Antonio Cabrera predicts that time rates for commercial TV will not be increased for the time being, although the new radio TV law has a clause giving full freedom to station managements to establish new scales for spots and commercials. Legislation also sets minimums.

In recent weeks advertising agencies and sponsors have been expecting announcements of rate increases, and some advertisers have withheld new commitments because of uncertainties of possible upward revisions of current rates.

Cabrera said that if it is deemed necessary in the future to increase tariffs, this can be done without recourse to any official dependency for approval.

## Barnathan Promoted

(Continued from Page 1)

Adding, Moore cited his right-hand executive's extensive experience in affiliate relations and research as especially valuable, saying:

"His contributions to ABC-TV have been a major factor in the network's growth in recent years."

Barnathan's rise has been rapid since joining ABC in 1954 as supervisor of ratings. Two years later, he became manager of research and the following year, director. In March '59, he was promoted to research VP and, a few months thereafter, VP for affiliated TV stations.

Previously, he was media research and statistical analysts director at K&E.

## Airwaves Embark Pair On Sea of Matrimony

The winners of WWR L's "Honeymoon Contest" will be married in the station's studios June 15 and the entire wedding ceremony and festivities will be broadcast. The station will pay for the marriage license, wedding party and one-week honeymoon in the Catskills in addition to \$500 worth of furniture.



NEAL

## IRE-AIEE Bds. OK Merger Principles

The IRE and AIEE boards of directors, in separate meetings, have approved in general the broad principles of the proposed consolidation of the two engineering societies. A joint announcement pointed out there was general agreement in the over all aspects of the proposed move.

Constitution, agreement of merger and principles of consolidation will be submitted to the combined membership of both organizations for approval. If the membership approves the consolidation by a mail vote this summer, it is contemplated that the new society will be operating by next Jan. 1. At present, the IRE's membership is 97,000 and AIEE's 70,000 (both figures include students). Combined assets of the two societies total approximately \$6.5 million.

### Will Hire General Manager

Among the points agreed on were a general annual meeting each Spring, open to all members, together with an electrical and electronics show; a second meeting yearly in conjunction with a regional meeting or a technical conference, and appointment of a 14-member committee to select and employ a general manager, and to act as a nominating committee.

## '4,000 Movie Reviews' To Aid Station Promos

"TV Key Movie Reviews and Ratings," a 232-page paperback book containing reviews of 4,000 movies released since 1948, has been published by Bantam Books.

Prepared by columnist Steve Scheuer and staff, the book may be mailed out by stations as station promos or they may be made available to advertisers as lead-producers or good-will builders.

## WCTC Gains Wattage

New Brunswick, N. J.—FCC examiner Forest McClenning has issued an initial decision granting WCTC a daytime power increase from 250 watts to 1 kw.

## Experts Hold Pow Wow On Minnesota Indians

Minneapolis — Two experts on Indian affairs will participate in a special film and discussion program titled "What Hope for the Minnesota Indian?" on WTCN-TV Sunday. The film will show conditions among the Indians on several northern Minnesota reservations. The discussion will be moderated by news director Sheldon Peterson.



By TED GREEN

• • • Mutual Radio's Fulton Lewis, Jr., broadcast on Mar. 30 will originate at WJQS, Jackson, Miss., to mark the opening of new offices of Washington-Insured Savings, his sponsor there. He'll interview Gov. Ross Barnett. The deal was set by Jay Victor & Associates, in cooperation with Lew Heilbronner of WJQS . . . Stan Walker, formerly account supervisor at the Kalmus Co. and recently named press and info administrator for RCA Victor Records, has written an article on the trend toward animated cartoons on TV. Titled "What Huckleberry Hound Hath Wrought," it appears in the March issue of This Month Magazine . . . Ed (George Crater) Sherman of Downbeat fame will record a new comedy album for Riverside at Chicago's Playboy Club.

★ ★ ★

• • • Maestro Sammy Kaye, currently on a successful tour of the East, is completing plans to produce and emcee a TV special in Florida in connection with the Sunshine Festival of States Week, today in St. Petersburg. Incidentally, Sammy's new trumpet player is a beauty—she (she!) is Pnina, a brunette pretty from Australia, who's appeared on "What's My Line?" and "I've Got A Secret."



KAYE

★ ★ ★

• • • Syracuse U. singing discovery Jeff Low signed with Eddie Heller's new diskery, Tribute Records . . . Natalie Wood will do her own singing in the "Gypsy" film . . . Patty & Peter, clicking with their "Tarzan Baby" platter, guested on deejay programs in 11 cities on a six-day promotional tour . . . CBS-TV is planning a live Summer musical series . . . Singer Diane Pane is considering a Summer booking at Freedomland . . . NBC Radio's "Monitor" may pick up the Greek music at the Britania . . . Word from California is that the pilot shot on the proposed series based on "African Queen," starring Glynis Johns, is a smash.

★ ★ ★

• • • Window sign at Vincent & Neal's Due Mondis: "Last Ante Pasto Between Here & Lexington Ave." . . . Bar sign at the Penguin: "Our Pick-Me-Ups Won't let You Down!" . . . Patsy, attractive daughter of WOR personalities Dora and Al McCann, has just launched her business career on the staff of the Putnam book publishing firm . . . Dick Rattazzi was in jewelry shop near his restaurant, when a Martian walked in with a handful of pearls and said: "Take me to your beader" . . . A reporter, interviewing Gary Crosby, asked if it were awkward being the blood relative of a famous singer in show business. "It's not so bad," replied Gary, "now that Uncle Bob has moved to Hawaii."

★ ★ ★

• • • Goings on at Mercury Records: Johnny Bond signed to an exclusive recording contract with Mercury . . . The label is spotlighting David Carroll, 14 new albums and a selection of 36 strong-selling records in its three-phased March package promotion, "David Carroll Month Plus 2" . . . WAKE, Atlanta, has picked Mercury's "The Civil War" album as its Wide-A-Wake selection of the week . . . Leroy Van Dyke has a coupling that should sell like it was going out of print! . . . "Walk On By" and "The Auctioneer."

★ ★ ★

• • • Goings on at Capitol Records: Three new LPs, including the debut of Arthur Godfrey, have been added to Capitol's popular-album release. Godfrey's premiere is titled "Sing-around with Arthur Godfrey" . . . Kay Starr's new album, "I Cry by Night," is an uninhibited program of 12 tunes, all on the torchy side, backed by a sextet consisting of Ben Webster on tenor sax, Manny Klein on trumpet, Gerald Wiggins on piano, Al Hendrickson on guitar, Joe Comfort on bass and Lee Young on drums.

## Canada Screen Gem Helmed by Junkin

Ray Junkin has been named general manager of Screen Gem (Canada), Ltd., replacing Steve Krantz, formerly VP — general manager of the SG subsidiary. Krantz returns to the New York headquarters in charge of sales for the international division under VP Lloyd Burns.

Junkin joined Official Films in 1952 as VP in charge of national syndication and foreign sales. In 1959, he formed his own production and sales organization, Program Sales, Inc. He resides in Toronto with his wife and two sons.

## TV Weathers the Storm

(Continued from Page 1)

umented in a study released yesterday by Dr. Leon Arons, TVB research VP.

TV homes in the past year increased 4.5 per cent, from 46.9 million to 49-million. The new figure means nine out of every ten homes in the United States are now TV-equipped.

In the same latest count period, the number of commercial stations rose from 527 to 541 — 458 of them UHF's and 83 in the U category.

### CPM Slightly Off

Despite rising expenses of operation and production, network cost-per-thousand homes declined. The CPM in '61 dropped one cent from the previous low of \$2.73 registered the year before.

And, the slide-rule lads now have computed that total hours of TV usage during an average day in '61 was 240-million hours, a gain of almost 10-million hours over '60.

Shall we talk in terms of money? With the audience per-average-minute up 4.1 per cent to 13,179,000, network and national spot gross time billings rose 6.3 per cent, managing to pour \$1,366,271,000 into the broadcast company tills.

## Two to Sales

Wheeling, W. Va. — William R. Murray and Ross Felton have been added to WWVA's local sales department.

## Sol Cornberg to Speak At London Design Meet

Sol Cornberg, president of Sol Cornberg Associates, will give the opening speech at the week-long International TV Design Conference which starts May 7 in London. He was invited by the BBC which is this year's host. Cornberg, whose firm designs TV-radio production facilities and communications, will also appear on BBC-TV's "Monitor" program May 5.

# NOAH AND FLOOD' DANCE D PREMIERE ON CBS-TV

Abbell Robinson, in his first announcement since rejoining TV as senior programming VP, has named June 14 as the date for the world premiere of Igor Stravinsky's first composition ever written for TV, the long-dance-drama, "Noah and the Flood." The hour program will be sponsored by John H. ... Inc., via Reach, McClinton. The viewing date was especially ... as part of the international festivities honoring the ... on his 80th birthday, which ... on June 18.

Commissioned two years ago by ... through Sextant, Inc., ... will produce the program, ... Stravinsky's work will be choreo- ... by his long-time collaborator, ... George Balanchine, director of the New York City Ballet, and ... by members of that ... company.

Produced by Sextant president Robert D. Graff, who conceived the idea of the program, "Noah and the Flood" will have a ... by young American ... playwright Jack Richardson. Kirk ... will direct, and settings ... costumes are being designed ... by Roben Ter-Arutunian.

## Names Schultz Exec Producer

James H. Schultz has been named executive producer for ... on April 13, metropolitan area educational station to be operated ... WIA. He will report to Richard Heffner, general manager of Channel 13, and will be concerned with the content and development of all programming ... than school programs.

Schultz worked for CBS-TV from 1954-'59, serving as associate producer on "Playhouse 90" and "The Lively Arts" and "Studio ... among others. Before joining CBS he was producer-director of The University ... in Princeton, N.J.

## Birthday on Tap Crosley Broadcasting

(Continued from Page 1)  
... began their careers at WLW ... be seen. A special hour radio program ... carried last night on WLW, ... being the station's near-half-century history.

## Tokyo Firm Exhibiting Transistor TV Camera

A new, completely transistor-lightweight TV camera developed by Tokyo Shibaura Electric will be exhibited this week at ... show in the New York Museum.

## CBS NEWS GETS 2 JAPAN AIRINGS

Tokyo Web Slates Series  
For Twice-Weekly Viewing

The two weekly half-hour news and public affairs programs carried by the Tokyo Broadcasting System and consisting of material from CBS News-produced broadcasts will each be offered twice a week to Japanese viewers starting in April, according to Ralph Baruch, international sales director for CBS Films.

The programs are "This Is Your World" and "Documentary of the Twentieth Century," sponsored respectively by Japan Light Metal Works and the Denki Onkyo Co.

## Edith Head 'Flair' Guest

Edith Head, winner of numerous Oscars for her costume designing and ABC Radio's fashion commentator for its broadcast of the upcoming 34th Oscar Awards Show, will be featured on the special "Flair Fashion Show" April 11 on ABC Radio.

Miss Head will discuss many of the dresses she created and will also comment on the fashion world in general.

## 'Recital Hall' to Air N.Y. Woodwind Quintet

The New York Philharmonic Woodwind Quintet will be spotlighted on WNBC-TV's weekly "Recital Hall" series tomorrow. The program is presented by the station's public affairs department in association with the Lincoln Center for the Performing Arts and the Juilliard School of Music here.

## ATAS Honors JFK, Nixon For 'Lincoln-Douglas' Spirit

A special citation for Distinguished Service "for restoring to the American people the spirit of the Lincoln-Douglas Debates" has been presented to President John F. Kennedy by the National Academy of Television Arts and Sciences for his participation in the 1960 TV debates with Richard M. Nixon.

The bronze medallion was voted on by the trustees of the

## Radio Series Studies Mental Health in U.S.

Washington Bureau of RADIO-TV DAILY

Washington—WWDC will serve as the outlet here for a series of programs designed to help bring about a better understanding of the nation's mental health. They are produced by the U.S. Department of Health, Education and Welfare.

To be heard on many stations throughout the country, the programs will be aired Sunday night here, beginning Apr. 1. Under the heading "What Do You Know About Your Mind?" topics include:

Popular fallacies regarding mental health; tranquilizers — what they do; definition of terms—neurosis, psychosis; alcoholism — chronic, addicted, etc.; the psychiatrist—no "head shrinker." religion and psychiatry; volunteer workers are vip's; the so-called "nervous breakdown;" memory and how to study; behind the doors of a mental hospital; women and stress; Schizophrenia — split personality; the juvenile delinquent—who is he? and the world crisis—you and fear.

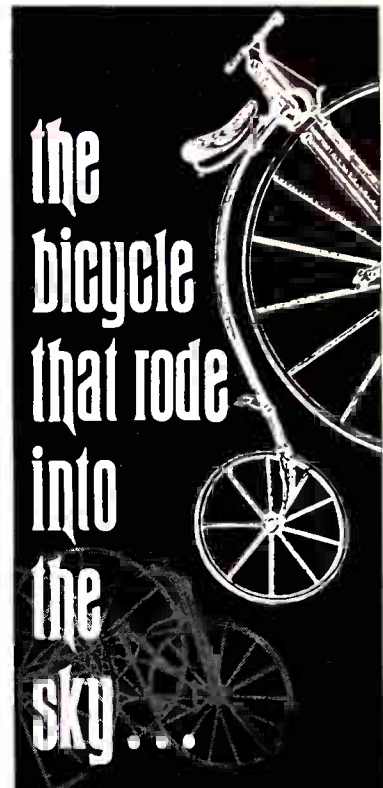
## Di Mattina Named Mgr., CBS Radio Spot Sales Ops.

Bob Di Mattina, WCBS sales service manager, has been appointed to the newly created position of CBS Radio spot sales operations manager. He will supervise administrative activities of the representative organization including its traffic, contract and sales statistics divisions.

Di Mattina joined CBS Radio in 1955 and has served in the network operations and network sales service departments and has worked on several computer problems for the network.

## Original Piano Quartet Works Night and Day

The Original Piano Quartet will appear on WNBC-TV's "Today" Monday morning and on WABC-FM's "Meet the Artist" that evening.



Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine! And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America. Here's a diversified, progressive industrial center combined with a wealthy agricultural region... a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person... and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-D Representative. You'll be glad you did!

NBC/ABC  
**WLW-D** dayton  
television  
the other dynamic WLW Stations  
WLW-A WLW-I WLW-C WLW-T WLW  
Television Television Television Radio  
Atlanta Indianapolis Columbus Cincinnati  
Crosley Broadcasting Corporation

## Some Twisters Popular Even in East Texas

Longview, Tex. — Miss (and Mister) East Texas Twister will be picked at the Apr. 14 "Twistathon" sponsored at the Gregg County Fairgrounds by KLUE.

## U.S.-Soviet Issues Explored by Experts

Ambassador James J. Wadsworth, former representative to the UN; Eugene Lyons, author and editor; Harvard Prof. H. Stuart Hughes, and Col. William R. Kintner (U.S. Army, ret.) will explore the vital question, "U.S. & USSR—Coexistence or Collision?" on the fourth and final program in this season's "The Great Challenge" series Thursday, simulcast on CBS Radio and TV. CBS News correspondent Eric Sevareid will again preside.

"The Great Challenge" is produced by Warren V. Bush under the overall supervision of John W. Kiermaier, public affairs director for CBS News.

## Desilu Quarter Net Rises

(Continued from Page 1)

per share, against gross income of \$14,432,798 and net income of \$264,949, equal to 23 cents per share, in the same period last year. Both year's earnings were based on 1,155,940 shares on common outstanding.

Outlining plans for 1962-'63, Arnaz said that in addition to the half-hour series which will star Lucille Ball on CBS-TV Monday nights, beginning in October, the studio has contracted to produce 16 weeks of hour programs for the "Kraft Mystery Theatre" for NBC-TV's Summer schedule. He added that Desilu will have an ownership interest in that series.

### Tells of CBS, ABC Deals

Arnaz also announced that Desilu has sold all residual interest in 13 Lucille Ball-Desi Arnaz hour shows to CBS-TV for showing this Summer, and ABC-TV has renewed "The Untouchables" for a 50-week schedule next season, with an option to the network and on Robert Stack's services for the following season.

The studio's president also noted that Desilu Sales, Inc., syndication subsidiary organized to distribute its current filmed inventory, grossed over \$500,000 during its first month of operation.

## MGM-TV Guest-Stars

MGM-TV has signed Julie Adams to make her guest-star bow under its banner in "The Horn of Plenty" episode of "Dr. Kildare." Gaven McLeod has signed for a guest starring role in "The Exile" segment of "Cain's Hundred."

# HOLLYWOOD TELEVISION

10 DAYS NEWS AND VIEWS OF THE WEST COAST

• • • Nat King Cole is celebrating his 25th year in show business by announcing the organization of his own record company. Incorporation papers for K. C. Records were filed in California this week. Cole is president and Jack Gale will headquarter in New York as vice-president and general manager. Cole intends to continue his long time association with Capitol Records but his company plans to set up its own distribution apparatus under the guidance of Dick La Palm.

★ ★ ★ ★

• • • George Gobel set for a series of one-night comedy concerts from Apr. 24 thru May 12. He returns here for rehearsals after finishing his host stint on the Garry Moore Show next week.

★ ★ ★ ★

• • • Producer Matthew Rapp has inked Fielder Cook, who directed the "Ben Casey" pilot, to meg the "Strike, and Then Embrace" segment of the series which got under way yesterday at Desilu-Gower. Steve Allen's first novel, "Forever Is A Long Time," will be published by Bernard Geis and Associates. Allen has had seven books previously published but they were all non-fiction. The "Dick Powell Show" rang the bell again this week with a meller about an investigation of "goof-ball" distribution carried on by the Federal Health, Education and Welfare Department. This type of story is getting a little tired, but the Four Star execution was still well above par.

★ ★ ★ ★

• • • Gene Barry will do a three-week stint at the Fairmont in San Francisco before leaving for his New York engagement at the Latin Quarter starting Apr. 25. . . . Connie Stevens is off for a two-week vacation in Hawaii. . . . Danny Kaye will play two weeks at Harrah's, Lake Tahoe, starting May 3. Kaye resumed his night club career in 1961 after an absence of twenty years.

★ ★ ★ ★

• • • Jack Copeland, executive producer of Allied Artists' Informational Films Division, announces that Lieut. Edwin Rechner of the Los Angeles Sheriff's juvenile division will portray himself in "The D.C.I. Story," pilot of the "Project Breakthrough" series of documentary television shows. The pilot was scripted by Malvin Wald.

★ ★ ★ ★

• • • Jason Evers, who stars in "The Best Years," which debuts on ABC-TV in the Fall, has signed for a guest star role in "Remember the Yazoo" segment of "Wells Fargo" at Revue. . . . Pat McVey, veteran character actor, honored this week at Santa Anita by the Western Harness Racing Association. He will present the floral tribute to the winner.

★ ★ ★ ★

• • • J. Edward McKinley, after playing a stuffed shirt more than 100 times does a complete switch in his current role in "Gunsmoke," in which he plays a slovenly, psychopathic bum. . . . Robert Horton will star in a revival of "Oklahoma!" to play in Pittsburgh and Columbus in August.

★ ★ ★ ★

• • • BBD&O has appointed Quentin Schweninger regional account executive on the Dodge account.

★ ★ ★ ★

• • • "The Boomers," hour adventure series, will be the first TV program to be produced by Steve Allen's Meadowlane Enterprises, Inc. Series was created by Jack Donohue, former managing editor of the Los Angeles Mirror. It is set against a background of the oilfields. Casting begins within the next few weeks.

## Two Music Firms Formed By Jaffe Enterprises

West Coast Bureau of RADIO-TV DAILY

Hollywood—Henry Jaffe Enterprises has announced the formation of two music publishing firms, Sewanee Music, Inc., with ASCAP affiliation, and Lakeside Music Co., aligned with Broadcast Music, Inc.

The two firms will publish original compositions and music written for Sewanee Productions, a joint venture of Dinah Shore and Henry Jaffe.

## Irene Ryan to Co-Star In 'Beverly Hillbillies'

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Irene Ryan, nitery and film comedienne, has been signed to co-star with Buddy Ebsen in CBS-TV's new half-hour comedy series, "The Beverly Hillbillies," which Paul Henning created and is producing for executive producer Al Simon. Miss Ryan recently played a running featured role in the "Bringing Up Buddy" series.

## BG to Tell Conover Of Soviet-Tour Plans

Benny Goodman will be the first person guest of Willis Conover on WCBS' "House of Sounds" Saturday night. Goodman, who soon will tour the USSR under U. S. State Department auspices, will discuss plans for the trip. Conover also hosts shows on weekday evenings and Saturday mornings.

## Dick Clark to Emcee At Int'l Sound Fair

Detroit—Dick Clark will emcee a special "Teen Concert" at the first International Sound Fair July 25-29 in Cobo Hall here.

The show will be staged in the round in the new Cobo Hall Arena. Clark is the first of five top recording industry stars who will perform at the fair.

The International Sound Fair will exhibit the newest products in high-fidelity and stereo units components, records, radio, TV and tape units for the home.

## 'Hunger' Telecast Shows Church Work Overseas

"Hunger," a filmed documentary depicting the churches' overseas contributions to people in need, will be presented on WCBS-TV Sunday.

Filmed in Korea, Hong Kong, Pakistan and the Congo, the documentary describes the many ways in which churches are replacing desolation with hope through relief and rehabilitation programs.

"Hunger" is presented by the WCBS-TV Public Affairs Department in cooperation with the Protestant Council of the City of New York. The program was produced under the supervision of the Broadcasting and Film Commission of the National Council of the Churches of Christ in the U. S. A.

## CBC Enters TV Program In International Contest

Special To RADIO-TV DAILY

Toronto — The Canadian Broadcasting Corp. will enter a program from its "Quest" series in the International Contest for Television Variety Programs to be held at Montreux Apr. 28. The entry, "The House of Rising Sun," features Eve Smith and Don Francks singing blues music in a New Orleans setting.

## St. Louis Outlet Adds Schroek to Sales Staff

St. Louis — Thoren J. Schroek has joined the sales staff KMOX-TV as account executive, replacing Tom Stanton. He was formerly a media buyer for Gar Advertising.

## Spectrum Telecom Post for Stewart

Washington Bureau of RADIO-TV DAILY  
Washington—Dr. Irvin Stewart, former FCC commissioner who aided in the drafting of the final Communications Act, has been approved as assistant director of the Office of Emergency Planning by the Senate Commerce Committee. Confirmation by the House will be virtually automatic.

Stewart will be the first director of Telecommunications Management, having authority for government uses of the spectrum. The House has authority over private uses.

Committee chairman Warren Magnuson (D., Wash.) told Stewart during the confirmation hearings that the committee expects to review telecommunications boss Clark into whether the Government has more spectrum space than it needs, whether some might be released for private use and to report to the committee periodically on his progress in these areas.

## Teleman John Holbrook Joins KKHI News Staff

San Francisco Bureau of RADIO-TV DAILY  
San Francisco—John Holbrook, former Hollywood newscaster and announcer, has joined the KKHI news department. He works with news director Harry Brown on regional and local news for the local Mutual Network outlet. For 10 years he handled the Alka Seltzer "Newspaper in the Air" program on the Pacific ABC network, as well as other ABC newscasts. He was also announcer on "I Love Lucy" and the "Red Skelton Show."

## Mexican Videofile

By PEDRO MARIO AMARO

As part of the government's plan to expand radio and TV programming by giving "ample aid" to persons qualified to install and operate stations, the Department of Communications has granted station permits to XHFA-TV, Nogales; XEZD, Ciudad Camargo, Tamps; XEUP, Tizimin, Yucatan; XEIT, Ciudad del Carmen, Campeche; XEVK, Torreon, Coahuila; XEKO, San Luis Rio Colorado, Sonora, and XEVI, San Juan del Rio, Queretaro.

"The Chabelo Hour," a Juvenile newsreel which has debuted on Channel 5, receives its news geared to school children from 25 "reporters" aged 12 to 17.

British, French and Italian shows have increased dubbing activities. Adding to the foreign hustle-bustle are negotiations between government and union officials and U.S. and other foreign producers who want to shoot series here.

American TV and film star George Nader is slated for a big build-up via personal appearances.

Radio Cadena Nacional and Radio Panamericana, Lima, Peru, have signed a program interchange pact. The former will send "Musical Parade" to Peru. The program consists of recent record favorites. The Peruvian station is shipping "The Star Hour," which features folklore music.

## Pabst, Melnor Back CBS' Triple Crown

Horse racing's famed "Triple Crown" — the Kentucky Derby, the Preakness and the Belmont Stakes — again will be televised exclusively on CBS-TV in May and June.

Sponsors will be the Pabst Brewing Co. and Melnor Industries, via Kenyon & Eckhardt, Chicago and Smith/Greenland, New York.

Presented on CBS-TV annually since 1953, the three jewels in the "Triple Crown" represent a total purse value of \$400,000 added.

All events are for three-year-olds.

Television coverage of the "Triple Crown" will be produced by Peter Molnar and directed by Frank Chirkinian.

## Bob Teter in Charge At New Haven Outlet

New Haven—Robert H. Teter has joined the staff of WNHC-TV as station and general sales manager, replacing John F. Cundiff, promoted to sales manager of Triangle Publications' WFIL-TV, Philadelphia.

Teter comes to the station from Peters, Griffin, Woodward, New York. Previously he was executive assistant to the president of Westinghouse Broadcasting, was general manager of KYW, Philadelphia, and served with Aldridge Associates, Dittman Advertising and N. W. Ayer & Son.

## Disk Spinning

Verve Records has appointed Vic Chirumbolo national sales manager for albums. Formerly East Coast regional sales manager, he will be responsible for Verve album product only. Sales of all MGM, Verve, Cub and Choreo singles remain under Lenny Scheer's jurisdiction.

Columbia Records star Johnny Mathis will sing Oscar nominee, "Love Theme from El Cid," Apr. 9 at the Academy Awards program. . . . Collegiate Jeff Low is hustling between radio and TV stations promoting his "He Gives" on Tribute label.

Warner Bros. Records has named Robert Summers national sales manager. . . . Columbia Records prexy Goddard Lieberson has disclosed that Steve Lawrence and Eydie Gorme have inked exclusive long-term contracts.

Vocalist - instrumentalist Ray Charles has set up his own firm, Tangerine Records. The operation will be managed and distributed by ABC-Paramount Records, for which Charles records exclusively. . . . Pop music maker LeRoy Holmes, who leaves Everest Records as musical director due to the label's move to the Coast, will finish up arranging-conducting commitments for two months prior to announcing plans. His work also will continue to record for MGM Records.

Command Records' exec director Enoch Light has made the following promotions and additions: Upped to Eastern sales mgr., Charles Trepel; Midwest sales mgr., Hugh Dallas; Eastern promo director, Gene Goodman; production control mgr., Blair Weille; office mgr., Julia Gottlieb; radio exploitation director, Lynn Slater, and production coordinator, Anna May Waldman.

## News Flashes From Coast-to-Coast

### Cavalcade of Stars'

San Antonio — Country and western music station KENS sponsored another "Cavalcade of Stars" at the Municipal Auditorium Sunday. Stars included Ferlin Husky, Patsy Cline, Jerry Lee Lewis and others.

### Nagle Promoted

Charlottesville, W. Va. — Jay Nagle has been named Charleston sports director for WSAZ-TV. For the past two years, Nagle has worked in news, sports and staff announcer capacities for the station.

### Hosts "3:00 Theatre"

Detroit — Conrad Patrick, CKLW's "Night Owl" deejay, is hosting CKWL-TV's "Three O'clock Theatre" weekdays, which features movies and interviews

with guests from a variety of professions.

### 'Surrounding Sound'

Muncie, Ind. — WLBC inaugurated "Surrounding Sound" with a testing period in which civic leaders were given a preview of the new, "big" sound in radio broadcasting. The California development is a variable delay reverberator available in single or dual monaural and stereo.

### KTVU-TV PR Head

San Francisco — Quentin Kelly has been named publicity director of KTVU-TV. He was formerly a publicist and feature writer for MGM Studios.

### 'Breakfast With Tommy'

Omaha—"Breakfast With Tommy," with Thomson Holtz and


Mary Frances Fletcher as hosts, will premiere Thursday on WOW-TV. The programs will present topics of interest to homemakers.

### UCPA Award to Carson

Cleveland—Ken Carson, radio and TV personality, has been presented with the Distinguished Service Award of the United Cerebral Palsy Associations. Carson has sung at campaign meetings and rallies of the organization, appeared on many of its telethons and composed its national campaign show.

### Douglas to WIL News

St. Louis — Ed Douglas has joined WIL as morning news editor. He was previously news director of WMAK, Nashville, and staff member of WIP News, Philadelphia.



CREATIVE IDEAS  
EXPERT TECHNIQUES  
LOWER COSTS

CRISTAL ANIMATION, INC.  
17 East 45 St., New York TN 7-3480

## Corinthian Managers Meet in Washington

Washington Bureau of RADIO-TV DAILY

**Washington**—Corinthian Broadcasting station managers have completed a three day session with Corinthian management at the Mayflower Hotel here.

Attending the meetings were Reid G. Chapman, WANE-AM-TV, Fort Wayne; Robert B. McConnell, WISH-AM-TV, Indianapolis; James C. Richdale, KHOU-TV, Houston; George Stevens, KOTV, Tulsa, and Robert S. Wilson, KXTV, Sacramento.

### Top Echelon Present

Attending from Corinthian headquarters in New York were C. Wrede Petersmeyer, president; Charles H. Tower, administrative VP; Robert H. Salk, programming director; Don L. Kearney, sales director; Alan S. Englander, treasurer; Charles H. Smith, research director; George G. Jacobs, director of engineering, and Dean D. Linger, advertising-PR director.

A reception was held for members of the Senate, House of Representatives, FCC and other Government officials.

Also present were John Hay Whitney, principal owner of Corinthian, Mrs. Whitney, and Mr. Walter N. Thayer, president of Whitney Communications, parent company of Corinthian.

## Chicago TV Praised

(Continued from Page 1)

our comparative little problems of yesterday have been made colossal by Government intervention." He was Joseph T. Meek, president of the Illinois Retail Merchants Ass'n.

### Bar Assn. Head Speaks

Speaking for the Chicago Bar Ass'n, Perry L. Fuller said:

"If gunshyness of all the TV executives were to cause them to grant the requests of all who have appeared at this hearing it would be necessary to devote the full schedule everyday to comply with these requests. I doubt if the circumstances would please anyone."

Virgil W. Peterson, director of the Chicago Crime Commission, said the city's five stations call him almost daily for information on crime and criminals and "do a very good job of educating the public in this direction."

### Cites Aid to IRS

District director of Internal Revenue Harold R. All said every station except educational Channels have air time and aid to the Internal Revenue Service.

Nobel Puffer, superintendent of Cook County Public Schools, said, "I feel that WNBQ has shown by word and deed that its interest in education is genuine."

The Chicago hearings are expected to take a hiatus at noon today.

## AGENCY NEWSCAST

By SHELBY COOPER

A new public relations network has been established by the London office of Young & Rubicam, to provide the agency's clients with complete PR service in eight European countries. The network includes affiliates in Finland, Sweden, Denmark, Germany, Holland, Belgium, France and Spain, and Y&R plans to extend it to Italy and Switzerland.

The independent associates will have as their immediate responsibility the translation of press releases sent from London, and servicing of press and broadcast media in their respective countries. Another important aspect of the combine, however, will be its potential for supporting market operations within the rapidly-expanding European Common Market, and for paving the way for those who will be entering Europe in the future.

Clarke & Bobertz, Detroit, is closing its Cleveland branch office after losing the Eaton Manufacturing account. Eaton's 27 divisions were formerly handled by several different agencies, but have all been recently consolidated under Meldrum & Fewsmith, Cleveland.

Orange Crush International has signed for full sponsorship of the CBC French Radio program "En Vedette." The contract, negotiated through Cockfield, Brown, Toronto, runs for 13 weeks. Lyons Tea, via J. H. Burley, Toronto, has purchased 20 spots a week and 10 spots a week respectively on CBFT and CBMT, Montreal, for 13 weeks. A. R. Gloster, Detroit, has been appointed advertising reps for CKLW-AM and TV.

Needham, Louis & Brorby has promoted three members of its creative departments to VPs: John J. Calnan and Harold Kaufman, of the Chicago office, and Joseph A. La Rosa in New York. Donald C. Porteous, head of the New York office of Gardner Advertising, has been elected vice chairman of the board of directors. Frank E. Heaston, of the New York office, and Oscar D. Norling, St. Louis, have also been elected to the board as members.

AC Spark Plug, via D. P. Broth-

### 'How to Swim' Series Sold to ABC's 'Flair'

Producer Aaron Ehrlich, of Aaron Ehrlich Enterprises, has conceived, produced and sold a series of "How to Swim" spots to be heard on ABC Radio's "Flair" sometime this Spring. The series features champion-swimmer Florence Chadwick.

## Thought for Today

*"Producers deceive themselves if they think that a virtuous end to a program justifies any plot, any amount and kind of violence, and any set of values and attitudes. Children respond to, adopt, and imitate all that they see; and what they see is determined by program content as well as by their interests, drives and experiences."*

—Dr. Ralph J. Garry, director  
Foundation for Character  
Education, Boston U.

er, Detroit, has renewed sponsorship in next season's "Laramie" on NBC-TV. William LaCava Associates has filmed a one-minute TV commercial for Schenley's Dubonnet Wines. Agency is Norman, Craig & Kummel. Berkley Agency, Houston, has been named to handle advertising and PR for the new Medical Center Savings and Loan Association, scheduled to open in April.

## 'M.D. U.S.A.' Enters Pubserv Syndie Market

"M. D. U.S.A.," an hour documentary on the day-to-day activities of five American doctors in widely scattered sections of the country, has been made available to stations for public affairs telecasting. It was originally NBC-TV's "March of Medicine" series, and is being distributed by Association Telefilms.

### Third of a Series

Produced by Smith, Kline French Laboratories in cooperation with the American Medical Association, it is the third in a color documentary from "March of Medicine" to be leased for syndication. The previous films, "Monganga" and "D. International" have been televised a total of 397 times. Films in the series are handled by Association Telefilms.

## Billy Wilder Acting Bow On 'Jack Benny Show'

Academy Award-winning director Billy Wilder makes his acting debut on "The Jack Benny Program" Apr. 1 on CBS-TV. Wilder will play himself, a movie director offering Benny his first picture role since "The Hot Blows at Midnight."



Temptation rarely comes in working hours. It is in their leisure time that men are made or marred.

W. M. Taylor

—A Thought For The Day—

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

## QXR NET TAKEOVER TO HYPO FM

### Five Chicago Outlets Ready With Rebuttal To Minority Charges

Chicago—Five Chicago TV stations today are poised for their inning and the chance to fight charges leveled against them last week by special-interest groups seeking more free time for minority causes.

The first phase of the FCC hearings to determine if Chicago TV stations are meeting their public service responsibilities in the area.

(Continued on Page 2)

### NAB Appoints Scanlon New England Field Rep

Walter A. Scanlon, former merchandising and promo manager for CBS Films, will join the NAB on Apr. 1 as its field representative for New England. During his 10 years with CBS Films he headed up its sales, advertising promotion and publicity, public relations and merchandising activities.

### SCAP Meets Thursday

SCAP will hold its annual membership meeting Thursday afternoon at the Hotel Astor. Reports will be given by President Stanley Adams, the treasurer and the chairman of the Executive Committee.

## KCOP Sues Prexy's Widow

West Coast Bureau of RADIO-TV DAILY

Hollywood—KCOP Television, Inc., and Oregon-TV, Inc. have filed suit against Kenyon Brown's widow, Ruth, executrix of his estate, seeking an accounting in a complaint alleging that she "received secret profits" while president of KCOJ-TV here. The suit asks \$62,346 for KCOP-TV and \$5,042 for Oregon-TV, and contends the estate rejected a previous KCOP-TV claim for the amount it is now seeking.

The complaint alleges that from Dec. 16, 1957, to Dec. 7, 1960,

## N.Y.C. COUNCIL BREAKTHRU HOPES RISE FOR MEDIA

Hope prevailed today among the Radio-Newsreel-TV Working Press Association members that they are on the verge of another major breakthrough in their continuing drive for equal access to public meetings.

Buoyed up by the recent ascension of Paul Screvane, Mayor Wagner's aide, to president of the New York City Council, NBC's

Gabe Pressman and CBS' Tom Costigan, president and chairman, respectively of the Freedom of Information Committee, predicted the ban may soon be lifted on

(Continued on Page 7)

## ABC 1st Qtr. Looks Better to Goldenson

AB-PT president Leonard H. Goldenson, in a '61 report to stockholders over the weekend, declared that the ABC Division of the company will do "somewhat better" in the present first quarter compared with the same period last year—this despite costs of recent space shots carried by the TV net.

Contributing to the all-time

(Continued on Page 7)

## Savalli Elected President Of John E. Pearson Co.

John E. Pearson Co., national radio and TV rep, has unanimously elected Joseph Savalli president. Ralph N. Weil was elected board chairman, and Arnold Hartley and Allen E. Wolin VPs. Savalli is the company's principal stockholder.

## Schroeter Chairs ANA's Broadcast Ad Committee

The Association of National Advertisers has appointed Harry F. Schroeter, National Biscuit Co. general advertising department director, as chairman of its Broadcast Advertising Committee. An ANA director and former committee member, he succeeds Howard Eaton, Jr., Lever Brothers media director, who will continue on the committee.

## All-Channel TV Bills Ruled Constitutional

Washington Bureau of RADIO-TV DAILY  
Washington — Bills to require that all TV sets sold in interstate commerce be equipped to receive all UHF as well as VHF channels would be constitutional, Deputy Attorney General Byron R. (Whizzer) White has advised Sen. John O. Pastore (D., R.I.), chairman of the Senate Commerce Communications Subcommittee.

Pastore recently concluded hearings on a bill introduced at

(Continued on Page 7)

## National Telefilm Board Elects Tabakin President

Bernard Tabakin has been elected president of National Telefilm Associates, at a special meeting of the board of directors. Previously executive VP, Tabakin joined NTA in 1954, when his own production company merged with the firm.

## N. Y. Times' Station Turning Over Skein To Bonded Services

The rapid growth of FM stations across the nation and the recent infusion of stereo multiplexing were dramatically highlighted this week-end by a report that the QXR network of 34 outlets is being turned over next week by the Interstate Broadcasting Co., wholly-owned subsidiary of the New York Times, to Fidelisound Media Corp., newly-formed subsidiary of Novo Industrial Corp.'s Bonded Services Division.

Elliott M. Sanger, Interstate executive vp, said WQXR will con-

(Continued on Page 7)

## Paul Downs Appointed WMAS General Manager

Washington Bureau of RADIO-TV DAILY  
Wilmington, Del.—Paul Downs will join WMAS Apr. 2 as general manager. He moves to the Rollins Station Group from WAVY (Tidewater Teleradio, Inc.), Norfolk, Va., where he is an account exec.

## 20th's Bill Self Brings Pilot of 'Dateline S.F.'

William Self, executive produce for TV Century-Fox TV, is reported in New York with the pilot on "Dateline San Francisco," first of a new series starring Rod Taylor. West Coast trade sources report this as 20th's hottest property for the season ahead.

## NAB Slates Two Panels To Help Air-Educators

Chicago—Two panel discussions, reports from broadcasters and announcement of the results of a broadcasting industry employee research study will highlight the one-and-a-half-day annual meeting here Saturday and Sunday of the Association for Professional Broadcasting Education at the Conrad Hilton Hotel. The APBE is a professional organization receiving support from NAB.



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Harry Lando  
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## Health Problems Studied In Series on Conn. Radio

Stamford, Conn. — A radio series on health problems, prepared by the Fairfield Village Mount Holyoke Club in conjunction with the celebration of the 125th anniversary of the founding of Mount Holyoke College, is being presented on WSTC-AM-FM.

Problems covered in the series include physical rehabilitation, emotionally disturbed children in school, mental retardation and narcotics addiction.

## New Father Ira Apple Hosts Baby Care Series

Pittsburgh — WJAS tomorrow will begin a series of six weekly programs on baby care, produced in cooperation with the local chapter of the Red Cross. Designed to aid new parents, the programs will be moderated by the station's public affairs director Ira Apple, who just became the father of a baby boy.

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

## Electronic Marvels Lift 50th IRE Show

Technological marvels to be seen this week at the IRE "Golden Anniversary" convention at the Coliseum include a slowscan TV camera for transmitting still images at low cost. Some 850 exhibits occupy all four floors of the huge hall.

RCA will show a collection of space age electron tubes and components, ranging in size from a thimble to a barrel. Some of the devices sell for less than a dollar, whereas the 200-pound jumbo tube used in military radar carries a price tag of \$66,000.

Special feature of the Westinghouse Electric exhibit is a "vidicon" TV camera-tube, which scans a still image in eight seconds (faster than conventional wirephoto equipment) and converts it to a simple audio signal that can be transmitted on radio frequencies or telephone lines.

## Focal Point Film Traces Baltimore's Heritage

Baltimore—"People Who Care," Focal Point film recently cited by the Valley Forge Freedom Foundation, will be shown Apr. 9 on WJZ-TV.

The film traces Baltimore's history from colonial times, and goes on to point out responsibilities of present citizens in "caring about their community."

## Chicago Plans Rebuttal

(Continued from Page 1)

of local programming adjourned Friday afternoon.

FCC commissioner Robert E. Lee will resume his inquiry on Apr. 12, hearing testimony by executives of WGN-TV, an independent commercial station. The next day, Apr. 13, Channel 11's WTTW-TV, an education station, will be heard.

Starting Monday, Apr. 16, each of the three networks' local o-o outlets will be given a full day, their turns "at bat" have not been decided as yet.

Lar J. Daly, Chicago's avid office-seeker, finally appeared Friday as a witness, saying there should be more coverage of local political campaigns.

## Framer Plans Documentaries

Walt Framer, head of Walt Framer Productions, has announced plans for a new hour series of human documentaries to be known as "My Father..." to be co-produced by Lew Breyer. Ben Parker will be the director. A minimum of 26 shows are planned, with 13 of them already being researched.

## COMING AND GOING

HERBERT G. RICHEK, director of operations for Seven Arts Associated, returns today from Miami.

HERBERT RESNICK of Saturn Productions, to New York for preview of "Don Carter's TV Bowling Tips."

JIM ROBERTS, news director of KMTV, Omaha, to Washington for State Dept. foreign policy briefing.

RODNEY ERICKSON, president of Filmways, Inc., returns from England today.

RICHARD R. RECTOR and ROBERT C. TROUP, VP's of VHF, Inc., leaving for Los Angeles for conferences.

MARTIN PLISSNER, news and public affairs producer of WMCA, to Washington to attend a briefing of the nation's broadcasters, sponsored by the State Department.

## Fellowships Open For Columbia Study

Radio and TV newsmen are eligible for fellowships in Columbia U's Advanced International Reporting Program, which begins its second year next September. Applications will be received until May 1 and those selected will be announced by June 1.

The program, coordinated by the University's Graduate School of Journalism, provides an opportunity for outstanding mass media reporters to spend an academic year at Columbia acquiring specialized knowledge for careers in reporting and interpreting international developments for the American audience. Eight newsmen will be selected to receive the Fellowships which cover tuition, fees and expenses.

## 'Biography' Adds HST, II Duce, Twain, Darrow

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Four new subjects have been chosen for the "Biography" documentary series Wolper Productions is producing for Official Films. Series producer Jack Haley, Jr., has scheduled bios of "Mark Twain," "Harry Truman," "Clarence Darrow" and "Benito Mussolini" for production during April.

## 'Wide World' Covers Prague Skating Meet

The World Figure Skating Championships in Prague will be presented Sunday on ABC-TV "Wide World of Sports" in place of the previously announced 100-mile motor race and Grand National Steeplechase from England. They will be presented Apr. 15.

The four-days of competition at Prague's Fucik Hall were taped by ABC-TV with Jim McKay regular host of the series, a former Olympic gold medal figure skating winner Dick Butkus handling the commentary.

In addition to the skating, opening of the telecast will give viewers a look at Prague from mobile TV unit touring through the streets.

**COVER**  
**AUGUSTA, GA**  
**AREA with**  
**WRDW-TV**  
**Ch. 12**

## get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER.

## SHOPPER-TOPPER guarantee

- complete area direct-mail service
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- product highlighting on WRDW-TV
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KODE-TV

Joplin, Mo.



WBOY-TV

Clarksburg, W. Va.

WRGP-TV

Chattanooga, T.



# REGIONAL JUDGES VOTING BEST OF 1,254 TV ADS

prominent ad execs on five regional Councils of Judges for the 1962 American TV Commercials Festival will be voting this week on 150 top finalists in separate meetings conducted by festival director Wallace A. ...

Finalists in 35 categories have been selected from 1,254 film tape entries after three weeks of preliminary judging in New York City.

The top three-to-five commercials in each of the 35 categories are being taken around by Ross to New York, Dallas, Chicago and Los Angeles, as well as New York, for cumulative voting total. The award will be a specially designed statue, not as yet named.

Finalist judging in the various cities will take place in Chicago at the WBBM-TV studios; Dallas on Wednesday at WFA-TV studios, and Los Angeles Friday at KTTV studios. Eastern and Canadian judging has already taken place in New York and Toronto.

In New York on May 4 awards luncheons, workshops techniques, screenings and exhibitions will take place at New York Waldorf-Astoria May 4; Sheraton-Chicago May 11; Grant's Park Plaza Hotel May 12; the Sheraton-Dallas June 7, and Los Angeles' Beverly Hilton June 13.

Of the 192 companies who entered commercials, 112 are agencies; 60 are production companies; 15 are stations or networks, and five are sponsors. The regional breakdown shows that 86 advertising firms are based in New York; 25 on the West Coast; 14 in Florida; nine in the Southwest; 22 in the Midwest, and 36 in other parts of the country.

## Schlitz Beer Is Backing Cleveland Race Results

Cleveland—With the opening of the 1962 racing season at Ascot on Apr. 2, WERE will begin broadcasting daily race results, sponsored by Schlitz Beer.

There will be seven reports each afternoon, plus a complete recap of the evening.

## Boston Station Wins '61 Religious Award

Boston — WEEI has received the Chester Cameron Stewart Award from the Massachusetts Council of Churches for its religious programming. The award was presented to Thomas Gorman, general manager, at a special luncheon at St. Paul's Cathedral.

## VIDEO ATTACKED BY NON-VIEWER

*Cleric Never Watches TV,  
But His Book Slams Medium*

Washington Bureau of RADIO-TV DAILY  
Washington — Father Thomas Merton says in a new book, "New Seeds of Contemplation," that although he never watched TV, there is general agreement among men of judgment that "commercial TV is degraded, meretricious and absurd..." And he warns that it must be used with extreme care and discrimination, according to the National Catholic Welfare Conference.

Msgr. George G. Higgins said there is much good in TV, however, and termed it "an almost indispensable means of keeping abreast of the times."

## George Graham Aids N.Y. Red Cross Drive

George A. Graham, Jr., vice president of NBC, has been appointed deputy chairman for TV, radio and entertainment for the 1962 Greater New York Red Cross campaign. It was announced by Harold S. Sutton, Consolidated Edison Co. VP and executive and employee solicitation chairman for the drive.



GRAHAM

Graham will assist William K. McDaniel, executive vice president, NBC, who is group chairman, in organizing and directing the activities of the many volunteers among employee groups in these fields during the current Red Cross appeal for members and funds.

The American Red Cross in Greater New York must reach a goal of nearly \$6-million this year in order to meet its responsibilities.

## Freeman on TPG Board

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Everett Freeman has been unanimously appointed by the board of directors of the Television Producers Guild to succeed Ben Brady as president.

## KGW Marks 40th Yr. Of Oregon Operation

Portland, Ore. — KGW marked its 40th year of broadcasting here yesterday, one of the oldest commercial radio stations in the Pacific Northwest still in operation today, and one of the first 100 stations in the nation. KGW began its operation with only 50 watts in an 18' x 18' room in the old Oregonian building clock tower under the ownership of the Oregonian Publishing Co.

On that day, the late Edgar B. Paper, then editor of The Oregonian, made the statement:

"The Oregonian offers the enjoyment of the great invention (radio) to the people of the Northwest without thought of any reward except the pleasure of service to our friends and patrons. We plan to give you the best in music, addresses by good speakers and news bulletins."

### 'Not Primarily for News'

It was made clear that KGW, under the ownership of The Oregonian, was "not primarily for dissemination of news" and that "KGW would not depend on recorded music."

Today, under the ownership of Pioneer Broadcasting Co., KGW remains cognizant of its obligation to fulfill the commitments made 40 years ago. A format of modern radio bringing to the Pacific Northwest continuous growth through informative programming and quality entertainment. With this in mind, Portland Mayor Terry D. Schruck proclaimed Sunday, March 25, 1962, as "KGW Radio Day."

## Pearl Lang Dance Group Offers Hebrew Parable

The TV premiere of "Shirah," a lyric dance based on a Hebrew Chassidic parable and performed by the Pearl Lang dance troupe, will be presented Apr. 8 on ABC-TV's "Directions '62."

"Shirah," which expresses love, faith and eternal renewal, is being presented on "Directions '62" in association with the Jewish Theological Seminary. Alan Hovhaness' "Concerto for Viola and Strings," which serves as the musical background for the work, will be performed by the ABC Symphony Orchestra.

"Directions '62" is produced by Wiley Hance.

## 'Bullwinkle' to Albion

West Coast Bureau of RADIO-TV DAILY  
Hollywood — "The Bullwinkle Show," a Jay Ward production, will be seen in England, starting this fall, over both ATV and the Granada Network, according to co-producer Bill Scott. The show is seen on NBC in this country.

## ENTERTAINMENT? YES!

but much more on **wlw-c**

**NEWS** — national, Huntley-Brinkley; local, Hugh DeMoss—for the most complete news coverage from around the world and back again.

**SPORTS** — Ohio State University basketball and football games, plus Columbus Jets baseball, and Scioto Downs Racing.

**WEATHER** — based on Crosley Broadcasting's radar weather service, a vital link in the U.S. Weather Bureau's Weather Warning System.

**PUBLIC AFFAIRS** — a variety of programs including "Probe" and "Viewpoint" which cover the waterfront of issues and people important in the world today... to create more informed, more active citizens.

So call your WLW representatives... you'll be glad you did!

**wlw-c Columbus**  
NBC TELEVISION

The other dynamic WLW Stations

**WLW-i WLW-A WLW-T WLW-D WLW-E**

Indianapolis Atlanta Cincinnati Dayton

Crosley Broadcasting Corporation

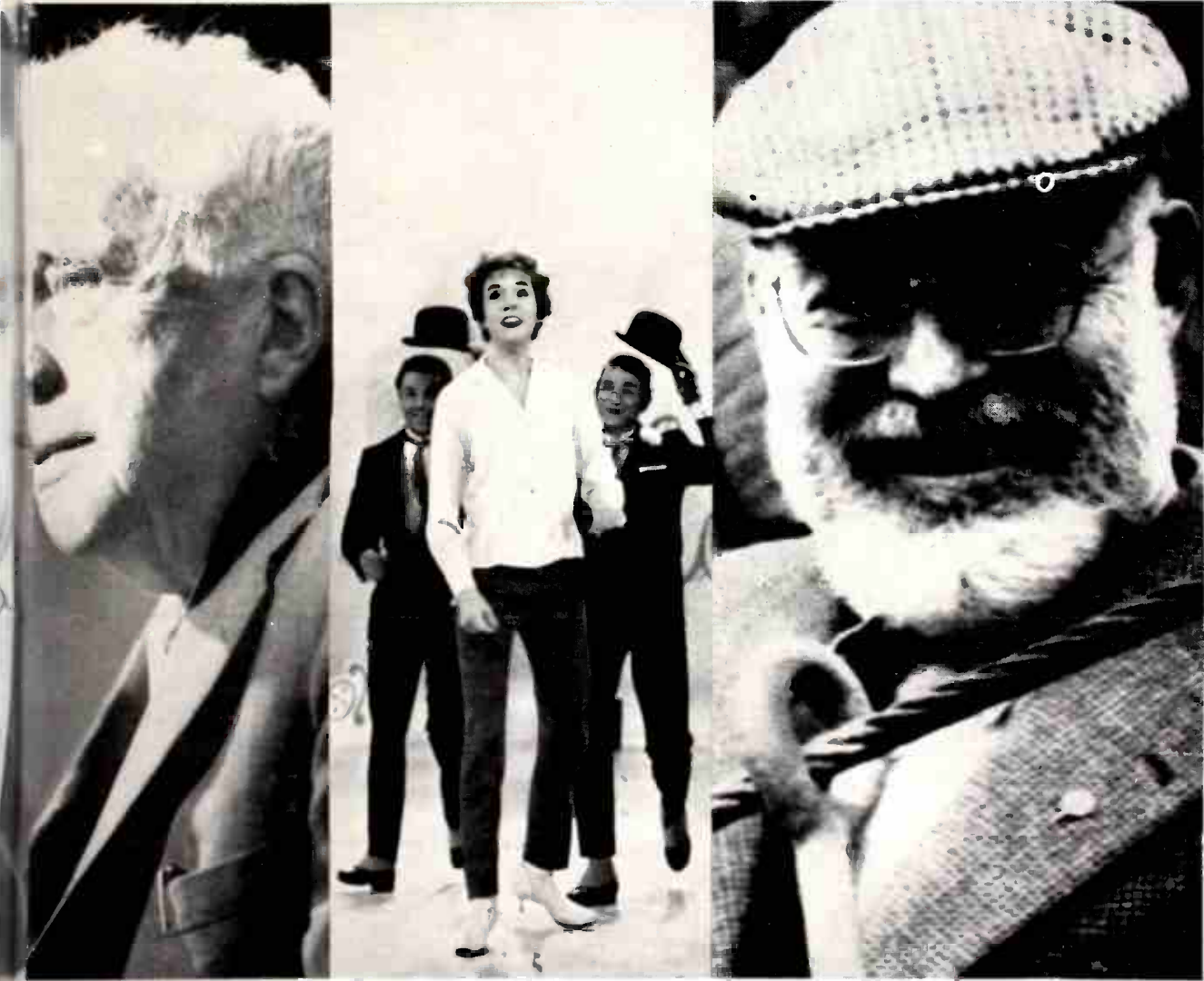
SCIENCE FOR CHILDREN / A GAME FOR GROWN-UPS / THE JOY OF HOPE AND LAUGHTER / THE GIFT



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

**DOM / THE BROADWAY OF LERNER AND LOEWE / AND A FOND LOOK AT A LITERARY GIANT**



**LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD**



By TED GREEN

• • • WWRL newsmen Herb Norman and Leon Lewis obtained an exclusive interview with Paulette Bacon, a Negro, after she was elected honorary mayor of Englewood, N. J., by students of the predominately white Dwight Morrow High School. The city was recently the scene of a furor over charges of school segregation . . . Sardonic comic Lenny Bruce headlines at the Village Vanguard in Greenwich Village for three weeks, beginning tomorrow. Also on tap will be vocalist Carol Sloan and the Bill Rubenstein Trio . . . Allen Swift just did a variety of voices for a Newport Cigarettes animated TV commercial, via Lennen & Newell . . . Selma Diamond, only woman comedy writer on NBC-TV's "Perry Como Show" and frequent Jack Paar guest, says her presence on Como's team is "like being Red China. I'm there; they just don't recognize me." Selma, who will appear in Summer stock in "Bye Bye Birdie" at Warren, O., describes her career as a writer in the new issue of Look magazine, out tomorrow.

★ ★ ★ ★

• • • Willie Best, the popular TV-film comedian, passed away in Hollywood at the age of 47 . . . Comedystar Rip Taylor, who headlines at the Latin Quarter nightclub in NY beginning Apr. 11, returns for his third stint on Ed Sullivan's CBS-TV show Apr. 29. The funster is on the "stairway to the stars" . . . Video actress Tana Louise and TV-film producer Leonard Burton walked down the middle aisle . . . Singing-pianist Joe Berle, former accompanist of recording star Joni James, is now soloing nightly at the Steak Pit, Paramus, N. J. . . . "International Pro Soccer," a success on TV since it was first presented in 1960, will return for the third successive season as a Spring and Summer feature of "The Schaefer Circle of Sports," Sunday nights on WPIX.

★ ★ ★ ★

• • • Jerry Vale spotted a sign in Las Vegas reading, "School Zone. Don't Kill a Child"; under which a kid had scrawled: "Wait for a Teacher" . . . Those singers, the Escorts, go well together . . . Kai Winding has been touring so much lately that his press agent sends his news releases to the travel editors . . . "A woman driver," observes Gene Krupa, "may be perfectly healthy one minute and then take a turn for the worse" . . . Dick Rattazzi defines cosmetics as "a woman's way of keeping a man from reading between the lines."

## WGBS News Chief Covers D.C. Briefing

Miami — WGBS news director Spencer Danes will fly from Chicago to Washington to attend the State Department News Briefing today and tomorrow.

Danes arrived in the Windy City yesterday with a plane-load of Cuban refugees being resettled throughout the country from here at government expense.

Via direct phone line to the WGBS newsroom, Danes reported color, background and reception of Chicagoans to the Cubans. This was the second such flight — first was to Cleveland — to ease the pressure on this city from 100,000 refugees who have fled Castro's tyranny.

The exodus is sponsored by the Church World Service, in cooperation with the Cuban Relief Center here, a division of the Department of Health, Education and Welfare.

## 55 Post-'50 1st-Runs In WABC Night Slot

WABC-TV has acquired 55 feature films which have never before appeared on TV, and will show them Monday-through-Friday on "The Night Show" and "The Goodnight Show," beginning Apr. 2. "The Goodnight Show," which has been a Friday feature on the station since last Summer, will be launched as a five-a-week program on that date.

## Brown's Widow Is Sued

(Continued from Page 1)

the offices of president, chief executive officer and director during his three years there.

He was entrusted with complete control and management of KCOP-TV during the three-year period, and the station gave him a chance to resign under penalty of discharge, claiming it did so because it became "increasingly dissatisfied with his services."

SOLD



We wish to announce the sale of our new series, **ACROSS THE SEVEN SEAS** to American Home Products and its Boyle-Midway Division for the top ten Western markets.

Ken Hildebrandt repped for our company in making the presentation to Mr. Ross Covert, the client, while the agency, Young & Rubicam, was repped by Julie Herrell.

**ACROSS THE SEVEN SEAS** is now filming, entirely in color, and will be televised starting August 20 in color in eight of the ten Western markets involved in this regional sale. The ten markets are Los Angeles, San Francisco, Seattle, Portland, Spokane, Salt Lake City, Phoenix, San Diego, Fresno, and Sacramento.

The enthusiastic acceptance of the program by the stations involved has been most gratifying, and we are pleased to know that on every station, the series will play in Class A time. Equally surprising—to me at least—has been the number of stations that will carry the series in color. I would imagine that eight out of ten is a good color average in syndication.

Since the first announcement was made that **ACROSS THE SEVEN SEAS** will be available in the Fall, we have had numerous (well, at least three!) inquiries from stations in the East, asking for a pilot print. At this time, since we have not yet selected a distributor, it's difficult for us to service requests of this nature. We sincerely hope to have the matter of distribution settled within the next week or two, and thereafter, we would be very pleased to have the chance to screen the pilot film, in color or black and white, for interested stations and agencies.

— JACK DOUGLAS

Advt.

# TV's Ability to Entertain Unequaled: Grey

## Agency Says Medium Satisfies Public Best for Sheer Diversion

"TV is satisfying the people's craving for entertainment in a degree and manner which no other medium has equalled," according to the editorial board of Grey Advertising's house organ. An article chronicling "That's Right with TV" points out "many of TV's defenders are doing as much harm to the medium as its defamers."

### 'Maturing Quietly'

The board contends "TV programming is maturing quietly, but no less surely in the entertainment sector... The list is too long to enumerate. Even (FCC chairman) Minow admits that this trend began long before he hurled the 'wasteland' epithet."

Turning to public interest programs, the agency noted that 36 news specials were aired by the three networks alone in the past six months, in addition to regularly scheduled news features; coverage of one hour of prime time informational and educational programming was presented every day last year; 135 million watched Astronaut Glenn's orbit flight, and 43 million were led through the White House by the First Lady.

### Editorials Are Progress

Editorializing is another sign of TV's progress," the bulletin said, "for TV stations (radio, too) are beginning to assume an effective role in community projects such as urban development, fights against pollution, better highways, etc."

What's right with TV commercials?" the bulletin went on. "The same as with all advertising. The good ones sell by informing, stimulating, entertaining, demonstrating and, we hope, persuading. They may dominate the screen, but they don't always get the headlines."

For the future the bulletin predicts global telecasting and shopping at home via closed circuit.

## Qual Bow on 'Tonight' for Linkletter, Herman

NBC-TV's "Tonight" show will originate from Los Angeles for the month beginning Apr. 2, and during that time Woody Herman's orchestra will provide the background music.

Herman's debut on the show will coincide with introduction of Art Linkletter as program host for two weeks ending Apr. 13. Following Linkletter, the show will have different emcees each week until Fall.

## USIA Tells Congress It 'Leans on Radio'

Washington Bureau of RADIO-TV DAILY

Washington — The USIA, in its semi-annual report to Congress, said it leaned heavily on radio, and where possible TV, to provide information on the building of the Berlin wall and the South American "Alliance for Progress."

All its radio transmitters were massed last November to beam the news of Soviet resumption of bomb tests into Russia on more than 4 million watts, agency spokesmen added, and in spite of Russian jamming, the message got through "pretty well."

## QXR Network Takeover To Bolster FM Medium

(Continued from Page 1)

continue as its key affiliate in New York to supply music programs and the New York Times will keep serving hourly news bulletins.

Walter E. Bronston, Novo board chairman, said Fidelisound will be headed by Chester M. Ross as chairman and chief executive officer, with James Sondheim as president carrying over his present Interstate rank and duties as general manager.

"We're making this investment because of our faith in the future of FM and in fine music and news for which FM is especially qualified... with proper research and market data, the medium, in general, and this network, in particular, will attract advertisers who want to reach audiences otherwise beyond sound broadcasting's assured reach."

While WQXR salesmen will represent the net, Ross said, Fidelisound will have its own selling organization. Program and advertising policies will be preserved.

The QXR network presently consists of 16 interconnected stations in the triangle of Boston, Buffalo and Washington and 18 non-interconnected FM outlets.

## TV Bills Constitutional

(Continued from Page 1)

the request of the FCC by Sen. Warren Magnuson (D., Wash.), chairman of the full committee. FCC counsel said the bill would be constitutional, and Pastore referred the question to White.

White said this is a constitutional way to "remedy this undesirable situation" under which the vast majority of TV sets are unable to receive the vast majority of TV channels, the 70 UHF frequencies. He quoted court decisions to back up his contention that TV receivers are "instrumentalities of interstate commerce."

## KYW Brochure Lists Rights Under Arrest

Cleveland—KYW-AM-TV, in connection with an editorial dealing with police power and what to do in the event of abuse of these powers, offered free brochures entitled, "If You Are Arrested." Within three days, 600 people requested copies, two from Florida and North Carolina. The stations, which deliver approximately two editorials a week, have been editorializing since 1958.

## ANNOUNCER SUES TEX. LEGISLATOR

San Antonio—State Sen. Franklin Spears has been named in two damage suits totaling \$105,000, filed in District Court by Richard Roll, local news broadcasting and TV announcer, and Mastercraft, Inc.

According to Roll's petition, a letter written by Spears on Feb. 6 was "maliciously composed" and "made certain false, malicious and defamatory" statements against Roll and Mastercraft. Roll sought \$75,000 in damages, and the firm asked \$30,000.

## Aussies Buy Look at NYC

"The Invisible City," a production of the documentary unit of WCBS-TV's public affairs department, has been purchased from CBS Films by the Australian Broadcasting Commission.

"Invisible City" is narrated by Eddie Albert, and presents its viewers with a tour of Manhattan seldom seen either by its visitors or its residents. It starts on the Staten Island ferry, looks into out-of-the-way spots in Central Park and Turtle Bay and features interviews with a mammologist and an all-night newsboy.

Ralph M. Baruch, director of international sales for CBS Films, said the program is to be broadcast in Sydney, Melbourne, Adelaide, Brisbane, Hobart and Perth. It has already been sold in Canada and Japan.

## Screvane Aiding Industry

(Continued from Page 1)

radio-TV coverage of the municipal lawmakers. Screvane is reputed to be a newsman's version of "a plain-talking, common-sense, fair-play citizen."

In a letter to him, made public this morning, Fressman and Costigan referred to the "archaic restriction" and pointed out they have been covering Board of Estimate proceedings for years at City Hall.

With New York as a news center for the nation, it is expected that repeal of the Council ban would set the pattern for many other metropolitan areas.

## CBS Inks Gen. Cigar For NCAA Gridcasts

General Cigar Co., via Young & Rubicam, has purchased a major portion of CBS-TV's coverage of NCAA football games this Fall, consisting of nine national network telecasts and five regional. The opening game will be Sept. 15, and the final tilt Dec. 8, in this season of NCAA football on CBS.

General Cigar is the first sponsor to sign for the gridiron coverage, and its national commercials will feature White Owl Cigars, Robert Burns Cigarillos and Tip-arillos, with Van Dyke Cigars to be promoted in the West Coast area.

## Marlin Bennett's Wife Dies; Mass Tomorrow

Garden City, L.I. — A High Requiem Mass will be celebrated at 10 AM tomorrow for Mrs. Kathleen Chamberlain Bennett at St. Joseph's Church here. She was the wife of Martin F. Bennett, VP, distributor and commercial relations, RCA.

The news of Mrs. Bennett's sudden death Thursday night shocked the industry and her home community where she was active in charitable and philanthropic work.

Friends will be received tonight at the Bennett's home, 3 St. James St. North. Interment will be at Holy Cross Cemetery, Brooklyn.

Other immediate survivors are the Bennetts' children, Miriam and Martin F., Jr., and her sisters, Mrs. Jack Hart and Mrs. Frank Casey, of Long Island.

## ABC First Quarter High

(Continued from Page 1)

high for '61 of \$363,100,000 gross income, was ABC's record \$254,280,000, a gain of \$31,800,000 over the previous year.

ABC-TV and radio o&o showed improvement. The new national station sales subsidiary is expected to bring further benefits to the TV-owned outlets.

The TV net maintained its competitive position with gross time billings "again rising faster than those of the other networks." Operating results however reflected the increased costs of programming, particularly in the important area of news and public affairs. The radio net continued to strengthen its affiliation structure.

## Hollywood

• • • "Dobie Gillis" has been renewed for the fourth year but is switching to Wednesday night at 8:30. James Gavin, Hollywood badman, reforms by playing the part of the editor in the CBS daytime series, "Clear Horizons".

William Frough, who has a Screen Producers Guild award as well as an Emmy, has signed with MGM-TV to produce "Sam Benedict." He reports today to join exec producer E. Jack Neuman in preparation for a June 4 start.

• • • GAC has set Fabian for a series of theatre and open air concerts in the Far East. Performances are scheduled for Manila, Tokyo, Hong Kong and key cities in Australia and New Zealand. KCOP starts a new teen-age dance program "Thaxton's Hop," April 9. Speaking of kids, KLAC's D. J. Red McIlvaine tells about the Hollywood kid he knows who got a special award for having the most parents at a PTA meeting.

• • • Don Fedderson has named Edmund Hartmann to produce next season's Fred MacMurray TV show, "My Three Sons." Hartmann replaces George Tibbles, who was forced to relinquish the post because of illness. A veteran writer and producer, Hartmann has written and produced many screen plays for major studios as well as a number of successful TV shows.

• • • Bill (My name, Jose Jimenez) Dana checked in at Marineland Saturday for rehearsals of the Marineland spec, being taped today and tomorrow for Easter Sunday showing on CBS-TV. George Maharis is on Catalina Island for a week for the filming of "There I Am, There I Always Am" episode of "Route 66" for Bert Leonard. Marty Milner co-stars.

• • • Pat McVey is back from Palm Springs, where he polished the final treatment of his proposed TV series, "Father O'Dowd." He will fly to New York shortly to meet with Howard Lindsay and Russell Crouse regarding a major role in their new Broadway show, "Mr. President."

## Psychiatry TV Spec on Tap

Chicago — WBKB-TV's "Medicine and the Mind Expedition in Ideas," with reporter Norman Ross, will review the battle against mental illness on Apr. 9.

The program was taped at the Psychomatic and Psychiatric Institute's Michael Reese Hospital,

## Miss Schuebel Going To North Advertising

Reggie Schuebel, will join the \$16-million North Advertising agency as vice president in charge of TV, Radio, and Media, effective Apr. 15. She will resign her present post of Vice President at Guild, Bascom & Bonfigli, Inc. Announcement of her new affiliation was made by Don Nathanson, president, and Bruce Dodge, executive vice president, of North Advertising. She will work out of the firm's New York office.

Miss Schuebel is a gifted practitioner in directing of advertising for political campaigns. She played significant roles in the Kennedy presidential drive and the subsequent triumph of Democratic Gov. Hughes of New Jersey over the favored Republican candidate, James Mitchell. She is credited with having set new patterns for split-screen I.D. advertising and procedures for purchase of political time.

Principal TV accounts for North Advertising are Admiration Cigars, The Englander Company, Gillette Laboratories, Lanvin Parfums, Inc., The Toni Company, and Webcor.

## Live Panel Airs Experts On Sports, Cards, Taxes

Stamford, Conn. — Sports, card-playing and taxes will be the topics of the live "Community Affair" program tonight on WSTC-AM-FM, when moderator Ethel Kveskin offers listeners and the studio audience an opportunity to question a panel of experts on those subjects.

Appearing will be New York Football Giants "All-Pro" defensive end Andy Robustelli; Irwin Steig, PR director of the C. B. Dolge Co., Westport, contributor to New Yorker and Esquire magazines and author of the best-selling "Poker for Fun and Profit," and David Rasines, assistant group supervisor of the Internal Revenue agents in this city.

## Shari Signs Ossie Davis

Ossie Davis, writer and star of the Broadway hit, "Purlie Victorious," is scheduled to appear May 5 on NBC-TV's "Shari Lewis Show."

and will feature a session with a psychiatrist and his patient. Several of the institute's doctors will appear and will explain its programs.

The show was produced by David McElroy and directed by Clifford Braun.

## AGENCY NEWSCAST

By SHELBY COOPER

The number of furniture stores using TV advertising has almost tripled since 1955, according to a survey conducted jointly by TvB and the National Retail Furniture Association. Moreover, the report says, the average furniture dealer using TV puts 21 per cent of his ad budget into the medium.

Reason for the increase in TV's role in furniture selling is that "most stores find that TV brings in new customers not influenced by other advertising." And many more stores would use manufacturers' films and slides if they were available, the survey indicated.

Results are reported in a booklet, "TV Sells Home Furnishings," issued by TvB. A sidelight of the survey is the finding that although evening is the favored time period for spot announcements and program campaigns, when a store engages in a saturation campaign day TV gets the heaviest use.

A workshop seminar for corporate management and ad agency personnel will be held Thursday by Keitz & Herndon, Dallas. Called "Creative Departures," the session will include an experimental film and portions of outstanding

## Thought for Today

"Both the networks and individual stations across the country have, with few exceptions, reached a 'plateau' in sales development. There is only one ingredient to change this picture and that is the introduction, at every TV station and on all three networks, of color on a full-acc basis."

—Ward L. Quaal,  
General Manager, WGN-TV  
Chicago

ing new sponsored films. Clifton Wells, of Modern Talking Picture Service, Chicago, will discuss business-film distribution and demonstrate new techniques in 8-mm film production.

Norman R. Cross, manager of Clarke & Bobertz branch office in Cleveland, closing this month, will form his own agency to handle C&B accounts in Ohio.

**Budweiser**  
BEER

through D'Arcy  
buys...

# KGBS

LOS ANGELES

THE STATION: KGBS AM 1020

THE PERSONALITY: GOOD MUSIC

THE POWER: 50,000 WATTS

THE MARKET: SOUTHERN CALIFORNIA

The magnificent sound of music  
over the City of Angels

ANOTHER IMPORTANT STATION

NATIONAL REPRESENTATIVES:  
PETERS, GRIFFIN, WOODWARD, INC.

and so does Union Pacific  
through Geyer, Morey,  
Madden & Ballard



# RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



Established February 1944

VOL. 90, NO. 59

TUESDAY, MARCH 12, 1961

Indiana University Library  
Bloomington, Ind

10 CENTS

## GLOBAL TV RAPS RILE SYNDIES

### LEWINE, SHAKER PREDICTIONS OK'D

Two predictions of RADIO-TELEVISION DAILY last week were borne out in separate announcements yesterday that Robert F. Lewine has been appointed programs vp for CBS-TV in Hollywood, and that Theodore F. Shaker has been elected president of ABC-TV radio stations.



SHAKER

Lewine has been programs vp  
(Continued on Page 6)

### 8% Net Income Rise Reported by Zenith

Chicago — In its annual report to stockholders, yesterday, Zenith Radio reported net income for '61 of more than \$18 million, representing an 18 per cent increase over '60 and an eight per cent increase over 1959, the company's previous best year.

The year was highlighted by  
(Continued on Page 8)

### Romney Talks on WWSW

Pittsburgh — George Romney, American Motors Corp. board vice chairman, will address the United Negro College Convocation at Syria Mosque Sunday night, to be broadcast on WWSW-AM-FM.

### ASCAP Proposal Rejected

Hamilton Shea, chairman of the All-Industry TV Station Music License Committee yesterday gave RADIO-TELEVISION DAILY his committee's three reasons for rejecting ASCAP's proposal that broadcasters get rid of their stock in BMI in exchange for a reduction in ASCAP music rates.

Shea's reasons for the turn down were: the stock is owned by radio



A station's programming is exposed every day. All you need do is look to see that WPX-11 has a "network atmosphere" of network-proven and network-quality programs. And the finest national advertisers.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

### WJRZ 'Pitch' Spurs No. N. J. 'Secession'

Turning the table on the traditional sales pitch of metropolitan New York broadcasters, Communications Industries Corp. yesterday said its latest station acquisition, WJRZ, in Newark, will offer Gotham as the "bonus" on its 4.5-million listener "reach" in metropolitan New Jersey marketing area.

Lazar Emanuel, C. I. C. president who also heads the Bergen Broadcasting Corp. and Bergen FM, Inc. subsidiaries operating

(Continued on Page 7)

### It's Como & Kraft Again

Perry Como has signed to continue the "Kraft Music Hall" colorcast for another 33-show series beginning Oct. 3. This will be his fourth season with the sponsors, Kraft Foods Division of National Dairy Products Corp., via J. Walter Thompson. The show is seen on 160 NBC-TV affiliates. Kraft Foods, Ltd., sponsors the show on 39 CBC stations.

### 'Divorce Court' Sale Lifted KTTV Income

West Coast Bureau of RADIO-TV DAILY Los Angeles — Times-Mirror Broadcasting Company KTTV reported revenues of \$8.5 million in 1961 as compared with \$8.1 million in 1960, the parent firm's annual statement revealed yesterday. A substantial part of the '61 income was realized from sale of "Divorce Court," series created by the station and distributed nationally for the last three years. The report points out that the

(Continued on Page 6)

### Minow, Greene Fire 2 Parallel Barrages At U.S. Shows Abroad

Flash fires of indignation flared high in the camps of U.S. TV program syndicators engaged in global marketing. Their anger was evoked by the speeches last night of BBC director-general H. Carleton Greene at the Alfred I. duPont Awards foundation dinner in Washington and of FCC chairman Newton Minow in Kansas City before an estimated 4,000 educators attending the NEA's Department of Audio-Visual Instruction annual convention.

Both Greene and Minow paralleled warnings of alleged dangers to our national image abroad through the sale or eventual broadcast via satellites of "Western, private eyes and people kicking each

(Continued on Page 8)

### Ralston-Purina Plumps For 3 Top TV Programs

Ralston-Purina has signed for participations next Fall in three major evening programs on CBS-TV. Via Gardner Advertising, the company has purchased alternate-week, half-hour sponsorship of "The Real McCoys," and alternate-week, one-third sponsorship of the Jackie Gleason show; via Guild, Bascom & Bonfigli, weekly half-hour sponsorship of "Pantomime Quiz," returning to TV after an absence of several years.

### Brave Tilts on Wis. TV First Time Since 1953

Milwaukee — Wisconsin viewers will be able to tune in some Milwaukee Braves games this season for the first time since the move here in '53. Four stations will air 15 tilts, with WTMJ-TV serving as the originating outlet. The others are WKOW-TV, Madison; WSAU-TV, Wausau, and WFRV-TV, Green Bay. Miller Brewing owns the TV rights and will co-sponsor with Tareyton Dual Filter and Wisconsin Rambler Dealers Ass'n. Co-backing pre and post-game shows will be Perfect Plus Hosiery and the Serta Mattress Co. of Chicago.



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
APT' UR PERLES : : : Editor

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WASHINGTON BUREAU
Harry Lando
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Lawrence B. Krasner, Vice-President and General Manager
6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU
Hal Tate
192 North Clark St.
Telephone: ANdover 3-6520
CANADIAN BUREAU
Jules Laroche
Room 314, Belmont St., Montreal
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Peter C. Davalle
6 Romany Gardens
Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 56, Taxco, Gro., Mexico.
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Transcontinent Buys Cleveland Stations

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has approved sale of WDOK-AM-FM, Cleveland, by Frederick C. Wolf, et al, to Transcontinent Television for \$1.4 million and payment of \$1,666 per month for 12 months to Wolf as consultant.

The commission also approved sale of WMET-AM-FM, Miami Beach, by Community Service Broadcasters to Consolidated Communications for \$5,000 in cash and guarantee of payment of \$248,000 in liabilities. Also approved was sale of KEEL, Shreveport, La., by Foster and Associates to KEEL, Inc., for \$800,000.

COMING AND GOING

PAT McDERMOTT, West Coast publicist, arrives in New York today for a week of client meetings. She leaves for St. Louis and Chicago Apr. 3.

EVE BRENT due in Hollywood tomorrow to guest on the "Red Skelton Show."

JOHN L. KOUSHOURIS, VP of operations for VHF, Inc., to Washington for a series of production meetings.

STAN WILLIS, WHN news director, to Washington for a State Dept. foreign policy briefing.

JIM BACKUS, due back in L. A. today.

DAVID HARDY, producer of tonight's ABC-TV Bell & Howell "Close-Up on Cambodia," to Chicago to address the Foreign Policy Ass'n.

JOHN F. WHITE, president of Nat'l ETV and Radio Center, leaves for London today, to address Parliament on ETV here.

MARK WILSON, star of CBS-TV's "The Magic Land of AllaKazam," in N. Y. on business.

JACKIE COOPER, star of "Hennesey," leaves the Coast today on a business trip to Washington and Miami.

CATV Wins 1 Battle, But May Lose Other

Washington Bureau of RADIO-TV DAILY
Washington — The commission dismissed a WSTV, Inc., request that the FCC order a Clarksburg, W. Va., system to cease operation until it qualifies as a common carrier, with a decision restating its belief that such operations are not common carrier activities.

In the second case, a hearing examiner recommended denial of the bid of a CATV system for microwave facility near Golden and Eastonville, Colo.

WIL Appoints Farrelly Local Sales Manager

St. Louis — Peter Farrelly has been named WIL local sales manager by John F. Box, Jr., managing director of the Balaban station here. Farrelly had served as an account exec since 1958.



FARRELLY

His previous sales experience included five years as a field representative for Allied Chemical Corp. A graduate of St. Louis University, he was a first lieutenant in the Air Force during the Korean War.

Telenews TV Spots Aid Legion Patriotic Drive

Washington — Telenews is distributing to program directors of all commercial U. S. TV stations a 27-second spot filmed for the patriotic "Bells Across the Nation" drive of the American Legion. The day set for ringing bells for freedom and national unity is Apr. 19, and stations will be asked to use the TV spot as often as possible in advance of that date.

Win Andrus Funeral Today in Bellerose

Funeral services will be held at one o'clock today in Holy Trinity Lutheran Church, Bellerose, L. I. for Winfield Andrus, 54, managing editor of The Film Daily, who died at his home in Bellerose Saturday following a brief illness.

Andrus, born in Ocean Grove, N. J., joined Film Daily in 1924, and in 1930 took charge of compiling its Year Book. He was appointed news editor in 1943 and was named managing editor in 1953.

Surviving are his wife, Julia, four sons, Scott, Bruce, Roger and Gordon, his mother, Norma Andrus, and brothers, John and Gilbert.

Interment will be at Lake View Cemetery, New Canaan, Conn.

FINANCIAL

(March 26)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Net Chg. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp, Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat. General, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Capital Cities, Desilu, Esquire, Inc., Movielab, MPO, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

OVER THE COUNTER

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

\* Courtesy of National Association of Security Dealers.

Toy Manufacturer interested in Single Station Markets PROGRAMMING
Supply information on ratings, programs, time slots, and local prices. Also include details regarding any toy jobbers, dept. stores, chains, or other toy outlets using TV in area co-operating with manufacturers or direct station merchandising program.
Box No. 164, RADIO-TV DAILY
1501 Broadway, New York 36, N. Y.

Schaffner, Cook Sign Up

Franklin Schaffner and Fielder Cook have been signed by NBC-TV to produce and direct seven original dramas for next season's "DuPont Show of the Week."

Other shows in the series will include musical-variety programs, and six drama-documentaries to be produced by NBC News. In the negotiations with the network, Schaffner and Cook were represented by Ziegler, Hellman & Ross. The arrangement is non-exclusive.

Schaffner has won a number of TV's major production prizes, including the Emmy, Christopher, Sylvania and Tempo awards. Cook won virtually every major television prize for his production and direction of the drama "Patterns."

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ROLLS-ROYCE 707's TO LONDON CONNECTING WITH ALL OF EUROPE
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BRITISH OVERSEAS AIRWAYS CORPORATION
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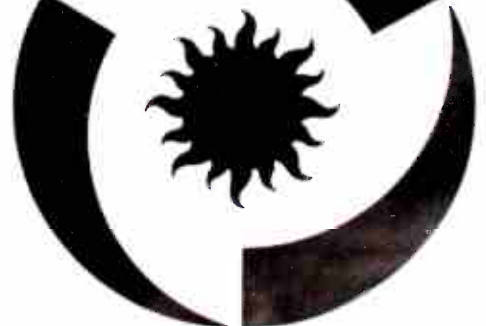
ABC Radio West  
solves  
Western sales  
problems with...

## PERSONAL SALES IMPACT!

- MEDIA EFFICIENCY—Low Cost 116 Station Network
- MASS COVERAGE—Eleven Western States
- MERCHANDISING PLUS—ABC Personalities available for Client Sales Promotions



Use the **BEST...** **ABC RADIO WEST**



Represented Nationally by Avery-Knodel, Inc.

**SOLD**



We wish to announce the sale of our new series, **ACROSS THE SEVEN SEAS** to American Home Products and its Boyle-Midway Division for the top ten Western markets.

Ken Hildebrandt repped for our company in making the presentation to Mr. Ross Covert, the client, while the agency, Young & Rubicam, was repped by Julie Herrell.

**ACROSS THE SEVEN SEAS** is now filming, entirely in color, and will be televised starting August 20 in color in eight of the ten Western markets involved in this regional sale. The ten markets are Los Angeles, San Francisco, Seattle, Portland, Spokane, Salt Lake City, Phoenix, San Diego, Fresno, and Sacramento.

The enthusiastic acceptance of the program by the stations involved has been most gratifying, and we are pleased to know that on every station, the series will play in Class A time. Equally surprising—to me at least—has been the number of stations that will carry the series in color. I would imagine that eight out of ten is a good color average in syndication.

Since the first announcement was made that **ACROSS THE SEVEN SEAS** will be available in the Fall, we have had numerous (well, at least three!) inquiries from stations in the East, asking for a pilot print. At this time, since we have not yet selected a distributor, it's difficult for us to service requests of this nature. We sincerely hope to have the matter of distribution settled within the next week or two, and thereafter, we would be very pleased to have the chance to screen the pilot film, in color or black and white, for interested stations and agencies.

— JACK DOUGLAS

Advt.



By **TED GREEN**

• • • New Orleans jazz trumpeter Al Hirt may soon star in a weekly TV series, and the 300-plus pounder is big enough to handle the job! Al is the star of a projected new series, "An Evening At Basin Street East." The pilot film was lensed last month, and co-stars Jaye P. Morgan, the Brothers Four and Jack Lescoulie, who emcees. Durgom-Katz is packaging the series, which will be shown to ad agencies for national distribution. . . . Who says modeling's easy? Filming three deadline commercials for the same company, TV model Tracy Butler stayed in front of the cameras for 19 hours straight. . . . Stan Freeman, the piano-playing comedian on ABC Radio's "Flair," asked his listeners yesterday if "marriage" was a word or a sentence. . . . Aside to Ed Sullivan; Rumors coming out of Miami Beach is that Betty Kean and Lew Parker are rolling them in the aisles at the Carillon Hotel.

★ ★ ★ ★

• • • Affable Jerry Axelrod has taken over as host of the King Arthur Room, intimate rendezvous atop the Roundtable. Currently headlining there is gorjus Nora Hayden, top TV actress who is making her debut as a vocalist, and handsome Tony Morell of MGM Records fame, in his New York nightspot bow . . . Allan Stone, president of Licensing Corp. of America, exclusive merchandising agent for "Bullwinkle," informs us that the network TV cartoon personality has now been licensed to 50 firms and will soon be the inspiration for a new newspaper comic strip in newspapers, WLIR, Garden City, L.I. has been cited by the Nassau County Dental Society for the furtherance of good dental public relations, in imparting "The dental health message" to children and adults.

★ ★ ★ ★

• • • Composer-conductor-arranger Eddy Manson, who is writing the original background score for NBC-TV's forthcoming spec, "U. S. 1—American Profile," has been notified by the National Academy of Recording Arts and Sciences that his recording, "Cha Paloma," has been nominated as "The Record of the Year," and his album, "The Great Eddy Manson," as the "Best Album of the Year." . . . Dick Rattazzi's Japanese gardener called a travel agency and asked the price of a ticket to Yokohama. Told it was \$570 he screamed, "What! you crazy or something? Five hundred seventy dollah to Tulsa, Yokohama?" (and this is no gag). . . . Songstar Connie Francis will contribute her talents to the "At This Very Moment" hour musical special Sunday on ABC-TV for the American Cancer Society. . . . Jo Stafford has become the 57th vocalist to record Erroll Garner's famous composition, "Misty." . . . ABC-Paramount exec Dave Berger's daughter, Wendy, and Stephen Berman to merge this Summer!

★ ★ ★ ★

• • • Martha Wright's chance to do a dramatic spot in "Naked City" will have to wait until "Sound of Music" has completed its Broadway run. She's convinced that you can't do five radio programs and eight Broadway performances a week and still do live acting on TV. . . . Dean Martin, who wrote the foreword for comic Jackie Kannon's new book, "Stoned Like A Statue," stated: "Everyone in show-business is writing books. I'm way behind—I'm writing forewords!" . . . Sy Shaffer Enterprises has completed the music for one one-minute and two 20-second TV commercials for Arrow Shirts, via Lennen & Newell. . . . WTAO, Boston, announces that news director Pat Romano has received a first-place award at the annual awards dinner of the UPI Broadcasters Associated of Massachusetts, Pat was honored for his documentary, "Fallout . . . and what it means to Massachusetts."

### Grams, Hyland Named Library Week Chairmen

St. Louis — Harold Grams, general manager of KSD-TV, has been appointed Missouri State chairman for TV, of the National Library Week Committee, and Robert Hyland, general manager of KMOX, has been named state chairman for radio.

### Station Rep Appoints Westcott to TV Sales

West Coast Bureau of *RADIO-TV DAILY*  
Los Angeles — Rouen J. Westcott has joined The Katz Agency TV sales staff here. He had been an H-R Representative account exec, and was active in sales at KHJ-TV, Hollywood, and at NBC Spot Sales.

# UNITED'S WVUE-TV BUY PROMPTS SALE OF KODE

ham, Mass.—United Printers and Publishers, through subsidiary WSTV, Inc., has applied to the FCC for authority to buy its Joplin, Mo., stations, 12-AM-FM, to James S. Gil- Jr., Michigan businessman former Kalamazoo mayor. follows United's purchase, to FCC approval, of a sub- interest in WVUE-TV, Orleans.

ed already owns five TV os, and FCC regulations pro- any licensee corporation own more than five VHF tions. WVUE-TV is oper- y the New Orleans TV n Channel 13, but has a perate on Channel 12 and BC affiliate. KODE in Jop- CBS and ABC affiliate and resed to WSTV, Inc., of Steu- b, O.

**heads Kalamazoo Firm**  
Storer is head of General En- ries of Kalamazoo and is a etc. of several manufacturing rchandising firms and sev- ic organizations. He was Kalamazoo mayor from 1960 ug 1961. He has no other adasting affiliations.

mid, manufacturer of greet- eals, gift wrappings and paper ty products, mostly under the raft brand name, recently and the five TV and five radio be known as the Friendly r They are KODE-AM-TV; TV-TV-AM-FM, Steubenville; O-AM, Clarksburg, W. Va.; G-TV Chattanooga; WPIT- FM Pittsburgh; WSOL Tam- rd WRDW-TV Augusta, Ga.

## Promotes Burlon General Sales Mgr.

roit—Robert D. Burlon has ppointed WJR general sales nger. He will direct national cal sales.  
rior to joining WJR as a sales entative in 1955, he was hRemington Rand.

## Williams Leaving NTA Firm Heads West

David B. Williams, NTA public ions director, is leaving the any on Friday by mutual rement, and will announce his at shortly.

ked with his departure are ent reports that NTA is cut- its New York operation ically and shifting its head- ters to the West Coast.

## PER INQUIRY

ading advertiser pays stations \$3.00 each free catalogue they give away. is paid out for over 500 stations. Top tions produce 300-400 inquiries per ck. Small stations 25-50 per week. rite for details.  
Box No. 165, RADIO-TV DAILY  
101 Broadway New York 36, N. Y.

## John Hayes Heads Community Funds

West Coast Bureau of RADIO-TV DAILY  
San Francisco—John S. Hayes, president of the Post-Newsweek Stations and an executive VP of the Washington Post Co., has been elected president of the United Community Funds and Councils of America, national group which serves 2,200 United Funds and Community Chests throughout the United States.



HAYES

The election took place at the group's biennial national conference here recently, the day after Hayes was cited by UCFCA after terminating a two-year stint as chairman of its national public relations advisory council.

## 'Caucus' Seeks Solution For Cleveland Transit

Cleveland — In the midst of the controversy over whether or not the Transit System here is effective, whether the city needs extended Rapid Transit and whether the present 15 transit companies are effective, WJW-TV's "Cleveland Caucus" will present a special half-hour discussion of transportation problems Sunday.

Sidney Andorn will moderate. Participants will be regional planner William Henry, Cuyahoga County commissioner Frank Gorman, county engineer Albert Porter, and attorney Samuel Gaines.

## Stitt Back at Mike

Buffalo — Wayne Stitt, early morning air-man at WKBW, has returned following a week in the hospital for an operation.

## Them That Has 'Them' Get the Top Ratings

Seven Arts' Warner Bros. post-'50 thriller, "Them," shown in prime time on WCKT-TV, Miami, swept all network competition, according to a special ARB rating study. The science-fiction shocker scored an average quarter-hour rating of 25 which represented a 52 per cent share of audience.

## Ray Operations Mgr. For Storer Programs

The appointment of Horace W. "Buddy" Ray as operations manager of Storer Programs Inc. has been announced by Terry Lee, vice president of Storer Broadcasting Co. and head of Storer Programs.

Ray will headquarter in New York starting May 1, where he will coordinate the activities of the organization. He has been operations manager of WAGA-TV, Atlanta, for the past two years and with Storer for five years.

Prior to joining Storer at WVUE-TV, Philadelphia, he was a producer-director for four years at WDEL-TV, Wilmington and WPFII-TV, Philadelphia

## Friendly's Laux Named Scout Drive Chairman

Steubenville, O.—John J. Laux, managing director of the Friendly Group of stations and executive VP of the group's local outlets, WSTV and WSTV-TV, has been named general chairman of the Camp Development Fund campaign of the Fort Steuben Area Council, Boy Scouts of America.

The council, in conducting its first capital funds campaign, will seek to obtain a minimum of \$215,705 to develop its camp at Lake Clendinning.

## Two KOMO-TV Shows Picked for TAC Library

West Coast Bureau of RADIO-TV DAILY  
Seattle — KOMO-TV has had two more programs accepted for inclusion in the Television Affiliates Corp. library. They are "Smoke Jumpers" and "Crop Duster."



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Hong Kong  
Southeast Asia  
India  
The Middle East

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**RAHALL RADIO**  
1st...in Community Life  
1st...in Overall Ratings  
1st...in Sell  
1st...in Adult Listening

**WKAP**  
RADIO 132  
Allentown - Bethlehem - Easton

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

**WLCY**  
RADIO 138  
Tampa - St. Petersburg, Fla.

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

**WWNR**  
RADIO 62  
Beckley - W. Virginia.

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

**WNAR**  
RADIO 111  
Philadelphia Area

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

**WQTY**  
RADIO 122  
Jacksonville - Florida

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

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

## Jewish Music Series Kicks Off in Chicago

Chicago—The Board of Rabbis' Broadcasting Commission Sunday begins "Sing Unto the Lord," a new series of 13 weekly musicals on WBKB-TV.

First program will be based on the Psalms, and will feature the adult and children's choirs of

"The Magic Door," children's series sponsored by the Board of Rabbis, returns to WBBM-TV Sunday. The series left the air last December to make room for a Protestant series, in the station's regular rotation between the three major faiths. The new "Magic Door" will have an all-new cast, and run for 13 weeks.

Tempel Beth Am with ballerina Joan Ehemann. Following programs will offer oratorios inspired by the Bible, choral concerts, and dance.

Chairman of the commission is Rabbi Sidney Jacobs.

## KTTV Income Rises

(Continued from Page 1)

station has increased its emphasis on special events.

"Gains in revenue from the production and sale of video tapes have been noteworthy," the report states.

## New Weekly Program Features Human Rights

"We Hold These Truths," a new public service program produced under auspices of the New York State Commission for Human Rights, (formerly SCAD), will be heard on WWRL every Tuesday evening, with Herb Norman as host and interviewer. John B. Sullivan, the commission's director of education, will be the guest today.

## Economee Handles Syndicated 'Lockup'

Economee Programs has acquired Ziv-UA's 78-episode, syndicated series, "Lockup," starring MacDonald Carey. The programs, available for stripping or other uses, tell of the work of a Philadelphia lawyer who dedicated himself to freeing persons wrongly convicted of crimes.

The series received a 32.1 rating in a 50-market study in 1959, four months after it went on the air. Economee is a division of Ziv-UA.

## WPTR Adds Acc't Execs

Albany—Don Caron and Larry Kirby have been added to the WPTR sales staff as account execs.

## Chevrolet Renews 'Bonanza' on NBC

The Chevrolet Division of General Motors has renewed its hour sponsorship of "Bonanza" on NBC-TV for the 1962-'63 season. Chevrolet's agency is Campbell-Ewald, Detroit.

Filmed in color in the Lake Tahoe-Virginia City region, the Western adventure series had its premiere on NBC-TV in the Fall of 1959. It stars Lorne Greene, Pernell Roberts, Michael Landon and Dan Blocker.

## Colgate-Palmolive Backs NBC Hour on Mrs. JFK

"The Jacqueline Kennedy Journey," an hour public service colorcast on NBC-TV Sunday evening, will be sponsored by Colgate-Palmolive. The program will wrap-up the complete quasi-official trip made by the First Lady.

The commercials will promote Colgate Dental Cream, Colgate Fluoride Toothpaste, Palmolive Soap, through Ted Bates & Co., Halo, through D'Arcy Advertising, and the Giftex promotion involving Fab, Ad and Vel, through David J. Mendelsohn, Inc.

## NCCJ to Honor All Media With Brotherhood Awards

The National Conference of Christians and Jews today will present its National Brotherhood Awards "for outstanding contributions to good human relations," to individuals and organizations in radio, TV, press and motion pictures.

General chairman of the media awards committee is Wiley Hance, public affairs manager for ABC. Chairmen of the TV and radio committees, respectively, are John Burrell executive art director, CBS-TV, and Herbert C. Jaffa, NYU.

## Buena Vista Appoints Herbert Research Mgr.

Bert Herbert has joined Buena Vista Syndication as research manager. He formerly was CBS Films assistant research and sales promotion manager. The division currently is marketing Walt Disney's "Mickey Mouse Club."

## To Celebrate 20th Ann'y

Boston—WBZ plans to celebrate personality Carl deSuzes' 20th year with the station on Thursday, several gimmicks including a contest built around a "Guess the Radio Stars" idea. To do this successfully, the station would like to hear from any source possessing pictures of former radio greats.

## If Rover Bites Mail Tune-In This Show

WMCA has begun a program series, "It's the produced in cooperation with state bar association. The is heard three times a week presents questions and an on common legal problems ing from fraud to dog bites.

## Baltimore Viewers See Traffic Problem

Washington Bureau of RADIO-TV Baltimore — WJZ-TV's "Point" series discusses the of mass transportation began tomorrow night with "The Traffic Stood Still." In tion there will be a repeat ing on Sunday afternoon.

On Apr. 11 a panel of ex will discuss the film and offer ions on the traffic situation possible solution to the City's fic problems.

"The Day the Traffic Still" was written by G Owens, produced by Bob Guil and directed by Leonard G man. Narrator for the produ is WJZ's Ted Jaffee. "Focal P is a WJZ Public Affairs pr which is produced in partner with the Greater Baltimore C mittee.

## KC Outlet Converting To Full-Time Stereo FM

Kansas City — KCMO-FM Sunday will become a full FM-stereo multiplex broadca outlet.

Conversion of the station's ities for multiplex will be pleted the end of this week from then on all programs be presented in FM stereo, sign-on to midnight.

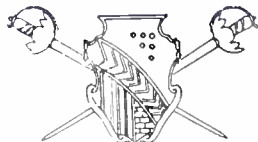
## Maxine Stewart Signs For 'Kildare' Episode

MGM-TV has set Maxine art for the feminine guest le the "One for the Road" of of NBC-TV's "Dr. Kildare," ring Richard Chamberlain Raymond Massey. John B will direct.

## Predictions Fulfilled

(Continued from Page 1) for CBS Films since October. Prior to that he was with NE and ABC-TV.

Shaker, who has been pre of ABC-TV national station inc., succeeds Julius Barn who last week was appoint and general manager of AB Until last June, Shaker had director of network program for CBS-TV.



AIRLINE TICKETS — Los Angeles,  
Chicago, New York



PRIZES for your important Radio  
and TV promotions.

**DUNNAN & JEFFREY, Inc.**

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# Industry Studied Radio Sales Tool

ales tool for radio time  
n has been issued by the  
Broadcast Bureau, in the  
of a 32-page, hard-cover  
A Tale of Two Industries:  
ative and Radio."  
tails the relationships be-  
he auto business and radio,  
s original motivation re-  
into attitudes of the car-  
public and shows in story-  
ow some aspects of radio  
ting can solve certain auto  
sales problems.  
ration of the book was a  
undertaking of the BBB and  
Station Representatives'  
ion, to help stimulate  
dio use by Detroit's car-  
giants.

# Land Shaftan Join Cellomatic Division

Cellomatic division of  
Gems has appointed Jack  
national sales direc-  
Robert  
busi-  
anager.  
b was  
recently  
aon sales  
er for  
York's  
lws, and  
to that  
anager of  
Victory  
an Sales  
en years.



ARBIB

was formerly senior ac-  
t with Miller & Hornstein

# AP Plan Rejected

Continued from Page 1)

n fairness to BMI, any  
g in its set-up should be  
d out independently, with  
ssured of its own day in

committee is currently sung  
P in U. S. District Court  
aw music licensing rates. On  
a plan was proposed to  
e BMI from broadcast own-  
in exchange for a 17 per  
eduction in ASCAP's music  
ASCAP okayed the plan on  
ion it also be accepted by  
casters.

a will address all-Industry  
ers at the NAB convention  
icago Apr. 3, on the current  
of the music wrangle.

# WEDDING BELLS

## Levinson-Feder

aul Levinson, CBS-TV Net-  
sales, was married to Sara-  
eder in Closter, N.J. on Mar.  
Bride is a personnel inter-  
er.

# AGENCY NEWSCAST

By SHILBY COOPER

William F. Latz, advertising vp for Scripto Pencils, has an-  
nounced his company plans sole sponsorship of a national half-  
hour TV series beginning next Fall or early in '63.

"This is Scripto's biggest year  
in radio and TV sponsorship,"  
Latz said, "and coincides with the  
company's peak sales record." Scripto  
has just purchased, via McCann-  
Marschalk, sole sponsorship of ABC  
Radio's coverage of the annual Academy  
Awards banquet in April.

Carson Roberts has announced  
six new appointments, three of  
them in its marketing department.  
Magdalene Diamantis has been  
named the department's research  
director; Jerry Sachs, plans direc-  
tor in marketing services, and  
Jane Catlin, research coordinator.  
Mary Louise Lau has been added  
to the staff as copy writer, and  
Richard Houghton and Stewart  
Brown have been named account  
supervisor and account executive,  
respectively, on the Max Factor  
account.

Travellers' Insurance, via  
Young & Rubicam, Toronto, has  
purchased sponsorship of the 26th  
Masters' Golf Tournament Sun-  
day on CBC-TV . . . Alan Cundall,

## Thought for Today

*"For some time we were plagued  
with the problems of 'equal op-  
portunity,' but the problem is no  
problem at all when it is ap-  
proached with common sense, or  
with common decency . . . We en-  
courage reply comments because  
we believe they add spice and  
believability to our broadcast ed-  
itorials, in addition to the simple  
justice involved in according a  
man the right to defend himself  
in the event we have inadver-  
tently done him wrong."*

—Lawrence H. Rogers II  
Executive vp,  
Taft Broadcasting Co.

copywriter with Guild, Bascom &  
Bonfigli, San Francisco, has been  
promoted to copy supervisor . . .  
Maradel, Inc. has appointed Mogul  
Williams & Saylor to handle na-  
tional advertising for three prod-  
ucts: Lashbrite eye makeup, a new  
anti-wrinkle skin cream and Pup  
Corn dog food.

# C. I. C. Offering WJRX As Gotham 'Bonus'

(Continued from Page 1)

the Newark facilities, said yester-  
day his group had changed the  
call letters from WNTA "to re-  
flect our solid northern New Jer-  
sey concentration." He added:  
"We hope, through solid news  
and local public service program-  
ming, to enable the eight New  
Jersey counties to "secede" from  
the Greater New York market.  
These counties have a total of \$11-  
billion spendable income annu-  
ally."

The station will air editorials  
ten times daily, newscasts twice  
hourly with each news segment  
on the half-hour geared to special  
"county" editions for each of the  
segments in the metropolitan area,  
twelve "Opinion" drop-ins pro-  
viding listener expressions on  
questions of the day plus a min-  
imum of ten "Scope" drop-ins,  
public issues discussed by author-  
ities. Similarly heavy news and  
public service accounting is prac-  
tised by the other C. I. C. stations,  
WEOK, AM-FM Poughkeepsie,  
WACE, Springfield - Chicopee,  
Mass.; WKST, New Castle, Pa.  
and WKST-TV, Youngstown, O.

Adam Young will represent this  
as well as other C. I. C. proper-  
ties.

# Paintings to Illustrate 'Steel' Easter Special

Great paintings by masters of  
the 15th to 18th centuries will  
be used to illustrate U. S. Steel's  
color special, "He Is Risen," Apr.  
15 on NBC-TV.

The show is a sequel to the  
previous Project 20 production,  
"The Coming of Christ." "He Is  
Risen" will cover the crucifixion,  
death and resurrection of Christ.  
More than 50 museums, art gal-  
leries and churches have contrib-  
uted paintings for use in the pro-  
gram.

Producer-director is Donald B.  
Hyatt; writer is Richard Hanser;  
composer and conductor of the  
score is Robert R. Bennett, and  
narrator is Alexander Scourby.  
Agency for U. S. Steel is BBDO.

# NBC's Kitchell Explains News Growth to Students

Bloomington, Ind. — NBC news  
director James Kitchell today ad-  
dresses the two-day seminar at  
Indiana U. here. Appearing under  
the auspices of the ATAS public  
information, lecture and service  
bureau, Kitchell will deliver four  
lectures to the TV classes and a  
major address before the entire  
university.

# IN TODAY'S TOUGH FILM SALES MARKET.... YOU NEED THIS COMBINATION....

## 1 + 1 = 14!!

Give us your 14-state Midwest sales headache  
... and we'll prove we've got the right com-  
bination of ingredients to end that headache  
... FAST!

- Two strong competitors now merged for double impact!
- 30 years combined sales experience broadcasting, film, related fields!
- Specialists in diversified selling to stations, agencies, clients! (locally, regionally, nationally)
- Minimum wasted effort in time, travel, and money because of intimate, first-hand market knowledge!
- Impeccable personal reputations resulting in multi-million-dollar volume over the years in features and syndication!
- Presently serving and producing in the tough-sell 14-market Mid-west area from Minnesota to Texas and Colorado through Ohio!

OUR MAJOR INTEREST IS IN TOP EARNINGS  
WITH UNLIMITED GROWTH POTENTIAL

All replies confidential. We'll be available during NAB Chicago convention for  
personal interviews. Please write or wire BOX # 163

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## Meredith Heads Cast Of Kraft Folk Special

Burgess Meredith will be host and narrator when "Kraft Music Hall Presents the American Landscape," on NBC-TV Apr. 11, an hour color special of folk music and folklore. Previously listed as "Folk Music Hall," it will be produced by Perry Como's Roncom Productions, Inc., and pre-empt "Perry Como's Kraft Music Hall."

Kraft Foods Division of National Dairy Products Corp., via J. Walter Thompson, will sponsor the program, to originate from NBC-TV's Ziegfeld Theatre, New York.

# COMING AND GOING

**ALICE KOCH**, assistant to the general manager of KMOX, St. Louis, arrives in N. Y. today to address the RTES' 1st Annual Collegiate Broadcasters conference.

**CHET FORTE**, CBS-TV sports producer, to Kansas City today to supervise coverage of Saturday's "East-West College All-Star Basketball Game."

**JERRY BESS**, executive assistant at RKO-General, to Montreal for Canadian Ass'n of Broadcasters convention.

**HATHAWAY WATSON**, RKO-General broadcasting VP, to Washington.

**ALEX BONNER**, sales manager for WHBQ-TV, Memphis, and **JIM BEDWELL**, its sales manager in N. Y. visiting agencies.

**E. ROGER MUIR**, New Merritt Enterprises president, due back from Toronto.

**IRA G. DELUMEN**, **JOHN L. KOUSHOURIS** and **DOUGLAS M. SCHUSTEK**, of VHF, Inc., to Kingston, N. Y., for meetings with state Pageant reps.

**ROD SERLING** in town for a brief stay.

**TOM CAMPBELL**, president, and vp's **JACK THOMPSON** and **BILL DAVIDSON** of Advertising Time Sales, back in N. Y. after a swing through the midwest and southeast.

**HUGH LAMPMAN**, deejay for KRLD, Dallas, in Mexico City on business.

**KAREN SHARPE**, TV actress, has returned to L. A. following a stay in San Antonio.

# AMST ANNUAL MEET EYES PROBLEMS OF U-V MOVES

Chicago—The Association of Maximum Service Telecasters will hold its annual membership meeting at the Conrad Hilton

here just prior to the start of the 1962 NAB convention, it was announced by president Jack Harris, VP-general manager, KPRC-TV, Houston.

Coming at a time when Senate and House committees have completed hearings on all-channel receiver legislation and the closely related problem deintermixture, full and complete discussion of these and other vital matters are scheduled on the MST agenda.

Reports from Harris, MST executive director Lester W. Lindow, and others will cover the association's activities during the past year. A Board of Directors will also be elected.

### Committee Meets Saturday

In addition, the MST Technical Committee will meet Saturday afternoon at the Blackstone Hotel, with chairman Clyde Hunt, WTOP (Washington) engineering VP, presiding.

The MST Board of Directors will hold two meetings, one Saturday night in the Blackstone Hotel, and the second, a Sunday luncheon meeting scheduled for the Conrad Hilton.

## Two Electronics Firms In Mutual Sales Pact

EMI/U.S., an electronics subsidiary of Capitol Records which manufactures TV cameras, and ITA Electronics Corp., makers of FM transmitters, largely owned by Triangle Publications, announced yesterday that they will join in a cooperative sales and distribution setup in the U. S.

They will continue to maintain separate sales staffs but each staff will sell products of both companies.

# FINANCIAL

(March 27)

## NEW YORK STOCK MARKET

|                 | High    | Low     | Close   | Net Chg |
|-----------------|---------|---------|---------|---------|
| Admiral Corp.   | 18 1/4  | 17 3/4  | 17 7/8  | —       |
| AB-PT           | 38 7/8  | 37 3/4  | 38 1/8  | —       |
| A. T. & T....   | 130 3/4 | 129 3/8 | 130     | +       |
| AVCO            | 27 1/8  | 26 3/4  | 27      | +       |
| CBS             | 42 7/8  | 41 7/8  | 42      | —       |
| Columbia Pic.   | 25 3/8  | 25 1/8  | 25 3/4  | —       |
| Crow-Coll.      | 41 1/2  | 41      | 41 1/8  | —       |
| Decca           | 49 3/8  | 48      | 49 3/8  | +       |
| Disney          | 37 1/4  | 37      | 37      | —       |
| East. Kodak..   | 114 3/8 | 113 1/2 | 113 3/8 | —       |
| Gen. Prec.      | 46 1/2  | 46      | 46 1/4  | —       |
| Gen. Tel.       | 25 3/8  | 25      | 25      | —       |
| Hazeltine Corp  | 25 1/8  | 24 5/8  | 24 5/8  | —       |
| Loew's Thea...  | 44 1/2  | 43 3/4  | 43 7/8  | —       |
| Magnavox        | 45      | 44 1/8  | 44 1/8  | —       |
| MCA             | 70      | 67 1/4  | 67 1/4  | —       |
| M-G-M           | 44      | 43 1/8  | 43 1/4  | —       |
| NAFI            | 28 3/8  | 27 3/4  | 27 7/8  | —       |
| Nat. General.   | 9 1/4   | 8 3/4   | 8 3/4   | —       |
| Plough          | 80 1/2  | 80 1/2  | 80 1/2  | —       |
| RCA             | 61 3/4  | 60 1/4  | 60 1/4  | —       |
| Storer          | 31      | 30 5/8  | 31      | —       |
| 20th-Fox        | 31 1/4  | 31      | 31      | —       |
| United Artists. | 34      | 33 1/4  | 34      | +       |
| Warner Bros..   | 18 1/2  | 18 1/4  | 18 1/2  | —       |
| Westinghouse    | 36 1/4  | 35 1/2  | 35 1/2  | —       |
| Zenith Radio..  | 73      | 71 1/2  | 72 1/2  | +       |

## AMERICAN STOCK EXCHANGE

|                 |        |        |        |   |
|-----------------|--------|--------|--------|---|
| Capital Cities. | 19 1/2 | 19     | 19     | — |
| Desilu          | 10 5/8 | 10 1/4 | 10 5/8 | + |
| Esquire, Inc..  | 13     | 13     | 13     | + |
| Filmways        | 9      | 8 3/4  | 8 3/4  | + |
| MPO             | 11 3/4 | 11     | 11 1/2 | + |
| NTA             | 17 1/2 | 17 1/8 | 17 1/8 | — |
| Reeves Sound.   | 6 1/8  | 6      | 6      | — |
| Rollins         | 11 7/8 | 11 7/8 | 11 7/8 | + |
| Screen Gems..   | 21 1/2 | 21 1/8 | 21 1/2 | — |
| Technicolor     | 19 3/4 | 19 3/8 | 19 3/8 | — |
| TelePrompTer.   | 14 7/8 | 14     | 14 3/8 | — |
| Trans-Lux       | 15 1/4 | 15     | 15     | — |

## OVER THE COUNTER

|                | Bid     | Asks   |
|----------------|---------|--------|
| Jerrold        | 8       | 8 1/4  |
| Meredith       | 34 1/2  | 37 3/4 |
| Metromedia     | 163 1/4 | 173    |
| Official Films | 17 1/2  | 21     |
| Scranton       | 7 1/4   | 8 1/8  |
| Sterling       | 27 3/8  | 29     |
| Taft           | 20 1/4  | 21 1/4 |
| Transcontinent | 10      | 10 1/4 |
| Wometco        | 25      | 27 1/2 |

\* Courtesy of National Association of Security Dealers.

## Old Song on WEBR Enters Prof's Book

Buffalo, N. Y. — A Buffalo U. professor, who is writing a book about the Erie Canal titled "Low Bridge," recently heard a song on WEBR germane to the subject which he had never heard before. He called the station for more information, and announcer Jack Eno told him it was an old song called "Erie Canal," recorded a few years ago by the Merry Maes.

## ASCAP Review Bd. Gets New Members

Writers Leroy Anderson and Jule Styne have been elected as popular-production field members to ASCAP's board of review, with writer Virgil Thomson named in the standard division. Publisher members elected in the popular-production field were Sam Snetiker of Frank Music, and Arthur Israel, Jr., of Famous Music, with Donald Gray of H. W. Gray Co., named in the Standard Division.

Gray, Israel and Anderson are all incumbent members of the board of review. Styne replaces Lou Alter; Thomson replaces Dr. Howard Hanson, and Snetiker replaces Richard Ahlert of Knollwood Music. They will hold office for two years.

## Station Salesman Joins Katz Agency TV Staff

Detroit — The Katz Agency has added Michael J. Lutomski to the TV staff here. He replaces Robert Cook, who has been transferred to the station rep's Los Angeles sales staff. For several years, Lutomski was in sales WWJ here.

## STUDIO MANAGER WANTED

Florida T.V. and Recording Studio needs experienced production man capable of budgeting T.V. commercials, documentaries, etc. and operating studio located in St. Petersburg, Florida. Excellent opportunity for right person. Percentage and other considerations. Will interview in New York.

**GALAXIE PRODUCTIONS**  
P.O. Box No. 3361  
St. Petersburg 31, Florida

## AVAILABLE

Executive Secretary-Production Assistant looking for "Right Hand" position to top executive(s). 10 years' experience in all phases of TV Production. Also Publicity, Promotion, Print and Time Buying. Write

Box No. 166, RADIO-TV DAILY  
1501 Broadway New York 36, N. Y.

# KCOP to Start Color With 5 1/2-Hr. Sched.

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — KCOP-TV will launch its large-scale, commercial broadcasting schedule on Apr. 13, highlighted by two special screenings of Danny Kaye's 1949 Technicolor movie, "The Inspector General," the debut of MGM-TV's half-hour series in color, "Northwest Passage," and slotting of "Omeo Theatre," hour shows originally aired on NBC-TV's "Matinee Theatre."

The station's plans call for it to ultimately transmit more programs in prime time in color Monday-through-Friday than currently being seen in Los Angeles. The initial Friday debut will consist of five-and-a-half-hours of broadcasting.

## Toy Makers Buying

(Continued from Page 1)

Fig. Co.; Tillman Toy Co.; Alton Mfg. Co.; Roalex; Sta-Well Co., and Western Printing.

Emco's buy is for showing in Albany, Rochester, Syracuse and Buffalo, N. Y.; Cincinnati; Cleveland; Dallas; Houston; Indianapolis Milwaukee; Portland, Ore.; Providence, and St. Louis.

Another big purchase in the toy category was by American Doll & Toy Corp., via Madison Square Advertising, for New York, Los Angeles, Philadelphia, Boston, Washington and San Francisco. Other advertisers sponsoring "Supercar" include Drake's Bakeries, White Hut Restaurants and I. L. To Co.

Among the other recent sales on this series are Toledo, WTOL-TV; Baton Rouge, WAFF-TV; Eugene, Ore., KVAL-TV; Jackson, Miss., WJTV; Boise, KTVB; De, WSEE-TV; Scranton, WD-A-TV; Portland, Me., WGAN-TV Tampa-St. Petersburg, WT-TV; Tulsa, KVOO-TV; Columbus, D.WTVM; Macon, (Miss Georgia Dries); Nashville, WSM-TV; Echo Falls, KID-TV; Huntington, W Va., WHTN-TV; Chico-Redden, KVIP; Birmingham, WBRC-TV.

Other key markets throughout the country sold for "Supercar" include Chicago, Detroit, Pittsburgh, Minneapolis, Baltimore, Seattle-Tacoma, Atlanta, New Orleans and Denver.

## Show on Feeble-Minded Wins Michigan Citation

Flint, Mich. — Gov. John B. Swanson has presented WJRT with a special certificate of merit for its 30-minute documentary, "A Wind is Rising," on the state home for the mentally retarded.

# NCCJ CITES NBC AND ABC FOR BROTHERHOOD AID

The National Conference of Christians and Jews has announced the names of 34 award-winners in all areas of mass communications "for outstanding contributions to good human relations." The following were in the radio-TV field:

Winners of the National Brotherhood Award were:

**Network TV** — National Council of Catholic Men and NBC-TV for the four-part series, "Prejudice, USA," a combined dramatic and documentary approach, on four fronts to the evils of prejudice in America; ABC-TV, for "The Awesome Servant," a disturbing but important documentary introducing automation as one of America's major, upcoming human relations problems.

**Local TV** — KOMO-TV, Seattle, for "Challenge," a weekly Sunday evening panel of religious leaders discussing controversial subjects of the times in a spirit of true confrontation, respect and understanding.

**Radio Programs** — WEEL, Boston, for its programming in depth in the area of human relations and its interpretation of the different religious faiths in a significant number and variety of radio presentations.

A 1962 Special Brotherhood Award for outstanding achievements over a period of years was given to WNEW for service to the cause of better understanding among races, creeds and national background.

The 1962 Brotherhood Certificate of Recognition Awards went to the following radio-TV categories:

**Network TV** — CBS News, for "CBS Reports" constructive and informative program, "Crossroads Africa — Pilot for a Peace Corps."

**Local TV** — WCAU-TV, Philadelphia, for its challenging program, "Demons in the Streets," a fine example of responsible public affairs programming.

**Network Radio** — NBC to "Family Living '61" for its significant program, "This Time the Italians — Next Time You."

**Local Radio** — WBBM, Chicago, for its stimulating and inquiring panel series, "Spectrum."

**Special Radio Category** — to the Friendly World Broadcasting, Wallingford, Pa., for a unique service to radio stations throughout the country.

## Maurice Evans to Guest

Noted actor Maurice Evans, currently starring in "The Aspern Papers" on Broadway, will appear tomorrow on WCBS's "At Your Service" as guest of Bob Dixon.

## COMO SHAPING SHOW FOR FALL

Roncom, Sponsors, NBC-TV Tackle Knotty Problems

Perry Como "is not quitting TV," according to a spokesman. His Roncom Productions is in the midst of negotiations with sponsors, ad agencies, NBC-TV and lawyers for all parties in an effort to jell the Brooklyn singer's plans for next season.

One of the problems is a location for originating the show. Several months ago, the Ziegfeld Theatre, from which the Como shows were taped, was returned to its owner, Billy Rose. Possible choices are the network's Brooklyn color studios or Studio 8H in the RCA Building.

Also under consideration are the number of shows, length, guest-star arrangements, live audiences, and a number of other details.

## 17 Foreign Countries License G-T Shows

Shows packaged by Goodson-Todman productions are licensed and/or syndicated in 17 foreign countries. Its game shows licensed abroad include "To Tell the Truth," in Canada, England, West Germany and Mexico; "Beat the Clock," in England and West Germany; "What's My Line?" in Eng-

land, Luxembourg, Puerto Rico and for French broadcast in Canada.

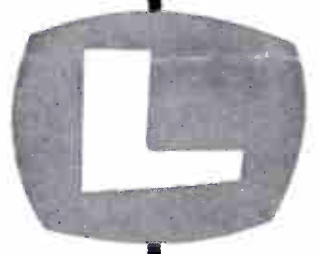
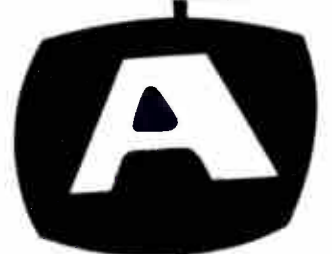
"Say When" is under option in England and under option to be published shortly as a game in France.

"The Rebel," on film, is currently syndicated in Japan, Canada, Australia, Mexico and all of Latin America. The Nick Adams' starer, two years on ABC-TV, returns on NBC-TV via re-runs June 27. Bill Todman insists he knows why "The Rebel" is so popular in Japan—"it's the only Western," he says, "that has a small cowboy as the hero."



TODMAN

in the public interest



STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## Jan. R-TV Production Well Ahead of '61 Total

Washington — January production of radio and TV sets exceeded the same month last year, the Electronic Industries Association reports. During January, 1962, factories turned out 488,869 TV sets and 1,350,630 radios, compared with 367,935 for TV and 1,090,073 for radio in January, 1961.

## 'Voice of Firestone' To Sing in September

ABC-TV officials yesterday announced signing of a 52-week contract with Firestone Tire & Rubber, Akron, to return the "Voice of Firestone" to the air, beginning in September.

The new program, to be produced for Firestone by ABC-TV, will present Sunday evening concerts featuring music from popular opera, solo instrumentalists and singers, and ballet and contemporary dance.

Negotiations for the new series were conducted between Thomas W. Moore, vp in charge of programming for ABC-TV, and for Firestone by Harvey S. Firestone Jr.

## Int'l Record-Music Club Hosts German Disk Exec

The International Record and Music Men's Club will hold its bi-monthly meeting today at the Warwick Hotel, it was announced by United Artists Records' Sidney Shemel, vice chairman of the club.

Speaker will be Heinz Voigt, manager of Plydor and international a&r director for Deutsche Grammophon, who will be visiting the U. S. from his headquarters in Hamburg.

## Brewers Back Colts

(Continued from Page 1)

said to constitute the largest single radio-TV commitment for a program made by a Texas or Southern company.

KPRC will feed the network, which now consists of WRGV, Weslaco; KRIG, Odessa; KSIX, Corpus Christi; KVET, Austin; KWTZ, Waco; KFYO, Lubbock; KCUL, Ft. Worth; WRR, Dallas; KFDM, Beaumont; KGKL, San Angelo; KIXZ, Amarillo, KENS, San Antonio, and WWL, New Orleans.

## 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

• • • Singer Julia Steele is discussing a five-minute radio series for national syndication . . . Sherril Taylor, head of Taynod Productions, in town to finalize plans with networks and agencies for his latest series, "The Best of Roger Williams." . . . We hear that Berkshire Hotel general manager Al "O" Hayhurst was the envy of many top dancers when he demonstrated the Irish Jig St. Patrick's Day in the Barbary Room . . . Prexy Sam Eisenberg, has chartered a special "Petrocelli Flight To Fashion" from Air France to carry top TV and motion picture personalities, fashion and feature writers to the Cannes Film Festival . . . Kay Korwin called to say "watch for client Bucky Kozlow on ABC-TV during the next few weeks doing an Office Temporaries commercial."

☆ ☆ ☆ ☆

• • • Meet: Dick Doty, news public affairs veep, WINZ, Miami, whose radio news career started 17 years ago at WEBR, Buffalo, after



DOTY

Trinity College, Hartford, Conn. He gathers, writes, edits and broadcasts 16 newscasts a day on WINZ, and, as Miami Bureau Chief for Mutual News, Dick is often heard on MBS newscasts. A broadcaster who has managed his own station and been general and sales manager of another, Dick also spent time as an account exec in the Miami advertising and PR field and owned his own Florida agency. He has also been news editor of stations in Boston, Buffalo and Atlanta, and in the early '50s was an NBC commentator in New York City, using the name "Lockwood Doty," and anchor man on the NBC "World News Roundup." He later was associate news director at WOR-TV, in the days

when television newscasters memorized everything they said on the air.

☆ ☆ ☆ ☆

• • • Rosa Rio, well known organist, will headline a benefit at Notre Dame High School, Bridgeport, Conn., on Apr. 4, with proceeds to be used for new equipment for St. Vincent's Hospital in that city. Rosa recently formed her own record company and has some new pressings ready for distribution. . . . You can pull out the old "star is born" cliché when referring to singer-dancer Skip Cunningham's "PM" performance. Simply great . . . Greek singer Anna Chrysafi at the Britania is up for a recording contract. She's already a big disk seller in her homeland . . . "Won't You Return?" recorded by Jeff Low on the Tribute label, was written by song-writing veterans Benny Benjamin and Sol Marcus . . . Rising actor George Peppard will be on the silo circuit this Summer . . . Comic Archie Robbins is being considered for a Summer replacement TV variety series.

☆ ☆ ☆ ☆

• • • Larry Donahoo, 32-year-old head of Donahoo International Air Enterprises, working on coordination of transportation of girls from all over the world for the Miss Universe Beauty Pageant, which airs from Miami Beach July 14 on CBS-TV. . . . TV comics Ford and Reynolds, who were close friends of the late Ernie Kovacs, have this to say about the comedian: "He was one of the few TV comics who was wildly funny without ever being 'sick' or resorting to risqué jokes. A posthumous "Emmy" should be awarded him for his efforts in cleaning-up and maturing TV comedy." . . . Esther Ralston, former silent screen star making her show business comeback in NBC's "Our Five Daughters," received the Nassau County 4-H Award as "TV Family of the Year" on behalf of her show at the grand opening of the Federal Builders & Home Improvement Corp. showroom in West Hempstead. . . . Cannes Film Festival award-winner Peter Elgar just wound up producing-directing a 13-minute color documentary called "Brewer's Heritage" for U. S. Brewer Association. Offered free to TV stations as a public service, it relates the history of American brewing from Colonial days.

## 'Groucho' to Aid Search For First U.S. Movie

Film star Wendell Corey will petition for a print of the first motion picture ever made in America when he visits Groucho Marx on "Tell It to Groucho" tomorrow night on CBS-TV. Commissioner of the Hollywood Museum, Corey will ask Groucho and his "People's Network" to help him find a print of "Rip Van Winkle," made in 1897 by Joseph Jefferson, re-creating one of his greatest stage roles.

## Father Dolan Speaks On 4 'Catholic Hours'

Noted lecturer and retreat master, the Rev. Charles F. X. Dolan, S. J., will be guest speaker on NBC Radio's "Catholic Hour" four of the five Sundays next month.

Father Dolan makes St. Peter College in Jersey City his base of operations, while traveling hundreds of thousands of miles each year preaching and lecturing.

The "Catholic Hour" is produced by the National Council of Catholic Men in cooperation with NBC.

## Tanganyika Freedom On UN-TV's 'Int'l Zone'

The climactic moment of "Uhuro" (Independence) in Tanganyika last December was captured by UN cameras and will be seen on "International Zone's" latest edition, "The End of Chapter" Sunday on WNBC-TV and will be distributed to 60 other U. S. stations.

"International Zone" is hosted by Alistair Cooke. The series was initiated by the U. S. Broadcasters' Committee for the UN, a group of leaders in U. S. TV and is produced by UN Television.

## New Merritt Appoints Merchandising Manager

Ross Bagwell has joined New Merritt Enterprises, TV packaging firm, as program merchandising manager. He held a similar position with NBC prior to his new affiliation. His duties will include prize procurement and other aspects of merchandising development. New Merritt packages "Funny Manns," "Slimnastic," "A Kin to Win" and "Will Call."

## PER INQUIRY

Leading advertiser pays stations \$3.00 for each free catalogue they give away. Has paid out for over 500 stations. To stations produce 300-400 inquiries per week. Small stations 25-50 per week. Write for details.  
Box No. 165, RADIO-TV DAILY  
1501 Broadway New York 36, N. Y.



# RTES Plans Collegiate Broadcasters Meet

## S' Shakespeare Featured Speaker Two-Day Session

Frank Shakespeare, Jr., VP assistant to the president of CBS-TV, will be the lunch-



SHAKESPEARE

speaker at the day-up of the day Collegiate Broadcasters Conference at the Sheraton Hotel, sponsored by RTES. Following his address there will be an afternoon session to New York radio and TV network stations.

RTES instituted the conference, of its kind, to help broaden the base of knowledge among ungraduate broadcasters through exchange of ideas, the discussion of common problems and log solutions.

Following registration and welcoming remarks by RTES president Matthew J. Culligan of Inter-Ad, Inc., the sessions will get under way tomorrow with a "course" in station programming, moderated by Mark Sof of WNEW. Panelists will be Alice Koch, KMOX, St. Louis; Harold Halpern, WNYC; Don In, KDKA, Pittsburgh, and Wheatley, WIBG, Philadelphia.

### 'Bull Session' Slated

A radio workshop "bull session" to open Friday's activities moderated by Allen Ludden, host of CBS TV's "GE College Bowl," will feature a speaker that day will be Wallace Elton, executive VP of the National Association of Broadcasters, and the afternoon will be devoted to the newly created RTES Broadcasters Career Board. Sitting in will be Eldon Campbell, VP-general manager of WFBM-TV, Indianapolis, and John Sternburg, of L. F. Powell Associates.

## Pharmacraft Campaign Is Built on Web TV

Pharmacraft Laboratories on today will introduce its new best Allergy Tablets via a nationwide "multi-million dollar ad campaign" consisting of Spring and Summer participation in 14 prime-time ABC-TV shows, local spots in major markets and a heavy press campaign. Agency is Papert, Fenig, Lois. The campaign represents "Pharmacraft's most intensive use of network TV and the most involving a continuing effort," a spokesman said.

## Chevrolet Renewing '3 Sons,' 3rd Season

"My Three Sons," ABC-TV comedy series starring Fred MacMurray, has been renewed for a third season by Chevrolet, via Campbell-Ewald.

Appearing with MacMurray are William Frawley, Tim Considine, Don Grady and Stanley Livingston. Executive producer is Don Feddersen and Edmund Hartman is producer.

## CBS Adds WCHS-TV As Affiliate Sept. 21

Charleston, W. Va. — O. Wayne Rollins, president of Rollins Broadcasting, which owns WCHS-TV here, and Carl S. Ward, VP and affiliate relations director, CBS-TV, have announced jointly that the station will become a network affiliate Sept. 21. WCHS-TV replaces WHTN-TV, Huntington, W. Va.

The network stated that the station's coverage and local programming, together with the web's

## MGM for Non-Fiction

(Continued from Page 1)

News, in which MGM is a partner with the Hearst Corp.

A pioneer TV producer who has specialized in the area of service and non-fiction programs, Rogers, as executive producer of the "Kalidoscope" series of specials, as a producer of the "Wide Wide World" shows and as executive producer of Arlene Francis' "Home" series. Earlier, at BBDO, he was TV account supervisor for U. S. Steel Corp., and for the agency, developed the "United States Steel Hour," produced by the Theatre Guild for the company.

## Dorothy Loudon Subbing 5 Days for Peggy King

Dorothy Loudon will replace Peggy King for five days beginning tomorrow on CBS Radio's "Richard Hayes Show."

## 6 Writers Pen 'Man's World'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer-director Peter Tewksbury has set six writers for script assignments on his new Revue series, "It's a Man's World," an hour comedy-drama show set for Fall viewing on NBC-TV.

David Duncan and Ben Maselink have each completed scripts titled "Night of the Tom-Tom" and "Beavers and Otters," respectively. Both were written in collaboration with series associate producer Jim Leighton.

## FREMANTLE ESTABLISHES AUSTRALASIAN DIVISION

Robert Laphorne has been named to head Fremantle (Australia) Pty. Ltd., headquartered in Sydney, new division set up by Fremantle International to handle increased business in that part of the world. This is the sixth separate Fremantle company within the overall operation. Others are Fremantle Int'l, New York; Fremantle of Canada, Toronto and Montreal; Talbot Television, London; Fremantle Italiana, Rome, and Fremantle de Mexico.

**PRIMARY TIME FOR POLITICOS**  
Gubernatorial Candidates  
All Campaign on KDKA

Pittsburgh — A "Know Your Candidates" series this week is bringing gubernatorial hopefuls to the KDKA microphones.

A different candidate for governor is being heard each night through Friday on "Program PM," public service director John Kula-mer has announced.

Guesting are Democrats Richardson Dilworth and Charles Schmitt and Republicans William Scranton and J. Collins McSparran.

The format of each half-hour program includes a biography of the candidate, his statement on the primary race and a question period with KDKA newsmen.

## Youngstein Keynotes SMPTE Coast Meeting

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Max Youngstein, Cinerama executive VP, will deliver the keynote speech at the SMPTE convention here Apr. 30-May 4. His talk will cover "Hollywood's disregard for research and the price it has paid for that disregard."



YOUNGSTEIN

Prior to joining Cinerama, Youngstein had served as VP of United Artists since 1951.

Laphorne, who has managed the Fremantle International Sales & Service organization since joining the firm two years ago, previously was a sales exec for Screen Gems of Canada and worked for a radio station in his native Sydney.

Fremantle president Paul Talbot, in announcing the move, noted that the company's business in the Australasian territory has increased over 300 per cent during the past two years, and it is anticipated that by mid-'64 Australia will have a total of 87 national and commercial TV stations.

### 2,668 Episodes Current

Some of the series handled by Fremantle in the territory are "Silents Please," "Mr. Lucky," "Crusade in the Pacific," "Peter Gunn," "Steve Canyon," "Hopalong Cassidy," "My Little Margie," "High Adventure with Lowell Thomas" and "Biography."

Arthur Israel, Jr., has been elected Music Publishers' Protective Association, Inc., president. He succeeds the late Louis Bernstein, one of the founders of the association, which is comprised of major music publishers in the U. S.

Israel is chief executive officer of Famous Music Corp. and Paramount Music Corp.

## Arthur Israel Takes Over As President of MPAA

Arthur Israel, Jr., has been elected Music Publishers' Protective Association, Inc., president. He succeeds the late Louis Bernstein, one of the founders of the association, which is comprised of major music publishers in the U. S.

Israel is chief executive officer of Famous Music Corp. and Paramount Music Corp.

## British Airmen Signed As 'Zero One' Advisor

London—Capt. John Crewdson, former airline pilot who now runs his own Film Aviation Services company, has been signed as technical advisor for new episodes in MGM-TV's "Zero One." The series revolves around international airline adventures.

## AGENCY NEWSCAST

By SHILBY COOPER

Veteran advertising-pr man Albert J. Durante has joined Birmingham, Castleman & Pierce as executive vp and member of the board. Durante formerly was promotion and pr director for TV at J. Walter Thompson.

The Advertising Club of Orlando, Fla., has cited WLOF-TV "in recognition of outstanding public service," and commended it for refusing fraudulent or misleading advertising. Activities recognized by the ad club included the promotion of Florida nationally by sale of 5000 dwarf orange trees.

Gutman Agency and WTRF-TV, Wheeling, carried off top awards in this year's Ohio Valley Ad Club competition. Helen Gaynor, of Gutman, won the contest for best national ad campaign with her "WTReffie" campaign on behalf of WTRF-TV, and the best media promotion award was won by James Knight, the station's promotion director. An additional six awards were won by the agency.

D. P. Brother & Co.'s campaign for Saginaw Steering Gear division of GM took top award in its class in the 1962 Advertising Effectiveness Competition conducted by Industrial Marketers of Detroit;

### Thought for Today

*"Good advertising should actually imitate the best of person-to-person selling. It must have warmth, be informative, and present an irresistible attraction."*

—Al Zakin  
President, Zakin Co.

more than 70 entries were submitted by advertisers and agencies throughout the midwest.

J. J. Smiley, Jr., account exec with Graphic Service, Dayton, has been elected a VP . . . R. C. Bunting has joined the PR department of Bayless-Kerr, Cleveland.

Altec Lansing, a subsidiary of Ling-Temco-Vought has named Gumpertz, Bentley & Dolan, Los Angeles, to handle ads for its six product lines . . . William Brownell, A. S. Peabody, Jr., and Schuyler Van Vechten, Jr., have been named VPs at Young & Rubicam.

## P&G to Rerun Spec Of Silent-Movie Era

West Coast Bureau of RADIO-TV DAILY

Los Angeles — As a result of public response and high ratings when initially shown, Procter & Gamble will sponsor a network rerun of Wolper-Sterling's hour documentary, "Hollywood: The Golden Years," on NBC-TV Sept. 18, via Benton & Bowles.

Option on the TV special produced by David L. Wolper and hosted by Gene Kelly, was just picked up by the sponsor. "Hollywood: The Golden Years" was originally telecast Nov. 29.

Documentary was produced with the cooperation of the Motion Picture Producers Association and its members, the major film companies. Background music was composed and conducted by Elmer Bernstein. The show is an authoritative history of the film industry during its silent era.

## Lee Meriwether Joins 'Clear Horizon' Cast

Actress Lee Meriwether, Miss America of 1955, has been signed for a featured role in "The Clear Horizon," space-age daily dramatic series starring Edward Kemmer and Phyllis Avery on CBS-TV.

Appearing as Dr. Enid Ross, an Air Force doctor assigned to the NASA space medicine program at Cape Canaveral, she will debut in the series Apr. 5.

## 'Guinea Pigs' in Utica

(Continued from Page 1)

the major part of a year. Called "Channel One," it consisted of sponsorship of "The Beachcombers" on WKTV, Utica, with viewers exposed to dozens of different products, some not even on the market. Commercial effectiveness was ascertained through a random sample of viewers contacted after each program.

BBDO said the basic intent of its test was to establish means of allowing experimentation with commercials: while still in storyboard form, through use of slides, and after production, but before full-scale scheduling.

The experiment has enabled the collecting of specific data on the effectiveness of commercials over the entire range of their use: comparative performance of 30- and 60-second commercials; performance of back-to-back 30-second commercials; combinations of "compatible" and "incompatible" products within the same commercial; relative performance values of storyboard, 16mm. film and other inexpensive preliminary forms in the pre-test of commercials; testing of basic copy appeals before production of commercials; evaluation of TV spokesmen.

## Hollywood

• • • Hank Saperstein, president of UPA Pictures, has nounced a TV first for Styne a Merrill, composing team responsible for the scores of "Subway Are For Sleeping," "Gypsy," "Carnival" and "Bells Are Ringing." He's signed the pair to compose an original score for an hour animated musical special, "Christmas Carol." It stars their famed M. Magoo as Scrooge and Gerald M. Boing-Boing as Tiny Tim. NE has purchased the show for holiday telecasting. Saperstein confides he expects it to be showing for the next ten years.

• • • Lew Irwin, Irwin O'Donnell Productions president reports "The Addict," hour documentary made by his former company, Documentary Associates, will be syndicated by the Desilu sales organization via Desilu "Window On The World" package of 12 docs.

Max Liebman has inked K. Stevens as the only comedian for the pilot of "Mad Mad World" his projected hour TV spec. SI joins Jim Backus and Wally Cox in New York for taping before live audience, with Perry Lafferty directing . . . Rick Nelson signs for a personal appearance at Atlantic City's Steel Pier for the fifth consecutive year. Rick set an all-time week-end gate record at the Pier in Sept., 1958, erasing the previous record set by Frank Sinatra in 1950 . . . William Koerner has left the TV dept. of Warner's and is set as production executive with another major studio. On the Burbank lot Koenig was primarily concerned with script problems and production duties on all TV shows.

Tom Waldman, co-author with Frank Waldman of the Her Jaffe production, "Highways Melody," has been named associate producer by James Lorrey, executive producer . . . Mort Sley, general sales manager of KPIX, is back from a four day sales tour to San Francisco.

## OBITUARY

### Leon L. Caudle

Charlotte, N. C. — Leon Caudle, 50, a pioneer of broadcast engineering and for 29 years chief engineer for WSOC-AM, died at his home following heart attack. Caudle wired his first transmitter for the radio station when it went on the air in 1933. In April, 1957, he supervised the establishment of WSOC-TV.

## FREE BOWLING LESSON

BY  
WORLD'S CHAMPION

# DON CARTER

PLUS!

AN AUDIENCE OF  
OVER 20 MILLION

ASK US ABOUT BOTH  
AT THE N. A. B.

SATURN PRODUCTIONS

## Monday Panel Series Tackles Ohio Issues

Cleveland — "Consumer issues" will be discussed Sunday on WJW, in the first of a new series of panel discussions on public issues in northern Ohio. This Sunday's panel will be composed of WJW newsmen Lee Brinkley and Dave Bringham, state attorney general Mark McElroy, Cleveland Better Business Bureau president Marshall Mott. The program is produced by the station's news and public affairs department.

## Writer-Producer Joins Creative Post

West Coast Bureau of RADIO-TV DAILY  
Portland, Ore. — KEX has hired radio-TV writer-producer Dave Babbitt to the staff "to help develop original and creative production." A free-lance writer for the past year, he was TV director for Pacific National Advertising for five years. Prior to that, he wrote scripts for network shows in New York and documentaries for private industry and the government.

## T. Stevens Again Stars in 'Perry Mason' Role

T. Stevens has signed for a second starring role in CBS' "Perry Mason" series as the villain lead in the "Case of the Silent Romeo" segment. Ray Burr stars. Arthur Marx will direct for executive producer Patrick Jackson.

## Local Voices Pay Plea

(Continued from Page 1)

Salary tests pose no problems for larger stations, he said, they are "unrealistic" for the small market whose pay scale is substantially lower. "On TV," he said, "the typical announcer working in a station located in a market of 1 million or more earns \$200 a week, while a staff announcer doing all the same work in a market of 100,000 or less earns only \$110 a week.

### As Low as \$73 Weekly

On radio, the large-market announcer earns an average of \$161 a week. An announcer working in a station located in a market of 100,000 population or less, doing the same work, earns an average of \$73 a week."

For this and other reasons, he said, the NAB feels the wage administrator "should thoroughly examine the possibility of market-size salary tests. This would permit the Wage and Hour Commission to take into consideration the unarguable fact that wages do vary substantially by size of mar-



By HAL TATE

Chicago's Leo Burnett ad agency will inaugurate something new for the NAB convention. In addition to the usual hospitality suite at the Conrad Hilton, the agency will hold three daily tours for conventioners through its headquarters in the Prudential Plaza building. Gene Kelly, Fess Parker and Sterling Holloway head a batch of stars to appear here for ABC when they unveil their new Fall lineup Saturday (March 31) in the Hilton's International Ballroom. The ABC-TV News Operation for the event will be headed by vp Jim Hagerty, Howard K. Smith and Jules Bergman.



Leonard Dubkin, publisher of Chicago's Talent Directory, is doubling as a reporter for the north-side Lerner newspapers. . . In New York this week is free-lancer Del Clark. He'll be sitting in for Sid McCoy on Budweiser Beer's all-night show over WCFL from April 1 to 15th. . . Lloyd Bolckom production manager of WTCN, Minneapolis-St. Paul, is passing out cigars on the birth of his eighth child.



Twin Cities' WDGY has appointed Walter Carpenter public service director. He will continue his duties as news editor. New on the distaff side with WBBM-TV is Lynn Holland, imported from Lincoln, Neb. Miss Holland will handle the weather and women's features for the station.



Leonard Chess, owner of the local Chess, Checker and Argo recording firms, is reportedly considering a change in policy if the FCC approves his bid for WHFC. Chess and his cohorts would use top names in negro radio for the AM operation and use the FM affiliate as an all-jazz station. . . On the other hand, should McLendon's bid for WGES be okayed, it is reported McLendon will switch to a "good music format."

## Stravinsky to Conduct CBC Symphony Concert

Special To RADIO-TV DAILY

Toronto — Igor Stravinsky will conduct the CBC Symphony Orchestra at Massey Hall here Apr. 29 in a program of his own music and that of Arnold Schoenberg. The concert will be recorded and broadcast in its entirety on CBC May 2 on the Trans-Canada network.

## 'Pea Picker' Bends To Daily TV Chores

West Coast Bureau of RADIO-TV DAILY  
San Francisco — America's number one "pea picker"—Tennessee Ernie Ford—returns to TV Monday after an eight-month absence, on ABC-TV. His premiere guest will be Mayor George Christopher and he will narrate scenic films of the Golden Gate City, from which point the program emanates.

Bill Burch produces and directs the daily, daytime "Tennessee Ernie Ford Show" from the KGO-TV studios here.

## Station Exec Aids Florida In Planning N.Y. Exhibit

Orlando — Mrs. Marion Brechner, officer and director of WLOF-TV here, was among a special committee of prominent Floridians who attended a luncheon meeting with Gov. Farris Bryant and his Cabinet in Tallahassee, to plan the state's participation in the New York World's Fair for 1964.

Mrs. Brechner, the only broadcaster from Central Florida at the meeting, is the wife of Joseph Brechner, president, general manager and principal stockholder of WLOF-TV.

## BAT & MIKE

WOR-TV will present an hour special on the New York Mets in prime time Friday to introduce players and coaches and show behind-the-scenes operation of the team. The station's first telecast of a game will take place Saturday, when the Mets meet the St. Louis Cards in St. Petersburg. Narrating the special and handling coverage of the game will be sportscasters Lindsey Nelson, Bob Murphy and Ralph Kiner, with Mets manager Casey Stengel to comment on Friday's show.

Cleveland — WJW-TV will air a 30-minute documentary on "The New Cleveland Indians" shortly before the season opens. In Tucson filming the special were WJW-TV sports director Bob Huber, Indians' sportscaster Bob Neal and chief photographer Cook Goodwin. The station will carry 56 Cleveland games, with Neal and Ken Coleman at the mike.

St. Louis — KMOX is airing Spring training reports on various teams, with Cardinal sportscasters Harry Carey and Jack Buck, along with Jim Toomey, covering the St. Petersburg major league camps.



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Southeastern Representative: James S. Ayers

# RADIO TELEVISION DAILY

The  
Indiana University  
Bloomington Ind  
Library

Established February 9, 1937

VOL. 90, NO. 61

THURSDAY, MARCH 29, 1962

TEN CENTS

## BLUE SHOWS, TV AD-LOADING HIT

### ASSOCIATED PRESS HYPOS R-TV'S NEWS REPORTAGE

The continuing study committee of the Associated Press Radio-TV Association, which has started a five-month fact-finding program, yesterday was reported particularly interested in developing an awards technique to help upgrade Radio-TV news reporting.

Other subjects receiving special attention from the APRTA committee include seminars and workshops to increase cooperation between AP Bureaus and members, and augment information exchanges between state associations for higher effectiveness. The committee indicated the content of the AP Broadcast wire program will be studied, with emphasis on regional news. Major attention, however, will be focused upon the achievements and shortcomings of the various state associations during the past year. The program was outlined at a small-day meeting at AP headquarters.

### Sales Promo Execs To Hear KTVU Official

San Francisco—Joseph P. Cosentino, KTVU sales promotion director, will speak today on "The Independent Approach" at the S. P. Sales Promotion Executives Meeting in the St. Francis Hotel. He will outline KTVU's methods of operation in its four markets on the air while competing with the three networks here.

### Tentative Pact Averts St. Louis Guild Strike

St. Louis — Newspaper guilds here have reached a tentative agreement with the Post-Dispatch, averting a strike which could have affected the paper's KSD and KSD-TV. Included in the proposed settlement, which must be ratified, is guild permission for limited reporter and writing privileges to do news announcer at KSD. Some 10 guild members are employed at the newspaper and the two stations.

### CANADA OUTLETS MUST LIST LOANS

New Regulation Requires Reports Filed with BBG

Special To RADIO-TV DAILY  
Montreal — Canadian radio and TV stations will be required to report any borrowing of money and arrangements for management services to the Board of Broadcast Governors, according to new regulations, which go into effect Sunday. Under their terms, licensees

### WBT, in Charlotte, Erecting FM Station

Charlotte, N. C. — Construction will begin next week on Jefferson Standard Broadcasting Co.'s new FM station, WBT-FM, according to Charles H. Crutchfield, executive VP-general manager of WBT-WBTV-WBTW. On-air equipment tests are slated to start about May 1, with programs beginning approximately June 1.

The WBT-FM transmitter will be located atop Spencer Mountain near Gastonia, N. C., and Crutchfield said that "the basic con-

(Continued on Page 4)

### Transcontinent Atop \$-Peak; Sees Color, News Impact Gaining

Color TV will have increasingly greater impact on the public and news programming greater importance, Transcontinent Television Corp. yesterday told stockholders in its annual report.

For five consecutive years both revenue and earnings reached new highs, the report stated, with 1961 dividends totaling 30 cents per share, compared to 5 cents in

### Name Leonard Kornblum ITC VP and Treasurer

Leonard I. Kornblum has been elected vice president and treasurer by the Board of Directors of Independent TV Corp., it was announced by Michael Nidorf, president and chairman of the board. Until now, Kornblum has been ITC's comptroller.

Kornblum, both an attorney and a CPA, is a member of the New York State Society of CPAs, and has been associated with several CPA firms prior to joining ITC's predecessor TV program distributing company in December, 1955.



KORNBLUM

### NAB Code Clarifies Commercials, Urges 'Conscience' Guides

Two prime problems directly affecting viewer-relations on a nationwide scale yesterday underwent close scrutiny by the NAB's Code Authority.

They involve inordinate multiplicity of commercials and program material that transcends normal behaviorism — both subjects that have been the targets of frequent press and social-workers' blasts in recent months.

Code director Robert D. Swezey already has acted to avert further complaints in these areas. On the ad matter, his first step was to issue new definitions to avoid overlapping vagaries of "integrated" and "piggyback" announcements. As for volatile story material, Swezey readily admitted the matter is "particularly fraught with

### Lewine Talks on Academy To Baltimore TV, Ad Men

Robert F. Lewine, president of the National TV Academy and newly named CBS-TV programs VP, Hollywood, will address a luncheon today of more than 50 Baltimore TV and advertising leaders on the "Emmy" organization's plans for revitalising the Academy chapter there. Also addressing the group at the Park Plaza Hotel will be Robert M. Adams, president of the Academy's Washington, Chapter.

### Another Action Filed Against Brown Estate

Los Angeles—Following on the heels of a suit for over \$600,000 filed against the estate of Kenyon Brown by KCOP, State Broadcasting — an Oklahoma corporation, has filed suit against the estate involving two alleged promissory notes and a small life insurance policy. The plaintiff asked for a judgment of \$38,046 under one note; \$20,000 on another and \$2,220 on a life insurance policy which reportedly was turned over to Brown Dec. 31, 1958.

### Caesar Signs for 9 Specials

Sid Caesar has signed to star in nine half-hour specials on ABC-TV next season for Consolidated Cigar Corp.'s Dutch Master Cigars, via Papert, Koenig, Lois. They will be slotted Tuesday nights, one each month from October through June, returning the talented comedian to TV on a scheduled basis for the first time since his series of specials on CBS-TV in 1959-'60. The new specials will be produced by Caesar's own production company, and he has been given carte blanche by the sponsor to determine their content and format. His most recent appearances have been as program guest shots. Besides his TV work, the busy Caesar is scheduled to star in a Broadway play next season and a Stanley Kramer movie about to be filmed.

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## 'Frisco Lawyer, NBC Settle Out of Court

Washington Bureau of RADIO-TV DAILY  
San Francisco — A \$1.2-million slander suit brought against NBC by Aaron Sargent has been settled out of court for \$10,000.

Sargent, a lawyer here, sought the damages on grounds his professional standing had been injured by statements made on a 1954 radio and TV program by Congressman Wayne Hays of Ohio. Hays at the time was a member of the House Un-American Activities Committee, investigating tax-exempt foundations.

NBC subsequently apologized and admitted "making a mistake," but Sargent sued.

## 4 Lads Sing on WBZ

Boston — The Four Lads will guest on the "Countdown" segment on WBZ's "Bruce Bradley Show" tonight.

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## COMING AND GOING

KENNETH BANGHART, of WCBS Radio's "At Your Service," back following two-weeks in the Caribbean.

SHERRILL TAYLOR, head of Toynd Productions, Ltd., in town visiting nets and agencies on radio and TV properties.

BOB KERR, head of KERRadio, to Chicago.

LEE NOVAK, exec secretary of Musicasters Programming Conference, to Chicago for the 39th monthly meeting.

HENRY V. GREENE, JR., sales manager of KDKA-TV, Pittsburgh, to Washington for the 4th Annual Chapter Conference of the Leukemia Society, Inc.

DICK VAN DYKE in St. Petersburg, Fla., for a week's stay.

PETER FARRELLY, local sales manager, WIL, St. Louis, to Atlanta on business.

ROBERT O'HARA, Balaban N. Y. office, to L. A. on business.

JOSEPH C. DRILLING, general manager of WJW-TV, Cleveland, to Chicago.

WILLIAM D. PABST, general manager of KTVU-TV, San Francisco, going to England and Greece on vacation, directly from NAB convention.

ALAN YOUNG, star of CBS-TV's "Mr. Ed," in Phoenix Saturday for City of Hope benefit honoring Tom Chaucery of KOOL-TV.

BILL BRUNDIGE, KHJ, Hollywood sports director, leaves for Palm Springs today to cover the L. A.-Cleveland ball game.

## WFIL Film Honored By Atlantic Command

Washington Bureau of RADIO-TV DAILY  
Washington — WFIL-TV, Triangle Publications' Philadelphia outlet, yesterday received a special plaque, first of its kind, for "outstanding service to the Allied Command, Atlantic."

Roger W. Clipp, vice president of the radio-TV division of Triangle, accepted the award from Capt. A. H. Ashton, USN, representing Admiral Robert L. Dennison, USN, Supreme Allied Commander, Atlantic, at a luncheon yesterday in the Congressional hotel.

The award was for WFIL-TV's color film, "Battleground North Atlantic," depicting the activities of NATO's Supreme Allied Command, Atlantic. The film is being made available to TV stations through Television Affiliates.

## Walker Roamin'

San Antonio — Charlie Walker, Columbia recording star and KENS deejay has left this city to tour with country and western programs which operate out of Nashville.

## Free China Play in L.A. Bow

Los Angeles — KTLA will present a live, remote telecast of the Monday premiere of "The Dragon," a stage play from Free China produced by Moral Re-Armament. Utilizing the music, actors and costumes of China, the play comes to Los Angeles from a successful tour throughout the countries of Europe.

The play is about divided China, and shows that a nation without a moral ideology today finds itself without freedom tomorrow. It stars Gen. Ho Ying-chin, Free

## Martha Wright Named Seattle Fair Hostess

Today is "Martha Wright Day" on WCBS, in honor of the singer's appointment as official hostess of the Seattle World's Fair, which opens Apr. 21. The Washington governor and Seattle mayor will guest this afternoon on Miss Wright's program.

## Books on Tap By TV Scribe

Two books on Hitler and Nazi Germany, by Richard Hanser, chief writer on NBC-TV's "Project 20," will be published within the next year.

The first "In Hitler's Reich," is a collection of Hanser's magazine articles and will be published by Fawcett as a Crest paperback in September. The second, as yet untitled, will be on the emergence of Hitler and the Nazi party, and will be published next year by Prentice-Hall.

Hanser's current "Project 20" assignment is the script for "He Is Risen," Easter special to be shown Apr. 15 in color on NBC-TV.

West Coast Bureau of RADIO-TV DAILY  
China's former prime minister, along with a cast of 53 Chinese actors and actresses, and was written by the general at world headquarters for Moral Re-Armament which are located in Caux, Switzerland.

Climax of the play is the description of the revolution which Moral Re-Armament is offering to the Communist and non-Communist world. Interviewing prominent personalities at the premiere telecast will be KTLA's Stan Chambers.

## FINANCIAL

(March 28)

### NEW YORK STOCK MARKET

|                 | High                            | Low                             | Close                           |
|-----------------|---------------------------------|---------------------------------|---------------------------------|
| Admiral Corp.   | 18                              | 17 <sup>7</sup> / <sub>8</sub>  | 17 <sup>7</sup> / <sub>8</sub>  |
| AB-PT           | 38 <sup>1</sup> / <sub>2</sub>  | 37 <sup>5</sup> / <sub>8</sub>  | 37 <sup>7</sup> / <sub>8</sub>  |
| A. T. & T.      | 130 <sup>3</sup> / <sub>8</sub> | 129 <sup>3</sup> / <sub>4</sub> | 130 <sup>1</sup> / <sub>4</sub> |
| AVCO            | 27 <sup>5</sup> / <sub>8</sub>  | 27 <sup>1</sup> / <sub>8</sub>  | 27 <sup>1</sup> / <sub>2</sub>  |
| CBS             | 42 <sup>1</sup> / <sub>2</sub>  | 41 <sup>5</sup> / <sub>8</sub>  | 41 <sup>3</sup> / <sub>4</sub>  |
| Columbia Pic.   | 25 <sup>3</sup> / <sub>4</sub>  | 25 <sup>1</sup> / <sub>2</sub>  | 25 <sup>1</sup> / <sub>2</sub>  |
| Crow-Coll.      | 41 <sup>3</sup> / <sub>8</sub>  | 41                              | 41 <sup>3</sup> / <sub>8</sub>  |
| Decca           | 50 <sup>1</sup> / <sub>4</sub>  | 49 <sup>1</sup> / <sub>2</sub>  | 49 <sup>3</sup> / <sub>4</sub>  |
| Disney          | 36 <sup>7</sup> / <sub>8</sub>  | 36 <sup>3</sup> / <sub>8</sub>  | 36 <sup>3</sup> / <sub>4</sub>  |
| East. Kodak     | 114 <sup>1</sup> / <sub>2</sub> | 113 <sup>7</sup> / <sub>8</sub> | 114 <sup>1</sup> / <sub>2</sub> |
| Gen. Prec.      | 46 <sup>3</sup> / <sub>4</sub>  | 45 <sup>7</sup> / <sub>8</sub>  | 46                              |
| Gen. Tel.       | 25 <sup>1</sup> / <sub>4</sub>  | 25                              | 25 <sup>1</sup> / <sub>4</sub>  |
| Hazeltine Corp. | 24 <sup>3</sup> / <sub>4</sub>  | 24 <sup>1</sup> / <sub>2</sub>  | 24 <sup>1</sup> / <sub>2</sub>  |
| Loew's Thea.    | 44 <sup>5</sup> / <sub>8</sub>  | 43 <sup>7</sup> / <sub>8</sub>  | 44 <sup>1</sup> / <sub>2</sub>  |
| Magnavox        | 45 <sup>7</sup> / <sub>8</sub>  | 44 <sup>1</sup> / <sub>8</sub>  | 45 <sup>1</sup> / <sub>4</sub>  |
| MCA             | 67 <sup>7</sup> / <sub>8</sub>  | 67 <sup>1</sup> / <sub>4</sub>  | 67 <sup>1</sup> / <sub>4</sub>  |
| M-G-M           | 44 <sup>1</sup> / <sub>2</sub>  | 43 <sup>1</sup> / <sub>4</sub>  | 44 <sup>3</sup> / <sub>8</sub>  |
| NAFI            | 28 <sup>3</sup> / <sub>8</sub>  | 27 <sup>7</sup> / <sub>8</sub>  | 28 <sup>3</sup> / <sub>8</sub>  |
| Nat. General.   | 87 <sup>3</sup> / <sub>8</sub>  | 83 <sup>3</sup> / <sub>4</sub>  | 83 <sup>3</sup> / <sub>4</sub>  |
| Plough          | 80 <sup>1</sup> / <sub>4</sub>  | 79 <sup>3</sup> / <sub>4</sub>  | 80                              |
| RCA             | 61 <sup>1</sup> / <sub>2</sub>  | 59 <sup>3</sup> / <sub>4</sub>  | 61 <sup>1</sup> / <sub>8</sub>  |
| Storer          | 31 <sup>1</sup> / <sub>2</sub>  | 31 <sup>1</sup> / <sub>8</sub>  | 31 <sup>1</sup> / <sub>2</sub>  |
| 20th-Fox        | 31 <sup>1</sup> / <sub>4</sub>  | 30 <sup>7</sup> / <sub>8</sub>  | 30 <sup>7</sup> / <sub>8</sub>  |
| United Artists  | 34                              | 33 <sup>3</sup> / <sub>4</sub>  | 33 <sup>3</sup> / <sub>4</sub>  |
| Warner Bros.    | 187 <sup>3</sup> / <sub>8</sub> | 185 <sup>3</sup> / <sub>8</sub> | 187 <sup>3</sup> / <sub>8</sub> |
| Westinghouse    | 36 <sup>1</sup> / <sub>2</sub>  | 35 <sup>3</sup> / <sub>4</sub>  | 35 <sup>3</sup> / <sub>4</sub>  |
| Zenith Radio    | 74 <sup>1</sup> / <sub>8</sub>  | 72 <sup>5</sup> / <sub>8</sub>  | 73 <sup>5</sup> / <sub>8</sub>  |

### AMERICAN STOCK EXCHANGE

|                |                                |                                |                                |
|----------------|--------------------------------|--------------------------------|--------------------------------|
| Capital Cities | 19                             | 19                             | 19                             |
| Desilu         | 10 <sup>3</sup> / <sub>8</sub> | 10 <sup>3</sup> / <sub>8</sub> | 10 <sup>3</sup> / <sub>8</sub> |
| Esquire, Inc.  | 13 <sup>1</sup> / <sub>8</sub> | 13 <sup>1</sup> / <sub>8</sub> | 13 <sup>1</sup> / <sub>8</sub> |
| Filmways       | 9                              | 8 <sup>3</sup> / <sub>4</sub>  | 8 <sup>3</sup> / <sub>4</sub>  |
| MPO            | 11 <sup>1</sup> / <sub>8</sub> | 11 <sup>1</sup> / <sub>8</sub> | 11 <sup>1</sup> / <sub>8</sub> |
| Reeves Sound.  | 6 <sup>1</sup> / <sub>8</sub>  | 6                              | 6                              |
| Screen Gems    | 21 <sup>3</sup> / <sub>4</sub> | 21 <sup>3</sup> / <sub>8</sub> | 21 <sup>3</sup> / <sub>8</sub> |
| Technicalor    | 19 <sup>1</sup> / <sub>4</sub> | 19 <sup>1</sup> / <sub>4</sub> | 19 <sup>1</sup> / <sub>4</sub> |
| TelePromPter   | 14                             | 14                             | 14                             |
| Trans-Lux      | 15 <sup>1</sup> / <sub>4</sub> | 15 <sup>1</sup> / <sub>4</sub> | 15 <sup>1</sup> / <sub>4</sub> |

\* OVER THE COUNTER

|                |                                |
|----------------|--------------------------------|
| Jerrold        | 7 <sup>7</sup> / <sub>8</sub>  |
| Meredith       | 33 <sup>1</sup> / <sub>2</sub> |
| Metromedia     | 16 <sup>7</sup> / <sub>8</sub> |
| Official Films | 17 <sup>1</sup> / <sub>8</sub> |
| Scranton       | 7 <sup>1</sup> / <sub>4</sub>  |
| Sterling       | 2 <sup>1</sup> / <sub>8</sub>  |
| Taft           | 20 <sup>1</sup> / <sub>4</sub> |
| Transcontinent | 10 <sup>1</sup> / <sub>8</sub> |
| Wometco        | 24 <sup>3</sup> / <sub>4</sub> |

\* Courtesy of National Association of Security Dealers.

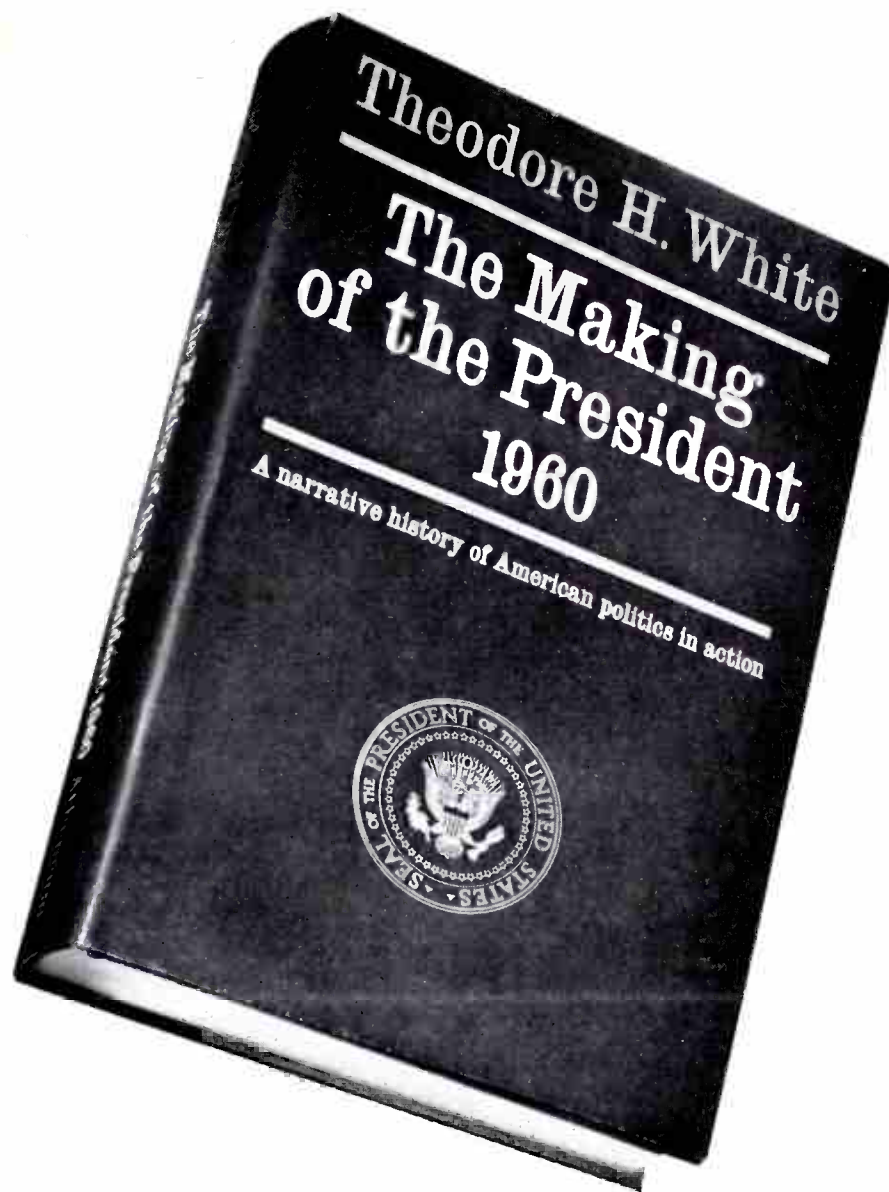
## Liz Morgan Panelists Discuss 'Religion Today'

A special panel discussion "Religion Today" will be heard "The Elizabeth Morgan Show" W J R Z Wednesday afternoon. Guests will be Rabbi Irving Bloch, of the Brotherhood Synagogue, and The Rev. Jesse Smith of the Village Presbyterian Church, both New York.

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[www.americanradiohistory.com](http://www.americanradiohistory.com)

### So. Calif. Teachers Honor Danny Thomas

Los Angeles—CBS-TV star Danny Thomas has received the annual Communications Award of the California Teachers Association, Southern section, for his Christmas program, "Teacher for a Day." The award is presented annually to the TV network performer who best promotes understanding of public education and the teaching profession.

### 'The Vanishing 400' Traces Society Eras

The story of society in America—its history, how it has changed over the years and its present character—will be told in "The Vanishing 400" Apr. 6 on NBC-TV. The filmed NBC News hour documentary will be sponsored by Clairor via Foote, Cone & Belding.

Producer will be Bill Wilson, who also produced NBC News' "Debutante '62" special earlier this month, with Phillips Wyly directing and John O'Toole the writer. Acting as consultant and appearing on the program with some observations on society today will be Cleveland Amory, author of "Who Killed Society?" "The Last Resorts" and "The Proper Bostonians."

#### Film Footage Slated

The special will feature film footage and pictures of past society leaders and functions as well as contemporary activities; show the tearing down of old mansions, barriers and taboos; follow two society columnists on their rounds, and offer a tongue-in-cheek guide to a gentleman's behavior at the opera, compiled by Emily Post in the early 1920s.

### WBT Building for FM

(Continued from Page 1)

cept of the WBT-FM programming is to keep the 'full-service' offerings of WBT-AM for the most part, and selectively substitute some programs which will appeal especially to those segments of the audience which desire 'good' music and other cultural programs.

"Both stations, AM and FM, will operate during identical hours, with 83 per cent of the time on FM a duplication of the AM programs. The remaining 17 per cent of this time on FM will be used for separate programming, including stereo musical programs which will range from popular, show tunes and semi-classics to the symphonic and operatic classics. If stereo FM develops as we hope and believe it will, this would be a springboard to increased, separate FM programming."



By TED GREEN

• • • Weather girl Gloria Okon may be "the most-seen gal" on New York TV screens, selling Arnold's baked goods. She is on CBS, NBC and WPIX a total of 21 times a week, appearing on the CBS morning news show, "Seven O'Clock Report"; NBC's Leon Pierson News" and "Frank Fields Weather Show," and her own WPIX weather program. . . . CBS Newsman Allan Jackson is in the apple-vending-machine business. He's installing his initial six machines in the Westchester County school system. . . . Many calls coming in on our item in the Mar. 22 column, regarding the beautiful French discovery, singing at the Henry IV. Her name is Suzanne Aiello.

☆ ☆ ☆ ☆

• • • Faillace Commercial Concepts has come up with what it calls "a secret formula" that will be of great interest to stations and their advertisers. To this pillar, it sounds like a great idea. . . . NAB conventioners in the market for a strong moppet program would be well advised to tune in WGN-TV at noon Monday-to-Friday. Bozo's Circus is the attraction and WGN programs with a complete circus atmosphere, including a ringmaster to assist Bozo. It's quite a local production and garnering top ratings in the Chicago area! . . . Klavan and Finch report seeing the following sign in a Broadway book store: "A Friend in Need . . . Is a Pest."

☆ ☆ ☆ ☆

• • • Hawaiian Room impresario-maestro Tony Cabot is recording a series of albums based on songs he has written during the past seven years, for the Hawaiian Room shows. . . . George Hudson, whose first Capitol album, "It's Twisting Time," has come up with a number of new dance styles for inclusion in his "Dance Time" album. . . . Chuck Clark, "Mr. Rhode Island of 1958," slated for national buildup via his debut singing release on Reliable Records next month. . . . Jeannie Thomas is scoring with her latest LP album, "Jeannie Thomas Sings His 'n' Hers." . . . Candy Jones is now a recording artist. She has waxed a two-record album for Reliable Record Corp. on beauty, grooming, fashions, makeup, etc. The album will be nationally released next week.

☆ ☆ ☆ ☆

• • • Bandleader Lester Lanin has a big hit with his new Epic LP, "Society Dances the Twist." . . . Doris Day's son, Terry Melcher, may soon be launched as a singer. . . . Columbia recorded "Subways are for Sleeping," starring Carol Lawrence and Sidney Chaplin. . . . Doris Day and Andre Previn duet on a new Columbia LP, which has another interesting coupling in a Count Basie and Duke Ellington album. . . . Columbia's new singer, Kenny Karen, touring 22 cities on his first release, "Susie, Forgive Me." . . . Jimmy Dean has three singles on the best-seller charts—"Big Bad John," "Dear Ivan" and "To a Sleeping Beauty." . . . Helen Noga's new protegee, Mike Clifford, has cut his first LP. Advance reports indicate she has another Mathis on her hands.

☆ ☆ ☆ ☆

• • • My Stetson's off to: Jack Carter, for his salesman performance in Jackie Cooper's "Hennessy" show Monday night. Jack should do more dramatic shows . . . Kermit Schafer's new record, "East Side Story," a really must-get—very funny. . . . WAME's (Miami) Larry King will do a live interview show six days a week from 10 PM to 1 AM starting in mid-April from Larry Vita's "Surfside 6" House Boat in Miami Beach. Vita is one of the top house boat builders. . . . Funny Phil Foster, who opens his initial stand at the Blue Angel tonight, is scheduled to take over the NBC-TV "Tonight" show for a week at the end of June . . . "Juan Valdez" of the famed coffee commercials on TV will make his Broadway debut in "Infidel Caesar," which opens at the Music Box May 1. "Juan Valdez" is really actor Jose Duval . . . Columbia film producer Harry Foster revealed at Mama Goldberg's East that he's hatching a TV series with a Runyonesque background . . . Julie Newmar told Gripsholm owner Sten Jacobsson that she's mulling an offer to do a video series next Fall . . . Peter Mengrone of the Punjab has an idea for a TV science fiction series about today's frenetic dancers. It would be called "The Twilight Twist!"

### 'People are Funny' In 'April Fool' Bow

WPIX has acquired Art Linletter's "People are Funny" from NBC Films, which distributes John Guedel Productions produced series, and slotted it for April Fool's Day premiere. To aired Sunday nights, the half-hour show features stunts and zany audience participation, including matching marriage-minded couple by Univac.

### Glenn Gould to Star In April Air Concert

Pianist Glenn Gould will go with Brahms' Piano Concerto No. 1, and Leonard Bernstein will conduct the New York Philharmonic Apr. 7 on CBS Radio.

The program will also include two works by Danish composer

Youth will be served April 1 on the "New York Philharmonic Young People's Concert" on CBS TV. The program, last of the season's series, will spotlight three musically gifted youths and Leonard Bernstein's three assistant conductors.

Carl Nielsen, which the Philharmonic has not previously performed. One of these will be conducted by John Canarina.

The CBS presentations of the Philharmonic are now in their 32nd year. James Fasset is music commentator and program host.

### Richard Branigan Joins Broadcast Clearing House

Richard L. Branigan has been appointed to sales service responsibilities at the New York headquarters office of Broadcast Clearing House.

He will work with agency station reps and radio and TV stations in developing the Broadcast Clearing House three-way plan of automated order processing in national spot radio and TV and in billing procedures.

Branigan is a former sales executive at WCBS and WMGM (now WHN), and for four years worked as a timebuyer at J. Walter Thompson and McCann-Ericsson.

### STORK NEWS

A boy, their fifth child, was born to Mr. & Mrs. John S. Cassin, Jr. Dad is a WABC-TV account executive.

It's a girl, Christine, for J. exec Paul Pepe and wife.



## Warner Bros. Makes Official on Treyz

Oliver Treyz, former ABC-TV president, has been appointed vice president and world-wide sales manager of Warner Bros. TV division. He will report to Jack L. Warner, president of Warner Bros. Pictures.

Treyz ended a five-year association with ABC network a week ago. He will join Warner Bros. May 1. The film company's TV division is undergoing a radical expansion in which it was said, he will take a leading part.

**Active on 8 Series**  
Warner Bros. currently is turning out eight weekly TV series at studios in Burbank, with a number of new programs now being in the cameras.

### Joins WMCA Staff

Martin Ross has been appointed WMCA account exec. For the past two years he was with Radio Advertising Bureau, where he was responsible for national sales development.



TREYZ

## 'Twilight Zone' Light Bill Is Shocking, Tech Reveals

The few dozen light bulbs ranging in wattage from 25 to 200 in the average home is small potatoes compared with the array of electrical equipment it takes to keep CBS-TV's "The Twilight Zone" lighted up Friday nights.

The bill for electricity alone is \$50 a day, whereas the total lighting cost, including rental of equipment from MGM Studios—runs to about \$3,000 for each episode.

"On an average show," says Cam Rogers, chief set electrician, "we burn thousands of kilowatt hours. The list of lighting equipment runs like this: five to eight midgets, each burning 500 watts; 30 juniors, each at 2,000 watts; 10 seniors at 5,000 watts each; four 10Ks, at 10,000 watts each, and if that doesn't do it, we've got several brutes available, rated at 220 amps each.

### Requires 7 Electricians

"To handle this equipment," Rogers continued, "we have seven electricians, each of whom is paid \$35 a day. Then it costs nearly \$1,000 a show for the scaffolding from which the lights are hung, \$400 to rig the lights and then the same charge to take them down when the filming is finished."

## PAINTING SHOWS FIRST BROADCAST

KDKA Commissions Work. Gives It to Pitt. Press Club

Pittsburgh — KDKA, Westinghouse station here, has presented a painting of the first radio broadcast to the Pittsburgh Press Club, which will display it at its new quarters in downtown Pittsburgh, along with a collection of historic local newspapers.

### Art by John Johns

The station commissioned John Johns, artist for the Pittsburgh Press, to do the painting—a scene of KDKA's coverage of the Harding-Cox election returns on Nov. 2, 1920—and it was presented by KDKA general manager L. R. Rawlins to Edwin H. Beachler, Press Club president, at a reception honoring two recent station appointees: John Kulamer, public service director, and David Kelly, news director of the pioneer station.

## ARF Contest Seeking Ad Research Papers

The Advertising Research Foundation has announced its second competition for reports of new techniques in advertising research.

Papers are invited from persons in commercial research organizations, on data not previously published. The winning entry will be published in the Proceedings of the Eighth Annual ARF Conference in October.

Last year's winner was Dr. Bertram Gold, of Creative Research Services. His paper was titled "A Device for Increasing Interview Reliability."

## 'Sullivan Show' Skeds Belafonte, Miss Makeba

Harry Belafonte, an infrequent performer on TV, will make a 15-minute appearance on the "Ed Sullivan Show" Apr. 22 on CBS-TV.

Another visitor on the program will be Miriam Makeba. South African singer and protegee of Belafonte.

## Chicago Symphony Aired

WOR-TV will broadcast Walter Hendl conducting the Chicago Symphony Orchestra in an hour concert on "Great Music" Sunday.

# EIGHTEEN YEARS IN THE "TOP TEN"

Currently No. 2 of all TV daytime programs\*

## ART LINKLETTER'S "HOUSE PARTY"

### PRODUCTION

Martin Hill  
Dick Pettit (assoc.)

### DIRECTION

Michael Kane

### WRITING

Ray Parker  
Walter Wagner

Congratulations to the Staff and the CBS Crew  
From

*John Guedel Productions*

\*Nielsen National Report—Feb. 18.

### Tom Moore to Report To Affils in Chicago

A progress report on the current season will be given by Thomas W. Moore, network VP, at the annual ABC-TV affiliates' meeting in Chicago just before the opening of the NAB convention Saturday afternoon.

Following the speech by Moore and other network executives, there will be a program of entertainment and reception. ABC-TV stars and newsmen will be introduced, and a show will be presented with Tennessee Ernie Ford, Gene Kelly, Stanley Holloway, Vincent Edwards, the Lennon Sisters, Clint Walker, Fess Parker, Connie Stevens, Marguerita Sierra, Paul Burke, Harry Bellaver, Marty Ingels, John Astin and Emmaline Henry. The entertainment portion will be produced by Jack Sameth.

### MGM-TV Signs Wendkos To Helm 'Kildare' Seg

Paul Wendkos has been signed by MGM-TV for his first directing assignment on "The Horn of Plenty" episodes of "Dr. Kildare." Wendkos, who directed such features as "Gidget" and "Angel Baby," recently helmed a number of "Untouchables" for Desilu. Script is by James Blumgarten.

### Teter Takes WNHC-TV Post



New Haven — Howard W. Machmeier (L), general manager of WNHC-TV, Triangle station here, welcomes Robert H. Teter, newly appointed station and general sales manager. Teter replaces John F. Cundiff (R), who has been named general sales manager for WFIL-TV, Triangle's station in Philadelphia.

### Ward's 'Newton Minow Pak' Finds 'Eager' Buyer at FCC

Newton Minow has a sense of humor! Jay Ward, creator and producer of the "Bullwinkle Show," has signed proof.

One of his recent way-out monthly mailing pieces contained an order blank for a "Newton Minow Pak." Among the items in the Pak was a "Hamlet" in which

the Dane and his uncle are able to resolve their differences, and "Championship Hopscotch" to replace the Saturday night boxing bouts.

Ward received the following on an FCC letterhead:

"Gentlemen: I am intrigued by your #557C. Please consider this an order for three Paks. I understand that with two or more orders you will send me, absolutely free, your pamphlet, '1,001 Ways to Lose Your FCC License.' Please send me 1,001 copies of that. Eagerly, Newton D. Minow, Chairman. P.S. And keep me on your mailing list. It breaks us up every time and is good for the spirit."

Ward answered that Minow's credit had been blackballed by certain Messrs. Sarnoff, Treyz and Paley; and added the P. S., "Thanks for your kind words."

### TTC Net Sets Mark

(Continued from Page 1)

the prior year. In '62, to date, dividends totaling 25 cents per share have been declared or paid.

Net income per share was 75 cents for 1961, compared to 67 cents per share for 1960, a 12 per cent increase.

Transcontinent has contracted to purchase WDOK - AM - FM, Cleveland.

Stations owned and operated by Transcontinent, in addition to WDOK-AM-FM, are WGR-TV-AM-FM, Buffalo; WDAF-TV-AM-FM, Kansas City; KFMB-TV-AM-FM, San Diego; KERO-TV, Bakersfield, and WNEP-TV, Scranton-Wilkes-Barre.

### Rutgers Meet to Air Assets of Closed TV

New Brunswick N. J. — Ho business and industry can profitably use closed-circuit TV will be considered Tuesday by the Rutgers Conference on Closed-Circuit TV for Industry at the Institute of Microbiology.

The conference will begin with a review of current industrial applications of closed TV by William H. James, operations manager, and Henry S. Grove, III, sales manager of Peirce Phelps Inc., Philadelphia, and John A. Hawthorne, manager of industrial distribution, G. P. L. Division of General Precision, Inc.

### NAB's Code Authority Clarifies Commercials

(Continued from Page 1)

conflicting opinion" but said he believed these could be resolved on the following two bases:

Integrity of purpose and proficiency in presentation.

The two problematic commercial types have now been defined by the Code Authority as follows:

#### Two Provisions Included

The Integrated Announcement is one advertising two or more products or services, which is executed in audio and video presentation that it actually is a single announcement. Such an announcement will be counted as a single announcement under the commercial limitations of the Code, provided that:

- (a) the products or services are related in character or purpose, or
- (b) if the products or services offered are those of the same sponsor.

The piggy-back announcement is one advertising two or more products or services, which is executed in audio and video presentation that it actually is two or more separate announcements. Such a piggy-back announcement will be counted as two or more announcements under the commercial limitations of the Code.

#### Offensive Themes Listed

"Handle with care" stencils are being figuratively placed by the Code Authority on programs involving treatment of highly immoral or abnormal anti-social behavior, such as abortion, narcotics addiction, rape and sexual deviation. Many broadcasters believe these to be offensive to a substantial part of the audience and posing a threat to immature and unstable minds, sufficient to warrant they should never be telecast. A tipodal to the latter is a sizeable body of industry opinion that to serve its purpose must be permitted a latitude and freedom comparable with that enjoyed other media.

**FREE  
BOWLING LESSON**

BY  
**WORLD'S CHAMPION  
DON CARTER**

**PLUS!**

**AN AUDIENCE OF  
OVER 20 MILLION**

**ASK US ABOUT BOTH**

**AT THE N. A. B.**

**SATURN PRODUCTIONS**

# Sarnoff Traces Growth of Communications

## CA Chief Relates Industry's Progress for 50th IRE Ann'y

More than 1,300 radio pioneers and engineering specialists attending the IRE Golden Anniversary dinner last night at the Waldorf-Astoria heard RCA chairman David Sarnoff trace the growth of communications since the organization was being formed in 1912.



SARNOFF

He recalled that in that year the S.S. Titanic struck an iceberg and was sinking in the Atlantic, 1,500 miles from U. S. shores. He was the wireless operator at the Marconi Station on the roof of the Woolworth Store in this city (New York)," said Sarnoff, "it took me 72 hours, with the equipment then available, simply to receive the news of the disaster and the names of the survivors."

### Compares With Glenn Epic

Last month," he continued, "using modern communications equipment we were able to maintain almost continuous two-way contact with an astronaut who traveled 81,000 miles in space in less than five hours—about the same length of time it took me to travel between my home in New York and Washington, D. C.

On that day, I happened to be traveling by train . . . and through the media of home TV, car radio, pocket radio and hotel TV I kept being informed on Col. Glenn's epic journey."

## Host of 'Kaleidoscope' Celebrates First Anniversary

The West Coast Bureau of RADIO-TV DAILY in Los Angeles — The daily documentary series, "KNX Kaleidoscope," celebrated its first anniversary yesterday with a program of excerpts from some of the best of the series stories in the past year. Bob Ferris is host.

In the premiere program, Ferris spent a day aboard the aircraft carrier USS Yorktown with a group of local high school journalists.

## Como Signs Bette Davis for First Guest Shot

Bette Davis, set to make her first guest-star appearance on Perry Como's Kraft Music Hall" NBC-TV colorcast May 16, will follow by a week Caterina Valente's fifth appearance on the show.

## Air Charities Appeal By Cardinal Spellman

A special musical program and an address by Francis Cardinal Spellman will be broadcast Sunday on WCBS-TV in behalf of the 1962 Catholic Charities appeal which will be soliciting funds through Apr. 11. The program will be aired also on WCBS Radio.

### 'Met' Stars to Sing

Appearing on the musical portion of the program will be Cesare Siepi and soprano Teresa Stratas, both of the Metropolitan Opera, with Alfredo Antonini serving as conductor of the CBS Symphony Orchestra.

The Catholic Charities Appeal program is produced under the supervision of the WCBS-TV Public Affairs Department in cooperation with the Archdiocese of New York. Neal Finn is the director.

## Lent Dramas on KXYZ

Houston — A contemporary approach to the story of Christ's passion is being broadcast during the Lenten season on KXYZ. The series of 30 short dramas is entitled "It Happened Forever."

## KSL-TV SCORES WITH VIEWERS

College Hoop Games Taped, Rushed 75 Miles to Station

Salt Lake City — Because of the widespread interest in two basketball games pitting Utah State against Brigham Young U. and Utah. U., KSL-TV here decided to tape the contests on State's home court in Logan and play them back as soon as possible after the final whistle.

On both occasions, bad weather prevented the tapes from being flown to the station, but the Highway Patrol police obliged by speeding up the delivery over the 75-mile route.

Live telecasts were prohibited by conference rules, radio contract obligations and line charges.

## CBS Moves Bill Porter To 'Eyewitness' Staff

Bill Porter has joined the staff of CBS News' "Eyewitness" as associate producer and writer, according to Leslie Midgley, executive producer of the broadcast, presented on CBS-TV Fridays.

Porter previously served as editor-producer for CBS News, TV.

## Secret Nazi Movies In Wolper's 'D-Day'

West Coast Bureau of RADIO-TV DAILY

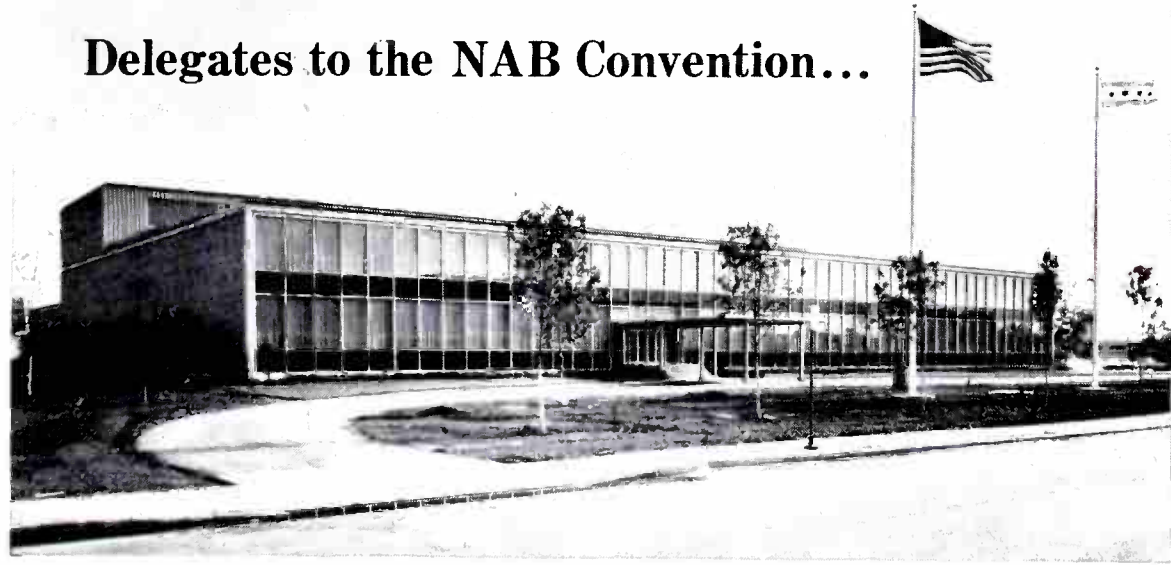
Los Angeles — Fourteen reels of secret Nazi films documenting the German defense of Normandy have been uncovered by Wolper Productions and will be integrated into its TV special, "D-Day." The previously undiscovered footage, shot by Wehrmacht cameramen, was located in secret vaults near Wiesbaden and hidden film deposits in Soviet-occupied Germany.

Other rare enemy films, shot prior to the invasion by the official German newsreel, Wochenschau, were also acquired from the Reich Film Archive. Footage was analyzed and annotated in Berlin for Mel Stuart, who is producing the hour documentary for executive producer David L. Wolper.

### Scheduled June 3

"D-Day," airing June 3 on NBC-TV as a "DuPont Show of the Week," deals with the greatest military assault in history. The Wolper production will reveal heretofore unknown stories about "Operation Overlord," show the dramatic events that paved the way for D-Day.

## Delegates to the NAB Convention...



While in Chicago plan to visit "Color House"—conceived, designed and built for color television. The WGN Mid-America Broadcast Center, 2501 Bradley Place.

Special Convention Tour Sunday, April 1.  
Free bus leaves Hilton (8th St. entrance) at 4 p.m.—returns you to the Hilton by 6 p.m.

For other tours please call LAkeview 8-2311 Ask for: Information.  
Ward L. Quaal, executive vice president and general manager, WGN, Inc.

## 796 Award Entries Highest OSU Total

Columbus, O. — Entries in the 1962 "Ohio State Awards" for outstanding TV and radio programs of 1961 have reached a new all-time high of 796, 80 more than last year's total, according to Dr. I. Keith Tyler, director of the Ohio State U. Institute for Education by Radio-TV, sponsor of the awards.

Presentation of the awards will be made at the 32nd annual Institute meeting here May 2-5.

This year's entries include 356 in radio, up 33 from last year, and 440 in TV, an increase of 46 over 1961. TV entries are being viewed at 13 judging centers, while judging is under way for the radio entries at 11 centers.

## Peter Lassally Leaves WBC Productions Post

Peter Lassally has resigned from WMC Productions, which produces "PM." Lassally, who joined the company as producer of "PM East," which was the 60-minute predecessor program to "PM," has been recently engaged in special projects for the new show. He will announce his future plans shortly.


Lassally previously served NBC as associate producer of "The Nation's Future" in the Irving Gitlin unit; producer of "Monitor;" producer of the "Image" series; producer of "Nightline," and executive producer of special projects for the radio network.

## APRTA Upgrades News

(Continued from Page 1)

quarters in New York last week, presided over by the national continuing study chairman Edward F. Ryan, general manager of WTOP News, Washington.

Daniel W. Kops, general manager of WAVZ, New Haven, Conn., and APRTA board president, briefed the committee on the 1961 wire studies and recommendations made by the board at its annual meeting last Fall.



**CREATIVE IDEAS**  
**EXPERT TECHNIQUES**  
**LOWER COSTS**

**CRISTAL ANIMATION, INC.**

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## AGENCY NEWSCAST

By SHILBY COOPER

A production crew from WFAA, Dallas, is in Miami this week taping six one-minute Coca-Cola TV commercials, using the home of singer Anita Bryant as setting. McCann-Erickson, agency for Coca-Cola, is supervising production.

The WFAA crew, under direction of Dick Gray, has also made TV spots for Humble Oil, Alexander Fashions and Celanese Corp.

Walter Kaner Associates has been named to handle PR for the Malibu Shore Club, Lido Beach, L. I. . . . Houston Packing Co., Houston, has retained the Richard L. Minns Agency to handle advertising and publicity. Rita Estes and Jo Ann Kopecky are the account executives.

Green Giant has purchased participations in five ABC-TV evening shows, via Leo Burnett. Their commercials will be seen Sundays, Thursdays and Fridays.

Lambert & Feasley has been named agency for Canned Bread Company, Greenwich, Conn. . . . Francine Wexler has joined the copy staff of Doyle Dane Bernbach. She was formerly with Grey Advertising . . . F. Bryan Williams, Ruth E. Thompson and Amy Kessler have joined James F. Fox PR counselors.

Playhouse Pictures, Hollywood, is making a series of animated TV commercials for four western clients, Friskies Dog Meal, via Erwin Wasey, Ruthrauff & Ryan; Southern California Gas, via McCann-Erickson; Western Airlines,

## Canada R-TV Stations Must Report Borrowing

(Continued from Page 1)

holders will be required after a request by the board to file within 60 days a copy of every agreement on loans or advances.

Another new regulation will allow radio stations in those provinces where beer and wine advertising is allowed to have beer and wine firms sponsor radio programs of not less than five minutes or more than 10 minutes, with no advertising other than a sponsorship announcement at the beginning and the end.

## Miss Jonas Joins Staff Of New Theater School

Miss Merrill Jonas, for four years assistant director of radio and TV for The Crusade For Freedom (now the Radio Free Europe Fund), has joined the administrative staff of the newly formed Musical Theatre Academy.

## Thought for Today

*"In just the same way as a radio or TV station has to offer what the public wants, an advertiser's product image is dictated by what people want and expect. The product itself must be designed to meet their needs, and must be promoted in a language they will understand."*

—Kenneth A. Fowles,  
Radio-TV director  
Lintas, Unilever

via BBDO, and Treesweet Orange Juice via Eisaman-Jones.

Roma Wine's ad campaign this Spring, being handled by Norman, Craig & Kummel, will cover 32 markets with TV and 29 with spot radio . . . TelePrompTer has appointed Wexton Co. to handle programs for all TelePrompTer enterprises, including operation of CATV systems and closed circuit TV. Adrian S. Price, executive vp, will be account supervisor and Martin B. Brucker, account exec.

## 'Service' First Aim Of Trenton Station

Trenton, N. J. — "No business can succeed unless it makes service to people its number one aim," is the announced operating policy of WTTM, Mutual affiliate celebrating its 20th anniversary Monday.

Over the years the station has won many awards for its educational programs. Most recent is the Edison Foundation's 1961 award for the radio station "best serving youth." The station has also won, for 12 consecutive years the National Safety Council safety award.

WTTM is owned by People's Broadcasting, a subsidiary of National Insurance, which is headed by Murray D. Lincoln. It follows Lincoln's philosophy that governs operation of the station and its policy of public service.

## Arthur Weinthal Joins CTV as Exec Producer

Special To RADIO-TV DAILY

Toronto—Arthur Weinthal has been named an executive producer with the program department of CTV-TV Network Ltd. He previously was radio and TV director at the Montreal offices of the Ronalds-Reynolds & Co. agency.

Nothing Outshouts

Quality And Integrity!

THE ASSOCIATED PRESS.



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Bloomington Ind

Established Feb 1944

Vol. 90, NO. 62

FRIDAY, MARCH 30, 1962

TEN CENTS

## FCC UPHELD ON LOCAL SERVICE

### Set Bill Clears House Hurdle

Washington Bureau of RADIO-TV DAILY  
Washington — The House Commerce Committee yesterday approved the bill requiring all TV sets manufactured for sale in interstate commerce be equipped to receive all Ultra High Frequency channels as well as other High Frequency.

The proposed law now must pass the Rules Committee and be considered on the floor of the House. No timetable for Senate consideration has yet been set up.

(Continued on Page 4)

### A. Chapman Heads Eastman Kodak Board

Albert K. Chapman was elected chairman of the board of directors of Eastman Kodak Company, it was reported yesterday following a special meeting of the directors in Rochester, N. Y. He succeeds Thomas J. Hargrave who died on February 21, 1962. The Kodak executive joined the company in Rochester in 1919.

### Manager for 2 Stations

Lawrence, Mass. — Hugh Anchoy, former program director of WCCM and WGJH-FM here, has been named station manager for both outlets.

### N.Y. State Hearing Bars Station Tape Recorders

Two newsmen from WBAB, Bayton, L. I., were ordered to remove tape recorders from a public hearing of the N. Y. State Dept of Public Works in Smithtown yesterday. WBAB board chairman Sol Horenstein said the station would fight discrimination against radio reporters using "tools of the trade" at public hearings.



THERE'S NOTHING LIKE SOTHERN APPEAL—TV's Sothern, that is! Your viewers' favorite comedienne is prettier and wittier than ever, in '62's ONLY NEWLY-SYNDICATED SITUATION COMEDY: "The Ann Sothern Show"! Her hilarious adventures as a boss-lady are a proved success with sponsors. We'll be waiting to tell you more, at ECONOMEETV's Hospitality Suite 1900, Conrad Hilton Hotel. Advt.

## RIGGED CONTEST ON WNOE INVOKES \$10,000 PENALTY

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has slapped a \$10,000 fine on WNOE, New Orleans, for holding a rigged contest and a \$1,000 fine on KOLS, Pryor, Okla., for illegal operation before sunrise.

The Commission noted as an extenuating circumstance that WNOE principal stockholder James A. Noe, Sr., had no knowledge that the contest was a fake, "was genuinely shocked" when he heard about it from the FCC, and ordered full cooperation with the probe. The Commission added, however, that this can't completely absolve him, since he should have had some suspicion when only \$650 was budgeted monthly for a contest with a top prize of over \$1,000.

KOLS in 1957 had informally

(Continued on Page 9)

## Burns Europebound For SG's Expansion

Lloyd Burns, Screen Gems International Operations vp, leaves today on a four-and-a-half week business trip to Europe, his third to the continent in six months.

Burns will hold meetings in London, Paris, Rome, Amsterdam, Vienna, Switzerland, Germany and the Scandinavian countries with leading producers and distributors of both TV and feature film. Additionally, meetings will

(Continued on Page 12)

## Court Says Applicant Must Plan Programs Suited to Community

By HARRY LANDO

Washington Bureau of RADIO-TV DAILY

Washington — In a clearcut case, uncomplicated by competing applicants, the FCC's power to require a station applicant to search out community programming needs and plan for them has been upheld by the U. S. Court of Appeals. The three-judge panel was unanimous.

Suburban Broadcasters had appealed from an FCC decision denying them a new FM station in Elizabeth, N. J., because the applicant had made no effort to ascertain community needs, but had merely proposed programming duplicating that on its Alameda, Calif., and Berwyn, Ill., stations.

Suburban had argued that, since it was the sole applicant and there would be no station if its application was denied, the FCC could only inquire into whether the applicant was legally, financially and

(Continued on Page 20)

## Industry Gets Accolade Of Medical Foundation

The National Foundation For Medical Scientific Research, Professional Education and Medical Care has commended the broadcasting industry for its unprecedented support in the March of Dimes drive.

## Desilu Sales Will Rep WPIX Docs' Syndication

Desilu Sales has been appointed national representative for sales and syndication of all WPIX, New York, documentaries. Agreement was reached this week between Fred M. Thrower, station's general manager, and Richard W. Dinsmore, Desilu sales vp.

DYNAMIC RADIO BEGINS WITH BALABAN WIL ST. LOUIS WRIT MILWAUKEE KROX DALLAS

Represented by Robert E. Eastman & Co., Inc.

Represented by The Katz Agency

In Tempo With The Times / John F. Box, Jr., Managing Director



Established Feb. 9, 1937

Vol. 90, No. 62 Fri., Mar. 30, 1962 10 Cts.
CHAS. A. ALICOATE : President & Publ.
MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : : Editor

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WASHINGTON BUREAU
Harry Lando
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Lawrence B. Krasner, Vice-President and General Manager
6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU
Hal Tate
192 North Clark St.
Telephone: ANdover 3-6520
CANADIAN BUREAU
Jules Larochelle
Room 314, Belmont St., Montreal
LONDON BUREAU
Peter C. Davalle
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COMING AND GOING

ROBERT RICH, VP and general sales manager, HERBERT G. RICHEK, director of operations, and HARVEY CHERTOK, director of advertising and publicity for Seven Arts Associated, leave for Chicago today.

BOB SANDE, of Sande & Greene, is in Atlanta to confer with agency clients en route to Chicago for NAB meeting.

EDWARD HEWITT, CBS Films western division manager and GEORGE FABER, director of client relations, to Chicago.

JOHN C. GILMORE, Community Club Awards president, to Chicago.

BOB LAWRENCE, Robert Lawrence Productions president, to the Coast for conferences.

HERB RESNICK, of Saturn Productions, leaving for Chicago to prepare for the premiere of the "Don Carter's TV Bowling Tips" series.

JOHN L. KOUSHOURIS of VHF, Inc., to Chicago for production meetings with BBDO-GE.

GIORGIO PADOVANO, RAI Corp. executive, VP Italian radio-TV system, to Rome headquarters for conferences.

GERALD LEIDER, CBS-TV special program director, has left for the Coast on business.

LEONARD ALLEN, NBC News manager, back in N. Y. after setting up news coverage in India and Pakistan.

A Hearty Welcome Awaits You at



HEADQUARTERS

Suite 906, Conrad Hilton Hotel
For the 40th Annual Convention of the NAB

Among your hosts:

CHARLES A. ALICOATE, Publisher
MARVIN KIRSCH ARTHUR PERLES

ARTHUR SIMON FRANCES CLOW HAL TATE

KRLA 'Death Penalty' Stayed for 30 Days

Pasadena, Cal. — KRLA, under an FCC death sentence which threatens to wipe out a value estimated at between a million and 4 million dollars has received a 30-day extension.

The Commission in Washington has stayed its action ordering the station off the air by Apr. 16 to consider the KRLA petition for reconsideration.

Careers Jenkins Topic

St. Louis—Bill Jenkins, KWK deejay, will speak at Alton (Ill.) High School Tuesday, Career Night. His topic will be radio careers.

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania . . . constant and complete coverage of local political, religious, social and sports events . . . reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



CARTER MT. CATV PLEA MEETS NAB OPPOSITION

The NAB has urged the FCC to stand firm in its refusal to permit a Cody, Wyo., firm to erect TV microwave relay facilities for a community antenna system in Riverton, Lander and Thermopolis, Wyo. The Carter Mountain Transmission Corp. had asked for reconsideration of the FCC's Feb. 16 ruling.

The Commission held that the proposed microwave service would injure KWRB-TV, which serves all three cities, to the detriment of the general public. Carter Mountain claimed the decision was discriminatory and "infers that the public interest . . . is the ultimate or paramount interest of the public which must be protected by the Commission, vis-a-vis all other uses of radio."

The NAB statement, filed by Douglas A. Anello, its general counsel, said the argument indicates "a basic lack of understanding" of FCC functions. He said a logical extension would lead to the "absurd proposition" that, in determining public interest, convenience and necessity under the Communications Act, "there are certain matters which, although of public concern, cannot be considered by the Commission."

C&W Exec to Address First Friday Luncheon
Cunningham & Walsh senior VP Newman McEvoy will address the Catholic Apostolate Radio-TV-Advertising (CARTA) First Friday luncheon Apr. 6 at Rose's Restaurant, midtown.

FINANCIAL

(March 29)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Elec., Gen. Tel., Hazeltine Corp., Loew's Thea., Magnavox, MCA, M-G-M, NAFI, Nat. General, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Esquire, Inc., Filmways, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux.

\* OVER THE COUNTER

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

MGM-TV Signs Stars

New York — Harry Guardino, Beverly Garland and Gerald Brooks have been signed to guest in "The Left Side of Canada," new episode of MGM-TV's "Caucus Hundred" series. Robert Altman will direct the story by S. J. Pogostin.

We look forward to meeting you at the N.A.B. CONVENTION

You are cordially invited to visit our HOSPITALITY SUITE

at the ESSEX MOTOR INN (Suite 1403) 8th & Michigan Avenues

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Washington, D. C.: RCA Building
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Chicago: 333 N. Michigan Ave.
Beverly Hills: Calif. Bank Bldg.



## MISTER ROBERTS CAN'T BE SHOUTED DOWN

...is highest rated feature film ever telecast by WCKT, Miami.

A special ARB rating taken in Miami on March 5 shows that "Mister Roberts" topped all network opposition and captured a 57% share-of-audience 7:00-9:00 P.M.

|                                  | WCKT<br>SHOWING<br>"MR. ROBERTS" | ARB COINCIDENTAL<br>MONDAY, MARCH 5<br>7:00 PM—9:00 PM |            |
|----------------------------------|----------------------------------|--|------------|
|                                  |                                  | STATION A  | STATION B  |
| 7:00—7:30                        | 28.0                             | 20.0   | 3.0        |
| 7:30—8:00                        | 33.0                             | 18.0   | 8.0        |
| 8:00—8:30                        | 32.0                             | 16.0   | 10.0       |
| 8:30—9:00                        | 37.0                             | 10.0   | 13.0       |
| <b>Average Rating</b>            | <b>32.5</b>                      | <b>16.0</b>  | <b>8.5</b> |
| <b>Average Share-of-audience</b> | <b>57%</b>                       | <b>28%</b>   | <b>15%</b> |

"Mister Roberts" starring Henry Fonda, James Cagney and Jack Lemmon is one of 41 Warner Bros. "Films of the 50's" in Seven Arts' Volume 3 recently acquired by WCKT, Miami.

SEVEN ARTS' "FILMS OF THE 50's"...MONEY MAKERS OF THE 60's



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 270 Park Avenue YUkon 6-1717

CHICAGO: 8922-D.N. La Crosse, Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855

L.A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

## Yanks' Grapefruit Tilts Given the Air in N.Y.

WCBS Radio has begun its schedule of New York Yankee baseball exhibitions, presenting the games on both AM and FM Saturday and Sunday, and on FM only Monday through Friday. Mel Allen, Red Barber and Phil Rizzuto handle the broadcasts.

## AFA District Honors Medical Telementary

Columbus, O. — "Diagnostic Countdown," a special medical documentary produced for Blue Cross and Blue Shield by WBNS-TV, has been honored as the best single program presented on TV by a sponsor during the 1961 season. The award was made by the AFA Fifth District at its recent convention in Springfield, O.

"Diagnostic Countdown" recounted in dramatized form the true story of a man who collapsed on a downtown street, a victim of an apparent heart attack, and showed how careful diagnostic procedures at Riverside Hospital revealed a vastly different yet equally serious complaint. All medical personnel in the presentation portrayed their real-life roles.

Accepting the Best Single Program award were Howard Franz of Blue Cross and Blue Shield, and Arnold Routson, WBNS-TV account exec. "Diagnostic Countdown" was written, produced and directed by WBNS-TV executive producer Gene McPherson and filmed by Darrel McDougle and Lou Phillips.

## Posen Sales Manager At West Va. Station

Charleston, W. Va. — Norman Posen has joined WCHS as sales manager. Previously he has been associated with WMAL, Washington, and WCAW, here.

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N.A.B. CONVENTION

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### LOS ANGELES:

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### NEW YORK:

41 E. 42nd Street, MU 7-8473



By TED GREEN

• • • Milton Berle wings into town tomorrow from Hollywood for a busy week of conferences with NBC brass. With his poignant portrayal in the recent "Doyle Against the House" being such a torrid contender for an "Emmy," they want Uncle Miltie to star in several dramatic video roles next season. Incidentally, Milton, abbot emeritus of the Friars Club, will act as toastmaster at their dinner tribute Sunday to Joe E. Lewis at the Waldorf-Astoria.

☆ ☆ ☆ ☆

• • • The original script of Eddy Manson's "U. S. 1 Suite," written for the "U. S. 1 American Profile" special last night on NBC-TV, has been chosen for display at the Tenafly Art Exhibit in New Jersey, May 11-13. . . . Singer Brook Benton, whose latest recording, "A Walk on the Wild Side," is his 21st consecutive hit, taped a radio program. . . . Syracuse U. singing discovery Jeff Low has Tribute Records excited. His first release for the label is titled "Won't You Return," and the initial reaction is tremendous. Keep your eye on this handsome lad.

☆ ☆ ☆ ☆

• • • Gig Young, in Paris co-starring with Sophia Loren in "Five Miles to Midnight," flies back to New York in a fortnight to hear offers to star him in two upcoming dramatic TV shows. . . . Baby twins for ABC radio announcer Richard Masons. . . . Actress-singer Nora Hayden, scoring a big hit at The Roundtable's King Arthur Room (NYC), just completed three TV commercials for a major auto sponsor. . . . Popular TV comedy dancers Mata and Hari have opened their own dance instruction school in the Big Town. . . . Henny Youngman, clown prince of TV and nightclubs, is the latest client to sign with Jerry Purcell. . . . Big TV plans afoot for Sony's new C.S. 300 tape recorder. . . . The McGuire Sisters who open a two-week engagement at Basin Street East on Monday, their first New York appearance in four years, also return to TV next week. They will unveil some of their "non-professional" interests on Merv Griffin's "Play Your Hunch" Thursday on NBC-TV. . . . It's a boy for documentary TV producer David L. Wolper. His wife, Dawn, just presented him with their second baby, Michael David Wolper, at Cedars of Lebanon Hospital in Hollywood.

☆ ☆ ☆ ☆

• • • Actress-model Tracy Butler, a horror movie fan, turned down an offer to film one. Too scared. . . . Maestro Tony Cabot has been signed to write original background music and to serve as conductor for the upcoming NBC-TV special, "San Carlo Express," a behind-the-scenes story of the life of a traveling opera star. . . . Art Van Horn, at Le Cafe Arnold, talking about his new radio strip at ABC. . . . Don't miss Tony Mitchell (Decca's new recording star) at the Columns of the Savoy Hilton Hotel. Tony proves that he is a superb entertainer with a great voice and lots of heart. . . . Ed Herlihy in Florida for the Colgate Convention; he will be speaker and emcee. . . . That population explosion you just heard was in Paramus, N. J., where the Bill Reillys celebrated the arrival of Patrick Vincent, 7 pounds, 5 ounces. Reilly, traffic manager at WNEW, is now the proud papa of eight children, five boys and three girls!

☆ ☆ ☆ ☆

• • • Shani Wallace, currently featured at the Persian Room, guests with Elizabeth Morgan Apr. 6 on WJRZ (formerly WNTA). She's England's most popular jazz singer. . . . Council President Paul R. Screvane begins once-a-month radio and TV reports Wednesday with "Council President's Report" on Municipal stations WUHF-TV (Channel 31) and WNYC Radio. . . . Carmel Quinn, TV, nightclub and recording artist, will appear at the Maramor Club, Columbus, O., Apr. 2-7. . . . Just heard the Jubilee album, "Censor," produced by Kermit Schafer (he's famous for his "Pardon My Blooper" series of radio-TV boners) and this remarkable one-man show introduces Peter Wood portraying 25 parts in a satire on TV censorship.

## Hub Belle's Shoe Show Garners Golden Slipper

Boston—Louise Morgan, of WNAC's "Louise Morgan and Gr Saunders Show," flies to Europ Apr. 14, her Golden Slipper Award prize. She won the trip from the National Shoe Institute for a special shoe contest conducted on her program.

## Denver Pay-TV Test Sought by Teleglobe

Gotham Broadcasting Corp. owner of KTVR, Denver, and the Macfadden-Bartell Corp. today jointly will announce filing of an application with the FCC for authorization to conduct a three-year test of the Teleglobe pay-TV System over KTVR facilities. Gerald A. Bartell, president and chairman of Macfadden-Bartell, said the Denver pay-TV operation is planned to start within six months after approval by the FCC.

### Macfadden Owns 66%

Macfadden-Bartell owns two-thirds of Teleglobe-Denver on a commitment of \$350,000. Teleglobe Pay-TV System, Inc., owns one-third. Soloman Sagall is Teleglobe president, and J. Elroy McCaw is president and owner of Gotham Broadcasting.

Describing the Teleglobe system, Sagall said it uses centralized metering and billing, with the audio portion coming in separately over wires installed by Mountain States Telephone & Telegraph Co. When the speaker is on the audio portion is recorded electronically at Teleglobe's data processing center.

## U-V TV-Receiver Bill Clears First House Hurdle

(Continued from Page 1)

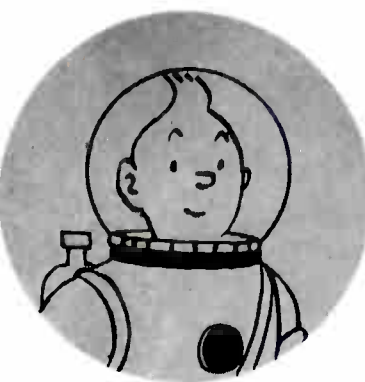
although the Senate Communications Subcommittee has already held hearings on the bill.

In order to secure approval by the House Committee, the FCC promised to hold its deinterference proceedings in abeyance until results of the measure could be determined. Senate Subcommittee chairman John O. Pastore (I-R.I.) had also asked for similar assurance.

### Industry Favorable

Broadcasters generally backed the bill—but with the reservation that present VHF stations be protected against a possible FCC order to shift UHF. The bill is a compromise in that it doesn't prevent such FCC mandate but was not moved legislatively until the Commission had made its promise.





PRODUCTION JUST COMPLETED  
ESPECIALLY FOR TELEVISION

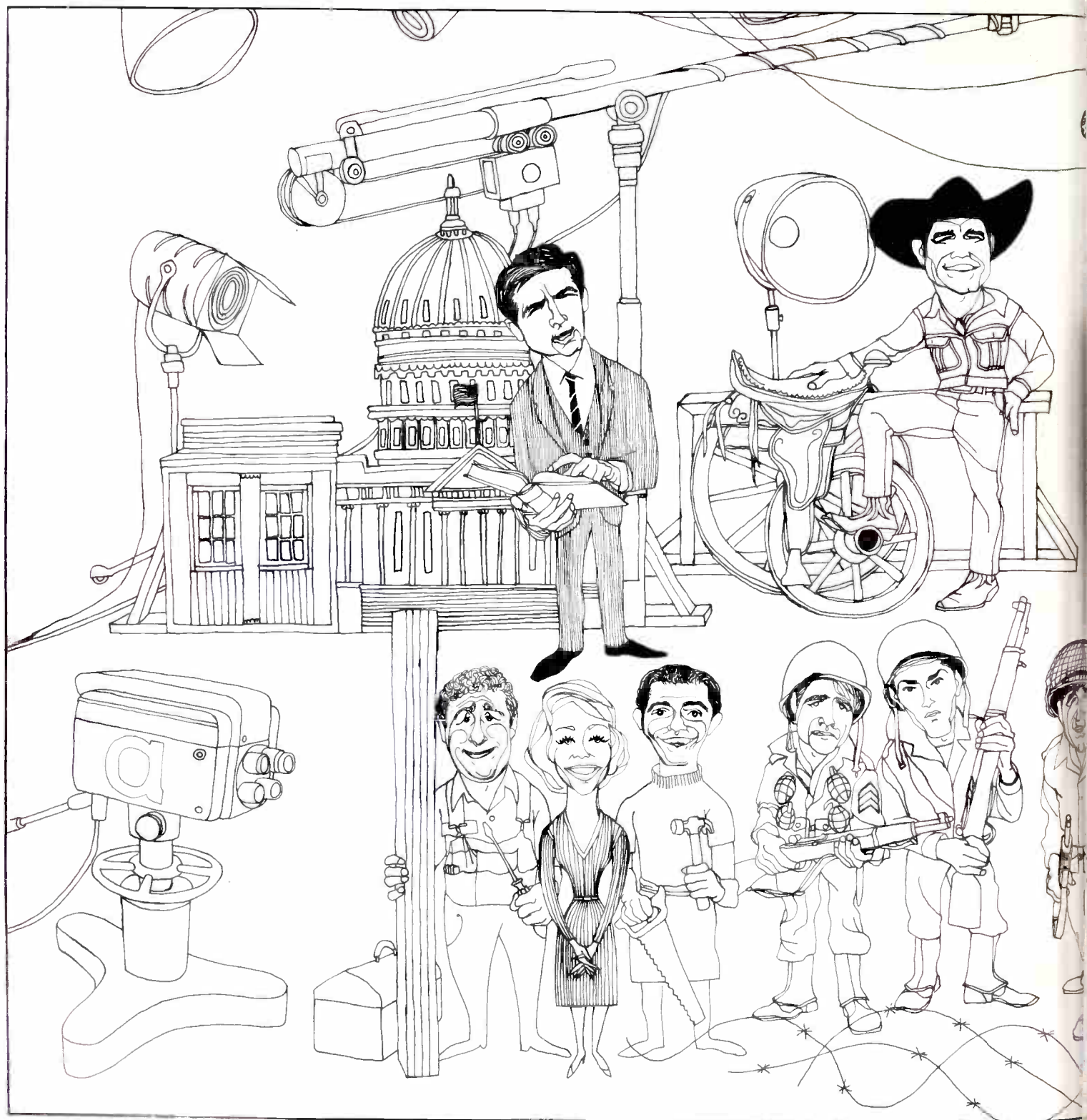
# NTA'S BRAND NEW FULL COLOR CARTOON SERIES THE ADVENTURES OF TINTIN

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## New shows, new stars

On stage, from left to right, top row: man name of Fess Parke plays man name of Smith in the further adventures of **Mr. Smith Goes to Washington**; Jack Lord in **Stony Burke**, the spills and thrills of life on the rodeo circuit; Gene Kelly, a dancer, play Father O'Malley, a role created by a singer, in **Going My Way** Robert McQueeney and William Reynolds in **The Gallant Men** dramatized World War II saga of the 36th Infantry's march from Salerno to Rome; Stanley Holloway as **Our Man Higgins**, a Scot



## Opening on ABC-TV this Fall.

Import in an American Family. Bottom row: Marty Ingles, Emmaline Henry, and John Astin in **The Workers**, the roof-raising antics of 2 carpenters disguised as comedians; Rick Jason, Vic Morrow and Shecky Greene take the lead in **Combat**, the Robert-Pirosh-produced World War II series; John McIntyre rides again in **Wagon Train**; Fred (of course) Astaire hosts and plays in the new **Fred Astaire Premiere**. Should be a very entertaining season. For viewers. And viewer-minded sponsors.

## Prexy Collins Invites Quinones to Conclave

Special To RADIO-TV DAILY

**San Juan, P. R.** — Jose Ramon Quinones, owner and operator of WAPA here, is attending the Chicago convention as a personal guest of NAB president LeRoy Collins. Quinones will sit at the speaker's table for the management luncheon and the banquet.

Quinones was a member of the 17-man NAB committee which toured six Latin American countries in 22 days last February. He is a member of the Inter-American Association of Broadcasters board of directors.

## Albert Wilson Appointed CBC Info Services Chief

Special To RADIO-TV DAILY

**Montreal** — The CBC has appointed Albert W. Wilson information services director, replacing William Armstrong, recently named secretary to the Commonwealth Broadcasting Conference.

Wilson joined the CBC in 1954 at Halifax as a press and information assistant involved in the introduction of TV to Nova Scotia. He later became supervisor of information services for the Maritimes. In 1959, he came to Ottawa as coordinator of audience relations at the head office, a position he held until his present appointment.

## Lehow at Miami Bureau

**Miami**—Dudley Lehow of the Baton Rouge AP has been transferred to AP's Miami Bureau as night radio editor.

## SPECIAL CONVENTION FEATURES

(Not a part of the official convention program)

### Friday

3:30 p.m.—Association for Professional Broadcasting Education — Subcommittee Meeting—Room 12.

7:00 p.m.—Association for Professional Broadcasting Education—Board of Directors Meeting—Room 12.

### Saturday

9:00 a.m. to 11:00 p.m.—Association for Professional Broadcasting Education — Membership Meeting — Williford "A" Room.

9:30 a.m. — National Association of FM Broadcasters — Business Meeting—Waldorf Room.

12:30 p.m.—Association for Professional Broadcasting Education—Membership Luncheon—Williford "B" Room.

2:00 p.m. — National Association of FM Broadcasters — Membership Meeting—Waldorf Room.

2:30 p.m. — ABC-TV Affiliates Meeting and Presentation — Grand Ballroom.

5:00 p.m.—Association for Professional Broadcasting Education—Reception—Williford "B" Room.

5:30 p.m.—ABC Reception—International Ballroom.

### Sunday

8:00 a.m. to 12:30 p.m. — Association of Maximum Service Telecasters—Membership Meeting—Beverly Room.

9:30 a.m. — National Association of FM Broadcasters—FM Session—Waldorf Room.

9:30 a.m.—Association for Professional Broadcasting Education—Board of Directors Meeting—Room 12.

10:30 a.m.—ABC Radio Affiliates Meeting—Williford "B" Room.

10:30 a.m.—Broadcast Music, Inc. — Board of Directors Meeting and Luncheon — Rooms 13 and 14.

11:00 a.m.—Daytime Broadcasters Association—Membership Meeting—Williford "A" Room.

12:30 p.m.—Association of Maximum Service Telecasters — Board of Directors Luncheon—Bel Air Room.

12:30 p.m.—NAB Television Code Review Board — Luncheon — Room 18.

2:00 p.m. — Association for Professional Broadcasting Education — Membership Meeting — Williford "A" Room.

4:00 p.m.—Clear Channel Broadcasting Service — Membership Meeting—Bel Air Room.

4:00 p.m. to 6:00 p.m. — Tour of WGN Mid-American Broadcast Center—Buses leave 8th St. Entrance of Conrad Hilton at 4:00 p.m.

5:00 p.m. — Pre-Sunrise Broadcasters Committee — Meeting — Upper Tower.

6:00 p.m.—NBC Radio and Television Affiliates—Reception and Dinner — Gold Coast Room, Drake Hotel.

6:30 p.m. — CBS TV Affiliates — Reception and Banquet — Ambassador West Hotel.

### Monday

8:00 a.m. — TV Stations, Inc. — Membership Breakfast — Mayfair Room, Blackstone Hotel.

8:30 a.m.—NAB Broadcast Engineering Conference Committee —Breakfast—Room 12.

### Tuesday

2:30 p.m. — All Industry Television Music Licensing Committee —Meeting—Room 14.

### Wednesday

8:00 a.m.—Society of Television Pioneers — Breakfast — Lower Tower.

5:00 p.m.—NAB Television Board of 12 Directors — Meeting — Room 12.

## Southern ETV-Radio Conference Skedde

**Athens, Ga.**—Dr. Keith Eng chief of the FCC's newly established educational broadcast branch, will be keynote speaker at the National Association Educational Broadcasters (reg II) conference scheduled here Apr. 6 and 7.

More than 300 NAEB members and other interested persons have registered for the conference, which seminars in education radio and TV will be held. Conference chairman is Jerry App general manager of ETV-WGTV here.

Other speakers will include NAEB president William Marle executive VP Harold Hill, and I board chairman Raymond Hurlbert. Hurlbert is also general manager of the Alabama ETV Commission.

## Bell & Howell 'Close-Up' Focuses on Imperialism

"Back to Bhowani," a reappraisal of imperialism on the Indian subcontinent by novelist and former British officer John Masters will be presented Apr. 17 on ABC TV's "Bell & Howell Close-Up" series. It was produced for the ABC News and Special Projects Division by Arthur Holch. M. Cann-Erickson is Bell & Howell agency.

Written by Masters, "Back to Bhowani" was filmed by Her Werner Toluzzi and Andrew Pearson. Film editors for the production were Nils Rasmussen, Hans Dudelheim and Ed Powick. John H. Secondari is executive producer of the ABC News and Special Projects Division.

## Mfr.'s Consultant Firm Serves Western States

**Colorado Springs** — Electronic Manufacturer's Consultants, Inc. has been formed here "to act as a full branch office" in five Western states for qualified manufacturing Principals are Paul Hale, who was with CBS tech ops department for 20 years, and Earl Clemons, who formerly ran own firm installing and maintaining audio and video equipment.

## 'Mr. Wizard' a Recruiter

Don Herbert, producer and star of NBC-TV's "Watch Wizard," recently received a letter from a Michigan U. graduate with degrees in electronic engineering and mathematics, notice that the viewer's interest in the programs decided his profession many years before.

Herbert points out that whereas the primary purpose of true educational TV is to teach, the first

aim of "Wizard" is "to entertain, stimulate and intrigue."

He has proven this in over 50 live experiments. He once used hundreds of ping pong balls mousetraps to demonstrate atomic chain reaction.

# TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF RADIO & TELEVISION



HEADQUARTERS

Suite 904-5-6

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HAL TATE

FRANCES CLOW

# Experts Air FM Stereo's Status, Future

## Panelists, Speakers at 'FM Day' Event as Convention Opens

**Chicago** — The question of whether FM stereocasting is a new medium or a new twist highlights FM Day, as the NAB convention opens here. Ben Strouse, president of WWDC-AM, Washington, and chairman of the NAB FM Radio Committee, presides at the FM Day afternoon session being programmed by NAB and devoted entirely to various aspects of FM stereo.

The morning session is being programmed by the National Association of FM Broadcasters, the main arm of FM, and devoted to techniques and problems involved in selling FM time. The balance of the program will be divided into three panels: The Technical Aspects, The Programming Aspects and The Economics of FM Stereo.

### Leaders on Panels

Appearing on the technical aspects panel will be Everett Dillard, WASH, Washington; James Gabbert, KPEN, San Francisco; Harold Tanner, WLDM, Detroit, and William Tomberlin, KMLA, Los Angeles.

The programming aspects will be covered by Lynn Christian, KODA-FM, Houston; David Polinger, WTFM, New York; Fred Rabell, KITT, San Diego, and George Thorpe, WVCG, Coral Gables.

Paul Braden, WPFB-FM, Middletown, O.; Gary Gielow, KPEN, San Francisco, and Henry Slavick, WMC-FM, Memphis, will discuss the economics of FM stereo.

L. M. Sandwick of the Electronic Industries Association will participate in all the discussions.

## WNOE Fined by FCC

(Continued from Page 1)

Requested permission to operate on an earlier time and had been advised that its 1570 KC frequency was a Mexican 1A clear channel, thus specifically prohibiting such operation. FCC monitors on Jan. 17 observed the station signing on at 7 A.M., local time, a half-hour before average sunrise time for the month.

The WNOE contest involved lucky numbers supposedly worth \$1 to \$1,060. The FCC probe showed that no numbers worth more than \$100 were issued to the public, the more valuable numbers being retained at the station. The FCC said "The manner in which the contest was conducted was reprehensible and fell far short of broadcasting in the public interest."

Both stations are given 30 days to state why they should not be held liable, or the fines reduced.

## ABC Radio Expects Nearly 300 to Attend Largest Affil Meeting

**Chicago**—Nearly 300 persons—the largest attendance ever for an ABC Radio affiliates meeting—are expected to turn out for ABC Radio's pre-NAB convention meeting at the Conrad Hilton Hotel here. Robert R. Pauley, ABC Radio president, heads the network delegation.

### Reports to Be Heard

Statistical reports on sales, programming and stations, indicating marked improvement in all areas for the second consecutive year, will be given by Pauley and Jim Duffy, ABC Radio sales VP; William Rafael, ABC Radio programming VP, and Earl Mullin, national director, stations department.

Highlights will include Pauley's planned announcement of a new network program headed by one of the leading personalities in his field; emphasis on the acceptance of the network's two newest night-time programs, "Good News With Alex Dreier" and "World Wrapup;" his declaration that ABC Radio will make a concerted effort to obtain exclusive rights to the Patterson-Liston heavyweight championship fight, and a discussion on the growth of ABC Radio West, the network's western regional link.

### Goldenson to Attend

Leonard H. Goldenson, AB-PT president; Simon B. Siegel, AB-PT executive VP; James C. Haggerty, ABC VP for news, special events and public affairs; Alfred R. Beckman, ABC VP of the Washington office, and Michael J. Foster, ABC press information VP, will attend the radio meeting.

ABC Radio personnel expected to attend include Stephen Riddleberger, president of ABC O-O AM stations; Jack Mann, director of ABC Pacific and ABC Radio West; Robert Holmgren, sales service - business administration director; Don Schlosser, advertising coordinator-sales development manager; Ted Douglas, Eastern sales manager; William MacCallum, Midwest program director; Frank Atkinson, manager, stations department; Edward G. Bischoff, ABC Radio Central Division sales director; William Cochran, Western rep, stations department, and Chicago-based account execs Jack Mahoney, Richard Game and Richard Brahm.

### Ivey Back to WNJR

**Newark** — Waverly Ivey, formerly of WOV (now WADO), New York, and WNJR, is returning to WNJR as a deejay.

## NAB FM DAY PROGRAM Sunday

2:30 p.m. to 5:00 p.m.

REPORT OF THE NAB FM RADIO COMMITTEE

Waldorf Room

Ben Strouse, Chairman, WWDC-FM, Washington, D. C.

"FM Stereo: A New Medium, or a New Twist?"

Mr. Strouse

Mr. L. M. Sandwick,

Electronic Industries Association, Washington, D. C.

THE TECHNICAL ASPECTS:

Everett Dillard, WASH, Washington, D. C.

James Gabbert, KPEN, San Francisco, Calif.

Harold Tanner, WLDM, Detroit, Mich.

William Tomberlin, KMLA, Los Angeles, Calif.

THE PROGRAMMING ASPECTS:

Lynn Christian, KODA-FM, Houston, Texas

David Polinger, WTFM, New York, N. Y.

Fred Rabell, KITT, San Diego, Calif.

George Thorpe, WVCG, Coral Gables, Fla.

THE ECONOMICS OF FM STEREO:

Paul Braden, WPFB-FM, Middletown, Ohio

Gary Gielow, KPEN, San Francisco, Calif.

Henry Slavick, WMC-FM, Memphis, Tenn.

NOTE:—Delegates to the NAB Convention are cordially invited to attend the program of the National Association of FM Broadcasters in the Waldorf Room, beginning at 10:00 a.m., Sunday, April 1.

## 201 Million Radios in World, Excluding U.S. and Canada

Washington Bureau of RADIO-TV DAILY

**Washington**—As of Dec. 31, 1961, there were 201 million radio receivers and 43 million wired speakers in the world outside

of the U. S. and Canada, up by 13 million or 7 per cent during the year, USIA reports. The agency also notes that in some parts of the world the advent of TV has slowed down the increase in number of radio receivers and in some instances has actually decreased the number.

### Heard in 37 Tongues

USIA points out that it produces 730 hours weekly of short-wave programming in 37 languages, and some 8,000 hours of taped package programs which are air-expressed to over 2,500 medium-wave stations throughout the non-Communist world. TV programs produced on film or tape and totaling over 475 per year are distributed by USIA for an estimated audience of 176 million people in 57 countries.

## Study Jobs in Medicine On 'Teen Career Center'

**Boston** — Dr. Joseph Rogers, assoc. prof. of Medicine and lecturer in obstetrics and gynecology at Tufts U. Medical School, and fourth-year student Warren E. Goorno will be guest experts on WEEL's "Career Center for Teenagers" Sunday. Subject will be Careers in Medicine and will feature two guests students from Brookline High School and Mrs. Katherine C. Ginty, guidance counselor at the school.

## PTA Honors KAKE-TV 2nd Consecutive Year

**Wichita** — KAKE-TV on Apr. 25 will receive the annual TV Award from the Kansas Congress of Parents and Teachers, the second consecutive year the station has won it.

The station is being honored, as it was last year, for its "Expedition Kansas" series, a locally produced program highlighting the history, background, people, resources and industries of the state.

The award will be accepted by Martin Umansky, KAKE-TV vice president and general manager.

## Mort Bassett Opens Own R-TV Rep Firm

Mort Bassett, who entered broadcasting with NBC in 1936, has opened his own radio and TV representative firm, Mort Bassett & Co., New York.

For 10 years Bassett was a John Blair & Co. exec. He later became owner-manager of WROD, Daytona Beach, returning to New York as Robert E. Eastman, & Co. VP and office manager.

# To get a qu for your station's

ENTERTAINMENT, INFORMATION, NEWS—POWERFUL

## 'PM' STARRING MIKE WALLACE



'PM' starring Mike Wallace focuses on the exciting, the unexpected, the entertaining—for ninety minutes a night, five nights a week! It features Chief of Ceremonies, Mike Wallace, knowledgeable, alert, "hip"... with a finely honed wit and a ready smile. The parade of stars, entertainers, and entertaining per-

sonalities who appear and perform on 'PM' reads like a *Who's Who* of Show Business, the Arts, the Up-and-Comers, the Insiders, the Current Newsmakers.

*Not a night passes that a 'PM' station does not billboard a nationally-famous headline name in its Program Listings. And because 'PM' is taped "Live" in advance, the names are readily available for publicity and advertising! Try these recent 'PM' guest names for Plus-Programming attractions: Art Carney · Bette Davis · Edgar Bergen · Abe Burrows · Johnny Desmond · Jane Fonda · Allen Funt · George Jessel · Julie Harris · Eva Gabor!*

Currently seen on WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WJZ-TV Baltimore, KPIX San Francisco, WNEW-TV New York, WTTG-TV Washington, WSBA-TV York, KRNT-TV Des Moines, WIBW-TV Topeka, WFAA-TV Dallas, KATU-TV Portland, KTLA-TV Los Angeles.

## INTERTI

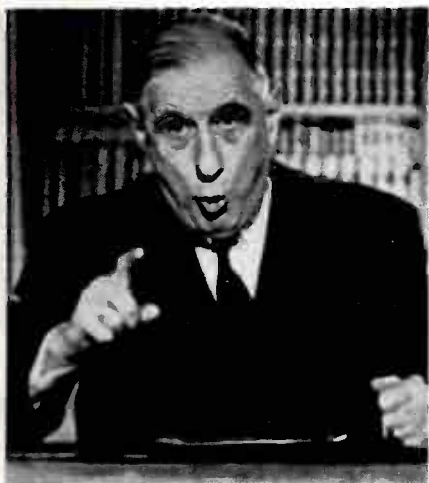
TV's compelling series of documentaries commissioned for international exchange and enlightenment; enthusiastically received by reviewers, television leaders, government officials and events conscious viewers alike! television production teams v "invade" other nations for hard source material on their moods and attitudes, their politics and their failures, their failings, their glories. Crisp, unyielding analysis marks each INTERTI production a document in time. Note these subjects: "The War—South Viet-Nam," "The Beat of France," "Postscript to Europe (Britain)," "Living With a Giant" (Banda), "Forty Million Shoes" (Brazil). This is a Plus-Programming with a moral and potent appeal!

## BROADCASTS

The time-proven news service for independent stations! Its international organization provides: a direct line to the nation's and the world's news depth, personality and dimension. total news picture, relating international news to local and national situations. Some of the BROADCAST NEWS SERVICE features: DAILY REPORTS, 11:30 A.M. to 12:30 P.M.; 5:15 P.M. to 6:30 P.M.; SHORTIES (10 to 20 one-minute features daily); RADIO NEWS 15-minute daily report from Washington; ONE WEEKLY REPORT WASHINGTON (Washington point), PRESIDENTIAL REFERENCES IN FULL; SPECIALS as occasions arise. Powerful Plus-Programming with an outstanding appeal!

# Initiative lift audience and image...

US-PROGRAMMING FROM WBC PROGRAM SALES!



seen on WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, WJZ-TV Baltimore, KPIX San Francisco, WABC-TV New York, WFLA-TV Tampa, WXYZ-TV Detroit, WOOD-TV Grand Rapids, KABC-TV Los Angeles, KEY-TV Santa Barbara and KFMB-TV San Diego.

## NEWS SERVICE



Jim Snyder, Bureau Chief, Washington, D.C., and Jerry Landay, National News Editor, Washington Bureau.

Broadcast News Service is heard on WBZ & WBZA Boston, KDKA Pittsburgh, KYW Cleveland, WOWO Fort Wayne, WIND Chicago, WICC Bridgeport, WFLN Philadelphia, WWDC Washington, WHAM Rochester and WJR Detroit.

## ASK ABOUT THESE OTHER FINE FEATURES & PROGRAMS PRODUCED BY WBC AND ITS STATIONS

### For Television

**"English for Americans,"** 50 half-hours with Dr. Bergen Evans.

**"Legacy of Light,"** a series correlating great literature with the Ten Commandments.

**"Space From the Ground Up,"** 13 half-hours graphically explain the launching flight and return to earth of a space vehicle.

**"Adler Invites,"** Baltimore Symphony director interviews some of the world's foremost musicians.

**"Morning in Funsville,"** a daily half-hour for pre-school children. Provides for two cartoon inserts.

**"Funsville,"** a daily half-hour designed for the older children. Also provides for two cartoon inserts.

**"John Reed King Show,"** a daily half-hour of music, fun, prizes and celebrity guest stars.

**"Dee Has a Baby,"** follows Mrs. Dee Walker from early visits to obstetrician through birth of son. Eight half-hours.

**"Kady Goes to College,"** Seven half-hours, explaining major questions facing parents and students about college admissions.

**"Industrial Psychology,"** 65 half-hours. College level instruction by Dr. B. Von Haller Gilmer of Carnegie Tech.

### For Radio

**"Memoirs of the Movies,"** an oral history of Hollywood, in 16 half-hour installments.

**"Here's How,"** a study of a major social problem—alcoholism. (8 half-hours)

**"Bookmark,"** a weekly review of important paperback books by Dr. Samuel J. Hazo. (10 minutes)

**"The Book of Fate,"** little-known stories of strange, historical events. (15 minutes)

**"Of Organization and Men"—**weekly 10-minute talks on industrial psychology by Dr. B. Von Haller Gilmer.

**"The Secret Unlocked,"** five 30-minute programs about the complexities, diseases and treatment of the human heart.

**"The Language Barrier,"** an exploration of the role of language in communication among peoples.

**"Pause to Remember,"** recalls the Four Freedoms and the importance of the Constitution as a document of liberty.

**"The Great Deterrent"** (Parts 1 & 2) on-the-spot recording of the preparation and execution of an actual in-flight refueling mission by the Strategic Air Command.



## WBC PROGRAM SALES

A subsidiary of

**WESTINGHOUSE BROADCASTING COMPANY, INC.**

122 East Forty-second Street, New York 17, N. Y.

or contact Mike Roberts during the NAB Convention—Room 1615, Conrad Hilton.

## Chi.'s WGN-TV Offers Tour of Color Studios

Chicago — Delegates to the NAB convention are being invited for a Sunday tour of WGN-TV's "Color House" studios located at the Mid-America Broadcast Center.

Ward L. Quaal, station VP and general manager, said he hoped all participants would avail themselves of the opportunity to inspect the studios.

"Color House," he said, "was conceived, designed, and built from the ground up specially for color TV. We at WGN-TV are convinced that color on a full-scale basis is the only direction TV can go."

## Burns Bound for Europe

(Continued from Page 1)

be held with SG European managers including George Blaug, England; Charles Munzel, Germany; and Jean-Pierre Barret, France.

His jaunt has a threefold purpose: to expand SG sales, set distribution deals for European-made TV and motion picture film throughout the U. S., South America, Australia, Canada and Asia, and to look into possibilities of TV production on the continent for global distribution.

**how is  
your image**

with your  
community,  
listeners,  
agencies,  
advertisers  
and stock holders

hospitality suite  
Pick-Congress Hotel  
NAB Convention



## SALES, SAVING METHODS AIRED FOR TV STATIONS

Chicago—NAB, for the first time this year, will conduct a special convention seminar on sales and money-saving techniques for TV stations in secondary markets, holding it Tuesday morning at the Conrad Hilton Hotel.

Moderator will be Robert F. Wright, president and general manager of WTOK-TV, Meridian, Miss., and a member of the NAB TV Board of Directors.

### Audience to Participate

The seminar will be divided into two parts—"How to Save Money" and "How to Get More Sales," and Dan W. Shields, NAB's special assistant for TV said it would emphasize full participation and discussion by the audience with the initial presentations by panelists short enough to allow plenty of time for questions.

Stanley Deck, general manager of KDIX-TV, Dickinson, N. D.; Stuart T. Martin, president and general manager of WCAX-TV, Burlington, Vt., and Robert E. Schmidt, general manager of KAYS-TV, Hays, Kan., will take part in the discussion on trimming operating costs. They will cover such things as maximum use of community participation in the station's programming, efficient automation in the administrative and business operations of the station and keeping down costs.

### Local Advertising Theme

Participating in the sales panel will be Norman E. Cash, TVB president, and John B. Soell, VP-general manager of KTVE, El Dorado, Ark. They will analyze ways and means of developing a station's full potential for local advertising revenue.

## Balaban Holds Conference Prior to NAB Convention

Chicago — Top Balaban Radio execs will hold a management meeting here prior to the NAB convention, headed by managing director John Box, Jr., who also is an NAB director.

From St. Louis headquarters, in addition to Box, will be William McKibben, assistant to the managing director; David Klemm, promotion director; Dick Drury, WIL program director, and Peter Farrelly, WIL sales manager.

### From All Sections

Others are Dan Hydrick, general manager, KBOX, Dallas; Bernie Strachota, general manager, Don Rupert, sales manager, and Lee Rothman, assistant general manager, WRIT, Milwaukee; Ralph Ingraham, group engineer, and Robert O'Hara of Balaban's New York office.

In addition to a programming seminar, the group will hear plans for advertising and promotion for

## \$34-Mil. Week Sets NBC-TV Sales Record

NBC-TV has announced that sales for the week beginning Mar. 12 passed \$34 million, setting a new record. Some of the programs, sponsors and agencies are:

"Jacqueline Kennedy's Journey," a special (color) hour to be seen Sunday, showing the First Lady's recent India-Pakistan trip—Sterling Drug and Colgate-Palmolive, through DFS and Ted Bates & Co.

"Sing Along with Mitch" (color) series was renewed by Ballantine Beer, Reynolds Tobacco and Buick, the first two via William Esty Co. and Buick by M-E Productions.

### Kraft Theatre Bought

"Kraft Mystery Theatre" (a 16-week series which replaces "Perry Como's Music Hall" June 13) was bought by Kraft Foods, via JWT.

In '62-'63, Kimberly Clark Corp., through Foote, Cone & Belding, will participate in "The Andy Williams Show," "The Jack Paar Show" and "Saturday Night at the Movies," all nighttime, and the daily daytime "Say When," "Young Doctor Malone" and "Our Five Daughters."

Scott Paper Co., via JWT, has bought sponsorship in daily daytimers "The Price Is Right" (color), "Truth or Consequences," "Loretta Young Theatre" and "Our Five Daughters." Firm earlier bought alternate-week sponsorship of "Vive Judson McKay," comedy series to bow in the Fall.

### Brewers Renew

"Major League Baseball," 50 weekend New York Yankee and Cincinnati Reds games from Apr. 14 to Sept. 20, bought regionally by Anheuser-Busch and Sunray Oil both through Gardner Advertising, and Schlitz Brewing, via Post & Morr, Inc.

In addition, NBC Radio's weekend broadcasts of auto racing interviews and results—to be heard on "Monitor 62" starting tomorrow—will be sponsored by Electric Storage Battery, Cleveland, through Meldrum & Fewsmith.

## KTVR Art Contest Helps Winners Find Careers

Denver—Two teenagers and a Lowry AFB airman beat out 1,000 contestants in the third annual Tony Larson Art Contest on KTVR. Winners in the fine art, commercial art and cartoon categories, they will each receive complete home-study courses from the Famous Artists School, Westport, Conn.

## 'Gadabout Gaddis' Syndie Circuit Entry

Buzzards Bay, Mass. — Gadabout Gaddis—The Flying Fisherman, a new series of half-hour film programs, will be placed into distribution for the first time at the NAB convention.

Announcement was made by N. W. Russo, executive vice president of the new company formed to syndicate the programs. Russo resigned from his post as northeastern sales manager of NTA to head the new company, Gadabout Gaddis Productions.

The series, available in Eastmancolor or black-and-white, was filmed on location at famous fishing areas throughout the U. S. Each of the 13 programs is narrated by Gadabout Gaddis, lecturer, guide and wild-life photographer.

the coming fiscal year and will attend a sales clinic moderated by Robert Eastman, president of Robert E. Eastman, Inc. All will attend the NAB convention.

### "IT'S WHAT'S UP FRONT THAT COUNTS"\*

It takes a mighty good musical image to put a station or product "Up Front." Let the creators of many outstanding national spots and station packages do the job for you. See us and find out how little it costs to get the very best.

For Stations — Musical Images and Promos. Packages for Up-Beat, Middle-of-the-Road and Good Music Stations. (Two of them currently being broadcast in New York City).

For Local & Regional Advertisers — Musical commercials that are liked and remembered. Produced with the same creativity and production know-how that national advertisers insist on and get.

### QUALITY AT SENSIBLE PRICES

For Full Details, Contact Everett Goodmon.

NAB CONVENTION HEADQUARTERS:  
Conrad Hilton — Suite 1218

CREATIVE FEATURES, INC.  
527 Lexington Avenue  
New York 17, N. Y.  
PLaza 3-8632

\* Our creative staff did this one!



# **ABC FILMS, INC.**

*cordially invites the membership  
of the  
National Association of Broadcasters  
to its Hospitality Suite  
for an announcement  
of a new and major release  
in television syndication  
for the Fall of 1962*

*Suite 2319 • Conrad Hilton Hotel • Chicago, Ill. • April 1-4, 1962*

**Sell More Time! Get More Sponsors! Increase Ratings!**  
**Sign Up For The Hottest Merchandising and Promotional Package In Television Today!**



A complete package built around a new and exciting merchandising concept, with a new, terrific appeal to youngsters both as a kid's show and station promotion, together with a whole line of self-liquidating premiums!

The FLYING TIME Norstan Helicopter is a full-size, full-scale, "captive" helicopter that can be "flown" by a youngster of six; carries five youngsters; comes mounted on its own trailer-platform; operates with real helicopter controls. **CLIMBS! TURNS! BANKS! HOVERS! DESCENDS!**

The FLYING TIME Merchandising Package is the greatest money-making promotion to come your way! Available only on a lease basis with exclusivity in your market!

**WIRE TODAY FOR MORE DETAILS!**



**RIDE IT AT THE NAB CONVENTION!**

Visit Our Hospitality Suite at  
 THE CONRAD HILTON HOTEL

**PROMOTIONAL SERVICES, INC.**

Media Exchange Specialists

743 Fifth Avenue

New York 22, N. Y.

Plaza 2-9550

Exclusive Television and Radio Station Sales

for

**COMMONWEALTH AVIATION, INC.**

A Wichman Industries, Inc. Product

## '63 Zenith Products At Chi Sound Fair

Zenith Radio Corp. will display its 1963 line of radio, FM stereo hi-fi and TV products at the World's Fair of Music and Sound Aug. 31-Sept. 9 at Chicago's McCormick Place. The Zenith display will include FM stereo, FM receivers, table model TV sets, three-way combinations and other new electronic innovations.

L. C. Truesdell, president of Zenith Sales Corp., declining to release any details regarding the company's designs for the future, would say only that "we're pleased that someone has finally realized the scope of the music and sound industry and through artful planning will bring every phase of the industry under one roof for trade and consumer display."

### Special Week Proclaimed

Chicago's Mayor Richard J. Daley has already proclaimed "the week beginning Sept. 2, 1962, to be Music and Sound Week in Chicago," and has urged "all citizens to welcome to Chicago the artists and businessmen who will participate in this outstanding event."

## TV Stations Inc. Holds 7th Annual Breakfast

Chicago—TV Stations, Inc., will hold its seventh annual membership breakfast meeting Monday at the Sheraton-Blackstone Hotel, presided over by W. D. (Dub) Rogers, chairman of the company.

A visual presentation of current conditions in the syndicated and feature film field will be made by Herb Jacobs, TV Inc. president, who will analyze and give an appraisal of the problems. Rogers will talk on ways and means of relieving and combating the problems.

Since 1957, these meetings have been closed to members only. This year it was decided to have the membership extend invitations to non-member broadcasters, in order that a broader front be presented to the problem of dwindling supply . . . of quality film product for local programming.

## Golden Gate

. . . and its environs

By BILL SHEA

San Francisco — Sponsors of quarter-hour shows bracketing Giant baseball coverage on the Golden West Network include Armour & Co., via Young & Rubicam; Hamm's Beer, via Campbell-Mithun, and Pioneer Saving & Loan Ass'n. Hamm's sponsor one-half of the pre-game show while Armour and Pioneer each sponsor half of the post-game "Clubhouse Review."

\* \* \*

Conductor Enrique Jorda and the 98 members of the San Francisco Symphony will view a private showing today of their debut TV concert which was aired Feb. 10 on KGO. Because of a conflicting concert date, the musicians were unable to view the taped telecast. The upcoming showing was arranged by KGO to correct that.

\* \* \*

KCBS Radio drew more than 7,000 responses in a five-day "home contest" on its all-talk "Spectrum 74" daily afternoon program from 1-5 PM. The contest was timed to coincide with the annual San Francisco Home and Hi Fi Show in the Cow Palace. Fred Goerner and Scott Beach invited listeners to their respective program segments to mail in a post card with name and address. Two transistor clock radios and two pairs of show tickets were awarded in the daily drawings.

## WLKW Weatherman To Give Forecast Odds

Providence — WLKW on Monday will begin Travelers Weather Service Broadcast throughout the day. The one-minute forecasts, to be based on U. S. Weather Bureau data for the New England area will utilize the concept of "probability" forecasting.

For instance, the station's weatherman may announce that "the probability of rain today is three out of 10." This means that in 10 similar weather situations rain would fall three times.

**HARRY S. GOODMAN INVITES YOU TO VISIT SUITE 1218 AT NAB Convention**

Conrad Hilton Hotel.

**NEW SHOWS — NEW IDEAS — NEW MONEY MAKERS. OVER 7,000 Capsule Programs in 18 Different Categories**

*Harry S. Goodman*

PRODUCTIONS, INC.  
 10 EAST 53<sup>RD</sup> STREET, AT MADISON AVENUE, NEW YORK

## selective TV Proving Boon To St. Louis Area Teachers

St. Louis—Perhaps suspecting that TV's "Have Gun, Will Travel" hero himself totes a Bartlett's, in his saddlebag, elementary and high school teachers here have overwhelmed KMOX-TV in its program to tie-in reading books with watching television news.

Began in October, 1961, the station's Reading Service already has 6,000 book lists to 850 schools in a 100-mile radius.

The lists are compiled periodically by a special committee which selects supplementary reading for a limited number of programs that appeal to students.

Mrs. Glenys Unruh, resource teacher for instructional materials for the University City school district, summed up the idea: "We do not approve of selective TV as a complement to studies rather than to condemn it as a distraction."

### Author, Composer Discuss New Play on 'Dialogue'

Author Jerome Weidman and composer Harold Rome, whose new Broadway musical, "I Can Get It for You Wholesale," opened last week, will tell how it's done tonight on WNBC-TV's "Dialogue." The program, hosted by Martin O'Doherty, is seen every fourth week.

### WCBS' Ed Joyce Began As Roller Derby Emcee

Ed Joyce, 31-year-old host of WCBS Radio's "The Ed Joyce Show," featuring live and recorded jazz, began his broadcasting career as a part-time announcer at KODI, Cody, Wyo., while attending Wyoming U. He later became a full-time announcer, traveling with the Roller Derby, and since then has worked with WGY and WBBM (CBS O-O), Chicago, and WNEW, New York.

### Education Telecast Eyes Automation and Society

The responsibilities of education, industry and labor to an increasingly automated society will be examined tomorrow on WNBC-TV by a panel of experts on "National Education Report." Moderator will be Luther Evans, former Librarian of Congress now serving as NEA's director on the Educational Implications of Automation project.

## JFK's Arts Advisor Bows on N.Y. Radio

August Heckseher, who made political and cultural history when President Kennedy selected him as the first consultant to the White House in the field of the arts, makes his first public appearance since that appointment on WCBS-TV's "New York Forum" tomorrow afternoon.

Dallas Townsend is the moderator. The program is produced by Paul Melton for the station's public affairs department, Neal Finn directs.

### Preston to Help Pick Music Queen of 1962

Robert Preston will help select the Music Queen of 1962. The star of the musical, "The Music Man," both on Broadway and in its forthcoming movie version, has joined the panel of judges who will choose the queen to reign over the 1962 Music Industry Trade Show, it was announced by William R. Gard, executive secretary of the National Association of Music Merchants, which sponsors the show.

Others on the celebrity panel are Bing Crosby, Mitch Miller and Jose Melis. The queen will reign over the show June 24-28 at the Hotel New Yorker and New York Trade Show Building.

## Paul Harvey Scores Again

A broadcast answering a 10-year-old girl's question, "If we have another war, what would we be fighting about?" won ABC Radio's Paul Harvey the "George Washington Honor Medal" from The Foundation, of Valley Forge, Pa.

Earlier this year he was named "Commentator of the Year" by 400 newspapermen and critics in their annual poll.

The award-winning commentary came about following a Harvey broadcast from the midst of our missile arsenal in Huntsville, Ala. An Astoria, Ore., girl, who was listening, asked her father the innocently profound question, and he passed it along to Harvey.

### Bobrow Program Director For New York's WBFM

Norm Bobrow has been appointed program director of WBFM. A former program director for KXA, Seattle, he also worked at Seattle stations KING and KRSC as writer-producer, news and sports commentator and emcee.

SEE IT IN THE  
RCA EXHIBIT AT NAB



For the first time... **A COMPLETE MOBILE TV TAPE UNIT**  
... for under \$50,000!



The Most Trusted Name in Television

This new compact RCA Mobile TV Tape unit comes equipped with an RCA TR-11 TV Tape Recorder—a quadruplex-type compatible recorder meeting all professional TV tape standards. The recorder is self-contained, pre-wired and pre-tested at factory, ready to record and play back wherever it goes. It is mounted on dollies, so that recorder may be used both on location and in studio. Mobile unit is complete with working desks, storage for tape and accessories, air conditioner and heater. Ask your Broadcast Representative. RCA Broadcast and Television Equipment, Department FE-372, Building 15-5, Camden 2, N.J.

## Mason, Miss Hackett In NBC's 'Rebecca'

James Mason and Joan Hackett will star in "Rebecca," live colorcast on NBC-TV's "Theatre 62" Apr. 8. The special was adapted by Ellen Violett from the David O. Selznick motion picture, based on Daphne du Maurier's novel concerning the marriage of an impressionable girl to a man whose first wife died mysteriously.

Producer is Fred Coe; director Boris Segal. Series sponsor is American Gas Association.

Mason, internationally known TV and film actor, will star in the forthcoming film, "Lolita." Miss Hackett, who reached star status off-Broadway last year, has appeared in NBC-TV's "Dr. Kildare," CBS-TV's "The Defenders," and ABC-TV's "Ben Casey."

## '20th Century' Probes 'The Creative Thirties'

Dwight Macdonald, Maxwell Geismar and John Houseman, authorities on the theatre, literature and politics as they affected the arts of the 1930s, are eyewitness guests Apr. 15 in CBS-TV's "Twentieth Century" documentary "The Creative Thirties," dealing with art and literature during that decade of intellectual ferment and social change.

# RECORDS

MGM Records is stepping up its "All of This for Sally" essay contest on radio stations throughout the country. Prizes are pedigree cocker spaniels. Already begun on WQXI, Atlanta, and WFUN, Miami, the contest centers about the Mark Dinning disk which tells about the cocker that inherits wealth to the chagrin of relatives. Platter is being featured on the 150 stations which subscribe to the KER Radio Programming Service.

June Valli has signed with United Artists Records... Ascot Records, newly formed UA subsid, has appointed 19 distributors and released first two singles. Label will use its own distribution network and will issue its own releases.

Command Records will release its third "Command Classic" recorded in stereo by William Steinberg and the Pittsburgh Symphony Ork., "Wagner's 'Der Ring Des Nibelungen'," Monday... Capitol has released Frank Sinatra's "I'll Remember April," b/w "Five Minutes More."

SESAC will introduce its "Mood

"Magic" package to broadcasters at the NAB convention. The specially priced package, containing 10 LPs, is available only to broadcasters.

Van Cliburn and Dr. Fritz Reiner, conducting the Chicago Symphony Ork., will record Rachmaninoff's Concerto #2 in C Minor in Chicago Sunday for RCA Victor.

Composer Igor Stravinsky is half-way through conducting the Columbia Symphony Ork. in a recording of his new ballet "The Flood," at Columbia's new Hollywood studios. CBS-TV will telecast the ballet, based on the Bible story, June 14. Also, Richard Tucker of the Met has recorded "Passover Seder Festival" for Columbia.

Epic Records has released the first disk featuring George Maharis, star of CBS-TV's "Route 66." Single pairs "Teach Me Tonight" with "After the Lights Go Down Low." On another front, Epic has released Ralph Burns treatment of Richard Rodgers' new musical, "No Strings." LP title is "No Strings" — with Strings, since Burns added a string section for the disk.

Wonderland Records (a division of Riverside) has launched its Wonderland of Science series with two LPs introducing kids to the auto, airplane, atomic energy and outer space.

## Timex Lifts the Tab For 'All-Star Comedy'

Dr. Joyce Brothers and comedienne Kay Stevens will stand up for the distaff side when they join Buddy Hackett, Carl Reiner, Mel Brooks and Mata and Hari in "The Timex All-Star Comedy Show," with Johnny Carson as host and emcee on ABC-TV, Apr. 6.

Highlighted in the hour special will be Buddy Hackett's "Chinese Waiter" sketch, Johnny Carson spoofing commercials, Carl Reiner and Mel Brooks offering their "Two-hour-old baby" sketch, Dr. Joyce Brothers and Buddy Hackett in a vignette entitled, "Psychiatry on Comedy," Kay Stevens singing "The Disaster Waltz" and the pantomime comedy of Mata and Hari.

The show will be sponsored by the U. S. Time Corp. on behalf of Timex watches, through Warwick and Legler. It will be produced by Ervin Drake and directed by Coby Ruskin.

## Paulist Fathers' 'Inquiry' Into Interracial Justice

A discussion of "Interracial Justice: Unfinished Business" will highlight the Paulist Fathers' "Inquiry" program Sunday as it begins its fifth year on WNBC-TV.

George Hunton, executive secretary emeritus of the Catholic Interracial Council of New York, and Roy Wilkins, executive secretary of the NAACP, will be guests of the Rev. James B. Lloyd, C.S.P., moderator of the half-hour show.

## 'Texan' Ropes New Sked

"The Texan," half-hour western-adventure series starring Rory Calhoun, will be aired Saturdays on ABC-TV beginning Apr. 7. The first episode, titled "Badman," deals with Longley escorting a prisoner to Pueblo to face a robbery charge.

**PRE-EMPT — 10 Minutes From Your  
Busy NAB Schedule and —  
You'll MAKE GOOD Use of That Time**

# LEE-JEFFREYS inc.

*Invites You to Meet*

**EXCITINGLY NEW, TRANSISTORIZED PRODUCTS**

**ALL PURELY PORTABLE RADIOS**

**RADIO/4 SPEED PHON COMBOS**

**RECORD PLAYERS — TELEVISION SETS**

**Perfect Promotions for Particular Stations**

**Come See Us at  
the Sheraton Blackstone**

*NSI gives you several  
dimensions of your tv market.*



*For proof visit*

**Nielsen Suite 1000 — Conrad Hilton**

# A THOUGHT FOR TODAY

*“What This Country Needs  
is a Good 5c Nickel”*

*Ed Wynn*



**DUNNAN & JEFFREY, INC.**  
730 Fifth Avenue  
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MARTIN HIMMEL  
DAVID EDELL  
ROBERT A. CONN

*Call Conrad Hilton for our suite number*

## 20th-Fox TV Airs Syndication Plans

Chicago—20th Century-Fox TV held a sales meeting here in connection with the NAB convention conducted by newly appointed syndication manager Howard Anderson. VP George Shupert took part in the sessions, and discussion centered on release of new properties for syndication during the current season.

### Formerly with ABC Films

In the first in a series of moves to place 20th-Fox TV into a dominant position in the syndication field, Anderson was recently brought in from ABC Films, where he was sales VP, to head up the syndication operation, and William Clark was recently appointed West Coast Rep.

John Rohrs from the Chicago office, Crenshaw Bonner from Atlanta and William Clark from Los Angeles were in for the meetings as well as for the entire convention.

## KING-TV Changes

Seattle—Tom McCann, account exec for KING-TV since July, 1959, has been named local sales manager for the station, and William M. (Bill) Jenkins, former TV traffic manager, has been appointed an account exec.

## AGENCY NEWSCAST

By SHELBY COOPER

Lehn & Fink, via Geyer, Morey, Madden & Ballard, has purchased an extensive schedule of full-minute participations on 10 different NBC-TV prime nighttime shows, for its Medi-Quik first-aid spray. The campaign will begin in May, reach its peak in July and August and be extended into the Fall. Additional daytime and local night TV spots will supplement the campaign in May and June.

Medi-Quik was introduced nationally just one year ago with a campaign budget of "at least 85 per cent TV," according to account supervisor Ed Gumpert, and outsold every competing product in stores carrying it. This year's campaign, he said, is being even more heavily weighted to TV.

Brown Bolte, vice-chairman of the board at Sullivan, Stauffer, Colwell & Bayles, has accepted co-chairmanship with Mrs. Marshall Field of the banquet to be held May 9 at the Plaza Hotel, honoring Mrs. Richard J. Bernhard, president of the Child Welfare League.

The Cris Smallridge Agency, Charleston, W. Va., took the AFA fifth-district award for best single radio announcement in 1961 . . .

### Thought for Today

*"It seems to me that a substantial part of the quarrel about broadcasting comes from those who accept the fruits of free enterprise, but basically distrust both the public itself and the business community . . . they are not really convinced that the free play of supply and demand or profit perform a useful service."*

—C. Wrede Petersmeyer  
President,  
Corinthian Broadcasting Corp.

Frank Fulff has joined Doyle Dane Bernbach as account exec. He was formerly with Kenyon & Eckhardt . . . The Racine office of GMM&B has been appointed to handle advertising for the Wisconsin Physicians Service.

Carl Byoir & Associates is launching a three-month campaign for Johnson's Wax and car-care products, sponsoring the Alex Dreier and John Cameron Swayze daily news broadcasts on ABC Radio. Both shows are timed for broadcast during peak driving hours. Additional ads will be carried through the Spring and Summer on CBS-TV's Garry Moore, Red Skelton and "Gunsmoke" shows.

International Video Tape, Los Angeles, has been signed by Adams and McMahan Advertising, to produce commercials for Real Gold Orange Base and Tablu bleach and bluing tablets . . . Norman Citron has been appointed production director at Fuller & Smith & Ross, succeeding Richard Matheis who has retired after 42 years . . . Robert T. Nugent has been promoted to associate director of radio and TV at Fletcher Richards, Calkins & Holden.

## Passion-Death Idea 'Difficult' to Telecast

"The darker and more tragic themes" of Christ's last days earth in "He Is Risen," to be broadcast on NBC-TV's "Project 20" Apr. 15, were "more challenging and difficult" to televise than earlier "Project 20," "The Coming of Christ," according to Richard Hanser, author of both.

The first program showing Christ's ministry "was all sereneity and poetry," Hanser explained. The second includes hatred and cruelty "and we must picture the disturbing and sometimes distressing events that led to the Crucifixion."

### Paintings as Background

"He Is Risen," to be voiced by Alexander Scourby, again emphasizes Jesus' personality and relies almost wholly on words and about Him while He lives. Several hundred Renaissance paintings by great artists will provide background via the still-pictures-in-action technique.

Robert Russell Bennett has composed and conducted an original score for the program. Donald B. Hyatt is producer-director.

## World Peace Discussion Featured by Live Panel

Stamford, Conn. — WSTC-AM FM's live "Community Affair" program Monday night will feature panelists renowned in the fields of TV, journalism and motion pictures, answering questions from listeners and the studio audience on "world peace through mutual understanding by people." Creator of the weekly hour program Ethel Kweskin.

Appearing with Mrs. Kweskin will be Frank Blair, who appears daily on NBC-TV's "Today" show and serves as WNBC Radio newscaster; Kay Renee Gray, an accredited UN correspondent serving major news syndicates, and Henry Strauss, producer of documentary and travel films and heretofore of the motion picture firm bearing his name.

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BY  
WORLD'S CHAMPION

# DON CARTER

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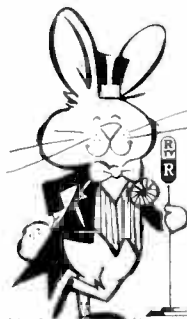
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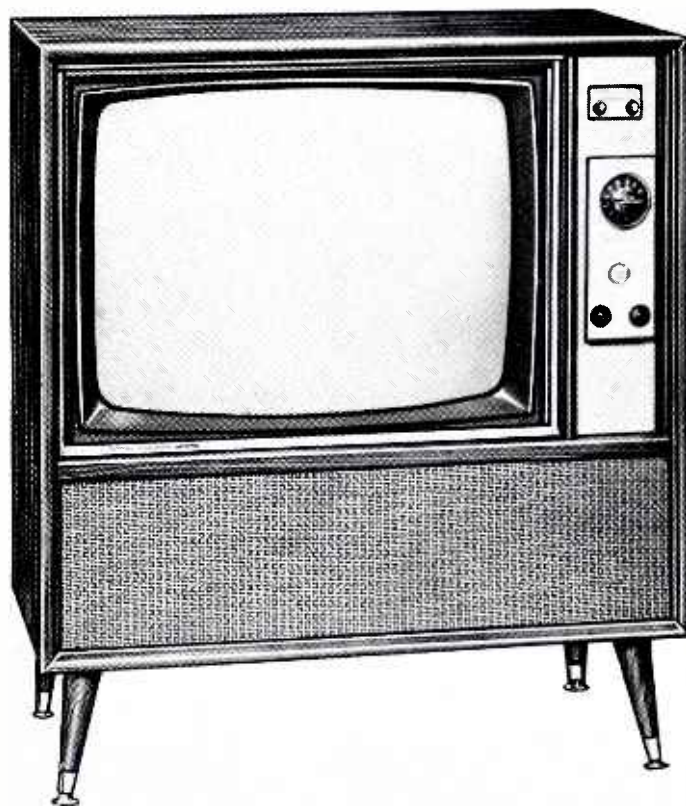
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## Westinghouse TELEVISION



MORE *Beauty* IN EVERY DETAIL . . . MORE *Quality* IN EVERY FEATURE

*Here is television designed especially for you . . . with all you could ever want in styling, performance and dependability. Note the smart simplicity of the control panel, the soft, trim lines of the mask and the finely proportioned beauty of the cabinet . . . All styled to complement today's more modern, compact interiors.*

### **AND YOU COULD BE THE WINNER**

And have this BEAUTIFUL SET delivered to your home or office by registering at the

### **RADIO TELEVISION DAILY SUITE 906**

**CONRAD HILTON HOTEL**

All you have to do is come up and sign our registration book.

ONE SET A DAY WILL BE OFFERED AS A PRIZE to the lucky registrant.



*Employees of Radio-Television Daily, Westinghouse Electric Corporation, Westinghouse Broadcasting Company and their advertising agencies are not eligible to participate in the drawings.*

## 7 of 10 GB Schools Hear BBC Programs

Special To RADIO-TV DAILY

London—Seventy-two percent of all schools in Britain now listen to the BBC School Broadcasts, a service which has been playing a recognized part in the work of education for over 30 years. Figures for the Spring term, 1962, showed that 29,390 schools were registered as listening to these specialized broadcasts. Schools watching BBC TV School programs now number 3,424.

In sound radio, 59 broadcasts go out each week in term time. In TV there are 10 programs a week, each repeated, making a total of 20 transmissions a week. In both sound radio and TV there is a varied range of programs, planned in series to meet the needs of specific age groups.

### Started in 1952

The BBC carried out its first Schools experiment in TV in May, 1952, and began a regular service of TV transmissions for schools in 1957. BBC School TV now occupies its own studio at the BBC's new Television Centre where specialized sets and preparations are progressively built up. The studio has its own built-in laboratory and preparation room.

Pamphlets, which the BBC first published in 1927, play an important part in School Broadcasting. In the current school year, 244 separate publications for schools are being issued to support the broadcasts.

## L.A. Station Features Daily Show from East

West Coast Bureau of RADIO-TV DAILY

Los Angeles — George and Betty Skinner, in Greenwich, Conn., have begun a series of daily programs for KABC, presenting interviews with Los Angeles residents in New York and reports and discussions of topics of interest to Southern Californians.

The Skinners' show is being heard in the time slot previously occupied by the feature program "Flair," which has now been moved to an earlier time slot.

## KBOW Sale Approved; ETV, FM CPs Granted

West Coast Bureau of RADIO-TV DAILY

Washington — The FCC Broadcast Bureau has approved the sale of KBOW, Butte, by Copper City Radio to KBOW, Inc., for \$100,000.

Also announced was granting of a CP for a new educational TV station to Davidson County Board of Education on Channel 2, in Nashville, and another CP for a new Class B FM station CY Blumenthal in Kansas City.

# HOLLYWOOD TELEARTIST

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Donna Reed and husband Tony Owen, who produces "The Donna Reed Show," hosted a luncheon Wednesday at Screen Gems to show the press their "Winner Take All" episode of the CBS-TV series. They didn't claim it was their best episode, but the one they like best. Set for telecast Apr. 5, the show is about a father's interference in Little League Baseball. Could be it's based on Tony's experience; he and Donna have four kids. Donna says after the upcoming season she is definitely bowing out of TV; no plans, except for a tour around the country and perhaps staying home to look after her brood.

• • • Nicolas Noxon has been set by producer Jack Haley, Jr., to script three documentaries for the "Biography" series, Wolper Productions is making for Official Films. They are "Amelia Earhart," "Theodore Roosevelt" and "Thomas A. Edison." Wolper is also producing "The Making of the President 1960," and has acquired 400,000 unique photographs (taken during the convention and primaries before Kennedy's election), which will be used in the documentary.

• • • James Garner has been officially invited to the Berlin Film Festival from June 22 thru July 3 . . . Format Films of Hollywood has signed KHJ disc jockey Lucky Pierre to do the voice of a French poodle in a series of TV animated commercials for Standard Oil of California . . . Master Sergeant Hal Depute leaves his post of 5 years as chief announcer at Armed Forces Radio. He's retiring from the Army after 20 years of service.

• • • KTTV is telecasting the USC-UCLA gymnastics meet Sunday, Apr. 8, and the USC-UCLA tennis matches Saturday, Apr. 14 . . . Sam Balter, KABC's sports director, has been named to the Helms Amateur Basketball Hall of Fame. Award will be presented at a program to be held at Helms Hall, Culver City, Saturday, Apr. 7 . . . KFAC is paying tribute to Igor Stravinsky on his 80th birthday with an all-Stravinsky program tomorrow on the 'Symphonies For Youth' concert.

• • • Singer-comedienne Dorothy Loudon opens at the Sahara Hotel in Las Vegas, Tuesday, Apr. 3, for a three-week engagement . . . Margarita Sierra, star of Warner Bros'. "Surfside Six" series, will be guest star on Don McNeill's "Breakfast Club" Apr. 2.

• • • Danny Thomas has cause for celebration; all four of his TV series have been picked up for next season. They are the Dick Van Dyke, Joey Bishop, Andy Griffiths shows and his own CBS-TV series. Danny modestly commented, "In this league, it's like hitting a home run with the bags loaded the first time up to bat. It's got to be 90 per cent luck."

• • • Hugh Douglas, KNX's man of many awards, has just signed a new contract for another series of those funny "Charles the Tuna" commercials for Star Kist . . . Jerry Bloom, casting director for many of Revue and Warner TV shows, is excited about the progress of his new school, aptly titled "Business of Acting Workshop." It teaches such things as how to get an interview with a casting agent, what to say when you get there, what to wear, how to "cold read," and generally how to put your best foot forward.

### Norfolk Salesmen Cite WTAR Account Executive

Norfolk — The Norfolk Portsmouth Sales Executives Club has awarded Cabell Isphording, WTAR account exec, "The Distinguished Salesman's Award," for service to salesman, companies and the community.

### Sam Fox Co. to Publish White House Tour Score

The score of the recent telecast, "A Tour Of The White House With Mrs. John F. Kennedy," has been acquired for publication by the Sam Fox Publishing Co., and will be made available to educational and symphonic groups.

### NBC's 'The Eternal Light' Presents 'Faces of Man'

"The Faces of Man" by Harriet Kopp will be presented on NBC Radio's "The Eternal Light" Apr. 8. The program is one of a series dealing with the ideals which govern the relationships between man and man. "The Eternal Light" is produced by the Jewish Theological Seminary of America in cooperation with NBC.

### Filmways Exec at Sardi's

"Arlene Francis at Sardi's" will be hostess on WOR today to Martin Ransohoff, Filmways' board chairman.

## Producing Artists' Pi Used at Seattle Fair

Producing Artists, Inc., employing techniques used in communicating ideas rapidly in TV commercials, has completed a second capsule film to be used as key components of the 21-minute theme show of Seattle's Century 21 World's Fair.

The films, to be seen by hundreds of visitors at a time in a cubistic maze which dominates the fair's Coliseum Century 21 will be integrated with other components—impulse tapes, lighting illusions, stereophonic music transparencies, etc.

Subjects range from the futuristic automation of major industries to "sea farming" food production and advanced TV educational methods of the future.

## Obligation to Community Spelled Out by Court

(Continued from Page 1)

technically qualified under the law. It also argued that consideration of programming matters is precluded both by the Communications Act dictate against censorship and by the constitutional guarantees of free speech.

"We think these broad contentions are beside the narrow point at issue upon this record," the decision stated. "It may be that a licensee must have freedom to broadcast light opera even if the community likes rock and roll music, although that question is not uncomplicated.

### Knowledge of Community Vital

"Even more complicated is the question whether he may feed a diet of rock and roll music to a community which hungers for opera. These are questions, however, that we need not here decide. As we see it, the question presented on the instant record is simply whether the commission may require that an applicant demonstrate an earnest interest in serving a local community by evidencing a familiarity with its particular needs and an effort to meet them.

### Supreme Court Quoted

"We think National Broadcasting Co. vs. United States . . . settles the narrow question before us the affirmative. The Supreme Court held in that case that the Commission may impose reasonable restrictions upon the granting of licenses to assure programming designed to meet the needs of the local community.

"We think it clear that the Commission's action in the instant case reflects no greater interference with a broadcaster's alleged right to choose its programs free from commission control than the interference involved in National Broadcasting Co."