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MONDAY, OCTOBER 1, 1962

## CODE MONITORING WALKS PLANK

### New Cars, Drugs Pace TV Gains

#### Toiletries, Sweets Net \$100-Mil. in Half-Yr.

Cosmetic, drug and confectionery advertising paced overall network and spot TV advertising growth of \$100 million in the first half of this year over a six-month period of a year ago, TvB reported today.

Cosmetics and toiletries showed a \$18 million increase, drug products \$11.4 million and confections and soft drinks an increase of \$1.1 million in the first half of '62.

Network and spot TV gross time ratings in first half '62 for cosmetic and toiletry advertisers were \$88.9 million against \$71 million last year. Billings for drug products in '62 were \$73.4 million against \$62 million in '61, while billings for confection and soft drink advertising in '62's first half were \$42.4 million compared with \$31.3 million last year.

Largest percentage increase for classification was 103.2 per cent for sporting goods, bicycles and toys. Billings in this category (Continued on Page 5)

#### Broadcasters Create Exec Secretary Position

Harrisonburg, Va.—To provide broader services for both member stations and their varied communities, the Virginia Ass'n of Broadcasters, has established the post of executive secretary. Fulfilling it on a part-time basis is Hugh DeSamper, who will continue to serve Colonial Williamsburg as programming and news liaison for radio and TV stations.

#### Henry Sworn Tomorrow As Member of FCC

Washington — Supreme Court Justice Byron R. White will swear E. William Henry tomorrow as member of the FCC. The Senate Friday confirmed Henry without opposition for the seat now held by John S. Cross.

### WETS VS. DRYS STIRS VID TIFT

W. Va. Prohibitionists Buy Time After Debate Pull-Out

Charleston, W. Va.—The "drys" went ahead and bought prime time on WCHS-TV here when the "wets" pulled out of a free TV debate, the station has reported to RADIO-TV DAILY.

The West Virginia Citizens' Committee for Defeat of Liquor Amendment bought two half-hour segments on the evening skedded for the debate when the "liquor-by-the-drink" proponents cancelled at the last minute.

The issue is on the ballot and the Rev. L. E. Crowson, chairman of the "drys," said he did not want to leave the Prohibitionist arguments un-aired. Crowson regretted "that my opponents have chickened out."

### 4 Star Distrib Corp. Sales Force Growing

Four Star Distribution Corp., rapidly expanding in market-by-market TV programming sales, has signed two sales reps and will soon add three-more to complete its country-wide organization, according to VP-general manager Len Firestone.

Signed were Dick Feiner, president of Teledynamics, who gave up his three-year-old sales organization to join Four Star Distribution, and Jerry Weisfeldt, a sales (Continued on Page 5)

### Block Drug, Carter Prods. Buy Elections on NBC-TV

Block Drug Co. and Carter Products, both via Sullivan, Stauffer, Colwell & Bayles, have each purchased one-twelfth sponsorship of NBC News' election coverage on TV, which begins Nov. 6. Previously announced sponsors are Lipton Tea, Lincoln-Mercury and the Purex Corp.

### '63 Auto Drive Spurs 25% Rise Still Higher

A sizeable upsurge in video auto time buys this Fall is now assured as Detroit rolls its '63 models off the line and into the showrooms. Both net and spot will benefit by these bigger billings, the TvB told RADIO-TV DAILY.

The increase follows the trend started in the first half of the year, when TV car advertising took a sharp 25.3 per cent rise. January-June billings for cars were \$28.9 million compared with \$23 million in the period a year ago.

Spot TV showed the greatest first half increase, hitting \$9.9 million in '62, compared with \$6.1 million in first half '61. The amount was highest for cars on spot TV in any first half year, according to the TvB.

Network TV billings, January-June 1962, were \$18.9 million, (Continued on Page 8)

### Transcontinent TV Sets Common Stock Dividend

Kansas City — Transcontinent Television Corp. has declared 12-1/2¢ dividend per share on its common, payable Nov. 15 to holders of record Oct. 31. TTC president David C. Moore said dividends this year totaled 50¢ per share as compared to 30¢ per share in '61.

## Entertainment Loses to ETV In Bid for Delaware Channel

Wilmington, Del. — Educational-instruction programming has won out over entertainment in a battle for Channel 12 here.

It was abandoned some time ago by Storer Broadcasting in a market served by Philadelphia stations. Storer relinquished the channel after it bought a Milwaukee station and couldn't find a buyer for Ch. 12 to bring the company in line with multiple ownership rules.

In the latest move, FCC hearing examiner Walter W. Guenther has

### Swezey Lashes Back At BAR's Allegations Of Compliance Woes

Broadcast Advertisers Reports announced over the weekend that it was dropping plans to measure station compliance with the NAB TV Code. Provisions of the code are interpreted in so many different ways, BAR said, that it "cannot be applied on an industry-wide basis."



SWEZEY

Hitting back at the charge, NAB Code Authority director Robert D. Swezey told this paper that code compliance could, indeed, be determined industry-wide, but the NAB—not the BAR—was the organization to do it.

In a memorandum to its monitored stations announcing its decision to cancel plans for a monthly TV Code Compliance Bulletin, the (Continued on Page 6)

### Junell Group's \$60,000 Purchases Tex. Daytimer

Breckenridge, Tex. — KSTB, 1 kw daytimer, has been sold by Hugh M. McBeath to a group headed by Frank Junell for \$60,000, subject to FCC approval, according to national media brokers Hamilton-Landis & Associates, which handled the deal.

issued an initial decision granting the station to WHYI, Inc., on an educational basis, while denying the bid of Rollins Broadcasting for a commercial operation.

Guenther said, "as to the vital factor of needs, the record establishes that there is a distinctly greater need for the educational-

(Continued on Page 5)

Man BE





Established Feb. 9, 1937

Vol. 91, No. 64 Mon., Oct. 1, 1962 10 Cts.

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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

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# FM Shows Its Wrath Over Power Proposal

**Detroit** — Although the deadline for filing on the FCC's proposal to adopt a new classification and power system along with a new allocations table for FM has been postponed to Nov. 1, a station here has already given the commission a foretaste of the wrath of those existing FM outlets which would lose power.

Attorney Eliot C. Lovett, filing for Sparks Broadcasting, operator of WMOC, said the proposal "would merely be legalized robbery of a known 'Peter' in an effort to obtain something to have available just in case an unknown 'Paul' should decide to apply for it."

Sparks argued that any rules changes should respect the existing situation and should make no attempt to curtail the service of stations now on the air.

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# 'Hot Potato' Topics For Boston Listeners Swap Adult Opinion

**Boston** — A new discussion program which will feature a free exchange of ideas on such adult subjects as abortion and atheism begins today on WE-EI, CBS Radio here, as a 45-minute Monday - Friday afternoon show. Titled "Conversation Piece," it will be hosted by Haywood Vincent, newsman, network correspondent, script writer and free-lance contributor to many national magazines, and creator of "Vignettes by Vincent" on WE-EI's daily "Listen!" program.

## 'Good Taste and Judgment'

While not designed to be controversial for controversy's sake alone, the program will use the broadest possible base in choosing its subject matter "consistent with good taste and judgment." Subjects under consideration are frigidity, promiscuity, racial conflict, corruption, anti-Semitism, crooked cops, communism, religious bigotry, pornography, narcotics addiction, alcoholism, mental illness, homosexuality, birth control and euthanasia.

"Conversation Piece" will be produced by Ralph ...

# Gordon Will Broadcast Rangers' 'Ice Capades'

Veteran sportscaster Jim Gordon has been signed to handle play-by-play for this season's WCBS coverage of New York Rangers hockey games, beginning Oct. 11 when the Blues meet the Detroit Redwings. Locally, Gordon has been with WINS and WHN.

## Lampman Lights 8th

**Dallas** — KLRD's Hugh Lampman has celebrated the eighth anniversary of his "Music 'Til Dawn" show, one of nine such programs heard throughout the country. Format of the show consists of classics and semi-classics, Broadway show tunes, instrumentals, jazz and occasional special material.

**IT'S SURPRISING—**  
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New York, Chicago, San Francisco, 107 William St., Jackson St.

# 'DUAL ROLE OF 'CASTING' OPENING TIME SEMINARS

ABC-TV VP-general manager Julius Barnathan will conduct a session on "The Dual Role of Broadcasting: Communication and Advertising" Oct. 30 at CBS Radio on E. 52nd St., kicking off the eight-week Fall Time Buying and Selling Seminar to be given by IRTS (formerly RTES) on the business of broadcasting.

## COMING AND GOING

**DONALD J. TRAGESER**, KDKA sales manager and assistant general manager, arrives in N. Y. from Pittsburgh Wednesday, for meetings with reps.

**NORMAN KATZ**, Seven Arts Associated foreign operations director, arrives in town today for sales conferences.

**GEORGE MIRROS**, musical conductor, and **LEONARD PETRI**, producer, has returned from a tour of New England radio stations to promote their latest Aris recording.

**ROBERT KANE**, producer of TV animated cartoons, has returned from the Coast.

**FRANKIE AVALON** to the Coast on business.

# 'Howdy Doody' MC In Synd. Radio Show

World - Wide Programming, Buffalo-based national radio syndicators, has released "The Bob Smith Show"



an hour daily radio skein. Smith was the mentor and pioneer of "The Howdy Doody Show," featured on NBC-TV for 14 years. His new show includes such features as the "kind word puzzle," "flashback to a memory year," the "practical parson" and "city slicker almanac." Smith began his career as an early morning deejay on WNBC.

Chris Rashbaum of Harrington, Righter & Parsons, chairman of the TB&SS Committee for 1962-'63, said the seminar, designed primarily for the newcomer to the advertising broadcasting business, will cover a wide variety of broadcast subjects and culminate in a special session devoted to a look at the various career opportunities in the broadcast and advertising field.

With the 90-minute courses to be given on successive Tuesday evenings, Session 2 will be on "Introduction to Broadcast Research," conducted by Roger Cooper, sales development manager for KRCA-TV, Sacramento. Session 3—"A Look Behind the Media Plan," by Lennen & New VP—media director Herbert Zerner and Doyle Dane Bernbach VP—media director Albert P. Cavage.

## Research a Theme

Session 4—"The Application of Broadcast Research," Benton Bowles VP—media manager Ben Kanner and Grey Advertising VP—associates media director Hal Miller; Session 5—"When the Answers His Phone," CBS Radio Spot Sales VP—general sales manager Maurie Webster and HR VP—board member John F. Dillon.

Session 6—"The Actual Before, During and After," Capton Advertising associate media director Robert L. Liddel and Hicks & Greist VP—media director Stanley Newman; Session 7—"Using the Broadcast Networks," NBC-TV Network Sales VP Don Durgin and ABC Radio president Robert R. Pauley; Session 8—"Career Directions in Time Buying and Selling," Herbert E. Eastman of Robert E. Eastman & Co., and Sylvester L. (I)

A multiple station situation covering the nation's richest suburban market. Fair earnings, superior fixed assets, and unlimited potential. \$200,000 cash required, with unusually attractive financing on the balance.  
**EAST \$500,000**

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**EAST \$175,000**

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**RADIO-TV-NEWSPAPER BROKERS**  
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Atlanta: Healey Bldg.  
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# 5 More TV Stations Linked by Seven Arts for Newest Pix Pax

Fifteen more stations have been signed by Seven Arts associated for its newly-released motion picture packages, vols. 4 and 5, consisting of 93 Warner Bros. and 20th Century-Fox features, according to VP-general sales manager Robert Schuch. Initial purchases of the two groupings, released only two weeks ago, were made by three stations: WCBS-TV, New York; MOX-TV, St. Louis, and WCAU-TV, Philadelphia.

Six of the new signers previously acquired the 122 Warner Bros. features in Seven Arts' Vols. 1, 2 and 3. They are WJAR-TV, Providence; WLAC-TV, Nashville; KZO, Kalamazoo-Grand Rapids; BAY-TV, Green Bay; WCSC-TV, Charleston, S. C., and WMTW-TV, Portland, Me. Also acquiring Vols. 4 and 5 were three Newhouse Broadcasting stations that earlier picked up Vol. 3; WTPA, Harrisburg, Pa.; WAPI-TV, Birmingham, and WSyr-TV, Syracuse.

### From Many Sections

The other new sales on Vols. 4 and 5 were to WBEN-TV, Buffalo, which previously acquired Vols. 1 and 3; KONO-TV, San Antonio, previously signed for Vol. 1; KBK-TV, Bakersfield; KSLA-TV, Shreveport; WFMJ-TV, Youngstown, and KFDX-TV, Wichita Falls, Tex. KBAK also acquired Vol. 3 and five Special features, and KSLA picked up Vols. 2-3.

Included in the 40 features in Vol. 4 are 21 films in color, while 2 of the 53 features in Vol. 5 are in color. The 40-feature Vol. 4 has been sold in 132 markets to date; the 41-feature Vol. 2 in 106, and the 41-feature Vol. 3 in 80. Seven Arts is also distributing 13 one-hour concerts featuring the Boston Symphony, and will short-release 39 half-hour of "The Emmett Kelly Show."

### Henreid Set to Direct and 'Lloyd Bridges' Seg

West Coast Bureau of RADIO-TV DAILY Hollywood — Paul Henreid has been signed by exec producer Aaron Spelling to direct his second "Lloyd Bridges Show" episode, "To Catch a Thief," rolling tomorrow at Four Star. The Les Line teleplay will be produced by Everett Chambers.

### Newsman Save Negro Baby via 'Blood Lift'

Youngstown, O.—Fighting against time, WKBN newscasters here let out a call and located a blood donor for a newborn-Negro baby Danville, Va., who required complete transfusion with a rare type. Newsman Jim Mullins and Frank Leslie found the only resident in this area with the type, then arranged to have the blood jetted to the hospital. Only six hours elapsed from the time the call went out until the baby was saved.

# Write Your Own Pix Caption



It could go: "Audio audio—who's got the audio?" or "Please stand by... We have temporarily lost our audio." At any rate, we thought you'd be amused or bemused by this photo of engineers, viewed rear-end, taken by Jim Knight, WTRF-TV, Wheeling, W. Va., promo manager. Of course, everyone knows this hectic control room scene "only happens on the other stations!"

### Rod Steiger to Cleveland For 'Route 66' Filming

Exec producer Herb Leonard has signed Rod Steiger to guest in the second of his three "Route 66" episodes to be filmed in Cleveland. George Sherman will direct "Welcome to the Wedding," an original teleplay by Howard Rodman.

### Walling Is Moved Up To Production Chief

James Love Productions, which makes motion pictures for TV, industry and government, has elected Ernest Walling a VP and named him to the new post of production director.

Walling has had extensive experience in producing of TV commercials, working with such agencies as BBDO, Grey Advertising and Fuller & Smith & Ross. He was producer-director for WP-TZ (now WRCV), Philadelphia.

### Sponsors on WRFM

Edith Dick, general manager of WRFM, New York, reports the station will surpass previous records for business and audience this year. New sponsors, she said, include Cadillac Motors, 20th Century Fox and United Airlines.

### Paulsen Leaves WIP For WNEW Programs

Varner Paulsen, veteran broadcaster, has been appointed program director of WNEW, John Van Buren Sullivan, VP and general manager of Metropolitan Broadcasting's flagship radio station, announced this morning.

Paulsen, program director of WIP, Philadelphia, since 1955, resigned to join WNEW. A veteran of more than 20 years in radio, he has been an announcer, script writer, production manager and program director. WIP is also a Metropolitan station.

He started as an announcer in WCOU, Lewiston, Me., in 1940.

Paulsen was awarded the Bronze Star for "helping to organize the overseas broadcasting code, and for tireless efforts, under hardships and handicaps, to keep American troops in Europe informed and entertained."

### Bob Cooper to Portland As AM Program Director

West Coast Bureau of RADIO-TV DAILY Portland, Ore.—Bob Cooper has been appointed assistant general manager and programming director of KEX here, a Golden West Broadcasters station.

He comes to his new post from KVI, Seattle, where he headed programming for the past three years, and before that was with KGO, ABC outlet in San Francisco.

### Knight Announcing

Baltimore—Fred Knight, formerly of WAVY-TV, Norfolk, has joined WJZ-TV as an announcer.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: **MEEKER**



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—Jack Douglas

Advt.



By TED GREEN

• • • My Stetson's off to Arlyne Grey, celebrating her 13th year as spokeswoman for Ronzoni. She's sold lots of Macaroni . . . The Diamonds-International Awards luncheon will be held tomorrow at the Waldorf-Astoria for the press. Ruth Montgomery, Washington columnist, will make the presentations for the selection committee, which included TV's Dina Merrill . . . Sportscaster Chris Schenkel will emcee the welcome home luncheon for the New York Football Giants Oct. 9 at the Americana Hotel. The party is being sponsored by The Touchdown Club . . . From the UN Studios, WEVD producer-writer Ruth K. Hill has resumed her fourth year of local broadcasting with "This Week at the UN." Guests included Kathleen Telsch, N. Y. Times correspondent; Pierre Huss, Hearst International Press, and John Luter, president of the Overseas Press Club. Recently cited by Mayor Wagner's Commission on Human Rights as the "best in local radio reporting," Ruth's Fall lineup includes a series with commissioner Mark T. Walsh and a group of N. Y. citizens on "Consumer Frauds and the Housewife," plus a comedy writers show "News of the Week."



MISS GREY

☆ ☆ ☆ Meet: Sammy Kaye, whose most recent TV appearance with his orchestra was a CBS special produced by Jackie Gleason in Cleveland, where he excelled in athletics and won a scholarship to Ohio U. Although engineering was his first love, he soon found himself far more interested in sharps and flats than T-squares and slide rules. He whipped up an impromptu band to play dances and proms, and soon found himself a prominent star in the entertainment world. The magical "Swing and Swallow" touch became national favorites as Sammy and his boys played about every top hotel and supper club in the country.



KAYE

☆ ☆ ☆ Going's on at Decca: Promotion director Len Salidor back at his desk after a jaunt to the West Coast to view the label's exploitation set-up. He visited Decca diskers Burl Ives on the set of his new film for Walt Disney, and Vincent Edwards on the set of his "Ben Casey" filming . . . Earl Grant interrupted his booking schedule to fly to Florida for the funeral of his long-time friend and road manager, Chuck Wright . . . Bob Braun, personality on Cincy's WLW, following his Decca click, "Till Death Do Us Part" with "Our Anniversary of Love" . . . West Coast A&R topper Sony Burke moved his offices onto the Revue-Universal lot . . . Milt Gable's office once again looking mighty attractive now that his gal Frida Judy Binder, has returned from vacationing in Spain.

☆ ☆ ☆ WBAB, Babylon, L. I., is currently on its second Golden Mike Treasure Hunt. Each Golden Mike is worth \$1,000 on the first day of the hunt, decreasing \$50 each day it is not discovered. The first Golden Mike was found while worth \$700. So far, the second mike is still secreted. Crowds are searching both Suffolk and Nassau counties in Babylon, and when it appears that the crowd is near the location, WBAB's mobile unit broadcasts the discovery from the set while giving out additional clues . . . Fred Kaplan, program coordinator of ABC Radio's "Flair" program, returns to the web today after a six-months stint in the Army.

☆ ☆ ☆ TV star Brett ("Maverick") Halsey is recuperating from having his tonsils removed . . . TV 'cry' comedian Rip Taylor figures a Hollywood wedding as a rule, is generally a retake . . . TV-comedian Jackie Miles is seriously ailing in a Manhattan hospital. Jackie's show-business friends are rooting for his speedy recovery. Songstar Connie Francis will do a series of guest stints on BBC-TV variety shows in February.



# HLI-FM Showcases Music of U.S. Talent

HLI-FM, Hempstead, L. I., 10-watt independent, will present one-hour concerts in November, during music of American composers, beginning Nov. 3. Many seldom-performed works will be heard as interpreted by great artists and orchestras of our day on the series, to be aired Monday through Saturday nights. Preliminary was prepared and will be delivered by Allan Stuart.

# Star Sales Mount

(Continued from Page 1)  
with NTA for the past five years. Before forming his own firm, he was Western sales manager of Television Industries for many years; was a VP and general rep at Gross-Krasne, and many years before that was with NTA as manager of various divisions, Weisfeldt, before forming NTA, was a sales executive with C&C Television Corp. Western division manager for many years with Hygo-Unity TV.

# Entertainment Loses

(Continued from Page 1)  
Additional programs proposed for 1962 are more than for the additional entertainment programs proposed for 1961. In so concluding, no agreement is passed on the values of entertainment programs, but there is a choice to be made in the instant proceeding. The public interest would be better served by a preponderance of programs which educate and instruct as to the latter, likewise entertainment.

# Trophy Room' Emcee

Houston — Mickey Herskowitz, the Houston Post sports writer, is hosting the new KP-TV "Trophy Room" show.

# Shuffle Back to Buffalo for Donald Duck's Voice

Buffalo — WGR-TV has skedded voice Nash, the voice of Donald Duck, for a return engagement in December after he proved popular at a local children's festival that a proposed half-hour program stretched to two hours. Nash was substituting for Jim-Dodd, whose illness prevented him from completing a personal appearance tour for the "Mickey Mouse Club."

# TORRE - McDOWELL PITT NEWSMATES

Ex-Herald-Trib TV Scribe  
Sponsored by Mellon Bank

Pittsburgh — Marie Torre, who joined KDKA-TV's "Noon News" a few weeks back, will team up with Al McDowell on the station's 9 AM news program starting today.

Beginning with her debut on the program, the 9 AM news will be sponsored by the Mellon Bank and Trust Co. Miss Torre formerly was a widely read syndicated columnist. The station said she is making the switch from press to broadcast media with "marked aptitude," although she contends she is still "nervous with each and every interview."

# Paris' Turf Classic Video Rights to ABC

U.S. TV rights to Saturday's Grand Prix de l'Arc de Triomphe turf race at Longchamps race course in Paris have been secured by "ABC's Wide World of Sports." The classic horse race will be videotaped for a 90-minute airing Oct. 13 on ABC-TV's "Wide World of Sport." Win Elliott will go to France to describe the race.

Interest in this event is centered around the American entry Carry Back, trained by Jack Price.

# Bud Foster Selected KGO-TV Sports Chief

West Coast Bureau of RADIO-TV DAILY

San Francisco — Bud Foster, a familiar "Bay Area" sports voice, has been named sports editor at KGO-TV, effective Oct. 15. Foster has been number one announcer for the Oakland Oaks (PCL) and the San Francisco 49ers. Last season he handled California U. and Stanford games, along with narration for the Oakland Raiders.

# Toiletries Top

(Continued from Page 1)

were \$6.2 million against \$2 million in '61.

Largest individual classification in web and spot TV was food and grocery products with first half '62 billings of \$164.7 million, up 8.3 per cent.

# \$400,750 for KCFH

Cuero, Tex.—The FCC has approved an application of KCFH for assignment of license from DeWitt County Broadcasting Co. to Cuero Broadcasters for \$400,750.

# Corinthian Channels Foster Kids' Reading

All five Corinthian Broadcasting Corp. TV stations will carry the educational "Magic Room" series developed and produced last season by KHOU-TV, Houston. The half-hour series is designed to stimulate young minds and encourage the whole family to enjoy the world of books. In addition to KHOU-TV, Corinthian stations WISH-TV, Indianapolis; KOTV, Tulsa; KXTV, Sacramento, and WANE-TV, Fort Wayne will air the filmed series late Sunday afternoons.

"Magic Room" programs are devoted to carefully researched, worthwhile and exciting subjects of interest to viewers of all ages. Weekly study guides are prepared in quantity by each station for distribution to the school systems for use by students to supplement current school studies. Host is Marc Cramer, who was producer of "Youth Takes a Stand," and for the past 17 years has been a director for the George Junior Republic, the oldest institution in the world for problem children.

# Krueger Brewing Renews WNJR's Jocko Maxwell

Newark, N. J.—The G. Krueger Brewing Co. of Cranston, R. I. has awarded veteran sportscaster Jocko Maxwell a new 13-week contract to aircast his nightly sports show on WNJR for its Ambassador Beer. Ellington Co. of New York is the brewery's agency.

Maxwell, whose program features late sports news and comment, is one of the nation's oldest sportscasters from the point of service, having aired sports for 35 years.

# Heywood Tops 3 Units At Paramount TV, KTLA

West Coast Bureau of RADIO-TV DAILY

Hollywood — Austin Heywood has been named advertising-promo-publicity manager for Paramount TV Productions and KTLA, its TV station here. He replaces Robert Nashick, who resigned to join KPIX, San Francisco, in a similar post. Heywood will be overall manager of the three combined units, with Mike Casey continuing to head the publicity dept as publicity-PR director.

Heywood most recently was publicity director for Davis, Johnson, Mogul & Colombatto, handling all PR and advertising for its client, KCOP, Los Angeles. From 1958 to early this year he was in TV as head of the CBS Promo-Publicity Dept, which he joined in 1954 after various advertising-PR posts.

# RAHALL RADIO STATIONS



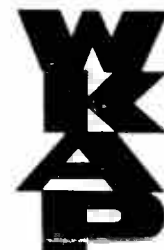
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for the company they  
keep in Prestige Advertisers!

**KNOWN...**  
for community  
Public Service!



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RADIO

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Florida  
Sam Rahall, Manager



No. 1  
RADIO

Allentown-Bethlehem-  
Easton, Pennsylvania  
"Oggie" Davies, Manager



No. 1  
RADIO

Beckley,  
West Virginia  
Tony Gonzales, Manager



No. 1  
RADIO

Norristown-Philadelphia  
Area  
John Banzhoff, Manager

above stations represented nationally  
by H-R... New York

also **WQTY**

our station coming up fast in  
JACKSONVILLE, Florida  
National Rep. The Bolling Co.

N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager

# AVAILABLE

with Agency, Radio-TV Back-  
ground. Girl Friday. Good References.

Box 206, RADIO-TV DAILY  
501 Broadway, New York 36, N. Y.



### Young Folks' Newscast Starts 'Soph' TV Season

"American Newsstand," ABC-TV's newscast aimed at the younger late-afternoon audience, begins its second season Monday. Producer Fred Sheehan's young reporters, Bill Lord, Dave Jayne and Anne Morrissey, are back for the news-gathering chores.

### Considine and Fran WPIX 'FYI' Co-Hosts

"For Your Information," new public service series co-hosted by columnist Bob Considine and actress Fran Allison, premieres today on WPIX as a Monday-Friday afternoon program. Distributed by Sterling Movies U.S., Inc., the series features interviews, demonstrations and exhibits on current events, travel tips, education and homemaking.

It also offers new and practical ideas on modern living, in addition to an understanding of social and economic forces.

### Writing for KLZ

Denver—Leon M. Johnson, Jr., has joined KLZ as afternoon and evening radio news writer. He formerly was a reporter with the Arizona Republican in Phoenix.

### Barkerettes Present Plans of Variety Ball

The New York Variety Club Barkerettes (Tent #35) will hold a luncheon meeting Oct. 15 at Sardi's West to present a progress report on the Variety Celebrity Ball slated for Dec. 15 at the Waldorf - Astoria and initiate new membership. Mrs. Sylvia (Harry M.) Pimstein, chief barkerette, said the Variety Celebrity Ball, a black-tie affair, is being held to benefit Variety Heart Projects. Mrs. Joseph Sugar is ticket chairman.

Goal of the membership drive, she said, is to enroll new showbiz women and wives of barkers who have not yet joined the distaff division of the New York chapter. Bea Livingston is handling reservations for the luncheon.

### 'Attebery Show' Brings 'Dimension' to Chicago

Chicago — WBBM personality Larry Attebery has opened the station's new Fall programming with a five-a-week hour show of music, news and special features. Besides the top disks, Larry presents two CBS Radio "Dimension" features, "Hollywood Today" and "A Woman's Washington," along with "man-on-the-street" interviews and prominent guests.

## HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Bobby Darin wrapped up taping his "Dinah Shore Show" NBC-TV guesting with Dean Martin over the week end, and traipsed out last night via Super Chief for a three-week, 16-city tour for co-starring role with Sandra Dee in Ross Hunter's "If a Man Answers." KFWB, flagship of the Crowell-Collier Broadcasting, plays host today and tomorrow for the first executives meeting to be presided over by Joseph C. Drilling, newly appointed president of Crowell-Collier Broadcasting.

★ ★ ★ ★

• • • Diana Hyland signed to guest in the "Thunder, Lightning and Max the Knife" episode of MGM's "Sam Benedict" . . . Bixby, Ellen Atturbury and Allan Reed, Jr., signed to top supporting roles in "The Soul Killer" episode of "Dr. Kildare" . . . David Butler directing the "Beaver Joins a Record Club" at Revue for "Leave it to Beaver" . . . Sybil Trubin, production assistant to producer-director George Schaefer, has arrived from N. Y. to participate in film "The Hands of Donofrio," hour show for the Alcoa series . . . Clark Gable and Jim Brown set for key roles in "And the Pursuit of Happiness," a segment of Revue's color series, "The Virginian." Stuart Cochran guests in this episode, with Doug Heyes at the helm.

★ ★ ★ ★

• • • Exciting day for Coleen Gray at Revue Studios. A telegram was delivered to her dressing room on the set of NBC-TV's "A Day in the Chute" segment of "Wide Country" inviting her to attend luncheon that day. The host: Richard Nixon. With only an hour break between scenes, Coleen was somewhat hesitant to accept invitation for the plush Romanoff affair, but Irene Dunne, Stuart Brand and James Stewart convinced her otherwise. In cowgirl costume, makeup and a black wig, Coleen was the belle of the ball.

## BAR Drops Code Checking

(Continued from Page 1)

BAR said: "Our experience since last April indicates that each broadcaster will view the code as he, himself, must see it. Since each station owner runs his own operation under the conditions of his FCC grant, the pressures of his community and the demands of his stockholders, his own code, whatever it is, will prevail."

The BAR added it is "faced with the possibility of as many codes as there are stations."

### Quit Last April

BAR, which originally did some monitoring for NAB, quit the relationship last April when the NAB refused to extend monitoring to all stations. The NAB said at the time it didn't have the money the BAR was asking for the service. BAR retorted it "would no longer be privy to a farce" and termed self-regulation, when administered by an industry association "nothing more than a canard."

In its current move, the BAR said it is ready now to measure code compliance for individual stations whose standards "agree with the spirit of the Code of the NAB."

Such measurement would be based on the specific commercial standards the stations themselves say they intend to practice, the BAR said.

Swezey said the BAR "has bit-

ten off more than it could chew in its plan for an industry-compliance measure. He said some of the provisions of the code are complicated, but "it doesn't take a Solomon" to determine the meaning of them.

## CPI Opens Aussie Arm, Franzin Heads Operation

Commercial Producers, packaging commercials for American and Canadian outlets, expanded operation into Sydney, Australia, Oct. 15, with Noel Franzin in charge.

Newest CPI signees are Clatchey Broadcasting Co.'s "line" stations: KFBK, Sacramento; Calif.; KMJ, Fresno; KFBK, Bakersfield, and KOH, Reno. CBS o-os: WEEI, Boston; WIP, Philadelphia, and KCBS, San Francisco.

## 'Community Affair' Asks Man's Debt to Humanity

Stamford, Conn.—Jackie Robinson, the Rev. Loring D. Chace and Andrew Rooney will present the concepts of "Man's Humanity" on WSTC's "Community Affair" tonight. They join host Kweskin in the live discussion program, which answers questions from the studio and at-home audience.

## The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and handsomely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

## DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411



# Musicasters Dovelail Y. Meet with NAB's

The 44th Monthly Musicasters programming conference-lunch-meeting has been set for the 10th day of the NAB fall session in New York's Biltmore Hotel, Oct. 19. Record company executives will discuss cooperation with broadcasters.

The MPC Board announces appointment of six new members to the Advisory Council: Charles Howell, WSIX, Nashville; Doug Hana, WKBW, Buffalo; Larry Scher, KIOA, Des Moines; Jackson, WHEN, Syracuse; F. Wil-Hougtaling, KMUR, Salt Lake City; Herb Willis, WOSH, Los Angeles. Remaining on the board are Del Clark, Chicago; Paul W. Wake, Atlanta; Hugh Zell, WHBQ, Memphis; Larry Groe, WCAO, Baltimore; Mark Hard, WINZ, Miami; Tom Hinds, KPOI, Honolulu; Jay Sarr, WRIP, Chattanooga; Dick H. Worc, Worcester, Mass. Starr, Tallahassee.

## ABC Early Bird

Kansas City—Gene Davis, veteran radio man, has joined KMBC as host of the "Morning Show," replacing Mark Foster who is going back to his old spot.

STATEMENT OF THE OWNERSHIP, MANAGEMENT and CIRCULATION REQUIRED BY THE ACT OF CONGRESS AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946, AND JUNE 11, 1960, (16 Stat. 208).

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The names and addresses of the publisher, editor, and general manager are: Publisher, Charles A. Alicoate, 30 Peter St., Tenafly, N. J.; General Manager, Marvin Kirsch, 36 Row Road, Great Neck, L. I., N. Y.; Editor, Arthur Perles, 601 Harrison Ave., New York.

The owner is: Charles A. Alicoate as trustee for the benefit of Gertrude Alicoate, 1501 Broadway, New York 36, N. Y.; Charles A. Alicoate, 1501 Broadway, New York 36, N. Y.; and Radio Daily Corp., 1501 Broadway, New York 36, N. Y.

That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as owner or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the name of the person or corporation who, to the best of his knowledge and belief as to the facts and conditions under which the stockholders and security holders who do appear upon the books of the company are, hold stock and securities in a capacity other than that of a bona fide

The average number of copies of this publication sold or distributed, through the mails or otherwise, to subscribers during the twelve months preceding the date shown above (this information is required by the Act of June 11, 1960 to be included in statements regardless of frequency of publication) 11,656.

MARVIN KIRSCH,

General Manager & Assoc. Publisher, born to and subscribed before me this day of September, 1962.

(Seal) JEANNETTE HANDIN, Public, in the State of New York, No. 24-0754700, Qualified in Kings County, Commission Expires March 30, 1964.

# AGENCY NEWSCAST

By RALPH TYLER

Old London Foods, Inc., is moving its snacks advertising closer to the charmed circle of web TV primetime as a sponsor of the "Bullwinkle" show on Sundays at 5:30 PM on NBC. Old London originally concentrated on the child audience when it entered net TV four years ago. In '59, it shifted emphasis to teenagers, and for the last two years has sponsored a mix of adult, teenage and kid shows. Agency is Richard K. Manoff, Inc., which has produced commercials using live-action and animation techniques for "Bullwinkle."

In a two-week saturation spot-announcement campaign timed to the unveiling of the '63 model cars in dealers' showrooms, WX-YZ Radio, Detroit, is broadcasting a series of new-car "Musical Salutes." The announcements consist of 47-second and 25-second specially-produced musical jingles integrated with live copy specifically identifying each make of car and its showroom date. The salutes are being aired through Friday at the rate of one every hour, 24 hours a day. Each automaker will have an equal number of spots.

D. P. Brother and Co., Detroit, has been appointed agency for the Maccabees Mutual Life Insurance Co., handling both consumer and trade advertising... Hanes VP in

## 'Dimension' to Scan Mediterranean Area

CBS Radio on Sunday will begin its new "Dimension" series, "Mediterranean Notebook," featuring the observations of correspondent Winston Burdett. The programs will cover the economic, political and sociological trends in Italy, Greece, the Balkans and Middle East, areas studied extensively by Burdett.

## 9 Affils to ABC Radio Two in Major Markets

Nine stations have recently become affiliated with ABC Radio, including WDSM, Duluth-Superior, and CKFH, Toronto.

Others are WDSK, Cleveland, Miss.; WAGN, Menominee, Mich.; WTIP, Charleston, W. Va.; KORK, Las Vegas; WJBS, DeLand, Fla.; WMAP, Monroe, N. C., and KDOL, Mojave, Calif.

KWJJ, Portland, Ore., operating on 10,000 watts, becomes the 12th 50kw ABC affiliate when it increases its power next month.

charge of advertising Grace Jones said the company's new runless sheer seamless stocking, Sheerloc, will be promoted by the biggest spot TV program in Hanes history. The drive will be on 43 stations in 28 markets, using primetime from today thru Dec. 9. James R. Flanagan is the agency.

Frank O'Hare has been named VP of the production and traffic dept of Lennen & Newell. He joined the agency in 1950 as assistant production manager and has been an account exec on the P. Lorillard account... Jeremy Gury, J. Ross MacLennan, Richard A. R. Pinkham and Dan Rodgers have been elected to the executive committee of Ted Bates. All four men are senior VPs and members of the board of directors.

The Empire State Hearing Aid Bureau, Inc., New York, has appointed the Wexton Advertising Agency to develop a campaign of radio and other media advertising to promote retail sales in the metro New York-N. J. area. George Gilbert, VP of Wexton, will be account exec.

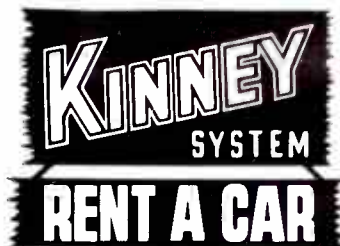
## Maxine Keith's AM Talks Review N.Y. Legit Stage

Critic and commentator Maxine Keith has returned to WNYC with reviews of Broadway and off-Broadway plays Monday through Friday, midnight, with commentaries rebroadcast the following morning on "Around New York." Tomorrow, she premieres a new weekly program, "The Maxine Keith Show," covering Gotham's entertainment field.

## NBC-TV Adds Fourth Five-Min. Daily News

"NBC News Morning Report," a new five-minute Monday-through-Friday program with Edwin Newman, sponsored by Gen. Mills, via Needham, Louis & Brorby, and Bristol-Myers, Young & Rubicam.

This is the fourth Monday-through-Friday series of five-minute NBC News reports on NBC-TV. The others are "NBC News Day Report" with Ray Scherer; "NBC News Early Afternoon Report" with Floyd Kalber, and "NBC News Afternoon Report" with Sander Vancour.



RENT A PLYMOUTH

OR OTHER FINE CAR

BY THE DAY •

MONTH • YEAR

FREE

DELIVERY

FREE

PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call JU 2-4422



## GUEST STARS

"Jazz Scene, USA" producer Jimmie Baker has signed The Barney Kessel Trio and Shorty Rogers' Giants for upcoming guest shots... Zohra Lambert inked for "Hear the Mellow Wedding Bells" seg of MGM-TV's San Benedict... Steve Cochran set for "And the Pursuit of Happiness" stanza of "The Virginian."

Cheryl Holdridge starring in CBS-TV's "Teen Age Trials"... Perry Como signed Anne Bancroft for her fifth bow on "Kraft Music Hall"... "The Hands of Donofrio" teleplay on ABC-TV's "Premiere Presented by Fred Astaire" to feature Beulah Bondi... Mary Field is before the cameras for "Blessed Are the Meek" episode of "Going My Way."

Joyce Bulifant and Chris Robinson to co-star in "Go in Fighting" drama on "The Best Years"... Bob Fuller will appear on Jerry Lewis' Muscular Dystrophy TV spec... Lorie Patrick on loanout to Fox Studios for "Too Many Gooks Spoil the Brother" seg of "Dobie Gillis"... "Wagon Train" producer Howard Christie inked Simon Oakland, Jeanne Cooper, Elvia Allman and Sandra Gould for the "Donna Fuller Story."

Joan Freeman playing femme lead opposite Charles Bickford in "Wild Harvest," being lensed for "The Virginian"... Willis Bouchy, Jacques Aubuchon and Chris Roman enlisted for "Who Do the Voodoo" part of "McHale's Navy."

Angela Greene, Bill Mims, Alvy Moore, Kelly Thordsen, Keith Richards and Ray Bauman have boarded "Wagon Train" for its "Johnny Masters Story"... Producers Joe Connelly and Bob Mosher pacted Hank Stanton, Billy Hughes, Gretchen Voeth, Leslie LaTourette, Ed Prentiss, Pamela Duncan and Tina Brady for "Beaver, The Sheep Dog" episode of "Leave It to Beaver."

### Bice for Blossoms

Tacoma—Max H. Bice, KTNT-TV manager, has been named co-chairman of the 1963 Daffodil Festival, scheduled for Mar. 30-Apr. 7.

### REP FIRM THAT WANTS WORKING TV SALESMAN

Knows the decision makers at agencies and clients. 2 jobs past 10 years—8 years rising to New York City sales manager — 2 years TV station time sales. Energetic, good personality. Excellent appearance and references. Available now.

Box 207, RADIO-TV DAILY  
1501 Broadway, N. Y. C.

## Babe's 'Perspective' In WOR-TV Debate

"That Ever Livin' Babe," an hour documentary tracing the immortal Ruth's career from his youth in Baltimore to Yankee exploits, premieres tomorrow night on WOR-TV's "Perspective on Greatness." It is narrated by Pat O'Brien.

A Hearst Metrotone News production, the special was written by Jim Benjamin and produced and directed by Robert Foster.

## Godfrey to Meet Press At Hub City Reception

Boston — CBS o-o WEEI will hold a press reception for Arthur Godfrey today in the Bay State Room of the Statler Hilton Hotel. Official host is Thomas Y. Gorman, WEEI general manager and CBS Radio VP.

Godfrey is in Boston for a night club engagement. Appearing with him are many of the performers from his daily CBS Radio show heard on WEEI Monday-thru-Friday.

## New Cars and Drugs Pace Television Gains

(Continued from Page 1)

compared with \$16.9 million a year ago.

Leading company using TV for car advertising was GM, with first half billings of \$12 million against \$10.3 million in '61. Ford billings were \$8.8 million compared with \$5.9 million a year ago. Chrysler Corp. billings were \$3.8 million against \$3.9 million in '61, the only major to show a drop. American Motors Corp. billed \$1.6 million compared with \$769,420 a year ago.

Chevrolet was the top car brand on TV with billings of \$6.1 million against \$4.8 million in '61, followed by Ford with billings of \$5.3 million, compared with \$3.4 million.

## Brandt Names Rugoff As IFIDA Gala Chairman

Donald S. Rugoff, president of Rugoff Theatres, has accepted chairmanship of the exhibitors committee in the East for the International Film Awards dinner-dance sponsored by the Independent Film Importers and Distributors of America, according to Richard Brandt, dinner chairman. The gala will be held on Jan. 15, 1963, in the Hotel Americana, New York.

## Dave's Their Valentine

Portland, Ore.—Dave Valentine has been named KEX news director, replacing Pat Wilkins, who has joined the KATU-TV news staff.

Now Available for National or Regional Sponsors

# THE NEWPORT JAZZ FESTIVAL 1962

A ONE-HOUR SPECTACULAR OF SUPERIOR JAZZ MUSIC

STARRING:

COUNT BASIE  
RUBY BRAFF  
DUKE ELLINGTON  
JOHNNY HODGES  
ROLAND KIRK  
LAMBERT, HENDRICKS AND BAVAN  
NEWPORT ALL STARS  
THE OSCAR PETERSON TRIO  
JIMMY RUSHING  
PEE WEE RUSSELL  
CLARA WARD GOSPEL SINGERS  
JOE WILLIAMS  
and many others

The sights and sounds of the Newport Jazz Festival, filmed in the historic City-By-The-Sea, are now available for television for the first time. Don't miss this opportunity to afford your viewers the thrill of being entertained by some of the greatest jazz musicians of our era, performing in the greatest jazz festival of them all —

NEWPORT '62

Produced by: BUDDY BREGMAN

EXCLUSIVE DISTRIBUTORS:

## Cinema-Vue Corporation

245 West 55th Street New York 19, N. Y. JUdson 6-1336  
20613 Parthenia Street Canoga Park, Calif. DIamond 1-4894





Indiana University Library  
Bloomington Ind

## TOYMEN DE-FUSE FTC AD CLAIMS

### Texans Campaigning Among State Judges to Erase Canon 35

Austin, Tex. — Members of the Texas Broadcasters Association are campaigning actively among judges in their respective areas to defeat Canon 35 of the American Bar. The state's judicial section is slated to meet in San Antonio Friday to consider the law group's ruling which bars cameras and tape recorders from courtrooms. Simultaneously, the TAB is urging members to plump for passage of Sen. Javits' resolution permitting radio and TV coverage of Senate proceedings under appropriate regulations. Judge Dunagan's decision to allow broadcast coverage of the Ole Sol Estes criminal trial in Dallas recently is expected to influence the Texan judiciary in favor of repealing Canon 35.

### Hayes Leads CBS Execs Radio Safes Pitches

Headed by Arthur Hull Hayes, president, four CBS Radio executives will participate in showings of its new sales presentation, "The Third Dimension" in three major U.S. markets this week. Joining Hayes on the tour are George Skeddis, Benjamin Lochridge, and Ron Luxenberg. Showings are in St. Louis today; Chicago, tomorrow and Thursday, and Minneapolis Friday.

### Tongaloo' Back to Cameras After Wild Cats' Rampages

Special to RADIO-TV DAILY

Acapulco—Production resumes near here next week on the horror series, "Tongaloo," after a six-week hiatus which followed completion of the first 14 segments of the 39-episode skein—this despite the death of several animals and nipping of a child actor and a father by a leopard. Four segments are already wrapped up, with the other 10 being edited in Hollywood. During the filming, juvenile lead Danny Bravo was nipped on the

### Intertel Slated for 42-Million Global Viewers

"Unfinished Revolution," latest in the Intertel TV documentary series on Mexico's national upsurge, will be seen beginning next week on the five Westinghouse TV stations, 55 NET stations and other U.S. outlets via syndication. The program, eighth in the Intertel series and the second to be co-produced by WBC and NET, will reach about 42 million English-speaking people world-wide, plus South American audiences in Spanish and Portuguese dubbed versions.

### WB, Skelton Partners Della-Cioppa at Helm

Jack L. Warner, president of Warner Bros. Pictures, and Red Skelton, Van Bernard Productions president, have entered their two firms in partnership arrangement to develop TV and motion picture properties.



DELLA CIOPPA

Guy della-Cioppa, associated with Van Bernard as executive producer of "The Red Skelton" (Continued on Page 7)

### 'Practical Politics' Theme Of Indiana's Convention

Indianapolis — NAB president Leroy Collins will keynote the Fall convention of the Indiana Broadcasters Association Friday and Saturday. Conference theme is, "Practical Politics, Responsible Broadcasting and Vice Versa."

neck by a leopard with which he was wrestling. The boy's father stepped in and was severely bitten and clawed and is still in the hospital. The leopard was shot by Mexican soldiers who were nearby. In another incident, a female lion escaped and terrorized field (Continued on Page 7)

### PTA MAG LAUDS TV'S PROSPECTS

Kiddie Shows, News Docs Win Publication's Favor

Chicago — The season's TV prospects have been applauded in the latest PTA Magazine, which specifically singled out new, regularly scheduled programs for children; news and documentary programs, "... where TV is at its best ..." and a new "quality drama" series announced by CBS, which will also extend its experimental "Dialogue" series of (Continued on Page 2)

### Larry White Directs G-T Program Output

Lawrence White, who recently resigned as CBS-TV daytime programs VP, yesterday began his new duties as director of program administration for Goodson-Todman Productions.

Before joining CBS in 1959, White had been with Benton & Bowles for eight years, most recently as director of programming.



WHITE

### Two Okayed for Hiatus

Washington Bureau of RADIO-TV DAILY  
Washington. — FCC's Broadcast Bureau has granted permission to WTHR Panama City, Fla. to remain off the air until Nov. 15 and KBBM (FM), Hayward, Calif., until Dec. 26.

### Harassment Charged By Mfrs.; NAB Busy Clearing Commercials

With 84 days remaining to Christmas, and millions in air-time billings at stake, toy manufacturers complained yesterday to RADIO-TV DAILY of harassment by the Federal Trade Commission over their TV commercials. The toy executives, who requested anonymity to escape possible retaliatory charges of false advertising by the FTC, alleged, in separate instances, that:

Video blurbs which were accused of presenting deceptive demonstrations on the air actually had been abandoned last year and that their substitutes had received full clearances.

Citations against 27 manufacturers for buying time from jobbers at discount rates, constituting "unfair practices," were dropped last week as unwarranted actions.

Meanwhile, to clear the air for the approaching holiday season, the NAB's Code Authority staff in New York and Hollywood has reviewed and approved 56 commercials for games and toys produced by 22 companies.

All of the spots listed were (Continued on Page 7)

### Gen'l Cigar Joins Gillette On 'Fight of the Week'

General Cigar Co. becomes a sponsor of ABC-TV's "Fight of the Week" beginning Saturday, Edgar J. Scherick, network sales VP said yesterday.

Represented by Y&R, General Cigar joins Gillette in sponsoring the boxing series.

### Are Ads Good for Paris Also Good for Tel Aviv?

A workshop on the problems inherent in producing radio and TV commercials that would be universally accepted in such diverse cities as Tokyo and New York, Buenos Aires and Tel Aviv will be held Oct. 31 by the International Radio and TV Society. The discussion session is being organized by William R. Duffy of McCann-Erickson.





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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

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## Spanish Web Group Assembling in Dallas

The 24-station national Spanish language Network's annual meeting takes place Friday thru Sunday in Dallas, presided over by NSLN chairman John Redfield of KIFN, Phoenix. The agenda includes election of officers, consideration of further research into Spanish-language marketing, programming exchange and other facets of the business.

Emphasis will be placed on research projects. The last meeting in September, 1961, produced the underwriting for a research job on certain social and economic characteristics of the Spanish-speaking American. The study, undertaken for the NSLN by Pulse, was recently released.

## Ruth Ashton Back at KNX

West Coast Bureau of RADIO-TV DAILY

Hollywood—Reporter Ruth Ashton has rejoined the KNX Radio staff on the Monday-thru-Friday program "Question Please-Am."

Her interviews with guests are stressing such topics of interest to the young housewife as house-

# COMING AND GOING

ROBERT C. FRANSEN, WTCN, national sales manager, has returned to Minneapolis after a N. Y. sales trip.

ROBERT W. MAZUR, WMCA sales manager, has left on a sales trip to Chicago, Detroit, San Francisco and L. A.

SEBASTIAN CABOT was in New Orleans yesterday for a personal appearance on behalf of the United Fund Appeal.

JOHN C. Gilmore, CCA president, to Buffalo for conferences with Ad Busch Agency and Lablows.

HANK ALEXANDER, of Video Tape, Unltd., to the Virgin Islands for business conferences.

CHARLES YOUNG, KTTV national sales director, in Chicago for conferences.

IKE PAPPAS, WNEW reporter, in Oxford, Miss.

CY HOWARD, producer of CBS-TV's "Fair Exchange," arrives in N. Y. today on business.

BARRY GRAY, of WMCA, back in N. Y. after a European vacation.

ANDY GRIFFITH in town for a brief visit.

DAVID HALE HALPERN, Ted Gotthelf Associates radio-TV VP, has returned from Washington conferences.

## Culture, Economics On Montreal Agenda

Special to RADIO-TV DAILY

Montreal — The Canadian French language broadcasters' convention will be held here at the Queen Elizabeth Hotel Nov. 5-7.

First morning of the convention will be devoted to the cultural aspects of radio-TV, with discussion on the economic factors in the afternoon. The second day will deal entirely with advertising agencies. The third day will consist of business meetings and elections.

## Chas. Crutchfield Joins Tour of RFE Facilities

Charles H. Crutchfield of Charlotte, N. C., executive VP and general manager of the Jefferson Broadcasting Co., will be among 25 broadcasting officials and businessmen to tour Radio Free Europe's facilities in West Germany and Portugal this month. The tour leaves from New York Oct. 12.



CRUTCHFIELD

## Heads AM Merchandising

Philadelphia—Chuck Heiser has been appointed merchandising director for WCAU. He has been with the station for the past three years.

## D.C. Caster Campaigning To End School Vandalism

Washington — WWDC has embarked on campaign to end "school vandalism," with station prexy and general manager Ben Strouse airing his "editorials" four times daily. Through his recorded comments, the D.C. public is informed of how much in taxes goes for unnecessary repairs.

## Bill Craig Now Veep At Young & Rubicam

William F. Craig, associate director of Young & Rubicam's TV-Radio Dept., has been named a VP of the agency.

Previously associated with the Grey and the William Morris agencies, Craig also was program supervisor, manager of daytime radio and director of TV for Procter & Gamble productions for ten years.

## CBS Radio Web Sales Shifts Seehafer to N.Y.

Gene F. Seehafer, an account exec in the Chicago office of the CBS Radio Network Sales Dept., has been transferred to the same post in New York.

## Magazine Praises TV

(Continued from Page 1)

conversations between experts in politics, philosophy and other fields.

Of programs already on the air, the official magazine of the National Congress of Parents and Teachers cited the syndicated "Treasure" series; ABC's "Wide World of Sports" and "The New Breed," and "Walt Disney's Wonderful World of Color" on NBC, although in the latter program it took issue with the caliber of cartoons it aired.

# FINANCIAL

(October 1)

## NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12 1/8	11 5/8	11 5/8
AB-PT	28 3/4	27 3/4	28 1/4
Am. Tel. & Tel.	106 1/2	105 1/8	105 1/8
AVCO	21 3/4	21	21
CBS	36 1/2	35	35
Columbia Pic.	20 1/4	19 1/2	19 5/8
Crow-Coll	22 3/8	22	22
Decca	39 1/2	39 1/2	39 1/2
East. Kodak	95 1/8	93 3/4	94
Gen. Prec.	31 3/4	31	31
Hazeltine Corp	18 1/4	18 1/4	18 1/4
Magnavox	31 3/8	30 1/2	31
MCA	42 1/2	40 1/2	40 5/8
M-G-M	29 7/8	29 5/8	29 7/8
Metromedia	13 5/8	13	13
Minn. M&M	48 7/8	47 1/8	47 1/8
Nat. General	6 3/8	6 1/4	6 1/4
Paramount	37 3/4	37 1/8	37 1/2
Plough	26 1/8	25 3/4	25 3/4
RCA	46 1/4	44 7/8	44 7/8
Storer	29 3/4	29 1/2	29 1/2
20th-Fox	21	20 3/4	20 3/4
Taft	15 1/4	15	15
United Artists	27	26 3/4	26 3/4
Warner Bros.	12 3/8	11 7/8	11 7/8
Westinghouse	25 7/8	25 1/2	25 7/8 +
Zenith Radio	50 3/4	49 1/4	49 1/2

## AMERICAN STOCK EXCHANGE

Allied Artists	3 1/4	3 1/8	3 1/8
Capital Cities	1 5/8	1 1/2	1 1/2
Desilu	7 7/8	7 3/4	7 3/4
MPO	6 1/2	6 1/4	6 1/4
NTA	1 1/8	1	1
Technicolor	10 3/8	9 3/4	9 3/4
Trans-Lux	12	12	12 +
TV Industries	1 5/8	1 5/8	1 5/8

## \* OVER THE COUNTER

	Bid
Jerrold	5 1/8
Meredith	21
Rust Craft	9 1/2
Seven Arts	1 3/8
Sterling	8
Transcontinent	9 1/8
Wometco	24 3/4

\* Courtesy of National Association of City Dealers.



WBAB

LONG

ISLAND'S

HOMEMAKER'S

SWEETHEART

1440 AM — 102.3 FM

BABYLON, NEW YORK

AX 1-1180



# Poll Says Dialers Love Those Editorials

## Wisconsin U. Scans Audience Reaction, Cites Opinion Value

Madison, Wis. — Editorials broadcast by an increasing number of Wisconsin radio and TV stations are regarded favorably by most listeners, and the station operators believe the practice is a constructive community contribution. Of 42 replies to questionnaires mailed to about 100 Wisconsin stations, 26 broadcasters said they editorialize while 16 do not.

Most of the editorials concentrate on local and state issues. Stations replying, 25 editorialize on local topics, 18 on state, 8 on national and 6 on world. Majority of the editorials are broadcast on an occasional basis, from 1 to 5 days a week. Most average 1 to 5 minutes, are repeated from 2 to 6 times.

### Station Officials Quoted

Editorializing was described "best thing we've ever done" by Paul Skinner, WHBL, Sheboygan; "perhaps the most important single facet of our programming," John A. Reddy, WKY, Milwaukee, and "gives needed outlet for things which could be said," Joe Koelsch, WCO, Richland Center.

"We pick controversial subjects; the response is terrific," said John D. Rice, WCOW, Sparkeston. Editorializing is "a lot of work and has cost us business but adds to station stature," said J. E. Severson, WCUB, Manitowish. WOMET, Manitowish, has editorialized since the early 1940s, said F. M. Kadow.

## Talent to Talk Shop On Roundtable Nite Sponsored by ATAS

The Academy of TV Arts and Sciences will hold "A Night at the Roundtable" Thursday at the Americana Hotel, New York, to provide a forum for creative TV talent discussing mutual problems.

### Top Shows Represented

Participants will include: Peter Afte, station manager, WNBC-TV; Mildred Freed Alberg, producer, "Our American Heritage"; Bob Banner, executive producer, "The Garry Moore Show"; Barbara Britton, Revlon spokeswoman and star of the TV series "Mr. and Mrs. North"; Herbert Brodtkin, executive producer, "The Defenders"; David Davidson, writer of Metro's upcoming documentary special "Garbo: Face of the Century"; Julio Di Benedetto, producer - director, "Candid Camera"; Sumner Locke Elliott, represented most recently by his original teleplay "The Gray Nurse Said Nothing" on Playhouse 90; Faye Emerson; Dave Geisel, director, "The Garry Moore Show"; Charles Gariat, manager, On-the-Air Services, CBS; E. G. Marshall, star of "The Defenders"; Mark Goodson, half of the team of Goodson-Todman; Al Perlmutter, Harold Cohen & Associates; David Susskind, Talent Associates - Paramount Ltd.; and Paul Taubman, composer and conductor.

## ATLANTA TV STA. NAMES BLAIR; OTHER REP NEWS

Atlanta—With formal transfer of Channel 11 here from Crosley Broadcasting to Richard M. Fairbanks at \$3.3 million, the station has changed its call letters from WLWA to WAIH and named Blair-TV as its exclusive national rep. Fairbanks said his new acquisition remains an ABC affiliate.

Named VP-general manager of WAIH was Joseph M. Higgins, previously in the same posts for Fairbanks' WIBC, Indianapolis, also repped by Blair.

## Eastman Co. Elects Corporate Officers

Robert E. Eastman & Co. has elected new corporate officers, as follows: John T. Thackberry, on the West Coast staff since January, 1959, and Los Angeles manager since December, 1960, named VP; Lee A. Lahey, on the N. Y. sales staff since it was formed June, 1958, named secretary, and Frank L. Boyle, with Eastman since September, 1959, named VP. Eastman has also been appointed national sales rep for WNDR, Syracuse, owned and operated by Arthur C. Kyle.

## H-R Repping KEWB, Crowell-Collier AM

Oakland — Crowell-Collier Broadcasting has named H-R Representatives to rep KEWB, which covers Oakland, San Francisco. Following signing of the contract, H-R execs conferred here with KEWB general manager John McRae.

## CBS Gives Telstar Pix To Library of Congress

Washington — CBS News chief Washington correspondent David Schoenbrun has presented to the Library of Congress films of the first Telstar broadcasts on July 10 and 11, as seen on the net. CBS aired the transmission from Andover, Me., and the Europe-originated broadcast.

## Mal Bellairs to Speak

Chicago — WBBM personality Mal Bellairs will be guest speaker at the Merchandising Executives Club monthly meeting Friday. He'll discuss various aspects of radio broadcasting before a group of Chicago's prominent advertising people.

**BAKER BICYCLES IN JAZZ AREAS**  
Producer Wheeling Around For Series, Spec Shooting

W. Coast Bureau of RADIO-TV DAILY Hollywood—Producer Jimmie Baker, who heads the syndicated "Jazz Scene, USA" series for Steve Allen's Meadowlane Productions, will bicycle between the program filming duties and KABC-TV, where he is creating an hour TV documentary, "The Sounds of Jazz," for presentation Oct. 20.

Bandleader Les Brown has been set as narrator, and the guest list so far includes Bessie Griffin and her Gospel Pearls, Bobby Hammack and his Orchestra, Shorty Rogers and his Giants and Lucy Ann Polk.

## Anti-Red Lectures Aired in Ft. Worth

Fort Worth — Condensed versions of the Fort Worth Chamber of Commerce's "Freedom vs Communism" course, taught by Judge Jack M. Langdon, are being aired by KXOL Radio for the eight-week duration of the course.

The teacher is a judge of the 17th Judicial District of Texas and a former FBI agent. For KXOL, the anti-communism series renews a Sunday night pubserv program "KXOL Kaleidoscope," a part of the "College Hour." The station is making the tape available to all of its fellow Wendell Mayes stations, seven in Texas and one in Oklahoma.

## 'Around Town' Starting Senior Citizens' Corner

Boston—"Around the Town," WNAC's five-a-week show with Bill Hahn, will begin a new weekly feature Thursday, "Looking Ahead," with Helen Kaplan hosting. The addition is aimed at the "senior citizen," with commentaries on pensions, retirement, medical news and recreation.

## Big Joe' Shifting to WWRL

"Big Joe" Rosenfield, Jr., returns to the air with his "Happiness Exchange" for the 14th year on Monday on a new station, WWRL. His program has been heard over the ears on WOR, WMCA, WINS, WED, WVNJ, WHOM, WMCA (now WHN) and the past year on WABC. Starting his career on WNOE, New Orleans, in 1946, he created the current format when he shifted to WOR three years later.

In 1952, Rosenfield founded the Happiness Exchange Foundation to administer and distribute large funds flowing in from listeners, to support numerous research and philanthropic projects throughout the world. Over \$2 million has been given away to date, in

addition to food, clothing, legal aid and medical care.

On his opening WWRL program one of his guests will be James Fair, who had been sentenced to die in Blakely, Ga., after being found guilty of murder. The boy's mother came on the "Happiness Exchange" and explained the circumstances involving her son's conviction, stating he had no trial and no lawyer. "Big Joe" raised over \$6,000 for expenses and attorney's fee and the boy was granted a new trial in 1961 and subsequently found to be innocent.

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**WRB**  
PHONE: LT 1-8530

**LEN FIRESTONE**  
VICE-PRESIDENT AND  
GENERAL MANAGER

FOR THE RELEASE OF ITS NETWORK  
SHOWS FOR INDIVIDUAL MARKET  
PROGRAMMING

DISTRIBUTION CORP.  
600 FIFTH AVENUE, NEW YORK 20

# FOUR STAR

THE FORMATION  
OF ITS NEW COMPANY

*Soundly Announces*

## FOUR STAR TELEVISION



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# ENCORE!

## HOURS:

- ★ TARGET: CORRUPTORS
- ★ THE DETECTIVES
- ★ STAGECOACH WEST

## HALF-HOURS:

- ★ DICK POWELL'S ZANE GREY THEATRE
- ★ THE DETECTIVES
- ★ LAW AND MR. JONES

Climaxing a decade of superior showmanship, Four Star now offers a selected number of off-network series for individual market programming.

Networks, sponsors and viewers alike have consistently acclaimed the premium entertainment proudly bearing the Four Star name. These programs have demonstrated their power to attract audiences and have established a fine record of results for advertisers.

Your station will inherit this legacy of "proven-programming" with these Four Star series. Here is quality that will add prestige to your station... rating histories that will ease your spot selling job and enough variety to fit anywhere in your schedule. These and more, the reasons for an encore.



A SUBSIDIARY OF FOUR STAR TELEVISION

FOUR STAR DISTRIBUTION CORP. • 600 FIFTH AVENUE • NEW YORK 20, NEW YORK





By TED GREEN

• • • The overseas sale of Chrysler's "Empire" series is heavy . . . Singing cop Saverio Saridis a smash at Boston's Blin-stubs, after three sensational weeks at the Sands in Vegas. His singing reminds us of Mario Lanza . . . Director Martin Carr signed to another forthcoming special at CBS. He's one of the busiest young directors in the net . . . Producer Bill Hobin and his family recently moved into a lovely new home in Scarsdale . . . TV's Sid Caesar and his musical director, (one of the nicest guys in the industry) Charley Sanford, dining at LaStrada East. Sanford not only handles the baton for Caesar's TV specs, but he'll also be in the pit for Sid's forthcoming Broadway musical, "Little Me" . . . We visited Sony's Exhibit Center on Fifth Avenue and were amazed at Sony's revolutionary 24-transistor, 5-inch micro TV sets. We predict that these sets will be on every Ad Agency and TV exec's desk . . . Incidentally, this set can also be used in your car.



• • • Buddy Faber named Seven Arts TV contract manager. He takes post of Jeremy Hyman, who is transferred to Seven Arts London office . . . Janet Elizabeth Kane, lovely daughter of veteran CBS-TV press staffer Jim Kane, will be the February bride of Keith Gerald Abler, of Calif., who is with IBM . . . Dion, currently touring Europe and the British Isles, is concentrating on TV in every country. When he returns early this month he'll discuss a role in a TV series about the life of a teen idol . . . Columbia singing star Anita Bryant spending the next two weeks in New York filming a third series of commercials for Coca Cola. She's also promoting her latest album, a special sacred package for children, titled "The ABC Stories of Jesus." . . . "Camelot's" Laurie Main (King Pelinore) is the senile old general in the recent Schweppe's commercial.



• • • Meet: Fred Parsons, a veteran of 20 years in broadcasting, who started at a small radio station in West Virginia. Just before World War II he joined WSB, Atlanta, where he broadcast news and special events. After Merchant Marine service Parsons joined WLW, Cincinnati, in radio and TV news. In 1950, he came to New York to broadcast news and special features for WOR and Mutual Broadcasting, moving to NBC in 1955 for "Monitor," "Nightline" and "NBC News." Following a three-year stay there, Parsons has been primarily a freelance newsman, working for WINS, CBS Radio and WNEW for studio and remote assignments. He presently is doing Sunday news on WPIX.

### Times Staff Backgrounds News for Shipping Line

Holland - American Line is sponsoring the radio commentaries on news background by reporters and correspondents of the New York Times which began this week on WQXR, New York.

The 26 - week contract was placed thru Donahue and Coe. The series marks the first time correspondents of the Times have appeared on a regular schedule of broadcasts.

### Flowers 'Scent' by Wire In Association Bouquet

Association Films has released a new 16mm sound, color motion picture "Wherever They May Be" featuring world-wide flower delivery service.

Sponsored by the Florists' Telegraph Delivery Ass'n, the film is available on a free-loan basis to TV stations, community organizations and schools. Europe is the background for the 13½ - minute production.

### Philly's 'Tottle' Puppets Hold 'Classes' for 2d Yr.

Philadelphia — WCAU-TV will start its second season of "Tottle" Sunday, with a unique puppet show on the meaning of death, "The Butterfly, the Flowers and the Turtle." Designed to dramatize psychological principles for children, the show uses puppets to illustrate the lessons.

### WBTV's Art Smith Syndies New Series

Charlotte, N. C. — WBTV's Arthur Smith has gone into syndication with his weekly half-hour variety series, "The Arthur Smith Show." Sam McDaniel & Sons, makers of Bunker Hill Canned Meats, have alternate sponsorship of the series, being offered in 14 markets across the Southeast.

Smith's show has been aired weekly by WBTV for the past 10 years. Syndication officially started with WNCT-TV, Greenville, N. C., and WFMV-TV, Greensboro, begins the show this week.

### Wilkins Joining KATU As Exec News Editor

W. Coast Bureau of RADIO-TV DAILY Portland, Ore. — KATU has appointed Pat Wilkins executive news director. Beginning his career in El Paso, where he worked for KELP and wrote a radio column for the Sun in 1949, he came to Oregon in 1951 and, since that time, has worked for KOOS, KXL, and KGW. He was employed late in 1953 by the Inland Radio Group as news director. At the same time, he also became associate editor of the Idaho Combat Veteran.

### Wolper Sets 'Editor' Seg

W. Coast Bureau of RADIO-TV DAILY Hollywood—Wolper Productions has set "Story of a Newspaper Editor" as its next seg in "The Story Of" series, rolling this week in Oceanside, Calif. Thomas Braden, of the Oceanside Blade-Tribune, appears as himself in the title role.

### Spanish Program Head

W. Coast Bureau of RADIO-TV DAILY Los Angeles—Lilly V. Perez, formerly of Mexico City, has been named program director of KMEX - TV, Spanish-language station here, by Rene Anselmo, vice president.

### Carson Ready to Screen His Big Diamond Capers

Johnny Carson will prove on his "Tonight Show" Friday that he's in there pitching against the best of them, when he shows films taken last week at Yankee Stadium where he actually pitched against Mickey Mantle, Roger Maris and Elston Howard. The TV personality's diamond caper was a childhood dream-come-true when he stood on the mound against baseball's foremost.

### Entries Due Dec. 1 For NCCJ Awards

Radio and TV programs will be among the recipients of the 10th annual National Brotherhood Media Awards to be presented by the National Conference of Christians and Jews during Brotherhood Week, Feb. 17-24. Nominations, which close Dec. 1, must be for material which appeared originally since last Nov. 30.

Honoring outstanding achievements by the various channels of mass communication, the field of human relations, the citations consists of "Brotherhood Award," a gold medallion encased in lucite for major contributions — for each of 14 media categories — and "Certificates of Recognition" for runners-up.

Dr. Lewis Webster Johnson, NCCJ president, said Brotherhood Award was instituted "to encourage all avenues of the mass media to think in terms of human relations, derive recognition for their contribution to greater understanding among all men."

### Murphy Elected Executive Of Crosley Broadcasting

Cincinnati—John T. Murphy has been elected an executive of Crosley Broadcasting Company. Starting with the net's WLW Dayton, as general manager in 1949, he served as VP in charge of TV for the past few years.

### OBITUARY

#### Stanley J. Reulman

Service for Stanley J. Reulman, VP of the Western Division of the Katz Agency, was held yesterday at the Crosby N. Funeral Home, Burlingame, Calif. Reulman died Friday in San Francisco.

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# Seven Sponsors Tab New Astaire Dramas

Premiere," Fred Astaire's new anthology series, bows on CBS-TV Oct. 11, with "Guest in the House," starring the program's star. Telecast every other week, the series will be sponsored by Arthur and Co., through Foote, Cone and Belding; Mead Johnson, through Day and Eckhardt; Mobil Oil, through Ted Bates; North American Philips, via C. J. LaRoche; Minute Food Products, through Sham-Laird; Polaroid Corp., through William Esty, and Sunbeam, through Perrin Associates.

# Galago' on Camera After Wild Cat Rampages

(Continued from Page 1)

prers until it collapsed from exhaustion. Taken back to its cage, it died of an apparent heart attack. In addition, a puma died of pneumonia.

The current menagerie for the zoo consists of a new male lion, a new puma, a 25-foot python, a trained eagle and a second chimp, the latter acquired as a stand-in for the other tines of play-act-

made Preston guests in some part of the first 14 segments, with Bernard Garland starring. Celisprovision Corp. is producing the film, which will be distributed world-wide by CBS Films. Initial production is planned around Oct. 1.

# Commercial Eyes

(Continued from Page 1)

checked from the pre-production storyboard through the final film revisions and compared with the product's actual values. In some cases, it was said, commercials were accepted with minor qualifications, none of which were believed however to be of a nature that would bring on disapproval. Station code subscribers have been asked to apprise the Authority of any toy advertising which they may have reason to believe has not previously been submitted to NAB standards.

# BBDO's Shule to Speak At CARTA Luncheon

CARTA, (Catholic Apostolate Radio, TV, Advertising), resumes its Friday luncheons for this season Oct. 5, at Rose Restaurant. The luncheon speaker is James Shule of BBDO. He is a VP director, executive committee member and secretary at the agency. Previously, he had been a partner in its law firm. In Jan., 1961, he was invested as a Knight of Malta Cardinal Spellman.

# AGENCY NEWSCAST

By RALPH TYLER

A heavy shortwave radio advertising campaign covering Europe and Africa to promote subscriptions to the International Edition of the New York Times began yesterday on WRUL, Worldwide Broadcasting's international short-wave station. The Times' International Edition, published in Paris and circulated overseas, has contracted for a 26-week sked using 15 announcements per week. Worldwide Broadcasting is a division of Metromedia, Inc.

Chrysler has signed Mel Blanc Associates, commercial production firm, to create and produce four one-minute humorous commercials to introduce the new 1963 Chrysler. Deal was set thru Y&R. Chrysler reps . . . Playhouse Pictures is producing five one-minute and two 30-second animated TV commercials in the "Peanuts" cartoon series for the '63 Falcon, thru JWT. Paul Frees has recorded the announcer voice for three of the spots at Universal-Radio Recorders, Hollywood.

Warner-Lambert Pharmaceutical Co. has named Lennen & Newell agency for Richard Hudnut and DuBarry cosmetics and toiletries, Ciro perfumes, Sportsman toiletries and the Fizzies line of effervescent soft drink tablets, products formerly handled by Lambert & Feasley, the company's wholly-owned advertising subsidiary. The move is part of a general reorganization that earlier saw Listerine & Pro-Brush reassigned to JWT.

# WPIX Skein to Study Moral Issues in Fla. Form 13-Seg Series

"Great Religious Leaders," a new weekly religious series presenting outstanding clergymen from the New York metropolitan area, begins Oct. 14 on WPIX, produced by the station's news-public affairs dept' under the supervision of Walter D. Engels, manager. The program will be directed by Jack Felice.

## Cites Three Leaders

The initial program will feature the Rev. Bryant M. Kirkland, pastor of The Fifth Avenue Presbyterian Church, on the topic, "What Makes a Great Religious Leader?" He will discuss three famous religious leaders of the past, including John Wesley, George Whitefield and Jonathan Edwards, pointing up characteristics all three had in common that can still be applied to contemporary religious leaders, emphasizing the parallel between them and the Rev. Martin Luther King.

# Thought for Today

"There is every reason for close liaison between the NAB Code Authority and the Station Representatives Association. Comprised of the leading representatives of radio and television stations in every important American market area, the SRA is a natural transmission source for Code information, regulations and practices."

—Edward Codel, President Station Representatives Ass'n

The complete 70-game sked of Red Wing Hockey games will be aired exclusively by WWJ Radio, Detroit, this season with Carling Brewing Co. as sponsor . . . Richard McClenahan has joined Guild, Bascom & Bonfigli, San Francisco, as media director for the agency's Foremost Dairies account. Previously he had been with Dancer-Fitzgerald-Sample, New York, for six years. Most recently he was on the Frigidaire account . . . John McKee, Jr., has been named assistant manager of the Detroit office of BBD&O. Now second ranking VP in the Detroit office, McKee is assisting Robert E. Anderson, Detroit manager, in the general administration of all advertising activities for the company's local-based clients.

# Wheeling TV to Scout Area's Auto Specials

Wheeling, W. Va. — WTRF-TV on Saturday launches "The Auto Scout Show," featuring automotive specials being offered around the Wheeling area, with specific cars being advertised as outstanding bargains as selected by an auto expert.

The half-hour program, in addition to the scouting out of top auto buys in the area, will present a variety of auto and safety experts during the series to explain to the TV audience what to look for in the way of a good automobile and how to maintain it for top performance.

The program will be made available to auto dealers and automobile accessory dealers and distributors with a maximum of five cars being categorized as bargain buys on each program. The program is produced by Edward R. Graham.

# WB, Skelton Join Hands

(Continued from Page 1)

Hour" on CBS-TV and former VP, CBS, programs, Hollywood, will be in charge of project development. He will divide his time between Van Bernard and the new project.

STORER TELEVISION SALES  
has the facts about

# WJBK-TV

THE

# No. 1 BUY

IN

# DETROIT

# WJBK-TV DETROIT



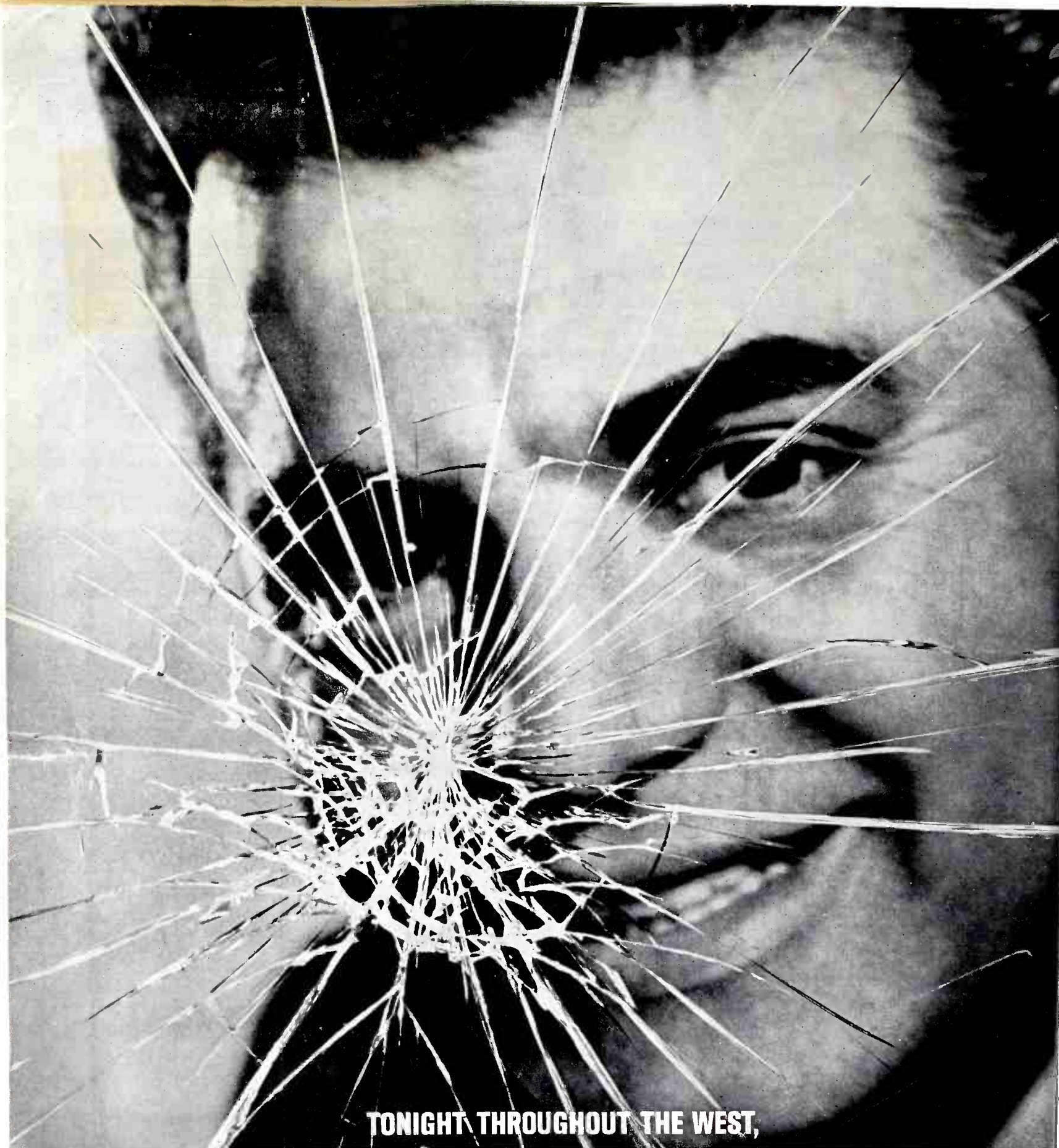
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A STORER STATION

# Howe Remains with ABC

Quincy Howe, who recently joined the WNEW news staff with daily roundups and analysis of the foreign press, is still heard on ABC. He remains with the net as commentator and correspondent.





**TONIGHT THROUGHOUT THE WEST,**

**JACK DOUGLAS BREAKS THE "SOUND BARRIER" IN TRAVEL-ADVENTURE!**

Jack Douglas gives West Coast TV viewers an earful with Episode 7 from Across the Seven Seas. □ For the first time, a travel-adventure series breaks the barrier of silence between the television audience and the world's fascinating people. □ From start to finish,

this colorful episode, "The Second Time Around," has the actual sounds — the voices, the music, the pulse — of other lands. Recorded on the spot in Italy and Switzerland! □ Now this dynamic new series will speak for itself!

JACK DOUGLAS IN ASSOCIATION WITH BING CROSBY PRODUCTIONS PRESENTS

**ACROSS THE SEVEN SEAS**

(7 P.M., KRCA-NBC IN LOS ANGELES)





Indiana University Library  
Bloomington Ind

L. 91, NO. 66

WEDNESDAY, OCTOBER 3

ENTS

## TV ALERTED TO A UHF 'MICKY'

### MUTUAL'S N.Y. FLAGSHIP STORER'S WHN OCT. 14

The guessing game is over. The answer to which New York outlet would become the flagship of Mutual Broadcasting System's sprawling radio network of 502 stations throughout the United States was forthcoming last night:

It is to be WHN, Storer Broadcasting Co.'s latest acquisition—at record price of \$10,900,000, bought last January as WMGM on Loew's Theatres, Inc. The CBS affiliation date is Sunday, Oct. 14.

The announcement was made last night by Stanton P. Kettler, senior executive VP, and Robert Hurlough, MBS president. WHN, which succeeded WOR Mutual affiliate in New York last August, '61, will go independent when WHN takes over the affilia-

John C. Moler, WHN general manager, said exact times of the Mutual programs to be carried had not yet been arranged;

(Continued on Page 6)

### Letters Confusing?

Lansing, Mich.—FCC has agreed to request by WJIM-TV here for consideration of assigning call letters WIIM-TV to Channel 13, and Rapids, Mich., on the grounds of possible confusion between the stations.

### 4 Star Sets Biog Series on 'Favorite Presidents'

Hollywood — "Stories Behind Favorite Presidents" has been selected as an immediate project for Four Star TV. Contract was signed with William Davidson, author of "Six Great Presidents" to research and provide storyline for the new project.

### Henry's Yale Experience Made Him Broadcaster

Washington—New FCC member E. (for Emil) William Henry was finally revealed to have some "broadcasting" experience after he was sworn in yesterday. The FCC says that while at Yale, Henry was a member of the student organization which operates WYBC, an "indoor radio" system wired to each dormitory. He served in the continuity department and was also an announcer.

### Official Films Climbs Into Profit Brackets

Official Films had pre-tax earnings of \$433,000 for the fiscal year ended June 30, Seymour Reed, president, reported yesterday. Net income after taxes amounted to \$205,000, equal to \$.07 per share on 2,829,328 shares.

Comparative figures for last year (Continued on Page 6)

### Felton, MGM-TV's 'Beehive,' Gets 6th Series Assignment

MGM-TV yesterday revealed it has purchased rights to the Sheperd Mead book, "The Four More Money than Men," for a new half-hour comedy series to be produced by Norman Felton.

MGM studio head Robert M. Weitman said the property gives Felton, director of programming, six new projects being developed

### MCA's Syndie Force Begins Station Sales On 'Bachelor Father'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Salesmen for MCA TV's Film Syndication Division are criss-crossing the country with their latest release, "Bachelor Father." Just made available for local station use after five consecutive years on all three networks, the series consists of 157 half-hours.



Plans for sale of the skein, as well as for other current and future film availabilities, were discussed by David V. Sutton, division VP, at a three-

Workmen this month beginning Universal City studio buildings for '63 construction of a multi-million-dollar real estate complex encompassing MCA's Universal-Revue Studios.

day meeting conducted in the Beverly Hills Hotel and at Revue Studios, MCA's production head-

(Continued on Page 4)

### Attempt to Remove Channels 14 and 15 Will Face Opposition

By ARTHUR PERLES

The Electronics Industries Association yesterday attempted to hand broadcasters a "mickey" by formally petitioning the FCC to take the lowest UHF channels, 14 and 15, away from TV.

The NAB and other spokesmen for broadcasting are expected to move rapidly against this latest threat to video communications.

It came in the face of the all-channel-set legislation pushed to passage recently by the Commission on the grounds that it would permit the U's to compete with established outlets within four to ten years.

Claiming that the spectrum space is needed by land mobile (Continued on Page 6)

### Cleveland AM's Efforts Win Air Force Citation

Cleveland — WHK, Metromedia station here, has been commended by the U.S. Air Force "in appreciation of its efforts towards the advancement of peace through air power and in recognition for devoted service in the recruiting program." The citation was accepted by Jack Thayer, VP and general manager of the outlet.

### Eddie Cantor Beats Drum In \$15 Mil. TV Salk Drive

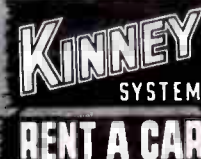
Beverly Hills—Eddie Cantor announced a TV charity project yesterday to raise \$15 million in one day for projected Salk Foundation in La Jolla, Calif. Cantor said clearances have already been obtained from AFTRA for TV personalities to present a two-hour show which he hopes to beam on the three nets.

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Vol. 91, No. 66 Wed., Oct. 3, 1962 10 Cts.

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# COMING AND GOING

**HUBBELL ROBINSON**, CBS-TV senior VP of programs, in Hollywood on business.

**RAYMOND MASSEY** in N. Y. for personal appearances and interviews.

**LARRY KERTZ**, actor-singer-dancer, arrives in N. Y. for TV meetings.

**RICHARD A. O'LEARY**, KABC-TV general sales manager, in New York for sales meetings, then to Chicago next week before returning to the Coast.

**SHELDON PETERSON**, news director, and **MORT ROSENMAN**, program director of WTCN, have returned to Minneapolis from Time-Life Broadcast conference in San Diego.

**ROBERT LIVINGSTONE**, CBS-TV West Coast sales manager, in N. Y.

**STAN WALKER**, press-info chief and **MORT BARNETT**, pop and Red Seal promo manager, both of RCA Victor Records, on tour to intro Italian tenor, **SERGIO FRANCHI**.

**ANNE WAKEFIELD**, TV actress, has arrived in N. Y. from France aboard the United States.

**HAL PEARY**, engineer in charge of KNX radio technical operations, on vacation.

**DICK VAN DYKE** has returned to Hollywood from N. Y.

# FINANCIAL

(October 2)

## NEW YORK STOCK MARKET

	High	Low	Close	Ch
Admiral Corp.	12 1/8	11 3/4	12	+
AB-PT	29 1/8	28 1/8	29 1/8	+
Am. Tel & Tel.	108	105 1/8	107 1/2	+
AVCO	21 1/8	21 1/8	21 1/4	+
CBS	35 3/8	35	35 3/8	+
Columbia Pic.	20 1/8	19 7/8	20	+
Crow-Coll.	22 7/8	22	22 1/2	+
Decca	39 1/2	39	39 1/2	+
Disney	25 3/4	24 3/4	25 1/2	+
East. Kodak	96	94	96	+
Gen. Elec.	32	31	31	+
General Tel.	19 1/2	19 1/4	19 3/8	+
Hazeltine Corp	18 3/4	18 1/8	18 1/2	+
Magnavox	32 3/8	30 7/8	31 1/2	+
MCA	41 7/8	40 5/8	40 3/4	+
M-G-M	30 3/8	29 7/8	30	+
Metramedia	13 3/8	13 1/8	13 3/8	+
Minn. M&M	48 1/8	47 1/2	47 3/4	+
Nat. General	6 3/8	6 1/4	6 1/4	+
Paramount	37 1/4	36 7/8	37	+
Plough	26 7/8	26	26 7/8	+
RCA	46 1/4	44 7/8	46	+
Storer	29 3/4	29 1/4	29 3/4	+
Taft	15	14 3/4	15	+
20th-Fox	21	20 5/8	20 3/4	+
United Artists	27	26 3/4	26 3/4	+
Warner Bros.	12 1/8	11 7/8	12 1/8	+
Westinghouse	26 1/4	25 3/4	26 1/8	+
Zenith Radio	51 1/2	49 5/8	50 7/8	+

## AMERICAN STOCK EXCHANGE

	14	15	15	+
Capital Cities	14	15	15	+
Desilu	7 5/8	7 5/8	7 5/8	—
Esquire, Inc.	7 1/4	7 1/4	7 1/4	—
Filmways	4 7/8	4 5/8	4 7/8	—
MPO	6 1/4	6 1/4	6 1/4	—
NTA	1 1/8	1	1 1/8	+
Reeves Sound	3 5/8	3 3/8	3 5/8	+
Technicolor	10 1/8	9 3/4	9 7/8	+
TelePromTer	7	6 7/8	6 7/8	—
Trans-Lux	12	12	12	—
TV Industries	1 5/8	1 5/8	1 5/8	—

## \* OVER THE COUNTER

	Bid	Ask
Jerrold	5 1/8	
Meredith	20	
Rust Craft	9 1/2	
Seven Arts	8	
Sterling	1 3/8	
Transcontinent	9 1/8	
Wometco	24 3/4	

\* Courtesy of National Association of City Dealers.

# FALL SEASON'S COLORFUL, TINTING 29% OF WORK SCHEDULE

WOR-TV this Fall will present 29 per cent of its total program schedule in color, with the tinted shows to average 32 hours a week thru the first of the year, according to VP-general manager Robert J. Leder. The station is on the air 112 hours a week, and the color schedule will regularly include a special bloc of diversified half-hour programs in the 10:30-11 P. M. slot Monday-Thursday.

Leder said that percentage-wise, the color plans pull WOR-TV into a virtual tie with NBC's flagship station, WNBC-TV, for tint transmissions. WNBC-TV will be airing 30 per cent of its programs in color thru the first of the year, against WOR-TV's 29 per cent.

WOR-TV's color schedule will hit a peak of 65 hours the week of Oct. 15-21.

## OLD FAVORITE IN NEWEST INN

Lombardo to Play Americana For CBS New Year's TVer

Guy Lombardo's annual New Year's Eve telecast on CBS-TV will this year emanate from the new Americana Hotel in New York, his seventh consecutive New Year's telecast on the network. In 1960 it originated from the Hotel Astor; the other years it came from the Hotel Roosevelt.

## Lodge's Aide Starts Analyzing the Globe

Portland, Ore. — Dr. Frank Munk, an authority on international politics and professor of political science at Reed College, will analyze world affairs on KOIN-TV each week on "Newscene," starting Friday.

Munk recently returned from a two-year tour as senior research fellow with the Atlantic Institute, Paris. During this assignment he worked with Henry Cabot Lodge, director-general of the Atlantic Institute, and other U.S., Canadian and European leaders, in an effort to develop ideas and courses of action to unite the West.

## N.M. TV Shift Requested

Portales, N. M. — The Eastern New Mexico Board of Regents has petitioned the FCC to reassign commercial VHF Channel 3 from Roswell, N. M., to this city for ETV use.

## NBC Appoints Tom Paro Station Manager in D.C.

Washington Bureau of RADIO-TV DAILY  
Washington — Tom E. Paro has been appointed station manager of WRC-TV, NBC o-o here. He has been with the channel since 1960 as sales director.

Paro entered broadcasting in 1948 with the sales promo department of Mutual Broadcasting in Chicago, moving to network radio sales in 1950. In 1954, he was made an account exec, and a year later joined NBC-TV Spot Sales, New York.

## \$33,000 for Ala. Outlet

Washington Bureau of RADIO-TV DAILY  
Washington — FCC's Broadcast Bureau has approved the sale of WFPA, Ft. Payne, Ala., by George A. Gothberg, Jr., to Robert H. Johnson for \$33,000, and sale of CP for WEFA-FM, Waukegan, Ill., by Edward C. Fritz, Jr., to WEFA, Inc., for \$1,500.

## Falk, Duke to Guest In Edie Adams Bow

Edie Adams stars Oct. 23 on ABC-TV in the first of eight "mood - variety" specials titled "Here's Edie," sponsored by Consolidated Cigar for Muriel, via Lennen & Newell.

The first special, reflecting the many moods and emotions of New York City, will have Duke Ellington and his orchestra and Peter Falk as guests.

Among Miss Adams' numbers will be an impressionistic dance version of David Rose's "The Stripper."

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public service programming  
the best of CBS  
a bright, lively station  
prestige radio








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Ask your Allied Artists TV sales representative for the fabulous facts and figures about: (1) Bomba, The Jungle Boy (2) Cavalcade of the 60's Group I (3) The Bowery Boys (4) Science Fiction Features (5) Cavalcade of the 60's Group II.

\*Source ARB

 Allied Artists Television Corp., 165 West 46th St., N. Y. 36, N. Y., PLaza 7-8530



### Silent Lord's Prayer On Closed-Circuit TV

San Francisco — A recitation of The Lord's Prayer in sign language by seven children from the Berkeley School of the Deaf has been taped by KGO-TV as part of a special program for the United Funds. The telecast will be presented on closed circuit via ABC-TV facilities.

## Minneapolis Initiates Harvey Talks-Trek

ABC Radio newsman Paul Harvey, scheduled for six speaking engagements this month, addressed the Conservative Citizens Committee of Minneapolis Monday. On Oct. 12, he journeys to Reno for the meeting of the 20th Century Club and, on Oct. 18, will address the annual meeting of the Associated Industries of Alabama in Birmingham.

Harvey travels to Columbia, Miss., Oct. 19 to speak at WCJU and, on the 22nd, will be in Ft. Worth for the Tarrant County Medical Auxiliary meeting. Finally, on Oct. 30, the newsmen will address the Ohio Ass'n of Insurance Agents at their annual convention in Cincinnati.

While he is out of town, "Paul Harvey News" will originate from: WCJU, Columbia, Miss.; WBAP, Ft. Worth, and WLW, Cincinnati.

## New Phila. Vid Series Sounds 'Space Ocean'

Philadelphia — "Space—The New Ocean," a new series devoted to space exploration, has bowed on WCAU-TV with "The Two Thousand Year Countdown" as its first shot. Presented in cooperation with NASA and the Franklin Institute, the program is designed to provide background for parents and children on the basics of space travel.

"Space—The New Ocean" is produced by Dr. Margaret Mary Kearney and Donald G. Barnhouse, written by Barnhouse and directed by Jerry Chamberlain.

### De Koven Show Preems

WRFM, N. Y., will premiere its "De Koven Presents" Saturday, a weekly hour program of baroque music.

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By TED GREEN

• • • CBS-TV's "Eyewitness" series began its second consecutive year on the air with its 53rd program Friday, and executive producer Les Midgley says it's the only in-depth news show on the air for one year continuously. Jack Powers and his WABC News team probably are headed for more awards with the airing of their latest two documentaries on school drop-outs and the opening of Lincoln Center. Both were timely and effective. WABC newsman Larry Murphy is still talking about his day spent with fire officials at the commissioning of the new fireboat, The John H. Glenn, Jr. Shapely starlet Joan Paulson entered Rattazzi's wearing a tight-fitting sweater, prompting one barfly to remark, "Now there's a ball of yarn that really made good!"

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• • • Meet: Frank Buxton, emcee of ABC-TV's new children's program, "Discovery '62," who has reversed the usual procedure by spending several years as a TV producer-director before becoming an actor. After receiving a BS in '51 from Northwestern U., where he majored in radio-TV and minored in zoology and English, and an MS in TV from Syracuse U., the following year, he worked on the production staffs of stations in Chicago, Syracuse and Buffalo. Involved in the production of several educational and children's programs, he produced "Mother Goose," an entertainment program for young children; "Let's Have a Party," an educational entertainment program for pre-teens; "Spectrum," an educational program for adults, and the 13-week series, "Know Your Schools." Buxton launched his career as an actor in '61 when he starred in "Bye Bye Birdie" in Australia.



BUXTON

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• • • Goings-on at Goodson-Todman: Mary Winsor, daughter of producer Roy ("Secret Storm," "Love of Life") Winsor, joined the staff of Goodson-Todman's nighttime "To Tell the Truth" . . . "Password" signed Tony Perkins for an October stanza . . . The Mark Goodson's expecting any edition . . . Bill Todman's back from Hollywood with rave reports on "Atta Boy, Mamma," G-T's new Ann Sothern series. Pilot, for NBC, was just wrapped up at MGM . . . Bud Austin, G-T's New York exec VP, very high on "O'Hara and the Angels," which stems from his own concept. A pilot on this one, about a youth worker and a gang of potential juvenile delinquents, would be done with CBS . . . Merv Griffin's new NBC show pits him opposite his old employer's—G-T's—"Password." Watch the battle of the ratings!

☆ ☆ ☆ ☆

• • • Murray Burnett joins WINS as producer of "Program PM" . . . Mercury Records is backing the sale of its albums with personalized crystal glassware for buyers at the retail level, tied in with the label's Fall sales theme—"Family Entertainment in the Home" . . . The debates between Bert & Harry, who are being promoted for a return to TV for Piels, and E. Gordon Gibbs, the "alleged efficiency expert" who is opposed them, are being heard thru Oct. 15 on WNEW, WABC, WCBS, WHN, WMCA, WPAT, WNBC. The final day, Oct. 15, is the anniversary of the last Lincoln-Douglas debate at Alton, Ill., in 1858.

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• • • Off the record: Epic Records is releasing "The Pay Off," currently high on Australian best seller charts, on the CBS Coronet label. Performed by the Ray Price Quartet, the single is the first release by Epic of Coronet product . . . Len Levy, nat'l sales mgr. of Epic, says his label "has had a long history of sales success with international products in its LP catalog. Tunes such as "Midnight in Moscow" have proven that they have a big market in this country, just as artists like Bobby Vinton are easily able to repeat their American success overseas. Epic believes that the Australian smash, "The Pay Off," has definite hit potential in this country, and we will make a maximum effort to see it happen."

## Michigan Channel Scoops Dealers in Buick Preview

Flint, Mich. — WNEM-TV, serving the tri-city area (Flint, Saginaw—Bay City), will air preview of the '63 Buick line today, day before the cars are unveiled in dealers' show rooms. With Buick sponsoring, the channel taped telecast at a private preview for the auto firms employees.

## Women to Hear Lee At Autumn Conclave

Franconia, N. H. — FCC commissioner Robert E. Lee will speak at the main banquet during the Fall conference of the New England Chapter, American Women in Radio and TV, to be held Oct. 20-21.

The conference will get underway with a seminar on "The Changing Face of Broadcasting" with participants Freddie Seymour, WBET, Brockton, Mass; Louise Morgan, WNAC-AM-T Boston; Elizabeth Schimmelpfennig, WJOY, Burlington, Vt., a special guest panelist A. J. Bissette, program-production manager of Radio WTAG, Worcester, Mass.

National chapter president Martha Crane will speak on "National Communications" on the second day of the conference.

## All-Gotham R-TV Rallies To Boost Hospital Drive

The entire list of Gotham Radio and TV stations have added their voice to the nine-state Chronic Disease Hospital drive, spearheaded by Hal March, bringing total to 191 radio and 28 TV outlets. Metropolitan N. Y. outlet will aid the campaign with recorded and filmed spots, join Pennsylvania, New Jersey, Rhode Island, Massachusetts, Connecticut, Vermont and Maryland.

Personalities on the spots include David Susskind, Betsy P. er, Carol Reed, Martha Wright, Fred MacMurray, Robert St. Tom Poston, Rudy Vallee, Ju LaRosa, Bud Collyer, Dane Cook and Orson Bean.

## Sell 'Bachelor Father'

(Continued from Page 1)

quarters. Confab included a day tour of Revue's expanded radio and luncheon with the company's TV personalities.

Others who addressed the business meetings are: station VP Lou Friedland, VP-sales director Hal Golden, West Coast VP Bob Greenberg, New York Frank Brill and Ed Aaronoff, director of advertising, promotion and publicity.



## BS Radio's Billings Mil. in 4 Weeks

BS Radio has recorded more than \$2 million in billings during the last four weeks, George J. Medis, VP for net sales, announced yesterday. Major contracts include the following:

### Wine Company Signs

Penholatum Co. has purchased a heavy schedule of news and "Dimension" programs as well as participation in "House Party," a JWT. The Mogen David Wine Co. has signed for a saturation campaign utilizing news, "Dimension" programs, "Worldwide Arts" and "House Party" through Edward H. Weiss, Chicago organization.

Warner-Lambert Pharmaceutical Co. has renewed its segments of "Arthur Godfrey Time" both Bromo Seltzer and Listers, marking the company's second consecutive year on Godfrey. Agencies are B B D & O, New York, for Bromo Seltzer, and Albert & Feasley, New York for Listerine.

### Standard Brands Included

Standard Brands, for Chase & Horn Coffee, has renewed its regular schedule in news and "Dimension" programs via JWT, New York, while John Morrell & Co. via John W. Shaw Advertising in Chicago, has renewed its segment of "Arthur Godfrey Time."

## 'MM Story' Slated for Dec.

"The Marilyn Monroe Story," 30-minute TV actuality special, is being produced for December release, according to Hollywood TV film producer Art Lieberman following conclusion of a worldwide distribution deal for the special just completed with Official Films.

Composer Elmer Bernstein has been signed to write and conduct the music. Malvin Wald is scripting the show, and Philip R. Rosenberg is editing. An objective presentation is planned, Lieberman said, after conferences with Official Films president Seymour Reed. The program will aim at

simplicity without sermonizing or editorializing.

"The seeds of tragedy were sown when Marilyn Monroe was born," Lieberman declared, "and never left her." A simple chronological exposition will give her life story the poignancy it had, "without sensationalism." The TV film will portray the late movie star's life from beginning to end, but will not dwell on her death, he stressed.

### 'Pork Chop Hill' Author Hosts Detroit Vid Series

Detroit — Military chronicler S.L.A. Marshall ("Pork Chop Hill," "Night Drop") will host his own WWJ-TV commentary program starting Saturday. A much-decorated brigadier general, Marshall has served as editorial writer and military critic for the Detroit News since 1927.

### Mal Oettinger Joins NBC News Publicity

Malcolm H. Oettinger, Jr., Broadcast Magazine reporter, has been named coordinator, news information, Washington, for the NBC press department and will supervise publicity involving NBC News' expanded capital staff.

## UAA in Larger Hqs. As Business Grows

United Artists Associated has entered the second phase of its expansion program for 1962 by moving its headquarters to larger space in midtown New York. Included in the move are UAA's accounting, advertising, promotion and research departments. The company said the shifts was made to accommodate an increasing volume of business.

Sales of the TV distributing firm's latest release of 33 post-'50 films, "United Artists Showcase for the Sixties," are running 45 per cent ahead of the comparable number of pictures issued during the same period a year ago, UAA said. The package has been acquired in 61 markets in the slightly more than two months it has been offered.

Latest sales were to WBAP-TV, Ft. Worth; KGW-TV, Portland, Ore.; KONA-TV, Honolulu; KATV, Little Rock; WFMV-TV, Greensboro, N. C.; WTVY, Dothan, Ala.; KALB-TV, Alexandria, La.; KPLC-TV, Lake Charles, La., and WRAL-TV, Raleigh, N. C.

UAA distributes some 2,000 feature films—United Artists, Warner Bros. pre-'48, RKO, J. Arthur Rank and Monogram—plus 234 "Popeye" and 337 Warner Bros. cartoons.

## Shoppingtown Site 'Swings' for Opening

Syracuse, N. Y. — Hollywood stars Troy Donahue, Connie Stevens, Don Morrow, and ABC-TV's Horace McMahon, along with state and local dignitaries, attended WNYS-TV's premiere and open house at Shoppingtown, locale of the station's new facilities near here.

The visiting celebrities made special appearances in and around Shoppingtown and on a Channel 9 special telecast. The public will be given an additional opportunity to tour the new facilities today through Saturday.

# HOLLYWOOD TELE-RADIO

ODAY'S NEWS AND VIEWS OF THE WEST COAST

• Harry Guardino, who co-stars with Charlton Heston in Melvyn Frank's "The Pigeon That Took Rome," makes a guest appearance on NBC-TV's "Here's Hollywood," on Friday. Unusual feature interview will be in color. Al Ruben set in a multiple writing with Plautus Productions. D. J. Bill Stewart's son Jimmy off the air last week when he graduated from the U. S. Naval Training Center in San Diego. Jimmy was assigned to the Polarix Submarine Division.

• KHJ Radio's "The Magical World of Walt Disney," so successful in two local consecutive Sunday airings, has been picked up by the Walt Disney studios for broadcasting on Australian radio stations. Tapes of the three-hour program have been sent Down Under.

• Ramon Novarro, winding up a straw-hat tour of midwest, Flower Drum Song, has been set for TV guest star appearances on the Jack Paar and Joe Franklin "Memory Lane" shows before returning to Hollywood. Pat McVey has left for New York and starring role in Armstrong Circle Theatre's new one-hour TV show dealing with the Denver Police scandals of 1960. McVey will portray the Mayor of Denver.

• Broadway comedienne Nancy Walker has been signed to guest star on "The Andy Williams Show" airing Dec. 6 on NBC-TV. Miss Walker arrives in Los Angeles Nov. 16 for taping date with Williams. Also set for same segment is comic Bob Newhart. In Strassberg has been signed for a guestint on NBC-TV's "Tonight" Oct. 9. Actress is currently prepping for starring role in Franco Zeffereilli's "Camille" going into early November rehearsal Broadway opening first of the year.



CONGRESSIONAL CANDIDATES: U. S. Rep. Robert Giaimo, left, Democratic Congressman from Connecticut's Third District, and his Republican opponent, Daniel Reinhardtsen Jr., right, are about to take their places in WTIC TV's Studio A for a debate moderated by News Director Tom Eaton, center. The debate is one of eight on Hartford's WTIC TV and Radio this fall between the candidates for Congress, the U. S. Senate and Governor. Free time for the debates has been made available by the two stations. The live TV debates at 5 p.m. each Sunday are recorded for rebroadcast on WTIC Radio at 7. (Advt.)



## WGN Tossing Aerials Of Big 10-Irish Grid

Chicago — WGN will broadcast eight college football games this Fall, featuring Big Ten universities and Notre Dame, starting Saturday. Jack Brickhouse will handle play-by-play with Vince Lloyd and Jack Quinlan relating the color.

A pre-game feature, "Warm-Up," will be broadcast 15 minutes before game time. "The Scoreboard" will be heard for 15 minutes following each gridcast.

## EIA Petitions the FCC Take Ch. 14-15 from TV

(Continued from Page 1)

radio service, the EIA said that the eight TV stations now utilizing channels 14 and 15 could be protected from interference because industrial and public services would not be permitted to operate in their areas and, moreover, according to our Washington bureau, "the stations would eventually have to move to higher UHF."

A network broadcasting official yesterday told RADIO-TV DAILY this looks like a soporific and is actually "quite unrealistic," since it is only the lowest of the U's which are desirable to broadcasting because they have the characteristic of "getting through the trees and over the hills."

### Congestion Decried

The EIA petition said present frequency congestion is "seriously impairing" communications of public safety agencies, health services and industry, with 20 to 30 users on the same frequency in the same areas in some places, and that as many as 50 systems are packed into the same frequency in Los Angeles. On the other hand, the EIA section said without referring to FCC hopes for the all-channel set, channels 14 and 15 are now sparsely used by TV, to which the space is presently assigned.

## \$10 Buys CP for FMer

Carlsbad, Calif. — The FCC has approved the sale of a CP for KCLB-FM here by Lawrence W. Felt to Patrick F. Michaels for \$10, plus \$500 reimbursement of engineering costs.

## Four-Part Series Details Christian-Red Idea Fight

The first in a four-part series dealing with a study of communism and how Christianity intends to meet the challenge of Communist thought and ideology, launches "Directions '63," ABC-TV's religious culture series, into its third video season on Sunday.

## WHN Signs as Mutual Flagship



At "aotted-line time" between WHN and MBS are (l. to r.): seated — Robert F. Hurleigh, MBS president and Lionel Baxter, VP Radio Division, Storer Broadcasting; standing — Charles Godwin, VP, Mutual stations; John C. Moler, president, and general manager, WHN; Stanton P. Kettler, exec VP, Storer Broadcasting.

(Continued from Page 1)

they will be announced as soon as clearances are worked out, he said.

Mutual, is a wholly owned subsidiary of Minnesota Mining and Manufacturing Co.

The other Storer stations are: WJBK radio-TV, Detroit; WJW radio-TV, Cleveland; WSPD radio-TV, Toledo; WIBG, Philadelphia; WGBS, Miami; KGBS, Los Angeles; WAGA-TV, Atlanta, and WITI-TV, Milwaukee.

## Play Trio Scheduled By Catholic Writers

Works by three Catholic playwrights will be seen on the opening "Catholic Hour" series starting Oct. 12 on NBC-TV. The initial play, by Father Daniel Berrigan, is based on the life of a German Jesuit who was imprisoned in Dachau for his criticism of the Nazis.

The dramas following on successive Sundays will be Robert Crean's "There Was Once a Postman," Oct. 21, and Italian playwright Diego Fabbri's "Sign of Fire," Oct. 28. Fabbri's play, produced in Rome, Paris and Madrid, was translated into English and adapted for television by Marie Ponsot.

## Library of Congress Gets Telstar, 'Breakthru' Specs

Films of a special NBC News program on July 10, which included the first TV pictures relayed by Telstar, and three "Breakthrough" reports have been presented to the Library of Congress.

The July 10 special showed pictures beamed from Andover, Me., and relayed to Holmedel, N. J. The "Breakthrough" films are "Heart and Artery Surgery," "The Cancer Virus" and "Mental Health."

## ICS Sales Teeth Sink Into 'Jellybean' Run

Integrated Communications Systems is releasing 104 first-run "Jellybean Comedies" on a franchise basis, with the filmed series complete with live program format. One of the programs has already been aired under sponsorship of White Laboratories, Pharmaco Division.

According to Len Sait, ICS sales VP, "Jellybean Comedies" is a "property that will permit agencies to expand their clients into program sponsorship and take advantage of the residual benefits that come with it."

## City's FMs Set Up Camp At N.Y. Hi Fi Trade Show

FM stations throughout the area will air programs from the seventh annual N. Y. High Fidelity Music Show, today thru Saturday, at the N. Y. Trade Show Building. WTFM will broadcast in stereo 24-hours daily from the show. WLIR, WNCN, WRFM, WDHA and WABC-FM will originate special programs.

## 3 Sign Off Temporarily

Washington Bureau of RADIO-TV DAILY Washington — FCC's Broadcast Bureau has permitted WSTL, Eminence, Ky., and KWIX-FM, St. Louis, to remain off the air until Dec. 31, and KPLI (FM), Riverside, Calif., until Dec. 1.

## KABC Pix Leading 'Stay in School' Drive

West Coast Bureau of RADIO-TV DAILY Los Angeles — HEW Secretary Anthony J. Celebrezze has selected KABC-TV's documentary "Drop Out Blackouts," with Soup Sales, to be distributed to the commissioners of education in all 50 states. Prints will be used to kick off a national campaign to discourage students from dropping out of school.

Produced by the station in cooperation with the county school system, the film was screened in Washington by 26 officials of the U.S. Education Office.

## Nine Cities Set TV Bow For Stock Exchange Pix

Members of the New York Stock Exchange in New Orleans, Washington, Chicago, Atlanta, Dallas, Buffalo, Detroit, Minneapolis, Santa Barbara and Tampa have scheduled premieres, with local TV stations, for the Exchange's first film venture, "The Lady and the Stock Exchange." Depicting the right way to invest, some 50 cities are planning special events to launch the film, available to clubs, schools and to various community organizations.

The picture was made on the floor of the Stock Exchange at Paramount, starring Janet Blair and Eddie Bracken.

## Official's Net Reported

(Continued from Page 1)

year are not available, he said, because of acquisitions of several corporations whose activities were reported for fiscal years that were at variance with Official's. Within two years ago the company showed substantial losses, present management has placed the company in a profit position since then, said, by reducing overhead, building a sales organization and reproduct.

Official now catalogues 36 series the majority half-hours. The company's latest 39-episode half-hour series, "Biography," has reached up more than 140 markets. It is slated for a second year of production.

## KYW Popular with Kids For School Closing News

Cleveland — Students and parents will get news of school closings this year on KYW's "School Closing Service," arranged by area education authorities. To eliminate "false alarms," the station will broadcast official reports when weather or emergency force schools to suspend classes.



# Disk Spinning

By CARL MOS

A big welcome back to Natt Le, assistant to ABC-Paramount's prexy, who spent several months in the hospital and recuperating in N. Y. and Portland, Ore. . . . That Bossa Nova rhythm is hitting like a Texas sado. MGM/Verve's Sol Handenger claims another B.N. first in the release of the vocal version of "Desafinado" featuring Pat Thomas, adding that his outfit started the trend with the chart-topping Stan Getz-Charlie Byrd "Jazz Samba" album. And ABC-Paramount announces release by contract artist Freda Payne of her vocal version of "Desafinado" tagged "Slightly Out of Tune." Flipside, also in the B.N. mode, is titled "He Who Laughs

United Artists is tying up with grand premiere of UA's motion picture, "Phaedra," with the release of a single containing "Phaedra's Theme" on one side and "Candlelight" on the other. The artist, Gus Vali, is a society band-leader and entertainer both here and abroad . . . Columbia's nat'l sales mgr., Mort Hoffman, is feeling mighty cocky about his best-selling singles, including: Marty Robbins' "Devil Woman," Jimmy Dean's "Little Black Book," Andy Williams' "Don't You Believe It," Martha Franklin's "Try a Little Tenderness," Tony Bennett's "I'll Be Home for Christmas," and Johnny Mathis' "Gina," and he has a lot more ready to

who-buys-what-albums — and in chain stores and other outlets is the subject of an intensive study by Tops Record Division of Precision Radiation Instruments, Inc. Among the findings are: supermarkets, variety stores, drug stores and department stores—regular and discount—most of the albums were purchased by impulse rather than meditated; most of these sales were influenced by the popularity of the current musical selections, and the price; impulse sales at supermarket checkout counters were the highest of any other category (the women didn't mind paying an extra \$2).

## Warwick & Legler

Frank Fitzgerald has joined Warwick & Legler, ad firm, as programming director. He was formerly with NBC sales and promotion operations for five years, with Ziv-UA for four years.

## Hub's 'Focal Point' Booms Better Gov't

**Boston**—Three 90-minute public forums dealing with morality, modernization and manpower in Massachusetts government will be presented by WBZ Radio-TV on its "Focal Point" series in the latter part of November.

National and local leaders in academic, civic and government fields will participate in the forums designed to examine the changes needed to improve and revitalize the state's government. W. C. Swartley, WBC VP, noted that the forums are scheduled to continue through 1963 with the object of injecting momentum into the drive for better government.

## 20th-Fox TV Appoints Joannes West Div. Mgr.

*West Coast Bureau of RADIO-TV DAILY*  
**Hollywood** — Don Joannes has been appointed Western div. manager of 20th Century-Fox TV, replacing William L. Clark, who moved to New York over the weekend to assume the post of Eastern Div. manager. Clark will have expanded responsibilities with TV stations, agencies and station reps in New York City and the Eastern territory.

## Felton Has Six Series

(Continued from Page 1)

began its second season last week. Mead is the author of Broadway hit, "How to Succeed in Business Without Really Trying."

Other projects being prepared by Felton are "Ship's Doctor," half-hour comedy drama for which Arthur Rose is writing the initial script; "The Lieutenant," Gene Roddenberry writing; "Time of Decision," Howard Rodman writing; "Sister Mike," John T. Dugan, writing; and "The Mosaic," Jerry McNeely writing. Last four will be full-hour dramatic series.

## FM License Canceled

**Jacksonville, Fla.** — FCC has canceled the License of WZOK-FM, out of business at the request of owner WZMF, Inc.

## WTCN Fotog Develons Winning Road Safety Idea

**Minneapolis**—Virgil Piercy, WTCN news photographer, will receive the state's "Governor's Distinguished Service Citation" for originating the "lights on for safety" idea. The promo was originated for a drive to cut down road accidents during peak holiday periods. Gov. Elmer L. Anderson will make the presentation this Friday.

# COMMANDMENTS' TENETS LEAD TO PUBSERV SKEIN

TV stations in New York, Los Angeles and Chicago will join the five Westinghouse O-Os next week in premiering a new public service series, "Legacy of Light," produced by WBC in association with the Union of American Hebrew Congregations. Consisting of 10 video tape productions correlating the precepts of the Ten Commandments to the moral issues of our time, it will be prime-timed on the WBC outlets, and released in non-commercial syndication thru the UAHC.

## ART 'CAPTURED' BY FM SERIES

Book Publisher Sponsors Talks by Former Curator

The "Exploring Art" series with Richard McLanathan will bow on WQXR Sunday under sponsorship of Harry N. Abrams, a leading publisher of books dealing with art and artists.

McLanathan was with the Boston Museum of Fine Arts in the 1950s, and became director of the Utica Museum of Art in 1957. Two years later he was sent to the Soviet Union as curator of the American Art Exhibit at the Moscow Fair. Recently he returned from a tour through Poland and Yugoslavia as a representative of the State Department of the United States.

Among his early discussions on the series will be: "Looking At Pictures," "Art and Reality," "Mr. Khrushchev as Art Critic," "Primitive Art," "The Artist's Vision," "Michelangelo" and "Picasso."

## 'Faust' the Opener

The opening drama, Goethe's "Faust," illustrates the First Commandment and stars the late Myron McCormick in his last role, that of Mephistopheles, opposite Hurd Hatfield's Faust.

The series is part of a continuing WBC project in the area of religious programming, according to president Donald H. McGannon, who yesterday was presented with UAHC's award, a statue of Isaiah, The Prophet.

## Initial Nod for N.C. AM

**Mocksville, N.C.**—Initial decision by FCC hearing examiner Basil P. Cooper would permit Wilkes Broadcasting Co. a new AM station here at 5 kw, reduced to 1 kw during critical hours.

# The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and handsomely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

## DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411



## AGENCY NEWSCAST

By RALPH TYLER

Theatre Network TV claims "instant" closed-circuit communications is now a reality—after the rush job the firm performed for Massey-Ferguson, agricultural and industrial equipment manufacturer, through its agency, Needham, Louis & Brorby, Chicago. Massey-Ferguson decided a major marketing policy change should be communicated immediately and "in person" to key sales personnel throughout the U. S. and Canada. Ninety-two hours after the request was made, 18 U. S. and 7 Canadian cities were hooked up in a closed-circuit TV net to assist the agency in producing a management TV presentation to meet Massey-Ferguson's new marketing requirements, TNT said.

Donald C. Heath, VP of the Sackel-Jackson Co., Boston, has been elected governor of the First District of the Advertising Federation of America. He succeeds David B. Tyler of the Norton Co., Worcester. Other new officers of the district, which includes Connecticut, Rhode Island, Massachusetts and Maine, are: Gordon Schonfarber of Gordon Schonfarber & Associates, Providence, R. I., 1st lt.-gov. James M. Connolly of John Donnelly & Sons, Boston, 2nd lt.-gov. Mrs. Katherine M. Ryan of Providence, R. I., secretary, and Daniel M. O'Connell of Hartford, Conn., treasurer.

Lew Gifford, president of Paul Kim & Lew Gifford Productions, will be guest speaker at the Art Directors Club of Boston opening meeting Oct. 10. His topic is "Faith Healing and Art Direction."

Bernard Endelman has joined Papert, Koenig, Lois as account supervisor for the Clark Oil and Refining Corp. He was an account exec at Doyle Dane Bernbach for five years. Bernard Shlossman

### Bermuda Broadcasting Augments It's Service

Special to RADIO-TV DAILY

Hamilton, Bermuda — In steps to improve its service to the island colony, Bermuda Broadcasting has added ZBM-FM; increased the power of ZBM-1 and ZBM-2 from 250 to 1,000 watts, and reinstated 24-hour broadcasting on ZBM-1 with "Bermuda Calling" an all-night show encouraging listeners in the U. S. to visit the island.

### WNAC Observes Yom Kippur

Boston—WNAC will broadcast Yom Kippur services from Temple Ohabei Shalom in Brookline on Sunday with Rabbi Albert S. Goldstein and Cantor Alex Zimmer.

### Thought for Today

*"Agencies make a mistake when they wait and try every other advertising device before humor and then use humor when nothing else seems to work . . . The use of humor in radio and TV commercials, if handled intelligently, can be right for almost any product in existence, with the possible exception of funeral parlors and brasseries . . . and I'm not too sure about funeral parlors."*

—Mel Blanc

has returned to PKL as a media supervisor. During his absence he was marketing director for the Pavelle Corp . . . Media Enterprises, Inc., announces the appointment of Richard L. Ellis as account exec to work primarily in the area of New York World's Fair licensing. He most recently was an account executive with Miller Advertising Agency, New York.

WCD, Inc. is inaugurating its expanded studio facilities in mid Manhattan with production of five TV spots for General Foods' SOS blue soap pads. Gertrude "Molly Goldberg" Berg is featured in the spots directed by Tom Dunphy with Bert Spielvogel as director of photography . . . Charles W. Liotta has joined the commercial production dept of N. W. Ayer & Son in New York. He had been working as a night club-TV performer since '59 and has performed on the Ed Sullivan, Jack Paar and Dave Garroway shows.

### Concert Programs in D.C. To Include Vienna Fete

Washington Bureau of RADIO-TV DAILY

Washington — WGMS-AM-FM will again present a series of concerts this season from Constitution Hall, the Library of Congress, National Gallery of Art and the Pan American Union. For the 14th year, the outlets will air the National Symphony Orchestra performances from Constitution Hall, along with children's concerts on its recently introduced "Tiny Tots."

As a new innovation, the stations have scheduled by re-broadcast, the 1962 Vienna Festival series of concerts starting Saturday.

## Hope Opener Marks 13th NBC-TV Season

Bob Hope's playful parody on the "Bonanza" series and his portrayal of a mobster who falls for a woman district attorney highlight the new season premiere of "The Bob Hope Show" Oct. 24, when the comedian marks his 13th year as an NBC-TV star.

Bing Crosby, Lucille Ball, Juliet Prowse and Les Brown assist Hope in the show that also marks 30 years of association between Hope and Crosby. Sponsors are Timex, through Warwick & Legler, and Chemstrand, via Doyle Dane Berbach.

## Tony McFayden Scores As FM Music Director

Tony McFayden, veteran Australian broadcaster and composer, has been appointed music director of New York's WTFM. For the past year, he has served as a program host on the Friendly Frost FMer.

McFayden has been active in Australian radio and theatre before coming to the U. S. to join KEAR, San Francisco. While on the Coast, he established the Monterey Jazz Festival, now an annual event.

## French Camus Pix Opens FM, Ch. 13 Simulcasts

WRVR (FM) and WNDT (TV) will begin a simulcast affiliation Thursday with an English translation of a French film on the late novelist-philosopher Albert Camus. While the film is shown on Channel 13, its English translation will be offered on the FM outlet, a procedure they'll use with other programs.

## Nat Asch Accepts Post In WNEW Programming

Nat Asch, radio-TV writer-producer, has joined WNEW, N. Y. as special projects director in the program department. Writing credits include "The Frank Gifford Show," "The Marty Glickman Show" and "Warm-Up Time" on WCBS. Previously he was associate producer for CBS Films and NBC-TV, and VP of Sports Broadcasts from 1956-57.

## Convicts Tell of Career From JD to Long Terms

Austin, Tex. — Four convicts sentenced to over 500 years in prison for crimes from armed robbery to murder detailed events which led to their confinement, pointing out that it was during their teen years where they went astray, on KTBC-TV's "Insight" program.

## Golden Gate . . . and its environs

By BILL SHEA

San Francisco — Sometimes an irrepressible deejay and his gags can be subjugated for serious matters. Don Sherwood, KSFO - Radio's zany morning clown, is no exception. As a result, hungry and homeless Iranians, destitute after their recent series of earthquakes, will receive thousands of CARE packages.

As soon as the national Iranian CARE fund was set up, Sherwood headed up the other station personalities to saturate their listeners with pleas for CARE contributions. Golden Gaters were reminded they have felt the terror of earth tremors and have an empathy for the Middle East devastation. But Sherwood didn't stop there. He put to good use an assortment of gifts he received for his 37th birthday by organizing an auction to raise CARE funds.

The shower of oddball birthday presents for Sherwood had behind the idea of Don's fellow disc jockey, Jack Carney. First the gifts went on display in downtown Macy's window, then a full auction took place on the air. Mar Sweeten, professional art gallery auctioneer, donated his services. KSFO aired the auction for several hours. Special guests included Tom Perry, regional CARE director, and Iranian Consul General Jazad Kowsar.

The Sherwoodian items included a broken cue cube, a rather solid looking birthday cake baked by Carney, a Bermuda drink jacket, an odd assortment of caps, a motley collection of clubs, a hood ornament from 1929 Farber and a fur-rimmed bathroom seat. What was originally intended as gag material for Sherwood's morning light chat thus became a substantial humanitarian project because the seat was auctioned at fabulous price.

KCBS Radio has launched a Fall festival of drama and on Nov. 9 will present, each evening without interruptions, length plays produced by radio. The BBC featured playwrights included Shakespeare, Will Golding, Jean Cocteau, C. Wilde, Turgenev, Arnold Bennett, Pirandello, Chekhov and Agatha Christie. Rudy Tellez of KCBS will serve as program host.

## Caster Forms PR Firm

Washington Bureau of RADIO-TV DAILY

Washington — Bertram I. former WMAL account executive sales manager, has formed his own PR and sales consulting here, with WEEL, Fairfax, Va. as its first account.





Indiana University Library  
Bloomington Ind

## FOUR FACING RADIO CODE OUSTER

### HALLMARK SEALS PYGMALION DEAL

It Took Schaefer Years To Negotiate TV Rights

After several years of negotiating, producer-director George Schaefer has obtained TV rights for George Bernard Shaw's "Pygmalion." The famed drama will be its video bow Feb. 6, on NBC-TV's "Hallmark Hall of Fame," with Julie Harris in the role of Eliza Doolittle.

Bert Hartung, Schaefer's assistant producer at Compass Productions, will do the TV adaptation. He also adapted "Victoria Regina," for which both Miss Harris and Schaefer received Emmy Awards last season.

The 90-minute colorcast will be the fourth of Shaw's plays produced on the Hallmark series. Other efforts are "The Devil's Pleasure," "Man and Superman" and "Captain Brassbound's Conversion."

### 'Discovery' Attracts 9th, Gen'l Foods

Signing of the Post Division of General Foods Corp. as a sponsor of ABC-TV's new "Discovery" series was announced yesterday by Edward Bleier, web's day-sales VP. General Foods is led by Benton & Bowles, who placed the schedule for days per week. GF is the advertiser to sponsor this day-through-Friday program for school age children.

### Prop that Stethoscope Before You Advertise'

Factors appearing in TV medical dramas violate the so-called "in-White" interpretation of the TV Code if they make sustained or commercial announcements? No, answers the New York Office, "not as long as they stay in their true-to-life identity without benefit of white stethoscopes" or other docu-props.

### Nine Outlets Resign To Escape Expulsion Over Ad Violations

The NAB Radio Code Board has recommended expulsion of four radio stations from the Code as part of a new "get tough" policy.

This move marks the first time actual expulsion has been called for since the Code became effective in its present form, July 1, 1961. In other cases of conflict with the Code, stations have resigned.

The four stations were cited for Code seal revocation after monitoring disclosed they were carrying hemorrhoidal remedy advertising, any form of which is forbidden by the Code. Nine other stations resigned to avoid the action.

Final action on the expulsions (Continued on Page 6)

### Ohio Valley Growth Board Elects Wheeling 'Caster

Wheeling, W. Va. — Robert W. Ferguson, exec VP and general manager of WTRF-TV, has been elected to the board of directors of the Ohio Valley Industrial and Business Development Corp., and will serve on its executive committee.

### PHILCO - NBC - RKO HASSLE CRIMPS STA. SWAP CASE

Washington Bureau of RADIO-TV DAILY

Washington—A hassle involving papers dealing with anti-trust probes and prosecutions of NBC and RCA threatens to put a crimp in plans to start actual hearings Oct. 22 on the proposal to trade the network's Philadelphia stations for RKO's outlets in Boston. The papers are sought by Philco, which is seeking a new TV station on the Philadelphia channel which NBC wants to swap to RKO.

Possibility of postponing the hearing start came up yesterday at a second pre-hearing conference, when Philco counsel Weaver reserved the right to ask for a recess if he doesn't get to see the documents he wants until Oct. 22. Apparently between the first pre-hearing conference and yesterday's NBC did agree to turn over some documents to Philco, but

(Continued on Page 7)

### 11 BRITISH FIRMS TO END AD MAGS

Only 4 to Retain Concept Hit in Pilkington Report

Special to RADIO-TV DAILY

London—Eleven of the 15 commercial TV companies in Britain will drop the "advertising magazine" concept by Mar 31, with only Associated Rediffusion, U-

(Continued on Page 6)

### Rambler Rolling Ads First Time on 3 Nets

For the first time, network TV participations on all three webs have been booked by Rambler to announce its new models, ad manager E. B. Brogan announced yesterday.

The commercials will appear on (Continued on Page 6)

### Jim Burgess Becomes Cincy GM for Crosley

Cincinnati — R. E. Dunville, president, and John T. Murphy, exec VP of Crosley Broadcasting Corp. yesterday announced that James H. Burgess, for the past year and a half, VP in Atlanta and general manager of WLW - A, has been elected a VP of the parent firm and appointed general manager of WLW-T, Cincinnati.



BURGESS

Burgess joined Crosley Broad-

(Continued on Page 4)

### Let's Talk It Over

Some Words of Advice In 'Constructive Positive' For Commissioner Henry

By ARTHUR PERLES

ON BEHALF of the entire broadcasting industry, this column of one man's opinion extends a most cordial welcome to Emil William Henry, newest and youngest member of the Federal Communications Commission.

Initial impressions of the 33-year-old Memphis attorney are that he's an affable, keenly intelligent addition to the FCC, who has readily admitted he knows little about the complexities and technicalities of commercial radio and TV.

Such frankness, to our way of thinking, is a favorable sign and, if he combines this with the ability to cut through red tape . . . overcomes the Potomac miasmatic fever of Federal control beyond Commission purview . . . applies sympathetic understanding to the problems of broadcasters, who must operate at a profit in order to present programs of highest quality consistent with public tastes — then, Bill Henry will have earned his un-munificent salary and the nation's respect.

Perhaps it is not amiss for your editor, a veteran of journalism and the

(Continued on Page 8)

### Telstar Shows Europe Schirra's Space Leap

The all-nets American TV coverage of the launching of astronaut Walter Schirra was broadcast via Telstar to 17 West European nations a half-hour after blast-off. The coverage was also relayed to Intervision, the Communist satellite network.



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 ficio Esnana. Grupo 4, Planta 14.

## UJA Nets \$100,000 From Industry Fete

Over \$100,000 was raised at the annual dinner of the Radio, TV and Electronics industries at the Roosevelt Hotel on behalf of the rescue, relief and resettlement work of the United Jewish Appeal of Greater New York, according to chairman Faye Winters. The current UJA drive seeks a goal of a \$35 million Opportunity Fund, in addition to a general campaign goal of \$60 million to help more than 60,000 persons in 27 countries.

Guest of honor at the dinner attended by over 500, was Irwin M. Koenigsberg, purchasing director of Emerson Radio and Phonograph Corp., who received a scroll for his humanitarian efforts.

## Gould Talk on ETV at Newsmaker Luncheon

Dr. Samuel B. Gould, president of the Educational Broadcasting Corp., will speak on "ETV—Neither Separate Nor Equal" Wednesday at the Newsmaker Luncheon of the International Radio and TV Society in New York. Gould will explain how ETV complements commercial TV and how it differs from it in its standards, values and operations. Educational Broadcasting Corp. owns New York's new ETV station, Channel 13.

## COMING AND GOING

ALAN COURTNEY, CBS-TV network programs VP, to the West Coast on business.

ROBERT A. J. BORDLEY, WTOP-TV general sales manager, arrives in N. Y. from Washington on Monday for visits with TvAR.

JOHN S. HAYES, Post-Newsweek Stations president, in Austin, Tex., to address that city's UF luncheon.

BOBBY VEE, Liberty recording star, in Beverly Hills for recording sessions.

OSCAR KATZ, CBS-TV daytime program VP, has returned from a West Coast business trip.

MARTY SHAPIRO, of GAC's West Coast office TV department, in N. Y. for a brief visit and to address Syracuse U's drama school next week.

GEORGE SCHAEFER, producer-director, has arrived in N. Y. from Hollywood on business.

## N.Y. RADIO SPOTS AIMED AT BERMUDA LISTENERS

A bonus from Bermuda has been received by Westinghouse Broadcasting's WINS in New York in the form of a firm order for a 13-week spot schedule from the Pearman's chain of men's apparel stores headquartered in Hamilton, Bermuda, B.W.I. The spots will be heard on "The Murray Kaufman Show" beginning Friday.

Ad copy will be aimed primarily at Bermuda residents and will feature merchandise currently available at their stores throughout the island. Though not a primary consideration, the advertiser hopes for an institutional plus from potential vacationers from New York.

WINS sales manager Art Harrison credits the buy to WINS' sky-wave, which "booms" into Bermuda nightly, and to the popularity of Kaufman who made radio appearances on the island's ZBM-1 and ZBM-2 while vacationing last month, and was contacted by R. O. Tribbley of Pearman's with an inquiry about possible retail advertising on WINS. A rate card was sent and Pearman's responded by return mail with the order and a check covering normal New York time rate in advance.

WINS' Caribbean "pull" was evidenced further last week said Harrison by the receipt of requests from Bermudians for bowling discount books currently being offered on the station by The Great American Bowling Centers, Inc., which operates in the New York area.

## WGAN Joins TAC

Portland, Me. — WGAN-TV has become a subscriber member of TV Affiliates Corp.

## WHLI Series Walks Beat With Nassau Policemen

WHLI, Hempstead, L. I., has launched a new series, "Pioneer 6-1000," designed to study in depth efforts of different divisions in the Nassau County Police Dep't, as well as review great crimes in that county.

## Canada Screen Gems Employs 120 Staffers

Special to RADIO-TV DAILY  
 Montreal—Screen Gems (Canada), Ltd., is employing over 120 people on a weekly basis to work



JUNKIN

on Canadian TV productions, according to general manager Ray Junkin, who said he sees that figure doubling if present plans materialize for the 1963-'64 season. Among those at work for SG in Canada are writers, producers, research and statistical people, stage hands, cameramen, make-up artists, wardrobe people, designers, etc.

Canadian productions Screen Gems is involved in are "People in Conflict," in association with CHAN-TV, Vancouver; "Line 'Em Up," in association with CFTO-TV, Toronto; "The Pierre Berton Hour," in association with CFTO-TV, and "Pick a Letter," being produced at the Robert Lawrence Studios in Toronto.

## Koeppen at KYW

Cleveland — Raymond Charles Koeppen has been appointed producer of KYW's "Martin & Howard Show."

## FINANCIAL

(October 3)

### NEW YORK STOCK MARKET

	High	Low	Close	Chg
Admiral Corp.	12 3/8	12	12	—
AB-PT	30 3/8	28 7/8	30 1/8	+
Am. Tel. & Tel.	108 7/8	107 3/4	108	+
AVCO	21 7/8	21 1/2	21 5/8	+
CBS	35 7/8	35 3/8	35 3/8	—
Columbia Pic.	20 1/4	19 7/8	20 1/4	+
Crow.-Coll.	22 3/4	22 1/4	22 1/2	—
Decca	26	25 3/4	26	+
Disney	26	25 3/4	26	+
East. Kodak	96 3/4	94 1/2	94 5/8	—
Gen. Prec.	32	31 3/8	31 7/8	+
General Tel.	19 3/4	19 3/8	19 1/2	—
Hazeltine Corp	18 1/2	18	18	—
Magnavox	33	31 7/8	32 1/4	+
MCA	42 3/4	41 1/2	42	+
M-G-M	30 1/2	29 7/8	30	—
Metromedia	13 3/8	13 1/8	13 3/8	—
Minn. M&M.	48 3/8	47 1/2	47 5/8	—
Nat. General.	6 3/8	6 1/4	6 3/8	+
Paramount	37 1/4	36 7/8	37 1/4	+
Plough	26 1/4	26	26	—
RCA	46 1/2	45 7/8	46	—
Storer	29 3/4	29 3/4	29 3/4	—
Taft	15	14 3/4	14 3/4	—
20th-Fox	21 1/8	20 3/4	21 1/2	+
United Artists.	26 3/4	26 3/4	26 3/4	—
Warner Bros.	12 3/4	12	12 1/2	+
Westinghouse.	26 3/8	25 7/8	26 1/8	—
Zenith Radio.	52	50 3/4	50 3/8	—

### AMERICAN STOCK EXCHANGE

Allied Artists.	3 1/8	3 1/8	3 1/8	—
Capital Cities.	15 1/2	15 1/4	15 1/2	+
Desilu	7 3/4	7 3/4	7 3/4	+
Esquire, Inc.	7 1/4	7 1/4	7 1/4	—
Filmways	4 7/8	4 5/8	4 5/8	—
Movielab	9	9	9	—
MPO	6 1/4	6 1/4	6 1/4	—
NTA	1	1	1	—
Reeves Sound	3 3/4	3 3/4	3 5/8	—
Rollins	11 3/4	11 3/4	11 3/4	+
Screen Gems.	16 1/8	16	16	+
TelePrompTer.	6 3/4	6 3/4	6 3/4	—
Trans-Lux	12 1/8	12 1/8	12 1/8	+
TV Industries.	1 5/8	1 5/8	1 5/8	—

### \* OVER THE COUNTER

	Bid	Ask
Jerrold	5 1/8	5 1/2
Meredith	20 1/2	21
Rust Craft	9 1/4	10
Seven Arts	8	9
Sterling	1	1 1/2
Transcontinent	9 1/4	10
Wometco	25	28

\* Courtesy of National Association of 5 City Dealers.

## Marty to Call Shots On Knick Cage Tilts

WCBS radio sports director Marty Glickman will do play-by-play announcing for the station's coverage this season of New York Knickerbocker basketball games.

Philip Lenhart, former broadcaster and special events reporter for WPEN, Philadelphia, has joined the WCBS Radio news staff in New York.

He'll begin his coverage October 15 when the Knicks meet the Chicago Zephyrs here.

During the '62-'63 season, WCBS will air a combined schedule of 110 New York Ranger home games with the basketball games as part of its year-round calendar.





**MAN IN THE GRAY  
FLANNEL SUIT**  
Gregory Peck, Jennifer Jones,  
Frederic March



**THE REVOLT OF  
MAMIE STOVER**  
Jane Russell, Richard Egan,  
Joan Leslie



**THE OLD MAN  
AND THE SEA**  
Spencer Tracy in  
Ernest Hemingway's  
Pulitzer Prize Novel.



**SAYONARA**  
Marlon Brando,  
Red Buttons,  
James Garner

**Drama from 20th Century Fox in:**

**THE GIFT OF LOVE**—starring Lauren Bacall, Robert Stack, and Evelyn Rudie  
**DON'T BOTHER TO KNOCK**—starring Marilyn Monroe, Richard Widmark, and Anne Bancroft  
**BIGGER THAN LIFE**—starring James Mason, Barbara Rush, and Walter Matthau

**Drama from Warner Bros. in:**

**A FACE IN THE CROWD**—starring Andy Griffith, Lee Remick, and Anthony Franciosa  
**MIRACLE IN THE RAIN**—starring Jane Wyman, Van Johnson, and Peggie Castle  
**HELEN OF TROY**—starring Rossana Podesta, Brigitte Bardot, and Jack Sernas

AND . . . SUSPENSE . . . COMEDY . . . SCIENCE FICTION . . . BROADWAY . . . ACTION . . .

Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—  
top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's"  
"Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



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ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
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DALLAS: 5641 Charlestown Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

drama



## Allen Warns of Pig Peril As Mrs. Gibson Gives Call

Hollywood—"SoooooEEEEee-pig-pig-pig" will be heard on the Steve Allen Show Oct. 12 when internationally known hog-caller Mrs. Martha Gibson, a grandmother who was raised in Missouri, will be guest singer. Viewers are asked to lower the volume on their TV sets during her appearance to prevent unexpected visits by hogs.

## 'Divorce Court' Sales At 56 for Storer Div.

Jac Liebenguth, general sales manager of Storer Programs, reports a total of 56 sales for the hour TV courtroom drama, "Divorce Court." Recent station sales for a Fall start were to:

KBTU, Denver; WPIX, New York City; WROC, Rochester, N. Y.; WFBG, Altoona, Pa.; WFIL, Philadelphia; WIIM, Grand Rapids; KDAL, Duluth; KENS, San Antonio; KPAC, Beaumont-Port Arthur; KTVT, Dallas-Ft. Worth; WNYS, Syracuse; WCCO, Minneapolis; WSOC, Charleston, S. C.; WLOS, Asheville, N. C.; KTAL, Shreveport; KMBC, Kansas City; KTVI, St. Louis; KLRJ, Las Vegas; KOLO, Reno.

## Burgess to Cincinnati

(Continued from Page 1)

casting in 1952 as a local salesman and later became sales manager of WLW-C in Columbus. In 1955 he was named national sales rep for Crosley Broadcasting in Cincinnati and, when Crosley Broadcasting acquired station WLW-A in Atlanta, he was appointed sales manager. Prior to 1952 he had been national sales rep for the Columbus Citizen.

## New Concept in News

Dallas — A new concept in news presentation has been initiated by WFAA-TV, featuring a daily one-hour program of local, regional, national and international news, plus weather and sports.

## STORK NEWS

Mr. & Mrs. Norman Horowitz became the parents of a boy, Steven Gilbert, born at Doctor's Hospital. Dad is with Screen Gems' international division.

It's a boy, the third, for KSD information service director, Donald Burnes, and his wife, Mary Ann.

Dick Barry, of Vizmo Productions' technical staff, and his wife, Rita, are parents of a boy, Michael Edward.



By TED GREEN

• • • Baritone Earl Wrightson and Lois Hunt will be heard on WTFM Friday evening . . . Reggie Lavong leaving WWRL for a new post at WADO. Reg will do a deejay Show across the board . . . Don Morrow to plane to London in early December for a TV spec built around Broadway . . . Mongo Santamaria set for an appearance on the "Tonight Show" in late October . . . Luau 400 to hold one for "Today" personnel . . . NBC musical director Paul Taubman conducts the Vienna Symphony in January . . . Cannonball Adderley set for the "Steve Allen Show" in mid-October . . . Phil Bennett to play a psychotic on a mid-Winter "Dr. Kildare" opus . . . Songstress Honey Sanders scheduled to give vocal lessons on N. Y.'s new educational TV channel.

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• • • The first time in 13 years this pillar took off all his Stetsons, was to Jackie Gleason the other day. Again, this pillar takes off all his Stetsons to participants in NBC-TV's "Fire Rescue," sponsored by DuPont. This show sets a high mark for public service production. It was thrilling photography, with excellent low-key narration by Walter Matthau . . . For Latin lovers, listeners and lookers, don't fail to watch "Broadway Goes Latin" on WPIX Monday nights. A tip of the Stetson to producer Milton Leher for giving the viewers a half-hour of breathless entertainment . . . The Roz Starr Organization, a celebrity information service, has created a new endorsement division and named Murray Rose its director. He's been active in supplying talent to ad agencies for TV commercials for many years.

★ ★ ★ ★

• • • Irv Jerome, formerly VP with Capitol and MGM Records, now sales VP at Bell Sound Studios . . . Six weeks ago a new record was introduced in the Kalamazoo area on WKMI, titled "Kalamazoo, My Home Town." From its initial introduction in the market we hear it has taken the area by storm. Used as a promotion vehicle for WKMI and for the town, it was distributed to various businesses as well as to the county Chamber of Commerce and to the city commission of Kalamazoo . . . Jack Durant, the hilarious comedy star at the Latin Quarter, hosted a chop stickery party for his opening night friends in the Ming Room! of Ging Tom's Hoy Yuen Restaurant on W. 48th St.

★ ★ ★ ★

• • • Young comic Jerry Shane does the first of four Ed Sullivan shots Nov. 11 . . . One of Tin Pan Alley's most successful indie record producers and music publishers—Nevins-Kirshner Associates—now has a stable of 30 songwriters and arrangers and 12 best-selling recording stars (among them Tony Orlando, Little Eva, Barry Mann, Neil Sedaka and Carole King) . . . Allen Swift, currently in the off-Broadway hit, "A Portrait of the Artist as a Young Man," just completed his 47th TV commercial for Brylcreem, on which he served as announcer. Swift did his first Brylcreem commercial in 1957 . . . Enjoying the Polynesian cuisine at Trader Vic's the other evening were Eydie Gorme, Abe Burrows, Anthony Quinn, Margaret Leighton, Rudy Vallee, Robert Morse, Art Ford, Tony Mitchell, Zsa Zsa Gabor with her daughter Francesca . . . The Savoy Hilton on Fifth Ave. celebrating its 35th anniversary.

★ ★ ★ ★

• • • Eddy Manson wrote and scored background music on three four-minute educational, institutional documentary films presented by Corning Glass for the telecast of the new Lincoln Center opening. Films were produced by Les Collins and photographed by Filmways . . . Dave Morse has joined Sullivan, Stauffer, Colwell & Bayles as an account executive . . . Cozy Cole, the ace jazz drummer, has been signed by Coral Records to wax a series of LPs and some singles. Cozy is scheduled to take his jazz quintet for a tour of East and West Africa Oct. 14 under auspices of the State Dep't International Cultural Exchange.

★ ★ ★ ★

• • • Columbia Records has signed Bernard Krainis to a recording contract . . . In addition to the Gold Record awards received by artists, Columbia will also present a Gold Record plaque to the producer of every Columbia, Epic and Okeh record which achieves qualifying sales. The first such award was presented to Robert Morgan, producer of Bobby Vinton's Epic recording of "Roses Are Red."

## WOWO Rings the Alarm For Tri-State Fire Drill

Ft. Wayne, Ind. — For the 13th consecutive year, WOWO will hold a special Fire Prevention Week program Oct. 10 that will alert nearly 1,000 schools in Ohio, Indiana and Michigan to participate in a mass fire drill.

## Met Broadcasting FM Debuts Sunday in KC

Kansas City — KMBC-TV will begin broadcasting at noon Sunday, according to David Croninger, VP-general manager KMBC AM and FM, Metropolitan Broadcasting stations. KME FM will operate at 99.7mc with power of 4.25kw. Antenna height is 950 feet, making it the tallest FM antenna in this part of the country. The effective radiated power is 67 miles.

Chris J. Stolfa is station director. Chief engineer is Ken Newman.

Present plans call for approximately 19 hours of multiplexing daily. The station will be on the air 24 hours every day.

## 2 Houston Stations Sked College and H.S. Football

Houston—KODA here has scheduled eight Houston U. football games this Fall, beginning with Saturday's match against Mississippi. KLVU, also in this city, will air, for the eighth consecutive year, area high school grid games with "Sonny" Grimmett handling the play-by-play and Bill Edwards adding the color.

## Monta-Gue Joins WWR With Daily R-&B Show

Monta-Gue, new addition to WWRL lineup, bows Monday with a five-a-week rhythm and blues show. Formerly, he was program director of KSAN, San Francisco and before that a deejay on KTLW, St. Louis, and WAAF, Chicago. He started his radio career with KCOH, Houston.

## 'As Schools Match Wits Begins 2nd Video Round

Springfield, Mass. — WYTV (TV) here and WRLP (TV) Brattleboro, Vt., open the second season of "As Schools Match Wits" today pitting area high schools in an academic quiz. The show is a public affairs presentation of the Springfield TV Broadcasting Corp.

## Bloom Directing Traffic

Kansas City — Charles Bloom has been named traffic manager for KMBC-TV. Bloom was previously with KYW-TV, Cleveland in a similar capacity.



## Moore, McGannon Weigh News Media

Stamford, Conn. — Thomas W. Moore, VP in charge of ABC-TV; stringhouse Broadcasting presi-



Donald H. McGannon, and Y. Times correspondent Richard E. Parke will sit in Monday at on WSTC-AM-FM's live "Community Affair" panel show, discussing the sharp differences radio, TV and newspapers in emanating news.

With producer-director Ethel Skinn moderating, they will answer questions from the audience at the restaurant in Bloomfield's in downtown Stamford, Conn., as those phoned in by listeners. Moore will discuss the TV end, McGannon the radio end, Parke, newspapers.

## WJLB Slates Home Sked Post College Football

WJLB (FM), Garden City, L. I., will air the home schedule of C. Post College football games, sponsored by Small Cars, Inc., beginning with the Trenton State game match Saturday. Ev Glenn, station's feature announcer, will handle play-by-play coverage.

## WJLB Eder on WJBK

Troit — Show World reporter Eder is now featured four days a week on a new WJBK series called "That's Show Business."

## Men: The Neglected Sex in Video Blurbs

Male consumers are "The Neglected Sex," at least according to a survey of commercials aimed at that sometimes overlooked segment of the market. Developed by Schwerin Research Corp., the study found that men respond better to commercials depicting men as bumblebees, and they should not be shown losing the battle to the sexes.

### Men to Be Passive, Romantic

Among the premises stated in the report are: 1—men are especially responsive to flattering compliments of themselves (nothing more to women), especially when they are as romantic, conquering heroes; 2—There is evidence that men prefer the passive to the active role, being pursued rather than pursuing.

Men tend to react negatively to any imputations of less than

## NEW AIR CENTER HAS OPEN HOUSE

WSIX Invites the Public To See AM-FM-TV Complex

Nashville, Tenn. — Open house, complete with guided tours, is being held this week for the general public at the new Broadcasting Center here of WSIX AM-FM-TV.

WSIX Radio began operations in 1927 at Springfield, Tenn., and has been affiliated with ABC (and the old Blue Network) continuously. WSIX-TV began operations in November, 1953, and is also an ABC affiliate.

The opening of the new center, housing AM, FM and TV in one plant, was attended by Democratic candidate for governor Frank G. Clement and Robert Coe, VP of ABC-TV.

## WLIB Mikes to March With Pulaski Parade

WLIB will cover New York's Pulaski Day Parade Sunday for the 12th consecutive year. Microphones will be set up in the grandstand at the Fifth Avenue public library.

## TV Blending Regions: Rosten

Radnor, Pa.—TV may eventually blend regional differences in American speech, dress and manners, but it will also generate greater respect for intellectuals, Leo Rosten, political scientist, teacher and author, believes. He also feels the medium will help improve American cooking, and thinks the mass advertising of detergents and deodorants can't help but make people more sanitation-conscious.

Writing in the current issue of TV Guide, Rosten said: "I think TV will 'homogenize' our society in a way, a pre-TV world could never have imagined. How else

## Teleglobe Is Granted Pay TV Denver Test

Washington Bureau of RADIO-TV DAILY

Washington — The FCC yesterday granted without hearings the application of Gotham Broadcasting for authority to test the teleglobe pay-TV system for three years on KTVR-TV, Channel 2, Denver. An opposing petition by the Denver Committee Opposed to Pay-TV, a group of theatre owners, was denied Commissioner Bartley dissented.

The Denver test is required to start in six months, but counsel for the exhibitors, Marcus Cohn, is expected to ask the Appeals Court for an injunction pending a very likely appeal of the FCC decision.

Although the FCC has directed the subscribers can't be required to pay for the special receiving equipment, the Commission noted they will be charged \$10. for the wire interconnection, but that this will be refunded if the test is terminated in less than a year. There will also be a minimum monthly charge of \$3.25 plus per-program charges ranging from 25 cents to \$3.50 but ordinarily between \$1 and \$2.

can it be, when 20 to 40 million Americans are exposed to the same programs, the same styles of speech and inflection, the same jokes, and the same implicit values?"

"We may expect regional differences to decline; Americans will probably become more like one another in dress, speech, manners — without reference to geography or occupation or even economic class," Rosten said.

for a presentation made by the archetype of the suave, man of the world, while the same basic commercial was unmotivating when delivered by a bumbling, inept character. Also, ads showing women winning in male-dominated sports have produced tremendous boomerangs, and in this regard the study advises advertisers to take care in depicting male pursuits—golf, not badminton, for example.

### Want to Be Pictured Virile

Finally, it was found that men don't cotton to the idea of being considered tender, with its connotations of babies' behinds, flowers' petals, etc. The man's virility, like Caesar's wife, should be above suspicion.

## Mexican Videofile

By PEDRO MARIO AMARO

Mexico City—The Film Bureau has threatened to ban exhibition of American TV series if distributors and agencies handling material do not register all episodes. A deadline has been set for mid-October for keeping tabs on televised programs so that those deemed unsuitable for minors can be shunted to late evening hours.

Guillermo Gonzalez Camarena is pessimistic about introduction of bona-fide standard color in Mexican TV in the near future. Due to high production costs and steep prices for sets, Camarena feels it will be at least four years before Mexico will introduce color. As for his own "color effect" system which can be captured by standard black-and-white receivers, Camarena said he is still perfecting it but that images do not have sharp color tones and perfection of original color.

More than 200 Mexican actors are employed by dubbing studios in Mexico, with boom now in high gear after a slow start about three years back. More than 600 shorts will be dubbed in remaining months of this year, with weekly rate now at 94 segments. A total of 80 series will have Spanish sound dubbed for release here and in other Spanish language areas. Actors have no complaints because of unemployment in motion picture industry, but they still are pressing their union, National Association of Actors, to give them credit for their work, suggesting mention of names by announcer. The matter of credits still unresolved.

Mexican TV has produced first play for home screens exclusively in exteriors, with this possibly initiating a trend for low-cost production. Play entitled, "A Story Like Many Others," was turned out in 12 hours, used city streets for location shooting, with total cost 32,000 pesos (\$2,560 dollars).

## CBS Maestro Gives Beat In Milan Concert Opener

Alfredo Antonini, CBS musical director, returned to his alma mater, the Giuseppe Verdi Conservatory in Milan, Italy, to open the new season's concert series. The Italian-born maestro conducted the first concert, aired on Radio Italian (RIA).



## 'Dateline' Is Primed For Chicago Issues

Chicago — Documentaries and special programs dealing with current events and personalities will be presented on WNBQ's prime-time "Dateline Chicago," bowing Monday.

Opening the series is "The Disappearing Lake Front," dealing with problems confronting the city's shoreline and efforts to preserve it. Home Federal Savings & Loan Ass'n sponsors the opener, as will several others for upcoming programs.

"Dateline" is produced by NBC News-Chicago, and will feature a year-end round up of local news with a prediction of headlines in 1963.

## Kim Hunter, Bob Lansing Duo on 'U.S. Steel Hr.'

"U. S. Steel Hour" will present "Wanted: Someone Innocent" on CBS-TV, Oct. 17. Starring Kim Hunter, Robert Lansing and Diana Hyland, the teleplay was adapted by Michael Dyne from a novelette written by Margery Allingham.

Robert Ellis Miller directs the drama, produced by The Theatre Guild with George Kondolf as exec producer.

## Rambler on Three Webs

(Continued from Page 1)

"The Flintstones," "Alfred Hitchcock," "The 11th Hour," "McHale's Men," "CBS Reports," "Wide Country," "ABC-TV News," "Leave It to Beaver," "International Showtime," and "Naked City."

On radio, 20 Rambler spot commercials will be heard every week-end on NBC Monitor for the seventh consecutive year, and 18 spots on week-end ABC News, he said. Geyer, Morey, Ballard is the agency.

## Ole Ern Unwraps Disk

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Hank Jones and Dean Kay, "Tennessee Ernie Ford Show" regulars, will debut their RCA Victor disk. "Old Devil Moon," on the show tomorrow. The video bow has been set to coincide with the record's national release.

### SALES REPRESENTATIVE

(Available Immediately)

Young, Versatile, experienced in selling TV Time, Programming, Advertising, etc.

WRITE BOX 208, RADIO-TV DAILY  
1501 Broadway, N.Y.C.



• • • U. S. viewers are going to see much the cream of British performers in the Ed Sullivan shows this season. And Val Parnell, who's just resigned as managing director of ATV, is proud that most of them have, at one time or another, appeared in shows produced by his company. Ed came over to London to book a whole string of British artists. They include singers Helen Shapiro (a sensation at 16!), Eve Boswell and Cliff Richard, Acker Bilk and his Paramount Jazz Band (their first film, "Band of Thieves" is currently showing over here), comedians Morecambe and Wise and ace ventriloquist Dennis Spicer.

☆ ☆ ☆ ☆

• • • Among the British stars booked for an Ed Sullivan show is concert party comedian Denny Willis, the man who made the Queen laugh two years ago at the Royal Command Variety Show at London's Victoria Palace. Ed saw a filmed record of the Royal show and was most impressed by Denny's style. Denny wasn't doing a solo act, either. He was just a member of the Fol-de-Rols concert party.

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• • • Merle Jones, president of Columbia Broadcasting Services Television Station Division, was in London for the farewell party for Mike Burke, former head of British and European activities for CBS who has returned to New York to work on CBS programming. Robert Mayo has replaced Mike over here . . . Job of Editor of BBC-TV's Travel and Exploration Unit (beat that for an exciting title!) has gone to Brian Branston, author and former English master at Ballymena Academy, Northern Ireland.



JONES

• • • Peter Ustinov makes his first major appearance on British commercial TV this month. It'll be a 60-minute solo turn on ATV. Peter's latest play, "Photo Finish" is playing to packed houses in London . . . The Desilu Organisation will handle the U. S. and Canada release of ABC-TV's Holy Land series "Journey of a Lifetime." Desilu has bought all 39 episodes . . . M-G-M's replica of the "Bounty" won a lot of TV coverage when it sailed into the Thames the other day. It's moored for a week in the Pool of London.

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## Radio Code in Crack-Down

(Continued from Page 1)

must be taken by the NAB's Radio board of directors who meet Jan. 16 in Phoenix.

The Code Board also recommended stepped up monitoring of stations and increased administrative personnel for the self-regulatory agency as part of the more stringent policy. This, too, must await final action by the Radio Board of Directors.

The Code Board moved against the four stations on recommendation of Robert D. Swezey, director of the NAB Code Authority. The 13 stations were in a group of 34 involved in recent Code moves against hemorrhoidal remedy advertising. Twenty-one of the stations cancelled or refused schedules for the prohibited ads.

The Code Board said its policy

is not to disclose the identity of stations involved in situations of this kind.

The action recalls a similar case in 1959, when some 30 TV stations left the Code in a dispute over the same kind of advertising. Most of the stations have since returned, despite the continued ban.

The Code Board met under the chairmanship of Cliff Gill, KEZY, Anaheim, Calif.

In other actions, the Board made plans for a full-scale Radio Code presentation at the NAB Fall Conferences with a different Code Board member present at each session and heard reports on staff monitoring of stations and the increasing liaison between Code Authority staff members and state broadcaster ass'ns.

## Fisher Radio Backing New Ormandy Series

Fisher Radio Corp., through Daniel and Charles, has signed 52-week contract to sponsor Philadelphia Orchestra concerts conducted by Eugene Ormandy and broadcast for the second straight year by WQXR, beginning today.

Since the concerts for the current season will not be ready for the October schedule, the opening show will be FM stereo tapes, special concerts which WQXR did not broadcast last season. Featured soloists during October include pianist Gyorgy Sandor, Jerome Hines, and Byron Janis.

## Globe Video to Produce Show on Movie 'Loners'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Globe Video News, a subsidiary of Globe Photos, will produce a half-hour documentary "Hollywood Goes Independent for ABC-TV's "Hollywood Special" series.

Charles B. Bloch will produce the film, which will feature Mirisch Co. as a leading example of the evolution of the independent company in Hollywood. Jeff Lemmon will narrate from a script by Arthur Knight.

## Britons Drop Ad Concept

(Continued from Page 1)

ster TV, Channel TV and Bortolotto to retain it. The Pilkington Committee Report had urged abolition of the ad mags, which group several commercials in one package.

A spokesman for Associated Diffusion, the London week program company, said: "We believe the ad mags provide a service to the advertisers, especially small advertisers, and the public. In a recent survey, 70 per cent of our audience said they would like advertising magazines to continue."

A spokesman for Ulster TV, in three years of using advertising magazines, no adverse comment had been received—and one magazine had even got into the Top Ten charts.

## 17th Radio, 12th TV Y For 'Youth Forum'

Dorothy Gordon's "Youth Forum" makes its seasonal bow today on WNBC-TV and NBC Radio. The program's 17th year on TV and 12th on TV. On each segment, high school and college students exchange opinions on world issues with world leaders and the discussions form the basis of a guide which Miss Gordon prepares up for weekly distribution by the Board of Education.



## CAPT. KANGAROO' TOPS IN 7TH YEAR

Host Bob Keeshan to Get 'Surprise' Party on Show

Captain Kangaroo," CBS-TV's a-week children's show celebrates its seventh anniversary today with a "surprise" party during the broadcast. Guest of honor is Bob Keeshan, who hosts the show in the title role. Since the show's inception, Keeshan has toured as guest conductor for children's concerts.

## Variety of Sponsors Lining up for Gridcasts

Sponsors around the country are lined up to score heavily with air-time for college and pro-football season. Carling Brewing Co., Canteen National Bank, Standard Oil of Ohio (Sohio) and Uncle Sam have picked up the tab for the full Cleveland Browns schedule on Cleveland's WERE. The Frank Gifford Show," premiering on WCBS-TV's coverage of the New York Giants away-from-home games, is being aired by the Men's Division of Jantzen, and Gulf Oil has one-quarter sponsorship of all Syracuse University games on the Syracuse U. Football Network, a division of Ivy Broadcasting Co. Lucky Strike, Filter Tareyton and Gulf are co-sponsors of the entire schedule on WOR, N. Y. In another buy, Gulf Oil is sponsoring Penn State games on WTA, Pittsburgh.

## John Hills Joins 'Kay Calls'

Pittsburgh — John Hills, physical culturist on WHIC-TV's daily "Kay Calls," has become a regular member of NBC-TV's local "To-Show" broadcast.

## Patent-Swap Case Snagged

(Continued from Page 1)

is dispute over others. Philco's petition for a chance to get its hands on the Justice Department papers has been called "a big expedition" by NBC. FCC hearing examiner James D. Birmingham has reserved a ruling on whether Justice should be asked to comply with Philco's request, pending an effort by NBC and Philco to reach agreement on what papers Philco can have from the files. BC counsel Segal said yesterday. "It comes as some surprise to me," Weaver, who made charges last year that NBC had not proceeded without receiving documents from us." Weaver replied, "We are ready to go ahead with our thought of going ahead

## BW Tobacco on Line In 'Make that Spare'

"Make That Spare," featuring two professional bowlers rolling to make classic spares for cash prizes, returns for its third season Saturday on ABC-TV, immediately following the "Fight of the Week." Sponsor is Brown & Williamson Tobacco, via Ted Bates & Co.

The program will originate live from Paramus Bowling, Paramus, N. J., each Saturday. Jim Colligan is the producer. The competing bowlers will be selected by the Professional Bowlers Ass'n. AMF Pinspotters, Inc., will participate in the production costs of the program.

## Dooley Foundation Holds 'Calypso Night' Benefit

The New York Chapter of the Thomas A. Dooley Foundation is sponsoring a "Calypso Night" starring the Talbot Brothers of Bermuda Tuesday at the Waldorf Astoria.

The foundation is dedicated to the continuance of the work and philosophy of the late famed jungle doctor. Tickets at \$5 each may be obtained by writing to Miss Margaret Tuttle at the Thomas A. Dooley Foundation, Box 16, Madison Square Station, New York 10, New York, or by telephoning Verne Saunders at TR 3-2896.

Proceeds will provide a floating river boat clinic in the jungles of Laos.

## Gospel Feature to Apollo

Fred Barr and "Doc" Wheeler, WWRL personalities, bring their "Gospel Caravan" to Harlem's Apollo Theatre for one week, starting Oct. 12.

## New KDKA Series Scans Pa. Historical Features

Pittsburgh—A new "Pittsburgh Album" feature on KDKA's "Program PM" premieres today. Ed Schaughency will narrate the feature covering a range of area history from famous landmarks to little known facts about western Pennsylvania. The series is written by John Kulamer in cooperation with the Western Pennsylvania Historical Society.

## Coty, Colgate-Palmolive Back Teen America TVer

The "Miss Teenage America Coronation," a 90-minute special during which the 1963 titlist will be selected, will be aired live by CBS-TV Oct. 26 from the State Fair Music Hall in Dallas. Sponsors will be Coty, Inc., via Dancer-Fitzgerald-Sample, and Colgate-Palmolive, via Lennen & Newell.

## Grant, Cordic Added To Philly Schedule

Philadelphia—Four new local programs and two major talents are being added to the lineup of WCAU, CBS 10-0 here. Taylor Grant has joined the outlet with a daily, 45-minute "News Conference" and two-hour program block called "Evening Edition," while Rege Cordic will be teamed with George Thomas in a two-hour afternoon slot, beginning Monday.

In addition to Grant's two shows, the others being added are "Straw Vote," a daily offering and sampling of listeners' views on local issues, and "Open Line on Sports," a Monday-Friday evening series of half-hour programs exploring all areas of sports.

## Gulf Oils NBC Palm For News, Forecast

Gulf Oil, via Young & Rubicam, has renewed its sponsorship of NBC-TV's "Instant News Specials" for 1963, and will also back the network's Jan. 6 colorcast of "Projection 63" for the third straight year. The latter special will be NBC-TV's sixth annual forecast of trends and developments in the coming year.

Featuring NBC News domestic

A. E. Staley Mfg. Co., Decatur, Ill., has transferred the bulk of its web TV advertising to NBC TV, ordering participations in five programs. Agency is Erwin Wasey, Ruthrauff & Ryan.

and foreign correspondents discussing the particular problems their areas will face in the new year, "Projection 63" will be produced by Chet Hagan and have Frank McGee an anchorman. McGee also anchors the "Instant News Specials."

## King on PTA Board

Westport, Conn. — Gene King has been appointed to Staples High School PTA executive board. King, who has been program director for WCBS since 1960, has a son attending the school at this time.

## The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and handsomely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

## DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411



## AGENCY NEWSCAST

By RALPH TYLER

KMOX general manager Robert Hyland, president of the St. Louis Advertising Club, has named 42 civic and business leaders as "VIP Program Chairmen" to provide speakers for the '62-'63 Ad Club season.

The VIP list includes three publishers, two advertising agency presidents, two university presidents, two dept't store execs, two brewery presidents, four bankers, two railroad presidents, heads of the St. Louis area gas and electric utility companies, a movie exhibitor, pharmaceutical exec, president of the Public Transport System, shoe manufacturer, retired oil company exec, hotel owner, insurance company president—plus executives of electronics, chemical and various manufacturing companies.

Professions represented include law, medicine and civil engineering. Also on the VIP list are a Catholic priest, head of the Metro-



HYLAND

### Thought for Today

*"Too many of us are still sitting it out instead of sweating it out. Too many of us haven't got the guts to stand up straight and dare to be square. Too many of us know the short cuts, and too few know or care where the path leads. Too few of us dare to leave the path, because the path is always the easy way, the way most people go."*

—Charles H. Brower,  
BBD&O president

politan Church Federation, president of the St. Louis Symphony Society and the president of the AFL-CIO Council.

Gardner Advertising has been named agency for the Pharmaceutical and Laboratories Division of Schieffelin & Co. Gardner will replace Sudler & Hennessey.

## ☆ Let's Talk It Over ☆

(Continued from Page 1)

electronic media, to pass along some words of advice to the Commission's novice.

While regulation may be a proper function of the Commission, bullying police-tactics that have cropped up in the past are not only unnecessary but an actual disservice. We would like to see, for the national good, a psychological change in Washington wherein the accent is placed, not so much on what is wrong with radio and TV but — how can the FCC help broadcasters in their work? This is the "constructive positive," mark of a valued political office-holder or appointee.

FOR ONE thing, a Commissioner might use the weight and position of his authority to assist the air media in obtaining equal rights to cover public proceedings, whether in the legislative halls of Congress or the courtrooms of the land. As a former practising lawyer, Henry could prove an anodyne in opening the doors so that all the people may have an opportunity to see and hear how their representatives of law and order conduct themselves.

For another, we devoutly hope he can help sway some of his fellow-members on the Commission bench from the Savonarola-zeal with which they have too frequently tied station and network executives into knots by compelling attendance, with masses of evidentiary material at hearings such as the farcical Chicago sessions many months ago.

Again, he might utilize his position to keep community antenna operators from open piracy of commercial programming and from further inroads on the aerial domain staked out for the world's greatest communications systems, now an inseparable part of national defense and information.

We say directly to Bill Henry, these are but a few of the many areas in which you and your associates can help build better radio and TV for the people. You have stated that you are without "preconceptions, have a willingness to work hard . . . a desire to serve."

Those words constitute an excellent beginning. More power to you, Bill Henry, let's have a leg up and please spare the-knocks.

## FSR's New Business Prompts Staff Shifts

Several new media dept't appointments at Fuller & Smith & Ross-New York have been announced by VP-media director Donald E. Leonard. He said the realignment of media personnel was necessitated by the volume of new business acquired by FSR in the past year.

Francis P. Delaney, media buyer, and Miss Dorothy Shahinian, assistant to the media director, have been named associate media directors. Miss Lucille Giorelli, supervisor of estimating, has been promoted to media buyer. Mary Meahan has been added to the media staff as a media buyer. She was formerly with Lynn Baker, Inc. and C. J. LaRoche & Co.

## Philly 'Concept' Slates 'Docs' on Modern Israel

Philadelphia — Three special reports filmed in Israel are being televised on WRCV-TV's "Concept." Marciarose, hostess and producer of "Concept," filmed the program this Summer while visiting Israel as a member of the "People to People Mission," sponsored by the Philadelphia Zionist Organization, in cooperation with the Hebrew U. in Jerusalem.



By JACK RUSSELL

WOOD and WOOD-TV Gordon Kibby, whose spare time is spent collecting antique weapons, was honored two national magazines last month. Guns & Ammo featured a brace of unfired, presentation engraved, gold embellished Rogg & Spencer civil war revolver from Kibby's collection.

In American Riflemen, a beautifully engraved early Colt from his assemblage were featured. Kibby, a director of Michigan Gun Collections Ass'n, has a "Museum of Historic Curiosa" which is open to inspection to responsible parties by appointment. His collection includes weapons dating back to the 15th century through the post-Civil War period. Emphasis is on rare Colt revolvers of percussion age and beautiful hand-crafted Kentucky rifles dating back to the Revolutionary War. On Oct. 14, Kibby's collection will be the subject of a half-hour "Unit 8" program to be aired 1 PM. In addition to showing Kibby's collection, the history of firearms will be traced from Middle Ages to the Wild West.

## Nothing Outshouts

## Quality and Integrity!

THE ASSOCIATED PRESS





Indiana University Library  
Bloomington Ind

NOV 9, 1937

L. 91, NO. 68

TEN CENTS

"The Ultimate Solution"!

## A MORATORIUM ON TV CRITICISM!

### Arts Diversifying; Amateur Bouts Join Triumph, Clown Skeins

Seven Arts Associated, already producing 13 one-hour specials featuring the Boston Symphony and a 39-segment "Brett Kelly Show," in addition to distributing feature films, continues its diversification with announcement of still another project—a taped series of half-hours on "The World's Amateur Boxing Championships." Each segment will consist of three

**Sanctioned by AAU**  
National sales manager Paul Klauber said the invitational elimination matches were sanctioned by Seven Arts under sanction of the AAU, which will revise the rules and regulations. In charge will be National Amateur Boxing Committee chairman Arthur Morse, Toledo recreation commissioner.

Veteran TV and motion picture producer Sandy Howard will tape series, and Les Keiter, sports director of WFIL and WFIL-TV, Philadelphia, will be ring announcer.

**E. Wilmarth Manager Greenfield AM-FMer**  
Greenfield, Mass. — John W. Egis, Jr., president of the Haigis Broadcasting Corp. has named Bert E. Wilmarth manager of WAI-AM-FM here. He will succeed the position held by the late Norman L. Cloutier.

### CC Overrules Examiner For High Point, N.C., Video

High Point, N.C.—The FCC has overturned its hearing examiner in voting 5-2 to grant a new TV station on Channel 8 to Southern Broadcasters. The decision, with chairman Minner and commissioner Ford dissenting, denied competing bids of Person Standard Broadcasting, Cities Broadcasting and High Point television.



Steve Allen "The Steve Allen Show"



Groucho Marx "The Best of Groucho"

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

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



©1962, WPIX-11 Advt.

Where are your 60-second commercials in New York?

### On-Duty Operators Rule Easing Backed

The NAB yesterday threw its support behind an FCC proposal to relax requirements regarding employment of first-class operators by certain AM and FM radio stations.

The proposal would allow licensees of non-directional AM stations with power up to 10 kw and FM outlets up to 25 kw the option of employing a part-time first-class operator or a full-time operator as required under present rules.

(Continued on Page 8)

### 98 Million Americans Saw Schirra on 3 Nets

Some 98 million viewers watched the Schirra orbit coverage on the three nets, NBC researchers reported yesterday on basis of available Arbitrons and Nielsens. NBC claimed 64 million watched its coverage exclusively.

### CBS Paced TV Webs In Aug. Billing Gains

Network TV gross time billings went up 16 per cent in August over the same month a year ago, TvB revealed yesterday. Total billings for the three networks in August were \$64,274,198, against \$55,385,728 in the month a year ago.

For the first eight months, web's (Continued on Page 4)

### Documentaries on CBC

Special to RADIO-TV DAILY  
Toronto—CBC producer Robert Steinhouse has just completed three documentaries, with the first, "Spain—The Struggle for Progress," to be aired today on Radio International.

### Half-Yr. of Silence For All Industryites Advocated in Philly

By ARTHUR PERLES

Imagine!

A six-month moratorium on introspective criticism, silencing every member of the video industry and its allied fields with no one allowed to ask—rhetorically or otherwise—"What's wrong with television?"

This idea, which has been expounded and stated repeatedly in many RADIO-TELEVISION DAILY editorials over the year, found a strong exponent yesterday in the person of James T. Quirk, publisher of T7 Guide.

With forensic skill, he gave it fresh acceleration in an address before the TV-Radio and Advertising Club of Philadelphia.

### Words Expected to Wing

By yesterday's close it had gathered lots of momentum in the Quaker City's industry circles, is expected to spread with prairie-fire speed through the broadcasting and advertising canyons of New York and then wing its way coastward.

In what he termed "a facetious approach to a very real problem" Quirk lampooned everyone who wrestles with it and "... comes up with an answer ... always delivered in a loud voice and usually in the public prints," saying: "... when TV people deliver up

Editor to Editor: Wouldn't it be a terrific thing if TV Guide decided to give its eight and a half million readers the benefit of publisher Quirk's thoughtful oratory? Wouldn't it be a great antidote to the volumes of criticism that has cascaded over broadcasting for years?

their innermost fears and dreams, they like to be comforted with the knowledge that their psychiatrist is really 180-million people."

The paradox, he continued, is that they aren't listening at all because they are home watching TV.

"The only people listening are (those) in the TV business, Quirk (Continued on Page 7)





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# Yom Kippur to Open New Religious Casts

WCBS Radio, in cooperation with the Union of American Hebrew Congregations, will launch Sunday a new weekly series of religious broadcasts, "Adventures in Judaism."

Since Sunday marks the observance of Yom Kippur, the opening program will be devoted to the holy day with a script by Paul Kresh, based on an ideas by Rabbi Erwin L. Herman. "Trial in Heaven." The show will star Albert Dekker.

## Amateur Bouts Slated

(Continued from Page 1)

nouncer and provide commentary. A feature of the skein will be the superimposing of each judge's scoring on the TV screen at the end of each round.

Participating amateur boxers will be appointed by the AAU from among Golden Gloves, AAU and local boxing champions in 10 weight divisions approved by the International Olympic Committee. The semi-finals and finals will be held in Madison Square Garden.

# COMING AND GOING

DON GARRETT, Screen Gems p.r. director, to Houston with JAY NORTH, "Dennis the Menace" star.

WENDELL COREY returned to Hollywood for production on "Eleventh Hour."

AL HIRT back in New Orleans after guesting on Sullivan show.

PERRY BOTKIN, director-composer of "The Beverly Hillbillies," in N. Y. Sunday.

HOPE LANGE in N. Y. from Hollywood for upcoming "Cyrano."

FRANCHOT TONE in N. Y. rehearsing for DuPont show.

NORMAN KATZ, foreign operations VP for Seven Arts, to Far East and Australia.

CHRISTOPHER PLUMMER arrives in N. Y. from Canada Monday for rehearsals on Hallmark show.

## Fred Wood Elected Jersey Ass'n Chief

Atlantic City — Fred M. Wood, owner and general manager of WMVB, Millville, has been elected president of the New Jersey Broadcasters Ass'n at its annual convention here. Ronald L. Hickman, g.m. of WNNJ, Newton, will serve as the organization's VP. Named to the association's executive board are:

Glenn C. Jackson, WTTM, Trenton; Paul Alger, WSNJ, Bridgeton; Frank J. Matrangola, WCMC, Wildwood; Gordon Giffen, WKDN, Camden, and Howard L. Green, WOND, Pleasantville. All are station managers.

The New Jersey broadcasters' FM emergency weather network is being augmented with a direct-line installation to the U. S. Weather Bureau station at Pomona, to provide increased public service.

The executive board was authorized to hire an executive secretary and programs.

## D.C. Casters Name Youth For \$500 R-TV Award

Washington Bureau of RADIO-TV DAILY Washington — The D. C. Broadcasters' Ass'n has announced a Hyattsville, Md., student as recipient of its \$500 scholarship to pursue a course in broadcasting. Awards are made to provide tuition and financial assistance to students with radio-television interests, and are made upon recommendation of the Maryland U. department of speech and dramatic art.

## 'Bio of Badge' Follows Making of N.Y.'s Finest

John Public gets a rare glimpse into the screening, education and training of New York City policemen Sunday when WABC's documentary series "Challenge: '62" presents "Biography of a Badge." Including remarks by commissioner Michael Murphy, "Badge" will follow the career of a patrolman from recruit to graduation.

## Negro, White AFMer In Cleveland Merger

The merger this week of white and Negro musician local unions in Cleveland, after 52 years of separate autonomy, has been hailed by AFM president Herman Kenin as an important contribution to the organization's aim of a completely integrated international union.

"The achievement of our fundamental policy of complete integration is a tedious process, mainly because many of our Negro locals are wary of surrendering the autonomy granted at their request a half-century ago." Kenin said, "Nevertheless, the AFM is dedicated to complete integration through orderly procedures that will protect the rights of all concerned."

Negro Local 550, numbering some 200 members, merged with 2,800-member Local 4 on Monday under an agreement pooling the assets of both locals under the management of the larger union.

## White House Tour in Book

"A Tour of the White House with Mrs. John F. Kennedy," a new book written by Perry Wolff and based on the CBS News broadcast that won a Special Trustees Award from the Academy of Television Arts and Sciences, has been published by Doubleday & Co. Fully illustrated, it contains more than 150 b-&-w and eight pages of full-color photographs, most of them taken by CBS staff photographer William Warnecke prior to and during the broadcast.

The book includes large portions of Mrs. Kennedy's dialogue with CBS News correspondent Charles Collingwood, used both as picture captions and as text, as well as remarks by President Kennedy. In addition to re-creating the basic pattern of the TV tour, extensive annotations, anecdotal material and short essays give background to Mrs. Kennedy's remarks.

# FINANCIAL

(October 4)

## NEW YORK STOCK MARKET

	High	Low	Close	Chg
Admiral Corp.	12 3/8	12 1/8	12 1/8	+ 1/8
AB-PT	30 1/4	29 1/2	29 3/4	— 3/8
Am. Tel. & Tel.	108 3/4	107 3/8	108 3/4	+ 3/8
AVCO	21 7/8	21 3/8	21 7/8	+ 1/2
CBS	35 7/8	35 1/4	35 7/8	+ 1/2
Columbia Pic.	20 1/2	20	20 1/2	+ 1/2
Crow.-Coll.	22 5/8	22 1/4	22 5/8	+ 1/2
Decca	39 1/2	39 1/2	39 1/2	—
Disney	25 3/4	25 5/8	25 5/8	— 3/8
East. Kodak	95	94 1/4	95	+ 3/8
Gen. Prec.	32 1/4	31 3/8	31 1/2	— 1/2
Hazeltine Corp.	18 3/8	18	18 3/8	+ 3/8
Magnavox	33 1/8	32 1/8	33 1/8	+ 3/8
MCA	42 1/4	42 1/8	42 1/4	+ 1/2
M-G-M	30 1/2	30 1/8	30 1/2	+ 1/2
Metromedia	13 1/8	13 1/8	13 1/8	— 1/2
Minn. M.&M.	48	47 1/4	48	+ 3/8
Nat. General.	6 3/8	6 3/8	6 3/8	—
Paramount	37 1/8	37	37 1/8	—
Plough	26 5/8	25 3/4	26 5/8	+ 3/8
RCA	46 1/2	45 3/4	46 1/2	+ 3/8
Taft	14 7/8	14 3/4	14 7/8	+ 1/2
20th-Fox	22 7/8	21 3/8	22 7/8	+ 1 1/2
United Artists	26 3/4	26 3/4	26 3/4	—
Warner Bros.	12 5/8	12 3/8	12 5/8	+ 3/8
Westinghouse	26 1/4	25 3/4	26 1/2	+ 1/2
Zenith Radio	51 3/4	50 1/2	51 3/4	+ 2 1/2

## AMERICAN STOCK EXCHANGE

Allied Artists	3 1/8	3 1/8	3 1/8	—
Desilu	7 5/8	7 5/8	7 5/8	—
Filmways	4 7/8	4 3/4	4 3/4	+
MPO	6 1/4	6 1/8	6 1/4	—
NTA	1 1/8	1	1	—
Reeves Sound	3 3/4	3 1/2	3 3/8	—
Screen Gems	15 3/4	15 5/8	15 3/4	—
Technicolor	10	9 7/8	9 7/8	—
TelePrompTer	6 1/2	6 1/2	6 1/2	—

## \* OVER THE COUNTER

	Bid	Ask
Jerrold	5 1/8	5
Meredith	20 1/2	23
Rust Craft	9 1/4	10
Seven Arts	8	8
Sterling	1	1
Transcontinent	9 1/8	10
Wometco	24 3/4	27

\* Courtesy of National Association of Security Dealers.

According to ALL the Metropolitan Kalamazoo Audience Surveys

# WKMI IS NO. 1

Pulse Metro Area, Sept. 1961; Hooper, Sept. 1960

The Big INDEPENDENT B for Greater Kalamazoo

- Metro Area 177,200
- Total Trading Area 297,000 (S.M. 1962 Survey)

# WKMI

5,000 Watts Days — NI  
1,000 Watts Nights — d  
**24 HOURS A DAY**  
Call the MEEKER Ma



# Oral TV for Renewal Bids, Added Facilities

## CC Changes Rules On Airing of Notices; Wants Speaker Seen

Washington Bureau of RADIO-TV DAILY  
Washington — Local notice applications for license renewals and major changes of facilities must be given by TV stations orally with camera focus on the announcer, under terms of editorial changes in the FCC's oral notice rules.

Among other changes, applicants will be given seven instead of five days to file statements with the commission about how they have complied with the rules; it made clear that international broadcast stations are not subject to these rules; stations which can't operate during the hours in which notice is required may broadcast notice at other times.

**'Vacation' in Summer**  
Also, educational stations not operating in Summer need not comply with the rules during those months as far as broadcast is concerned, but may satisfy the requirements with public notice in a newspaper if it is the only broadcast service in the community.

In addition the FCC adopted rules permitting automatic programming logging under pre-arranged conditions, but this does not affect proposals as to factual information about programming. These have been severed and will be dealt with at a later date.

## 'Grid Cards' Jimmy Hill KXLW Spor's Chief

St. Louis — Jimmy Hill, backfield ace of the St. Louis Football Cardinals, has been named sports director of KXLW and will be heard in a Saturday morning program summarizing the week's sports highlights and analyzing sporting events in the news.

## Burntable Returnee

Miami — Tom Looney, WCKR playboy, has returned to the station after fulfilling his military duty with the National Guard.

## Dr. Mead TVs Family Advice

Dr. Margaret Mead, outspoken anthropologist and expert on family life, will be one of four panelists on the premiere Sunday

WOR-TV's family counseling series, "Point of View."

Other panelists on the show discussing "Family '62" are Dr. Ernest Osborne, chief advisor for Columbia Teachers College department of family life; Dr. David Pace, president of the American Ass'n of Marriage Counselors, and Dr. Smiley Blanton, director of the American Foundation of Religion and Psychiatry.

## Pubaffairs Has 35% Of Local Scheduling On WNBQ-TV in Chi

Chicago — WNBQ, NBC-TV 10-0 here will devote 35 percent of its total local programming schedule this Fall and Winter to public affairs and informational telecasts, announces Lloyd E. Yoder, NBC VP and general manager of WNBQ-WMAQ. The station will program a total of 17½ hours weekly in the public affairs and info area out of a local schedule of 49½ hours.

**School Students Featured**  
WNBQ is presenting two 30-minute community and public affairs programs in prime time—the Monday night "Dateline Chicago" documentaries and the Saturday night "It's Academic" colorcast featuring outstanding students from Chicago area high schools.

Both programs have been sold to local sponsors, with Home Federal Saving, & Loan Ass'n of Chicago backing the Monday night documentaries and Dean Milk Co. signing for "It's Academic."

**17 Weathercasts Weekly**  
The station's weekly lineup features 29 regularly scheduled community service and info programs, excluding the repeat telecasts of the "Len O'Connor Comments" strip and the "Live and Learn Forum" repeat. In addition, WNBQ programs 34 local newscasts and 17 weathercasts on a weekly basis locally.

## Wayne, Shuster Sign 2 For 4 Canadian Shows

Special to RADIO-TV DAILY  
Toronto — Comics Johnny Wayne and Frank Shuster have signed vocalist Shirley Harmer and dancer Don Gillies for their four shows on CBC-TV this season. This will be Miss Harmer's first stint with the comedians, while Gillies has been appearing with them for five years. The first show bows on the net Oct. 23.

Program moderator is the Rev. Dr. William Genne, director of the department of family life, National Council of Churches. David Yarnell is series producer. Panels for the Oct. 14 and 21 shows will come from the Roman Catholic and Jewish faiths. After the opening three shows, each denomination will present a month's programs.

## Cypress Gardens TV Furniture Ad Backdrop

Orlando, Fla.—Cypress Gardens in Winter Haven is the setting for five 60-second commercials prepared by WLOF-TV account exec Paul Knepper for Kane Furniture and its associate stores, Pearlman's of North Carolina. One commercial involved sinking an entire patio set to the bottom of the Aquarama pool. In another, a negligee-clad maiden lies on a mattress and springs while floating in a Florida-shaped pool. John Patterson directed filming.

## REP FIRM SHIFTS EXECS, BILL KNODEL NEW PREXY

J. W. (Bill) Knodel, formerly executive VP of Avery-Knodel, has been elected president of the radio-TV rep firm and will headquarter in New York as its chief administrative officer.

In other moves, executive VP Thomas J. White, Jr., and secretary-treasurer Philip Schloeder, Jr., have resigned but continue as consultants. Bill Knodel is acquiring their stock holdings.

Elected secretary was Emily Jordan, with Jacqueline Gullat named treasurer. Robert J. Kizer continues as VP in charge of TV sales in the N. Y. office, with Donald F. McCarty, formerly sales manager of the radio division in N. Y., appointed director of radio sales development and special services.

## Stewart for Radio Sales

Succeeding McCarty as radio sales manager is John S. Stewart, who returns to the company after a 12-month absence. He had been with Avery-Knodel nine years prior to his resignation last November.

In activity under Roger O'Sullivan, senior VP in charge of Avery-Knodel Midwest operations, F. Robert Kalthoff has been named sales manager of the TV division in the Chicago office; Gale Blocki, Jr., has joined the radio sales dept of the Chicago division, and James M. McGreevy joined TV sales in Chicago.

## TV Unit to Kalthoff

Kalthoff succeeds Raymond M. Neihengen, who has resigned; Blocki formerly was with John Blair, Radio Advertising Bureau and Metromedia in the Chicago area, and McGreevy comes from the Chicago Tribune ad dept.

Knodel also announced his firm will open a new office in St. Louis Nov. 1. Others are in San Francisco, Los Angeles, Atlanta, Dallas and Detroit.

## Book Consultant Hosts WHLI 'Story Hour' Show

Spencer Shaw, children's consultant for the Nassau library system, has returned on WHLI, Hempstead, L. I., with his "The Story Hour" program. As program host, Shaw features children's book reviews and dramatizations, and encourages reading as a family activity.

## DRIVERS GUIDE COPTER ALOFT

Headlights Switched On  
For Skyway Reporter

Philadelphia — When rain, fog and mist obscured the view of WPEN "Skyway Traffic Reporter" Al Schwartzman, he asked homebound motorists thronging the Schuylkill Expressway to guide him by turning on their headlights.

"Immediately," reported Schwartzman, of the Philadelphia Highway Patrol, "headlights flashed on as though by a master switch." Some motorists added to the illumination by waving lighted flashlights.

## Lipton Bags Burnett For Feb. CBS Special

"An Evening with Carol Burnett," the first of her three CBS-TV specials, will originate from New York Feb. 24, sponsored by Lipton Tea, via Sullivan, Stauffer, Colwell & Bayles. It will be produced by Bob Banner Associates and Burngood Productions in association with CBS-TV.

The program will be based on material used by Miss Burnett during her record-breaking, six-city p.a. tour this Summer. Appearing on the special will be the comedy team of Allen & Rossi, who worked with her on the tour.

## Denver AM Taps Pierson As Morning News Editor

Denver—Bill Pierson has been appointed to the KBTR news staff as its morning editor, with news programs increased to hour and half-hour formats. In addition to the station's morning newsbeat, Pierson will originate two prime-time morning roundups.



## Shirra's Parents Tapped For TTC Video Spec

San Diego — A special 10-minute film interview with the parents of astronaut Walter M. Schirra, Jr., has been prepared by the Transcontinent Television Corp. o-o here, KFMB-TV, and given exclusively to all other TTC o-os for inclusion in their programming. In the interview, Schirras give their reactions to their son's training and participation with Project Mercury. The elder Schirra is a former World War I pilot.

## BVD's Clothespinned To Radio's Ad Line

That well-known brand name BVD, traditionally a print media advertiser, is moving into spot radio field this Fall with more than 8,000 one-minute commercials.

The BVD drive will use 31 radio stations in New England, New York, Pennsylvania, Ohio, Illinois, Indiana and Michigan. The campaign will supplement substantial sked in newspapers, magazines and billboards.

## Hammar skjold Concert To Be Aired in Capital

Washington Bureau of RADIO-TV DAILY  
Washington — Memorial concert for Dag Hammar skjold, to be held at the Dep't of State Oct. 15, will be rebroadcast in its entirety on WGMS radio two days later.

The concert will feature a performance of the six Brandenburg Concerti of Bach by the Festival Orchestra of New York. The group comes to Washington after a performance at Lincoln Center, New York.

## Maverick Kelly Plays 'Night Life' Stage Role

Jack Kelly, who plays Bart Maverick in the "Maverick" TV series, has been signed for the stage role of Neil in Sidney Kingsley's "Night Life." Kelly gives his first performance in Philadelphia tonight, where the drama is now in its final pre-Broadway week. Philip Boxco, who had the part, resigned.

## STORK NEWS

A son, Mark, was born to Bob and Audrey Gallagher. Dad is a WEEI, Boston, newsman and announcer.

John E. McArdle, WNEW-TV VP and general manager, and his wife, Joyce, became the parents of a boy, John, Jr.



By TED GREEN

• • • David L. Wolper is looking for a big-name star to narrate his new documentary TV series, "The Passing Years" . . . Rosenberg-Coryell agency signed up ex-MCA client, Paul Henreid, one of TV's hottest directors . . . Singing comedienne Irene Ryan, twice turned down for the "Jack Paar Show" without even a look 'n' listen, is a big comedy hit in her new TV series, "The Beverly Hillbillies," without warbling a note . . . Producer Bill Hobin and his newly formed Mizpah Productions have some big plans brewing. This talented gentleman has just begun his third year at the helm of the "Sing Along Show" . . . Vincent Lopez's new M-G-M album, "More Dance Along with Lopez," just hit the record stalls, and NBC is mulling a "Dance Along With Lopez" stanza for those viewers who like to roll back the rugs and dance at home.

• • • So, ya-wanna-be a fireman? Well watch "Discovery 62" on ABC-TV Monday at 4:30 PM and you'll see what a "probe" has to go thru before he graduates. You'll be satisfied with your own job . . . WNEW jazz expert Billy Taylor will demonstrate the relationship between jazz and the classics Sunday when he plays at a concert sponsored by the Orchestral Society of Westchester at Chappaqua, N. Y. . . Bill Britten, WPIX's "Bozo the Clown," and Doris Faye, "Princess Ticklefeather," will help St. Clements Church of Queens raise money for new classrooms at their parish school through the annual Bazaar tomorrow. On Columbus Day, Bill and Doris will present a special one-hour stage show for B'nai B'rith of Forest Hills for the B'nai B'rith children's hospital fund. These two are the busiest ones to help any good charitable cause . . . Saverio Saridis had a sensational week at Blinstrubs in Boston. The former cop sings up a storm and his future looks more brilliant each day . . . Director Martin Carr hired a top interior decorator to detail his plush bachelor quarters off Madison Ave.

• • • Meet: Carol Knox, a shining example that brains, talent and versatility not only can go together but can also be wrapped in an attractive package. A native of Detroit, Carol, at age 14, won a teen talent contest to do commercials on Philadelphia's WFIL-TV for "The Paul Whiteman Show." Three years later she was chosen "Miss Transportation Detroit" and was immediately launched on a busy part-time modeling career. And, because her speaking voice was as good as her looks, she was selected for two successive years to narrate the Detroit Auto Show. Winning a four-year scholarship to Michigan U., she majored in radio-TV while working week-ends and Summers doing TV commercials in Detroit. Spotted by a member of the WNBC-TV production department visiting friends in Norfolk, Carol was invited to audition for the role of integrator on a projected new program called "Family." She was signed immediately and joined WNBC-TV in October, 1960.



MISS KNOX

• • • Remember noted maestro Ben Pollack? He just opened his own talent agency in Las Vegas . . . Songstar Connie Francis guests on Ed Sullivan's Oct. 14 stanza on CBS-TV and will chant a few of her big selling MGM disk hits in Japanese, French and Italian lingo . . . TV's Eve Arden and her hubby adopted a 7-year-old Korean lad. They've eight adopted children under the Foster Parents plan . . . TV singer Marilyn Peters and video comic Lou Alexander cozy corner at the Paramus Steak Pit in N. J. . . Ruth and Milton Berle adopted a 6-month-old boy in Hollywood.

• • • Epic Records has released a new single by Buddy Greco, titled "Mr. Lonely." The song was written by Bobby Vinton, who recently achieved national prominence with the sale of more than a million copies of his single, "Roses Are Red" . . . Pretty singer Vicki Ford set for a return engagement at the Concord to be followed by an appearance on the "Steve Allen Show" . . . Judy Scott, singing protege of Jerry Lewis, is turning his sights to the legitimate theatre following an attractive offer.

## Smith: 'Baseball a Bore?' Say It Isn't So, Fellers

Cincinnati relief pitcher Jim Brosnan and former big league greats Bob Feller and Jackie Robinson will be interviewed by Howard K. Smith on his ABC-TV "News and Comment" Sunday eve of the fourth World Series game, to determine whether "Baseball is a Bore." National Insurance sponsors.

## Eckersley Now GM Of Rhode Isl. Outlet

New Bedford, R. I. — Vance Eckersley has been appointed general manager of WTEV, new ABC-TV affiliate serving the New Bedford-Providence-Fall River area.

A native and lifelong resident of Scranton, Pa., Eckersley has been active in TV since 1953 when he was appointed management for owners of WDAU-TV, Scranton. He was a practicing attorney and certified public accountant before entering the TV field.

In 1954, Eckersley discontinued his accounting and law practice to devote full time to Scranton Broadcasters, Inc. Since November of last year, he has served as consultant for WTEV.

## Prayers to Open, Close Scranton AM Air Time

Scranton — WEJL here in operation with the United Churches of Lackawanna could have recorded prayers by 12 ministers for "sign-on" and "sign-off" use each day. Response to the station's one-minute spiritual message over the past five years has encouraged the new series.

## CBS Led August Gains

(Continued from Page 1)

income for time was \$516,442 in 1962, up 12.7 per cent from \$458,068,236 in '61. For the six months, ABC-TV billings were \$132,474,200, up 7.3 per cent from a year ago; CBS-TV, \$200,402, an increase of 17.6 per cent; NBC Television \$183,566,316, 11.8 per cent.

Daytime TV billings showed the biggest increase both in August and for the year to date. For the month, daytime billings were \$19,667,686, an increase of 27.3 per cent from last year, versus for the January-August period daytime billed \$159,746,641, 18.3 per cent. Nighttime billings in the first eight months of 1961 were \$356,696,436, up 10.4 per cent from 1960.

Network television billings compiled by Leading National Advertisers-Broadcast Advertising Reports and released by TvB



## lor Ups RCA Victor 9-Months Record Sales \$-Volume

A 110 per cent increase in TV receiver dollar volume from January thru September helped push RCA Victor instruments to a new, all-time nine-months sales record—per cent ahead of the comparable 1961 period, according to Walter Watts, president and board chairman of the RCA Sales Corp. Marketing VP Raymond W. Condon said September color sales were 69 per cent ahead of the same month last year “and we are able to fill all the orders we have on hand.” In addition, radio sales for the first nine months were 48 per cent ahead of last year, while unit sales of stereo “control” merchandise showed a 100 per cent increase.

### Looks to 4th Quarter

Watts added that “strong public acceptance of the complete new line of RCA Victor TV, radio, ‘rola’ phonograph and tape recorder product enabled us to surpass the sales volume of the first three quarters of our best sales in the early days of black-and-white TV . . . and the outlook for the fourth quarter is extremely encouraging in all merchandise categories.”

## Dailey Is Sales VP KADY & KADI (FM)

Louis — Tom Dailey has been appointed sales VP of KADY & KADI (FM). Radio KADY, studios in nearby St. Charles, is Pioneer Better Music Station.

## Maurice Povich Appointed Publicity Director

Washington Bureau of RADIO-TV DAILY  
Washington—Maurice R. Povich has been appointed publicity director for WDC by station prexy Strouse. For the past five years, Povich has been on assignments with NBC sportscaster Bob Costello, and before that was associated with the Washington Senators baseball broadcasts.

## 'Rigoletto' Lifts Curtain for WOR-TV Opera Segs

Meridi's "Rigoletto" has its video premiere on WOR-TV's "Golden Age of Opera" Sunday, as the series enters its second year. Aldo Marchini stars in the title role, with Fred Landry as the Duke and Fred Vidor as Gilda. The roles will be sung by Mario Del Monaco, Pina Arnaldi and Tito Gobbi. Lillie Stock of Italy sponsors.

## Jim Ameche's Automated

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Automation, which has been making slow but steady inroads into radio station operations, has also paved the way for a new business for announcer Jim Ameche. Seeking to take advantage of the number of stations which have decreased their live programming in favor of automation, he formed Ameche Productions to produce taped music programs geared to the outlet's needs.

Ameche's programs, varying in length from five to 15 hours per week, as well as to content, are

currently aired by more than 350 stations, with the sales and distribution packages set up by M&E, a Phoenix sales organization which also contracts for advertisers.

In addition, he recently joined Storer Broadcasting's KGBS, 50,000-watt outlet in Los Angeles, as a live deejay with a five-hour show scheduled for Monday thru Friday.

## WJW TO REVIVE RADIO DRAMA ERA

'Sunday Showcase' Debuts  
With Daudet Short Story

Cleveland—The half-hour dramatic program, a feature formerly heard regularly on radio but currently almost extinct, returns to WJW in a modern form this weekend with "Sunday Showcase."

Each week, the program will feature a quartet of actors from area playhouses in efforts from the theatre, interwoven with classical music and poetry.

"Sunday Showcase" is a conception of Cleveland writer-producer Mylas Martin.

## 'Lawman' Guns Blaze In Six Early Sales

Warner Bros. has released its first half-hour series, 156 episodes of "Lawman," now that its one-hour TV programs have been sold in most major markets, reports Joseph Kotler, TV division president.

Initial purchaser of "Lawman" include: WNEW-TV, New York; KTLA, Los Angeles; WWJ-TV, Detroit; KHOU-TV, Houston, KP-TV, Portland, Ore., and KFDX-TV, Wichita Falls.

New sales for Warner hour shows include: "The Roaring 20s" to WHDH-TV, Boston; "Maverick," "Sugarfoot" and "Bronco" to WXIX, Milwaukee; "Maverick," "Surfside 6" and "Sugarfoot" to WKRG-TV, Mobile. WNEP-TV, Scranton, and WBTW, Florence, S.C., have purchased "Maverick;" WATE-TV Knoxville, and WIS-TV, Columbia, S.C., have signed for "Surfside 6," and WKST-TV, Youngstown, has bought "The Roaring 20s."

## Serving the State

Columbus, O. — Ken Mack, WTVN, public service director, will produce radio-TV scripts for the Ohio Dept. of Natural Resources.

## Knights Life Renews Pirate Chief's Show

Pittsburgh — Knights Life Insurance Co., via Sykes Advertising, has renewed the "Joe L. Brown Show" Sunday sports program featuring the general manager of the Pittsburgh Pirates and KDKA sports director Tom Bender.

The Fall-Winter schedule of 15-minute broadcasts will get under way on Oct. 14. While the April-September half-hour format was based on answering questions from baseball fans, with two tickets to a Pirate game awarded to each person whose query is used, Brown and Bender will have a variety of "hot-stove" topics to discuss in the next few months.

Edward Young is the producer of the series. Knight Life has sponsored the Joe Brown series since 1959.

## Reynolds Meta's Tees NBC's 'All Star Golf'

St. Louis — NBC-TV's "All Star Golf" crew spent two days here recently shooting film for matches to be carried on next year's shows. In one match, Dow Finsterwald played Tommy Jacobs at the Old Warson Country Club, while Bobby Nichols took on Dave Ragan in a second encounter. Jimmy Demaret is host for the show sponsored by Reynolds Metals, through Clinton E. Frank and Lennen-Newell.

## Why Sea Turtle Cries: Dislikes Landing in Soup?

Why the Great Green Sea Turtle cries and other mysteries surrounding this resident of the deep will be brought to the surface when host Tex Antoine interviews Dr. James A. Oliver, director of the American Museum of Natural History, on WNBC's "Journey into Nature," scheduled Sunday.

# FEED!



Georgia's Governor-Nominate Carl Sanders is shown in a victorious handshake. The reporter on the phone is WSB-TV's Dick Goss.

When things happen in the South, WSB-TV provides the feeds for NBC network news. Whether the President visits Huntsville . . . encephalitis strikes Orlando . . . or Georgia elects a new governor . . . NBC gets it from WSB-TV. **When the South makes news . . . NBC depends on WSB-TV!**



Affiliated with The Atlanta Journal and Constitution.  
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte;  
WHIO/WHIO-TV, Dayton.





## 'SISTER CARRIE' SUNRISE TOPIC

Prof. Gibson to Discuss  
Dreiser's Realism, Style

Realism, naturalism and imperfections of style in Theodore Dreiser's "Sister Carrie" will be discussed by Prof. Walker Gibson on "Sunrise Semester" Monday and Wednesday on WCBS-TV.

Dr. Oscar Cargill, head of the Dep't of English at New York U. will be guest lecturer Oct. 12 with a discussion of Henry James as a novelist and as a dedicated American.

## Grand Prix Thriller Beamed in Spanish

Latin American road racing aficionados will hear a running account of the U. S. Grand Prix for Formula One Cars Sunday on WRUL, Worldwide Broadcasting's international short wave radio station.

The description of the 230-mile race will be aired in Spanish from Watkins Glen, N. Y., by Miguel Bomar, WRUL director of Spanish Services. The race attracts worldwide interest.

## WINS to 'Integrate' Public Affairs Segs

WINS, New York, on Sunday will inaugurate a rotation system the station says will make "the entire broadcast week a public affairs platform."

The station kicks off with the 30-part "Around the World" series with Mike Wallace to be presented in cooperation with Hofstra College. The segs will be integrated into the full range of WINS programs on a rotating basis seven days a week, and introduced by various station personalities.

WINS said the rotation system is in contrast "to the prevailing industry practice of bunching such shows into public affairs 'islands' in low revenue time periods."

### One for Her Own

Portland, Ore. — Glenna Page, KATU's "Northwest Living" hostess, has premiered her own show. Among the special daily features of the program are "Personal Page," designed to help listeners with their problems, and "Baby of the Day," selected from pictures submitted by the audience. Weekly features include the "Recipe of the Week," "Family Panel" and "Paging Lost Pets."

## The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and handsomely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

## DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KMEX-TV's debut was an auspicious event. Inaugural ceremonies included greetings from film celebrities and civic leaders. Spanish language channel presented a two-and-a-half hour video of President Kennedy's state visit to Mexico earlier this year. Te Fantastico was earmarked for the children. La Hora de Bellas Artes featured performers from Mexico's famed Palace of Fine Arts the Corridos de Toros, a two-hour session on bullfighting.

• • • Jackie Cooper is returning a favor to producer-director Averbach of Four Star's "Ensign O'Toole" series next week. Six years ago, Averbach directed the pilot of Cooper's successful "Wagon Train" series as a favor to the actor. Now Jackie has agreed to direct the "Operation: Brooklyn" segment of the "O'Toole" show to Averbach a breather. In addition to his production chores on the series, Hy has directed the majority of the segments.

• • • Troy Donahue and Robert Conrad, stars of Warner Bros. new "Hawaiian Eye" series for ABC-TV are on a six-city promotional appearance tour in connection with new season's programming series. Actors will visit St. Louis, Pittsburgh, Boston, New York, Philadelphia and Raleigh, N. C.

• • • George Lewin, news editor, KTLA, has been elected president of the radio and TV News Association of Southern California, succeeding Sam Zelman, west coast bureau manager for CBS and KTLA director of news. Serving with Lewin will be Barney M. Kline, KNX news director, as VP, with board of directors listing Ed Conroy, KRCA news bureau; Pat O'Reilly, KNXT news bureau; Milt Fish, director of news, KABC; Eugene Hoffman, radio and TV coordinator, Los Angeles County Board of Supervisors; Norman Alley, Television, and Jack Latham, news commentator, KRCA.

• • • Irene Ryan takes time off next week from CBS-TV's "Beverly Hillsbillies," in which she co-stars with Buddy Ebsen, to appear in a 15 minute children's safety film for national distribution to schools and service organizations. Frank Sinatra made a special appearance on "World of Showbusiness" with host Bud Widom answering the questions. Program airs over Armed Forces Radio and TV Service. Hugh Beaumont megging his own video family in the "Wagon Train" Car Accident" stanza of "Leave It to Beaver" this week. Robert Vanni set for the title role of "A Saint For Momma," teleplay, the "Going My Way" series which guest stars Richard Conte. Elliott, Jim Beck and Robert Cornthwaite have been added to the cast of "Naked Steel," episode of "Laramie," now shooting at RKO with Harmon Jones directing.

• • • Don Page, radio-TV reporter on L. A. Times, will find himself in front of the microphone for at least 15 minutes a day for the next two-weeks. Page is substituting for vacationing Gene Sherman (on Times staff) on nightly 6:30 broadcast over KABC-Radio.

## MD. GOV. PRAISES R-TV FOR ROLE IN U.S. LIFE

Baltimore—In the field of communications, radio and television are "unexcelled in either the scope or the intensity of their effect upon the lives of the people," according to Maryland Gov. J. Millard Tawes.

He said the broadcast media "rival all others, for example, in the field of entertainment, bringing countless hours of enjoyment to many millions of people in this country."

"They have revolutionized the advertising industry," he continued, "bringing to all of us, as good advertising does, more and better products at less cost and greatly improving our standard of living, already the best in the world."

The governor said radio and

TV are guardians of the public safety, serving as sentinels in times of natural disaster and man-made catastrophes. "A more effective civilian defense would be impossible to achieve without them."

Tawes, speaking at the dedication of the new broadcasting building WBAL AM-FM-TV, praised the media's usefulness in education and public information and said radio-TV "deserve of the credit for the fact that Americans are the best informed people in the world."



## TV Scored SRO Playoff Coverage

ring the 21-hour period be-  
the end of the regular base-  
season on Sunday, and the  
of the National League pen-  
playoff games on Monday,  
advertisers purchased spon-  
ship in NBC-TV's exclusive  
age, according to Richard  
ugh, manager, sports and spe-  
rogram sales.

ey were Bristol-Myers, Doh-  
Clifford, Steers & Shenfield;  
k, Inc., Norman, Craig &  
mel; Liggett & Myers Tobac-  
Walter Thompson; Union  
de Consumer Products, Che-  
ugh-Pond, Thomas Leeming,  
allantine & Sons, all thru  
am Esty; Sterling Drug, Dan-  
itzgerald-Sample, and Kem-  
nsurance.

### Signing Follows First Game

the lapse between the first  
second games, additional  
ors signed up, included Nox-  
DCSS; Block Drug, Sulli-  
Stauffer, Colwell & Bayles;  
Bros. Coffee, N. W. Ayer,  
Dodge Autos and Hormel  
, both BBDO. Before the  
game, a sold-out status was  
ed as remaining participa-  
were picked up by Philip  
s, Leo Burnett Co.; Miles  
Wade Advertising; Stand-  
rands, J. Walter Thompson;  
-Howe Co., McCann-Erick-  
nd Plymouth autos, N. W.

### AM Is Mutual Affil

RC, Taft Stations o-o in Bir-  
nam, Ala., has become an  
e of Mutual Broadcasting  
n, it was announced by  
es W. Godwin, MBS station



By JACK RUSSELL

Illinois high school students  
will be featured on TV in Ni-  
geria to show how American  
teenagers spend their after-school  
hours. The students are "stars"  
of "Youth on the Go," a 30-minute  
film produced by Illinois Bell Tel-  
ephone in cooperation with the  
Illinois High School Ass'n. Narra-  
ted by Alex Dreier, it has been  
viewed by some 200,000 persons  
on Illinois TV stations since 1960  
... Two recent radio-TV staff ad-  
ditions have been announced by R.  
Jack Scott, Inc. Teresa White  
joined the Chicago agency's broad-  
cast copy department, for fashion  
and home furnishings assignments,  
and Patti Wilkus has been added  
for broadcast production and cast-  
ing duties. She was formerly gen-  
eral manager of Academy Film  
Productions.

A plan to bring top-quality pro-  
fessional theatre into Chicago will  
be explained by its creator in "On  
the Chicago Scene," a special pro-  
gram to be aired tonight on WT-  
TW-TV. Bernard Sahlins, owner  
of The Second City and Play-  
wrights Theatre, will unfold his  
proposal for building a significant  
theatre life in seven Chicago neigh-  
borhoods, thru which it is hoped  
to provide well-paying steady  
work and freedom for large num-  
bers of actors, directors and tech-  
nicians. In turn, these artists  
would present works of great  
variety, scope and appeal to many  
levels of audience.

## Huff, Bragan Teamed For ABC Sportscasts

New York Giant football star  
Sam Huff and former major  
league baseball manager Bobby  
Bragan have been signed as ABC  
Radio's new sports commentator  
team. They will broadcast eight  
programs each week-end, supple-  
menting the network's sports cov-  
erage by West Coast-based Tom  
Harmon, and by New York-based  
Howard Cosell, ABC Radio's sports  
manager.

### Bragan Starts Tomorrow

"Because sports activity this  
week-end will be centered  
primarily around the World Series,"  
Cosell said, "Bragan will broadcast  
all programs this Saturday and  
Sunday. He will be concerned  
with results, analysis, commentary  
and—if time allows—interviews  
with players." Huff will make his  
ABC Radio debut the week-end of  
Oct. 13, devoting two programs to  
the pro football scene.

### Radio Web Sold Out For Giants-Dodgers

With Schlitz Beer, via Leo Bur-  
nett Co., sponsoring one-quarter  
of NBC Radio's coverage of the  
National League pennant playoff,  
the network reached a sold-out  
status shortly before the final  
game. Remaining participations in  
the final game were bought by  
Aetna Casualty, Remington Ad-  
vertising of Springfield, Mass., and  
Anacin, Ted Bates & Co.

Participating sponsors in the  
second and third games were E.I.  
duPont de Nemours, BBDO; Buick  
autos, McCann-Erickson; S. T. P.  
Motor Oil, Standard & O'Hern  
Adv. of Kansas City, and Stude-  
baker-Packard, D'Arcy Advertis-  
ing.

## Everyone in This Business Shut Up: Quirk

(Continued from Page 1)

red, "most of them pawing  
ound impatiently until their  
omes around again. It is im-  
le to pick up a trade paper  
at reading someone's new  
osis of TV's sickness. It is  
sible to attend a trade lunch-  
without hearing a speech  
how TV was deflowered and  
may once again reclaim its  
ed virtue."

### Has 'Ultimate Solution'

essing to his own guilt in  
sins, Quirk said he's now  
the light" and proposed "the  
ate solution:"

for a period of six months,  
one in this business shut up."  
hin a few weeks of imposing  
an on self-criticism, there  
be the wonderful realiza-  
he predicted, that TV had

been "granted a reprieve" from  
the following:

**Agency presidents who say that  
TV is avoiding its public respon-  
sibility.**

**Writers who claim that their in-  
tegrity was ripped from bleeding  
typewriters and all they received  
in exchange was a new swimming  
pool and a million dollars.**

**Directors who say their series  
would have made it if they had  
been given better writers.**

**Producers who say their series  
would have made it if they had  
been given better directors.**

**Stars who couldn't act their way  
out of a jelly sandwich saying that  
their talents are being stifled.**

**FCC spokesmen who admit that  
violence and sex are important**

**dramatic ingredients but who de-  
mand that violence be not too vio-  
lent or sex not too sexy.**

**Pay-TV people who proclaim  
that a whole new world awaits  
for the small fee of a half-dollar.**

**And David Susskind, saying al-  
most anything.**

Contemplating the effect of the  
half-year moratorium, Quirk said:

"If the people in the business  
stopped talking and started listen-  
ing, they might become aware of  
a strange and long-neglected  
sound—the voice of the viewer  
... the fella who owns a TV set.  
He paid for it and he buys the  
detergents and pumpnickel ad-  
vertised on it, and so he would  
seem to have at least some small  
vested interest in what's going  
on ... Perhaps it's time to ask the  
viewer what he thinks."



RENT A PLYMOUTH  
OR OTHER FINE CAR  
BY THE DAY •  
MONTH • YEAR  
**FREE DELIVERY**  
**FREE PARKING**  
at over 100  
convenient  
**KINNEY**  
locations

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



Call **JU 2-4422**



## 4 Sponsors in Arena With Sports Special

"The Saturday Night Sports Special," new weekly on Winter season, premieres Oct. 13 on WP-IX with live telecast from Montreal of N. Y. Rangers-Canadians hockey game.

A two-hour telecast, the "Sports Special" is sponsored by Schaefer Beer, via BBDO; Ford Dealers of New York, New Jersey and Connecticut, J. Walter Thompson; Reynolds Tobacco, William Esty, and Bristol-Myers, Doherty, Clifford, Steers & Shenfield. Win Elliot will relate the action for the special.

In addition to 16 Ranger games, WPIX crews will focus on collegiate and professional basketball, with the Knickerbockers and the National Invitation Tournament featured on future telecasts. Also scheduled are two major track and field meets. Jack Murphy directs.

## Penn Broadcast Splits Philly AM, FM Ops

Philadelphia — WPEN-FM, a William Penn Broadcasting station, has begun operations as a separate and independent station, according to an announcement by the parent firm's exec VP, William Caskey. WPB is also licensee of WPEN-AM.

Simultaneously, Caskey named John E. Surrick sales manager in the first step to individualize the FM station. Surrick is on transfer from his national sales manager slot at WPEN-AM. Caskey said that henceforth the FM station will be "sold, programmed and advertised separately."

## Schwab Joins Autonetics To Oversee Space 'Docs'

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—TV director Lawrence Schwab has taken on producer-director assignments for documentary films and live TV at Autonetics, division of North American Aviation. Schwab will be concerned with making films about latest space-age research and projects.

## 'Living Bible' Celebrates 20th Anniversary on AM

"The Living Bible," aired Sundays on WNEW, celebrates its 20th anniversary today with a dinner for program personnel. Presented in association with the American Bible Society, the show features hymns, Bible reading and a religious quiz, hosted by Dr. Jesse William Stitt, Presbyterian minister.

## AGENCY NEWSCAST

By RALPH TYLER

"How to Train Present Agency Personnel to Build More Business" will be discussed by Miss Lucene Fergus, president, Advertising Women of New York, at an open meeting of the League of Advertising Agencies at its Oct. 16 dinner at the New York Advertising Club. Miss Fergus is a personnel manager at JWT. Reservations at \$7.50 for the dinner-discussion close Oct. 12.

Ted Bates will open an advertising agency in Frankfurt, West Germany, Monday, under the name Ted Bates Werbegesellschaft mbH. It will have a starting staff of 35 persons, headed by Robert P. Eaton, general manager, and Fritz K. Wolff, director of creative operations. Bates chairman of the board Rosser Reeves, president Rudolph Montgelas and senior VP in charge of international operations Ross MacLennan will attend the opening ceremonies.

A three-pronged sales offensive is being used by the Firestone Tire and Rubber Co. to carry its message on KTVI, the ABC affiliate in St. Louis. Spot announcements for Firestone within "Championship Bowling," Sundays, and within and adjacent to the AFL pro games, also Sundays, will be seen on KTVI, placed by Huffman Advertising. "The Voice of Firestone" will also be seen each Sunday.

Joe R. Hainline, advertising director of Fisher Body Division of GM, reports a radio spot campaign to be carried in all major markets this fall, thru Kudner Agency, for "Body by Fisher."

A 295-market spot radio campaign for Harrison Radiator's new four-season car climate control began this week. D. Russel Swick, Harrison's advertising manager, commented: "Although our list of markets for spot radio has been increased substantially in the past two years, the '63 schedule is our first real national spot commercial campaign." The new series of one-minute commercials was developed by Harrison and its national agency, D. P. Brother.

## Oxarart, Hokom Climb KNX Sales Escalator

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Frank Oxarart, Jr., for the past year national sales rep for KNX and the CBS Radio Pacific Network, has assumed duties as eastern sales rep for KNX/CRNP. John Hokom will take over Oxarart's former tasks. For the past six months he has been the station's research and promotion manager.

## Thought for Today

"Half the people in the world possessing a high school education live in the U. S.; broadcasters cannot downgrade the intellect of their audiences."  
—Eric Sevareid

## Documentary Probes Suburbia's Schools

Boston — A documentary on "Suburbia's Schools: and Tomorrow," researched and written by Harry Durning, will be aired tonight on WBZ radio.

WBZ's Squire D. Rushnell interviews students and educators for the program. Among the facets dealt with will be a new venture in education, the School and University Program for Research and Development, involving Harvard U. and three Greater Boston suburban school systems, Concord, Lexington and Newton.

## Chinese Scholar Speaks As WPIX 'Great Teacher'

Dr. Paul T. Sih, Chinese scholar and international affairs expert, will appear on WPIX's new public affairs series, "Great Teachers of Our Time," Sunday, discussing Asian culture with emphasis on contemporary China, Japan and India.

Currently teaching history at St. John's U., Dr. Sih was formerly with the Chinese embassy in Rome, and a delegate to the UN Committee on the Balkans. He wrote "From Confucius to Christ" and "Decision for China."

## Rule-Easement Backed

(Continued from Page 1)  
sent rules.

NAB general counsel Douglas A. Anello has voiced objection to another part of the rulemaking proposal requiring complete inspection of transmitting apparatus at least once a day six days a week, whether the station employs a full or part-time operator. The NAB said, it would impose unnecessary financial hardships on some stations.

"The Association generally supports this proposal, as it may offer some measure of relief to small stations which find it difficult to attract and retain competent first-class operators on a full-time basis."

## Wide Learning Field For 'Exploring' Bow

Puppets will explain how man learned to count, Tumblers will form an igloo and skyscraper, cello will talk and a famous ill-trator and a Broadway star will present the story of Theseus and the Minotaur Oct. 13 on the premiere program of "Exploring," NBC-TV's new educational children's series.

The colorcast will draw upon the skills of artist Gustave Dore, cellist John Martin of the National Symphony Orchestra, Richard Kiley of "No Strings," the Puppets, illustrator Richard Diebenkorn, puppeteer Lou Bunin, the Seven Sons of Morocco, a gymnastic group. Dr. Albert Hibbs, host, and Craig Fisher is producer.

## Mohawk Adds Two Acts To Pat's 'Turkey' Spec

Musical comedienne Elaine Dunne and folk singers Paul and Mary have been set to perform on NBC-TV's "Pat Boone Thanksgiving Special" Nov. 22.

Miss Dunne, who recently made an engagement at a Las Vegas nightery and starred in "Bye Bye Birdie," will do a ballet especially for children. The folk trio will perform numbers from their latest album.

## St. Louis ETV Increases Power and Programming

St. Louis—ETV station KETV planning an increase in power programming, raising its output from 51 to 234 kw, via a new plifier. Its expanded schedule for season includes 21 lesson series for schools, and a string of evening programs. Among the shows are a daily news analysis for schools, an advanced composition and literature course and series on Western Civilization.

## 'Ranger' Ropes 3 Sales

Telesynd reports new sales for "The Lone Ranger" TV series. KELP, El Paso; WKST, Yonkers, and WLOS, Asheville, N.C. KELP and WKST bought 165-hour episodes, and WLOS, 60.

## CBS-TV Pays 5th Visit To That 'Wizard of Oz'

"The Wizard of Oz," MGM's classic starring Judy Garland, Frank Morgan, Ray Bolger, Lahr, Jack Haley, Billie Burke, Margaret Hamilton and the Midgets, will be presented for the fifth year as a two-hour special Dec. 9, on CBS-TV. Procter & Gamble will sponsor, thru B.



## MASTERS CONVERGING } CATV: FRIEND OR FOE? INDUSTRY PROBLEM }

### Lew Grade Takes Over as Top Man at ATV

London—Lew Grade has been formally installed as managing director of Associated TV, succeeding Val Parnell, who has announced his retirement. Grade, who had been deputy managing director, and his brother, Leslie, founded the Grade Theatrical Agency, which now has offices in New York, Hollywood and Paris as well as London. He also owned Incorporated TV Co., now a subsidiary of ATV, to make films for the U. S. and British TV markets.

### Talent Aids 'Crystal-Balling' Future for Radio Programs

A seminar on the future of radio programming will be hosted in New York tomorrow by Westinghouse Broadcasting for industry and lay spokesmen. The gathering also marks the debut of eight series produced for radio by WBC.

### COMPOSITE WKS. IN WASTEBASKET

#### FCC Kills Date Skeds For Renewal Applicants

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has placed in the wastebasket the composite week dates set for applications for license renewals, announced only on Sept. 13, on the grounds that these dates would result in an accurate picture of the programming of the stations throughout the year. New dates are Aug. 5, 1962, for Monday, Sept. 25, 1961, for Monday, Jan. 23, 1962, for Tuesday, May 15, 1961, for Wednesday, May 26, 1962, for Thursday. May (Continued on Page 8)

### Drops Action Over Stock Transfer

Washington Bureau of RADIO-TV DAILY  
Washington—License revocation proceedings against WMPP, Chicago Heights, Ill., for alleged unauthorized transfer of 40 per cent of the station's stock, been canceled by the FCC. The commission accepted the explanation that failure to report the stock transfer was due to a misunderstanding by William S. Martin, an officer of the new company controlling the station, and that the station will avoid such mistakes in the future.

Such performers as Eddie Bracken, Mike Wallace and Bergen Evans will join station executives, newspaper columnists, and advertising agency VIPs at the meeting. Panel topics include:

"What Do You Want to Hear on Radio?"; "Which Programming Makes Sound Business"; "A Look at the Language Barrier Between Print and Broadcasting Media"; "What Do Programmers Want?"; and "How Do You Manage?" (with New York radio station general managers).

New series demonstrated will include: "America Sings," with commentary by Bracken, its host; (Continued on Page 2)

### CBC 'Sports' Buy

Special to RADIO-TV DAILY  
Toronto—American Home Products, via Young & Rubicam, are sponsoring CBC-TV's new Saturday night "Sports Unlimited," with host Hal Kelly concentrating on sports world happenings rather than outdoor events.

### 'Open End' Pact Nixon; Gov. Brown Nod Awaited

Richard M. Nixon has agreed to appear on Metropolitan Broadcasting Television's "Open End" program Oct. 21 or 28. Host David Susskind invited both Nixon and Calif. Gov. Edmund G. Brown, who are waging a bitter fight for the governorship. Brown has not yet accepted.

### Road Graft Expose By Brinkley Stirs Up Hornet's Nest in N.H.

Concord, N. H. — Gov. Wesley Powell this weekend threatened a Federal Court action against NBC and newsman David Brinkley unless the network retracts Brinkley's statement on road-building affairs in New Hampshire.

"It is obvious Brinkley is now trying to get off the limb," Powell said yesterday, "but is short of the retraction which should be made insofar as New Hampshire is concerned." (Continued on Page 8)

### Miss Stephenson Elected NBC's First Woman VP

Miss Marion Stephenson has been elected VP for NBC Radio administration, the first woman to ever hold a vice presidency in NBC's history, according to Robert W. Sarnoff, board chairman.



STEPHENSON

Reporting to Miss Stephenson in her new post will be NBC Radio's business affairs activities, directed by Herbert Broetz, and Sales Service and Traffic, managed by Ludwig Simmel. Miss Stephenson has been NBC (Continued on Page 8)

### 8 States Joining Ga. For Seminar Probing Community Antennas

Atlanta—There's no Mason-Dixon line for the community antenna problem confronting broadcasters, it became apparent here over the weekend, as registrations began pouring in for the seminar on CATV scheduled for Oct. 16.

Station operators from eight other states thus far have asked for an opportunity to take part in SERTS (initials of the South East Radio-TV Seminar) which will be held under Georgia Association of Broadcasters auspices in the Dinkler-Plaza Hotel.

Accompanying the advance enrollments from New York, Tennessee, North Carolina, Florida, Pennsylvania, South Carolina, Alabama and Kentucky were expressions of a wide range of emotions—from near panic to scornful disdain—of the community antenna threat.

FCC Broadcast Bureau chief Kenneth A. Cox heads the panel discussion on "CATV: Friend or Foe?" Other speakers include William Dalton, president, Nation-

(Continued on Page 7)

### Katyna Ranieri Winging To ITC 'Latin' in London

Katyna Ranieri closes her four-week engagement at the Plaza's Persian Room on Thursday and flies immediately to London for guest star filming in ITC's "Broadway Goes Latin," produced by Milton H. Lehr.

### Official Films Names Three In \$2.6-Mil. Damage Suit

Official Films has filed suit for \$2.6 million damages from Ziv-UA Inc., Florence Small and Penthouse Television Associates Inc., claiming the defendants prevented timely performance of an exclusive contract with David Wolper and the use of live footage in the "Biography" video-series.

The suit, filed in New York Supreme Court, claimed the defendants issued a press statement, published in July '61, declaring Wolper had signed an exclusive contract with them and would not be working for anyone else. Official Films alleges in its complaint that it had signed a contract with Wolper Dec. 18, '60, for him to produce certain programs for TV and also for his exclusive personal services.





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## Charles Kelly Given Biscayne Veep Post

Miami, Fla.—Charles Kelly, WC-KT station manager, has been elected VP of the Biscayne TV Corp., owners and operators of WCKT-WCKR.

Kelly joined the WCKT staff in 1956 as operations manager and was promoted to station manager in 1958.

Prior to his joining Biscayne, Kelly was general manager of WSUN and WSUN-TV in St. Petersburg.

Kelly came to Florida from Washington, D.C., where he was assistant general manager of WMAL radio-TV, and earlier, program manager of NBC-TV in Washington.

**ADD UP THE FACTS!**  
**ADULT AUDIENCE**  
**+ TOTAL AUDIENCE**  
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HOUSTON

## COLGATE'S LESCH FETED FOR HUMAN RIGHTS WORK

George H. Lesch, president and chairman of the board of Colgate-Palmolive, will be honored "for distinguished leadership in behalf of human rights" sponsored by the advertising and broadcasting professions at a dinner sponsored by Joint Defense Appeal Oct. 30 at the Plaza Hotel, New York. Announcement of the award was made by Rudolph Montgelas, president of Ted Bates and Co., chairman of the dinner committee.

Dore Schary, playwright and stage and film producer, will be the featured speaker. Serving as toastmaster will be Hugh Downs, star of NBC-TV's "Today" and "Concentration."

The dinner will mark the high point of the campaign in the advertising and broadcasting fields to raise funds in support of the human relations programs of the American Jewish Committee and the Anti-Defamation League of B'nai B'rith.

## Second Year of 'Update' Bows with New Format

"Update," NBC-TV's weekly news program designed for teenagers, returns for its second season Sunday with a streamlined format. Robert Abernethy, NBC News Washington correspondent, continues as the program's on-the-air editor.

In the new series, the show will open with a filmed "lead story," followed by an expanded analysis of the event. Each week, three essays on current happenings will be presented, two on news and one being a feature story.

## 'Crystal Balling' Aided

(Continued from Page 1)

"Chickie the Cops," and "Prison Riots Plus Ten" with commentary by producer Walter McGraw; Bergan Evans' "Words in the News;" "Man of the Century" and "The Voices and Sounds of World War II," with remarks by Bud Greenspan, producer of both; "Africa: Peace Corps Plus One," introduced by Jerry Landay, its producer, and "Twisted Minds" with remarks by producer John Reavis.

## Medic Video 'House Call' Teaches Facts to Laymen

Chicago—"Doctor's House Call" has bowed on WBBM here as a new five-a-week, hosted and narrated by Minnesota U. medical faculty member Dr. James R. Fox. The series presents authoritative information for laymen on a variety of medical and health subjects, produced in cooperation with the AMA.

## Attorneys Cite Marshall For Dignity of TV Image

E. G. Marshall, star of CBS-TV's "The Defenders" will be cited by Maryland attorneys for "representing the dignity and ethics of the bar," at a Law Enforcement Week luncheon Wednesday in Baltimore. Marshall will speak at the gathering sponsored jointly by the Federal, Maryland, Baltimore and Baltimore Jr., bar associations. Gov. J. Millard Tawes and Mayor J. Harold Grady will take part in the program to be telecast by WMAR-TV.

## Gotham Radio Drive Spurs Pharmacy Wk.

Drug Topics, newspaper for retail druggists, is sponsoring a saturation schedule of radio announcements on WPAT and WV-NJ for the New York area during National Pharmacy Week, which ends Saturday. Theme is: "Today's prescriptions at the drug store are a better value than ever before."

When the Nat'l Wholesale Drug-gists Ass'n meets in San Francisco Nov. 3-7, the magazine will sponsor an on-the-air salute to the drug industry. The spot will be heard on KBAL, San Francisco.

## Sales Mgr. for KGO-TV

West Coast Bureau of RADIO-TV DAILY

San Francisco—Jack Gregory, assistant sales manager of KGO-TV for the past six months, has been appointed sales manager.

## 'Virginian' Burst of Speed

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Six active producers have been deployed in the Revue's weekly color series, "The Virginian," resulting in completion of 12 90-minute episodes in the first 16 weeks of the shooting.

The NBC-TV Wednesday night series frequently has two or three segments shooting concurrently, with separate producer-director units functioning on indoor-outdoor sets on Revue sound stages, on the back lot or on location sites in Thousand Oaks, Comejo, or Vasquez Rocks.

Charles Marquis Warren is series executive producer. Working with him as producers are Warren Duff, Winston Miller, Maxwell Shane, Roland Kibbee

## COMING AND GOING

HANK ALEXANDER, of Video - Television, to St. Thomas, V. I. for videotape sessions.

JEAN HENDRIX, WSB-TV assistant general manager, arrives in N. Y. from Atlanta tomorrow on business with NBC.

DOUGLAS FAIRBANKS, JR., in New York rehearsing for an upcoming Du Pont Show.

## Cleve. 'Newsreel' Adds To Total Sunday Roundup

Cleveland — WJW has added "Newsreel," roundup of week's local events and people in the news, to its Sunday "Total Information News" program, written and narrated by Bruce McDonald, Hal Morgan and Joe Dery. Stories, voices in the news and "Sound of the Week," even person prominent in the news, are presented on the minute show.

## Photo Contributions Win SMPTE's du Pont Medal

SMPTE has announced Harold E. Edgerton as recipient of its 1962 E. I. du Pont Medal Award, to be presented at its 92nd Semi-Annual Convention in Chicago, Oct. 23. Head of electronic instrument firm of Edgerton; Germeshausen and Co. he was selected for his contributions to instrumentation and high speed photography.

## Cleve. 'Newsreel' Adds To Total Sunday Roundup

Pittsburgh — Ridge Raym Shannon, Jr., has joined the newsing staff of KDKA-TV's news department. For the past years a radio-TV news reporter with WFMJ-TV, Youngstown has previously been with WM Martinsville, Va.

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# Radio an Awake Giant in Nation's Bedrooms

## DAN BELLUS HEADS SLATE FOR NEXT TERM OF BPA

Dan Bellus, of Transcontinent Television Corp., has been designated to head the proposed slate of officers and directors for the Broadcasters' Promotion Ass'n, which will hold its annual convention in Dallas Oct. 29.



BELLUS

BPA president Don Curran announced that along with Bellus, recommended for other offices are: Clark Grant, WO-OD-TV, Grand Rapids, as 1st VP, and Caley Justine, WIIC-TV, Pittsburgh, as 2nd VP. On the board of directors: Clay Kaufman, WCCO, Minneapolis; John J. "Chick" Kelly, Storer Broadcasting, Miami; Stan Cohen, WISN-TV, New Orleans and Paul Hays, WIND, Chicago. George Homan, KGO-TV, San Francisco, recommended for a one-year term and Art Garland, General Electric Broadcasting, Schenectady, was recommended for a one-year term replacing Bellus. Curran said NAB president Roy Collins will make the key speech at the BPA seminar.

## 'True Adventure' Bought by 4 from Teledynamics

A package of "True Adventure" to be shown on TV stations has been announced by Irwin Pizor, newly-appointed president of Teledynamics.

The four stations are WPIX-TV, New York; WLWT, Cincinnati; WGN-TV, Chicago, and WAVE-TV, Louisville. All but WAVE-TV purchased 78 hours. The package is now being televised in 20 markets.

## Comedian Playing 'Hunch'

Comedian Jack Jones, in New York, will play new disks, guests on NBC's "Play Your Hunch" today.

## Flower Hobby Blossoms into Big Biz

St. Louis — Denis Volas, cameraman at KSD-TV, has built a thriving cut flower business from a hobby started 10 years ago and now a chrysanthemum supplier to major Southern cities. Volas started with one small greenhouse. He now owns two, and after the winter season goes in for azaleas, geraniums and pepper plants.

### New CBC Series at Sea In 'Friday Island' Setting

Toronto — "Friday Island," fictional isle off the Canadian coast, is the setting and title of a new CBC-TV series, bowing Oct. 19. Produced by CBC Vancouver, the show follows the adventures of the Granger family, which decides to set up a business on the island.

## Mountaineer TV Gal Gets Fallout Training

Charleston, W. Va.—Mrs. Jackie Oblinger, WCHS-TV woman's director, will spend two days incommunicado in an underground shelter, with about 60 other people, as one of the first radio-TV representatives to attend the Shelter Management Instructor course all this week at the Defense Dept. training center in Brooklyn, N. Y. The course trains people who can then teach managers of fallout shelters how to handle their responsibilities.

In the shelter, Mrs. Oblinger will eat 22 2" x 2" "survival biscuits," providing 780 calories, and drink one quart of water daily. She will have a total of 10 square feet for supplies and a mattress pad.

Movies of Mrs. Oblinger's activities at the training center will be taken for future airing on WCHS-TV. The films will also be reviewed by the Federal Office of Civil Defense and Mobilization for use of its training program.

## Rice U. 50-Year Celebration Gets Vid Airing in Houston

Houston—KTRK-TV is participating in this week's semicentennial anniversary of Rice U., giving the major events live coverage and taping others for later dates. Kick-off was a half-hour color film yesterday on "The Golden Years," prepared by Rice and tracing the university's first 50 years.

Getting live, 90-minute coverage tomorrow will be the ceremonies inaugurating Dr. Kenneth S. Pitzer—former AEC chairman and dean of the College of Chemistry at California U. in Berkeley—as third president of Rice. Main speaker will be Dr. T. Keith

## 65.6% of US Families Have Sets Near Beds, New RAB Study Finds

Radios are located in the bedrooms of 65.6 per cent of U.S. families, in the kitchens of 55.8 per cent and in living rooms of 40.2 per cent, according to a new RAB survey on "Radio's Full House," conducted by R. H. Bruskin Associates. Covering over 2,500 households in 48 states and the District of Columbia, respondents included only those 18 or over.

Other data revealed that 13.8 per cent of families have sets in dens; 9.6 per cent in dining rooms; 7.4 per cent in basements; 3.2 per cent in bathrooms, and 12.5 per cent in others, such as laundry rooms, garage, attic, maid's room, etc.

However, RAB administration VP Miles David noted that not all families have specific rooms listed in the survey. "For example," he said, "not all families have dens. That means that the percentage of dens that have radios is much higher than 13.8."

### 3.4 Sets in Average Home

In summing up, the survey noted that there are (1) 3.4 radio sets in the average home, (2) 184 million radio sets in working order and (3) 97.9 per cent of homes with at least one working-condition radio. Stating this emphasizes radio's "new era," David pointed out that "in spreading all over the house, not only has radio become a personal medium, but it is most often in rooms where TV sets are least likely to be. Radio sells in rooms where products are used—and, at the time they're used."

## Ark. Channel Joins TAC

Little Rock — KATV here has announced its subscriber membership with TV Affiliates Corp.

## West Central AWRT Themes Area Confab On Equal Time Fight

Lincoln, Neb. — "Equal Time" has been selected as the theme for the West Central Area Conference of American Women in Radio and TV, Oct. 26-28 at the Holiday Inn here. The Cornhusker chapter will host AWRT members from Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota and South Dakota.

The conference will open with a morning seminar Oct. 26 conducted by Dr. Donald Clifton, Nebraska U. psychology professor, on "The Psychology of Human Relations." Headliner for the afternoon session will be Dr. Elizabeth Drews, Michigan State U. communications professor, speaking on "Creativity in the Individual."

### President-Elect Slated

With area VP Mary Jane Chinn presiding the following day, speakers include Ken Greenwood, KIOA, in Des Moines, on "A New Approach to Selling with a Mike;" John Quinn, Lincoln PR counselor, on "Selling Public Service;" Lee Fondren, manager, KLZ, Denver, who will reveal management's view of AWRT, and Mary Margaret Kearney, AWRT president-elect, who will take an AWRT look at management.

Conference activities will conclude Oct. 28 with talks by Robert T. Copenhagen, adm. ass't at Mutual of Omaha, on his travels with Tom Dooley, and Dean Jones, marketing exec at J. Walter Thompson in Chicago, presenting a tour "Around the World in Radio and TV."

## 2 Cast for 'Twilight' Seg Rolling Today at MGM

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Herbert Hirschman, producer of CBS-TV's new hour "Twilight Zone," has signed Charles McGrew and Mike Kellim to star in the "Thirty Fathom Grave" episode. The stanza begins rolling today at MGM studios.

## Hope, Snead Tee Hee Off On 'Celebrity Golf' Debut

Bob Hope tees off with "Slammin'" Sammy Snead for nine holes of humor-filled golf Sunday, on WPIX' new "Celebrity Golf" series. As host and resident pro of the TVer, each week Snead will meet celebrity golfing enthusiasts for tips and golfing lessons. The program is distributed by NBC Films.





***"all programs subject to change without notice"***

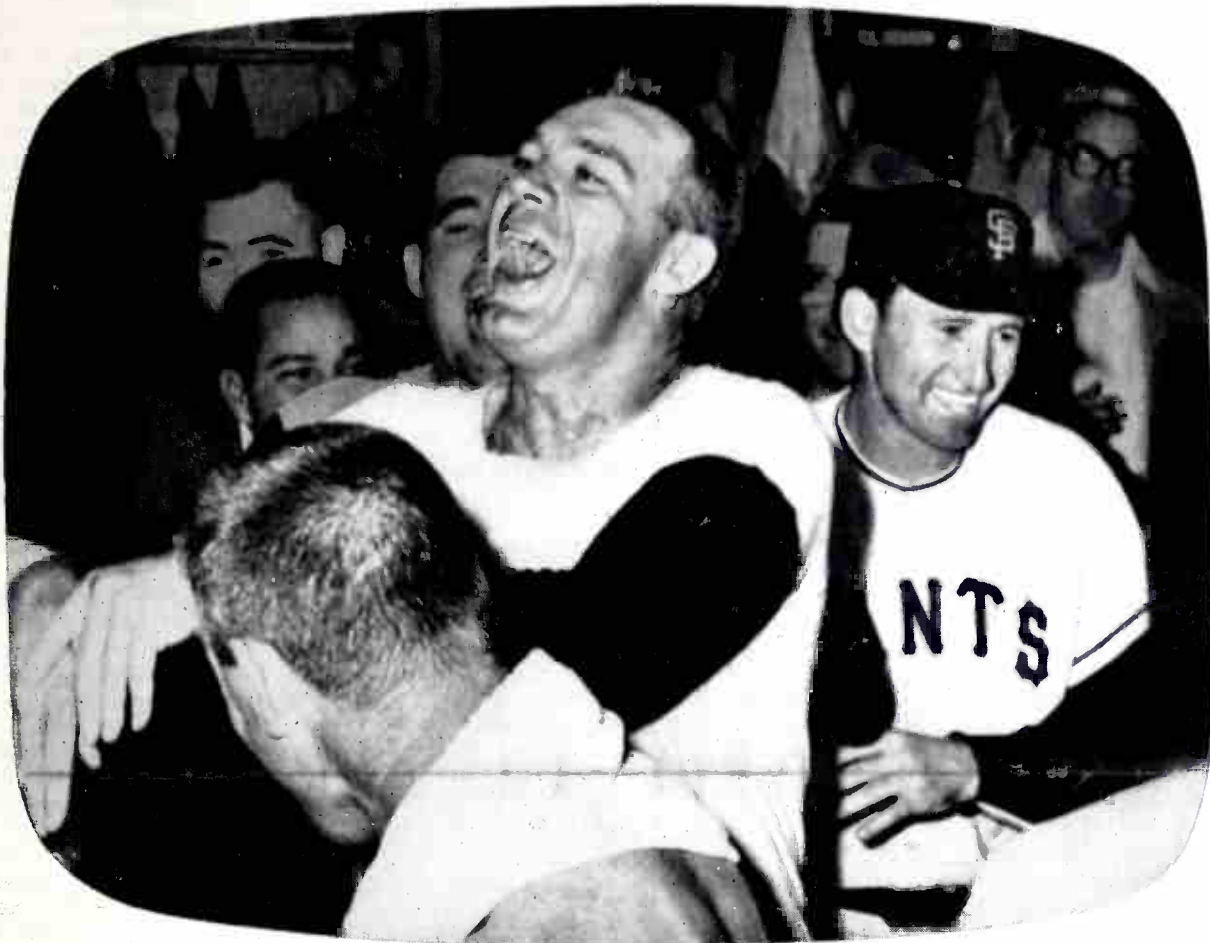
We *expected* Monday, October 1, to be a big day for NBC Television. It *had* to be. "David Brinkley's Journal" was starting its new season with a full-hour chronicling of corruption in highway-building. Johnny Carson was making his debut as the star of "Tonight." And our afternoon schedule was opening its doors to the nighttime goings-on of "The Merv Griffin Show."

So we *expected* it to be quite a day. But two unexpected news happenings the day before—one grimly

serious and the other a sports story—made our Monday's television programming even more unusual.

The violence at the University of Mississippi (and its aftermath) could not have been covered properly without our cutting into and changing our prepared schedule. This was done. Reports on the Southern crisis reached NBC viewers throughout the day and evening. On the "Today" show alone, there were five up-to-the-minute newscasts on the situation. And in the evening





"It's A Man's World" was pre-empted for a special, full-hour program highlighted by exclusive interviews with key figures in the controversy. First things first.

The other unexpected event was, happily, much lighter in nature. In California, the National League pennant race wound up in a surprising stalemate. A play-off was to start the very next day between the Dodgers and Giants. We hurriedly made room in our afternoon schedules to bring NBC viewers the exclu-

sive coverage of this two-out-of-three series. (As you may have heard, our cameras are also covering the World Series, just as they've done for 16 years).

As we say, this past Monday was on the unusual side. Even at this network, we don't often have a day that embraces three major premieres and the sudden pre-empting of five hours for special news coverage. But it's comforting to know that when such days come, NBC's resources are *ready*.

*This is NBC, the largest single source of news, entertainment and information in the free world.*





## JACK PAAR, TRAVELER

I missed Jack Paar's first outing, but caught his second, and while Victor Borge and Jackie Mason delivered as expected, the highlight of the show was a chunk of "Home Movie" travel film narrated by Paar. Imagine that—a travel film in prime time. And how Madison Avenue must have shuddered.

If you missed it, here's the tale:

It seems that during his hiatus, Jack traveled some 30,000 miles to different parts of the world, and took films of his travels, with the avowed purpose of televising these films as segments of his hour show.

He then proceeded to show about 20 minutes of film dealing with his visit to Guadalcanal, where he served during World War II.

Technically, the film was terrible. Apparently Jack—or his cameraman, if he employed one—never heard of a tripod or a light meter. As for the color quality, the NBC peacock will never quite be the same.

And yet, I would have to rate that film one of the most enjoyable and moving films I've ever seen. Here was Guadalcanal revisited by one of its own, and the impact was tremendous.

Knowing Paar's previous work on the midnight shift, one would expect him to pour it on, schmaltz and all. But this fellow, for all his fantastic publicity, is grossly underrated by his peers. He spoke calmly, sincerely, sometimes humorously, but never above a loud whisper.

But in my opinion, Jack made one mistake with his second show. I believe he should have saved Mr. Borge and Mr. Mason for some future program, and I think he should have gone all the way—one solid hour—with "Guadalcanal Revisited." (Supplemented, of course, with footage of other nearby areas, which I'm sure he also visited.)

A honey of a show.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • K. T. Stevens winds up her Summer tour with "Critical Choice" in Indianapolis to return to Hollywood for a lead role in the "Riflemen" series . . . Joe E. ("Car 54") Ross likes Florida hypnotist Jimmy Grippo to relax him whenever he's working Miami Beach . . . Comedian Mart Rickey, a talented fellow who attracts a lot of attention on "Talent Scouts," gets a break playing the Playboy Club circuit starting Dec. 14 . . . Robert Kahl has joined Sullivan, Stauffer, Colwell & Bayles as a group supervisor in the marketing dept . . . A TV film star has developed into a sneak drinker. I friends can't understand it since everything is going his way carefree . . . Anne Marino has joined Jim Mahoney & Associates, serving in an executive capacity with Ben Halpern, who heads the Eastern Branch of the company. Anne was previously an associate of M. Merrick's PR organization, and prior to that headed her own publicity and PR firm in New York.

★ ★ ★ ★

• • • The Clancy Brothers and Tommy Makem will do a series of concerts with Academy Award-winner Henry Mancini starting November . . . When comedian Bernie Allen heard that traffic commissioner Barnes says he'll need \$108 million to ease New York traffic, he quipped: "What's he going to do . . . buy everyone's car . . . Sonny Hayes and Lou Garisto of Selling thru Sound have once again added to their award-winning NBC kudos. In addition to their now famous NBC promo themes they've now come up with a new musical gem behind the NBC spotlights . . . Here's another TV favorite spreading his wings into the film field. Jim Coburn, who has "African Queen" TV series up for grabs, joins video favorites Garner and Steve McQueen in Europe to film "The Great Escape" . . . Shep Traube, of "Angel Street" fame, directing a segment "The Defenders" called "The Poisoned-Fruit Doctrine." Stuart Erwin, Virginia Gilmore and Donald Harron have leads in the teleplay, which deals with the inadmissibility of wire-tap evidence.

★ ★ ★ ★

• • • New Jersey's top newsmen, Vince Lindner, enjoying a hurricane of mail these days. Last week the WJZ newsreader casually offered a hurricane tracking map to anyone who wrote in for one. The deluge of requests has caused Vince to call the printer for extra copies . . . Don Elliott, musician and composer, now hosting his one-hour show on WABC-FM Tuesday evenings . . . TV star Ed Robertson is squiring Brazilian tennis player Maria Bueno these days . . . "Cry" comedian Rip Taylor is back in Town after scoring a hit in top cafes across country, rehearsing for his Oct. 21 stint on Ed Sullivan's show . . . TV-film star Eve Arden's new nightclub show is a big success, but we hear Eve would like to do a Broadway musical show . . . Tony Bennett will air his mellow tones on Ed Sullivan's Nov. 25 telecast, his first appearance with Ed since 1957.

★ ★ ★ ★

• • • Diahann Carroll will guest in an upcoming "Naked" episode which is expected to open many dramatic TV doors for musical comedy star . . . Gretchen Wyler, Broadway and TV star, has signed with Gerard W. Purcell Associates for personal management. The firm also handles Al Hirt, Monique Van Vooren, Cliff Brothers and Tommy Makem, among others . . . Paul Horn, appears as the title subject in "Story of a Jazz Musician" segment of David L. Wolper's "The Story of" series, has also been signed to compose-conduct the score for the documentary . . . Arch Oboler, one of America's foremost authors and masters of suspense, has completed the first in a series of do-it-yourself scare kits, on a stereo released by Capital Records.

### LaBrie Gets VP Stripes For Concert Net in N.Y.

WNCN, Concert network station, has appointed Gene LaBrie a VP, headquartered in New York. LaBrie was formerly with World Wide Broadcasting, division of Metropolitan Broadcasting, and before that with sales and promotion of Columbia Records.

### KNX Elevates Ted Pettit To Sales Promo Manager

West Coast Bureau of RADIO-TV L.

Hollywood — KNX press Ted Pettit has been elevated to sales promo-merchandising manager, and Gretchen Fine, recently a partner in the PR firm of Fine & Fine, has been added to Pettit's post.



# Ke, Javits Debate School Prayer Rule

Chicago—Critics and supporters of the Supreme Court decision on prayer in public schools will clash Saturday on WGN-TV. Name of debate is: "Does Prayer Have Place in Our Public Schools?" Speaking against the court decision will be Episcopal Bishop James A. Pike of California and Herman Talmadge (D., Ga.). Supporting the court's view will be William J. Butler, the attorney who argued the prayer case, and Jacob Javits (R., N. Y.)

# States Join Georgia for Seminar on CATV

(Continued from Page 1)

Community TV Ass'n; Hollis Key, NAB VP for government-affairs; Russell Eagan, Washington attorney; Charles Batson, W-TV, Columbia, S. C., and Fred Ober, Rust Craft Broadcasting

Raymond Carow, WALB-TV, Albany, moderator for the CATV seminar, said:

Just this week the first CATV sem was set to begin operation in Georgia near Fitzgerald and community TV has made a wild vision of Georgia. We're not sure if this is good or bad, but a lot of the telecasters, and many operators, are afraid of CATV and don't know what it means. Way CATV has come marching into our area makes Gen. Sherman look like a piker."

### 'Dozens' of Franchises

Carow said that Georgia, and other sections of the Southeast, have been a CATV spawning ground in recent months. Dozens of CATV franchises have been started, systems planned and put into operation and many broadcasters caught flat-footed with little or no information to evaluate whether CATV is a menace or friend.

All we want to do is provide information on both sides of the CATV question so broadcasters can make up their own minds whether or not they are for it, or against it," he added.

### Mich. U. TV Center Pix Wins Fotog Mag's Prize

An Arbor — Michigan U. TV Center's "The Idea of Michigan" has been awarded Industrial Photography magazine's "Best in Show" prize. The film is a culmination of 12 years' planning by the center, tracing the university's growth up to its present status in education and research.

## AGENCY NEWSCAST

By RALPH TYLER

BBD&O VPs John Bergin, creative supervisor, and John "Bud" Doble, account supervisor for the agency's Pepsi-Cola client, will give an informal report on the drink's "think young" campaign, and explain the role played by Joan Crawford in her personal appearances throughout the world, on tonight's segment of the regular 7 PM WBFM, New York, feature, "This is Madison Avenue." Skedded to be interviewed by Lorie Beecher for the rest of the week are: restaurateur Kay Yee, Tuesday; Stallion Films president Mark Durck, Wednesday; Mademoiselle fashion editor Edith Raymond, Thursday, and Grey Advertising spokeswoman in the "Lady Greyhound" campaign Sue Warburton.

### Thought for Today

"No force in America is better equipped than is broadcast journalism to help shed light on community problems, point ways for their solutions, and to help equip the people of this nation to fulfill their individual responsibilities as citizens."

—LeRoy Collins  
NAB President

Harry F. Renton, account executive at the Corn Products Co. account at Lennen & Newell since 1958, has been promoted to the new post of TV coordinator on the account. . . . Jeff McGrath has been named a TV copywriter and Dick Snider a TV art director at Fuller & Smith & Ross, New York. McGrath was formerly a copywriter in the TV dept at Y&R and Snider was formerly art director for FSR's San Francisco office.

Max Factor is skedding a heavy campaign of network and spot TV commercials to introduce its new "Fine Line Lipstick." . . . Robert H. Blend has been elected a VP of Mogul, Williams & Saylor. He'll continue to serve as executive art director under William Jacoby, senior VP and director of art.

Jim Ingraham, general sales manager for KNX Radio, Holly

wood, reports a sales dept high for the week of Sept. 24. Total billing for the week exceeded \$125,000. Included in the 19 accounts, spot and local, were new buys by Huntington Harbor & Politicals. Renewals by Pontiac, B. C. McIntosh Apples, Lincoln S & L, Schick Razors, American S&L, General Motors, American Express, S&H Green Stamps, Duffy Mott, Beneficial Finance and Continental Baking.

Houston Highlights: Hotel Corp. of America has appointed Goodwin, Dannenbaum, Littman & Wingfield to handle advertising and PR for Hotel America now being built in Houston at the Cullen Center. . . . Jimmy Leach Advertising has announced addition of four new clients, M-S Transport, Warranty Parts, E-Z Blacktop Asphalt and Medical Service Co. . . . A. S. Black has been retained to develop an advertising and PR program for the Montclair Shopping Center.

## LAY-LANGUAGE SCIENCE TO AID TEENS ON WNBC

"Science Age," a new weekly series of half-hour programs, will be presented on WABC-TV by New York U. in cooperation with the station's public affairs dept beginning Sunday. Edgar N. Grisewood, NYU associate professor of physics, serves as the host.

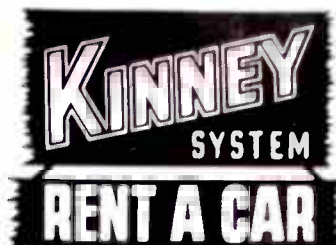
The series, Grisewood said, has been designed to offer scientific information in lay language to junior high school and high school students, and to their parents as well. Teen-age students will appear on the program to demonstrate projects placed in competition at science and engineering fairs. Laboratory demonstrations are to be conducted by guest scientists and research will be shown.

"Science Age" will be produced by Ralph Rourke, assistant director of NYU's Office of Radio-TV.

### Keough to Knight Outlets As Merchandise Director

Portsmouth, N. H. — James Keough has been appointed merchandising director for Knight Quality stations in New England, and will make his headquarters in this city.

Previously with WFEA, Manchester, N. H., as sales director, Keough has held posts with food and drug firms, and will specialize in handling station accounts in these lines in his new merchandising post.



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- National Credit Cards Honored
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Call JU 2-4422



# WGN Goes to Color In 4th 'Church Hour'

Chicago — When WGN-TV's "Chicagoland and Church Hour" returns for the fourth season, the first two telecasts Oct. 14 and 21 will originate in color from the Episcopal Cathedral of St. James.

The Very Rev. Howard S. Kennedy, Dean of the Cathedral, will offer the service of the Holy Eucharist this Sunday. The Most Rev. Arthur Michael Ramsey, Archbishop of Canterbury, will officiate at Choral Evensong services to be telecast Oct. 21.

Also participating will be Bishop Gerald Francis Burrill of the local Episcopal diocese.

The Oct. 21 telecast will mark the first time the Most Rev. Ramsey has presided at St. James Cathedral services since his elevation to Archbishop of Canterbury. The Cathedral of St. James is one of Chicago's oldest churches. The present building contains portions of a church tower which withstood the ravages of the Chicago fire in 1871.

# Miss Stephenson Elected NBC's First Woman VP

(Continued from Page 1)

Radio's business affairs director since 1959. She came to NBC in 1944 as a budget clerk in the advertising and promotion dept. After serving in NBC Radio's comptroller's department, she became budget manager of the network in 1954. Two years later she was named senior operations analyst in the staff budget financial evaluation department. Before coming to NBC, Miss Stephenson was on the accounting staff of Standard Oil of New Jersey.

# Mrs. Gould Club Prexy

Ft. Wayne — Mrs. Jay Gould, wife of WOWO's farm service director, has been elected president of the Allen County Home Demonstration Clubs.

# Hirschmann Pens Career

Ira Hirschmann, who began as an office boy in the advertising department of Bamberger's in Newark and later pioneered in AM and FM radio and TV in the New York metropolitan area, has his life chronicled in a new biography just published by David McKay Co. under the title, "Caution to the Winds."

While still an ad man with Bamberger's during the mid-twenties, he persuaded the late Felix Fuld, then owner of the store, to apply for a broadcasting license, which eventually became WOR. Hirschmann's plan was to use the station to reach suburbanites in northern New Jersey with special ads to counter those appearing in the New York daily papers. This

# '3 Sons' Stanza Saluting 63rd Yr. of Boy Scouts

Hollywood — "Big Chief Bub," seg in the Fred MacMurray starrer "My Three Sons," has been set as an "official program" honoring the 63rd anniversary of the Boy Scouts of America. Going before the cameras tomorrow, the episode will mark the last half of the series' 38 programs for the season.

# Hartz Back to WPIX As Dual Co-Sponsor

Hartz Mountain Products, via George H. Hartman Co. of Chicago, has signed as co-sponsor of two weekly half-hour adventure series on WPIX — "Tombstone Territory," bowing Oct. 20, and "Everglades," bowing Oct. 28. Both skeins are distributed by Ziv-UA.

This is the second consecutive season for Hartz as co-sponsor of multiple dramatic adventure programs on WPIX, with this year's ads to promote the company's fish, bird, dog and cat foods, plus aquarium supplies including plants.

Pat Conway and Richard Eastman co-star in "Tombstone," and Ron Hayes tops the "Everglades" cast.

# FCC Kills Date Skeds

(Continued from Page 1)

11, 1962 for Friday. Feb. 24, 1962, for Saturday.

The dates are for use by stations whose licenses terminate in 1963, and also for applicants for major changes in broadcast facilities. Their attention is again directed to the fact that they may submit any additional program data they wish if they believe the statistics based on the composite week don't adequately reflect their programming.

policy for WOR continued until Bamberger's was bought out by Macy's in 1929 and the station sold.

While connected with WOR during its early days, Hirschmann brought to the air the first symphony concerts ever broadcast in America. He began a series of programs featuring the New York Philharmonic, then conducted by Bruno Walter, Toscanini and other famous maestros, and introduced here the idea of commentary on the music as an intermission feature.

# Goldwurm Will Head Foreign Film Awards

Jean Goldwurm, president of Times Film Corp., will be chairman of the awards committee for IFIDA's International Film Awards dinner-dance to be held in New York Jan. 15.

Goldwurm is now making a tour of Europe to enlist support of foreign production companies, producers, directors and performers for the international film event in New York. The citations will include the Joseph Burstyn Award to the most distinguished foreign film in domestic distribution in the past year.

# Bell, Vance, Scott Add New 'Voices' to KONO

San Antonio — KONO, Mission Broadcasting Co. outlet, has announced the addition of three personalities to its staff—Frank Bell, Larry Vance and Mike Scott.

Bell joins the station from KEWB, San Francisco, and takes over the 9 PM to midnight shift. Vance, coming from KXOL, Ft. Worth, Tex., will hold down the 3-6 PM traffic slot while Scott bows as the outlet's weekend personality on the 6 PM to midnight slot.

# Brinkley Exposes Graft

(Continued from Page 1)

cerned." NBC News VP Julian Goodman said the protest "will be considered" by the network, but also added that NBC had received "a great deal of favorable reaction" to Brinkley's expose.

Federal-financed road construction was the subject of last week's "David Brinkley's Journal" on NBC-TV. The season premiere, it was expanded from half-hour to hour format.

Brinkley had noted that "the General Accounting Office, an agency of Congress, has investigated the buying of land for rights of way in 22 states and found something wrong in everyone of them." New Hampshire was one of the 22 named.

Brinkley added that the "FBI has found crime in the highway program in Indiana, Illinois, Maine, New Hampshire, Vermont and Missouri. Its findings included price-fixing, shake-downs and bribery."

# Lucille Stern Appointed Howard Research Head

Lucille A. Stern has been named director of research and sales development at Bernard Howard station rep firm. A former research analyst at WPIX, Miss Stern has also worked in the research department of Westinghouse Broadcasting.

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for the company they  
keep in Prestige Advertisers!

**KNOWN . . .**  
for community  
Public Service!



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Florida  
Sam Rahall, Manager



No. 1  
RADIO

Allentown-Bethlehem  
Easton, Pennsylvania  
"Oggie" Davies, Manager



No. 1  
RADIO

Beekley,  
West Virginia  
Tony Gonzales, Manager



No. 1  
RADIO

Morristown-Philadelphia  
Area  
John Banzhoff, Manager

above stations represented nationally  
by H.R. . . . New York

also **WQTY**

our station coming up fast in  
**JACKSONVILLE, Florida**  
National Rep. The Bolling Co.

N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager





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TUESDAY, OCTOBER 9, 1962

TEN CENTS

## BROADCASTERS SOW 315-REPEAL SEEDS

### DEFAMATION SUIT SUITS 'N.Y. EYE' \$900,000 Damages Sought After TV Political Expose

John A. Hastings has asked for \$900,000 in damages in a suit filed in New York Supreme Court against CBS, William Leonard and William Northrup for material shown on a Jan. 30, 1960 TV broadcast "Eye on New York."  
The show concerned revelations of the Seabury investigation.

(Continued on Page 4)

### Supreme Court Hypotheses FCC Program Power

Washington Bureau of RADIO-TV DAILY  
Washington—FCC power to set programming standards received what appeared to be a major boost from the Supreme Court yesterday. The high court refused certiorari to Suburban Broadcasters after the appeals court had upheld FCC action in refusing that company's bid for a new FM radio station in Elizabeth, N. J., on the grounds that the company had made no attempt to ascertain programming needs of the commun-

First opposition to the Suburban  
(Continued on Page 8)

### Port Station Plays Host to 10 Mexican Students

Pittsburgh—KQV VP and general manager John D. Gibbs and spokesman Alan Boal played host to 10 Mexico U. students touring the U. S. as guests of the Pittsburgh Council for International Visitors. The students, representing 10 years of the Republic of Mexico, visited the station studios.

### Rep. O'Konksi Asks FCC for Hurley, Wisc., TVer

Washington Bureau of RADIO-TV DAILY  
Washington—Congressman Al E. O'Konksi (R., Wisc.) has applied to the FCC for a new TV station on Channel 12 in Hurley, Wisc., and Essaness Television has asked for a new TV station on UHF Channel 44 in Chicago, the FCC reports.



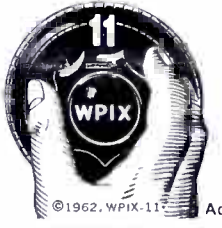
Sebastian Cabot "Checkmate"



Gardner McKay "Adventures in Paradise"

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

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



©1962, WPIX-11 Adv.

Where are your 60-second commercials in New York?

### Radio's 'Jukeboxes' Off Key For Today's Audience: Linder

Minneapolis—Radio broadcasters today have a choice of operating either "a wireless jukebox or a full-size station,"

according to WCCO program director Val Linder. Speaking at the annual convention of the Minnesota Broadcasters Ass'n, he challenged the industry to "use the full dimension of modern radio, taking advantage of the limitless mobility of receivers and microphones."

Linder said, "... the all-music station is a radio jukebox, not a broadcast operation—and I make no differentiation as to the kind of music that station grinds out, Brahms or boogie-woogie. The all-music stations are radio sta-

(Continued on Page 6)

### RCA 9-Mo. Earnings Set All-Time Record

RCA set all-time sales and earnings records for the first nine months of 1962, chairman of the board David Sarnoff announced yesterday.

After-tax earnings in the third quarter increased 66 per cent over the same quarter in 1961. Profits after taxes for the first nine

(Continued on Page 6)

### AT&T's Claude Blair Gives Telstar Talk to SDXers

Chicago—Claude M. Blair, VP space communications, American Telephone and Telegraph Co., will address the annual Sigma Delta Chi, professional journalistic society, convention at Tulsa, Okla., Nov. 16. Blair will speak on "Telstar and the Future of Communications."

### Homecoming Solons Face Logic Barrage To End Equal Time

Washington Bureau of RADIO-TV DAILY

Washington—As Congress struggles to extricate itself from unfinished "must" business so the representatives and senators can go home for a spate of electioneering, it becomes clear that broadcasters intend doing some fancy buttonholing on their own.

While the solons are within "signal range," station executives on all levels will campaign actively among them in hopes of getting legislation in 1963 that would eliminate Section 315 in the Communications Act—and thus would halt the equal-time demands of miniscule party candidates.

### Rebuffed in Both Houses

The lawmakers who worked for repeal of Sec. 315 are not apt to gloss over the fact that this election year—when results would have counted—they were unable to bring the equal-time repeal to a vote in the Senate Commerce Communications Subcommittee, while over in the House they didn't even get a hearing.

Many of them, in fact, have urged local broadcasters to enlist the support of civic groups and the listening public.

Expectations are there will be

(Continued on Page 4)

### Paar Show with Skelton Re-Run; 'Red' Sues NBC

West Coast Bureau of RADIO-TV DAILY

Hollywood—Red Skelton has filed suit for \$500,000 against NBC as the result of a TV re-run of a Jack Paar program in which Skelton appeared in 1961. Skelton complained in Superior Court that he had refused NBC permission to air it more than once, but that they re-ran it on March 12, 1962.

### Ogden Board of Ed. Buys KVOG-TV for \$170,000

Ogden, Utah—FCC has approved sale by United Telecasting of KVOG-TV to Ogden City Board of Education for \$170,000. The station, which has been off the air since Jan. 16, will be operated as an educational outlet.





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### Gypsy Rose Co-Host On Cleveland Show

Cleveland — Gypsy Rose Lee, authoress and ecdysiast, will be co-hostess this week on KYW-TV's "The Mike Douglas Show."

Miss Lee, whose autobiography "Gypsy" was converted into a musical comedy hit, will talk about her life in burlesque, and on the stage, screen and TV. She was to bring her three Chinese hairless dogs with her to Cleveland.

### Smith to WGL

Ft. Wayne—Veteran radio announcer Fred Smith has joined the radio sales staff of WGL, here.

**SALES REPRESENTATIVE**  
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Young, Versatile, experienced in selling TV Time, Programming, Advertising, etc.  
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1501 Broadway, N.Y.C.

## COMING AND GOING

BILL MASON, WBBM farm editor, in Elgin, Ill., to speak at the Rotary Club meeting.

ARTHUR SIMON, Radio-Television Daily's advertising manager, and Mrs. Simon, have returned from a Caribbean vacation.

BILL LEONARD, CBS News Election Unit executive producer, to Washington regarding coverage of upcoming national elections.

WARREN V. BUSH, CBS News producer, to L. A. for an upcoming special.

E. G. MARSHALL, star of "The Defenders," to Baltimore, where he will be cited by Maryland's attorneys.

LEIGH BATTSON, MCA director, arrives in N. Y. today.

NANCY SPAIN, broadcaster, arrives in N. Y. today aboard the Queen Elizabeth.

## Sponsor ID Unneeded In Pubserv Airings

Washington Bureau of RADIO-TV DAILY Washington — In cases where non-profit public service organizations make contributions to broadcasters associations and member stations make public service announcements for these groups, the FCC has ruled that sponsorship announcements are not necessary. The commission also ruled the time may be logged as sustaining.

### Requested by Gaguine

Benito Gaguine of the Washington communications firm of Fly, Shebruk, Blume & Gaguine requested the ruling for the Southern California Broadcasters Ass'n. He pointed out that stations gave the time without commitments to the donating non-profit groups and without consideration of contributions. Gaguine asked the FCC find no consideration inuring to the stations.

The FCC ruling said it had "considered the compelling public interest benefits which flow to non-profit organizations and to the public from these broadcasts" and agreed to waive the sponsor identification and logging of the material as sustaining.

## Miss Militello to WMCA As Ass't Director of PR

Barbara A. Militello, member of the Straus Broadcasting Group pr department since 1961, has been promoted to assistant pr director of WMCA. Previously, she handled pr for both the station and Radio Press International. Before joining the Straus company, Miss Militello was on the program staff of WABC, New York, and before that with Capitol Records Distributing Corp.

## 15 Yrs. Later, 1st Guest Returns on 'Press' Ann'y

NBC-TV's "Meet the Press" will turn back the clock on its 15th anniversary Nov. 11 with a return appearance of former postmaster general James A. Farley, the show's first guest in 1947. As in the past, Farley will present an analysis of the election returns. Since its premiere, "Meet the Press" has been filmed for rebroadcast around the world and the program is repeated on NBC Radio.

## Service at 1 PM Today For UAA's Zittau, 70

Services for Henry J. Zittau, 70, senior VP and treasurer of United Artists Associated, will be conducted today at 1 PM in Riverside Memorial Chapel. Zittau died Friday evening at his New York City home after a brief illness.

Active in TV and motion picture financing circles, Zittau was VP of Associated Artists Productions until its absorption by UAA. He had a career as a banker in Europe—in his native Prague he was a bank VP at the age of 24, then in Vienna and Paris—before settling in the United States in 1941. Surviving are his widow, the former Marianne Drucker, and a son, Herbert.

## Ed Royster to Storer TV As Cleve. Account Exec

Cleveland—Edward A. Royster has joined WJW-TV here as a local account exec, it was announced by local sales manager Terrence C. Atkinson. Royster comes to the Storer Broadcasting outlet from Whayle Co., taxi ad company in Louisville.

## Time Viewers Dropped Dual Standards: Roe

TV critics, without the "responsibility of implementing their plethora of panaceas," come into the area of "vexation without representation," according to network sales exec Yale Roe in his new book, "The Television Dilemma, Search for a Solution." About the viewing public, Roe says: "It's time to drop the double standard of insisting on one thing and watching something else."

## FINANCIAL

(October 8)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg
Admiral Corp.	121/2	121/4	121/4	+
AB-PT	307/8	293/4	307/8	+
Am. Tel. & Tel.	1091/8	1075/8	1081/4	—
AVCO	217/8	213/4	213/4	—
CBS	363/8	361/8	363/8	+
Columbia Pic.	201/2	201/8	201/4	+
Crow.-Coll.	233/8	223/4	223/4	—
Disney	26	26	26	—
East. Kodak	971/2	967/8	971/4	+
Gen. Prec.	323/8	32	32	—
General Tel.	197/8	195/8	195/8	—
Hazeltine Corp	183/4	181/2	183/4	+
Magnavox	341/8	335/8	337/8	+
MCA	42	411/4	42	—
M-G-M	31	301/4	31	+
Metromedia	133/8	133/8	133/8	+
Minn. M & M.	493/8	487/8	49	+
Nat. General.	61/2	61/4	61/4	—
RCA	48	473/8	48	+
Storer	30	291/2	48	—
20th-Fox	223/4	221/4	221/2	+
United Artists.	263/4	263/4	263/4	—
Warner Bros.	121/2	123/8	123/8	—
Westinghouse.	263/8	26	261/8	—
Zenith Radio.	525/8	511/2	517/8	—

### AMERICAN STOCK EXCHANGE

Allied Artists.	31/8	31/8	31/8	+
Capital Cities.	151/2	151/2	151/2	+
Esquire, Inc.	71/4	71/4	71/4	+
Filmways	41/2	41/2	41/2	—
MPO	63/8	63/8	63/8	—
NTA	1	1	1	—
Reeves Sound	31/4	33/8	33/8	—
Rollins	111/2	111/2	111/2	—
Technicolor	101/8	10	101/8	+
TelePrompTer.	61/2	61/2	61/2	—

### \* OVER THE COUNTER

	Bid	Aske
Jerrold	51/4	51/4
Meredith	201/2	23
Rust Craft	91/2	103
Stirling	13/8	17
Transcontinent	81/8	101/2
Wometco	243/4	27

\* Courtesy of National Association of Security Dealers.

## Lastfogel to Europe For Policy Meetings

Abe Lastfogel, president of William Morris Agency, leaves today for a three-week European trip during which he will visit the agency's offices in London, Paris, Rome and Madrid for a series of policy meetings.

Lastfogel, who rounds out years with the agency this month will confer with key reps of the William Morris Organization overseas to coordinate global activities of the office covering all phases of the show business spectrum.

## Disney's Top Child Actor Inks Exclusive IMA Deal

West Coast Bureau of RADIO-TV DAILY Hollywood—Billy Mumy, starring in Walt Disney's forthcoming "Sammy, the Way-Out Seal," has signed as the only child actor for exclusive representation with the IMA agency. "Sammy" will be screened on NBC-TV's "Walt Disney's Wonderful World of Color" Oct. 28 and Nov. 4.



# Confab Eyes TV Growth As Global Medium

## ABC Division to Host Meeting for Leaders Of Allied Industries

"Worldvision — Your Passport to the Future," a major Visualscope presentation showing the development of TV from its beginning to the present era of unlimited Int'l possibilities, will be offered by ABC International TV, Inc., at a breakfast meeting Oct 31 in New York's Americana Hotel. Participating will be leaders in the Int'l broadcasting world, the advertising community, industry and government. "The launching of Telestar has ushered in a new era of communications—the era of global TV," said Donald W. Coyle, president of ABC Int'l TV. "Because of the vital need for a clear understanding of the possibilities this opens for us, ABC International felt that such a meeting is essential at this time."

**'Greatest Tool in History'**  
By the end of 1962 there will be more TV sets outside the United States and Canada than there are in those countries. Right now there are nearly 50 million TV sets in the free world. Forty-seven nations have some form of commercial TV. The greatest tool in the history of communications is available right now in the service of an international public and international commerce."

Following the presentation, informal discussions on world TV will be held. Reps of ABC Int'l will be available to consult with industry leaders. ABC Int'l TV is associated with 21 stations in 14 countries in four major geographical areas. The countries are: Canada, Panama, Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, Venezuela, Ecuador, Argentina, Australia, The Philippines, Japan and Lebanon.

## Fouts, King to Call Shots

**Coast Bureau of RADIO-TV DAILY**  
**San Francisco** — According to NBC general manager Al Rocco, sportscaster Bob Fouts will handle color on the San Francisco Warriors pro basketball games, which begin Oct. 23, teaming up with Bill King, who will call the play-by-play.

## Dennis Traveling Menace As Skein Sets TV Treks

"Dennis the Menace" will be taping on a wider geographic area this season on CBS-TV, with programs having been filmed in Washington, D. C., and San Diego. Another is scheduled for Hawaii next month. These mark the first national productions for the series.

## Spot Sales \$\$ Climb In 3-Station Promo

**Norfolk-Newport News, Va.**—A full-scale promotion launched last year by three TV stations in the Norfolk-Newport News-Tidewater area has rung the bell on the market till for a 10-17 per cent increase in national spot sales since its inception, according to a spokesman for the stations.

In 1961, the three stations (WVEC-TV, WAVY-TV, WTAR-TV) showed a decrease of some \$200,000 over the previous year. In the first six months of 1962, the figures show an increase in total new spot volume of \$300,000-400,000, making up for the '61 decrease.

One of the stations reported that the publicity build-up of their market resulted in 24 new national spot advertisers buying time. Originally, the stations, had hoped for a 10 per cent overall increase, but with reported heavy Fall and Winter buying schedules, the market may attain a 20 per cent figure.

## High Court Won't Hear Theatres' Fee-V Appeal

**Washington Bureau of RADIO-TV DAILY**

**Washington**—The RKO-General pay-TV experiment in Hartford, already in progress, has now cleared its last legal barrier after the Supreme Court yesterday refused to hear the appeal by theatre owners against FCC and appeals court approval of the test.

## Hub's WILD to Up Rates

**Boston** — WILD here has announced an increase broadcast time rates in the 15-20 per cent category, effective Nov. 1. Current advertisers and new accounts, on the air prior to this date, are exempt from the increase for 180 days.

## Local Video Kids Programs Eyed by Three In New Book

Locally-produced TV programs for children are examined by an educator, a psychologist and a children's programming specialist in a new book, "For the Young Viewer" published by McGraw-Hill.

Chairman of the committee of editors for the book was Ralph Garry, professor of educational psychology at Boston U. His co-editors were Frederick B. Rainsberry, national supervisor of school broadcasts of the CBC, and Charles Winick, consulting research psychologist of Columbia U.

The book describes 425 programs broadcast during the last two seasons by 223 TV stations in

## JFK, IKE SPEAK ON 'POLITICS '62'

Lawrence to Quiz Them On Political Climate

President Kennedy and former President Eisenhower will appear in exclusive interviews on ABC News' "Politics '62" on consecutive Sundays, Oct. 14 and Oct. 21, on ABC-TV. Both will be questioned by William H. Lawrence, ABC News national political editor.

Kennedy's appearance will be taped at the White House. The two will be asked to comment on the '62 campaign issues, their participation in the campaigns for governor, Senate and House seats, and the political climate of the nation.

## Vote Computer 'Web' Making Its RCA Bow

Congressional and gubernatorial elections Nov. 6 will be covered by NBC with the aid of what the web calls the most extensive computer network yet organized to project voting trends.

A press preview of the system, which will include five data processing systems and a large assembly of data communications links, will be held today at RCA's electronic data processing center at Cherry Hill, N. J.

## Savage Joins Rand Outlet As Miami Account Exec

**Miami**—Lee Savage has joined WINZ as an account exec, coming to the Rand Broadcasting Co. outlet from WQAM, also here. Before coming to this city, he was with WARM, Scranton, and WBRE-TV, Wilkes-Barre, serving both as an account exec.

## Mounsey-Ross Team Go to Work for Rand

**Tampa, Fla.**—Duncan Mounsey, trouble shooter of Schine Broadcasting Enterprises, has been appointed VP and general manager of Rand Broadcasting of Tampa, owner and operator of WINQ. Martin Ross, his assistant from Albany, N. Y., was made assistant manager.

A 22 year show business veteran, Mounsey entered broadcasting as a TV studio operations manager for NBC and as a key person in the origination of Steve Allen's "Tonight" Show. Highlights of his background include actor and stage manager for Max Reinhardt, assistant producer of three Broadway shows and stage manager for Radio City Music Hall.

## Morgenthau Okays Quiz By Newsmen on WLIB

Robert M. Morgenthau, New York Democratic gubernatorial candidate, has accepted an invitation by WLIB general manager Harry Novik to appear on "The Editors Speak" Nov. 3. Sharing the spotlight will be representatives of the New York Courier, the Amsterdam News and Johnson Publications.

"The Editors Speak" presents a panel of Negro newspapermen each Saturday to interview guests and probe leading issues of the day. Regularly a half-hour program, the show will be expanded to an hour for Morgenthau's appearance.

## Reggie Lavong Says 'Go' On WADO Hip Disk Show

Reggie Lavong, popular Negro radio personality, joins WADO today to begin his six-a-week "Go" show, two hours of nightly music for "cool cats." In addition to spinning disks, he'll interview prominent personalities in Gotham's Negro community. Lavong is a veteran of outlets in Philadelphia, Norfolk and Chicago before coming to New York where he has emceed the "Dr. Jive" show for two years.

## WGN-TV's 'Ballad of Chi' Observes City's 125th

**Chicago**—WGN-TV's "Ballad of Chicago" on Monday will mark the 125th anniversary of the city's incorporation in 1837, dramatizing the story of the town and its pioneers in black-and-white, while sketching future prospects in color. Chicago Title and Trust, through Marsteller, will sponsor.



## CANADIAN VIDEO AIRS BOOK TRIAL

'Lady Chatterley' Episode Calls 1963 'Quest' to Order

Special to RADIO-TV DAILY

**Toronto** — CBC-TV producer Darryl Duke launches his "Quest" series Sunday with "The Trial of Lady Chatterley," dramatized highlights from the 1960 Old Bailey court case in which Penguin Books was unsuccessfully prosecuted for publishing the banned, unexpurgated edition of D. H. Lawrence's "Lady Chatterley's Lover."

Guest host and narrator for the first show will be Ken Lefolii, editor of Maclean's magazine. Barry Morse will star as defense counsel, with Ivor Barry as prosecutor. Last year's host, Robert Whitehead, is lost to the show because of extremely heavy New York commitments.

## Which NAB? Mix-Up Spurs Name Change

"The NAB Newsletter," published by the National Audience Board, will change its name to "The Viewer," effective with the October issue, to eliminate conflict with the initials of the National Association of Broadcasters.

Peter Goelet, president of the National Audience Board, said the move also was made because the monthly publication has grown beyond the scope of a newsletter. It has been published for seven years under the old name.

## Defamation Suit Filed

(Continued from Page 1)

tion into the political life of Jimmy Walker. Hastings alleged that false and defamatory matter concerning himself was moderated by Leonard and Northrup with the approval of CBS.

The words objected to, concerning Hastings in his capacity as a business consultant in transportation problems, were such phrases as "corruption is a dirty word" and "a corrupt politician is one originally honest who has succumbed to temptations and began questionable practices."

## Dick Paul Now Hosting For Mountain State AM

Wheeling, W. Va.—Richard S. Paul has taken over as host of WWVA's "1170 Club," afternoon musical show. Dick comes to the station from New York, where he has done free-lance announcing for ad agencies and staff work for Radiorama Productions. Before that, he was on the news staff of WCOY, independent station in Columbia, Pa.



By TED GREEN

• • • NBC-TV reportedly trying to sign Frank Sinatra on an exclusive basis . . . Donn Arden, producing and directing a new show for the Latin Quarter, is listening to TV offers to produce a series of specs . . . Revue plans to revive its "87th Precinct" series . . . This week's nomination for Mr. Nice Guy: Frank Dolan, the Park Sheraton's convention-sales manager . . . Judy Garland wants Richard Chamberlain and Vince Edwards to join her in a TV spec . . . Athula Papa, Greek singer at the Britania, may make her American TV debut on Johnny Carson's "Tonight" . . . Elvis Presley's face will decorate a supply of '63 calendars. What will the barber shop crowd have to say about that . . . Mort Sahl still hopeful that his "Joe and Josie" pilot, which co-stars Cloris Leachman, will be on the air on a regular basis within a year . . . If ABC-TV replaces a half-hour film show casualty with a live 30-minuter in January—one starring Jimmy Dean will get the nod . . . The biggest item on Madrid TV is "Perry Mason" dubbed in Spanish. The natives think, actually, that Raymond Burr is Spanish.

★ ★ ★ ★

• • • Meet: Danny Davis, author of the just-published "The Dis-United Nations Coloring Book," which has just hit the stands. 29, Danny is a writer, playwright, author, off-beat comic and mimic. Born in Philadelphia, Danny studied at the American Theatre Wing for four years, and for one year at the NBC-TV Lab. He looks amazingly like Yul Brynner and won the Godfrey "Talent Scout" show in '52. Danny has written for many top comics, is an ASCAP member and author of a play, which he will produce and star in next season off-Broadway. He has also written and recorded a comedy album for Warwick Records, entitled "The Egghead and I," and will soon have his second album, "The Close Shaves of Danny Davis," released. Danny's mentor as a comedy writer was the late Eddie Davis, with whom he co-authored many comedy books.



DAVIS

★ ★ ★ ★

• • • Ted Okon, Jr., son of WPIX weather gal Gloria and Benton & Bowles production supervisor Ted, Sr., celebrates his 9th birthday this week . . . WCBS Radio waker-upper Jack Sterling is back behind the mike following a two-week golfing vacation . . . Dick Novik, son of WLIB general manager Harry Novik, is taking his Master's at Columbia U. He spends part time learning the radio business at his dad's station . . . Taynod Productions, headed by Sherril Taylor and Jory Nodland, is working on an expanded "Roger Williams Show," which will be ready for the networks in January . . . Composer Jacques Belasco is preparing to do a score for a new documentary to be seen sometime in February.

★ ★ ★ ★

• • • Hypnotist Joseph Lampl of the Academy of Applied Mental Sciences would be a natural for radio-TV interviews dealing with his work among drug addicts . . . The tobacco industry is still burning up (and that's no joke, son) about CBS-TV's "The Teenage Smoker" . . . Host Nick Raymond at Estelle's observes: "If at first you don't succeed, you're just like the rest of us." . . . Russelle Patterson, lovely daughter of famed artist Russell Patterson, will preside as "Queen of the 3rd Annual Apple Festival" at Janssen's during National Apple Week beginning Thursday . . . According to Madison Ave., Berkshire Hotel general manager Al Hayhurst should win an award as the best dressed hotel man . . . Comedy star Woody Woodbury, host of ABC-TV's "Who Do You Trust?" will star at a one-man concert at the St. Petersburg Memorial Auditorium Nov. 8 . . . Cozy Cole's quintet leaves Sunday on a State Dept Cultural Exchange tour for 14 to 20 weeks. Cozy sure will make a good-will ambassador.

## WNBQ UNLOCKS KEY CLUB SPEC

Chi. Night-Life 'Doc' Peeks Behind City's Closed Doors

**Chicago** — "Behind Closed Doors," a 30-minute TV excursion of Chicago night life that takes viewers into the city's key club will be unlocked on WNBQ "Dateline Chicago," Oct. 15. Newsmen Charles McCuen narrates the filmed journey and examines the key club phenomena—a Chicago innovation which has spread across the country.

McCuen's hopping takes him Burton Browne's Gaslight Club, pioneer key club venture that has resulted in its owner being listed in "Who's Who" and the "Social Register."

## Lerner Takes Apart 'The Age of Overkill'

"The Age of Overkill," a series of socio-political discussions of the nuclear age by author-columnist Max Lerner will start tomorrow on New York's new ETV station WNDT.

In the 13 programs each Tuesday, Lerner will talk about nuclear clear weapons with overkill potential; the nation-state explosion from which many new nations are emerging; the passing of old imperialism in favor of the great power masses; increasing prevalence of "political warfare" and growth of the UN as a traditional force. He'll augment discussions with film clips.

## Fight for 315 Repeal

(Continued from Page 1)

new hearings on the matter next year, but Congress has a habit of putting off such critical matters until deadline time—in this case '64.

Even then, there is still fear some quarters that the Congressmen may get no further than they did in '60, when exceptions were made for candidates for President and VP.

## Shutterbug John Hartman Joins WIIC's News Staff

Pittsburgh, Pa.—John Hartman has joined WIIC's public affairs department as a photographer. Hartman, a former stringer at the station, has been a photographer in Miami.

## SMU Workshop Debut

Dallas — "Sorry, Wrong Number," by Lucille Fletcher, Fall semester production of Southern Methodist U. TV Workshop, will be videotaped on Saturday.



# Summer Portable Use Drops 49 Per Cent Above Winter Level

Nielsen's first survey of summer portable radio listening issued this week, shows a 49 per cent increase in battery use over winter levels, although total radio listening stayed roughly the same.

The overall level of radio usage remained at slightly over 20 hours per radio home," Nielsen reported. "However, dramatic changes were noted in the shares attributed to this total by plug-in auto and portable listening."

Summer plug-in use dropped to 12 hours and 32 minutes from winter figure of 12 hours and 32 minutes. Auto radio use remained at four hours, virtually unchanged from winter. Battery portable listening soared to six hours and 30 minutes, up 49 per

Nielsen said at-home use of battery portables accounted for four hours and seven minutes of the total listening total, or 64 per cent. Away-from-home listening accounted for the remaining two hours and 23 minutes, or 36 per cent.

During the winter the at-home component of portable listening was 32 per cent, the away-from-home 18 per cent of the smaller

## KA Names Kosick

**Schenectady**—William David Kosick has been named a KDKA radio editor.

# All Ritual Between Goal Posts Here Again

The snap of Fall is in the air, hot dog vendors cry their wares somewhere, anywhere, a football traces a lazy arc, picks up speed, falls ignominiously into the mud, or into hands triggering for victory . . . which leads to the following grid broadcasts:

WCAU-TV's new half-hour weekly series, "Giants Football Game with Allie Sherman," which bowed Friday, has scored a down with three advertisers. Chase Manhattan Bank, Mobil Oil and P. Ballantine & Co. jumped on the WPIX bandwagon within 24 hours after the game was inserted in the Fall schedule according to John A. Patterson, VP in charge of sales. Chase has a half-ownership through Ted Ballantine, via William Ballantine and Mobil, via Ted Bates, assumed one quarter.

**Philadelphia** Games Slated  
All of the Birds' away games this season on WCAU-TV. The play-by-play is being handled by Whitaker and Bosh Pritch-

# AGENCY NEWSCAST

By RALPH TYLER

A documentary on the wonders of the universe will be seen for the first time on TV to support retail introduction of suits and slacks by J. P. Stevens & Co., Inc. Program, narrated by Burgess Meredith, will run twice in the same evening in two markets, and on two successive nights in a third city. A theatrical presentation of the show, titled "Universe," won film awards in U. S. Canada, France, Britain, Italy, Yugoslavia and Argentina. In New York the Stevens-sponsored space special will be shown twice on Nov. 14 on WPIX. Chicago's WGN-TV will carry the film Nov. 12 and 13. Detroit will see the documentary twice on Nov. 14 on WJBK-TV.

## Thought for Today

*"Color will not only continue the dynamic growth of our great TV industry but, through the customary development of obsolescence as a fact of life, bring a vast resuscitation of the economic life of many American industries through creation of a healthy appetite for that which is new, better and more attractive."*

—Ward L. Quaak,  
Executive VP and  
general manager,  
WGN, Chicago

## Color Stripe Signal Aids Set Adjustment

West Coast Bureau of RADIO-TV DAILY  
**San Francisco** — KGO-TV has inaugurated a "color stripe" test signal for the benefit of color set owners located throughout the Bay Area.

The color band, invisible on black and white sets, is a stripe of multi-color on one side of the screen, seen throughout the entire program day to facilitate adjustment of color TV sets and to assist service companies in the installation and servicing of color receivers.

Richard J. Newman, formerly advertising manager for Chock Full O' Nuts Corp., has been appointed VP of Garfield Advertising Associates of Detroit, and will head the agency's New York branch. The agency, formed 10 years ago, specializes in advertising and merchandising grocery and supermarket products . . . WCBS will air Libby's tomato juice jingles on the Martha Wright Bob Maxwell, Ed Joyce and Willie Conover shows as well as the early morning Sterling program.

Eli Gordon, VP of JWT, has been named chairman of the Graphic Arts Committee of the Business and Professional Division of the United Hospital Fund's 83rd annual campaign in Manhattan and the Bronx.

ing the play-by-play and Notre Dame's athletic director Ed "Moose" Krause offering the color commentary. This month's sked includes: Wisconsin, Oct. 13; Michigan State, Oct. 20, and Northwestern, Oct. 27.

## Mel Allen Again Set

Alabama takes on Tennessee, Oregon takes on the Air Force Academy and Rice battles Southern Methodist in the three college football attractions to be seen on regional networks of CBS-TV, Oct. 20. Mel Allen and Jim Morse will describe the play-by-play and color of the Alabama-Tennessee games for viewers in the New England and Atlantic Coast states and westward to Arkansas. The Oregon-Air Force games will be aired along the West Coast, in the North Central part of the nation and eastward to Washington. The Rice - Southern Methodist contest from Dallas' cotton Bowl will be beamed in the Southwest.



## AD MANAGER KNIGHTED!

# DISCOVERS WHLI Island\*

—4TH LARGEST MARKET IN U.S.—A SEPARATE, INDEPENDENT AND DISTINCT MARKET

\*Nassau-Suffolk (Long Island) accounts for more Automotive Sales than 24 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

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

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

10,000 WATTS

WHLI

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

the voice of  
Long Island

PAUL GODOFSKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED BY Gill-Perna



## 300 Stations Signed For NEA Tot's Spec

More than 300 TV stations will air "The Time of Their Lives" between Oct. 18-28, a new half-hour documentary produced by the National Education Ass'n to dramatize the importance of kindergarten. With Alexander Scourby narrating, a class guides the script and children and teacher furnish their own dialogue without performance, affectation or awareness of the audience.

The second of a series of special TV films about education produced by NEA and its affiliated state teacher associations, it was written and directed by Lee Bobker and filmed for NEA by Vision Associates at the Metropolitan District of Washington Township, Marion County, Indianapolis.

## RCA Earnings Set Mark

(Continued from Page 1)

months rose 44 per cent to \$33.3 million from \$23.8 million in the first three quarters in 1961.

This was achieved on record sales of \$1.2 billion, up 16 per cent from the \$1.09 billion in the comparable period a year ago.

Sarnoff said NBC also had the best third quarter and the first nine months in its history, and the "fourth quarter should show further improvement."

## REP. SPEAKS UP FOR 'MR. SMITH'

Series Makes Us Human, Calif. Congressman Says

Praise by Rep. James Corman (D., Calif.) for ABC-TV's new comedy series "Mr. Smith Goes to Washington" has been recorded in the Congressional Record.

Corman told the House: "Too often congressmen and senators are thought of as different from other people — either put on as being all wise and powerful, or relegated to the gutter as crooked politicians squandering the taxpayers' money. The concepts are equally dangerous.

"Mr. Smith' will do much to show the American public that we are all the same — limited by human frailties, but sincerely interested in people and in our jobs and dedicated to seeing that this form of government of ours survives."

## Carroll Named Manager Of Spokane AM Sales

Spokane—Bill Carroll has been appointed radio sales manager of KHQ, coming to the post from the sales staff of KHQ-TV. He has been with KHQ, Inc., since Aug., 1958, and before that was general manager of KBOW, Butte, and KGEZ, Kalispell, Mont.

## Coast Plans Mapped For Talent Workshop

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KNXT's first effort as part of the CBS owned TV stations "Repertoire Workshop" next year will be a musical revue to showcase new stage performers in the field of song, dance and comedy.

The station said playwrights seeking recognition will be given a chance to have their work produced on the second program. All forms will be considered, including drama, comedy, fantasy, farce, etc. An experienced, professional cast will be employed, working under the guidance of a professional director.

The next two productions will give aspiring unknowns a chance to act in an established work under an established director. Program number five will be an interpretive drama in which an original TV play by a well-known writer will be enacted by college students.

Younger actors, between 8 and 16, will display their talents in an adaptation of a dramatic work for number six. The seventh and final "Repertoire Workshop" will either be a combination of poetry, music and dance, or a project by a young film maker. Audition details will be announced shortly.

## Video Production Firm Organized in Mexico

Special to RADIO-TV DAILY

Mexico City — Jose Elias Moreno, veteran Mexican actor, with performers including Ignacio Lopez Tarso, Tony Carbajal, Miguel Manzano, etc., has formed the United Artists Company to turn out quality TV programs, adaptations of novels and plays. Moreno said actors will place accent on quality and bypass economic aspects. Programs will run an hour each and, while group hopes for Mexican and Spanish language release, there are tentative plans for worldwide distribution as well.

## Spelling Santa's TV Aide

Producer-writer Aaron Spelling is currently penning an original teleplay, "And the Angels Sing," which will be the Christmas offering for Four Star's "The Dick Powell Show." Spelling recently completed "Sound of Angels," the Yule seg for the "Lloyd Bridges Show" of which he is exec producer.

## Thayer Staying On

Detroit — Alan Thayer, who joined the WJBK news department as a Summer replacement, has been retained by the station on a permanent basis as a newscaster.

## GUEST STARS

Romo Vincent, Alejandro and Maria Machado move to 20th Century-Fox lot for "Who Did William Tell" session "Dobie Gillis" . . . Richard C. joins Gene Kelly, Dick York, G. Carroll and Nydia West for "A Saint for Momma" star for "Going My Way," ABC-TV Peter Helm, Brenda Scott, Tremayne and Myron Healy aboard "Wagon Train" for "Tom O'Neal Story."

Producer Doug Heyes in Claude Akins and Jim Brown key roles in the "And the I suit of Happiness" seg of "Virginian" . . . Gloria Tall John Doucette, Bill Wells John Flavin, Gage Clarke Charles Maxwell are before ramie's" cameras for "N. Steel."

Kent Smith added for "Blessed Are the Meek" tele of "Going My Way," currently rolling at Revue studios . . . land Moriyama joins "McH Navy" for "McHale's Paradise Hotel."

George Schaefer pacted to duce and direct "The Hancock Donafrio" story in the "Prer Presented by Fred Astaire" ies . . . Dabbs Greer, Colin cox and Albert Salmi cast "Dagger of the Mind" in M-TV's Wendell Corey starrer, Eleventh Hour."

## Decries Radio 'Jukebox'

(Continued from Page 1)

tions only in the sense they transmitters and use radio instead of wires to connect turntables to loudspeakers."

He also criticized "the broadcaster who narrows his service providing only talk—whether all-news or all-interview discussions," stating that music talk are only elements of full programming.

Full-size service require news service and chance for public to participate in disseminating the news, as well as such "services" as a farm department programs on health, recreation and conservation, women's ties, full-size weather sports broadcasting, public programs and strong participation in community life.

## Hollingbery Co. Reps With Entry in New Channel

Idaho Falls—KID has signed its national rep the George Hollingbery Co., replacing W. Rawalt. Station manager J. Jensen said the change was prompted by the outlet's entry into the Silver Dollar Network, an organization representing independent stations.

## The Perfect Holiday GIFT TURKEY

Your favorite friends, customers and employees will sincerely thank you for this wonderful home grown, fancy, prime young turkey. We breed, raise and process these beauties right here and at the appropriate time ship them directly from the farm with safe arrival anywhere in the United States unconditionally guaranteed.

Gift notices go out in advance. A greeting card is enclosed in each package and many other unusual services go along with these immaculately cleaned and handsomely gift packed Holiday turkeys.

One or a thousand—your inquiry will bring the same speedy information or a visit at your convenience.

## DUTCHESS FARMS

Salt Point, N. Y.

Phone 914-677-3411



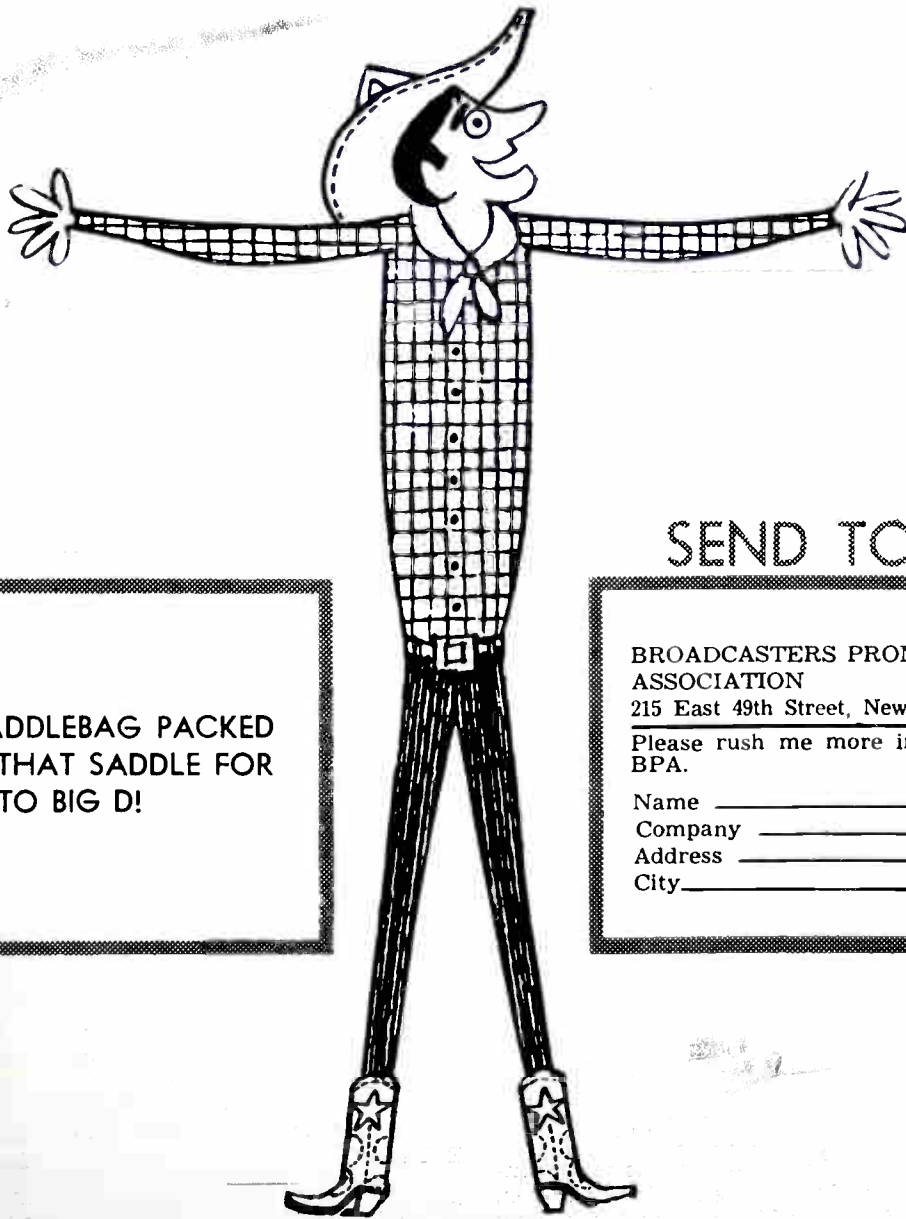
# BIG TEX<sup>IN</sup> BIG D BPA

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VISIT IN OCTOBER  
FOR THE GREAT BIG

\*BROADCASTERS' PROMOTION ASSOCIATION

## 1962 SEMINAR

OCTOBER 29-31 IN DALLAS  
HOLIDAY INN CENTRAL



GET THAT SADDLEBAG PACKED  
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A REAL RIDE TO BIG D!

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Please rush me more information about  
BPA.

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Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



# So. Carolina Piloting New Metro Quarters; Other Rep New ETV Taped Shorties

Charleston, S. C. — The South Carolina Broadcasters Ass'n is developing a pilot for a series of special five and ten-minute taped features to provide local stations with programming in the "educational, informational and instructional" category.

The pilot was started after a conference between the ass'n president and Dr. George Blair, director of the state ETV Center; and P. M. Coble, Harry Riddle and Purvis Collins of the South Carolina Education Association. When the pilot is finished it will be tested by several stations.

## Chi Newsman to Review Program Host's Autobiog

Chicago—Newsman and author Len O'Connor will take over the spotlight on WBKB's "Books and Brent" Sunday to review Stuart Brent's autobiography, "The Seven Stairs." O'Connor started his literary career with the Davenport, O., "Times," then joined the news staff of WMAQ here, starting his own radio series in 1955.

## Coast-to-coast Flashes

### Number Please?

Houston—KPRC-TV will award 351 prizes in its second "Take a Number" game. Participants pick up an entry blank at local stores and submit it to the station. Each day, 10 winning numbers are selected and flashed on the screen between 6-11 PM.

### 'Marietta' on Former Sked

Houston—"Midnight with Marietta" has resumed its five nights a week telecast on KPRC-TV. The program was telecast on Fridays during the Summer. Marietta Marich is the show's hostess, and Paul Schmitt, the musical director.

### KENS Complete Coverage

San Antonio — A schedule of football broadcasts, including a top Southwest Conference game weekly, Dallas Texans pro games and 24 local high school games, has been planned by KENS. All class AAAA schools in the area will be covered by at least one broadcast under this schedule.

### 'Candid Candidate'

Ft. Wayne—As part of its "Program PM," WOWO has begun a series of 15-minute programs, "Candid Candidate," consisting of conversations between candidates

## PGW Name Kerrigan Account Exec for TV

Robert E. Kerrigan has been named a TV account executive at the New York office of Peters, Griffin, Woodward, station reps, it was announced by Lloyd Griffin, president for TV.

For the last seven years, Kerrigan has been a time buyer with Ted Bates. Most of his activities were concerned with broadcast media buys for Standard Brands, in particular Fleishmann's margines.

## 'Jet Carrier Pilot' Airs As 'Story of' Segment

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Wolper Productions has slated "Story of a Jet Carrier Pilot," with Lt. Donald Watkins signed to appear as title subject, as the next segment in its "The Story Of" series. William Cartwright has been assigned by series producer Mel Stuart to produce and direct the dramatic documentary, which will be filmed at the U. S. Naval Air Station, San Diego.

for gubernatorial and congressional races in Ohio, Indiana and Michigan, and newsmen of the station.

### Kennedy in New Post

Dayton — Charles (Bud) Kennedy has been named to the newly created post of station manager for WONE-AM-FM. He comes from Ft. Wayne, where he was a partner in Advertising Associates.

### Like the Moon, Maybe

Houston—Chris Chandler, KPRC-TV's late night weatherman, will begin his own daily 10-minute program devoted to the people, places and things that "everybody talks about but nobody ever sees."

### 'Target: Communism'

San Antonio — "Target: Communism," a series designed to alert viewers of the present Communist threat to America, has begun on WOAI-TV, with W. Cleon Skouson, 16-year FBI veteran and author of the best seller, "The Naked Communist," as moderator.

### Felson Book Available

Hollywood—"Letters to a Teen-Age Son" by Henry Gregor Felsen, 20th-Fox TV script writer, is now on sale nationally, published by Dodd-Mead. The book is dedicated to Felsen's son, a corporal in the U. S. Marine Corps.

## Carrell Now on Board At Robert E. Eastman

Al Carrell has been elected to the board of directors of Robert E. Eastman & Co., radio station reps. Carrell has been with Eastman since January, 1959, as manager of the Dallas office. Before joining Eastman, he was an account exec with the Sanders Advertising Agency in Dallas. Eastman has been named national sales rep for WNDR radio, Syracuse, N. Y., owned and operated by Arthur C. Kyle. It was formerly represented by John Blair & Co.

## Moran Leaves Ted Bates For H-R TV Exec Post

Frank Moran has left his post as senior time buyer at Ted Bates to join H-R Television as account executive. Previous to his tenure at Ted Bates, Moran was for several years with Young and Rubicam, where he started as field rep in the outdoor dept., later was associated with the TV and traffic depts., and became an all-media buyer.

## Westchester's WVOX Names Mort Bassett

Don Macfarlane, manager of WVOX radio, New Rochelle, N. Y., announces appointment of Mort Bassett & Co. as special representative, national sales. The new affiliation between the Herald Tribune station and Bassett is effective immediately.

## Bob Mugnai Joins National Time Sales

Robert Mugnai has joined National Times Sales, station reps, in a sales capacity. Mugnai was formerly with William Douglas McAdams Advertising and Pan American Broadcasting Co., international station reps.

## Syracuse Outlet Appoints Advertising Time Sales

Advertising Time Sales has been named exclusive national sales rep for WFBL, Syracuse. WFBL is owned by the Founders Corp., a multi-market broadcasting chain.

## Fetzer Hosts 10-Yearers

Kalamazoo, Mich. — Fetzer Broadcasting Co., WKZO owner, celebrated the 10th anniversary of its 10-year club with a dinner here hosted by Mr. & Mrs. John E. Fetzer.

## 2 More Outlets for RPI

Radio Press International, voice news service, has added two new subscribers, WABB, Mobile, Ala., and WBVP, Beaver Falls, Pa.

## Exec. Staff Totals 32 In N.Y. MBS Offices

Metro Broadcast Sales, station rep unit of Metromed, has officially opened its Manhattan headquarters, VP director H. D. "Bud" Neuwirth announces.

Metro Broadcast Sales' operating staff now totals 32 executives located in its New York City headquarters and six regional offices: Philadelphia, Chicago, Detroit, Louis, San Francisco and Angeles.

Neuwirth heads the New York City office. The TV dept. in New York is headed by John Doscher, eastern TV sales manager. The radio dept. is under supervision of Robert Copping, New York sales manager.

## FCC Program Power Up

(Continued from Page 1)

ban application came from Metropolitan Broadcasting, which argued that the proposed new station would cause interference with WNEW-FM, New York City. Metropolitan later said program proposals for the Elizabeth station were identical with a programming of Illinois and California stations in which Suburban owned interests. It was on programming grounds that application was denied.

Suburban argued the FCC has no authority to turn down application on such grounds. FCC argued, and was upheld by the court, that it did have power to require programming to meet community needs. The Supreme Court refusal to hear case permits the lower court decision to stand.

## Tito Puente's Down Beat Opens AM 'Spectacular'

The current season of WNPR "Music Spectacular" gets away Wednesday with Tito Puente and his Latin-American orchestra hosted by William B. Williams. Dave Pound is director-producer of the half-hour series heard on Wednesdays.

## WGBS Airs Sens., Bis On Prayer Case 'Reaction'

Miami—WGBS' "Reaction" program Sunday will feature discussion by Episcopal bishop Pike, Sen. Herman Talmadge (Ga.); attorney William Butler; Sen. Jacob Javits (R., N.Y.); "Has the Supreme Court Over Religious Observance in Schools?" Butler argued "prayer case" in the Supreme Court.





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91, NO. 71

WEDNESDAY, OCTOBER 21, 1964

15 CENTS

## U.S. INVESTING IN ARGENTINE TV

### Nations Sending Delegates to U.S. Parley with European Union

Broadcasters from more than 19 foreign nations will attend the special European Broadcasting Union meeting in New York City Oct. 22-27, with a trip to Washington as guests. The administration also scheduled a day-long visit to the Capitol Oct. 24, to include a luncheon hosted by Edward R. Murrow, director of the USIA, and meet with other top Administration officials.

(Continued on Page 6)

### Henderson Now VP-GM of WSOC-TV, Charlotte

Charlotte, N.C.—C. George Henderson, formerly general sales manager for WSOC-TV here, has succeeded Larry Walker as VP-general manager, effective with Walker's retirement Oct. 1. With the firm since 1957, Henderson was formerly associated with the Cross Broadcasting as general sales manager of the group. In addition, Ely Sullivan has assumed his post as VP-general manager of WNCN Radio. He has been general manager since 1958.

### G-T MATCH GAME BOUGHT BY NBC

5-a-Week Daytimer Slated As 'Here's Hollywood' Ends

NBC-TV has purchased Goodson-Todman's new audience participation program, "The Match Game," and will premiere it Dec. 31 as a Monday-Friday daytime presentation originating in New York. The half-hour program will go into the slot now occupied by Danny Thomas' "Make Room for Daddy," which in turn will be pushed into the slot of "Here's Hollywood."

(Continued on Page 6)

### Vid Exporters Deny Appealing for Quota

The rumor that TV is attempting to persuade GATT (General Agreement on Tariffs and Trade) to compel countries to adopt quotas for import programs is false and should be opposed, the directorate of TV program export Ass'n has announced.

John G. McCarthy, president of TPEA, said TV throughout the world, not just America, is simply seeking recognition in international trade agreements comparable to those in other fields.

(Continued on Page 6)

### 'Public Is Entitled To See, Hear' Via Air, 14 Texas Jurists Say

Tyler, Tex.—Jurists in this state have leapt into the Canon 35 fray to back District Judge Otis T. Dunagan's ruling to permit live TV and radio coverage of the scheduled Oct. 22 Billie Sol Estes case. Judge Dunagan's ruling has also resulted in a director of the State Bar of Texas.

(Continued on Page 5)

### Susskind Preparing Docs On Cuba Refugee Problem

Two half-hour filmed documentaries on the problems facing Cuban refugees are to be prepared by David Susskind for NET distribution under a co-production arrangement involving his Talent Associates-Paramount, Ltd., USIA and the National Educational TV and Radio Center. One feature will concern refugees' escape from Castro tyranny.

### Illinois Convention Set

The Fall meeting of the Illinois Broadcasters Association will be held in Chicago, Nov. 12 and 13 at the Sheraton Hotel. Directors and meeting chairmen are now preparing the agenda.

### Time Inc. Joins CBS In Mestre's Venture For Latino Markets

Argentina as the major source of program production for Latin America's burgeoning TV market came to light yesterday in word from Buenos Aires that Time, Inc. has just acquired an interest in Proartel (Producciones Argentinas de Television, S.A.) there.

Hollywood — Organization of Desilu Sales, Inc. of Australia and appointment of Bruce Gordon as sales director, was announced yesterday by Richard Dinsmore, VP and general sales manager. This provides Desilu with representation in virtually every major foreign area.

In doing so, the Luce radio-TV empire followed in the pioneering footsteps of CBS, which founded Proartel in 1957.

(Continued on Page 3)

### ATAS Chapter in D.C. Hears Worthington Miner

Washington Bureau of RADIO-TV DAILY  
Washington—Worthington Miner, veteran TV producer now associated with Ely Landau Associates in New York, will speak on "Television Is a Repertorial Medium" at the season's first meeting of the Washington chapter of the National Academy of TV Arts & Sciences Oct. 15 in the Sheraton-Park Hotel.

## Ad Agencies Default to Station Salesmen

The TV station salesman has had to assume the function of advertising agency in working with a large number of local advertisers according to Howard P. Abrahams, local sales VP of the station.

Abrahams said, "It's the only man in the room who can be brought into TV. Local advertisers, and especially retailers, have traditionally

created and placed their advertising themselves, without assistance and guidance by an advertising agency. These advertisers do what comes naturally, using the media they know and understand. TV has to be prepared differently from print. Since the advertising agencies, in most areas,

have not moved in and taken over the TV production for these local advertisers, it has become necessary for the stations to do so."

A major reason for advertising agencies not being interested in local advertisers in the past has been because newspaper space, in most areas, is bought by these advertisers on a net, non-commissionable basis, Abrahams pointed out;

(Continued on Page 7)

### NAB Editorializing Unit Updates Commissioners

Washington—Three members of the NAB Editorializing Committee yesterday met at an informal lunch with an equal number of FCC commissioners to bring the commission up to date on NAB plans for voluntary guidelines on editorializing by broadcasters, including handling of political issues and candidates.

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- All-Gas, Oil, Maintenance — as needed on the road
- National Credit Cards Honored







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2nd Vatican Council Getting CBS Special

"Americans at the Council," a special half-hour film on the Second Vatican Council, will be aired by CBS-TV Oct. 21, produced by CBS pubaffairs in cooperation with the National Council of Catholic Men.

Prints will be available after the telecast for rental to schools and parish groups for non-theatrical, non-profit showings.

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania . . . constant and complete coverage of local political, religious, social and sports events . . . reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.

WDAU logo with 'scranton-wilkes barre and WGBl represented by HR' text.

COMING AND GOING

WILLIAM M. McCORMICK, WNAC-AM-TV president, has left Boston for meetings in Seattle.

CHARLES MICHELSON, Charles Michelson, Inc. president, to London on business. He returns Oct. 18.

JERRY VALE in Hollywood taping guest shots for the "Steve Allen Show."

ELMER WAYNE, ABC VP and RKO general manager, and KEN LESLIE, general sales manager, to N. Y., Philadelphia and Chicago.

C. B. "BUS" HELLER, WIMA, Lima, Ohio, station manager, in N. Y.

JACK WRATHER, TV producer, and his wife, actress BONITA GRANVILLE, leave N. Y. for Europe today aboard the Queen Elizabeth.

HANK ALEXANDER, of Video Tape Unltd., to St. Croix, V. I., for video-taping sessions.

ISAAC KLEINERMAN, "The Twentieth Century" producer, to Spain and Ethiopia, and PETER POOR, associate producer, to Puerto Rico to film segments for upcoming shows.

JOHN K. MAITLAND, Warner Bros. Records president, arrives in N. Y. today from France.

Shop Windows Bulge With Kildare Promos

More than 40 merchandising items have been licensed and placed into stores throughout the country as part of a promo campaign geared by MGM-TV and NBC to "Dr. Kildare's" second year.

The items range from toy medical kits and games, doctor and nurse's outfits to jewelry, loose-leaf notebooks, diaries and men's socks. Augmenting the campaign are two new original paper-back novels by Lancer Books, a comic book by Dell Publishing Co. and a paper-back reprint of the original Max Brand novel also by Dell.

New 16mm Catalogue For Association Films

Association Films' 1962-'63 edition of its 56-page catalogue, "Free Loan Motion Pictures and Rental Subjects," is being made available free of charge to schools, Y's, youth clubs, and for instructional purposes of all kinds.

Among the topics in the new 16mm film catalogue are many new titles in "The Twentieth Century" TV series, and the rental library has been expanded to include feature-length films, travelogues, Walt Disney productions and other entertainment and educational subjects.

There are also specially prepared excerpts from MGM feature films, UNICEF library, over 90 subjects from the National Council of Catholic men and the National Safety Council's library of safety films.

Professional Apartments Unfurnished

51st St.—425 E. 3 spac. airy rms; 7 wdows; E. Riv. brzwy. Must qual prf'l (& Liv if desre) Bkmm Pl resid. area. Perf for prf'l creative arts, dr, dent, etc. \$175 mo.

Mich. Pre-Election 'Quiz' Wins Female Voters Aid

Detroit — "Campaign Quiz," WXYZ pre-election series of public affairs programs, is being supported by the state's League of Women Voters with publicity releases on the shows. Produced by Michigan State U., the series of questions and answers presents leading candidates.

Ten Triangle Outlets Begin Auto-Logging

Philadelphia — Ten Triangle stations will begin immediate automatic logging following the FCC ruling authorizing radio and TV stations to use such procedures.

Roger W. Clipp, Triangle VP, said the group will use the ITA Documentor Recording System. The machine records over 24 hours of program material on a single nine-inch disc. It comes equipped with a calibrated indicator that enables the operator to locate and play back recorded material to any desired spot on the disc.

Reade-Sterling Forms A 16mm Rental Div.

Walter Reade-Sterling, Inc., integrated film entertainment company, has formed a new subsidiary, Continental 16, to operate in the 16mm rental field, it was announced by Walter Reade, Jr., board chairman.

The new company will draw upon another subsidiary, Continental Distributing, for product, with Leonard Feldman serving as prexy. All films in which the parent firm has a production or distribution interest are being included in the new organization's first catalogue.

FINANCIAL

(October 9)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

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

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Rust Craft, etc.

\* Courtesy of National Association of Security Dealers.

N.J.'s Mailmen Hail 'Funhouse' as Boon

"The Merry Mailman's Funhouse," WPIX five-a-week children's series hosted by Ray Heaton, will be cited today on program by the N. J. State Assn. of Letter Carriers. Heather will receive a plaque for "outstanding contributions in presenting the mailman in a very favorable light."

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## TV Academy Forms Int'l Relations Group With Cott Chairman

Robert Cott, executive VP of the National Academy of TV Arts & Sciences, has been appointed chairman of a new International Relations Committee, it was announced by ATAS president Robert F. Lewine.



COTT

Serving with him are Hubbell Robinson, CBS senior VP for programs; NBC programs Mort Werner; Joseph Stamler, VP and general manager of ABC-TV; Lewis Shollenberger, CBS News in Washington; Louis Gelman, TV producer associated with T&L Productions; Richard Bauer, radio-TV director for the American Medical Ass'n, and Ben Bartel, TV performer and travel agent, who has been active in int'l TV meetings.

### Lewine Tells Purpose

Lewine said the committee was formed so that ATAS, "recognizing the important growth of international TV, may be constantly responsive to this new frontier as a leader in developing constructive relationships with those promoting the arts and sciences in TV in countries around the world."

## Bell & Howell's Percy Will Open SMPTE Meet

Charles Harting Percy, Bell & Howell chairman and chief executive officer, will address the opening luncheon of the 92nd convention of the Society of Motion Picture and TV Engineers, which takes place Oct. 21-26 at Chicago's Drake Hotel. His talk, "Communications Challenge," will keynote the theme of the convention — Communications Progress: TV and Motion Pictures Industry and Education.

## WBTV Stokes Up Film On Fire Prevention

Charlotte, N. C. — "Hospital Fires and Evacuations," a special prevention training film, has been prepared for the Charlotte Fire Dept as a service by WBTV. The 12-minute film will be used to train hospital personnel the proper methods of fire extinguishing. John Jamison produced the film.

# THAILAND RULERS GUEST IN TEENS' GLOBAL TREK

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Thailand's king and queen have taken part with their children in one of the 39 one-hour segments of a new TV series, "Via Vida" (A Way of Life), being filmed in color by producer Artie Wayne and his wife, Vida, to show the world thru the eyes of teenagers. They are traveling around the world on a converted minesweeper with their three teenage children, a niece, four teenage friends and a crew of 30.

## CBS RADIO PREXY WOODWORK WHIZ

Hayes' Carpentry Skill Wins Delta Citation

A little-known side to the multi-faceted career of CBS Radio president Arthur Hull Hayes was revealed recently by an award he received from Rockwell Manufacturing. The award, the Delta Citation, is granted to individuals demonstrating exceptional proficiency in the home workshop field.

A woodworking and carpentry enthusiast since his boyhood days in Detroit, Hayes has built numerous pieces, from miniature doll furniture for his daughters to full-scale furniture for his home.

In presenting the award to Hayes, W. F. Rockwell, Jr., Rockwell president, said only six such awards are given each year.

## C/G Associates Gets New Haven's WDEE

New Haven — C/G Associates, headed by president Stuart M. Cadan and secretary-treasurer Richard S. Greene, has acquired 100 per cent of the capital stock of Southern New England Broadcasting Corp., operator of 1,000-watt WDEE here, subject to FCC approval. The deal was arranged by George Romano, an associate of Howard E. Stark, Inc., of New York City.

The selling company is topped by general manager Aldo DeDominicis and president-chief engineer Vincent deLaurentis, founder of the station. Cadan, active for many years in Connecticut broadcasting, was originally associated with deLaurentis and deDominicis when the latter founded what is now WNHC-TV here.

Cadan said the staff of WDEE will remain substantially the same, with New Haven radio personality Del Raycee becoming station manager.

## Reporting for WJAS

Pittsburgh — Newsman Merle Pollis has been named a general reporter by WJAS-AM-FM. Pollis will report, write and broadcast on regular news programs and will produce special news features and commentary for the station.

When the Waynes stopped in Thailand, King Bhumibol Abulyadej and Queen Sirikit opened their palace to them and exhibited many of the royal and national treasures. They also arranged a hunt thru the jungle in Chaeng-moi, where the royal children were joined by the touring teens in a trek atop 11 royal elephants.

Wayne, who is producing and directing the series, previously completed segments on Hawaii, the Philippines, Hong Kong, Singapore, Tokyo and the celebrated "Garden of Light" Orphanage at Beppu, Japan.

## American Interest Grows In Latin-Amer. Market

(Continued from Page 1)

Proartel with Goar Mestre, distinguished Cuban broadcaster who fled from his Caribbean homeland when Fidel Castro came to power.

The Argentine company, which produces shows live, taped and on film, has huge modern studios in the capital city and is releasing its product to all Spanish-speaking countries south of the Rio Grande.

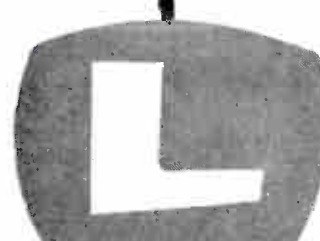
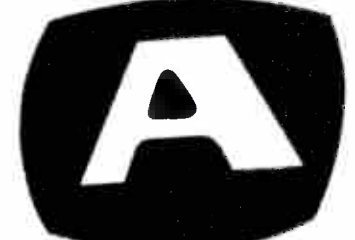
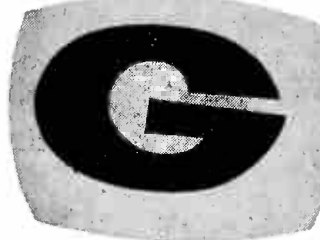
CBS is known to have other broadcasting, receiver and component manufacturing interests in Peru and Trinidad as well. The Time company has half-ownership in a program-producing firm in Cologne, Germany and a minority holding in a Lebanon station.

### Stabilization Will Aid

Stabilizing of governments within the Latin American republics is expected with certainty to result in a sizable upsurge for the video industry in those countries. Although the U. S. State Department thus far has manifested no significant interest in these broadcast potentials, the enterprisers of our nation's broadcasting companies have demonstrated a lively awareness of the potentials.

Negotiations that brought Time, Inc., into the picture with Goar Mestre and his associates, were attended by Dr. Frank Stanton, CBS president; Merle S. Jones, CBS-TV stations president; Sig Mickelson, president, and Weston C. Pullen, Jr., VP, both of Time-Life Broadcast International.

in the public interest



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## DINAH AT VEGAS AS SHOW DEBUTS

Returns to Night Club  
Where Solo Act Shaped

Dinah Shore, whose one-woman performance will be seen on the '62-'63 premiere colorcast of NBC-TV's "The Dinah Shore Show" Sunday, has opened an engagement at the Riviera Hotel in Las Vegas.

It was at the Riviera earlier this year that Dinah made her first solo nightclub appearance. Favorable response influenced her decision to re-create the show on tape for her TV audience. When she returns to Burbank at the end of this month, she will begin rehearsal immediately for her second special of the season—this time with guests.

## 102 Churches Protest CBC Ending Services

Special to RADIO-TV DAILY

Montreal—Protestant churches here have protested CBC's decision to cancel its Sunday morning church service broadcast, which ended Sept. 30 after a 30-year run. In a resolution unanimously approved by representatives of the 102 churches in this district, they registered their "most emphatic protest" and demanded the decision "be referred to a higher authority if necessary."

### 'Not Community Service'

However, CBC program director Kenneth Withers emphasized, "We run a national network service, not a community service. The only reason we ever ran church services on Sunday mornings was because none of the private stations did. It is their job to do this, and now some of them are." He said the Sunday service is being replaced by network material, including a "Sunday Recital."

### Rotation Plan Utilized

Dr. Norman Rawson of St. James United Church said, "There is a unanimous feeling among all the churches that religion is not getting the place it deserves on radio, and that this situation cannot be ignored." The Sunday service was aired on a rotation system from United, Anglican, Baptist, Presbyterian and Salvation Army churches in the district.

## HOWARD E. STARK

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By TED GREEN

• • • Kay Korwin reports that her youngest client, Alan Howard, is now doing two daytime soaps, "Dr. Malone" and "As The World Turns." This lad would be great for commercials . . . Blonde and vivacious singer Debbie Kelly headlines at the Hotel Astor Emerald Room, which opened last week . . . "Pop Plus Jazz = Swing" is a new release which is a revolutionary innovation in stereo listening which was originated by Tom Wilson, associate a&r man for Audio Fidelity records . . . Hank Fort (Hank's a lovely gal!) has a hit tune in "The Boardwalk," according to trade talk . . . Tip to Johnny Carson: Those free-wheeling Oriental dancers at the Grecian Palace would provide a frolicsome fillip on "Tonight" . . . WCBS-TV staff director Bob Goodman is also a song writer. His latest ballad, "Close to Cathy," is currently climbing all the national charts and looks like it will hit the top. Goodman also penned songs for such artists as Johnny Nash, Steve Lawrence and the McGuire Sisters.

★ ★ ★ ★

• • • Meet: Bob Winkler, who recently joined VPI as VP and executive producer. Bob has been in the TV film commercial business almost 12 years and is one of the nicest guys in the advertising and commercial industry. He attended Miami U. and majored in marketing and management, and started in radio and TV (in the early days) as an actor prior to entering commercial films as a production assistant. In 1953 Winkler joined Filmways and developed its editorial and post-production departments. He began producing commercials for them and was made VP in 1959. Bob's new post at VPI is geared to the type of creative production for which he is known . . . "Mr. Daytime TV"—Joe Franklin—is a complete sellout on his hit show, "Memory Lane," on WOR-TV.



WINKLER

★ ★ ★ ★

• • • Chilean comedian Lucho Navarro winged into town from Chicago for TV and nitery appearances . . . Argentinian actress Paulette Christian a likely candidate for a major role in "No Strings" . . . Pretty singer Cally Dodd just arrived from an extended engagement in Puerto Rico to make personal appearances for her newest Mercury release, "Man" . . . Comedian Irwin C. Watson, a favorite of Sammy ("Golden Boy") Davis, Jr., is mulling a TV special that may spell a series for this versatile young man . . . Mimic Dave Fry is a novel young performer with a brilliant future ahead of him . . . Singer Leslie Scott jets to the Habima Theatre in Israel for a command performance . . . In the short space of one week over a half-million ballots have been cast and collected in the campaign to bring back Bert & Harry to TV. So widespread has the reaction been that there have even been write-in votes from as far as London in response to the campaign . . . E. J. Korvette department stores has appointed Metlis & Lebow to handle radio, TV, newspaper and direct mail advertising for the shop-at-home department . . . Laurie Lurin, who is Miss Hi-Fidelity at the Hi-Fi music show this year, will be seen on CBS "The Nurses" in November. She looks like a new TV find.

★ ★ ★ ★

• • • Lambert, Hendricks and Bavan fly to Hawaii after their Monterey appearance for a quick TV shot . . . Phil Bennett's new Livingston audio tape of Broadway show tunes is a record library must . . . RCA planning again to scoop the industry with 3 dimensional TV? First models may be on the assembly line by late '63. we hear . . . Mongo Santamaria and his Afro-Cuban combo would be perfect for the "Broadway Goes Latin" series. Incidentally, we caught WPIX's "Broadway Goes Latin," produced by Milton Lehr, and this show deserves a tip of the Stetson. A "must" for those who love Latin music.

## WJZ-TV TIES UP 'WHIRL SERIES'

Civil War Salutes Outing  
Wraps Up Fling for Ad Row

Washington Bureau of RADIO-TV DAILY  
Baltimore — WJZ-TV wraps up its year-long "Whirl Series" Saturday with a salute to the Civil War centennial at historic Fort Carroll Island, located in the center of Chesapeake Bay at the entrance to Baltimore Harbor. The station's "Whirl Series" a number of events designed give the local ad agencies chance to become familiar with WJZ-TV personnel and programming.

## WMAQ Taps Keegan As Its Program Head

Chicago — Howard Keegan, NBC staff member since 1935, has been named program manager of WMAQ and WMAQ-FM, NBC stations here. Most recently, he was producer-director of WMA "From Mud to Miracles" documentary that dramatized the history of Chicago, and "A Look at the Law" series presented in cooperation with the Chicago Ass'n.

A native of Cleveland, Keegan directed many NBC network radio shows in the 1940s. In his new position, he will continue to function in the creative area of the station's program production activities.

## OBITUARIES

### William H. Whitaker

Philadelphia—Burial will take place today for William H. Whitaker, 42, account executive with CV-TV, who died suddenly Monday. Whitaker had been associated with the sales department of WFIL-TV, WVUE-TV and He is survived by his wife, sons and his mother. Services will be at Gibson Funeral Home, 1111 Mall, Pa.

### Mrs. Elsie Revner

Services will be held tomorrow in the Campbell Funeral Home for Mrs. Elsie Revner, mother of CBS Radio director and Broadway actress Katherine Revner who died Saturday. Mrs. Revner was a Shakespearean actress and water-color artist.

### Reed Browning

Los Angeles — Reed Browning, 46, veteran Los Angeles radio personality, died Monday at the Medical Center after a lengthy illness. He is survived by his wife, Laurel, and four children.



## LE's Lewis Tapped for BPA Dallas Meet

The Broadcasters' Promotion Unit has announced more principal speakers in addition to NAB president LeRoy Collins for its annual seminar Oct. 28-31 in Dallas. Collins is to deliver the keynote address at a luncheon Oct. 28 according to BPA president Curran.

Kenyon & Eckhardt chairman William B. Lewis will speak on "The Broadcasters Image Today" and what can be done to improve it. Talks also to be given by Stephen Riddleberger, ABC VP president of the network's radio stations; TVB president William E. Cash; TIO director Danish, and new RAB president Raymond C. Bunker.

## Spock Probes Hate ADL Radio Tapes

Child authority Dr. Benjamin Spock will discuss racial and religious prejudice among the younger set in a series of taped interviews with Gertrude Noar, director of the education department of the Anti-Defamation League of B'nai B'rith. The four-part series will be available to radio stations in late October.

## Part 'Legacy' Series Wraps Gifts of Past

"Legacy," a 10-part series dramatically portraying 10 of the greatest ages in the history of Western man, premieres on WOR-TV today. The Michigan U. series, edited by Prof. Arthur Eastman, will be aired each weekday.

## Texas Jurists Back Dunagan

(Continued from Page 1)

as challenging criticism by an American Bar Ass'n committee. However, although the judge earlier ruled for the live coverage, he has now had to rescind it of his permission regarding questioning of jurors in testimony by witnesses. He said that to permit live coverage in either case would violate the Texas business rule, which prohibits one business from hearing the testimony of another.

Judge Dunagan added that cameras will still be allowed in the courtroom provided the State Bar of Texas doesn't hold against them, and that TV-radio coverage would be on a pool basis with KLTW manager Marshall Pengra in charge.

Earlier, the judge's ruling was called "a flagrant violation of the defendant's rights" by John H. Luch of Newark, N. J., chairman

## Spring Byington Learning Lingo of the Wild West

In her role as Daisy Cooper on NBC-TV's "Laramie," Spring Byington has had to learn a vocabulary that's almost an antithesis to the roles she's played since her debut in 1932. Recently, she asked co-stars John Smith and Robert Fuller if a "Gulch" was a bird that follows ocean vessels.

## Oxford vs. Columbia: R-TV's Profit Motive

Should commercial ownership of radio and TV be abolished?

This is the subject of debate between an Oxford University team and one from Columbia, at the New York school Thursday night.

The British students, who are in the United States under the auspices of the Institute of International Education and the Speech Association of America, will argue in favor of the proposition.

## Omaha Sta. Reports 50% Gain for CCA

Omaha — Radio KMEO reports a 50 per cent increase in club participation has marked the return of the Community Club Awards program to the station for its second year.

General manager Jay Spurgeon said 27,000 buyers guides have been distributed to members of the 51 participating organizations. Among the new sponsors are National Biscuit Co. and C & H Sugar.

## 'Laugh Enterprises' Maps Yak Swap Web

The National Laugh Enterprises, sponsors of the Gagwriters Comedy Workshop and the Gagwriters Round Table in New York City, will assist in the formation of local counterparts in other big cities through the creation of a Humor Exchange Network.

"A Primer in Comedy Development," designed to stimulate creative jokesmiths, will be made available to any humor-minded individual who sends an original

The Future Funnymen of America will inaugurate a series of "wild nights," to discover comedians who emphasize the visual, every Tuesday night in November at the Gagwriters Comedy Workshop, New York City.

joke and a stamped, self-addressed envelope to George Q. Lewis, 14 D. 360 First Avenue, New York, 10, N. Y. Lewis is executive director of National Laugh Enterprises and founder and conductor of the Comedy Workshops of America.

## 'Meeting' Moves

Houston—"Sales Meeting of the Air," formerly heard on KXYZ, has moved to KTHT.

## POLLUTION FILM 'AIRING' PLANNED

3 Ore. Stations to Carry Probe of Contamination

West Coast Bureau of RADIO-TV DAILY  
Portland, Ore. — "Pollution in Paradise," KGW-TV hour color documentary on air and water pollution in Oregon, will be aired Oct. 31 simultaneously on KING-TV, Seattle, and KREM-TV, Spokane.

Six months in the making, the documentary was written by Tom Lawson McCall, Robert H. Schulman and Robert G. McBride, filmed by Dick Althoff, produced by Thomas R. Daragan and directed by Ralph McGrew.

## Two Red Wing Pilots On Production Slate

Two TV pilot films, one starring the comedy team of Marty Allen and Steve Rossi, the second titled "Curly," will go into production by Nov. 1 under the banner of Garry Moore's Red Wing Productions, Inc.

Red Wing now produces Moore's TV and radio shows. This will be the first production of the nine-year-old company in which Moore has not performed.

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS



## Gotham's TV Stations Help Anti-VD Drive

A number of New York City TV stations have agreed to give time to pubserv announcements on venereal disease prepared for the city Dep't of Health by Grey Advertising.

Alarmed by statistics on the increase in VD, particularly among teenagers, the dep't decided it must take steps to get the facts about these diseases to teenagers and their parents. Officials queried the stations, which said they would accept 20 and 10 second spots if they were done tastefully.

Among the cooperating stations are WCBS-TV, WNBC-TV, WABC-TV, WNEW-TV and WUHN, the city's UHF channel.

## Reps Coming from Abroad

(Continued from Page 1)

tion officials.

The EBU, made up of radio and TV organizations in every European country outside the Iron Curtain, is meeting for the first time overseas at the invitation of its American associated members: ABC, CBS, NBC, NETRC and USA.

Visitors and their American hosts will consider the use of satellites in communications, general exchange of programs, the problems connected with exchange of videotapes, TV news and coverage of important international events, and children's programs.

Olof Rydbeck, president of EBU and director-general of Swedish Broadcasting Corp., will head the European delegation. Several other directors general, including Marcel Bezencon of Switzerland, chairman of the EBU program committee, are expected to attend.

## McCarthy Clarifies Plan

(Continued from Page 1)

able to what GATT gave the motion picture industry over a decade ago.

McCarthy has been TV consultant to the American delegation on the Working Party on TV, designated by GATT, which meets again in Geneva Oct. 23.

## WABC's Bullseye Promo Recruits for 'The Finest'

WABC is right on the target with a listener participation contest to recruit new policemen. The station is airing tapes of its personalities taking the New York patrolman's pistol test, while listeners attempt to guess the scores — for a dollar a point put up by the station. Transcribed police recruiting spots are being interspersed with the pistol-cracking contest tapes.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Judy Garland will be spotlighted in a three-hour tribute on radio station KRHM-FM next Sunday from 9 PM to midnight. Recordings of Judy's biggest hits will be used in addition to private collectors items of tapings of her concerts, which have never before been broadcast . . . Paul Worth of KRHM-FM is producing . . . George Gobel has been signed to make his second guest star appearance on the Red Skelton Show, with taping of show set for Thursday at CBS-TV City. Originally set for a single appearance on the show this season, the Gobel-Skelton combo turned out so strong that producer Cecil Barker re-signed him for another turn . . . Initial pairing airs Oct. 16.

• • • KTLA's General Manager Stretch Adler invited members of the press corps to view KTLA's first run documentary (never shown on West Coast) titled "The Greatest Athlete in the World" last Monday . . . The story concerns Rafer Johnson, world decathlon champion, and was produced by David L. Wolper . . . Both were on hand to answer questions from the press. Additionally, brief film clips of other upcoming specials of the week were shown including George Arthur's Academy Award winning "Glass" and "The Day Manolete Was Killed," winner of the Grand Prize at the Tours Film Festival.

• • • Steve Allen will video-tape a special take-off of Howard Hawks' Paramount adventure film, "Hatari!" tomorrow featuring wild animals, and the Jeep ride . . . Segment will be released to syndicated outlets on Oct. 24 . . . After having completed the "Tom O'Neal Story" segment, ABC-TV's "Wagon Train" has started a week-long production break . . . Alfred Davidson, who arrived here from New York one month ago today, already has signed 32 radio outlets for his two-minute "The World of Fashion" . . . KABC is outlet in local market . . . Vet TV newsman Henry Travis, has left KHJ-TV and news reporting to devote full time to an acting career. Travis recently completed role in Elvis Presley starrer, "Take Me to the Fair" and goes right into "Case of the Lurid Letter" episode of the Perry Mason series.

• • • Congrats to writer Larry Markes and actress-wife Dianne Herbert, parents of a girl . . . To the Leonard Sues who recently welcomed a son; to Barney and JoAnne Rosenzweig a daughter, Allyn Grace . . . Barney is publicist at MGM . . . It's a boy for Joan and Joel Cohen . . . Dad is VP of the Frank Cooper office.

• • • George Chakiris, who winds his role next week in Harold Hecht's "Flight from Ashiya," has been set to return to Japan to star in a 90-minute TV special for the combined Japanese networks . . . Before starting work on the film, Chakiris filmed two half-hour shows that have already made the rounds of all six Nippon nets.

## 8 Radio Shows Launched By Westinghouse at Seminar

Broadcasters gathered yesterday for a self-appraisal of radio programming trends, philosophies and practices at an all-day seminar in New York's Americana Hotel. The meeting was hosted by Westinghouse Broadcasting which launched eight new radio shows at the sessions.

Station execs, newsmen and advertising reps joined performers Eddie Bracken, Mike Wallace and Dr. Bergen Evans in examining the future of radio programming in discussions illustrating various approaches to challenges such as special events, space shots, documentaries and ratings.

The new WBC programming entries, four continuing series and four hour specials, include, "America Sings," a U. S. history through music with Eddie Bracken as host, 20 weeks; "Words in the News," a discussion of the use

of language in communications media, Dr. Bergen Evans host, 26 weeks; "Africa: Peace Corps Plus One," an examination of the Peace Corps by Jerry Landay, five weeks, and "The Voices and Sounds of World War II," written and produced by Bud Greenspan, 20 weeks.

The four specials are: "Chickie, the Cops," a study of crime on both sides of the law by Walter McGraw; "Prison Riots Plus Ten," a comparison of penal conditions ten years ago and today, McGraw; "Man of the Century," a biography of Sir Winston Churchill, produced by Greenspan, and "Twisted Minds," a study of schizophrenia, produced by John Reavis, Jr.

## ETV Outlet in Texas Dedicated Monday

Austin — A special half-hour dedication for KLRN, ETV station for the San Antonio-Austin area, will air live Monday night opening with a review of history of the station and induction of members of the board of trustees. The program will originate from the KLRN studio on the campus of Texas U. and from the studios of WO TV in San Antonio.

Several "live" switches will be made from San Antonio to Austin and back again during the broadcast. Switching will be handled from the transmitter at the midpoint between San Antonio and Austin. Bill Oxley, San Antonio production supervisor, will direct from the San Antonio studios, Earl Greathouse will direct from the Austin studios. Harvey Hester will produce the program.

## Fisher Heads Publicity For Terre Haute Outlets

Terre Haute—The Wabash Valley Broadcasting Corp. has named Sheldon Fisher to public director of the WTHI stations. For the past five and a half years he has been in the sales and production departments of WTHI and WTHI-TV, and since 1960 been responsible for the broadcast operations of WTHI-FM.

## 'Match Game' to G-T

(Continued from Page 1)

Hollywood," being dropped.

"The Match Game" will be played by two teams, each consisting of a celebrity and audience members, in testing ability to match each other's answers to a given question. It is the first new G-T production since "Password" bowed in 1961, and will give G-T a record total of 35 half-hour shows per week.

Other G-T programs currently on the air include "Play Hunch," "The Price Is Right," "Say When," all on NBC, and "Tell the Truth," "Password," "What's My Line?" and "I've Got a Secret," on CBS. The latter two were created by Goodson, but have been sold to

## Dietrich Makes TV Debut — But Not on U.S. TV

Marlene Dietrich, who has insisted making her TV debut, has capitulated — but her debut will be part of a U.S. benefit in Dusseldorf, Germany, taped for broadcast overseas.



## Disk Spinning

By CARL MOS

GM Records' top-selling stress, Connie Francis, has been named "Queen of York's Hi-Fi Show" and awarded a special plaque. As she was attended by Ray Pepe, president of the Institute of High Fidelity, and Bob Commerce, commissioner, re-naming the mayor . . . Robert named VP and GM of Con-tal Records by Donald H. Don remains as chief exec . . . ABC Paramount re- a new single by Eddie Fish- who recently wowed them on Ed Sullivan Show." Coupled the disk are "Back In Your Back Yard" and the hit, "Sweetest Sounds," from Rodgers current show, "Strings."

ar singles from the score of "er!" long-run London smash on Broadway in late De- er, have been released by Victor. They are "Where Is with Lena Horne; "Who Buy?" with The Limelights; "ong as He Needs Me" with Reese, and "Consider Your- with Norman Luboff. The any has also released the al Broadway cast album of "er!" . . . Stan (Bossa Nova) set for a one-week at New Village Gate, will shuttle en there and a jazz program Mosque Theatre in Newark.

J's With Jamie celebrate p-coming Irving Berlin mu- "Mr. President," with a new "Laugh It Up." The flip carries the title song of an- new musical, "Nowhere to ut Up." It is a Columbia se.

## Concert Web to Air Daily 'NORAD' News

Syracuse, N. Y. — The Concert Network, with executive offices in Boston, in cooperation with the 26th North American Air Defense Region will begin presenting "The NORAD News Digest" Nov. 1, a daily one-minute featurette highlighting significant historical events and aerospace defense achievements.

The 26th NORAD Region, with headquarters and Combat Operations Center here, produces the public service vignettes. The Region, a vital component of the North American Air Defense Command, provides aerospace defense for 15 states from New England thru the Carolinas.

The Concert Network has affiliates in Hartford, Providence and New York City. Currently, the "Digest" is presented on the North-east Radio Network with affiliates in New York State and Pennsylvania. It is also carried by independent stations.

## TV Station Men Vital

(Continued from Page 1)

on the other hand, TV is commissionable, thus affording the agency an opportunity for increased earnings. "What's more," Abrahams said, "once a good agency has its foot in the door of a local account and has been able to convince the advertiser of the need for the advertising specialist, the agency has the opportunity to create, advise and assist the advertiser in other areas of sales promotion . . . and at a compensating fee. This can include special print campaigns such as institutional events, anniversaries and Christmas campaigns."

## Most Apple-Polishing AM

Ft. Wayne — WOMO personnel are kicking off National Apple Week, starting today, with bushels of the state's own brand going to listeners in the tri-state area, all for just a post card.

## Airborne ETV Wings to Soar With 1,164 Charter Schools

Lafayette, Ind.—A total of 1,164 schools and colleges in six states have registered as charter members of the Midwest Program on Airborne Television Instruction, and Dr. John E. Ivey, president, said he views the program as a "promising beginning" toward self-sufficiency. Indiana has the largest number of charter members in MPATI, with a total of 340; Michigan 175, and Kentucky and Wisconsin, on the fringe of the MPATI telecast region, registered two charter members.

new members include public and private schools and colleges. The total consists of 1,022

elementary and junior high schools, 99 high schools, 32 colleges and universities, and 11 special schools, such as military academies and correctional institutions. About 9 per cent of the registered schools are parochial.

Members will take over the management and operation of MPATI when they convene for the first annual meeting at Purdue U. here Nov. 11-12.

## AGENCY NEWSCAST

By RALPH TYLER

With a \$1 million ad promo budget in prospect for '63, Airwick Brands, Inc., a subsidiary of Airkem, has named Doherty, Clifford, Steers & Shenfield as agency for its line of air fresheners and other household products. Effective Jan. 2, the newly formed Airkem subsidiary, which has acquired all rights to Airwick from Lever Brothers, will begin its own consumer marketing of the Airwick line in the U. S. for the first time since 1943, when Airkem developed the Airwick formula. Persons Advertising, New York, will continue to handle trade advertising for the commercial, industrial and institutional products and services of Airkem.

Fran Allison has been inked by Maradel Products, New York cosmetics and toiletries manufacturer, to serve as TV spokeswoman for the company's Beaute-Vues division . . . Si Bloom, veteran radio and TV writer, has joined Fuller & Smith & Ross, Pittsburgh. Formerly copy chief at Feldman & Kahn, he recently wrote the scenario for the color movie, "Master Plan," based on redevelopment of Pittsburgh's Golden Triangle.

Combining of all information, advertising and publicity services for the CTV network has become effective with the appointment of Ralph Foster as director of PR and advertising. As a member of the management committee, Foster will participate in development of network policy, according to CTV president S. W. Caldwell. Foster was one-time chief of films and TV at the UN, returning to Canada in 1952 to produce films with his own company.

Air France is holding a series of

## UTM Prexy Initiates Coast-N.Y. Shuffling

Edwin K. Greene, president of United Talent Management, Ltd., previously based exclusively in the California office, from now on will shuttle between coasts, basing operations in New York City for approximately two weeks out of every six.

Greene said he will have an active hand in guiding the personal appearance dept of the agency, and his presence will be needed more than just sporadically in the New York office. He also intends at least a monthly trip to Chicago for UTM.

UTM started a few months ago utilizing manpower out of MCA.

## Thought for Today

"The day is coming—and it is not far off—when the editorial stands of broadcasting stations will be regarded as more vital to the success or failure of a political campaign than the editorial expressions of newspapers. As the number of pages and sections multiply in the daily newspaper, the impact of the editorial page declines proportionally. On the other hand, the force and effectiveness of broadcast editorializing is increasing daily, with the growing programming maturity of radio and TV."

—Robert Hyland  
VP, CBS Radio; G.M., KMOX

five PR workshop sessions this month and next for its execs and their supervisory personnel to give a clearer understanding of PR's goals, tools, use of communications media, and scope of activities.

Robert P. Leonhard has joined the Detroit office of Y&R as a supervisor and Walter H. Zippler as an account exec. Both were formerly with the Leo Burnett agency . . . Wermen & Schorr, Philadelphia, announces the promotion of Jay B. Beneman and Lester J. Harmon to VPs. Beneman has been with the agency since 1955. An account supervisor, he heads the agency plans board. Harmon has been with Wermen & Schorr since 1957. He joined the agency as director of radio-TV, but moved to account work in 1959.

## Bernstein to Unify Acoustics and Music

The relationship of acoustics to music and its importance in the design of a concert hall will be the theme of "The Sound of a Hall," the sixth season premiere broadcast of the New York Philharmonic Young People's Concerts which is scheduled for Nov. 31 on CBS-TV.

Leonard Bernstein will conduct and narrate this exploration of the science of acoustics and of the particular sound of the new Philharmonic Hall at Lincoln Center for the Performing Arts in New York. The series is sponsored by Shell Oil through Kenyon & Eckhardt.



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## TELSTAR ON ECUMENICAL MISSION

### Golden Gate, Rising Sun Linked

#### News' Good Will Span the Pacific

By BILL SHEA

Oakland, Calif. — KTVU, which serves the San Francisco Bay area from here, is launching a news gathering unit to span to link Oakland with its sister city Fukuoka.

The unit will also record the Japanese way of life in Osaka, which is celebrating its fifth anniversary union with San Francisco at the same time.

Scheduled to attend tapings are Ambassador Edwin Reischauer, Japanese Foreign Minister Yoshii Ohira, Oakland Mayor Tom Houlihan and members of the Oakland Sister City Executive Committee; Fukuoka Mayor Abe and other officials.

KTVU bossman Bill Pabst said the station will work closely with Mainichi Broadcasting Co., Fukuoka, the station with which KTVU is forming its own ties. The station has already prepared, on request, a tape of life in

(Continued on Page 6)

#### Capitol Records Realigns; Wallichs Now Chairman

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Glenn E. Wallichs, president and a founder of Capitol Records, Inc., has been elected chairman of the board and CRI's active subsidiaries in a reorganization of top management. J. G. Bonbright was elected chairman of the board and president of EMI Corp., Capitol's electronics subsidiary, and Capitol Records Club, Inc.; Alan W. Liv-

(Continued on Page 6)

#### Perkins Group Acquiring Another Texas Station

Perryton, Tex. — KEYE, 250,000, has been sold for \$160,000, subject to FCC approval. Media representatives Hamilton-Landis & Associates handled the deal. Great Plains Broadcasting is selling to Perryton, headed by Frank J. Latter's group this month acquired KSTB, 1 kw day-in Breckenridge, Tex., for \$30.

#### Israel's Video in 'Early Planning Stages'

Chicago—TV is "still in the very early stages of planning" for Israel, awaiting government approval, the American Institute of Electrical Engineers is being told here today. FM is "under serious consideration" in Israel because of interference of distant stations operating on identical AM frequencies. The government's KOL Israel is on the air 229 hours a week.

### FCC GUIDE BOOK KNIFES THRU EQUAL-TIME JUNGLE

In an attempt to guide broadcasters through the maze of political equal-time complications, the FCC has issued a question-and-answer list aimed at clearing up doubts about its interpretation of Section 315.

#### AP'S ROSTER NOW 2,371 R-TV STAS.

136 New Members Signed;  
40 States Represented

The Associated Press this week approved membership for 136 stations, largest number at one time since AP first opened its doors to

For story on AP's new general manager, see page 6.

broadcasters, assistant general manager Oliver Gramling announced yesterday.

Gramling said all the stations had applied for membership since

(Continued on Page 4)

### An FCC Gift to N.Y.: Its UHF Test Antenna

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC yesterday addressed a letter to New York's Mayor Wagner formally donating the commission's UHF test antenna on the Empire State Building to the City of New York, effective Nov. 1, the date on which the city-operated WNYC-TV begins regular UHF Channel 31 operation.

The city was also given extension until Oct. 31, 1962 of its authority to transmit experimentally coded or scrambled pictures over the station in connection with

(Continued on Page 7)

Although it runs into more than 20 single-spaced typewritten pages of closely reasoned arguments, the list by no means exhausts all questions confronting station executives on the section. For each doubt resolved, another springs up in its place.

In the main, the FCC made these points about Section 315: It applies only to the candidate himself, and not to someone speaking for him, or to political parties. It does not afford equal

(Continued on Page 6)

#### Ohio 'Casters to Gather At Columbus Conclave

Columbus, O.—The Ohio Ass'n of Broadcasters Convention will be held here Nov. 8-9 at the Columbus Athletic Club, it was announced by secretary-treasurer Carlton S. Dargusch.

### Satellite Brings Nets Pageantry, Solemnity Of Vatican Assembly

As the first Vatican Ecumenical Council in 92 years convenes today under the lofty dome of St. Peter's basilica in Rome, Telstar will transmit the pageantry and solemnity to American viewers.

Major nets will air Telstar's signals provided by RAI, Italy's radio and TV system. ABC will spot it during its news programs throughout the day. NBC will air it at 9 AM today, and CBS will tape it for 10 AM showing on "Calendar."

246 from U.S.A.

Broadcast coverage of the council, largest ever convened by the Catholic Church, will be a complex affair. A total of 2,800 bishops, abbots and patriarchs, plus 300 theologian-advisers, will be present—246 from the U. S. alone. There will be some 100 Protestant observers on hand.

News will be aired from the council on a continuing basis. The religious assemblage is scheduled to meet until Dec. 8, reconvene after Christmas, take a second recess for Easter, and then return for further deliberations. It is

(Continued on Page 2)

#### Review Board's 1st Move OKs AM in Roswell, N.M.

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC's review board has issued its first decision, granting a new AM radio station in Roswell, N. M., on 960 kc, 1 kw, daytime, to Neil N. Levitt. This was in line with an initial edict.

### Maxwell House on L.A. Menu

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KNXT, CBS 6-0 TV station here, has emulated the New York 6-0 by selling a multiple local public affairs schedule to a national advertiser. The purchase by Regular Maxwell House Coffee, via Ogilvy, Benson & Mather, was negotiated by CBS-TV Stations National Sales in N.Y. and extends thru the '62-'63 season.

It includes full sponsorship of two prime-time, one-hour documentaries produced by the station, the monthly "KNXT Reports" se-

ries and alternate weeks of "Viewpoint" and "Los Angeles Reports," two half-hour pubaffairs series. In addition, spots will be aired week-days on the early morning "Odyssey" Classroom series.

The initial Maxwell House-backed program will be Wednesday night, when "KNXT Reports"

(Continued on Page 4)





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'Soap and Freedom' For Ad Legion Post

Ralf Brent, president of WRUL, only U. S. international commercial shortwave station, will address a luncheon meeting of Advertising Men's American Legion Post #209 Monday in New York. His topic: "Who Says You Can't Sell Soap and Freedom?" deals with global ad problems.

Telstar 'Sees, Hears' Rome

(Continued from Page 1)

not known when it will adjourn. The Ecumenical Council will be the subject of an "Eyewitness" report on CBS - TV tomorrow. Charles Collingwood will be anchor man in New York and CBS News correspondent Winston Burdett will be on-the-scene reporter

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COMING AND GOING

JAMES LAVENSTEIN, CBS-TV program dept. administrative manager, to Lisbon Geneva, Munich and Frankfurt to visit RFE installations.

JULES BRICKEN, United Artists TV producer, in N. Y. for pre-production meetings on "The George C. Scott Show" series.

SYLVESTER WEAVER, JR., chairman of the board of McCann-Erickson Advertising, leaves today for France.

FRANK GORSHIN, actor-impressionist, back in Hollywood after co-hosting the "Mike Douglas Show" in Cleveland and meetings in N. Y.

JAMES HAGERTY, ABC VP in charge of news and public affairs, has returned from Moscow and other European capitals.

SEBASTIAN CABOT in N. Y. for a brief stay.

ABE MANDEL, ITC executive VP, and CY KAPLAN, sales exec, have returned from a Chicago sales trip.

JOHN S. HAYES, Post-Newsweek Stations president, to Cleveland today to address that city's United Fund meeting.

DANIEL SCHORR, CBS News correspondent, has returned to his Bonn, Germany post after a week's stay in N. Y.

Ex-Sen. Wheeler, Sons Sell Phoenix Station for 1/2-Mil.

Phoenix - KRIZ has been sold by Radio Denver, Inc., to Shamrock Broadcasters, Inc., new Arizona corporation headed by Frank Flynn. Price was \$500,000.

Radio Denver, Inc., Colorado corporation owned by former U.S. Senator Burton K. Wheeler and his two sons, John and Richard, also owns and operates KTLN, Denver.

Flynn recently was general manager and part owner of KY-OS, Merced, Calif. He is associated in Shamrock Broadcasters, Inc., with Charles Cahill and Paul O'Brien, both of Cheyenne, Wyoming, and a number of Merced businessmen.

Sale was handled by Hamilton-Landis & Associates, Inc., nationwide media brokers and is subject to approval of the Federal Communications Commission.

Cluytens Sunday Guest

Seattle - Andre Cluytens will conduct the Chicago Symphony Orchestra in a program of works by Honegger, Ravel and Berlioz on "Great Music from Chicago," Sunday on KING-TV.

at St. Peter's in Rome.

NBC's European production crew has been filming background material on the council in Rome in color for an Oct. 30 special. In addition to the opening of the council, the cameras will cover the behind-the-scenes activities.

NBC will also film paintings and other works of art in the Vatican Library, in such a way as to give a sense of movement, provide historical background on earlier church councils.

ABC plans no special on the council, but will report extensively on it during its regular news programs through John Casserly, ABC news correspondent in Rome.

No Paper Tomorrow
In observance of Columbus Day, RADIO-TELEVISION DAILY will not be published Friday, Oct. 12.

Storer's WHN Looks At 'The New Negro'

WHN, Storer station in New York, will present a one-hour public service special, "The New Negro Speaks," twice on Sunday. A symposium, the program deals with the intellectual viewpoints of qualified spokesmen on the in-depth social and legal propositions of the problem.

Participants are Roy Wilkins, NAACP executive secretary; A. Philip Randolph, int'l president of the Brotherhood of Sleeping Car Porters; James Farmer, CORE director; Jackie Robinson, Malcolm X, Muslim leader; Percy Sutton, president of the NAACP, New York Chapter; Paul Zuber, civil rights attorney; James Baldwin, novelist and essayist, and Michael Harrington, social critic and writer. John Connelly narrates.

The program, produced by WHN Total Information News, was written and directed by Bob Ricci.

AA TV 'Bowery Boys' Adds Four New Mar's

Allied Artists TV Corp., has added four stations for its Bowery Boys feature package, VP Bob Morin announced. The stations include KTLA-TV, Shreveport; WFRV-TV, Green Bay; KVOO-TV, Tulsa, and KONO-TV, San Antonio.

FINANCIAL

(October 10)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M & M., Nat. General, Paramount, Plough, RCA, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: High, Low, Close. Rows include Allied Artists, Capital Cities, Desliu, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\* OVER THE COUNTER

Table with columns: High, Low, Close. Rows include Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Walter-Read Sterling, Transcontinent, Wometco.

(Supplied by the National Association of Dealers.)

COMING & GOING

Macrae Succeeds Maag In Southwest for RCA

R. M. Macrae, who has VP and general manager, tribution division, RCA V Co., Ltd., Montreal, has named staff VP, southwest tributor and commercial tions, RCA, succeeding H Maag, who will handle sp assignments in the RCA dist tor and commercial relation ganization.

Macrae, who joined RC. 1945, was named vice pres in charge of distribution fo Canadian subsidiary of RC 1955. Maag, whom he succee his new post, has chosen retirement at the end of this

Back at Desk

Houston - Bill Slater, deejay, is back on duty aft emergency appendectomy.





**YOU'RE IN THE NAVY NOW**  
Gary Cooper, Jack Webb,  
Eddie Albert



**AS YOUNG AS YOU FEEL**  
Marilyn Monroe,  
Monty Woolley, David Wayne



**PRINCE AND THE SHOWGIRL**  
Marilyn Monroe,  
Laurence Olivier,  
Sybil Thorndike



**INDISCREET**  
Cary Grant,  
Ingrid Bergman,  
Cecil Parker

**Comedy from 20th-Century Fox in:**

**BELLES ON THEIR TOES**—starring Jeanne Crain, Debra Paget, and Myrna Loy  
**LET'S MAKE IT LEGAL**—starring Claudette Colbert, MacDonald Carey, and Marilyn Monroe  
**DOWN AMONG THE SHELTERING PALMS**—starring William Lundigan, Jack Paar, and Mitzi Gaynor—and many more top comedies all contained in Volume 4's 40 great "Films of the 50's".

**Comedy from Warner Bros. in:**

**TOP SECRET AFFAIR**—starring Susan Hayward, Kirk Douglas, and Jim Backus  
**ONIONHEAD**—starring Andy Griffith, Walter Matthau and Joey Bishop  
**THE GIRL HE LEFT BEHIND**—starring Natalie Wood, Tab Hunter, and James Garner—and many more top comedies all contained in Volume 5's 53 great "Films of the 50's".

**AND...SUSPENSE...BROADWAY...SCIENCE FICTION...ACTION...DRAMA...**

Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's", "Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



**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 (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
LA.: 3562 Royal Woods Dr., Sherman Oaks, Cal. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

# COMEDY



## Vote Straws in the Wind Sought by Boston Outlet

Boston—WCOP will conduct a straw vote next week by telephone ballot on Massachusetts candidates for senator and governor. Listeners have been invited to call the station's special lines Monday-thru-Friday from 7 AM to 6 PM and "vote" once for each office.

## 4 at WLS Alternate Twixt Mike and Pen

Chicago—Trading microphones for pens, four WLS broadcasters have turned part-time columnists with bylines appearing regularly in various publications.

Martha Crane, 34-year WLS veteran, writes a chit-chat column in the "Prairie Farmer" and in addition pens a column for elementary school teachers in "The Instructor." Capt. Stubby, early morning farm personality, also writes for the "Prairie Farmer."

Dick Biondi's teenage column appears regularly in southwest Chicago community papers and in a chain of suburban papers in the Northwest. Bob Hale also directs his "Halestones" column to young folks and is published in the "Walther League Messenger," a youth publication of the Lutheran Church.

## 'Defenders' Split-Story Studies Legal Insanity

"The Defenders" presents its first two-part drama Oct. 20 and 27 on CBS-TV. Entitled "Madam," the story concerns a psychotic killer and his trial, which centers on the McNaughton Rule dealing with the definition of legal insanity.

The drama was written by Robert Thom and directed by Stuart Rosenberg. Sylvia Sidney guests as the mother of the murderer, played by Don Gordon.

## Maxwell House in L.A.

(Continued from Page 1)

features a q-and-a session with California senatorial candidates and members of the League of Women Voters. WCBS-TV, New York o-o, sold its multiple pub-affairs package to Chock Full O' Nuts Coffee within the past few weeks.

## STORK NEWS

Harry Harrison, WMCA announcer, and his wife, Pat, have become the parents of a girl, Patricia Anne.



By TED GREEN

• • • Versatile Paulette Christian, a newcomer from Argentina, is a triple threat. Her acting, dancing, and singing are bowling over talent scouts! . . . Singer Leslie Scott is preparing an authentic African revue for a State Dep't tour . . . Maestro Lester Lanin's newest album (his 17th) "Dancing Theatre Party," is selling very well. It features hit tunes from current Broadway shows . . . Chilean comedian Lucho Navarro, who scored so well on the "Tonight" show, may wind up with his own TV series. Lucho was a TV favorite in South America . . . Popular orchestra leader Marvin Lewis has moved to Broadway . . . Hypnotist George Singer is rock-a-bying audiences at the Concord to sleep. He's the insomniac's best friend.

☆ ☆ ☆ ☆

• • • My Stetson's off to one of the nicest members of the fourth estate: Long Island Daily Press columnist Walter Kaner, marking the 10th anniversary of columning with the Press . . . Egypt's top singing personality, Um Kalthum, at the Savoy Hilton with her husband, Dr. Hefnawi . . . TV commercials even affect the beauty business. Norma Mathews stuck up this sign at her playgirl salon: Victory—Through Wig Power." TV commercial producers, finding these wigs save dough and time, have been consulting Norma. Steve Witt has joined Sullivan, Stauffer, Colwell & Bayles as an account exec.

☆ ☆ ☆ ☆

• • • Meet: Irving Schwartz, VP of KUDL, Kansas City, who has established a new music selection format. Believing in "creative broadcasting," Schwartz initiated the program at Hartford's WPOP as a consultant and brought that station from last to front ranks in the community. Success of the system, in Kansas City and Hartford, has led him to organize a national consultant service, soon to be offered. Schwartz is also civic-minded and contributes much time to local community and national programs, and to write on many of its phases. A 20-year veteran of radio, he has experience in almost every area of the media.



SCHWARTZ

• • • Vet radio directors Ed Oates and Ed Byron chatting at Pochari's about the good old days . . . James Cammisa has joined Sullivan, Stauffer, Colwell & Bayles as an account exec . . . Art Ford, planning a musical film about ballroom musical developments, plans using the elegant interior of Roseland as camera background . . . The Phil Pepe's (he's the World-Telly sportscribe) named their first, Jane Frances . . . The Council for Safe Family Boating, sponsored by Bonadettes motion sickness preventative, has been servicing radio programs. 18 stations, to date, are using the 13-segment series on safe boating.

☆ ☆ ☆ ☆

• • • Singer Choo Choo Collins, often compared to the late Marilyn Monroe as an example of blonde, buoyant beauty, will guest on Jerry Lester's new late-nite TV show during the first weeks of its premiere. Says Choo Choo: "I only hope the show can launch my career the way it launched Dagmar's."

☆ ☆ ☆ ☆

• • • Off the Record: Columbia Records has promoted Miss Amanda Frances to the position of producer, popular artists and repertoire, East Coast . . . Columbia announced the release of a musician promotional single from the "Julie and Carol at Carnegie Hall" LP. The coupling is "You're So London" and "Meantime," both from the highly successful TV show starring Julie Andrews and Carol Burnett . . . Art Talmadge, president of United Artists Records, announced that two of the label's top recording attractions have had two-year options renewed. Ferrante and Teicher will continue to record for UA through Oct. 15, 1964, and Al Caiola continues through Nov. 12, 1964.

## MCA in 6 Fast Sales For 'Bachelor Father'

Within 48 hours of the announcement of its availability "Bachelor Father," MCA TV's newest off-network series of half-hours, has been purchased six stations. They are WNL TV, New York; KRCA, Los Angeles; WANE-TV, Ft. Wayne; WMAL-TV, Washington; WBTV, Wilkes Barre, and WNTV, Chicago.

## Colleges, KMOX Plan 'Theatre Workshop'

St. Louis—"Theatre Workshop" a series of locally-produced dramatic radio programs presented in cooperation with area colleges and universities, will be presented over KMOX Radio here starting on Oct. 28. The project, headed by Robert Hyland, vice president of CBS Radio and general manager of KMOX, will be the first broadcast drama series in St. Louis in more than 10 years.

Already planning to cooperate in the KMOX "Theatre Workshop" are Washington and St. Louis universities, and Lincoln and Webster colleges. Other participating colleges and high schools will participate at a later date.

## Flint TVer Will Rerun Buick Plant 'Special'

Flint, Mich. — The WNEP-TV special, "Faces of Buick, '63" will be rerun Sunday because of the interest shown in the program when it was first shown last week in prime time.

The program was produced by the Buick factory and was featured on the preview showing of the new line of Buicks for '63. The program was the care and craftsmanship of the Buick workers, and the show followed one worker through a typical day at the plant.

## AP Has 2,371 Stations

(Continued from Page 1)

April 17, when 41 stations were elected.

This week's list, representing stations in 40 states, brings the total number of radio outlets now AP members to 2,371.

## WEDDING BELLS

### Alber-Cerreta

Emily Rebecca Alber, daughter of David O. Alber, publicist, and Peter A. Cerreta have announced their engagement. Cerreta, a New York Law School student and a second lieutenant in the USAF Reserves. A summer wedding is planned.



THE ASSOCIATED PRESS  
Proudly Announces  
the Election of  
**136** Broadcasting Stations  
to AP Membership  
*AT ONE TIME!*

This is the largest number of membership applications approved at a single time since AP first offered membership to broadcasters.

All 136 stations applied for membership since the election of 41 stations on April 17th of this year.





## Canada TV Up in '61 As Radio Declined

Special to RADIO-TV DAILY

**Montreal**—Canada's advertising industry was adversely affected by 61's generally sluggish growth, but TV and newspapers gained while radio and consumer magazines declined, according to a recent ad industry report. The report, appearing in International Advertiser, also noted that advertising expenditures rose less than 3 per cent last year.

TV gains came mostly through the establishment of Canada's privately owned CTV network, which competed with the crown-owned CBC. Radio declined as greater portions of budgets were shifted to TV, also accounting for the drop in consumer magazine advertising.

Total advertising expenditures in 1961 hit \$602,800,000, or about 2.14 per cent of the national income and \$33 per capita.

## Oakland-Fukuoka Link Is Aim of KTVU Group

(Continued from Page 1)

Oakland for national telecast during the Fukuoka celebrations.

RKB has assigned a camera crew to KTVU for coverage of the many events. KTVU news director Al Heimso will supervise the documentary with feature reporter Claud Mann voicing the narration. Pabst said the Japanese feature will be seen here during the week of Oct. 21, and probably will run an hour.

To continue the station-to-station cooperation, the Fukuoka TV firm is planning to send a news unit to the Golden Gate as guests of KTVU. The entire project has the warm endorsement of USIA in Washington.

## 'Equal-Time' Clarified

(Continued from Page 1)

opportunity to a discussion of public issues. A candidate is using air facilities, in terms of the section, even if he does not discuss matters directly related to his candidacy, and his opponent must be granted equal time. Even if the candidate broadcast in some other capacity than as a candidate, his rival must be granted time.

But, according to an example given by the FCC, a candidate for the House, who also happened to give weather reports with no political references, was not considered by the FCC as being involved in "anything but a bona fide effort to present the news..." In this case the station was absolved from granting his opponent equal time.

Broadcasters can secure copies of the booklet by writing the public information office of the FCC, Washington 25, D. C.

## AGENCY NEWSCAST

By RALPH TYLER

BBDO's Frederick F. Manley, creative director of the San Francisco office; Charles G. Partington, senior account executive based in New York, and John H. Wilson, Jr., account supervisor in Detroit, have been elected VPs.

Manley, a copywriter and later group head with BBDO from 1953 to 1958, rejoined the agency last month. A former free-lance TV writer, Manley worked with Cunningham & Walsh and then Johnson & Lewis, before returning to BBDO. Partington joined the marketing dept of the agency in September, 1947, and transferred into client service three years later. Wilson, who had spent the previous five years with Grant Advertising, joined the Detroit office of BBDO in June, 1960.

**Venet Advertising, Union, N.J.**, is using radio on consumer-oriented shows of WOR to help introduce a frozen Polish food, Mrs. T's Pierogies, to the New York metro market... Harold H. Bennett, president of the National Retail Merchants Ass'n, will represent the retail trade group Wednesday at a hearing called by the FTC on cooperative advertising allowances. Member stores of the ass'n have a total annual sales volume of over \$19 billion.

Special pubserv spots for radio and TV will be used for a two-week period immediately prior to election day, Nov. 6, on behalf of the Fair Campaign Practices Committee. Carl Ally, head of the agency handling the drive, said: "It is at this time, when political campaigns go down-to-the-wire, that unsavory smear tactics usually ap-

## Thought for Today

*"The task of programming children is at once the easiest and the hardest to fulfill: easiest because the enormous curiosity children and their interest in the adult world prompt them to view anything; hardest because of many different levels of maturation to be found in a youth audience."*

—From "For the Young Viewer"

pear." The FCPC advertising tries is directed at calling the public's attention to these abuses.

**Kiddie City, thru Lavenson Bureau of Advertising**, is sponsoring "Gene London Presents" every Sunday on WCAU-TV, Philadelphia... John P. Hughes has been named VP-general manager of Springfield, Mass., branch Reach, McClinton & Humphreys whose home office is in Boston. He formerly was ad manager John H. Breck, Springfield.

## Capitol Records Realign Wallichs Now Chairman

(Continued from Page 1)

Wilmington, elected president of Capitol Records Distribution Corp., Capitol Records Int'l Corp. and Capitol's music-publishing firms, Ardmore Music Corp., Beechwood Music Corp.

Students from Evanston, Lockport and Riverside-Brookfield high school will be matched on "It's Academic" colorcast Saturday on WNBQ. The winning team will return the following week, Oct. 20, for a second round match against the winners of the first two programs. Host Ed Grennan's "Halftime" interview guest will be Edward Brufke, social studies teacher at Niles Township Community High School... Daniel E. Welch has rejoined Foote, Cone & Belding's Chicago office as a VP and account supervisor. He had left the agency to join Needham, Louis & Brorby as supervisor for General Mills and Johnson's Wax.

A prominent management leader and a tax expert have been added to the program for the second annual general meeting of the Institute of Broadcasting Financial Management Oct. 17-19 in Milwaukee. Donald H. McGannon, president of Westinghouse Broadcasting, will address IBFM members at the luncheon program Oct. 17. Walter Bury, partner of Ernst and Ernst, will take part in the taxation workshops on Oct. 18. He'll report on how the new Internal Revenue Service depreciation guidelines affect the broadcasting industry.

WBKB will premiere a daily panel show that features a distaff panel, "Leave it to the girls as they discuss 'what's wrong with men, politics, movies, morals and other women.'"

## Miami Station Appoints Les Smith News Chief

Miami — WCKR has appointed Les Smith news director, it was announced by general manager Milton Komito. In the past two years, Smith has been responsible for the creation and production of several outstanding WCKR documentaries, including "Space Log," OSU award winner.

## Even Kid TV Stars Grow, So Rewrite Beaver Part

Weight has always been a factor in the film world, but what do you do when your star grows two inches taller? Jerry Mathers, star of "Leave it to Beaver," grew two inches during a six-week production recess. Now the dialogue has to be changed from a young child to a teenager.

## Gallagher Fills Starzel Post As General Manager of AP

Wes Gallagher has been named to succeed the retiring Fred J. Starzel as general manager of The Associated Press, effective Monday.

Starzel, chief executive officer of the worldwide news service for 14 years, will remain as a consultant to The AP. Gallagher has been an assistant general manager for eight years, following his service as a war correspondent.



GALLAGHER

Gallagher, who has been with the news service since 1937, previously was on newspapers in Baton Rouge and Rochester, N. Y.

He was named an assistant general manager in December, 1957. At one time he was chief, successively, of the Paris and German bureaus. Prior to that, he was in The AP's Foreign Service working and traveling in 26 countries over an 11-year period.

Starzel began newspaper work during World War I on his father's semi-weekly in Iowa, the Lehigh Globe-Post. Before joining AP in February, 1929, he worked on the Iowa City Press-Citizen, Des Moines Register and Tri-City Bloomington (Ill.) Pantagraph and Chicago Journal. He became general manager of The Associated Press in October, 1948.



# Deejays Ready for WSM's 'Opry' Hoedown

## Country Music Men Celebrate 37th Birthday of Nashville Program

Nashville—The annual National Country Music Festival will be held at the Andrew Jackson Hotel here Nov. 9-10, the 37th consecutive year that WSM has featured the stars of "Grand Ole Opry" as the host country music deejays in the U. S. and Canada as they gather to mark the 37th birthday of the nation's oldest c/w music program.

The festival will officially open with a breakfast address by Frank B. Rowland, former governor of Tennessee and this year's Democratic gubernatorial nominee. A presentation will be made at this event by an as yet unnamed guest "who is responsible not only for the success of the Grand Ole Opry but for Nashville's \$35-million music industry."

### Prominent D-J's Slated

Following the breakfast, a program seminar will be held for radio and station management. The main part will be deejays Ray McMonon, WTJH, East Point, Ga.; Mack, KENS, San Antonio; Staton, CKLW, Windsor, Ont.; Smokey Smith, KWKY, Des Moines, plus Earl Hotze, account executive for Gardner Advertising; Guy Glaser, VP-GM of WENO, WGUS, Augusta, Ga., and Ed AM, Birmingham; Bill Gallaway, Columbia Records market VP, and A. O. Stinson, ad-sales manager and director, Martha White, here. WSM GM Bob Cooper will moderate.

Following the seminar, the Press Awards will be presented. Companies participating in the festival Nov. 9 include Dot Records, which will give the luncheon, Decca, which plans a reception and United Artists, sponsorship. The next day, RCA will host the breakfast; Columbia the luncheon, and Capitol, a reception.

### Rice Upped

Springfield, Mass. — Ray Rice, formerly WACE news director, has been promoted to program director for the station.

### Dr. Kildare Aids WIIC Salute Pitt on 175th

Pittsburgh — NBC-TV's "Dr. Kildare," Richard Chamberlain, will make a house-call here to help WIIC with its gala salute to Pittsburgh U.'s 175th anniversary. He will be a guest of honor at a medical association meeting.

## Buick, Celotex Back Huff-Bragan on ABC

Buick, via McCann-Erickson, and Celotex Corp., via MacFarland, Aveyard & Co., have signed as sponsors of ABC Radio's new week-end sports commentary shows featuring N. Y. Giants football star Sam Huff and Houston Colts baseball coach Bobby Bragan.

Huff is currently a regular member of ABC Radio "Flair's" on-the-air staff and last year hosted his own sports show for WMMN, Fairmont, W. Va. As well as being a frequent guest TV commentator, Bragan in 1960 was host of his own nightly show for KABC, ABC Radio 600 in Los Angeles.

## 'Chet Huntley Reports' Gets Considine AM Slot

Chet Huntley begins a weekly NBC Radio program Sunday of commentary, interviews and pickups from newsmaking areas of the world, replacing "On the Line with Bob Considine." Titled "Chet Huntley Reports," the program will be aired in a 6:15 PM slot.

Huntley also appears on NBC Radio in "Emphasis" features, "News-on-the-Hour" weekdays and weekend news analyses on "Monitor 62."

## WOR-TV Special Presents Effects of Air Pollution

"Breathe at Your Own Risk," WOR-TV special hour, documentary on air pollution and its adverse effects on life and health, will be presented Saturday. Show was written and produced by Stanley Friedman and directed by Ralph Giffen.

## WMCA Receives Citation For Aiding Handicapped

WMCA, New York has been awarded a citation by the Federation of the Handicapped for "aid in stimulating employers to hire the disabled."

## FCC Donates Antenna

(Continued from Page 1)

municipal police and health activities.

The FCC said the antenna is useful only on Channel 31 and has been designed for use only with the existing complicated array of other antennas presently in place on the Empire State Building, and is thus "unusable surplus," which would cost more to remove than its worth as scrap. Thus, it was added, it actually saves the government money to make the donation.

## B&W to Fade in Ten Years As Color Floods U.S.: Quaal

Chicago—Black & white TV transmission will be virtually a thing of the past within the next 10 years, with Chicago's color set total, now estimating at 123,000, to grow to 275,000 within the next two years and 800,000 by 1967, according to Ward L. Quaal, executive - VP - general manager of WGN, Inc.

**GEORGIA PACIFIC  
IN 1ST NET BUY**

*Plywood Co. Peels Notes  
For Sport Skein, Games*

Georgia Pacific Plywood Corp., Portland, Ore., making its first net TV buy, purchased weekly participation in NBC's "Sports International with Bud Palmer" and one-quarter sponsorship of the web's coverage of the Sugar Bowl and Senior Bowl football games.

Premiere Jan. 12

The order was placed thru McCann-Erickson. "Sports International" will present championship events from sports capitals of the world. The program bows Jan. 12. The Sugar Bowl game will be aired from New Orleans on New Year's Day, followed by the Senior game from Mobile, Ala., Jan. 5.

## NJ-ETV Gets Waiver To Build UHF Studio

Montclair, N. J. — New Jersey ETV Corp., has received a zoning variance permitting it to use a former school in Glen Ridge as a UHF TV studio. It has an option to lease the building for five years.

The variance stipulates NJ-ETV may erect an antenna not more than 100 feet high.

This is the first of four stations planned by the non-profit educational group. Other stations are planned in New Brunswick, Atlantic City and Glassboro.

## Association Films Sets Release of Banking Pic

Association Films is releasing a new 16mm, 28-minute color film, "Windows on the World," produced by MPO in association with Film Counselors. It explains the role of world banking with loan aids for progress from sugar cane fields to steel mills.

Prints are available to TV stations, community organizations and schools thru the company's libraries in Ridgefield, N. J., La Grange, Ill., San Francisco and Dallas.

"While there will be some b-&w sets in use, new purchases will be virtually nil" in 10 years, he said. "Even portable sets will be available in color within the next three to four years." By the end of 1975, Quaal added, the growth of color TV will be so great that, equating the population growth, the second and third set demand and receiver prices paralleling b-&w units of today, WGN-TV should cover an area having 3.2 million color units.



QUAAL

### Sees 90% Saturation

He predicted that the 800,000 Chicago color set total will not manifest itself until 1967 because many middle-class families have already purchased color receivers and the big price drop is about four years away. "In the early 1970s," Quaal added, "the saturation of color sets in WGN-TV's coverage area will be over 90 per cent."

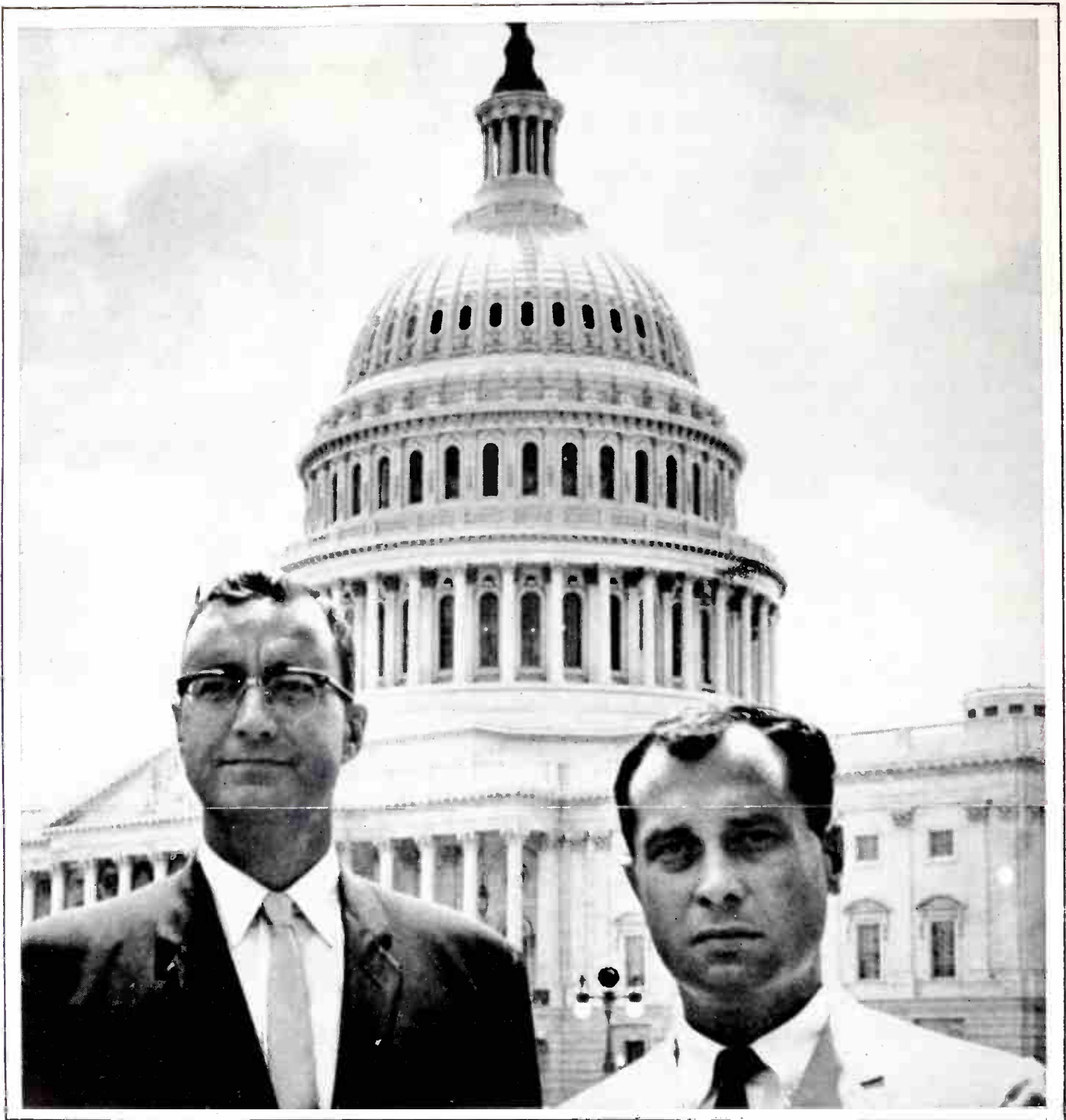
## Tacoma Station Helps Needy Mexican Children

West Coast Bureau of RADIO-TV DAILY

Tacoma — Educational materials have been sent by brakeman Bill McLain of KTNT-TV here to an impoverished school in Huajintian, a small mountain village about 190 miles below Mexico City, in the state of Guerrero. The shipment included pencils, erasers, crayons, notebooks, various kinds of colored paper, tablets and other usual school supplies, all donated by KTNT-TV sponsors.

Huajintian has a school, a teacher and a blackboard, he said. "The children are very industrious. They're hungry to learn, and they willingly practice their lessons in the dirt if paper and pencil aren't available." McLain became aware of the situation when he passed through the Mexican village in the course of a trip late this Summer.





Bill Roberts and Carl Coleman—Washington correspondents for five Time-Life Broadcast stations.

### **HOW CAN AN INDIANAPOLIS STATION HAVE A WASHINGTON BUREAU?**

The same way a station in Denver, Grand Rapids, Minneapolis/St. Paul and San Diego can — resources of Time-Life Broadcast. Bill Roberts and Carl Coleman cover Washington for the Time-Life stations. They keep track of home-state senators and congressmen, follow up news leads of special interest to their listeners. Each day they feed each of the group's radio stations the particular news that people in that area care about. They ship exclusive TV film, too. Roberts and Coleman are two reasons why Time-Life Broadcast listeners and viewers stay on top of the important news from Washington. And there are eighteen more reasons—the skilled, specialized correspondents who man the Time Inc. Washington news bureau.

### **TIME-LIFE BROADCAST, INC.**

KLZ-TV-AM-FM DENVER, WOOD-TV-AM-FM GRAND RAPIDS, WFBM-TV-AM-FM INDIANAPOLIS, WTCN-TV-AM MINNEAPOLIS/ST. PAUL, KOGO-TV-AM-FM SAN DIEGO



Indiana University Library  
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91, NO. 73

MONDAY, OCTOBER 15, 1962

## -TV UNDERGOES SELF-ANALYSIS

### TV DRINKS POP TARD VIDEO CASH

Industry Pours \$15.7 Million  
to Medium in Half Year

TV drink advertising on TV had a sharp rise in the first half of 1962, increasing by 48.3 percent, TvB reports. Gross time bought in the January-June period of 1962 were \$15,733,348, compared with \$10,607,385 in the first half of 1961.

TV billings were \$11,409,030 in the first half of 1962, up 47.3 percent from \$7,748,000 in the first half of 1961. (Continued on Page 6)

### Rusk to Draw 'Pix' for Casters

Washington Bureau of RADIO-TV DAILY — Backgrounding news broadcasters on world events will be outlined by President Kennedy, Secretary of State Dean Rusk and other policy makers today and tomorrow at the annual Foreign Policy Conference for Media.

State Dep't will be represented by a delegation, featuring secretaries with responsibilities for various parts of the administration, including Averill Harriman and Mennen Williams. FCC (Continued on Page 5)

### Worff Stricken; Takes Over Board

Special to RADIO-TV DAILY — Sir Arthur Worff, chairman of the British Broadcasting Corp. has suffered a heart attack, but is expected to resume his duties by Christmas. Vice chairman, Sir James Duff, will take over during Sir Arthur's absence.

### Objections Leveled At Citation of Four On Sponsor Identity

Washington Bureau of RADIO-TV DAILY — The National Association of Broadcasters took issue today with the FCC over its citation of all four Minneapolis-St. Paul TV stations for alleged violations of the Communications Act.

FCC served notice on Sept. 5 that the four stations — KTSP-TV, WTCN-TV, WCCO-TV and KMSP-TV — were liable for \$500 fines each for violations of the sponsor identification requirement of the Communications Act. All the violations occurred in connection with a one-minute spot announcement supporting a proposed Minneapolis ordinance.

NAB, in a letter general counsel Douglas A. Anello sent the FCC, formally objected to the action and requested that it be allowed to take part in oral argument. (Continued on Page 7)

### 1st N.Y. 'U' Test Report Due at Toronto EIA Meet

The first complete report on the FCC New York City UHF TV experiment will be delivered by FCC engineer Jules Dietz at the 34th Fall radio meeting of the electronic Industries Ass'n Nov. 12-14 in Toronto.

### Las Vegas Gains Channel

Las Vegas—The FCC has shifted TV Channel 2 here from Henderson, Nev., permitting Southern Nevada Radio and TV to move KLRJ-TV to this city. The station promised to continue to serve Henderson.

### Happy 25th for Orthicon!

Today is the 25th anniversary of the electronic "eye" that led to the highly sensitive TV cameras. The orthicon, forerunner of the present image orthicon that televises the pictures that appear in more than 54 million television homes, was initially developed at RCA in 1937 by Dr. S. R. Rose.

Dr. Rose, Dr. Paul K. Weimer and Harold B. Law, now with

RCA Laboratories, are credited with developing the image orthicon. RCA Electron Tube engineers are responsible for the final design of the tube for TV uses.

### NAB '62 FALL SESSIONS OPEN IN ATLANTA TODAY

By ARTHUR PERLES

Every major problem besetting the industry in its affairs—internally, with the Government and in relations to the listening and looking public—is being subjected to close scrutiny and analysis today as the NAB opens its '62 Fall conferences in Atlanta.

### CATV HOT POTATO READY FOR GRILL

Broadcast Bureau's Chief  
Leads SERT Seminar

Atlanta—Controversy over community antenna TV will enter the discussion arena tomorrow at the Southeast Radio - TV Seminar (SERTS) at the Dinkler-Plaza Hotel here.

FCC Broadcast Bureau chief Kenneth A. Cox will lead the panel on "CATV: Friend or Foe?" Other speakers include William Dalton, president, National Community TV Ass'n; Hollis Seavey, NAB VP for governmental affairs; Washington attorney Russell Eagan; Charles Baston, WIS-TV, Columbia, S. C., and Fred Weber, Rust Craft Broadcasting vice president.

Registrants for the seminar have come from more than eight states. The southeast has been the scene of intense CATV activity in recent months.

### Indianapolis Ch. 13 Stormy Contest Ends

Indianapolis—The long, stormy Indianapolis Channel 13 proceedings have finally been closed with fulfillment of the final conditions set by the FCC when it approved agreement between Crosley and WIBC under which Crosley would keep its Indianapolis station and WIBC would buy the Crosley Atlanta TV station.

The two conditions, WIBC withdrawal of its application for Indianapolis Channel 13 and completion of the WIBC Atlanta purchase deal by the stations, have now been met.



COLLINS

KOPS

dia through labor-management considerations, public relations and news-handling to on-the-air opinion and the fight for access to courtroom proceedings.

Principal speech at the day-and-a-half session in Atlanta's Dinkler-Plaza Hotel is to be by NAB president LeRoy Collins at today's luncheon.

In the afternoon, radio and TV meetings will be held separately. Topping the radio portion's agenda

(Continued on Page 8)

### Canadian Restaurateur Deplores TV on Menu

Montreal—TV is killing the restaurant business, says Ernest Martin, president of the Canadian Restaurant Ass'n. "Time was," he said, "when Canadians would go to a cinema at night and have a hearty good meal at a restaurant before the show—as well as a snack afterward. Today, too few people are prepared to turn off their TV sets long enough to go out for a real meal."





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## Politicos with Gripes Over R-TV Treatment Can Tell Senate Unit

Washington Bureau of RADIO-TV DAILY  
 Washington — Politicians feeling they have gotten unfair treatment from broadcasting stations during the current campaigns have been invited to send their gripes to the Senate Commerce Committee's watchdog subcommittee. Subcommittee chairman Sen. Yarborough (D., Tex.) expressed dissatisfaction that the recent FCC guideline on political equal time contained no substantial rules revisions.

### Gripes Welcome, He Says

"Some of these rulings will provide little comfort to candidates as they come up against licensees of the opposite political persuasion in their quest for fair treatment," Yarborough said of the FCC document. He added, "I hope that those candidates who are subjected to unfair treatment under these rules will contact the Senate Freedom of Communications Subcommittee."

Yarborough said the failure to revise FCC rules substantially conflicts with subcommittee recommendations for such revisions, and with assurances by FCC chairman Newton Minow that the commission was studying the matter.

## Newsman Cassidy Is Set To Tour RFE Facilities

WNEW foreign news analyst Henry Cassidy will be among 25 American businessmen and broadcasting officials touring Radio Free Europe's facilities in West Germany and Portugal this month. The study tour is sponsored by the RFE Fund. During their stay in Munich, the party will be briefed by NATO officials on the European defense program.

## Nutmeg Candidate Faces 'Community Affair' Quiz

Stamford, Conn. — "Community Affair," one-hour WSTC weekly moderated by Ethel Kweskin, will present Republican senatorial hopeful Horace Seely-Brown, Jr., tonight, answering questions from the studio and listeners. Also invited on the show was Democratic candidate Abraham Ribicoff, who had previous commitments.

# BLAIR TV UNITS MERGE WITH LUNDY AS PREX

In a step to augment the TV sales division, Blair-TV and Blair-TV Associates have been unified as Blair Television. The merger is effective immediately.

## COMING AND GOING

ARTHUR SIMON, Radio-TV Daily's advertising manager, in Atlanta for the NAB regional meeting.

BOB KERNS, general manager of the ABC station in Beirut, Lebanon, in N. Y. for meetings with ABC execs and international advertisers.

JOSEPH GOODFELLOW, NBC VP and WRC-AM-FM-TV general manager, has returned to Washington from Canton, N. Y., where he addressed a St. Lawrence U. meeting.

PERRY BOTKIN, director-composer for CBS-TV's "The Beverly Hillbillies," has returned to the Coast after a stay in N. Y.

Dave Lundy, formerly exec VP of Blair TV Associates, has been appointed president of the new sales arm. Frank Martin, formerly sales manager of the New York office of Blair-TV, has been named exec VP.



LUNDY

Jim Theiss remains as VP sales manager of the Market Division stations.

Ed Shurick, exec VP of Blair-TV, is leaving the organization for an independent business venture.

## D.C. Outing Held Today By Communications Bar

Washington Bureau of RADIO-TV DAILY  
 Washington—The Federal Communications Bar Ass'n is holding its annual outing today at Washington Country Club for BA members, broadcasters communications lawyers.

Alfred C. Cordon, Jr., chairman of the affair, has announced a program of sports, contests and luncheon, beginning at 8 AM and tending through cocktails and dinner. Highlight of the day is a tournament for a trophy cup.

## Pianist Helps 'Discovery' Trace Keyboard History

"Discovery '62," ABC-TV's children's program, will trace ancestry of the piano in "Strange and Wonderful Piano" tomorrow, hosted by Frank Sinatra and Virginia Gibson. On hand to demonstrate the instrument's versatility will be pianist Leif Hambrø, playing everything from Bach to Boogie.

## ASCAP Songsmiths Sue Oregon Station

ASCAP members Shapiro, Bernstein & Co. and New World Music Corp. have filed suit for copyright infringement against KOOS, Coos Bay, Ore., alleging copyrighted songs were performed without authorization. Songs involved in the suit are "Wagon Wheels" and "But Not for Me."

Plaintiffs are asking the U.S. District Court to award damages of not less than \$250 for each performance, together with court costs and attorneys' fees.

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# bland

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The unassuming and the innocuous are, from time to time, too much a part of broadcasting. More often than not, it is a case of the bland leading the bland. The rare stations which program with the spirited flavor of our times: controversy, exchange of opinion and sheer on-the-toes excitement, reap the rewards of a responsive audience. Perhaps that's why our stations are continually moving forward . . . marking progress, not just time. People watch. People listen. People know.

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WTOP-TV, WASHINGTON, D.C. 

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WTOP RADIO, WASHINGTON, D.C.

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## A NEW HORIZON

Last week throughout the West, we televised the widely advertised Episode 7 from our "Across The Seven Seas" series.

This episode introduced the powerful element of SOUND to the field of travel-adventure programming, thanks to an ingenious sound recorder made in Switzerland which weighs about as much as a carton of cigarettes.

In advertising Episode 7 and this new concept to the trade, we predicted that this new technique would not only make obsolete the standard "silent" type of travel-adventure programs, but would also revolutionize network documentaries.

That this immodest observation was not too brash has already been determined for us by the reaction of the viewers who telephoned and have written us their unanimously favorable impressions. And from the trade press came this rave from Hank Grant in the Hollywood Reporter:

"Jack Douglas zinged a honey of a travel film on Tuesday night's beaming of his 'Across The Seven Seas' . . . Beautiful color shots, but what caught and held our attention was actual on-the-spot sound backgrounds and dialogue from start to finish. This, friends, was no silent home-movie type stuff, but a professionally polished production."

And Bob Hull, television critic of the powerful Los Angeles Herald-Examiner, previewed Episode 7, and captioned his column as follows: "SOUND MAKES BIG DIFFERENCE IN TRAVEL-ADVENTURE PROGRAM."

Effective with Episode 7, two-thirds of the remaining episodes of "Across The Seven Seas" will present "the talking world" technique, thereby bringing down the curtain on silent travelogues, and enabling us to meet network standards with this type of programming.

If any of you buyers were contemplating the purchase of the now obsolete form of travel-adventure programs, may I respectfully suggest that you take two Miltons and forget the whole thing. Six months from now, I honestly don't think the public will be content with travel-adventure films that are merely narrated, and do not present the authentic voices and sounds of the world at large.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • The Communications Alumni Society of Syracuse U. hold a forum tonight at 8:15 on "The Creative Role of the Press in Public Affairs" in the CBS studio building on E. 52nd St. Speakers will be R. Peter Straus, president of WMCA and Radio Press International; Clay Blair, Jr., VP of Curtis Publishing, and Frank Conroy, Pulitzer prize-winning national editor of the Hearst Newspaper. Bernie Bookbinder, member of Newsday's Pulitzer Prize-winning team, will be moderator . . . You'd be amazed at the names of big names who're seeking the narration chores on David L. Wolper's new documentary series, "The Passing Years." Even Wolper's impressed with his choice . . . Remember Pierre Samm, the popular host of La Vie En Rose? He's now hosting at the Palms in Sheepshead Bay a beautiful new nightclub featuring the tops in entertainment. If restaurants and club's were devoid of beautiful gals the other way they were all at TV's furrier Allan Grant's beautiful apartment for his coming out party (he came out of his cast. Allan tripped on a mink and broke his ankle).

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• • • Meet: Woody Woodbury, new MC of ABC-TV's "Who You Trust." Woody was shattering attendance records at Mr. Kelly's in Chicago when producers Don Feddersen and Jack Minor tapped him for the daily TV show. His sold-out stint at Mr. Kelly's was nothing to Woody as he has been playing to SRO business in the Chart Room of the Bahama Hotel in Lauderdale for the past five years. Because he has an owner's interest in the Chart Room, he set a hectic timetable for himself. With his program on a five-day schedule, he's doing two shows live and taping the other two. His New York TV shows are compressed into three days and he flies to Florida every Wednesday, and back to New York. Woody has four LPs and a fifth on the way for the Stereodiscs label, which was created for him. About 2.5 million of his albums have been sold and Woody already has two Gold Records.



WOODBURY

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• • • Jack Mills, president of Mills Music, liked Hildegard's rendition of "The Trees of Paris" so much on a recent TV show he's having it recorded . . . Video actress Catherine Garbielson and TV actor Alan Manson walked down the middle aisle in NYC at Phil Foster, Buddy Hackett, Jan Murray, all members of the English Country Club in N. J., cheered to victory their friend Sid (Steak Allen) when he won the Class C Annual Golf Tournament at the . . . TV-film actor-writer Sidney Miller, often Donald O'Connor's kick, is mourning the loss of his father . . . TV pianist-singer R. Hale is scoring a big hit with audiences nightly at Golden Meadow in Jericho, L. I. . . Hubby and wife acting team Joan Sheehan and Evan Thompson are lullabying a baby son.

☆ ☆ ☆ ☆

• • • For the second time in as many months, the new film "The Story of . . ." a David L. Wolper production for United Artists TV release, has won a film festival award. The Vancouver International Film Festival awarded certificates of merit to "The Story of an Artist" and to "The Story of a Prisoner." Series director in New York tomorrow on WNBC-TV. TV film star Hugh O'Connell and English actress Topsy Jane are doing the London bistros together . . . Those rumors whispered around Madison Avenue to the effect that Dick Ratazzi's maitre-d' and the bartender are attempting to eliminate Dick from his well-known and popular restaurant are indeed. Dick and his employees are like one big, happy family.

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• • • Richard Wess, the talented arranger-conductor, has signed to be the musical conductor of the new "Jerry Lester Wee Show" to debut on WOR-TV in late October . . . Did you ever think when your ship comes in, you will usually find relatives at the dock . . . Bob Carlisle, Jr., in from the West Coast to locations in Richmond, Va., and Portland, Me., for WCD.

# WINS-News Starts Independent Set-Up With Larger Staff

WINS-News, New York's most independent broadcast news operation, begins around-the-clock coverage today as the station discontinues its news feed from Mutual Broadcasting System.

According to news director Roy Landay, WINS-News will have a staff of 16 by Nov. 1, compared with the five-man news staff of WINS when it became a Westinghouse Broadcasting station July 28.

## King, McGiffert Join

Latest additions are Charles King, former free-lance news writer-broadcaster with WQXR, WNEW-AM-TV, New York; news writer James McGiffert, formerly of AP and CBS-News. King will be WINS-News' main afternoon-evening news personality. With Jim Gordon continuing to hold down his post as King's morning counterpart, other WINS-News voices are Lew Phillips, Brad Phillips and Paul Herman.

## Exclusive N. Y. Outlet

The news operation will be the exclusive New York outlet for Washington and Overseas News Bureaus of Westinghouse. In addition, WINS will have exclusive access to news feeds from WBC stations in Boston, Pittsburgh, Cleveland, Fort Wayne, Chicago, Baltimore and San Francisco.

# WRL Names Clementi Production Chief

Boston—Joe Clementi, has been named WORL production director. He will be responsible for writing and production of all special program features. Clementi joined WORL this Summer as a part-time announcer.

Paul James, former DJ at WPRI-Providence, has been named as Clementi's afternoon time

# MORE ICE ADDED TO AM FREEZE

FCC Nixes Bids to Unlock Applications for Stations

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has denied 28 petitions and other requests for reconsideration or waiver of the partial freeze on applications for new AM radio stations, pending joint FCC-industry consideration of the radio station overpopulation problem.

The commission yesterday also returned 10 actual applications for new stations and changes in existing stations, plus eight applications declared inconsistent with the AM interim criteria. Commissioner Hyde, who fears control over existing stations, dissented.

# Colo. Hotel Books KVOR

Colorado Springs—KVOR, in its 40th year of broadcasting in Colorado Springs, is moving from the downtown section to a resort hotel, situated just outside the city.

Sheldon Singer, VP and general manager of the station, said of the new location: "We hope to gain more direct access to the source of news material by moving to this center of activity." The hotel recently completed a convention and exhibit auditorium for 2,400.

Moving of the station's facilities began this month and is scheduled to be completed by December.

# Foreign Policy Scanned

(Continued from Page 1)

chairman Newton Minow, and Brainard Holmes, head of the man-to-moon project, will deal with their tasks in relation to foreign policy.

The conference will be conducted on a "background basis" — that is, the information presented by the participants will be made public without attribution to the speaker.

# TV Expenditures Hit New High in Canada; 6-Mo. Total Up 22%

Special to RADIO-TV DAILY

Toronto — TV expenditures for June, 1962, increased 19.1 per cent over the same month in 1961, according to the research department of TvB of Canada. Leading the gains were the clothing trade with a 23 per cent increase over June, 1961; office equipment and supplies, up 168 per cent; paints and hardware, 131 per cent; publications, 129 per cent, and confectionery and soft drinks, 98 per cent.

## Clothing Trade Strong

Expenditures for the first six months of this year show an even greater increase, with 22 per cent more advertising revenue going into TV over the same period in 1961. The greatest percentage gains are in the clothing trade, with a 99 per cent increase, and home furnishings with 87 per cent. Household appliances increased 49 per cent and public utilities 32 per cent.

Food and food products and the automotive industry increased their expenditures in the first half of this year. Food advertisers went up 24 per cent and automobiles 37 per cent.

# Assignment: 'Story of 2 Men in W. Germany'

Wolper Productions, which earlier this year sent a producer-director with a camera crew to India to film "Story of a Tiger Hunter," has assigned Alex Grasshoff to West Germany to find subjects for two future "Story of..." documentaries. "Story of..." is syndicated by United Artists-TV.

# Savannah Casting VP

Augusta, Ga. — Bill Ellis has been appointed VP of Central Savannah Area Broadcasting Corp. He was formerly with WSNW, Seneca, S. C.

# Herd of Activities in Corral For Promo Men's Round-Up

Dallas—An impressive array of special activities have been corralled for visiting members of the Broadcasters' Promotion Ass'n, when they ride into town for their annual seminar Oct. 28-31. NAB president LeRoy Collins will keynote the gathering.

A block of 100 tickets has been set aside for the NFL game between the Dallas Cowboys and the St. Louis Cardinals and will be distributed among the convention-goers on a first-come basis. Other diversions available to BPA mem-

bers will include a performance by the Ringling Bros. Circus, the state fair, and "Six Flags Over Texas," an outdoor family show.

The Holiday Inn Central Hotel is preparing a western motif for the visiting drumbeaters, which will climax at a chuck wagon feed and barbecue, complete with western band and performers.

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No. 1 RADIO

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N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager

# WEDDING BELLS

## Davis-Shatkin

Marsha Davis, of Rockhill Productions Inc., and Robert Shatkin married yesterday.

# GIRL FRIDAY

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1501 Broadway, N. Y. 36, N. Y.



## Paul Levitt to Coast For CBS-TV Daytime

Paul Levitt has been appointed director of daytime programs, CBS-TV, Hollywood, as of Oct. 22. He joined CBS in Hollywood a year ago as casting director for pilots in the program development dept.

Levitt previously was co-owner and producer of the Player Ring and the Player Ring Gallery, little theatre enterprises in Hollywood. A native of California, he graduated from the Pasadena Playhouse in 1948. He produced shows for the Seventh Army Division in 1951 while serving with the Signal Corps.

## Purdom Makes TV Bow As Star of New Series

Special to RADIO-TV DAILY

Montreal—Edmund Purdom is starring in CFCF's new video series, "Sword of Freedom," half-hour Saturday night show. Set in 16th century Italy, dramas deal with an artist's fight for liberty. Series is produced in England.

## Heavy TV for Soft Drinks

(Continued from Page 1)

cent from last year's \$7,747,050, according to TvB - Rorabaugh, while Network billings went up 51.2 per cent, \$4,324,318 vs. \$2,860,335 (LNA-BAR).

Leading advertiser for the category, which includes only billings for bottled or canned soft drinks, was Coca Cola, with first-half 1962 billings of \$7,333,863, compared with \$3,834,477 last year. Pepsi Cola had first half billings of \$4,296,748 in 1962 against \$2,967,368 last year.

## Cliff Norton Inks Twice For NBC and Four Star

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Cliff Norton has been signed for the "A Shame for the Diamond Ring" seg of Four Star's "Saints and Sinners" series, starring Nick Adams and John Larkins, and has also been set for guest spots on NBC's "First Impressions."

## Revue Tied in 48 Knots With Back-Lot PT Boat

Revue Studios has a lot tied up in 48 knots. That's the top speed of its PT Boat 73 which the studio purchased from Howard Hughes for its "McHale's Navy" series for \$30,000. At top speed, the boat burns 125 gallons of high octane gas an hour. To rub salt in the ole salt's wounds, the boat proved too big to be transported to the studio back lot and can only be used for stock shots.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Branching into TV series, Walter Bien this week formed Bien Productions as a unit separate from his work as head of Paramount TV commercial division. Initial venture of the new company will be "The Manager," a "Grand Hotel" of typical apartment living. Bien recently made "The Lady and the Stock Exchange" in New York.

• • • Lee Phillips has been set for a featured role in "The Black Curtain," filming at Revue for the Hitchcock show . . . Richard Basehart and Lola Albright are also toplined in the drama, produced by Norman Lloyd.

• • • Rose Marie, comedienne-singer on the "Dick Van Dyke Show," contends some independent TV station managers buy programming in an "unscientific and careless" manner. "It's a little frightening," she says, "when you consider that these fellows often judge a program strictly on their own opinions. I recently met a manager from a major US market who told me he wouldn't buy 'Our Man Higgins' because the people in his town didn't like British people. I was appalled! I asked him how he knew that, and he had no sensible reason to offer.

• • • "Another thing, is their fear of public attitude toward a show. A few adverse calls concerning the program, and it is likely to be cancelled." She told of a midwestern city station cancelling "Route 66" because of six calls objecting to violence in one episode.

• • • The classical musical program, "Evening Concert," heard over KFAC-AM & FM celebrates its 22nd anniversary of sponsorship by Southern California Gas this month. It is responsible for the ten-year tradition of broadcasting live the opening concert of the Hollywood Bowl, presented in stereo since '54 . . . Host Thomas Cassidy has more than 100,000 titles to choose from in selecting music to fill the 50 hours of "Evening Concert" time a month.

## Reluctant Stations Seeking Split from Gov't-Owned CBC

Special to RADIO-TV DAILY

Montreal—Privately-owned radio stations CHSJ, Saint John, N. B., and CKAR, Huntsville, Ont., want to break away from the new CBC network, which they had to join as a condition of their licenses. Formal disaffiliation applications by both stations will be heard by the Board of Broadcast Governors at a public hearing opening tomorrow.

Less than a month ago, the BBG made affiliation a condition of the operating licenses held by 55 private stations taken into the new CBC system, a consolidation of the old Trans-Canada and Dominion networks. CHSJ and CKAR were among eight which refused to join voluntarily, and were told by the BBG that the way was open to them to seek disaffiliation.

Meanwhile, the board has announced plans to make affiliation to the CBC French Radio Network a condition of the licenses held by 43 CBC and privately owned stations, with the addition of CHLN, Three Rivers, at the station's request.

The BBG will also hear Bushnell TV Co.'s application to purchase sole ownership of Cornwall Broadcasting which operates CJSS-AM-FM-TV, Cornwall. The company's plans to operate CJSS-TV as a rebroadcasting unit of CJOH-TV.

## State Dep't Sets Tour For Ulster TV Chief

Special to RADIO-TV DAILY

London — Ulster Television's managing director, R. B. Henderson, will leave Northern Ireland Nov. 5 for a six-week coast-to-coast tour of the U. S. at the invitation of the State Dept. He will visit New York, Washington, Chicago, Boston, Philadelphia and Los Angeles.

His tour will also take in the major network and minor TV stations, educational TV stations and production companies making TV series for export. Henderson will travel under the American State Dep't auspices.

## ETV Switch in Idaho?

Moscow, Ida.—The FCC is considering a proposal by Idaho U. to switch the ETV channel reservation here from UHF 15 to VHF 12, while retaining Channel 15 for commercial use.

## Record Registration For Seminar of ITRS

Registrations for the Fall T Buying and Selling Seminar of International Radio and Television Society are coming in a record rate, reports Cris Rashbaum, chairman of the TB&S Committee for 1962-'63. The eight week course begins Oct. 30.

Said Rashbaum: "The current rate of registration has exceeded our estimates . . . and it looks we're going to hit our enrollment limit of 100 within the next days." (Overflow registration the Fall, 1961 TB&SS resulted in a first-time-in-history initiation a Spring program.)

Innovations in the seminar Fall include a special windup devoted to a look at the various career opportunities in time buying and selling fields.

The kickoff session, "The Role of Broadcasting: Communication and Advertising," will be conducted by Julius Barnat, VP-general manager, ABC-TV.

## ABC's 'Discovery '62' Another Big 'G' Serial

General Mills, through Dan Fitzgerald-Sample, has joined list of sponsors for "Discovery '62," ABC-TV's new weekday series for school age children. Order is for 52 weeks.

## Leo Davis Gets New Post Linkroom Made Top A

Leo Davis, producer of "Naked City," has been appointed to newly created post of supervising producer of both "Naked City" and "Route 66," according to executive producer Herbert Leonard. Richard Linkroom, formerly an NBC VP, has named Leonard's executive assistant.

## Texas U. Bids Killed

Lubbock, Tex. — Southwest Broadcasting has withdrawn applications to the FCC for construction of UHF stations Channel 20 here and Channel 20 Odessa, Tex.

## 5 Dust Off 'Coon Coats To Host 'Old Movie Week'

Detroit — Five WJBK-TV personalities slip on their raccoon coats and skimmers today to the station's "Old Movie Week." The personalities — Bob Muir, Bill Flemming, Ray Lane, C. Page and Don Hunt — will turn hosting an "ancient" (at least 30 years old) "Early Show" program.



# AGENCY NEWSCAST

By RALPH TYLER

General Mills is releasing a 24-page recipe booklet, "Merry Kings," as a Christmas promotion. The campaign, handled by Dancer, Fitzgerald, Sample, will feature TV support on five prime-time NBC programs, plus "The Dick Powell Show" and five evening ABC programs . . . Kenyon & Eckhardt Brazil has been appointed agency for Metrecal in the South American country . . . Guild, Bas & Bonfigli has elected three directors, Henry L. Buccello, Ben Franklin and John H. Rolfs, to the board of directors. Buccello, manager of the New York office, VP and account supervisor of the Best Foods, Foundation Commercial Banks and Remington Rand Systems accounts. Franklin is VP and general manager of the agency, and Rolfs is president and treasurer, both in the agency's San Francisco headquarters.

Harvin Sloves has been appointed director of research at Ludgin & Co., Chicago agency. For the last two years, Sloves has been in the research dept of Leo Burnett . . . David Reider has been named copy chief of Doyle Dane & MacBeth. Reider has been with the agency since 1954, most recently as VP and associate copy manager. Mary Wells, also a VP of the agency, has been named associate copy chief. She started at the agency in 1957.

Gene C. Judd has been elected VP and account supervisor

## Averill Joins RAB as Key Sales Exec

Ry H. Averill, national sales manager of the Bartell broadcast properties for the last two years, will join Radio Advertising Bureau tomorrow as a key executive in the area of national and sales and member develop-

ment. Averill, a 22-year veteran of radio, was assistant to the president of CKLW, Detroit, for 12 years before joining the Bartell organization in October, 1960. He has served as general manager of WSNY, Schenectady, and WJLB, Fremont, Neb., and as a executive of WJBK, Detroit, WKBZ, Muskegon, Mich. He was also at one time radio-TV manager of W. B. Doner and Co., Detroit.

## Renfro Heads Bureau

Jack Renfro has been named to head the new Dallas bureau for KTVT-TV, Ft. Worth.

### Thought for Today

*"At this point it seems evident that radio will maintain the editorial lead over TV as long as its programming remains more flexible and as long as TV's technical requirements remain complicated and costly. In radio an opinion can be aired within minutes after it is written and approved, and the broad choice of location-station time allows for frequent repetition. But on TV good local time is a rare commodity, and if film or photographs are needed to drive home an argument, time must be allowed for processing and editing."*

—A. H. Perlmutter,

at Ted Bates. He joined the agency as an account executive last year. Formerly, he served as advertising director of Coty, and advertising manager of Narragansett Brewing Co. . . . James J. Egan has joined the staff of N. W. Ayer & Son in Philadelphia as a time buyer. He previously worked with Al Paul Lefton in media.

**HOUSTON HAPPENSTANCE:** L. N. Lyon has been appointed account supervisor for Thobae-Browder . . . Advertising Associates has been named agency for Electric-Science, Inc.

## Hub Outlet Gives Day To Swell United Fund

Boston—WNAC will devote its entire public service time tomorrow to different phases of the United Fund, with WNAC president William M. McCormick inviting the city's business leaders to be co-hosts with station personalities from 5:30 AM thru 1 AM, a complete broadcast day.

WNAC staffers taking part include Roy Leonard, Jim Dixon, Gus Saunders, Bill Hahn, Mary Sparks, Leif Jensen, Louise Morgan, Fred Peach, Bill Whalen and Al Benjamin.

The station supported the all-day gift of time to the United Fund in a heavy on-air promo schedule and 1,200 line advertisements in the Boston papers.



MCCORMICK

## Brewer Colors Worn For Sport of Kings

"Garden State Races," a new sports series featuring thoroughbred horse racing at New Jersey's Garden State Track, will be aired on WPIX, New York, Oct. 27 thru Dec. 1, under sponsorship of F & M Schaefer Brewing Co. via BBD & O.

The opening telecast will be the "Gardenia" Stakes, with two-year-old fillies competing for \$150,000 added, in a mile-and-sixteenth run. The series is produced by Sports Network, Inc.

## Journal Co. Ups Tulloch As Midwest Sales Chief

Milwaukee — William O. Tulloch has been promoted to regional sales director of WTMJ-TV, Journal Co. station here, handling Midwest sales and taking charge of TV sales development.

Prior to his promotion, Tulloch was local sales manager of the channel and before that was with WTMJ radio sales. In 1947, he was in sales for both the AM and TV outlets, going into video sales exclusively in 1949.

## NAB Hits FCC Ruling

(Continued from Page 1)

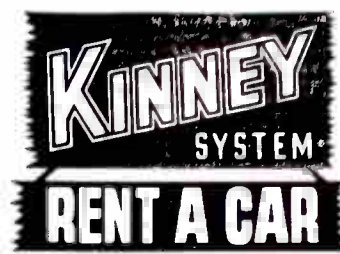
ments in the case if the commission decides to hold them. NAB based its requests on the "significance of the matter to the entire broadcasting industry."

The NAB letter said that the omission of the required sponsor identification requirement had been conceded by the stations and was therefore beyond dispute.

The NAB letter maintained that the failure of the stations to identify the sponsor was inadvertent, and that under the 1960 Communications Act amendments, The commission's fine-wielding authority was meant to apply only to willful and repeated violations of the act or FCC rules.

## Hawkinson Heads TV-Electronics

Chicago—Election of John Hawkinson as president of Television Shares Management Corporation, investment manager and principal underwriter for Television-Electronics Fund, Inc., has been announced by Chester D. Tripp, chairman of the management corporation and president of the fund. Hawkinson was vice president, treasurer, and a director of Life Assurance Company, Des Moines, Ia. Hawkinson succeeds William H. Cooley, who continues as a director of the management company and as vice president and director of the TV fund.



RENT A PLYMOUTH  
OR OTHER FINE CAR  
BY THE DAY •

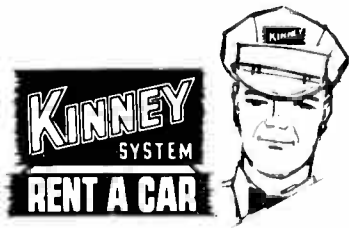
MONTH • YEAR

FREE DELIVERY

FREE PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call . . .

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(Continued on Page 6)



## NBC Looks at Autos For Reynolds Metals

NBC News correspondents Chet Huntley and Merrill Mueller, "Today" host Hugh Downs and "Today Girl" Pat Fontaine will take viewers on a tour of the 44th National Automobile Show at Detroit's new Cobb Hall for a look at the 1963 cars and other advances in the auto industry during a special full-hour colorcast Sunday on NBC-TV.

Sponsored by Reynolds Metals via Lennen & Newell, New York, and Clinton E. Frank, Inc., Chicago, it will be a presentation of NBC News with Robert Northshield as producer, and Jim Kitchell directing. NBC News special projects VP Carl Lindemann, Jr., will be executive producer.

The exhibit, coordinated by the Automobile Manufacturers Ass'n, is themed this year on "America Drives Ahead" and will feature all of the new U. S. passenger cars and most of the new truck models grouped together for the first time in some 22 displays. The show is open to the public Oct. 20-28.

## 'Look Up' to Scan Fate From Dramatists' Views

"Look Up and Live," CBS-TV, began a five-part series Sunday presenting dramatized excerpts from the works of Euripides, Shakespeare, Ibsen and Camus. The programs will examine the four dramatists' points of view on man's power to control his fate.

Dr. William Hamilton, Colgate-Rochester Divinity School theology professor, hosts the series, presented in cooperation with the National Council of Churches of Christ. "Look Up and Live" is under the production supervision of CBS News VP John W. Kiermaier.

## John Hinkle Appointed WTAE Business Topper

Pittsburgh—John E. Hinkle, Jr., has been appointed business manager of WTAE and elected to the station's board of directors. Hinkle replaces James Gormly, who has been named chief accountant for the Hearst magazines in New York City.

## Staff Swallows Vaccine On 'Dialing for Dollars'

Columbus, O. — Gene Fullen and Sally Flowers, co-hosts of WTVN-TV's "Dialing for Dollars," invited public health officers to the program to distribute Sabin vaccine to the station employees while the show was on the air.

## Switch to ETV Turned Down

Washington Bureau of RADIO-TV DAILY

Washington—Proposals to move TV Channel 4 from Bloomington, Ind., where it is in use as a regular commercial channel, to Indianapolis to be used as a non-commercial broadcasting station for educational use, have been denied by the FCC.

Chairman Minow and Commissioner Lee dissented. The majority

held the channel is more needed as a medium for local expression in Bloomington, where it is now also serving the needs of the state university.

## Reeves Corp. Elects Weininger Chairman

Richard Weininger has been elected chairman of the board and a director of Reeves Broadcasting & Development Corp., according to president and chief executive officer Hazard E. Reeves.

Weininger will concentrate on expanding the forum's sound recording, TV and real estate.

## Concert Previews on KDKA

Pittsburgh — For the second consecutive year, KDKA will present conductor William Steinberg's word previews of the Pittsburgh Symphony Orchestra's upcoming weekend performances each Thursday on "Program PM," hosted by John Stewart.

## How Come? Asks FCC On 'No-Filing' Error

Washington Bureau of RADIO-TV DAILY

Washington — WRVB-FM, Madison, Wis., has been advised by the FCC that it had better talk persuasively within 30 days, or else it must pay a \$1,000 fine for unauthorized transfer from Paul A. Stewart Enterprises to Paul A. Stewart Enterprises, Inc.

### Error Unexplained

Stewart had acknowledged error in not filing for FCC approval of what was apparently a change to corporate operation, but had not explained why he made the error. Bartley voted for a show-cause, involving possible license cancellation.

## WGNers Hail Meyer 50 Years in Industry

Chicago—Carl J. Meyers, and manager of engineering operations, was honored at a surprise luncheon recently by WGN Radio-TV staff for his years with the outlets and his contributions during 50 years broadcasting.

Meyers, who joined the Chicago Tribune's station Oct. 1, 1925, presented a bronze 1922 microphone, mounted atop a man base, by J. Howard Wood, president and Ward L. Quaal, executive and GM. Meyers has been in technical field of radio for 44 years and more recently, in development of color TV.

## Hirschman and CBS-TV Sign for Comedy Series

West Coast Bureau of RADIO-TV DAILY

Hollywood — Negotiations have been concluded between producer Herbert Hirschman and CBS-TV VP Bob Lewine for Hirschman Double H Production Co. to produce with the network a comedy series starring Jerry Dyke. Van Dyke will have ownership.

## NAB Meeting Studies Industry Problems

(Continued from Page 1)

da is the vexatious situation of station over-population; for the video-men, prime interest is centered on competitive threats inherent in community antenna systems. Tomorrow afternoon, conference delegates will question NAB staffers who are making the cross-country conference tour.

A panel this morning will probe editorializing. "Political Issues and Candidates" is the topic. Panelists include Daniel W. Kops, president WAVZ, New Haven, and WTRY, Troy, who is chairman of the NAB's editorializing Committee; A. Louis Read, executive VP and general manager, WDSU, New Orleans; Howard H. Bell, NAB's VP for planning and development, and Douglas A. Anello, the association's general counsel.

### Research a Theme

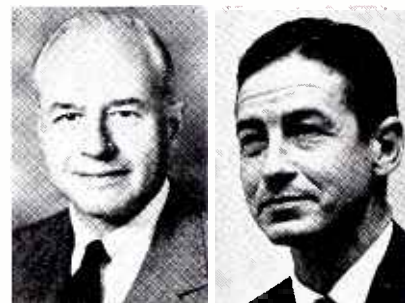
"Your Insurance Policy for the Future" is the title of a briefing by Melvin A. Goldberg, NAB's research chief. His subject: "The organization's new study project."

James L. Howe, president and general manager, WIRA, Fort Pierce, Fla., will preside at today's luncheon. Robert F. Wright, president and general manager of WTOK-TV, Meridian, Miss., will present former Gov. Collins to the diners.

Speaking on "Foot in the Door... Not Enough," Bell will update

today's attendance on the fight to lift the bars that now keep microphones and cameras from public legislative and judicial proceedings.

On "The Continuing Frontier," Paul B. Comstock, NAB's new VP



STORER

WRIGHT

for government affairs, along with Hollis M. Seavey, its manager, and Anello, are to detail issues and procedures involved in this aspect of the association's work.

The rise in radio and TV prestige will be examined by public relations manager John M. Couric, talking on "The Rubber Hose Approach."

With Ben Sanders, president and general manager, KICD, Spencer, Ia., presiding, the radio portion is to be opened by John F. Meagher, NAB VP. He will tell of results obtained by the Radio Development Committee, headed by George C. Hatch, KALL, Salt Lake City, in its meetings with

the FCC on excessive stationing.

"Obligations and opportunities of broadcasters in national defense" will be discussed by Ernest Thelemann of the FCC staff.

Robert D. Swezey, director of the NAB Code Authority, Richard H. Mason, WPTF, Raleigh, N.C., a member of the FCC Code Review Board, will lead discussion of existing inertia and difference against which the FCC is contending.

William Carlisle, vice president for station services, and James Hulbert, manager of broadcast management, are to review methods of training and keeping employees.

Radio music licensing has been assigned to Robert T. Mason, RN, Marion, O., all-industry music license committee chairman.

Roy Danish, TIO director, titled his talk. "They'll List You Talk."

George B. Storer, board chairman, Storer Broadcasting Co., a member of the Television Review Board, will join Swin in discussing the code.

Other TV subjects include: "Television Service, 1970," by Vincent T. Wasilewski, NAB executive president; Seavey and Anello; "What's in it for 'U'?" by Hugh and TV music licensing, by Robert H. Smith, WCYB-TV, Bristol





Indiana University Library  
Bloomington Ind

### Collins Points the Way

# LIMIT AMs TO RECOUP PROFITS

## Little Rock Purchase, Louisville Outlet Sale Giving FCC Warning

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has approved sale of WINN, Louisville, by WINN Broadcasting Kentucky Central Broadcast for \$500,000, at the same time approving sale of KAJI, Little Rock, by Helmer, Inc., Glen A. Harmon for \$105,000, and reminding Harmon of "laxity" in logging programs of WINN, of which he was president and general manager and 45

## Film 'Anti-trust' Case Before High Court Today

Washington Bureau of RADIO-TV DAILY  
Washington — The Supreme Court today will consider the case which the Department of Justice has charged anti-trust violation against the major distributor of theatrical films to TV. Both sides are actually appealing a lower court judgment against distributors of theatrical films. Justice objects principally

## Hind-Smith Names Programming VP

Special to RADIO-TV DAILY  
Montreal—Michael Hind-Smith has been promoted to programming VP of CTV Network, as announced by Gordon F. Hind-Smith, VP and secretary. Hind-Smith joined the private-owned net as national program director 18 months ago, and has inaugurated a number of its current shows.

## Sullivan Show Repping Negotiations

Negotiations will be completed tomorrow for "The Ed Sullivan Show," to be repped by Ashley-Kerr, Inc. Show is in its 15th consecutive year. W. Spencer-Harmon for the agency and Arnold Precht for Sullivan and producer



Art Linkletter "People Are Funny"



Walter Cronkite "You Are There"

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

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



Where are your 60-second commercials in New York?

## Quality Radio Elects Al Bland President

Thomas A. (Al) Bland, VP and general program manager of Crosley Broadcasting Corp. has been elected president of Quality Radio Group, Inc.



BLAND

Bland, who succeeds Scott McLean, general sales manager of WLW radio before he was transferred to TV Sales, heads up programming for all Crosley stations, which includes WLW radio and WLW-T, Cincinnati; WLW-C, Columbus; WLW-D, Dayton, and WLW-I, Indianapolis.

Other officers elected by Quality Radio's directors are: Stanton P. Kettler, exec VP, Storer Broadcasting Co., as VP, and Daniel D. Calibraro, manager, public relations, WGN, Inc., as secretary-treasurer.

Members of Quality's board, (Continued on Page 7)

## Powell's 4 Star Man? He's Tom McDermott

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Dick Powell has suggested to Four Star stockholders that "this is the appropriate time to elect Tom McDermott president," referring to their scheduled meeting today. He also suggested electing George Elber as executive VP. The new board of directors meets immediately following the stockholders meeting, to elect new officers.

Powell stated: "It has been suggested to elect new officers."

(Continued on Page 7)

## Proliferating Stations Shrank Returns 80% In 17 Years, He Says

Atlanta—Overpopulation is wreaking havoc with radio stations and "it simply doesn't make sense to sit back and do nothing while the situation

LeRoy Collins will answer questions about regulatory problems and trends in broadcasting on Radio Press International's "From the People," on WMCA Sunday and other stations at varying times from Saturday on.

gets worse," NAB president LeRoy Collins told 250 broadcasters here yesterday.

Speaking at the opening six-state Southeastern conference in a

(Continued on Page 8)

## WFBM's Don Menke Tops Indiana 'Casters Ass'n

Indianapolis—Don Menke, manager of the WFBM stations here, has been elected president of the Indiana Broadcasters Ass'n,



MENKE

succeeding Jack Douglas of WFIE-TV, Evansville. Menke's relationship with WFBM, dating back to the 1920s, was climaxed with his appointment to his present post in '55. Before that, he was general manager for eight years at WEOA, Evansville, acquired by WFBM in 1946.

## WRUL Sold by Metromedia To Mormon Church Corp.

Metromedia, Inc., yesterday announced the sale of its worldwide Broadcasting division to International Educational Broadcasting Corp., of which the Mormon Church is the principal stockholder. John W. Kluge, president and board-chairman of Metromedia, and James B. Conkling, IEBC president, jointly announced the sale, for approximately \$1,750,000 cash, is subject to FCC approval.

(Continued on Page 6)





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## 'Telstar' News Break Hinted for 'Casters

Boston — News of the launching of a new Telstar satellite may be revealed at the joint meeting today of the Broadcast Executives Club and the Massachusetts Broadcasters' Ass'n here, according to Thomas Y. Gorman, WEEI general manager and president of the BEC.

Guest speaker will be Robert E. Sazeman, satellite projects engineer for the American Telephone and Telegraph Co.

## TV Tape Recorder 'Shrinks'

Sony Corp. of Tokyo has introduced a portable video tape recorder, about the size of a suitcase and operating off AC current, at its new exhibit center established in New York City.

### COLLECTIONS

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## COMING AND GOING

ROBERT W. MAZUR, WMCA sales manager, has returned to N.Y.

LIONEL LARNER, of GAC's equity department, in L.A. to cast major roles for Desilu pilots.

GENE McCABE, Bill Burrud Productions general manager, in N.Y. from Hollywood for meetings.

LOU WEISS, William Morris Agency TV exec, has left N.Y. for meetings at the Beverly Hills office.

RAYMOND BURR and the "Perry Mason" company, in Big Bear, Calif., for five days on location.

RICHARD M. PACK, WBC VP, to Australia, Japan, Thailand, Paris and London to visit WBC news bureaus.

TAMMY GRIMES in L.A. to tape a show for Andy Williams.

TOM ATKINS, CTV-TV general sales manager, in N.Y. from Toronto.

DAVE WILLIAMS, CBS-TV eastern manager-affiliate relations, back from Atlanta to host the network's affiliates' meeting, Thursday.

JOHN C. GILMORE, CCA president, in Toronto for the Central Canadian Broadcasters Ass'n conference; then to Halifax, Nova Scotia, on a sales trip.

## Hatch, Meyer Stay Atop Intermountain

Salt Lake City — The Intermountain Network has re-elected George C. Hatch as chairman and Lynn L. Meyer as president at the annual stockholders' meeting here. The web serves 61 basic affiliates in Utah, Idaho, Montana, Colorado, Nebraska and Nevada, with 11 members in New Mexico constituting a supplementary group.

Also re-elected were executive VP Jack F. Paige, treasurer Ernest W. Campbell and secretary George McMillan, plus the board of directors consisting of the officers and Wilda Gene Hatch, VP of KALL-IMN; Jack Richards, of KOAL, Price, Utah, and Reed Bullen, KVNU, Logan, Utah.

## Kenton in Radio Shot In WNEW Music Spec

Stan Kenton and his 22-piece orchestra make one of their rare radio appearances Friday when they star on WNEW's "Music Spectacular," with William B. Williams as host. Kenton is in New York for a one-night concert at Town Hall Oct. 23. Dave Pound is the WNEW director-producer of the program.

## GODFREY GUIDES HOLLYWOOD TOUR

CBS-TV Sets 1st Spec As Filmland Excursion

Arthur Godfrey will be the guide for a filmed behind-the-scenes tour of Hollywood on CBS-TV Nov. 10, sponsored by Armstrong Cork Co., via BBDO; Menley & James Laboratories, Foote, Cone & Belding, and Quaker State Oil Refining Corp., Kenyon & Eckhardt.

"Arthur Godfrey in Hollywood," the first of three Godfrey specials for the net this season, will acquaint viewers with some of filmland's secrets, and introduce veteran character actor Jerry Hausner; June Foray, the voice of numerous cartoon characters, and Louie Jean Norman, sound-track singing voice of many outstanding stars.

The program, written by Hal Kanter and produced by Perry Lafferty, was taped on location and at Television City.

## N.Y. Confab to Study Ad World Innovation

The Advertising Women of New York will host the Eastern Advertising Conference the weekend of Oct. 26-28 at the Commodore Hotel, themed on "What's New in the Widening World of Advertising." General chairman for the conference is Penny Specter.

Following an AWNY open house the evening of Oct. 28, the business portion of the conference will get under way the following morning with a panel discussion on: What's new in media, marketing, research, packaging and consumer buying intentions. There will also be a luncheon that day, and a dinner featuring top entertainment.

## FINANCIAL

(October 15)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	12 1/8	12	12
AB-PT	29 7/8	29 5/8	29 7/8
Am. Tel. & Tel.	108 1/2	107	108 1/8
AVCO	22 1/2	21 1/4	22 3/8
CBS	37 3/8	36 3/4	37 3/8
Columbia Pic.	18 7/8	18 3/4	18 3/4
Crow.-Coll.	21 1/4	20 5/8	21
Decca	41 3/8	40 3/4	41 3/8
Disney	25 1/2	25 1/8	25 1/4
East. Kodak	96 3/8	95 5/8	95 5/8
Gen. Prec.	32 1/8	31 1/2	32
General Tel.	19 7/8	19 1/2	19 5/8
Hazeltine Corp.	18 7/8	18 3/8	18 3/8
Magnavox	33 1/8	32 1/2	33 1/8
MCA	41 3/4	41 1/4	41 1/2
M-G-M	30 7/8	30 1/8	30 3/8
Metromedia	13 5/8	13 5/8	13 5/8
Minn. M&M	49 1/8	48 1/4	49 3/8
Nat. General	6 5/8	6 1/2	6 1/2
Paramount	38 1/4	38 1/4	38 1/4
Plough	26 1/8	25 5/8	26 3/8
RCA	50 3/8	49 3/4	50
Storer	29 7/8	29 7/8	29 7/8
Taft	14 1/2	14 1/4	14 1/4
20th-Fox	22 1/4	21 7/8	21 3/8
United Artists	27 1/8	27	27
Warner Bros.	12 3/4	12 1/2	12 3/4
Westinghouse	27	26 1/2	27
Zenith Radio	51 1/2	50 7/8	51 5/8

### AMERICAN STOCK EXCHANGE

Allied Artists	3	3	3
Capital Cities	16	15 5/8	16
Desilu	7 7/8	7 7/8	7 7/8
Filmways	4 7/8	4 1/2	4 7/8
Movielab	8 7/8	8 7/8	8 7/8
MPO	6 1/4	6 1/4	6 1/4
NTA	1	1	1
Reeves Sound	3 1/4	3 1/4	3 1/4
Rollins	11 1/2	11 1/2	11 1/2
Screen Gems	15 1/2	14 7/8	15
Technicolor	9 1/2	9	9 1/4
TelePrompTer	6	6	6
Trans-Lux	12	12	12
TV Industries	2 1/4	2 1/8	2 1/8

### \* OVER THE COUNTER

	Bid
Jerrold	5 3/8
Meredith	21
Rust Craft	9 1/4
Seven Arts	7 1/2
Sterling	1 3/8
Transcontinent	9 1/4
Walter Reade-Sterling	1 1/8
Wometco	25 1/4

\* Courtesy of National Association of City Dealers

## Shell Oil Co. Is Patron Of First Youth Concert

The season's first N. Y. Philmonic Young Peoples Concert with Leonard Bernstein has scheduled as a CBS-TV special Nov. 21, sponsored by Shell Co., thru Kenyon & Eckhardt program will pre-empt "CBS Sports."

Titled "The Sound of a Show" the show will explore the science of acoustics, in particular the sound of Lincoln Center's Philharmonic Hall.

## 'Citron Show' Booked

"The Casper Citron Show" WRFM-FM five-a-weeker, is being aired from the Doubt Book Shop in Manhattan.

# Early '63 Color Date for Canada Viewers?

## CG Considers Move Tinted Programs January Meeting

*Special to RADIO-TV DAILY*  
**Montreal** — The timing of TV's introduction in Canada will be considered by the Board of Broadcast Governors at its first meeting in January, now there is a likelihood of its success.

CG vice chairman Carlyle Johnson said that despite this country's relatively small population, it is now felt color TV will be successful here because technical problems associated with the medium have been solved and there are indications of lower set prices in the future.

As now cost some \$700 in Canada, but mass production, it would follow color TV's production, would cut prices, Johnson added.

Regarding TV as a powerful cultural medium, Allison said: "I have no patience with the so-called intellectuals who exclaim that there would never have a TV set in their homes. There are some excellent programs on TV. Why do they look at those and leave the good ones?"

Discussing radio broadcasting, Allison said that listeners are getting "a tired of the cacaphony of over-commercialism and raucous programming" which have characterized some of the AM stations, adding that the BBG was pleased to note the development of more FM stations. Allison said it was likely that after some years, FM might become the AM as the major radio medium.

## on WHLI Preview Extra UN Conference

WHLI on Friday will feature a preview of the UN Conference on the Environment, with Marvin Rapp, of Nassau Community College, and Dr. William D. Hoopes, of Hofstra College, in discussion of the UN Conference to be held the following day at Hofstra College. The latter is sponsored by the American Association for the United Nations, of which both guests are members.

## Newsboys Teach Steve Art of Folding, Tossing

**Hollywood**—Steve Allen honors the newsboys Thursday when he invites over 20 of them to participate in a special telecast. The boys will discuss the art of properly folding and tossing a newspaper.

## WCBS-TV Beefs Up Editorializing Plans

WCBS-TV is beefing up its editorial policy and will take frequent on-air positions on city and state issues, according to Norman E. Walt, CBS-TV VP and general manager of the station. He will deliver the editorials, representing the opinion of WCBS-TV's management.

The station's policy, said Walt, will be to provide equal rebuttal time to all principals involved in an issue discussed in any of its on-air opinions. Whenever possible, the station will advise all parties to be affected by an editorial of the nature of its stand and the time of the broadcast.

The first editorial, aired on Thursday, dealt with the controversy over the proposed Breezy Point Park development.

## Applicants Win Approval For Five New Stations

*Washington Bureau of RADIO-TV DAILY*  
**Washington**—In new station approvals by the FCC, Willard Shoecraft has been okayed for a new AM station in Winslow, Ariz.; Knight radio has obtained a permit for a new Class B FM in Manchester, N. H.; Pulitzer Publishing has received a Class C FM approval in St. Louis; Boca Raton Bible Conference was awarded a Class C FM for Boca Raton, Fla., and Harrison Broadcasting obtained a Class C FM for Harrison, Ark.

## Fred Astaire Filming 'Blues for a Hanging'

*West Coast Bureau of RADIO-TV DAILY*  
**Universal City** — Fred Astaire, host and narrator of ABC-TV's "Alcoa Premiere," is currently at work at Revue Studios filming the "Blues for a Hanging" segment in which he stars as a nightclub jazz clarinetist wanted for murder. Janis Paige is guest star.

## Summer Viewing Hit a Peak

U. S. TV viewing set all-time records this summer, with the average TV home spending four hours and 20 minutes per day watching TV during the June, July and August period, TvB reports. This topped 1961's four hours and 17 minutes.

Record amounts were also spent by advertisers this Summer, while the cost for reaching 1,000 viewers to network advertisers declined for the fourth successive year, TvB also said. Network TV gross time billings in the June-August period of 1962 were \$192,357,400, against \$167,543,100 spent in the period a year ago. Network CPM

## 4-Part Communism Series Moves from Left to Right

"Tactics for a Troubled Time," the third in a four-part series dealing with Communism and how Christianity intends to meet its challenge, will examine the extreme right wing in the U. S. Sunday on "Directions '62" on ABC-TV.

**MARTHA ON ROAD FOR R-TV GALS**  
*'Goodby, Chi,' She Says As Area Confabs Start*

**Chicago** — Martha Crane, broadcaster for 34 years at WLS, is "city-hopping" in the East and Middle West during the latter part of this month in her capacity as president of the American Women in Radio and TV.

Presiding at area conferences this month in Philadelphia, Franconia, N.H., Beaver Falls, Pa., and Lincoln, Neb., is part of her contribution to the nation-wide group during her year as president.

## 66 Affiliates of NET Gather in New York

Managers of the 66 non-commercial TV stations affiliated with the National Educational TV and Radio Center begin three days of meetings tomorrow at the Park Sheraton Hotel in New York.

Among the topics to be discussed will be the \$4.7 million Ford Foundation grant to help maintain the center's program service and increase its role in international programming; the all-UHF legislation; audience size, instructional TV, and administration of Public Law 87-447, authorizing matching funds for educational stations.

## Missouri Casters Tap Gov. for Fall Confab

**Jefferson City, Mo.** — Gov. John M. Dalton will be among the principal speakers at the annual Fall meeting of the Missouri Broadcasters Ass'n here Friday, it was announced by MBA president Robert Hyland, general manager of KMOX, St. Louis.

Evaluating broadcasting from an ad agency's standpoint will be a panel consisting of Ralph Neugebauer, media supervisor of Gardner, St. Louis; Al Christy, VP of Potts-Woodbury, Kansas City, and Larry Dixon, of Dixon-Baker Associates, Springfield, Mo. Delegates to the meeting will discuss station management problems and elect officers following Dalton's early afternoon talk.

Hyland said humorous sportscaster Joe Garagiola will speak at the luncheon, with guests to include Missouri U. athletics director Don Faurot and Missouri U. basketball coach Bob Vanatta. Guests at the evening reception will be Dalton and heads of departments of Missouri's state government.

## Fulton Lewis, Jr., Wins American Legion Salute

Fulton Lewis, Jr., syndicated newspaper columnist and Mutual Network news commentator, has been given the American Legion's 1962 Fourth Estate Award for "distinguished public service in the communications field." The presentation was made at the Legion's 44th national convention in Las Vegas.

## Wolper Does 'Patroness'

*West Coast Bureau of RADIO-TV DAILY*  
**Hollywood**—"Story of a Patroness," with Mrs. Minna Coe signed to appear as the title subject, has been set by Wolper Productions as the next documentary in "The Story of" series.

## Cleveland Marbles Lost? Look in the Frying Pan

**Cleveland** — It's not that Clevelanders have lost their marbles, but a fad-like demand here for marbles — clear ones — has been motivated by KYW's Joe Mayer. On a recent program he told of "home-frying" marbles and placing them in ice water, to get the look of rare stones. The idea, with listeners hooked on fried marbles, has caught on to the point that Mayer is planning a listener exhibit of fried marble art works.



# WZZM-TV

The Station 1,500,000 People Have  
Been Waiting For!



**DAYTIME SCHEDULE • MONDAY-FRIDAY**

8:45 AM	WEATHER/FARM NEWS/NEWS
9:00 AM	JACK LALANNE
9:30 AM	TRIAKAIDEKOPHILISM THEATRE
11:00 AM	TENNESSEE ERNIE FORD
11:30 AM	YOURS FOR A SONG
12:00 N.	JANE WYMAN
12:30 PM	CAMOUFLAGE
1:00 PM	DIVORCÉ COURT
2:00 PM	DAY IN COURT
2:30 PM	SEVEN KEYS
3:00 PM	QUEEN FOR A DAY
3:30 PM	WHO DO YOU TRUST
4:00 PM	AMERICAN BANDSTAND
4:30 PM	LITTLE RASCALS
5:00 PM.	SUPERMAN
5:30 PM	THE SEARCH FOR ADVENTURE
6:30 PM	

**WEEKLY FREQUENCY ANNOUNCEMENT RATES  
(EFFECTIVE 11/1/62)**

	1X	3X	5X	10X
<b>CLASS "AA"</b> 7:30-10:30 PM Daily				
Minutes	\$350	\$315	\$280	\$245
20 Seconds	300	270	240	210
10 Seconds	150	135	120	105
<b>CLASS "A"</b> 6:30-7:30 PM Daily 10:30-11:00 PM Daily				
Minutes	\$250	\$225	\$200	\$175
20 Seconds	225	200	180	160
10 Seconds	110	99	88	77
<b>CLASS "B"</b> 5:00-6:30 PM Daily 11:00-11:30 PM Daily				
Minutes/20 Seconds	\$150	\$135	\$120	\$105
10 Seconds	75	68	60	53
<b>CLASS "C"</b> Sign-on-5:00 PM Daily 11:30 PM-Sign-off Daily				
Minutes/20 Seconds	\$ 70	\$ 50	\$ 40	\$ 35
10 Seconds	30	20	15	10

AIRDATE NOV. 1, 1962

# GRAND RAPIDS-KALAMAZOO-MUSKEGON

Michigan's No. 2. Television Market  
28th In The U.S.

## NIGHT TIME SCHEDULE • SUNDAY - SATURDAY

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
6:30 PM	The Valliant Years	Adventures In Paradise					McKevitt & The Colonel
7:00 PM	Father Knows Best	Adventures In Paradise					Don't Call Me Charlie
7:30 PM	The Jetsons	Cheyenne	Combat	Wagon Train	Ozzie & Harriet	The Gallant Men	Roy Rogers / Dale Evans
8:00 PM	Sunday Night Movie	The Rifleman	Hawaiian Eye	Going My Way	Donna Reed	Flintstones	Mr. Smith Goes to Washington
8:30 PM		Stoney Burke			My Three Sons	Dickens Fenster	Lawrence Welk
9:00 PM			Untouchables	Our Man Higgins	McHale's Men	77 Sunset Strip	
9:30 PM		Ben Casey		Naked City	Alcoa Premiere		Fight Of The Week
10:00 PM	Voice Of Firestone		Close-Up / Sid Caesar			TBA	
10:30 PM	Howard K. Smith						Bowling
11:00 PM	News / Weather / Sports						News / Weather / Sports
11:15 PM	Magnificent Movie						Best Of Hollywood
							Steve Allen

WESTERN MICHIGAN'S  
**abc**  
AFFILIATE

YOUR PGW COLONEL IS NOW SELLING CHOICE

- ★ Programs
- ★ Announcements
- ★ Participations

REPRESENTED NATIONALLY BY

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

Pioneer Station Representatives Since 1932



### Leibert Tells Miamians: 'Time to Rise and Shine'

Miami — A new morning personality was introduced to WINZ listeners yesterday when wake-up man Al Leibert took over the 6 to 10 A. M. spot. He has worked in radio and TV in New Jersey, Connecticut and Ohio, and before joining WINZ was with Miami station WKAT.

### 70,000 Schools Get Guide for 'Exploring'

NBC-TV has mailed to some 70,000 elementary schools its teacher's guide for use with the net's new educational children's series, "Exploring." Prepared under the supervision of a professional educator, the manual suggests projects related to the material on each program.

"Exploring" is designed for 5-to-11-year-olds to stimulate their interest in language, music, mathematics, social studies and science. Each week's show takes up a different subject, with video animations illustrating the "lessons."

The series is produced by Craig Fisher and Edward Stanley, NBC News public affairs director.



By TED GREEN

• • • Alex Grasshoff tapped by David L. Wolper to produce-direct "Story of a Fiction Writer" for Wolper Productions' "The Story of" series . . . Arthur Gardiner & Jules Levy would like to do a suspense show based on Mildred & Gordon Gordon's new novel, "Menace," as the TV producers did with their "Campaign Train" . . . Patricia Quinn Leonetti will guest on the new "Johnny Carson Show" before her husband, singer Tommy Leonetti. (Seems Pat did the advance promotion spots for the new show.) Tommy, who is now racking up SRO audiences at The Living Room, is set for an appearance on Carson's show the following week.

• • • Composer Jacques Belasco has signed with Ashley-Steiner talent agents. Belasco is the only composer with the agency . . . To keep in the "color" parade Gloria Okon, spokeswoman for Arnold Bakers, is in Boston making color promos for a tint show on the NBC outlet there. How colorful can bread get? . . . Paul Levitan, CBS-TV's one-man special events gang, will produce the "Miss Teenage America Pageant" in Dallas Oct. 26 and will call the shots on the three top national parades Thanksgiving day which will feature Captain Kangaroo at the magic mirror, Jackie Gleason at Macy's New York, Shirley Temple in Philadelphia and Arthur Godfrey from Detroit.

• • • Meet: William M. Carpenter, principal owner and president of San Juan's WUNO, (formerly WRIO). San Juan is not new to Bill, having served as general manager of WAPA-TV for two years. His great faith in this market led him to seek out what he, after a great deal of investigation, found to be that station which he knows he can lead to the top. In the States, he was one of the originators and owners of Community Club Awards, Inc. Prior to his association with that company, Carpenter had been general manager of WLOW, Norfolk, for eight years. Before that he had been associated in various capacities with stations in Raleigh, N. C.; Charleston, W. Va., and Durham, N. C., among others.



CARPENTER

• • • TV snail talk: Tom Poston of "To Tell the Truth" tells of the guy who married a fortune teller and now complains that every night she asks for his palm because she likes to read before going to bed. Oh well! . . . Reasoning from "Sing Along's" Mitch Miller: To laugh is to be free from worry. Who doesn't worry lives a long time. To live a long time is to last. Therefore, he who laughs, lasts! . . . A starlet told Fess Parker of "Mr. Smith Goes to Washington" about her new feller. "I was in the drug store for a soda. I'll never forget the moment when our eyes first met. I heard a buzzing in my ears, bells rang and lights flashed. Suddenly I knew what it all meant—I was leaning against the pin-ball machine!"

• • • Do You Remember When: You could tell the operator you reached a wrong number and she would refund your money? . . . TV stations only aired their shows between 7-11 PM? . . . People used to spend hours attempting to tune in stations on their crystal sets? . . . Arthur Murray had hair? . . . Teenagers would ask their fathers if they could borrow the family bicycle for the evening? . . . More horses were employed pulling milk wagons and fire trucks than as race horses?

• • • Newest rendezvous for ad agency brass is Gentry's Pub on E. 44th Street, opposite the Pan-Am Building. Gil Weist is the proprietor, assisted by his host, Andy . . . Send get well cards to Veepee Benedict Gimbel of Metromedia at Graduate Hospital, Philadelphia. Ben is confined with an eye ailment . . . "Here's Hollywood" wanted to do a segment with Tony Bennett, but his busy concert schedule wouldn't permit him to do the taping . . . Bobby Darin and Sandra Dee acting like honeymooners at the Villa Borghese. Bobby is in town for local TV appearances.

### WISH-TV Digs in Pouch To Buy Kangaroo for Zoo

Indianapolis — The children zoo here will soon be richer one kangaroo as a result of WISH-TV monetary gift. In connection with the gift, the station is sponsoring a "Name the Kangaroo" contest, with the winner to be named on CBS-TV's "Captain Kangaroo" program.

### New Coty Ads Adorn Miss Teenage Spec

Coty will introduce its series of cosmetics commercials as sponsor, through Dancer-Ferrisgerald-Sample, of the coronation of Miss Teenage America. Tele will be carried Oct. 26 by some 200 CBS-TV stations, as 80 contestants vie for the coveted title.

Bud Collyer will emcee, "Password" host Allen Ludlow and Zina Bethune of "The Nureyev" as on-stage host and hostess.

Since Coty also sponsors annual Fashion Critics Awards which honors the year's outstanding fashion designers, several stylists will participate in commercials, along with their creations.

### WRUL of Metromedia Sold to Mormon Church

(Continued from Page 1)

WRUL is to have the manifest experience and character that will be a "guarantee" of faithful performance.

Ralf Brent, president of WRUL has been requested by the owners to continue at his post. The only U. S. advertiser-supported commercial short-station, WRUL beams program to 109 countries, has studios in New York and five transmitters in Massachusetts.

Kluge and Mark Evans, Metromedia VP public affairs, agreed to act as advisers to purchasers, if requested. The chasers were represented by Washington law firm of Weston, Cragun and Barker.

IEBC's seven-man board includes: James B. Conkling, former president, Columbia Records; Warner Brothers Records, former VP and a director of the company; and Arch L. Madsen, president of Radio Service Corp. of Utah, licensee of KSL radio and TV.

### 'Best Years' Tunemist West Coast Bureau of RADIO-TV

Hollywood — Jerry Gold has been signed by producer ley Rubin to compose the theme for ABC-TV's "The Best Years," new hour Revue starring Henry Jones and Evers.

STORER TELEVISION SALES  
has the facts about

**WJBK-TV**  
THE  
**No. 1 BUY**  
IN  
**DETROIT**

**WJBK-TV**  
**DETROIT**



**2**

A STORER STATION



# Chicago

By JACK RUSSELL

BBM-TV newsman Frank Nolds will be the principal speaker at the annual meeting of the East Chicago Chamber of Commerce Nov. 14 at St. Stanislaus Hall in East Chicago, Ind. He will discuss his recent African trip broadcast on WBBM in a two-news special, American foreign policy and current problems prevailing in South America. . . . In Chicago ad and PR execs will join forces to promote the Christmas Seal Campaign in Cook County. Yng-Bryndissen, chairman of the fund-raising drive this year, said voluntary Publicity-Advertising Committee will be headed by L. Austin, president of Austin & Lane, as chairman, with Bert R. Burton, manager of the Chicago office of the Camp-Mithun advertising agency as chairman.

John W. Shaw Advertising has appointed Robert W. Allrich a VP and general supervisor and named William R. Reder and William H. Ham as account execs. Allrich was formerly VP-general manager of Keyes, Madden & Co. and a member of its five-member executive operating committee and before that was an account supervisor at Maxon and a handling director at Macdonald Aveyard. Reder most recently was advertising-marketing manager for a photographic equipment manufacturer, and before that an account exec with Waldie & Co. Buckham, before joining Wolskel & Co.

"The pressing need is to become bolder, brighter and bigger, according to agency president Ed H. Weiss. Speaking at a broadcast Advertising Club meeting here, he said that by "bolder," he means "in its willingness to get to grips with the world of today, to confront the issues that face us all, to turn its lens on the centers of modern life." "Bolder," "in its genuine wit and humor, in entertainment that is sized and exercises the mind as well as the stomach muscles," "bolder," "in terms of growing up in adulthood, of recognizing its responsibility to the community as well as to the sponsor, of growing in depth of vision and broadness of grasp."

## Rust Craft Exec Trio Here for Sales Demo

Steubenville, O. — Three Rust Craft Broadcasting execs arrive in New York today with a marketing presentation for their national reps Peters, Griffin, Woodward which emphasizes WSTV-TV's Shopper-Topper merchandising involving a tie-in with 120 chain stores in the Steubenville-Wheeling market.

Attending the presentation are John Laux, exec VP and GM; Ginny Griffin, merchandising manager, and Joseph Troesch, asst. GM. According to Laux, the four Rust Craft stations have reported a 17 per cent increase in billings for the first eight months of 1962, compared to the same period last year.

### New CP Approved

Laux also announced that the FCC has approved WRDW-TV, Augusta, Ga., for construction of a new TV tower with an overall height of 1,502 feet. Construction is to begin immediately.

## Bromhead to Lead Anglos For Film Awards Dinner

Michael Bromhead, general manager of Lion International Films, Ltd., will serve as chairman for Britain for the International Film Awards Dinner-Dance to be held in New York Jan. 15 by the Independent Film Importers and Distributors of America.

## Bland Named President Of Quality Radio Group

(Continued from Page 1)

halved to 6 directors, are: Charles A. Gates, station manager, WGN, Chicago; Robert Cooper, station manager, WSM, Nashville; John Tansey, general manager, WRVA, Richmond; William O. Wiseman, station manager, WOW, Omaha, Bland and Kettler.

Before joining Crosley in 1956, Bland served for five years as program manager of WBBM and WBBM-TV, Chicago, and from 1943-1951 in a similar capacity at KMOX, St. Louis. His brother, Lee, is VP of Leo Burnett advertising agency, Chicago.

## No Seasonal Music in Taped Yule Eve Show

WOLA in Jackson, Mich., has requested WCBS Radio program director Gene King to send them a guest tape for their all-night Christmas Eve show, but not to include seasonal music. WOLA is located in the world's largest prison—the State Prison of Southern Michigan—and the 5 PM-6 AM program the night before Christmas is for the entertainment of men confined during the holiday season. King, who will send a tape combining music and informal conversation, was asked not to include seasonal music because to the listening audience of WOLA, Christmas Eve is the longest night of the year.

## AGENCY NEWSCAST

By RALPH TYLER

Chap Stick and Chap-ans, both products of the Morton Manufacturing Co., Lynchburg, Va., will sponsor network TV for the first time with the addition of seven ABC daytime shows to its advertising campaign. Agency Lawrence C. Gumbinner has developed a mixed media sked that includes print as well as network radio via NBC's "Monitor" and a barrage of radio and TV spots in key cities. Scheduled to carry the messages on network TV are: "Father Knows Best," "Yours for a Song," "Day in Court," "Jane Wyman Presents," "Seven Keys," "Queen for a Day," and "Who Do You Trust?"

The 1963 edition of the "Sales Promotion Calendar" is now available from the sales promotion division of the National Retail Merchants Ass'n at \$4.50 to members and \$9 to non members. . . . Betty Fleming and Bert Marcus have joined the Kudner Agency art dept. Miss Fleming, formerly with Grey Advertising and Ladies Home Journal, is art buyer and stylist. Marcus, formerly with McCann-Erickson, is art group supervisor. Edward Puletz has been promoted at Kudner to art dept manager and supervisor of the art studio.

Pathe Products, Inc., of Providence, R. I., has appointed Robert B. Goldman, also of Providence, as its agency for advertising and PR and its consultant for market-

## Author Hughes Hosts New 'Gospel Time'

Langston Hughes, noted Negro author, poet and playwright has become co-host of WOR-TV's Sunday "TV Gospel Time" sponsored by Artra Cosmetics Div. of Pharmaco. Appearing this weekend with Hughes will be the Camp Meeting Gospel Chorus and the Lorraine Ellison Singers.

Since its inception, the program has been revised and the revised shows will be alternated with the original six programs during the remaining 10 weeks. The religious background and setting has been largely removed.

## Thought for Today

"Nearly 50 million Americans have purchased TV sets, spending some 25 billion dollars in sets and service. Many researchers have asked them why they bought those sets, and no American has ever been known to reply that he did so out of devotion to the public interest, convenience and necessity. The vast majority simply replied: 'For entertainment.'"

—Roy B. Huggins  
TV executive

ing and sales. Pathe Products is the sole agency in the U. S. for the Webbo-M 16 mm Relex motion picture camera and equipment manufactured by Pathe Societe Commerciale et Industrielle of Paris.

W. R. Hillenbrand is leaving his post as executive VP and director of Lambert & Feasley to join JWT, where he will assume account responsibilities as a management supervisor. Prior to his association with Lambert & Feasley, Hillenbrand was president of Bryan Houston, Inc. He began his career with Procter & Gamble and spent 15 years with that company.

## King Popeye Extends Domain of Toylands

King Features Syndicate has launched a round of department store performances for its TV cartoon hero, "Popeye." The show made its debut last week at Pomeroy's in Reading, Pa., for the opening of the store's 1962 Christmas Toyland.

The format of the show is a coronation ceremony, with Popeye crowned King of Toyland. After the crowning, King Popeye receives each of his loyal subjects personally, handing each a certificate of good citizenship.

## Powell for McDermott

(Continued from Page 1)

gested that I become chairman of the board, an office which more accurately describes the function in which I have served since Tom McDermott joined Four Star three years ago."

With regard to health, Powell said: "My doctor told me he is pleased with my progress for treatment of a malignancy and he expects to eliminate the condition."



## Women and Trees Puzzle, Says Ad Exec

Philadelphia — James D. Stocker, advertising manager, Scott Paper Co., will speak on "Two Great Mysteries in Our Business are Trees and Women" today at the first Fall meeting of American Woman in Radio and TV, Philadelphia chapter.

Stocker will deal with Scott's policy to employ creative talents of women in key positions throughout the company. The meeting will be held at the Statler Hotel here.

## Raft of Station Buys Approved by the FCC

(Continued from Page 1)

per cent owner.

The commission approved sale of KRAL, Rawlins, Wyo., by Rawlins Broadcasting to Radio Twelve-Forty for \$52,152. Another transaction approved involved transfer of control of KYSN, Colorado Springs, from WKID Broadcasting to Donald T. Harding, Jr., for \$26,250, including \$6,250 representing Harding's purchase of 23.8 per cent interest in KYSN's station WKID in Urbana, Ill.

The FCC approved sale of WQSR, formerly WQSY, Solvay, N. Y., by Entertainment and Amusements of Ohio to Malcolm Richards, Jean N. Erickson and Sophie S. Morrison for \$30,000 and other considerations. Sale of KQAL-FM, Omaha, by Jack L. Katz Enterprises to National Weekly, operators of KMEQ-AM, Omaha, for \$68,000, was approved, as was sale of KTIL, Tillamook, Ore., by Tillamook Broadcasting to Beaver Broadcasting.

Sale of KLUV, Haynesville, La., by Haynesville Broadcasting to Warren Smith, Don Davis and John Shields for \$11,000 was okayed. Sale for \$125,000 of KANS, Independence, Mo., by Ruth Brown as executrix of estate of Kenyon Brown and Henry Flynn to Richard and Sherley Bott was approved, with \$50,000 paid for the 60 per cent Brown interest and \$75,000 for the Flynn 40 per cent.

## 'Inlaws, Outlaws' Serial Outlines Biz Procedures

How to succeed in business by really trying is what WRVR-FM listeners will learn as Prof. C. Northcote Parkinson's book, "Inlaws and Outlaws," unfolds itself in a radio serialization beginning Monday, with Malcom Davis reading from the organizational procedures book.



• • • Due in the U. S. any day now: ATV's new managing director (formerly its deputy managing director) Lew Grade and ITC head of production Leslie T. Harris. Their mission: to sell to U. S. television their two new ITC series which have just bowed over here—"Man of the World" and "The Saint." I'd say that Lew and Leslie won't find their job difficult; both series have a glossy, expensive and international look about them. . . . First episode of "The Saint" got into the Top Ten rating charts over here. And I expect that by the time this column gets into print, "Man of the World" will have joined "The Saint" in the charts.

• • • ITC has another batch of series in its plans; estimated total budget: over \$6-million. The new line-up includes "An Anthology of Science Fiction," "International Hospital" (with UNESCO and WHO co-operation) and "The Amazing Mr. Thorndike" . . . There's talk, too of a series of 60-minute thrillers which ITC will produce in conjunction with NBC.

• • • ABC-TV is planning a big new series, too. Big difference between them and ATV, though, is that ABC's series "The Human Jungle" will be aimed at the home market. There'll be 13 one-hour episodes based on the case histories of a psychiatrist. Total budget: £300,000. First episodes are expected on our screens in February. . . . BBC-TV have signed a two-year contract with the Royal Shakespeare Theatre company for exclusive TV rights to two of the company's productions every year.

• • • Back in London after starring in four Garry Moore shows on U. S. TV is that versatile British entertainer Roy Castle. Three weeks over here, and back to the U. S. he'll go for another seven Moore shows . . . 80 million Eurovision viewers will see British screen idol Kenneth More in December in a BBC-TV production "Heart to Heart," by Terence Rattigan. He'll play a TV interviewer to Sir Ralph Richardson's Cabinet Minister.

• • • American pop singer Freddy Cannon was a guest in ABC-TV's "Thank your Lucky Stars" the other day . . . Britain's Labor Party has endorsed the Pilkington Committee's proposals on TV and radio . . . The U. S. TV series "The Americans" bows over here on ARTV on Oct. 19.

## Radio Stations 'Birth Controls' Advocated

(Continued from Page 1)

series of NAB regional meetings. Collins said NAB has scheduled another "shirt sleeve" conference with the FCC in early December to tackle the problem of burgeoning stations and shrinking profits.

Meanwhile, NAB is preparing special studies to indicate a way out of the morass through, among other plans, "rigid enforcement of tight engineering standards," Collins said.

From 1941 to 1960, the AM total in the U. S. grew from 784 to 2,351, he said, while profits in the same period increased from \$27 million to only \$51 million. This represents a per-station decline in profits from \$35,000 to \$14,000 he said. Since 1945, he continued, the number of stations have increased 298 per cent, while profits per station have declined by 80 per cent.

The population pressure in some markets has led to losing opera-

tions and "low standards of competence and service," he told the broadcasters.

On the public image of the industry, he said no amount of PR skill could make the public believe broadcasting is any different from what it hears and sees.

He called for the "irresponsible broadcasters" to be taken under control by the good broadcasters through the NAB codes.

### Cites People's Support

Collins said neither Congress nor the FCC could make substantial inroads on the legitimate rights of broadcasting as long as "the people regard it as their friend and champion."

The theme of public good will, particularly at the grass roots level, was also taken up by John M. Couric, NAB PR manager, who said it should be the prime PR aim of the organization. Couric said NAB's new speakers bureau

## Jockey Out in Front In Wolper 'Story of'

The new David L. Wolper production of "The Story of" — premieres in New York tonight, WNBC-TV. It's to be "The Story of a Jockey."

Upcoming episodes in "The Story of" — include accounts of a prisoner, test pilot, matador, nurse, boxer, tiger hunter, artist, wrestler, intern, singer, milk dancer, police chief.

## Homberg to Take Charge Of Revised Photo Unit

Milwaukee—Bob Homberg has been named chief photographer of WITI-TV, heading a revamped news photographic set-up. A veteran of seven years in Milwaukee news photo work, Homberg is currently VP of the Wisconsin Professional Photographers Ass'n.

He will head a new newsfilm photographic facility which will include more than \$20,000 of cameras, film processing and photographic equipment. The station's news photo work previously was handled by Milwaukee Newsfilms.

## TV-Film 'Anti-trust' Case Before High Court Today

(Continued from Page 1)

to the provision that the film distributors may first offer films in package in a market before being required to offer individual films. The distributors deny that there is any monopoly whatever in the TV field, and they feel that last court decree terms barring such transactions are unduly restrictive.

has evoked a demand for more than 40,000 copies of the book listing nearly 400 prominent radio and TV executives available for speaking engagements.

### Swezey Backs Codes

Robert D. Swezey, NAB authority director, told the broadcasters the notion radio and codes raise the danger of censorship and shackling creativity "specious nonsense."

He said he doubted anyone point "to a single instance in which we have thwarted or impeded legitimate broadcast effort. On the other hand, day by day we have aided and accelerated the broadcast access of program and commercial material in a legitimate form."

The NAB meeting continued through part of today, breaking time for the Southeast Radio TV Seminar here on community antenna TV problems.





## FEDERAL FOOT IN PROGRAM DOOR

### New Reel in Block-Booking Case

#### Distributors, Gov't Cite Junction 'Errors'

Washington Bureau of RADIO-TV DAILY  
Washington—A battery of lawyers for distributors of feature films to TV, led by Louis Nizer, told the Supreme Court yesterday that the District Court erred in issuing an injunction against block-booking by exhibitors but Justice Dept. counsel Daniel M. Friedman said the Supreme Court didn't go far enough. The argument before the Supreme Court yesterday climaxed a legal fight which started in the Spring of 1957 when Justice sued Loews, Inc., C&C Super Corp., Screen Guilds, Associated Artists Productions, National Telefilm Associates and United Artists Corp. Charge was violation of the anti-trust laws, specifically the Paramount

(Continued on Page 9)

### '62 'MAN OF YR.' AWARD TODAY FOR GEO. STORER

George B. Storer, founder, chairman and chief executive officer of Storer Broadcasting Co., which has five TV and seven radio stations, today receives the Pulse 1962 "Man of the Year" award.



STORER

The presentation ceremony will be at Pulse's 21st anniversary luncheon in New York. Storer, whose introduction to commercial broadcasting was as a time-buyer for an oil firm he founded, is being honored for "his sense of

responsibility" and his company's service in public causes.

Although Storer's first brush with commercial radio came in 1927, he was building and operating his own home-made "ham" sets as early as 1912. While still in high school he furnished news to the Associated Press via his own station during the Dayton flood of 1913.

He began in the business world in his family's steel business, Standard Steel Tube Co. in Toledo. In 1927, he joined with others

(Continued on Page 10)

### Hyde, Beatty Expose Dangers in Licensing Based on Air Content

By ARTHUR PERLES

Sharp warnings that Governmental agencies are eagerly attempting invasion of on-air programming domains are now being sounded on both sides of broadcasting's electronic fence.

From the Federal Communications Commission itself, the voice of Commissioner Rosel H. Hyde is heard loud and clear in condemnation of his agency's own proposals of standards which he maintains are "in conflict with the concept of broadcasting as an electronic press."



HYDE

Morgan M. Beatty on NBC's "News of the World," addressing the Virginia Associated Press Broadcasters at a Washington and Lee University seminar in Lexington, noted that the FCC has already suggested the industry think in terms of consolidating, especially in areas where numer-

(Continued on Page 12)

### Walk Back on N.Y. Radio Nightly Host on WINS

John Henry Faulk returns to WINS Nov. 12 on WINS as host of "Program PM," new five-a-day 90-minute program "capturing the wide range of activities, both serious and humorous, that go on in the New York metropolitan area, according to WINS GM

(Continued on Page 4)

### Cox Says FCC Wants Gov't CATV Control

Atlanta — FCC Broadcast Bureau chief Kenneth A. Cox told 125 broadcasters here yesterday that the FCC has asked Congress to regulate community antenna TV on the grounds it is better to have federal than local control.

Cox led a panel on "CATV: Friend or Foe?" at the Southeast Radio-TV Seminar. Charles Batson, station manager of WIS-TV, Columbia, S. C., said the public was entitled to CATV where it helped fill a void. Fred Weber, Rust Craft Broadcasting VP, said he opposed CATV because it took part of the audience from local stations in non-major markets.

Hollis Seavey, NAB VP for government affairs, said NAB was not opposed to CATV provided it was regulated.

### 500 Execs Gathering For NAB N.Y. Parley

Some 500 broadcast execs gather tomorrow at New York's Hotel Biltmore for the second of NAB's eight two-day Fall conferences, with the opening day luncheon to be addressed by LeRoy Collins. IRTS members in the N. Y. area will attend, in addition to NAB delegates. The conference ends at noon Friday.

Continuing the grass roots discussion of industry affairs and relations with the government begun this week in Atlanta, the conference will focus on such industry activities as broadcast research, news and on-air editorials, government and PR, labor-management affairs and NAB's Radio and TV Codes.

Separate radio and TV meetings

(Continued on Page 10)

### Wolper Praises UA-TV 'Hands Off' Policy

Livid L. Wolper, producer of a new syndicated film series, "The Story Of—" for United Artists TV distribution, has praised UA for "fulfilling its guarantee of complete creative freedom." He said: "We are deeply grateful for the 'hands-off production' policy which we feel is going to result in better programming."

### CBS Inks Ralph Nelson For '63 Drama Special

Ralph Nelson has been signed to produce and direct a 60-minute original drama special for CBS-TV airing early in '63, Hubbell Robinson, senior VP, Programs, said yesterday. Project is in line with the plan for a group of 90-minute and hour original dramas during the current season. Fred Coe will produce the 90-minute shows.

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Kitchens of Sara Lee To Cook with Hope

Bob Hope's six 1962-'63 specials on NBC-TV are completely sold, following the purchase by Kitchens of Sara Lee, via Hill, Rogers, Mason & Scott, of one-half sponsorship of the Nov. 29 program.

As previously announced, Hope's other sponsors are Timex, via Warwick & Legler, one-half of the six programs; Lever Brothers, Foote, Cone & Belding, one-half of four programs, and Chemstrand, Doyle Dane Bernbach, one-half of one program.



WD&U
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and WGBI represented by H-R

COMING AND GOING

TED DENTON, KNX technical operations manager, on a 4-week vacation.

RALPH HANSEN, KTVI, St. Louis, VP, has arrived in N. Y.

ROBERT LEWINE, CBS-TV network programs VP, in N. Y. from Hollywood.

JERRY PARIS, featured in "The Dick Van Dyke Show," in N. Y. for a brief visit.

NORMAN McGEE, WQXR VP, and Mrs. McGee, return Monday from a seven-week tour of Europe.

ARTHUR HULL HAYES, CBS Radio president, and GEORGE ARKEDIS, network sales VP, to Detroit for showing of sales presentation. "The Third Dimension."

B. CALVIN JONES, of KHOU-TV, Houston, in Athens, Ga., for talks on broadcast journalism at the State U. there.

Financial Managers Of Industry Meeting In Milwaukee Today

Milwaukee — Westinghouse Broadcasting president Donald H. McGannon is the luncheon speaker today at the opening session of the three-day annual general meeting here of the Institute of Broadcasting Financial Management.

General managers of all radio and TV stations in Milwaukee have been invited as guests for the opening day luncheon. The speaker for the morning session today will be Robert C. Hill, assistant professor, College of Business Administration, Arizona State U., on "Dollars and Decisions in the Broadcasting Industry."

Cassill to Speak

H. W. (Dutch) Cassill, partner, Blackburn & Co., will speak on "How Much Is Your Station Worth?" this afternoon, followed shortly thereafter election of officers.

Workshop sessions will be held throughout tomorrow on such topics as systems procedures, taxation, music licensing and governmental financial reporting. On Friday, the IBFM members will tour WISN radio-TV, ending the sessions with a tour and buffet at the Pabst Brewing Co.

Klein, Rule, Margulies On ATAS Coast Board

Hollywood — GM's Mal Klein, KHJ-TV, and Elton H. Rule, KABC-TV, have been added to the board of governors. Hollywood Chapter of the Academy of TV Arts and Sciences, president Dick Berg announced. The appointments put into practice a board resolution to strengthen the relationship between Los Angeles stations and the Academy.

Berg also announced the appointment of William Margulies to replace the late Walter Castle as the cinematographers' board rep.

There's a Future in Radio Says Hub City 'Center'

Boston — "Careers in Radio Programming and Producing" will be discussed Sunday on WEEI's "Career Center for Teenagers," moderated by Rod Darling of Northwestern U. Taking part in the forum are two high school students and guest expert, Fred Cusick, news director of the station.

Spots No Guarantee Of Pubservice Label

Broadcasters have been warned that the FCC will view "as serious violations of commission instructions" future listing of non-commercial spot announcements as programs of various public service types.

Instances Cited

The FCC said that some applicants for license renewals have broadcast such announcements as school, safety, back-to-school, etc., within programs of recorded music and have then listed the entire segments as educational. Others have added up time given to announcements and have listed the total in the percentage of "talk" programs, or in a special "public service" program category. Others have added non-commercial announcements by type and have reported the total as religious, agricultural, educational or other such programs.

Ira Okun Wiolds Baton For Coast Concert Dep't

Ira Okun has been named head of the concert dep't of the Beverly Hills office of General Artists Corp. He joined GAC in 1951 and has worked in all areas of the personal appearances dep't, as well as the television department.

Okun was head of the cafe dep't in the New York office before his assignment to the West Coast office of GAC.

FINANCIAL

(October 16)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Ch. Lists various stocks like Admiral Corp, AB-PT, Am. Tel. & Tel, etc.

AMERICAN STOCK EXCHANGE

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

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Rust Craft, etc.

James Snyder Appointed WBC Nat'l News Chief

James L. Snyder, chief of Westinghouse Broadcasting's Washington news bureau since Mar 1959, has been appointed national news director for the entire network. Before going to Washington for Westinghouse, he spent 11 years in radio news with WBC news editor and news director KDKA, Pittsburgh.

UTM to Rep Dick Clark For Fairs, Expositions

Chicago — United Talent Management has completed arrangements to represent Dick Clark and his TV show for fairs, expositions, E. O. Stacy, VP charge of the Chicago office, announced yesterday.



# TV Exporters Claim SIA's 'Image' Bars Favor Soviet Shows

The TV Program Export Commission maintains that the government, in its endeavor to show a favorable U. S. image behind the Iron Curtain, has barred certain video entertainment shows from Soviet bloc countries, thus making more air time available in Russia.

In view of this paradox, the Commission has asked the Informational Media Guarantee Division of the U.S. to reconsider its criteria for Soviet programs in Poland and Yugoslavia.

**Classified by McCarthy**  
The Commission's president John G. McCarthy said that under the new criteria "only material will qualify for the convertibility guarantee if it shows the U.S. in a positive, favorable light."  
He told IMG: "Obviously, the countries of Yugoslavia and Poland are in an extremely awkward position with their Soviet overlords if they select very much, any, material of this type. Therefore, the new criteria means we are attempting to force them to take material which they do not take for other reasons and the situation goes largely by itself as far as American programs are concerned, creating a vacuum into which anti-American material is poured."

**IMG Sticks to Policy**  
IMG's Washington headquarters maintained that it could not abrogate its present policy. However, IMG officials conceded the possibility they have applied the new criteria "so stringently" in some instances, and have promised to reconsider "previously made negative decisions."

# Charman News Head Mullins in Denver

Denver — Mullins Broadcast has named George A. Scharman as news director of the dual broadcast operation, KBTR and KTV. Prior to joining KBTR, Scharman was news director at KNS-TV, San Antonio.

# Region Cites Roy, Dale 'Charitable Endeavors'

NBC-TV stars Roy Rogers and Dale Evans have been singled out for a unanimous National American Legion Convention resolution praising their contributions to "Americanism and charitable endeavors."  
William Henry, Arizona delegate, introduced the citation.

# 'FLEXIBILITY' MASTER-KEY TO 4 STAR SYNDIE SALES

"Flexibility" is a many-splendored word to Len Firestone, who is the energetic VP and general manager of Four Star Distribution Corp. It's the master-key to success in TV syndication, he told RADIO-TV DAILY yesterday, and because his company has "flexibility," along with "network-proven product," Firestone predicted, "we'll be number one in our industry within a year."

What kind of "flexibility" does Firestone have in mind? His answer ranged over many of them: in program lengths, viewer appeal, sales logistics, and numbers of episodes, for instance.

Syndicators need both hour and half-hour programs to blanket the market, he asserted, saying:

"While it's true there's a trend to the hour show now, with sponsors swinging over from the nets to local buys of this type, a great many stations still prefer the half-hour form. Also, much of the option time being recaptured by the locals is in 30-minute segments."

### Sees Time-Slotting Vital

Because many series are sold locally on commitments for several years, it is essential, Firestone contends, that they be adaptable for time-slotting in any part of the day or night schedule, without the hindrance of basic youth appeal, or other limiting factors that harass the programmer.

Firestone sees his Four Star sales organization of just five men as "the most flexible in the industry." He continued:

"They aren't limited by the old-time theory of chaining each man to his district. With costs rising the way they are, the rigidity of old-line selling practices is too expensive."

### Would Make Signing Easy

When it comes to "signing on the dotted line," Firestone said, syndie sellers must make it easy for a station to undertake a commitment. He pointed out:

It's more facile for a station to commit for 35 episodes of 'Target: The Corruptors,' than it is for a station to invest in an hour property that has 124 or more episodes. On half-hours, such as with 'Dick Powell's Zane Grey Theatre,' it makes little difference, for they can be played off five times as fast on a strip, across-the-board basis. But in the hours, with a normal two-run contract, a series with 124 episodes would take almost five years to play."

### Cites Another Feature

One other "flexibility" feature was cited by Firestone:

"Stations that sign a contract with us now are being given until October, '63 to begin playing off the series. This has spurred a lot of additional sales."

## CABLE CAR WEARS KGO BOUTONNIERE

20,000 Chrysanthemums  
Ride Powell-Mason Line

West Coast Bureau of RADIO-TV DAILY  
San Francisco — KGO-TV is helping celebrate San Francisco Municipal Railway's golden anniversary by bedecking one of the city's 25 historic cable cars with flowers.

The station used more than 20,000 white chrysanthemums to decorate a Powell-Mason line cable car. The cable car float parade, in which the city's leading merchants participated, will continue through tomorrow.

## Standout Video Ads On Museum Screen

TV's outstanding commercials from 1948-'61 will be included in Television USA: Thirteen Seasons, a special series of kinescopes and films produced for TV to be shown at the Museum of Modern Art beginning in January.

Abe Liss, president and creative director of Elektra Film Studios and a former instructor in film design at Columbia U., is organizing this part of the program, which will include dramatic shows, comedy and music, and education in the arts as well as commercials.

More than 200 advertising agencies and production firms have been asked to submit material for this first project of its kind in the history of the Museum. The TV showing is being aided by contributions from NBC, CBS and ABC.

## WJW to Mount Rostrum With Daily Editorials

Cleveland — Starting Monday, a new editorial voice will be heard in Northern Ohio via WJW-AM-TV. Daily editorials will be presented by editorial director Norman Wagy, veteran newscaster, with the views expressed by those of the station's management.

Editorial comment will be aired on WJW Radio four times a day, starting at 8:10 AM. WJW-TV will televise the editorials at 6:55 PM and 11:15 PM, Monday thru Friday.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: **MEEKER**



## WOWO's Library Gift In 'Carnegie's League'

Fort Wayne — Fred Reynolds, head librarian, Fort Wayne and Allen County Public Library, said this week that the recent gift to the library by WOWO, of nearly 1,000 classical record albums, was the largest single donation since Andrew Carnegie's 1902 grant of \$90,000 to build the library.

## Decker Takes Helm Of N.Y. AP 'Casters'

Albany, N. Y. — Don Decker, news director of WTRY radio, Troy, has been elected president of the New York State Associated Press Broadcasters Ass'n. He succeeds Glenn Williams, formerly news director at WSEN, Baldwinsville, and now director of public information at Onondaga Community College.

Warren Doremus, director of news and public affairs for WHEC radio-TV, Rochester, was elected VP. Norris Paxton, chief of bureau for the AP in Albany, was re-elected secretary-treasurer.

Named to the board was Arnold Albright, news director of WHEN radio, Syracuse.

## Faulk Back on N.Y. Radio As Nightly Host on WINS

(Continued from Page 1)

Mark Olds, Faulk will do some interviewing and "much" local taping. With the exception of occasional coverage of major musical events, the show will be predominately non-musical. Faulk was represented in the negotiation with WINS by his agent, Harold D. Cohen.

The debut of "Program PM" will necessitate the dropping of the late-night, half-hour interview show by Barry Farber on Nov. 9, with Farber to devote full time to being senior roving news correspondent. The nightly "Murry Kaufman Show" will be cut back to a 10 PM end, with Kaufman to get additional weekend time periods.

## 'Sound of Selling'

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Robert M. Light, Southern California Broadcasters Ass'n president, is guest speaker at tomorrow's Sales Promotion Execs Ass'n luncheon in the Statler Hilton. His "Sound of Selling" talk will illustrate SCBA sales promotion campaigns.

## 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

• • • After an absence of several months, Bernie Scherer has rejoined the music publishing enterprises of Sammy Kaye, and will serve as professional manager of the Kaye firms, Republic and World Music. Sammy is guest bandleader on the "Merv Griffin Show" this week, prior to departure for a concert tour that will cross the country, swing as far south as Texas and include some of the top college towns and locations . . . Pat Boone may hit Gotham in a few weeks before winging to England for the premiere of his new movie, "Main Attraction" . . . CBS director Martin Carr may form his own production company . . . Send get-well cards to Doug Keating (he's manager of Stetson on Fifth Ave.) at Grand Central Hospital . . . For the third time in three months, Cy Harris returns to the Coast to do the AC Spark Plug Commercials on the "Larami" show.

★ ★ ★ ★

• • • Meet: Jackie Gleason, who's riding the crest of towering ratings for his new "American Scene Magazine" series on CBS-TV.



GLEASON

Back in the medium that spawned him, he's a welcome sight to millions of American families that have loved and laughed with him. Jackie has been an entertainer since he was 15 and emceeing at the Halsey Theatre in his native Brooklyn. At 19 he was a star on the nightclub circuit, making his most forceful impression at the famed 18 Club on 52nd St. His spectacular TV rise came on Dumont Network with his "Cavalcade of Stars" and, in 1952, a booming star, he signed a long-term CBS pact which runs thru 1972. Jackie was nominated for an Academy Award for his screen portrayal of Minnesota Fats in "The Hustler," and is being boomed again for stellar bids for his own "Gigot" and "Requiem for a Heavyweight." Broadway signaled him with a Tony Award as the brightest performer of the year in "Take Me Along." But, as Jackie insists, "TV is where the action is." His new key-phrase, "How sweet it is?"—is happily chiming along the channels.

★ ★ ★ ★

• • • George Schmidt joined Radio-TV Representatives as New York sales manager, and Tom O'Brien comes in as sales exec . . . A new morning personality will be introduced to WINZ listeners next week when veteran wake-up man Al Leibert joins the Miami station . . . David Alber has been elected president of C.F.C. Industries, Inc., publicly-owned investment company. Dave is also founder and president of David O. Alber Associates, PR firm here . . . Argentinian actress Paulette Christian a likely candidate for a major role in "No Strings" . . . Pretty singer Cally Dodd just arrived from an extended engagement in Puerto Rico to make personal appearances for her newest Mercury release, "Man" . . . Comedian Irwin C. Watson, a favorite of Sammy ("Golden Boy") Davis, Jr., is mulling a TV special that may spell a series for this versatile young man . . . Mimic Dave Fry is a novel young performer with a brilliant future ahead of him . . . Singer Leslie Scott jets to the Habima Theatre in Israel for a command performance.

★ ★ ★ ★

• • • Off the Record: Bobby Darin's first Capitol album, "Oh! Look at Me Now," and a lavish three-record set of 36 Frank Sinatra performances titled "The Great Years" are among the highlights of Capitol's 21-album October release . . . An Otto Klemperer-Philharmonia Orchestra performance of the complete Brandenburg Concerti highlights Angel Records' October presentation of six new albums . . . "Ramblin' Rose," the Nat King Cole single which has sold over 800,000 copies since its release in mid-July and is currently the country's No. 2 record, is being played on the air so much that Capitol has been flooded with requests from radio stations for additional promo copies.

## Ruark Cheers Grid Nov By CBS' Dave Cameron

Syndicated columnist Robert Ruark devoted a recent column to praise a novel written by writer for the Phil Rizzuto C Radio program. Ruark notes: "All-American tackle Dave Cameron's book, "Nine Saturdays in a Year," can stand up in the clearly written department with a book you have ever read about bullfighters, aviators, senators satyric interns."

## Official 'Bio' Signs 18 Banking Sponsors

Five more banks have bought sponsorship of "Biography," Seymour Reed, president of Office Films, reported yesterday. It brings the category a total of financial institutions. "Biography" to date has registered 147 major sales domestically.

First Pennsylvania Banking Trust Co. will underwrite series on WRCV-TV, Philadelphia, via N. W. Ayer & Son. Other are American National Bank, Liberty National Bank, Oklahoma City; Michigan National Bank, Lansing, and Walker Bank and Trust Co., Salt Lake City.

Latest station buy is WBZ-TV, Boston, the second Westinghouse station to lease the series, other being KYW-TV, Cleveland. Other recent sales were to KOL-TV, San Antonio, WSAZ-TV, Huntington, W. Va., WDEF-TV, Chattanooga; KFYZ-TV, March, N. D.; KSLA-TV, Shreveport; KGNS-TV, Laredo, Texas; KFBC-TV, Cheyenne; KELO-TV, Sioux Falls, S. D., and WKOW-TV, Madison, Wis.

## Davis Joins Denver TV

Denver—Clyde Davis has joined the news staff of KOA-TV coming from a similar post at KWTW, Oklahoma City. He was at his former post since 1955.

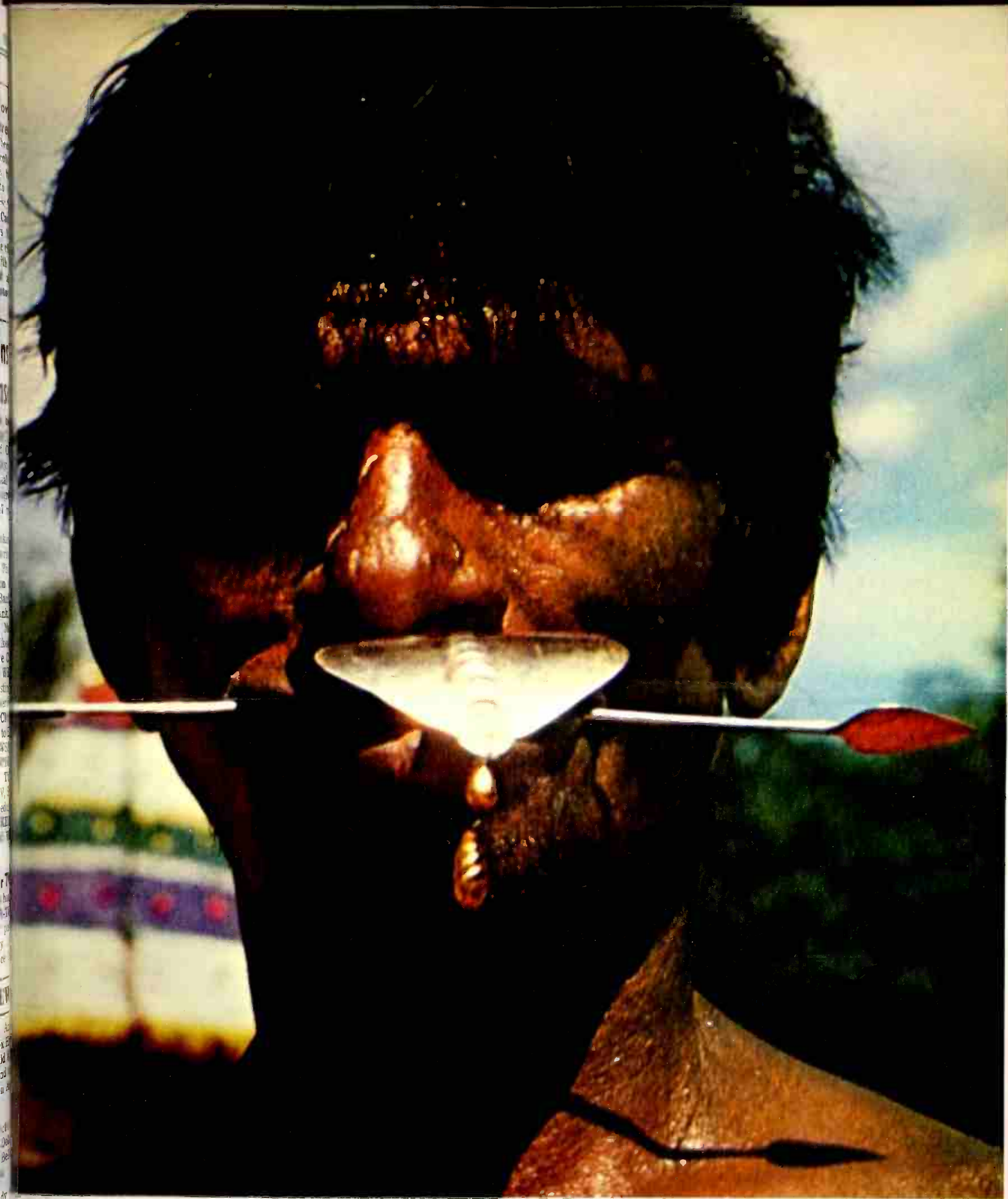
## STORK NEWS

A daughter, Tracey Ann, born yesterday at Lenox Hill Hospital here to Mrs. Donald Klau. Dad is vice president and national sales manager of Seven Arts associated.

KBOX news director Moore, and his wife, Dola, comed a son, Kevin Belle Baylor Hospital, Dallas.

Dave and Alice Roddy by the parents of a girl, Alyssa Lynn. Dad is a deejay at WBirmingham.

It's a boy, Erich Stever CBS Radio Spot Sales director sales research, Otto Rohleder his wife, Joan.



**Suddenly he talks the sponsor's language  
...because millions of TV viewers will listen!**



NOW! THE EXCITING AND COLORFUL WORLD  
OF TRAVEL-ADVENTURE IS HEARD AS WELL AS SEEN!

A Television "First" For Extra Sales Impact!



*Jack Douglas*

in association with

*Bing Crosby Productions*  
presents

# *Across The Seven Seas*

Totally new! Completely true! Entirely different! "Across the Seven Seas" changes all your ideas about the silent world of documentaries, travelogs, and adventure shows. Here's a *new standard in commercial entertainment!* A *new dimension of realism!* A *new series that anticipated the impact of Telstar in boosting America's interest in travel-adventure to an all-time high!* A *new format to attract and sell the entire family!* A *new way to build higher ratings in your market!*

*Beautiful* . . . every program a quality major production, in breath-taking color. *Bold* . . . startling adventure and people from other worlds, now seen and *heard* for the first time. *Believable* . . . ingenious sound equipment records people talking, singing, performing—a "first" in documentary programming — puts this new series in a class by itself.

**Jack Douglas, king of travel-adventure  
from around the world to the TV screen**



# 4

exciting  
new formats  
in one great  
series

**'SUNDOWN'**  
a tour of the world's  
most exciting cities  
after the shadows fall!

**'ADVENTURE'**  
fascinating exploits  
of modern-day  
Marco Polos!

**'AT HOME ABROAD'**  
colorful, true travels  
to the four corners  
of the earth!

**'THE FABULOUS FIFTY'**  
unusual journeys  
throughout  
the 50 states!



# 39

half-hour  
color "specials"

**AVAILABLE**

Including:

Paradise After Dark!  
Look My Women to Africa!  
The Open City!  
Three Men On A Raft!  
Honeymoon At Sea!  
Sin, Sex, and Samurai!

**ALL NEW! ALL TRUE!**

**ALL IN COLOR!**



ows, now brings fascinating people  
and lets them speak for themselves!



Success is a  
*Jack Douglas*  
Tradition

**I Search for Adventure**  
(Distributed by Banner Films)

**Kingdom of the Sea**

**Seven League Boots**  
(Distributed by Screen Gems)

**BOLD JOURNEY**  
(Distributed by Banner Films)

**Sweet Success**  
(Distributed by ITC)

**KEYHOLE**

(Distributed by Ziv-UA)

Top ratings! Sales impact!  
Blue Chip sponsors all the way:  
American Home Products, Ralston-Purina,  
Swift & Co., Sears & Roebuck,  
Best Foods, Ford, Procter & Gamble, Colgate,  
and dozens of others.

**NOW!**  
*Across*  
**The Seven Seas**

Call, wire or write:  
**The Jack Douglas Company**  
8833 Sunset Boulevard  
Hollywood 69, California  
(OL 5-7790)

Foreign Distributor  
**International Television Film  
Distributing Company, Inc.**  
6314 La Mirada Avenue  
Hollywood 38, California

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AN OPEN LETTER TO BROADCASTERS FROM BASIL GRILLO  
*President*

*Bing Crosby Productions*

"It may seem like quite a jump for our company from BEN CASEY to ACROSS THE SEVEN SEAS. Actually, aside from the wide differences in format, the two programs have much in common.

"Before deciding to join Jack Douglas in this venture, we at Bing Crosby Productions had the opportunity to inspect numerous completed episodes of the series. We were unanimously and enormously impressed with the quality of the series—quality which, according to reliable film specialists, is unmatched in the field of non-fiction. It is a handsome product—the best of its type made anywhere. Equally important from our point of view, it is wholesome, colorful, absorbing family entertainment. It is a series capable of achieving high ratings, and serving as an ideal showcase for any sponsor's products.

"We are proud of our association with ACROSS THE SEVEN SEAS, and I personally am pleased to reaffirm our support of this bright and impressive Jack Douglas series."



**Across The Seven Seas, the giant idea in  
travel-adventure...the surest promise of success**

# GUEST STARS

Daystar exec producer Leslie Stevens inked Walter Pidgeon and Peter Graves to star in the "Mr. Bigston" series for ABC. . . . Regy Wood signed to guest in "An Ancient Office" stanza of "Dr. Mhare" . . . Frank Overton, Charles Briggs and H. M. Wynne are before the cameras for "Days to Moose Jaw" for Sue's "The Virginian."

Arthur O'Connell and Joanna Moore have taken to "The Green, Ten Hills" for Chrysler Corp.'s "Empire" skein . . . "The Highmen," popular folk singing group, are set for a quadruple of spots on CBS-TV's "Ed Sullivan Show" . . . "Wagon Train" stars Jack McGrath and Terry Wilson sign a trail through a pile of photographs at a Fort Collins, Colo. public appearance.

"Jazz Scene U.S.A." producer Annie Baker tapped "The Firehouse Five" for an episode . . . Walston, Anne Helm and Peter Leeds cast in "Devil in the White" teleplay of "Wide Country," NBC-TV . . . Mike Connors being an Irish hood in ABC-TV "The Eddie O'Gorman Boy," rolling at Desilu-Culver studios.

Toria Graham returning to ABC-TV for "All the Losers" and "Sam Benedict" . . . Renara Dani in title role of "A Saint for a Day" part of the Gene Kelly series, "Going My Way" . . . David L. Lerner directing "Beaver the Great," being lensed for "Leave It to Beaver" . . . Edwin Chandler and Joan Swift added to cast of "The Eddie O'Gorman Boy" . . . "Naked Steel."

"Bobie Gillis" regular Sheila Simmes resumes her running role of "Zelda" in the series . . . John L. Lee directed by producer Everett Ruess for "Three Guns for the Madonna" stanza of "The Mad Bridges Show" . . . Carol O'Connell in title role of "Whatever Happened to Miss Illinois?" drama of "Premiere Presented by Fred F. Lewis."

## Sores Claim Sales Boost KDKA Book Reviews

Pittsburgh—KDKA is airing for its second year on its "Program Review" a 10-minute weekly review of paperback books by Dr. Samuel Hays, Duquesne U. English professor. District book stores have reported increased sales of paperback books commented on by Dr. Hays "in his usually witty manner."

# New Tower Beams Milwaukee Channel

**Milwaukee** — Each of the three legs on WITI-TV's new 1,078-foot tower were dedicated to a facet of the broadcast service — "Entertainment," "Community Affairs" and "News and Editorials" — at formal ceremonies attended by more than 400 civic, business and broadcast leaders.

Tom Moore, VP in charge of ABC-TV, dedicated the "Entertainment" leg; Mayor Henry Maier the "Community Affairs" leg, and Storer Broadcasting president George B. Storer, Jr., the leg "to the most important facet of our service . . . News and Editorials."

WITI-TV general manager Roger W. LeGrand outlined the new tower's brief history, noting it is the tallest self-supporting tower in the United States. He said it is the first step in expansion and improvement plans of Storer Broadcasting, which owns the ABC affiliate. Wisconsin Gov. Gaylord Nelson opened the dedication ceremonies.

# Supreme Court Weighs TV Pix Block-Booking

(Continued from Page 1)  
decrees dictate against block bookings.

For the distributors, attorney Mervin C. Pollak said that, with the large number of feature films available for TV, it was the stations rather than they who had the bargaining strength.

Nizer said the government has conceded there is no issue of monopoly of the market or conspiracy between the defendants. The Paramount case, he said, has no application here. He argued that major film distributors in the Paramount case controlled most of the product which represented 100 per cent of the entertainment provided by theatres, but that feature films represent only a small part of entertainment available to TV stations, and that the defendants, control only a small percentage of the total number of feature films available.

Friedman said the lower court was justified in imposing the injunction against block-booking to TV stations, but that it should not have decided it would be all right for a film distributor to withhold offering individual films until he could canvass a market for a buyer on an entire package. He called this "temporary block booking."

## CP Okayed for Texas

**Robstown, Tex.** — FCC has approved a CP for a new standard radio station on 1510 kc to be operated here by George Leon Gossage.

# AGENCY NEWSCAST

By RALPH TYLER

Ten TV network shows will carry commercials featuring Courier, Philco Corp.'s new 16-inch portable TV set, this month and next on ABC and NBC. Shows include "Naked City,"

"Who Do You Trust," "Camouflage," "Jane Wyman Presents," "Seven Keys," "Sam Benedict," "Hawaiian Eye" and "77 Sunset Strip." . . . Ralston Purina, which last month completed its 60-day test campaign of Northeast Radio Network, has established a year's association with the regional radio network division of Ivy Broadcasting Co. The 12-month plan consists of sponsorship of and association with the farm programming features of Northeast. The Ralston Purina messages will feature the combined talents of singer Eddy Arnold and announcer Ted Hodge, general manager of the regional net.

Reddi-Wip has begun a 10-week ad and promo campaign this week, with a free pumpkin (or mince) pie offer to consumers. One-minute commercials announcing the offer will appear on such CBS-TV programs as "Calendar," "I Love Lucy," "Pete and Gladys," and "The Real McCoys" . . . Employees of Ted Bates & Co. will donate blood to the agency's annual blood bank drive tomorrow.

First exhibition of busts of eight famous men done by Leo Cherne of New York City, who is a sculptor as well as executive director

## Thought for Today

*"There are three things that make a business successful: management, people with capacity, and the great intangible—spirit, the desire to do a good job."*

—Sigurd S. Larmon,  
Retiring Y&R board chairman

of Research Institute of America, is being held this week at the College of Idaho, Caldwell, Id. . . . Tucker Wayne & Co., Atlanta, has been appointed agency for S.S.S. Tonic, effective Jan. 1. The company bills more than \$1 million in advertising.

**Houston Happenstance:** Southwest Equity Investors has retained Ernest Griezis & Associates to handle advertising and PR . . . Ed LaGrange has been appointed art director for Campbell-Hazelrigg. He was associate art director for a New Orleans agency . . . Two new VPs, Charles E. Watkins and Donald E. Smith, have been appointed in a staff realignment of Advertising Associates. Steve B. Swan was named senior account executive; John Esposito, chief of radio-TV production, and Mrs. Enid Lerch, art dept. production manager.

# BANKS VAULT TO INVEST IN 7 ARTS CONCERTCASTS

Eight banks are now sponsoring Seven Arts' 13 one-hour TV concert specials featuring the Boston Symphony Orchestra, including two which purchased the series directly, according

to VP-general sales manager Robert Rich. The two outright sales were to the Gate City Savings & Loan Ass'n of Fargo, N. D., and the Valley City National Bank of Des Moines.

In New York, Manufacturers Hanover Trust has been sponsoring the series Sundays on WNEW-TV since Aug. 19; in Louisville, Citizens Fidelity Bank is co-sponsoring with the Stewart Dry Goods Co. on WAVE-TV since Oct. 7; in Lexington, Ky., the Bank of Commerce is sponsoring the program weekly on WKYT-TV since Sept. 23.

The Nebraska Savings & Loan Ass'n of Omaha will sponsor the concerts on Omaha's WOW-TV; the Merchants National Bank of Bangor, Me., will sponsor on WABI-TV; in Columbia, S.C., the Home Federal Savings & Loan Ass'n will sponsor Sunday show-

ings on WIS-TV, beginning Oct. 28.

In the latter instance, Home Federal said it will use the series not only to build its image, but also to promote cultural activity in its community by featuring interviews with various civic leaders in the middle commercial period.

In addition to WIS-TV's on-air promos, the bank is sending announcement letters and tune-in invitations to some 400 education leaders in the community, as well as to each of its customers. A week prior to the debut, it will hold a preview showing for the local press and various civic groups. Home Federal and the station will also run tune-in ads in local newspapers prior to and during each of the 13 weeks of the series.



## Gardner Tops Shifts Of NBC Radio Execs

Five NBC Radio organizational changes have been announced by executive VP William R. McDaniel, topped by the appointment of Howard G. Gardner as the web's sales administration-development director. Formerly sales development manager, he reports to sales VP William F. Fairbanks.

Robert C. Hitchens was named NBC Radio sales planning director, reporting to McDaniel. He had served as the web's sales presentation manager. Appointed sales development manager was Joseph Kelly, formerly an analyst in the Sales Development Dept., who reports to Gardner.

### Bernstein Promoted

Jack Bernstein was promoted to sales presentations manager, reporting to Hitchens. He had been a writer in the Sales Presentations Dept. Herbert Brotz was named business affairs manager, reporting to Miss Marion Stephenson, NBC Radio administration VP. He previously was budgets manager.

## 4 More Join the Dance To B'way-Latin Beat

Independent TV Corp.'s "Broadway Goes Latin" has signed four more markets in the last few days. The new stations to buy the half-hour, music-variety series produced by Milton H. Lehr are WAST, Albany, N. Y.; KTVT, Ft. Worth; WBRE-TV, Wilkes-Barre, and WFGA, Jacksonville.

Other recent sales include, WLOF-TV, Orlando; KROD-TV, El Paso; WLOS-TV, Asheville, N. C.; WBOV-TV, Salisbury, Md.; WTVT, Tampa, and WTVJ, Miami.

## Execs Here for NAB Meet

(Continued from Page 1)

will be held tomorrow afternoon on such problems as AM overpopulation, CATV growth, management affairs and the codes, followed by a reception. Friday's Q-A round-table discussion led by NAB staffers, will close the conference.

## Video Reading Service Includes Phila. Suburbs

Philadelphia — WCAU-TV has extended its TV reading service to encompass both Philadelphia and suburban schools and libraries. Currently, over 300 institutions subscribe to the program bibliography for junior high and high school-age youngsters in a 15-county, three-state region.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Carol Lynley signed as guest star of Alcoa Premiere's next segment, "Whatever Happened to Miss Illinois," script by Alvin Boretz, rolling today at Revue Studios. . . . Actress will play the runner-up of a national beauty contest. . . . Jim Richardson, former City Editor of the defunct Los Angeles Examiner, is one of the Fourth Estate's grand old men. He was actually loquacious when KTLA newscaster Bill Stout staged a live remote from the paper during its controversial demise. That show was voted a special award for live coverage by the Southern California Radio-TV News Association. In accepting a trophy at the annual awards banquet Stout said, ". . . Jim Richardson's skathing verbal crossfire was most significant and I believe he's the one who really deserves this award." So saying, Stout marched down the aisle and presented the surprised newsman with the coveted Golden Mike.

• • • Andre Previn has been signed for five consecutive appearances on the Steve Allen Show. Previn tapes his initial show on Oct. 24 and two on Oct. 25. His wife, lyricist Dore Langdon, will appear on two programs with him. . . . Hugh Marlowe and his wife, K. T. Stevens, have been signed by producer Joan Harrison to co-star in "The Day of Reckoning," hour-long episode of CBS-TV's "Alfred Hitchcock Show," marking third time they have appeared together in a telefilm. Jerry Hopper has been set to direct the segment filming this week.

• • • KGBS, in cooperation with the Catholic Archdiocese of Los Angeles, has initiated a series of 13 weekly programs dealing with the "Life of Christ." Produced for KGBS by the Sisters of the Immaculate Heart, programs are under the direction of Father John Urban, secretary of communications for the Archdiocese. Series will air Sundays at 9:15 AM. Station is also currently producing a series of 52 programs for the University of Judaism, L. A., being carried by Storer Station WGBS, Miami; WIBG, Philadelphia; WJW, Cleveland and WSPD, Toledo.

• • • Bill Harmon, associate producer on Four Star's "McKeever and the Colonel" series has been granted a release from his contract by Tom McDermott so he may accept a position as managing director of a new TV station in Sydney, Australia. Harmon leaves this week for Sydney where he will take over NLT Productions, which will become the third TV channel in Sydney. . . . Charles Young, Channel 11 (KTTV) sales director, has returned from a tour of the station's new offices in New York and Chicago. . . . Michel Panaieff, celebrated ballet master, guests on the Steve Allen show tomorrow night and will have Steve up-on-his-toes. . . . John Farrow, who recently directed his first TV show, an Empire segment, is currently helming "Echo of a Man" episode of the NBC series, the first to be filmed in Hollywood. Previous shows have been located in New Mexico. Outstanding classical compositions were performed by the three "Harmony" award winners and the Young Musicians' Foundation Orchestra, during the special "Debut" colorcast, on KRCA (Channel 4), Monday night. Elmer Bernstein, composer-conductor appeared as host.

## Geo. Storer, 'Man of Year'

(Continued from Page 1)

in his family to form Fort Industry Oil Co.

His negotiations to buy some oil advertising on 50-watt WTAL, Toledo, ended in purchasing the station. The call letters soon were changed to WSPD, to signify Speedene, name of his oil product. With a year WSPD's power was up to 250 watts and it had joined the then-fledgling CBS net as its eighth member.

Storer soon sold the oil business to Standard Oil of Ohio and began a process of acquiring and improving radio stations. In 1944, WGBS, Miami, became the seventh station in the group, the maximum number allowed by the

FCC at this time.

After the war, he launched three major TV stations in eight months — WSPD-TV, Toledo, WJBK-TV, Detroit and WAGA-TV, Atlanta. The other two Storer TV stations, WJW-TV, Cleveland, and WITI-TV, Milwaukee, were acquired in 1954 and 1958, respectively.

Because he was limited in the number of radio stations allowed by the FCC, he followed a process of relinquishing a profitable property in a smaller market for a station in a larger market. Today he operates radio outlets in New York, Philadelphia, Los Angeles, Detroit, Cleveland, Miami and Toledo.

## Wm. Morris TV Station Holding N.Y. Conference

Staff conferences of the New York TV department of the William Morris Agency are currently under way as a follow-up to the annual series of meetings recently concluded at the company's offices in Beverly Hills. Sales reps of the agency in the East are also contacting TV network officials and agencies and sponsors to acquire them with results of the West Coast meetings.

### Regularly Yearly Event

With the development of new TV films and live projects a prime consideration, the early Fall series of conferences of top-level Manhattan office TV personnel on the East is now a regular yearly event.

Sam Weisbord presided over intensive joint meetings which spanned a period of three weeks. Wallace S. Jordan is head of the agency's TV department, headquartered in New York. Extensive discussions were held with writers, performers, directors, producers and execs of production companies.

## Is Price-Gouging a Cause Of Inter-Racial Friction?

Chicago — How price gouging and the American dream of owning a home combine to form race relations will be explored in WNBQ Saturday in a half-hour special, "The House on Congress Parkway."

The documentary was written by John Gibbs and narrated by Charles McCuen of NBC News.

## Powell Is Now Chairman, McDermott 4 Star Prez

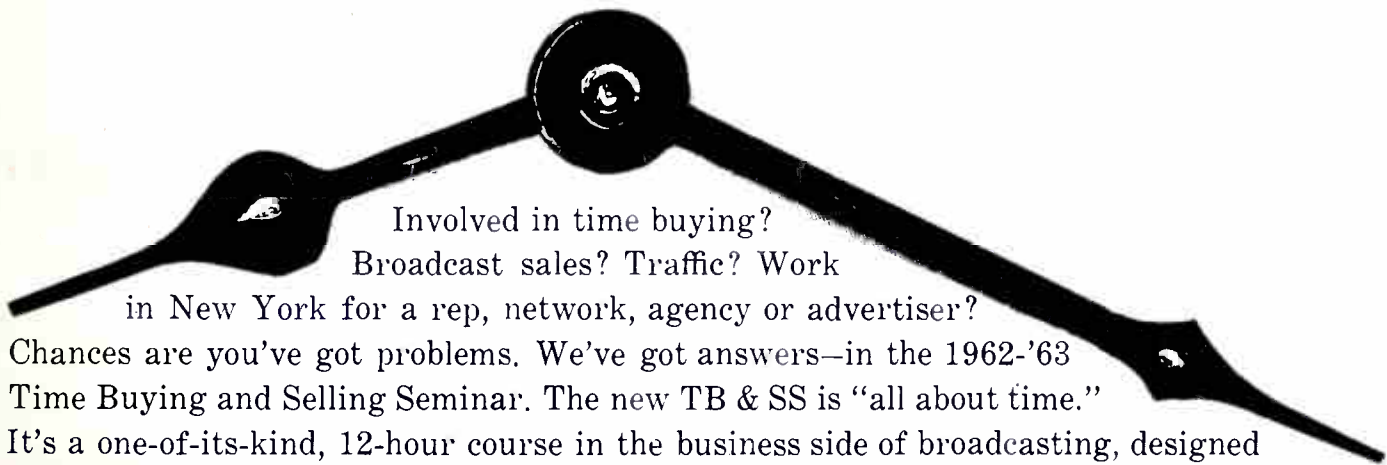
West Coast Bureau of RADIO-TV DAILY

Hollywood — Four Star TV board of directors yesterday elected Dick Powell its chairman. Thomas J. McDermott, president and George A. Elber, executive VP. Powell had been president since inception of company. McDermott joined Four Star in 1959 as exec VP and chief executive. Elber joined Four Star in 1965 as first VP.

## Mothers-in-Law Lauded By Win-a-Trip Contest

Pittsburgh — Mothers-in-law, often the butt of jokes, will get the last laugh in a contest sponsored by KQV Radio. Listeners are asked to write the answer to "Why does your mother-in-law deserve a trip?" Grand prize winner will get a \$500 send-off from the station.

# All about time... in 12 hours



Involved in time buying?  
Broadcast sales? Traffic? Work

in New York for a rep, network, agency or advertiser?

Chances are you've got problems. We've got answers—in the 1962-'63 Time Buying and Selling Seminar. The new TB & SS is "all about time."

It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed to help make your work easier and provide the know-how that can mean faster advancement.

¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling. Sessions: Eight, 5:30 to 7:00 p.m., every Tuesday starting October 30. Instructors: Industry executives representing advertiser, rep, agency and network operations. ¶ Enrollment is limited to 75. So use the coupon below *today* to reserve your place. (The check you send is tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, International Radio and Television Society, PL 8-2450.

Enroll me immediately in the 1962-'63 IRTS Time Buying and Selling Seminar (Fee: \$15)

Check enclosed

Please bill me

Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_

TIME BUYING AND SELLING SEMINAR • INTERNATIONAL RADIO AND TELEVISION SOCIETY • 444 MADISON AVENUE, NEW YORK 22, N.Y.



## CUT IN LOCAL TV, STAFF SHORTENS LICENSE TERM

Mankato, Wis.—KEYC-TV has been given a one-year short-term license renewal. The FCC said the action was taken because of a sudden cut by the station in personnel and in local, live programming without the commission being notified. Commissioners Hyde and Graven voted for three-year renewals, while concurring with the letter which went to KEYC-LEE TV, Inc.

The FCC said the station had applied for change of studio location to Mason City, Ia. with a proposal to cut staff and to operate as a complete satellite of KGLO-TV in that city. It also pointed out permission to close down the Mankato studio temporarily, pending FCC action on the proposals, had been denied.

The commission said it had received complaints from viewers about elimination of local programs. Queried, the station had acknowledged a cut of 50 per cent in employees, and much more than that in production employees, with less than 14 hours of local live programs in two weeks. The commission said it objected to these steps without notification. It also questioned new promises to return to past local programming with five production employees in place of the old 17.

The short-term renewals, it was explained, is to test "the bona fides of your program plans."

## Sy Shaffer Pens Ditties For Trio of Sponsors

Sy Shaffer Enterprises has just completed the music for a Ship 'N Shore Blouses commercial for BBDO, Lee Nemitz producer. The firm also created and produced a jingle for Dixie Peach Hair Cream, via Shaller-Rubin, David Nathan producer, and a jingle for Cocoa Marsh, through Hicks & Greist, John Donnelly producer.

## WEDDING BELLS

### Hamparian-Kasbarian

Alice Hamparian and Charles Kasbarian were married Oct. 14 in N. Y. Bride is with CBS-TV network sales; groom is with U. S. Navy civilian staff.

### Moran-Pelletier

Nuala Moran, WQXR press-promotion department assistant, and Robert E. Pelletier, of the N.Y. Times promotion department, were married in the Church of the Immaculate Conception, Elizabeth, N.J.

### Levitan-Kohner

Don Levitan, KADY & KADI-FM station manager, and Helene Darrish Kohner were married in St. Louis this week.

## GROCCERS GROUP TO FETE GERITY

Station Owner Honored For Community Service

Bay City-Saginaw, Mich. — The Grocer's Manufacturers Representatives of Michigan will honor James Gerity, Jr., president of stations WNEM-TV-FM here and radio station WABJ, Adrian, Mich., at a dinner tonight in Saginaw.

Gerity will be presented the keys to the Flint-Saginaw-Bay City tri-cities and given a scroll by the president of the ass'n citing him for his work for community betterment. It is the first time the organization has singled out an individual for honors.

## SMPTE to Hear Talk By NET's Robertson

James Robertson, NET VP for network affairs, will speak at Tuesday's SMPTE awards presentation during its 92nd convention at Chicago's Drake Hotel, Oct. 21-26. His talk, "What Have You Done!" will describe both the good and bad results of TV's rapid growth in importance, noting educational TV as one of the most beneficial results.

In discussing ETV, Robertson will stress nine areas where it is dependent on technical assistance. The speech will echo the theme of the SMPTE convention — "Communications Progress: TV and Motion Pictures in Industry and Education."

## Dick Carr Goes to WIP As Paulsen Joins WNEW

Philadelphia—Richard F. Carr has been appointed program director of WIP here, replacing Varner Paulsen who has been named to head programming for WNEW, New York. Both men are Metropolitan Broadcasting outlets.

Prior to his appointment, Carr was program director of WCUE, Akron, and before that was an on-air personality for WBNY, Buffalo; WHDL, Olean, N. Y., and WESB, Bradford, Pa. He produced radio and TV programs for the Army as a public information officer.

## MCA Adds 22 Markets For Off-Net Hours

The sale of its off-network full-hour programs in 22 additional markets has been announced by MCA TV Film Syndication Division.

"Thriller" has added WISN-TV, Milwaukee; KOTA - TV, Rapid City; KARD-TV, Wichita; KLIX-TV, Twin Falls; WKY-TV, Oklahoma City; and WLUC-TV, Marquette (Mich). "Frontier Circus" was sold to WSPA-TV, Spartanburg; WOOD-TV, Grand Rapids; WLKY-TV, Louisville, and WSJV-TV, South Bend-Elkhart.

### Several New Buyers

Newest purchasers of "Checkmate" includes WLOS-TV, Asheville (N.C.); WSJV-TV WOOD-TV; WKY-TV; KALB-TV, Alexandria; WXIX, Milwaukee, and WSBA-TV, York. Other newly reported sales of full-hour off-net programs by MCA TV include "Riverboat" to KOTA-TV; WCKT, Miami; KMBC-TV, Kansas City; and "Suspicion" to KOTA-TV, and KLIX-TV.

## Portrait of Hammar skjold Launches '62 'Century'

"I Remember: Dag Hammar skjold," portrait of the early years of the late UN secretary general, will launch CBS-TV's sixth year of "The Twentieth Century" Oct. 28, with Walter Cronkite as the host.

The documentary was filmed entirely in Sweden, showing the places and people who were significant in the statesman's youth. Told by his friends and associates, the portrait will view his education, personal life and early political career.

## Gov't Control Peril Exposed

(Continued from Page 1)

ous licenses have been granted. Urging outlets to operate news and editorial departments at highest possible levels, he added that the most responsible community voice would be the survivor in event of a cutback.

Hyde, long acknowledged a firm advocate of freedom for broadcasters, told the Utah Broadcasters' association at its Ogden meeting that, if any Federal authority tried to apply standards to print media and the theatre as they have suggested for air media, the courts would not tolerate it. He admonished his audience not to seek governmental solutions to radio's "overpopulation" because that is the road to stronger central control.

"Representatives of the several branches of the government, which in a large measure is de-

## Ad Researchers Issue Broadcast Ratings Guide

Martin Mayer's "The Intelligent Man's Guide to Broadcast Ratings" was issued recently by Advertising Research Foundation. Copies of the booklet are available without charge from the ARF, a non-profit organization of 300 advertisers, advertising agencies, media and universities.

## NTA Adds Another To 'Top Rank' Sales

With seven stations sales in the past four days, National Television Associates now has increased the outlets to 50 for its 25 first-run J. Arthur Rank features.

Among "Top Rank" buyers are KOMO-TV, Seattle; KHQ-TV, Spokane; KATU-TV, Portland, Ore.; WCSH, Portland, Me.; KATV, Fresno; WOI-TV, Ames, Moines, and WAKR-TV, Akron, according to NTA's sales VP, Rodgers.

## 'Rebel' Series Kick-Off In New Nashville Studio

Nashville — Several notable in broadcasting and politics were on hand recently to help launch ABC Films' "The Rebel" series at the newly opened WSIX studios here.

Participating in the activities were William Seiler, ABC Films southern manager; Frank Clement, former governor; Neville Ellinger, Washington attorney; Drue Smith, ABC Radio reporter; James McCann and William Stubbs, Peters, Griffin, Woodward account execs, and WSIX president Louis Draughon.

pendent for maintenance of its integrity upon free speech, would nevertheless exercise over surveillance of your program," he said. "Free enterprise industry as represented in broadcasting, shows a disturbing interest in seeking economic protection though limitations on competition. Time is out of joint, something is wrong in this land."

### Points to Dictatorships

The FCC, Hyde said, is considering passing judgment on programs in granting license renewals. He scolded station management which seems "to acquiesce in the practice." According to Hyde, "an unsubservient communications service can be a bulwark of democracy" and dictatorships always seek control of the means of expression.





Indiana University Library  
Bloomington Ind

## S CHANNEL-CROSSING ALL WET?

### Lenders Get Warning to Beware 'Casters Violating FCC Rules

Lenders licensed by the Small Business Administration have been warned they must observe FCC rules in making loans to broadcasters, because of potential delays in the commission's processing of applications for license renewals or licenses if the rules aren't strictly observed.

The warning, which obviously allowed representations by the SBA, noted that if the applicant doesn't follow the rules he must be advised of the errors, and loan contracts sometimes must be renegotiated to eliminate the violations.

Among the specific warnings issued by the SBA were:  
If a lender of money to a corporate broadcaster or a prospective buyer of a station is not to be a holder of its voting stock, the loan

(Continued on Page 4)

### License Bid by 3 Stalled for 'Character' Check

Washington Bureau of RADIO-TV DAILY  
Washington—FCC has held up three applications for license renewals and new stations in which Earl W. Daly, Robert C. Miteley, Jr., and John M. Latham have interests. The commission questions past dealings bearing on character qualifications of the licensee.

### STATION IS TOLD! DEAL WITH AFTRA

NLRB Finds KXTV Guilty  
Of Unfair Practices

Washington Bureau of RADIO-TV DAILY

Washington—The NLRB yesterday upheld a trial examiner and found KXTV, Sacramento, Cal., guilty of unfair labor practices. It ordered the TV station to bargain with the AFTRA local, to stop making changes in wages and employment conditions with-

(Continued on Page 4)

### Ackerman Signs Up For SG Long Hitch

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Screen Gem's VP

and exec producer Harry Ackerman has signed a new long term contract which starts on expiration of his present pact next July. Signing was announced by William Dozier, VP in charge of SG coast activities.

Ackerman now supervises "Denise the Menace," "Hazel," "The Donna Reed Show," and "Our Man Higgins," and is preparing several new shows for '63-'64.



ACKERMAN

### 'Man of Year' Storer Asks Full Resistance To Federal Intrusion

The industry's mounting concern over government efforts to influence programming patterns and their subject matter yesterday drew from veteran broadcaster George B. Storer an impassioned plea for all-out resistance to such Federal intrusion, "even in a minor degree."

He coupled these remarks with the recommendation that the next Congress busy itself on appropriate legislation to protect licen-

(Continued on Page 11)

### N.Y. Station Files Answers On Minor Candidate Tiff

WMCA, New York, has replied to an FCC query about a protest from Eric Hass, Socialist Labor Party candidate for governor of New York, that he was asked to share his appearance on a program with another candidate, although his Conservative Party opponent appeared alone.

The station said the program, "Barry Gray Show" is a live news and discussion show which interviews newsworthy guests and is "clearly exempt from the equal opportunity requirements of Sect. 315 of the Federal Communica-

(Continued on Page 5)

### NBC's Chotzinoff Speaks At Toscanini Memorial

Samuel Chotzinoff, NBC Opera Co. producer and music consultant for the net, will be chief speaker at the America-Italy Society's Toscanini Memorial program Nov. 14, at Ferris Booth Hall, Columbia U. Chotzinoff was closely related with the conductor, who headed the NBC Symphony Orchestra from 1937-'54.

### ITC's Mandell Departing For Far East Meetings

Abe Mandell, ITC's executive VP, leaves next Wednesday for the Far East to meet with local area managers. His itinerary includes Japan, Korea, Formosa, Phillipines, Hong Kong, Bangkok and Australia.

### Commercial-to-ETV Shift to Other State Proves N.H. Puzzler

West Lebanon, N.H.—A local issue deep in the heart of New Hampshire is proving a knotty puzzle whose loose ends are still unraveling.

The mystery came to light when the FCC received a protest on its action moving a commercial channel already applied for across a river and into another state and assigning for educational purposes in an area that has had one ETV going begging for ten years.

Nelson A. Crawford, president of Upper Valley TV Broadcasters, West Lebanon, made the protest to FCC chairman Newton Minow, asking him how this action squares with the Commission's avowed purpose to further UHF TV and foster additional TV service to communities lacking it.

The FCC deleted commercial channel 26 from Hanover, N.H., where it had been assigned and moved it across the Connecticut river to Windsor, Vt., where it was reserved for education. The transfer was made despite the fact that

(Continued on Page 9)

### 'Off Year' Voting Pitch Filmed for 300 Channels

Washington Bureau of RADIO-TV DAILY  
Washington—"The Velvet Curtain," public service film produced by Cinecraft Productions, Cleveland, is being distributed by the American Good Government Society to more than 300 TV stations. The film stresses the importance of voting, especially in "off year" elections.

### Pepsodent TV Commercial Not Deceptive, FTC Rules

Washington — A Pepsodent TV commercial showing the toothpaste removing tobacco stain from a glass plate was ruled not deceptive in a 3-2 vote by the FTC yesterday. The majority upheld the hearing examiner who had found no references, expressed or implied, to removal of accumulated tobacco stains.

### Members to Vote on Change for Broadcast Promo Awards

A recommended change in the schedule for the annual Broadcast Promotion Ass'n on-the-air awards competition will be put before the membership at the organization's convention which is slated to be held in Dallas, Oct. 28-31.

New dates for the promotion competition for members will be set by the membership. The deadline for entries, which the winners to be announced in February, according to Dave Strtridge, BPA awards committee chairman.

He said the new schedule was necessary because of the heavy promotion work load carried by all stations in the Fall, and the later date would give the members more time to prepare their entries. The new set-up, he said, would make the competition more representative of a station's best promo efforts.





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5 St. Louis Channels In United Fund Co-op

St. Louis—All five St. Louis TV stations have presented a special United Fund program demonstrating how the campaign funds are used by 116 agencies which receive them. August A. Busch, Jr., chairman of the United Fund campaign's PR committee, said that all five stations—KSD-TV, KMOX-TV, KTVI, KPLR and KETC—donated their time.

Margaret Whiting and Norwood Smith appeared as special guests with local TV personalities Ann Latta, Dick Teneau, Harry Fender, Max Roby, Jack Murock, Harry Gibbs, Jim Bolen, Chris Condon and Bruce Hayward.

Mountaineer TV Gal a Bomb Shelter Grad

Charleston, W. Va. — WCHS-TV woman's director Jackie Oblinger recently became one of the first broadcast industry reps to spend two days in a simulated emergency shelter as part of an Office of Civil Defense & Mobilization Shelter Management Instructor's Course in Brooklyn, N. Y. Mrs. Oblinger spent two days incommunicado in the 20'x30' shelter, along with 50 other occupants. The group existed on 27 "survival biscuits" a day (810 calories) and one quart of water. The station has scheduled airing of films taken during the exercise.

9 INDIE CLEAR-CHANNELS IN BID FOR SUPER-POWER

Washington Bureau of RADIO-TV DAILY

Washington — The major networks and Westinghouse Broadcasting, which account for half of the primary occupants of U. S. clear channels, have yet to make known their intentions regarding applications for super-power, although at least nine of the 13 members of the Clear Channel Broadcasting Service are set to ask for more than the current 50 kw maximum. CCBS represents the independent clear channel stations.

CCBS director Roy Battles said that ready to file immediately for higher power are WSM, Nashville; WLW, Cincinnati; WSB, Atlanta; WJR, Detroit; WHO, Des Moines, and WSL, Salt Lake City, with completion of engineering work the only delay for applications by KFI, Los Angeles; WGN, Chicago, and WHAS, Louisville. Only WLW has operated with power higher than 50kw, and that on a temporary experimental basis.

Inception in House

Opening for the upcoming applications was provided by this year's House resolution calling on the FCC to consider such bids, and asking the commission to hold off at least a year on its decision to permit additional nighttime stations on 13 of the 25 clear channels.

Battles, in supporting the CCBS members' stand, noted that power far in excess of 50kw has long been used in other nations, and in U.S. FM and TV. In addition, the number of people dependent on clear channel stations for their only nighttime service has increased from 23 million to 25 million since 1947, at the same time that fulltime AM stations were growing from 1,339 to over 1,900.

'Sheridan' Takes a Ride On New Day of the Week

Chicago — WBBM Radio's Saturday night program "Sheridan's Ride," hosted by Pat Sheridan, is now being featured on the station's Sunday night sked.

The station has also started a new weekend news review program on Saturday mornings with newscaster Fahey Flynn.

COMING AND GOING

ALLEN LUDDEN, CBS-TV's "Password" host, in Austin, Tex., tomorrow to emcee the annual Texas U. Distinguished Alumnus Banquet.

GENE LITT, WCAU general sales manager, going to Chicago next week to visit CBS Radio Spot Sales office, agencies and clients.

WALLACE A. ROSS, American TV Commercials Festival director, to Paris and London next week for advertising and production trade showings of this year's award winners.

RAY STEWART, WIIC, Pittsburgh, public affairs director, returns Saturday from a tour of Army bases in Oklahoma, Texas, New Mexico and Colorado.

DOUGLAS HEYES, TV writer-producer, to Monaco Saturday to confer with Princess Grace on the upcoming TV tour of the country.

Turkey Parades Stuff CBS' Holiday Menu

CBS-TV personalities Jackie Gleason, Arthur Godfrey and Captain Kangaroo (Bob Keeshan) will be joined by Shirley Temple in describing Thanksgiving Day parades in New York, Detroit and Philadelphia in a two-hour network special, "Thanksgiving Parade Jubilee," Nov. 22.

Sponsors will be Nestle, via McCann-Erickson; Polaroid Corp., Doyle Dane Bernbach, and DeLuxe-Reading Co., the Zlowe Co.

Captain Kangaroo will host the program for the fourth consecutive year, accompanied by regular cast members of his children's series. Gleason will describe the Macy Parade in New York, Godfrey the Hudson Parade in Detroit and Miss Temple the Gimbel Parade in Philadelphia. Paul Levitan will produce, with Clarence Schimmel as associate producer and Vern Diamond as director. Bob Cleary will write the continuity.

Ken Cooper Appointed N.Y. World's Fair Aide

Fairfield, Conn. — Kenneth M. Cooper, president of Connecticut-New York Broadcasters, Inc., has been appointed by Gov. John Dempsey to the Connecticut Advisory Committee for the New York World's Fair.

FINANCIAL

(October 17)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow.-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Allied Artists, Capital Cities, Desilu, Filmways, Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, TV Industries.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

Sullivan Named Vice President of KMLA's FM Outlet

West Coast Bureau of RADIO-TV DAILY
Hollywood — Jack Kiefer, president of KMLA, Los Angeles, announced the appointment of John L. Sullivan as vice president of the station's new FM outlet. Reporting directly to Kiefer, Sullivan will be in charge of sales and serve as the station's automobile editor, as well.

Sullivan formerly was sales and marketing director for a Barker Brothers stores, following a period with the Los Angeles Mirror as department store automobile editor.

In San Francisco for more than ten years, Sullivan functioned variously as senior accounting executive, account group supervisor, radio-TV-motion picture director and member of the plans and operations for BBD&O.

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

# Broadway Way

**Broadway from 20th Century Fox in:**

FOR HEAVENS SAKE—starring Clifton Webb, Joan Bennett, and Robert Cummings  
CHICKEN EVERY SUNDAY—starring Dan Dailey and Celeste Holm, and many more top hits contained in Volume 4's 40 great "Films of the 50's."

**Broadway from Warner Bros. in:**

THE PAJAMA GAME—starring Doris Day, John Raitt and Carol Haney  
THE BAD SEED—starring Nancy Kelly, Patty McCormack, and Eileen Heckart  
NO TIME FOR SERGEANTS—starring Andy Griffith, Nick Adams, and Myron McCormick and many more top hits contained in Volume 5's 53 great "Films of the 50's."

AND...SUSPENSE...COMEDY...SCIENCE FICTION...  
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Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's" "Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



**BERNADINE**  
Pat Boone, Terry Moore  
Janet Gaynor



**KISS THEM FOR ME**  
Cary Grant,  
Jayne Mansfield



**AUNTIE MAME**  
Rosalind Russell,  
Forrest Tucker, Peggy Cass



**DAMN YANKEES**  
Tab Hunter, Gwen Verdon,  
Ray Walston



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



## Ida Lupino Back on Lot To Direct 'Benedict' Seg

Hollywood — Ida Lupino has been inked by MGM-TV to direct "The Dignity of a Man" episode of "Sam Benedict," starring Edmond O'Brien and Richard Rust. It marks the first time Miss Lupino has worked at MGM. The teleplay was written by associate producer Joseph Calvelli, with E. Jack Neuman as executive producer and Bill Froq producing.

## Brotherly Love City Forms a Brother Act

Philadelphia — A 90-minute spectacular on all three Philadelphia TV channels will spotlight the United Fund Torch Drive Saturday. The United "Fun-for-All" will feature top personalities of local TV stations and nationally known TV, stage, movie and recording stars.

Each channel will air a half-hour of the show, which will start on WRCV-TV at 6 PM, move to WCAU-TV at 6:30 and wind up on WFIL-TV at 7. The production was initiated by George A. Koehler, station manager of WFIL-AM-TV and chairman of the fund's radio-TV committee, and developed with Arthur Watson, station manager, WRCV-TV, and John Schneider, CBS VP and general manager of WCAU-TV.

## Court Moves to Settle Macfadden-Bartell Suit

New York Supreme Court Justice Hecht has directed counsel to submit a proposed order setting a date for a hearing on an agreement to settle stockholders' suits involving Macfadden-Bartell Corp. The agreement provides that 350,000 shares of stock are to be contributed to the corporation by certain individual defendants for retirement in the interest of terminating law suits filed last February.

All parties who have been participating in these law suits, which were brought by several stockholders regarding the merger of Macfadden Publications and Bartell Broadcasting, are said to have approved this new agreement. The stipulation, signed last May, for the contribution of 175,000 shares of the corporation's stock has been withdrawn.

## NLRB Edict Aids AFTRA

(Continued from Page 1)

out consulting the union, to furnish information to which the union is legally entitled, and not to coerce employees who may be considering the matter of membership in the union.



By TED GREEN

• • • Again, this pillar takes off all his Stetsons to one of the industry's truly creative comedians, Sid Caesar. Even Beethoven must have rolled with laughter during the mood music sketch on the comic's Tuesday TV opener. Limiting this comic master to a half-hour a month is like saving Man-O-War for Sunday afternoon buggy rides. We know we're in the great majority in saying Sid still displays the same rare talent that has brought so much laughter to so many. Like the fine wine, he is; we are brightened in the knowledge that he will get even better as the season progresses. Welcome back, Sid. We hope you'll come more often and stay longer.



CAESAR

★ ★ ★ ★

• • • Meet: Mark Rydell, multi-talented young actor-director-pianist-composer, who just left CBS-TV's "As the World Turns" after a seven-year stretch in the role of Jeff Baker, to devote all his time to directing. Mark, who co-starred with Sal Mineo and John Cassavetes in both the TV and film version of Reginald Rose's "Crime in the Streets," has been featured on almost every major video dramatic show during the past 10 years. A member of the playwrights and directors unit at Actors Studio, Rydell made his Broadway directorial bow in stylish fashion last season with his provocative presentation of British playwright Arnold Wesker's "Roots." During his tenure on "As the World Turns," Mark composed "Penny," dedicated to his video wife, the "now-widowed" Rosemary Prinz. The Philips diskery just waxed the tune with an orchestra under the direction of Quincy Jones, and with Rydell himself handling the vocal chores.



RYDELL

★ ★ ★ ★

• • • Goes on at WINS: Stan Z. Burns giving on-air hints to the car thief who stole his convertible last week: "The brakes need work, the lighter sticks, a transmission job needed immediately" . . . Criterion Theatre set as midtown headquarters for "Mayor of WINSland" campaign. All six candidates will participate in a remote from the Criterion on Sunday during incumbent Murray Kaufman's show . . . News director Jerry Landay lining up some major additions to WINS-News staff and coverage . . . Promotion manager Mike Hauptman flies to Dallas later this month for BPA convention . . . Art Ford, back in the all-night groove, lining up shows months ahead—interviews, panels, show biz salutes . . . Horse fancier Dick Clayton bringing his champion jumper here from Missouri . . . Expanding staff means expanding office space, even into the chapel originally built by William Randolph Hearst for Marion Davies at WINS' Columbus Circle headquarters.

★ ★ ★ ★

• • • Gene Krupa is guest conductor the week of Nov. 5 on Merv Griffin's daily NBC-TV offering . . . Mongo Santamaria's new offering by Riverside, titled "Go Mon-Go," receiving a big play by local musicasters . . . Paul Taubman slated to host a weekly Penthouse party on WNBC Radio, which will emanate from his Penthouse Club . . . Songstress Honey Sanders, currently starring in "The Pajama Game" at the Westchester Dinner Theatre with Dick Haymes, planes to the Coast for a Dick Powell segment after closing . . . Earl Wrightson signed for the Nov. 25 "Voice of Firestone" . . . Jazz great Cannonball Adderley adds his golden sax to an early November "Tonight" show . . . Danny Segal of the Living Room to produce a series of TV dramas in 1963 . . . Don Morrow being considered to host a two-hour Broadway spec due on ABC in mid-Winter . . . The vocal stylings of Lambert, Hendricks and Bavan to grace Canadian TV in late November . . . CBS director Martin Carr has more hours behind the cameras than any other director at the net . . . and he's also the youngest.

## 'Discovery '62' Book List Gets 500 Daily Requests

ABC headquarters and schools and libraries around the country are being swamped with requests for "Discovery '62" book list reading material related to episodes of the new children's series. Since its TV debut Oct. 1, 1,600 letters have been received by ABC from schools, libraries and PTA and the requests are currently pouring in at the rate of 500 a day.

## Newswomen to Hear 'Defender,' Daytime

"Defenders" star E. G. Marshall and Haila Stoddard, actress-producer of "The Secret Storm," both on CBS-TV, will be principal speakers at the Oct. 27 meeting of the Woman's Press Club of New York City in the State Hilton Hotel. Marshall will discuss "Law Enforcement and the Next Generation," Miss Stoddard the varied aspects of her career.

Other speakers will include N. Y. Post columnist Earl Wilson, Jean Dalrymple, Mark Goodson and Bill Todman, and Hiram

## Bob Crean's Teleplay On 'The Catholic Hour'

A new half-hour play by Robert Crean "Once There Was a Saintly Man," will be presented on NBC-TV's "The Catholic Hour" Sunday as the second of a series of the original plays by Catholic playwrights. Dana Elcar and Eugene Roche are featured in the program produced by the National Council of Catholic Men.

## SBA Warns Lenders

(Continued from Page 1)

agreement shouldn't contain any requirement or condition involving lender's representation on the station's board of directors.

No creditors, including the lender's, may ever without FCC consent have any control over a broadcasting station by having or exercising voting trusts, proxies or other similar arrangements, when control is not commensurate with ownership interest.

As a general proposition, the transfer of operational or ownership control over a station requires the prior consent of the FCC.

## STORK NEWS

Don and Jeanne Schlosser came the parents of a girl, Wendy Lynn, born at Margaret Hamilton Maternity Hospital, Jersey City. Father is in charge of sales development for ABC Radio.



# All Video Sets to Get UHF by '72: Hulbert

## 50 U Outlets Seen in Operation by '70, against 500 VHF's

All TV sets will be capable of receiving UHF signals by '72—and probably earlier—through the way provided by the three-channel receiver bill enacted last Summer, predicts James H. Hulbert, NAB manager for broadcast management. He said that although the course for UHF won't be easy, the U buildup could have as many as 250 stations operating by '70, against 500 VHF's.

Hulbert noted: "There's going to be a lot of money lost in UHF and a lot of people going bankrupt. But I think we should not let all the negative factors lead to the conclusion that UHF will fail or that it provides nothing much for us to worry about current TV operators. For the next three or four years, competition is going to be ineffective or lousy. After that, UHF will begin to bite (competitively) into presently operating stations."

**Estimates Money Outlay**  
He estimated that to put a UHF on the air in a small city could involve an outlay of nearly \$100,000 in construction costs and operating losses before the operation reaches the break-even point. In the case of a typical big-city UHF station, a total outlay of over \$200,000 may be needed, he said. Hulbert said UHF stations are likely to show up in: one or two station markets where the third network has been blacked out for lack of an outlet; all UHF markets where the percentage of UHF sets is already very high, and in large markets where they feel revenues are substantial enough.



HULBERT

## WGN-TV Tunes Up London, Berlin Orks

Chicago—WGN-TV will assemble a distinguished schedule of conductors and artists for its 1962-'63 "Great Music" concert series, which enters its fourth season Sunday. For the first time, the series will include concerts performed and taped in Europe expressly for "Great Music." Exec producer Philip Mayer and producer-director Richard Doerschuk will go abroad personally to supervise the tapings.

The Royal Philharmonic of London and the Berlin Philharmonic each will tape two programs for the series. Doerschuk plans to incorporate scenes of London and Berlin in the telecasts.

Maestros who will appear on the "Great Music" podium conducting the Chicago Symphony this season, include Andre Cluytens, Leopold Stokowski, Paul Hindemith, Fritz Reiner, Aaron Copland, Hans Rosbaud, Charles Munch and Alfred Wallenstein.

## N.Y. Station Files Answers On Minor Candidate Tiff

(Continued from Page 1)

tions Act.  
The Conservative Party candidate, WMCA said, was invited to appear alone because he "represents a newsworthy and relatively new view in organized political action in New York State. By contrast Socialist Labor Party is example of minority party which perennially presents same candidates for various top offices.

"It was our programming judgment that joint appearance of Socialist Labor candidate Hass and Socialist Garza . . . would best serve to illuminate the issues to a listening audience long mystified by theoretical disputes among the same perennial candidates representing minor parties with similar sounding names."

## Farmers March on WIBW

Topeka—A half-hour WIBW radio discussion of the National Farmers Organization plan for farmers in an effort to obtain better prices for its members, resulted in "invasion" of the station's studios by 142 farmers and their wives.

After protesting that the station had misrepresented their position and damaged their prospects for success, the NFO contingent met in a two-hour session with WIBW officials, who outlined the policies which guide the dissemination of news at WIBW and the principles on which the specific program had been based.

WIBW general manager Thad Sandstrom said that while some farmers still retained some animosity, most left the station "in a good mood" and thanked the officials for their frankness. Following their departure, WIBW News produced a 14 - minute chronology of events on a hard-news basis, with the story carried that night on the broadcasting facilities of both WIBW Radio and WIBW-TV.

## POLARIS SUB PIC SNARED BY NBC

Web's Color Spec Documents Undersea Missile Launching

A special hour colorcast, filmed by the first TV crew ever permitted aboard a Polaris submarine during an extended mission—that included firing of its missile—will be presented on NBC-TV Dec. 19. A six-man NBC crew, including newsman Martin Agronsky, spent 16 days aboard the U.S.S. George Washington and filmed the missile-launching exercise.

Liggett & Myers Tobacco, thru J. Walter Thompson, purchased half-ownership in the program, "Polaris Submarine: Journal of an Undersea Voyage." Lou Hazam is the producer. The crew was composed of Daniel Karasik, associate producer; Tom Priestley, director; Scott Berner, cameraman; John Langenegger, sound man, and Robert Gelenter, assistant cameraman.

## Puerto Rico Baseball To Warm N.Y. Fans

WPIX will introduce Winter League baseball to New York fans Oct. 28 in the new weekly series, "Baseball from Puerto Rico," sponsored by Schaefer Beer via BBDO.

The condensed tape telecasts will feature the play-by-play of professional teams from the San Juan and Santurce area. With Puerto Rican baseball having long been a Winter haven for major league players who desire to continue their diamond exploits after the conclusion of the regular season in the United States, it is expected that more than 50 major leaguers will participate in Puerto Rican baseball this year. All narration will be telecast in English by Buck Canel.

## Board of WNBT Elects Hamilton, Burbank VPs

Board of trustees of Educational Broadcasting Corp., operators of WNBT-TV, have elected Kershaw Burbank and G. Edward Hamilton as VPs. Burbank was corporate secretary and now will supervise the development operation. He came to EBC from his own PR firm and has been a senior staff member in the Rockefeller PR office.

Hamilton, who had been director of engineering, was elected VP for engineering. He has been with WNBT-TV since February and previously was with ABC for 12 years.

## ABC Radio N.E. Net Formed by 15 Outlets

Boston—WORL here has been selected as the key station of the newly formed ABC Radio New England Network, presently comprised of 15 charter radio outlets and having a goal of 30-35 stations in the six New England states by its Dec. 1 operational target date.

Operating as an affiliate of ABC Radio, the regional web will include many of the smaller markets where the full network has no ties, and supply stations with news and feature programming and give advertisers regional coverage with one invoice, one affidavit.

### Like ABC Radio West

With WORL executive VP-GM George Gray in charge, sales representation in New England will be handled initially by the WORL staff, with ABC Radio Representatives handling the national sales effort. The new regional web will be patterned after ABC Radio West.

## 'John's Other Life' Aids United Fund Campaign

Pittsburgh—John Stewart is devoting this week of his KDKA series, "John's Other Life," to publicizing the Allegheny County United Fund campaign. The show is heard on "Program PM."

Featuring taped experiences at various lines of work, Stewart will be heard for five nights as a volunteer for the United Fund. He'll handle a wide range of jobs from arranging a luncheon to operating a referral service for people seeking assistance of member agencies.

## KADI Short-Circuited

St. Louis—A short circuit burned out KADI's transformer atop the Continental Building and has forced the FM station off the air for at least several weeks.

## VFW's Praise of MBS Wins Plaudits for Vets

Washington — Because the Veterans of Foreign Wars has honored the Mutual Broadcasting System, the VFW has been lauded in a Senate speech. Sen. Smathers (D., Fla.) said the VFW citation was justified because Mutual, under the direction of president Robert F. Hurlough, "has demonstrated . . . a profound understanding of the role of such a great broadcasting organization in supporting our nation's objectives and concepts."





## WHN JOINS MUTUAL!

WHN has moved to Mutual, bringing a brand new, brand-conscious audience in key Eastern states! It's an adult, affluent audience, attracted by enlightened radio programming. Only WHN presents Total Information News — complete coverage of local and world events with comment by such outstanding personalities in their field as: Fulton Lewis Jr., Bill Stern, George Hamilton Combs, Whitney Bolton, Leo Broderick, Tony Marvin and more. As well as Mutual's award-winning program "The World Today"!

And WHN plays The Sound of Music your audience likes to hear. Only the most tenable music presented by Bob and Ray, Dick Shepard, Hans Andersen, Lonny Barr and Dean Hunter.

So remember WHN — all 50,000 watts of it. Your station to reach the best of New York City and beyond. *Remember Mutual, too. It's the largest radio network in the world. It's your road to Main Street, U.S.A.*



STORER RADIO IN NEW YORK  
THE SOUND OF MUSIC /  
TOTAL INFORMATION NEWS.

**Mutual Radio** 30  
A SERVICE TO INDEPENDENT STATIONS  
WORLD'S LARGEST RADIO NETWORK



## Mike Laurence Joins Rob't Lawrence Bd.

Michael Laurence, recently appointed VP of Continental Public Relations, has joined the board of directors of Robert Lawrence Productions and will serve that company as executive VP in charge of corporate relations and production development. RLP is one of the country's leading commercial film producers.

### Praised by Lawrence

RLP president Robert Lawrence said "Mike Laurence will reevaluate and restructure the various divisions within our film company and lay the groundwork for new areas of activity still in the planning stages." This past September, Laurence left the Straus Broadcasting Group (WMCA, New York; WBNY, Buffalo, and Radio Press International), where he served as PR director.

## 3rd Telemeter Sell-Out Expected for Puck Game

Special to RADIO-TV DAILY

**Toronto** — Trans Canada Telemeter expects a third sell-out performance tonight of its closed-circuit telecast of the Toronto Maple Leafs-Montreal Canadiens hockey game at College Theatre here. The first two games last week, presented on theatre TV and to Telemeter pay-TV subscribers, grossed \$3,100.

Foster and Bill Hewitt, father-and-son sportscasting team, will handle the on-the-spot commentaries.

## Springfield Sets Stage For Talented Teen-Agers

**Springfield, Mass.**—A new weekly teen-age talent show, "Spotlight on Youth," will bow Oct. 28 on WWLP. Five young contestants will appear each week with the winning talent returning the following Sunday to defend his title. The talent judged tops during the coming year will receive an NBC-TV audition in New York, an all-expense paid week for two at Miami Beach, and a partial college scholarship.

## WOR-TV to Pour Forth 'Legacy of Light' TVer

"Legacy of Light" a TV series relating classic fiction to the Ten Commandments, premieres on WOR-TV Sunday, with each of 10 half-hour adaptations of classic works illustrating one of the Commandments in relation to present day moral issues. "Faust," Goethe's poetic drama in a modern translation, is the opening program.



• • • BBC radio starts its first open-house lunch-time dancing club this month. Transmissions will be from the BBC's Paris Studio in London's Regent Street. Six BBC commissionaires will act as "bouncers"—in case of trouble! . . . Wales (West and the North) TV has started up transmissions from its Cardiff studios. It's making quite a few programs initially from neighbouring TWW Ltd.

☆ ☆ ☆ ☆

• • • "Bond Street Story" and "London Belongs to Me," two best-selling novels by Norman Collins, deputy chairman of ATV, have come out in paper-back editions . . . Eartha Kitt put up a stunning show opposite British funny man Harry Secombe in Bernard Delfont's "Sunday Show" from ATV the other night . . . TV's 'enfant terrible,' Malcolm Muggeridge, has turned film actor. He plays a clergyman in the new Peter Sellers film, "Heaven's Above!"

☆ ☆ ☆ ☆

• • • First screening in Britain of the U.S. TV series "Checkmate" will be over the Anglia TV service . . . "Zero One," the MGM-BBC co-production series, has bowed on British TV screens. First episode was produced by Lawrence P. Bachmann, in charge of production at MGM's Elstree Studios over here.

☆ ☆ ☆ ☆

• • • Guest star in "The Billy Cotton Band Show" on BBC-TV recently was Hollywood musical star Gloria de Haven, who made several successful appearances on British TV last year . . . New York-born Maxine Holden wins a big role in ABC-TV's "The Sword in the Web." This series of 45-minute episodes is based on the memoirs of one of France's most daring resistance leaders during World War II, Philippe de Vomécourt.

☆ ☆ ☆ ☆

• • • Johnny Carson takes time off from his own daily TV show in the States to compare Granada TV's new-look musical programs "West End" this week. Nick Vanoff, producer of "The Perry Como Show," produces "West End" . . . Lord Snowdon was given a 90-minute private showing of TWW's half-hour documentary programs "Wales and the West." Sitting with him were TWW's programs manager Bryan Michie and "Wales and the West" director Jonathan Stedall. Lord Snowdon's verdict: "Excellent."

☆ ☆ ☆ ☆

• • • The British Film Producers Association is preparing its case on experimental pay-TV transmissions. Says BFPA secretary J. P. H. Walton: "Pay-TV could be damned from the beginning if things aren't handled correctly." Both the BFPA and the Federation of British Film Makers are in favor of pay-TV. Opposing them is the Cinematograph Exhibitors Association, though there are quite a few members of CEA who are known to favor a measure of pay-TV experiment.

## Seattle Fair Closing KING (Size) TV Spec

West Coast Bureau of RADIO-TV DAILY

**Seattle** — The spectacular closing ceremonies of the Seattle World's Fair, featuring opera star Patrice Munsel, the Seattle Chorale, marching bands, speeches and fireworks displays depicting the fair's history, will be aired live Sunday by KING-TV. The station will use four cameras for the two-hour telecast.

The World's Fair will officially close when president Joseph E. Gandy charges: "You, the youth of today — we give you the 21st Century." Then massed bands will play a segment of the 1812 overture against a backdrop of fireworks.

## Final Three Segs Set For 1st Part of 'Twilight'

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Herbert Hirschman, producer of the new one-hour "Twilight Zone" series for CBS-TV, has set the final three scripts for its initial 13-segment production schedule. Scripts acquired are "I Dream of Genie" by John Furia, Jr., rolling Oct. 25; "The Secret Power" by Charles Beaumont, rolling Nov. 2, and "The Next Impossible" by Charles Lederer, rolling Nov. 12.

Hirschman is also currently involved in pre-production planning on two CBS-TV pilots, "The Jerry Van Dyke Show," for which he is creator and co-owner, and "The Gate," prison series.

## Byrnes Taking Hand In New Station Ops

**Windsor, Conn.** — Sydney Byrnes, president of his newly acquired WSOR here, has announced plans to actively manage the station, starting Monday, when he takes over two shows.

Byrnes will host an afternoon five-a-weeker, from Bradley Field, featuring interviews with air travelers and discussions of important news of the day. His second show will be "Noon News," a half-hour summary of late news.

### Was With CBS-TV

Formerly a CBS-TV News producer, Byrnes was associated with the Douglas Edwards show and Walter Cronkite's news program. In '56 he started WADS, Ansonia, Conn., and purchased WSOR in the summer. He is president of the Conn. Broadcasters Ass'n.

## General Counsel Office Is Reorganized by FCC

Washington Bureau of RADIO-TV DAILY

**Washington** — The FCC has reorganized some functions of its office of general counsel in conjunction with the Booz, Allen & Hammett management survey. Changes affect administrative law, treaties division and regulatory division.

Latter is now enforcement and defense division in recognition of increased scope of national defense activities. Law and treaties division will be responsible for both drafting and interpreting rules.

## News Vet Steve Flanders On Flagship Radio Staff

Stephen C. Flanders has joined the WCBS Radio news staff. He was a writer and editor for the station for nearly four years, and produced "Emphasis" on NBC for two years. He also has written and been anchor man on such specials as the Kennedy-Humphrey debate, the first man-in-space, the Glenn and Carpenter flights, the "Split in the Curtain," a series on Mrs. F. Kennedy, and a number of political surveys.

## Abolish H.S. Football Asks 'Cleveland Caucus'

**Cleveland** — This city's recent outburst of violence after evening high school football games will be discussed on WJW-TV's "Cleveland Caucus" Sunday. Host Ed Ney and school officials will probe the question of abolishing the sport or switching games to the afternoons.



## Disk Spinning

By CARL MOS

The Pat Thomas release of "Desafinado" is being switched from the Verve to the MGM label by MGM Records in order to give the new Ella Fitzgerald angle of "Desafinado" and "Starost Bossa Nova" a big push on the Verve label. A new twist on disks is introduced at KBOX, Dallas, in the battle out whether Dallas-Ft. Worth could have separate airports. Dallas is plugging for Love Field, a record entitled "The Love Field Story," distributed to all Texas stations. The platter, using excerpts from current hits, parades VIP politicians and is selling briskly at record outlets.

Classically speaking, RCA Victor is offering nine LP Red Seal releases with top-name performers. They are: Artur Schnabel and Henryk Szeryng, presenting three Brahms sonatas plus Beethoven Sonata No. 8; Van Cliburn with the Chicago Symphony in Tchaikovsky's Concerto No. 2; Arthur Fiedler and the Boston Symphony performing Love for Three Pianos and Chopin's Les Sylphides; a special Soria Series package with Charles Munch and the Boston Symphony rendering Milhaud's La Creation du Monde and Suite Provencale; Marian Anderson's Christmas Carols record, including 12 well-known selections; recording debut of Italy's tenor Sergio Franchi, in Romantic Italian Songs; the new violin sensation in Presenting Erick Friedman; finally, The Great Scenes from Massenet's Werther.

In the how-to-stay-healthy division, Epic has signed Debbie Drake and Carleton Fredericks to exclusive recording contracts. The new Debbie's album will be the first to include exercises for both men and women, while Dr. Fredericks' opus will be teamed "If you are putting food in your stomach with fear in your heart, how can you go wrong?"

### Campus Session' Rooting Beds of Manhattanville

"Campus Session" hosted by Jerry Conforte on WRFM-FM, features Manhattanville College on Saturday as its "campus of the week." Presenting an outstanding student from the Catholic girls' college, the program will highlight the school's recent progress, along with its regular music for students feature.

## AA-TV's Morin Cites Promo Values in Pix

Allied Artists TV Corp., celebrating its first year under the reorganization plan headed by Robert B. Morin, VP and general sales manager, is offering five new feature packages to TV stations. They comprise 40 "Cavalcade of the 60's," Group I; 32 "Cavalcade of the 60's," Group II; 22 "Science Fiction"; 13 "Bomba, the Jungle Boy," and 48 "Bowery Boys."

Each package is being coordinated with full promotion kits and in many cases is being programmed with a series technique.

Morin yesterday reported six more station sales for AA-TV's "Science Fiction" features to: WPRO Providence; WTEN, Albany; KRIS, Corpus Christi; WOKR, Rochester; KTAL, Shreveport, and WTCN, Minneapolis.

Morin says the series technique gives the station the advantage of compounding its promotion into a cumulative rating effect, and has established a solid programming pattern rather than scatter bookings.

"Allocating your dollars properly between paying for the films and promotion is the key to a station's success," Morin said.

## St. Louis Station Head To Assist Med. Center

St. Louis — Gene Wilkey, general manager of KMOX-TV, has been appointed a member of the Medical Center PR Advisory Committee.

The members aid in the planning of the Medical Center's campaign fund for the Barnes Hospital Group and Washington U.'s School of Medicine.

## GAC Shifts Dave DeSilva To Equity Dep't in N.Y.

David DeSilva, who has been in the Beverly Hills office of General Artists Corp. for the past year, has been transferred to the equity department in New York. Before joining GAC, he was assistant to Otto Preminger during production of "Advise and Consent."

## TV BENEFITS CHILDREN, ADULTS SAY IN SURVEY

Almost seven out of 10 adults believe that TV "in general" is good for children, according to a survey designed by R. H. Bruskin Associates to eliminate answers of a "both good and bad" character.

More than 2,600 adults were asked to sum up their general feelings about the medium for youngsters, and interviewers were instructed "to force an answer" from people who hesitated, the market research firm said.

Most of the responses dealt with the fact that "TV educates children (39 per cent) and that it is a good medium within which children learn (23 per cent). Many pointed out that TV helps increase their children's vocabulary and that they are exposed to scientific and historical programs.

One out of every four qualified their remarks regarding the degree of goodness by stressing the necessity of supervising what the children viewed. About one in ten reasoned that TV was good because it kept their children at home and out of mischief.

Among those who said TV was bad, a large portion criticized programming that involved crime and violence. Another group blamed TV for keeping children from other activities such as playing out of doors, doing homework, and reading. A small group said TV was not educational and still fewer criticized TV commercials.

## Ad Vet Don Norman Joins BCH Exec Staff

Donald A. Norman, a 25-year broadcast advertising veteran, has joined the exec staff of Broadcast Clearing House as sales coordinator at the firm's New York headquarters. Norman had been exec VP of Television California, an applicant for an Oakland channel. Previously, he had been with NBC for 11 years, including a stint as GM of KRCA, Los Angeles.

## On Symphony Board

Pittsburgh — Franklin C. Snyder, WTAE general manager, has been elected to the Pittsburgh Symphony Society board of directors.

## RODGERS SALUTE ADDS TOP STARS

Sullivan Fetes Composer In Live Carnegie Concert

A mammoth hour salute to Richard Rodgers in concert form to be presented on CBS-TV's "Ed Sullivan Show" Nov. 4, will originate live from Carnegie Hall before a specially invited audience.

Nancy Dussault, Steve Lawrence, Gordon MacRae, Peter Nero and eight children from the "Sound of Music" cast have been added to the previously announced roster of stars who will profile Rodgers' compositions accompanied by a symphony.

## 2 Lutheran Leaders In TV Appearances

Two prominent Lutherans, the Rev. Dr. Franklin Clark Fry and the Rev. Dr. Conrad Bergendoff, will be seen on network TV programs on Reformation Sunday, Oct. 28.

As president of the Lutheran Church in America, Dr. Fry will be presented with the Rev. Dr. Eugene Carson Blake, stated clerk of the United Presbyterian Church, on CBS-TV's "Lamp Unto My Feet."

Dr. Bergendoff, executive secretary of the Board of Theological Education of the Lutheran Church in America, will take part in the ABC-TV show, "Directions '62," in a discussion of Christianity and communism.

## Potter to WTAR News

Norfolk — Theodore W. Potter has joined the WTAR news staff. A recent winner of the AP Award for special events broadcasting, Potter was formerly with WLPM, Suffolk.

## Deep Mystery Engulfs U Channel Switch

(Continued from Page 1)

Crawford's company has an application before the FCC to build a UHF station in neighboring Lebanon.

Crawford pointed out in his letter to Minow that this reallocation has deprived the area of its only commercial TV allocation, while making available in the same area of White River Junction-Lebanon-

Hanover, two ETV channels, one of which has already been available for ten years, but for which no application has ever been made.

Crawford said within a five mile radius of his proposed commercial facility lived the fourth largest population in New Hampshire, which would be deprived of any local TV service if the FCC ruling becomes final.

He also asked the FCC to explain its comment that coverage of the area by translator would suffice, despite the fact that the translator now serving the area is scheduled to be shut down in compliance with FCC VHF translator rules. This would leave White River-Lebanon-Hanover with no free TV service whatsoever.



## Paris, London Execs To See Top U.S. Ads

The award-winners from this year's American TV Commercials Festival will be shown to advertising and production execs in Paris next week and in London the week after. Festival director Wallace Ross will personally introduce an hour-long compilation of the winners, as well as an additional selection of entries that illustrate current trends and techniques in American TV advertising.

### Exhibitor for Each City

One large trade showing has been set for each city plus additional individual showings for agencies and advertisers.

Ross will discuss with promoters of the international ad film festival held alternatively in Cannes and Venice the possibility of scheduling its '64 or '65 event in New York during the World's Fair, with the American Festival as host.

## Gotham Outlet Cited For Handicapped Aid

WMCA, New York, has been awarded a Meritorious Public Service citation by the Federation of the Handicapped for "outstanding leadership in the field of radio broadcasting" and for "aid in stimulating employers to hire the handicapped."

The award was in recognition of vocational placements stimulated by WMCA's "Handicapped Worker of the Day" announcements.

## All Spanish UHF Takes Air For Latin Viewers in L.A.

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Spanish-language KMEX-TV went on the air here last weekend, with the bulk of the programming for the UHF coming from Mexico and consisting of soap operas, situa-

tion comedies, musical variety shows, boxing, jai alai, football, soccer and wrestling. However, president Frank Fouce pointed out: "We'll soon be getting programs from Argentina, Puerto Rico and, perhaps in two years, from Spain."

He said there were 22,000 converters sold by the time his station went on the air, and he envisions 210,000 sets eventually in the area because: (1) there are 825,000 Latins living here; (2) hundreds of Spanish-language students; (3) Europeans, whose way of life is similar; (4) Latin dance



FOUCE

devotees; (5) "interested rubber-neckers," and (6) bullfight aficionados.

Commenting on the advertising potential, Fouce noted: "There are two Spanish radio stations here that realize \$125,000 a month and we should match that without any difficulty, eventually hitting \$200,000 a month."

### San Antonio Is Model

Programming of Mexican-taped shows on KMEX-TV, he said, is fashioned much like its sister UHF in San Antonio, where there are 425,000 Latins in the metropolitan area. The favorite type of program there is the soap opera.

Fouce, who is also a theatre chain owner, plans to start other UHF channels, and has already filed applications for Chicago and Paterson, N. J.

## Hartford Outlet Praised For Air Force Efforts

Hartford, Conn.—WDRG, Buckley-Jaeger station here, has been commended by the U. S. Air Force "in appreciation of its efforts towards the advancement of peace through air power and in recognition for devoted service in the recruiting program." Citation was accepted by William Crawford, VP and general manager.

## 'Moment with' Lady Bird Gets Airing in Gotham

Mrs. Lyndon B. Johnson, wife of the vice president, will talk about her recent trip to Greece on WNBC-TV's "A Moment With" on Sunday. Taped in Washington at NBC-owned WRC-TV, the program is heard in New York as part of the net's exchange plan for the re-broadcast of cultural shows.

## McGannon to Chair NAB Research Unit

Washington Bureau of RADIO-TV DAILY

Washington — Westinghouse Broadcasting president Donald McGannon has been named chairman of NAB's new permanent Committee on Research, which will work closely with NAB's research director Melvin A. Goldberg and be the organization's policy-making body on research matters. Nine members are broadcasters, with two others to be named later to represent firms outside the industry.

### Leading Executives Included

Other broadcast members are William Schroeder, president of WOOD, Grand Rapids, who is chairman of NAB's radio board and Nathan Lord, GM, WAVE, Louisville, both representing member radio stations; Charles Crutchfield, executive VP of WBTW, Charlotte, N. C., and William Grant, president-GM, KJRH, Denver, both representing member TV stations.

Also, CBS VP-general counsel Thomas K. Fisher, NBC senior executive VP David C. Adger, ABC executive VP Simon B. Green and Mutual Broadcasting president Robert F. Hurleigh, representing the radio and TV networks.

## ALSAC Praises WHK

Cleveland — WHK has received commendation for its public service announcements, which have brought forth some 3,000 teen-age volunteers who raised over \$100,000 for research against leukemia.

# Radio, TV Industry News Flashes from Coast-to-Coast

## San Antonio Execs Honored

San Antonio — The Chamber of Commerce here has honored Conway C. Craig, publisher of the San Antonio Express and News; Houston H. Harte, VP; Roy Hofheinz, president and treasurer of KENS, and R. E. Bob Smith, station VP, at its first full membership meeting of the fiscal year. The San Antonio Express and News owns and operates KENS-TV.

## Randolph Joins WJPB

Fairmont, W. Va. — Jay Randolph, sportscaster who has handled all West Virginia U.'s Mountaineer football and basketball sportscasts for the past three years, has joined WJPB as news-sports director. The station plans to extend its local and state news coverage and its sports programming for the 1962-'63 season.

## Jr. League Gets Spotlight

Seattle — Junior League foot-

ball teams of the area and their coaches are featured Wednesdays on the "Brakeman Bill Show" on KTNT-TV, in cooperation with the Tacoma Park Dep't. The assistant superintendent of recreation for the agency introduces the players and coaches, and comments on various aspects of the Junior League football program.

## In Case of Emergency . . .

Cleveland — WERE is again making its school emergency serv-

## Medical 'Docs' Praised

Philadelphia — Marciarose, producer and hostess of WRCV-TV's "Concept" and "Speak Up" public affairs programs, has been honored by Hahnemann Medical College here for "recognition of her interest in medicine, medical education and research."

ice available to all public and parochial schools in the area. Only officials authorized by school boards who have special code numbers are eligible to call the station's newsroom. The newsroom then returns the call to verify the information and the source.

## Campaign Cops Award

Minneapolis — KDWB has been named sole recipient of the 1962 Hallie Q. Brown Public Service Award in recognition of special public service efforts on behalf of the Hallie Q. Brown Community House. The station helped raise considerable money in the annual "Miss Hallie Contest" to allow a number of underprivileged youngsters to attend Summer camp.

## Wagon Rolls to Exposition

Livingston, Tex. — Texas Forestry Exposition officials have secured the "Louisiana Hayride"

radio show for a Nov. 3 show at the fourth annual exposition. Carl Smith, Columbia recording star; Stringbean, the "Grand Ole Opry" comic, and Bob Luman, who got his start on the show, will entertain.

## Autos Get Hub Air

Boston — Personalities of WNAC and WNAC-TV will make personal appearances, originate live programs and do interviews at the six-day Int'l Auto Show here, beginning Tuesday.

## Collie 'Spectacular' MC

Houston — Biff Collie, former KNUZ personality, will emcee "Star Spectacular" Saturday at the Sam Houston Coliseum. Sponsored by Mt. Carmel High School, the show will feature Rex Aet Dickey Lee, Ray Orbison and band and others.



# PGW in Frisco Moves; Other Rep News

## \$33.8 Million Invested in Mexico Radio Outlets

Mexico City — Capital investment in Mexican radio stations, numbering nearly 500, totals \$33,840,000, according to a Communications Dept report for the 12 months ending Aug. 31. During the period, 55 permits were granted for new stations; power increases were okayed for existing facilities; 46 were changed frequency changes, and were allowed to switch locations.

## Med. Ass'n Pic Eyes Safety for the Aging

Miami Beach—A special dramatized TV program, "A Matter of Conscience," will be presented by the Southern Medical Ass'n during its annual meeting here Nov. 12-15. The half-hour telecast reports on the growing problems of safety in the home for the aging, a major concern of physicians and health officials, according to Robert Butts, MA executive secretary.

### Two Groups Cooperated

Produced with the assistance of the National Safety Council and the Council on Aging, the program is the fourth in a series of annual telecasts presented by the MA and Merck Sharp & Dohme. It carries no commercial messages and is presented in the public interest as a service to the health professions.

## Government Controls Hit by 'Man-of-Year' Storer

(Continued from Page 1)  
Storer Broadcasting Co. is under attack when on-air editorializing may be contrary to powerful political interests. The Storer Broadcasting Company board chairman's comments came in an ad lib response to the 1962 "Man of the Year" award given him at a Plaza Hotel, New York, luncheon. He had just been cited by Dr. Sydney Roslow, vice president, for "bringing responsibility in broadcasting to the level of a fine art."

### More than 500 Attend

The guests—more than 500 of whom came from executive posts in all areas of broadcasting, station representation and advertising agencies. Among those on the list was Gen. David Sarnoff, RCA board chairman, who appeared fully recovered from his recent operation. Dr. Roslow also informed the turnout of three new projects being launched by his firm to change the word "qualitative" from "just a service to a way of life."

## McGee Now Account Exec; McLaughlin Goes to KGBS

Peters, Griffin, Woodward has appointed William J. McGee account exec at its San Francisco office, while at the same time announcing the resignation of Ed McLaughlin, its San Francisco spot radio manager, to become general sales manager of Storer's 50-kw KGBS, Los Angeles.

McGee has been with Independent TV Corp. since 1959, most recently as Western Division manager, and before that was in NBC Spot Sales and the Interstate TV Corp. McLaughlin joined PGW in November, 1960, after working as an account exec with KEBW, Oakland, and its predecessor, KLX, and before that was with KTIM, San Rafael.

## New Blair Offices For Detroit Staff

Stepped-up business activity has resulted in John Blair & Co. moving its Detroit sales force into new and larger quarters under VP-office manager Charles D. Fritz. The Motor City staff covers radio sales in Ohio and Michigan and recently added Bob Ward as a replacement for Peter Allen, who was transferred to the New York office.

## Intercontinental Reps Trinidad-Tobago TV

Intercontinental Services, Ltd., has been named by TV International Enterprises of London as exclusive U.S. rep for Trinidad and Tobago Television, which begins commercial telecasting next month from its Port of Spain studios. The station's transmitting site, 1,100 feet above sea level, is expected to provide primary coverage of the entire Trinidad-Tobago region with a 15,000-watt signal.

## Weed Handles Sales For Three Outlets

Weed Radio Corp. has been appointed exclusive nat'l rep for

KRKD, 5,000-watt in Los Angeles; WNAD, 1,000-watt CBS affiliate owned by Oklahoma U. in Oklahoma City, and WHCU, Cornell U.-owned 1,000-watt serving Ithaca, N.Y. since 1921.

## Tripplert to BTS For Duties in N.Y.

Edward M. Tripplert has joined the New York sales staff of Broadcast Time Sales. He previously was with NBC here; Houston stations KTRK-TV, KNUZ and KPRC-TV, and WGIL, Galesburg, Ill.

## Miss Hay Elevated As Officer of VTM

Venard, Torbet & McConnell has elected Dorothy Hay as assistant treasurer. She has been with the radio-TV rep firm for eight years.

## Devney Adds TVer In Carlsbad, N.M.

The Devney Organization has been named nat'l rep for CBS affiliate KAVE-TV, Carlsbad, N.M., and appointed Michael J. DiGennaro a sales rep. DiGennaro joins the rep firm after serving as a registered rep with the Wall St. firm of Hawkes & Co.

## Steve Bailey Appointed To Head L.A. Operations

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Steve Bailey, KMPC sportscaster - producer, has been appointed to the newly created post of station operations director. His new capacity entails administrative duties in all station departments and coordinating sports on Golden West stations: KSFO, San Francisco; KVI, Seattle, and KEX, Portland. Bailey joined KMPC in 1951.

## NBC-TV 'Hands Across Sea'

"Du Pont Show of the Week" producer Lewis Freedman flies to London today to select a director and cast for "Shannon's Way," an hour TV dramatization of A. J. Cronin's novel, set for production as an international, cooperative network venture by National Broadcasting Co. and Associated Rediffusion.

NBC-TV will air the program Dec. 16 and, later in the month, Associated Rediffusion will transmit the program throughout England, Scotland and Wales. Exteriors will be filmed in Scotland, with an American star in the role

of Shannon, supported by an all-English cast.

Mort Werner, NBC programs VP, and John McMillan, controller of programs, Associated Rediffusion, described the project as a "step toward the utilization of international facilities in bringing quality dramas to world-wide audiences." At least one more "Du Pont Show," thru BBDO, will be taped overseas.

## Colby Awards Stanton Honorary Law Degree

An honorary degree of Doctor of Laws has been presented by Colby College, Me., to CBS president Frank Stanton at the school's Sesquicentennial Convocation. He was cited, during the ceremony, for his "forceful and dynamic leadership."

## Annual CARTA Fete Sees 1,000 Attending

More than 1,000 are expected to attend the 15th annual CARTA communion and breakfast Nov. 11, with 9 A. M. Mass to be celebrated at St. Patrick's Cathedral and a special sermon directed at CARTA delivered by Msgr. Timothy Flynn, moderator of the organization. The breakfast will be at the Waldorf Astoria.

### Award to Be Made

The third CARTA award, given for "significant achievement in elevating the standards of good taste, moral values and ethical practices in the industry," will be presented at the breakfast. Ben Duffy received the award in 1960; Danny Thomas in 1961.

Speakers include Dr. William B. Walsh, founder and president of Project Hope, and Irene Dunne. Toastmaster will be John Pinto, RKO General VP. Miss Margaret Bell is chairman of the breakfast. Miss Joan O'Brien of NBC is ticket representative.

## 'Steel Hour' to Screen CBC's 'Troubled Heart'

Special to RADIO-TV DAILY  
Toronto — CBC has sold "The Troubled Heart," by Arthur Hailey, to the Theatre Guild of New York for screening on CBS-TV's "U. S. Steel Hour" early in 1963.

The hour teleplay concerns the conflict between two doctors on the efficacy of surgery for a heart patient. Research for the script was done by Hailey in this city, including observation of actual heart operations.

## Cleveland Station Adds Norm Wain and Ron Riley

Cleveland—WHK here has announced the appointments of Norman Wain to the sales staff and Ron Riley as announcer. Wain, formerly head of his own advertising agency, has been associated with WHLI, Hempstead, N.Y., and was program director of Cleveland's WDOK. Riley comes to his new post from WLS, Chicago, and had previously been with WOKY, Milwaukee, and KXOK, St. Louis.



## Metropolitan Stations Air BBC Soviet Study

"The Rise of Soviet Power," written and narrated by Malcolm Muggeridge for the BBC, will be telecast by Metropolitan Broadcasting's WNEW-TV Oct. 30 and repeated Nov. 4, it was announced by Metropolitan Broadcasting president Bennet H. Korn.

This one-hour account of one of the most critical historical developments of modern times will be carried by all Metropolitan stations, including WTTG (TV), Washington; KMBC-TV, Kansas City; KOVR (TV), Sacramento-Stockton; WTVH, Peoria, and WTVP, Decatur, Ill.

### Single-Minded Purpose

Throughout Muggeridge's narration, a Russian pattern appears . . . an almost frightening one, because it shows clearly and concisely a single-minded purpose—the domination of the entire world—and outer space. Much of the motion picture film integrated in the documentary has never been seen in public showings in the United States. Therese Denny was the producer of "The Rise of Soviet Power."

## Bob Wolff To Call Shots On WPIX Sports Skein

WPIX has signed sportscaster Bob Wolff to call play-by-play for all basketball coverage on the station's new "Saturday Night Sports Special." Wolff will be at the mike Saturday for the NBA contest between the N. Y. Knicks and the Boston Celtics. For N. Y. Ranger hockey telecasts, Wolff will conduct the half-time interviews.

## Profs Give 'Countdown' In 13-Seg Nutmegger

New Britain, Conn.—WHNB-TV here is airing its 13-part Sunday series, "Countdown Connecticut," featuring host Al Kennedy and faculty members of the Central Conn. State College. Each week the panel discusses a timely subject that has particular interest to citizens of the state.

## St. Louis Outlet Relaying Aid to Stumped Students

St. Louis—Gary Stevens, WIL personality, is offering a helping hand to students with their homework problems on his new nightly "Education Service." Students, stumped with problems, call Gary who airs the questions and invites listeners to submit answers, relayed to the puzzled students via the program.

## AGENCY NEWSCAST

By RALPH TYLER

Four new Stan Freberg radio spots, "The Eight Day Orbit," "The Tomato Bowl Game," "Eight Great Tomatoes Twist," and "Miss Tomato," are running on 61 stations in 31 cities in an eight-week campaign for Contadina Tomato Paste, via Cunningham & Walsh. The drive will be repeated in March and April. The budget is \$750,000. As part of the radio campaign, Contadina food brokers and disc jockeys will receive a four-minute recorded message, "Meet the Paste," an informal panel discussion featuring Freberg.

Advertising copywriter Seymour Zogott makes his professional debut as a songwriter with a tune called "Johnny Come Lately" in Julius Monk's new Plaza Hotel revue . . . Steve Chaseman has joined the creative services division of Kenyon & Eckhardt as a copywriter. He most recently was with Kal, Ehrlich & Merrick Advertising, Washington, as copy chief.

The Ass'n of Industrial Advertisers, Inc., New York, has applied for membership in the Advertising Federation of American. On formal acceptance of the application by the AFA board of directors, the total of national advertising groups affiliated with AFA will be 21 . . . F. William Beckinsal has been named VP-finance of the Griswold-Eshleman Co., Cleveland. He comes to G-E from Monroe F. Dreher, Inc., a New York City agency where he served as secretary-treasurer and was in charge of corporate management, finance, administration and personnel for three corporations.

Total on-the-air coverage of all the New York Titans football games is being provided to metro New York on WABC Radio, sponsored by Rheingold Beer. Sportscaster Bob Murphy and football great Jim Crowley are teaming to present play-by-play of the ten home and away games . . . The Lander Co. has named Shaller-Rubin Co. as its new agency. Lander manufactures Dixie Peach Pomade, Dixie Peach Bergamot, the Little Miss Pixie line of children's cosmetics, Oral G. K. mouth wash and the Lander line of toiletries and cosmetics. Estimated billings are \$400,000 annually.

## Jo Stafford to Visit Red

West Coast Bureau of THE FILM DAILY  
Hollywood—Jo Stafford is currently rehearsing here for an appearance on an upcoming "Red Skelton Show" on CBS-TV. Besides vocalizing, she'll side-kick in skits with the comedian.

## Thought for Today

*"TV has changed the face of American politics. Candidates, issues, and the workings of the American political system have been exposed to the view of millions of people, generating more interest and informing more voters than ever before in our national history."*

—Norman E. Walt, Jr.  
WCBS-TV general manager

## 'CBS Reports' Is Model For New Charlotte Series

Charlotte—A new monthly public affairs program, "WBTV Reports," fashioned after "CBS Reports," has been scheduled for debut later in the season. Such local subjects as "Urban Renewal," "Auto Inspection" and "Birth Control" will be considered.

## Women's Ad Confab Hears Telstar 'Voice'

St. Louis—James W. C. American Telephone & Telegraph Co. executive who narrated first Telstar telecast last July will speak at a dinner of the Midwest Intercity Conference of men's Advertising Clubs Saturday night at the Chase-Park Plaza Hotel. His topic will be "Telstar: First Step in Space Communications."

A workshop panel on advertising and the Widening Horizon" will also be held. Arriving participants will be Sam Krupnick, president of Krupnick Associates, and Miss Bea Adair, vice president of Gardner Advertising Co.

## Cleveland Channel Scares British 'Crown and Crisis'

Cleveland—"Perspective of Greatness," WJW-TV, will present a special hour program Oct. 26, "Crown and Crisis," sponsored by the Cleveland Electric Illuminating Co. Describing Britain's 65 years of monarchs, the documentary attempts to answer the question: "Does the crown in the present era. Emlyn Williams narrates the program, which was both written and produced by Barry Rasky.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS





Indiana University Library  
Bloomington, Ind.

## R-TV ACCESS FIGHT GOES PUBLIC

### FTC's AD 'BATTLELINES' EXPOSED TO TEXAS ASS'N

San Antonio—The running battle between the FTC and advertisers, which has been erupting in a series of skirmishes over alleged "deceptive" TV commercials, will be clarified for Texas broadcasters here by FTC general counsel James McGinnis Henderson. He is principal speaker at the Texas Ass'n of Broadcasters' two-day Fall convention which opens Sunday.



HENDRYX

The broadcasters also will focus attention on the Washington legislative scene with the appearance of Sen. Ralph Yarborough (D., Cal.) who will fill them in on House and Senate maneuvers of interest to radio and TV.

Other speakers at the convention, according to TAB president LeRoy Hendryx, include: David Harris, general station manager of KUNZ and KQUE-FM, Houston "FM"; Dr. Charles W. Jarmon "Getting Along With Peo-

(Continued on Page 5)

### Leviot, Preis Made VPs of San Antonio Stations

San Antonio — Southland Airlines has elected Edward V. Leviot and Rex Preis as VPs in two broadcast properties here. Leviot is station manager of AI-TV, and Preis of WOAI-TV, both named to those posts

(Continued on Page 8)

**LET'S 'AVE A GO AT FEE-FOR-SEE**  
*British Film Men Urging A Large-Scale Experiment*

Special to RADIO-TV DAILY  
London—Britain's two film production organizations, the British Film Producers Ass'n and the Federation of British Film Makers, have come out strongly in favor of experimental pay-TV, as predicted in RADIO-TV DAILY.

But they insisted, in a letter to the Postmaster General, the experiment must be on a scale big enough to justify productions spe-

(Continued on Page 7)

### KXTV Asks Reversal of NLRB's Decision

West Coast Bureau of RADIO-TV DAILY  
Sacramento — KXTV has asked the U. S. Ninth Circuit Court of Appeals to reverse an NLRB decision of unfair labor practices against AFTRA.

C. Wrede Petersmeyer, president of Corinthian Broadcasting Co., KXTV's parent firm, said: "We were shocked and surprised by the decision. Throughout the course of a long and difficult negotiation, KXTV intended to, and in our judgment did in fact, nego-

(Continued on Page 6)

### U.S. Video Revenues, \$1.6-Billion Annually, 75% of World Total

TV advertising expenditures in the United States account for more than three-quarters of all such ad investments in nations of the free world, according to an analysis of data compiled by the International Advertising Ass'n and reported by TvB.

TV ad expenditures in latest available one-year period figures

(Continued on Page 7)

### So'west Alabama Co. Buys WLBB in Carrollton, Ga.

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has approved sale of WLBB, Carrollton, Ga., by Carroll Broadcasting to Southwest Alabama Broadcasting for \$134,100; sale of WISE, Asheville, N. C., by Arlington-Fairfax Broadcasting to Charles McGuire and John Davenport for \$150,000, and sale of WDGO-FM, Cleveland, by Janssen Broadcasting to Richard Janssen, R. D. Conrad and C. K. Patrick for \$38,000, with commissioner Bartley dissenting to the last.

### Metromedia Adds Dime To Semi-Annual Dividend

Directors of Metromedia, Inc., have declared an extra dividend of 10 cents per share for the year 1962, in addition to the regular semi-annual dividend of ten cents per share on its common payable Nov. 30 to holders of record Nov. 16.

### NAB Ready to Launch Campaign for Freedom To the People: Collins

In a speech that veered from sympathetic understanding of FCC chairman Minow's aspirations as a public servant to a call for militant alertness against threats to freedom of the electronic speech, NAB president LeRoy Collins registered two major points at the Fall conference yesterday in New York:

Any notions which broadcasters have that private enterprise on the nation's airwaves may be veering toward Congressional regulation as a public utility "is ridiculous."

Sees Codes Best Protection  
The NAB Codes for radio and TV station operators are their strongest protection against hostile forces. The American audience is potentially the industry's best friend and will remain so as long as the codes receive broadcasters' support, he assured the gathering of over 650 executives.

A high degree of performance to help citizens in their responsibilities to nation and community

(Continued on Page 6)

### Boston to Hear Collins on Radio Interview Show

Boston — NAB president LeRoy Collins will be a guest on WHDH radio's "From the People" Monday. He will be questioned by a panel of broadcasters.

### TIC Advisory Services Plans More Industry Aid

The Television Information Committee, planning an expansion of advisory services to TV stations, reports it has now produced or distributed for broadcasters four slide presentations, a half-hour film, a 12-lecture course, three major publications and over 300 articles, talks, pamphlets and books. Among new TIC sponsors are KBTW, Denver; KRNT-TV, Des Moines; KLTV, Tyler, Tex.; KVOO-TV, Tulsa; KWLL-TV, Waterloo, Ia.; KTVH, Little Rock, and WKBW-TV, Buffalo.

## Carpet Rolling Out N.Y. for 22 Nations

The three major U.S. networks are to be hosts of delegates representing 22 foreign countries at the week-long meeting of the European Broadcasting Union, which starts in New York today.

CBS will hold a reception and luncheon at the Waldorf Astoria immediately following the opening session Monday with board chairman Robert W. Johnson as speaker. ABC's luncheon follows Tuesday at the Lincoln

Center's new Philharmonic Hall with a speech on global TV and space communication by Donald W. Coyle, president of ABC International TV. CBS will host the delegates Thursday at the St. Regis Hotel.

New York Mayor Robert F. Wagner will welcome the dele-

gates Monday to the first meeting of the EBU held outside Europe. EBU president Olaf Rydbeck, director general of the Swedish Broadcasting Corp., will speak about Eurovision and European plans for space communications at the opening session, to be held at the Waldorf.

Other speakers at the initial meeting will be Jean D'Arcy, di-

(Continued on Page 4)





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## Phila. Mavor Salutes WCAU-TV's Port 'Doc'

Philadelphia — A resolution citing WCAU-TV for "outstanding community service" in preparing and airing its documentary on the Port of Philadelphia, "Bound for Philadelphia," has been presented to the station by the Mayor's Committee on Port Promotion.

## Westinghouse Kids Specials Being Made for Syndication

Poetry, animals and an original TV musical are included in the "Specials for Children series" being produced for syndication by Westinghouse Broadcasting Co. Lauren Bacall and Jason Robards, Jr., are tentatively set for the history of poetry. The musical commissioned by WBC is "Young Mark Twain." The animal stanza will be hosted by Ivan Sanderson, noted naturalist, with Tommy Sands and Nancy Sinatra penciled in as guest stars.

Premiere show is "Magic, Magic, Magic," with Zero Mostel and Julie Harris "assisting" Mil-

# COMING AND GOING

MARY SPARKS, WNAC community service director, to Washington D.C. this weekend.

HENRY JAFFE in N. Y. to oversee Monday's telecast of "The Bell Telephone Hour."

ROBERT W. BRECKNER, KTTV president, has returned to L.A. following a 3-week vacation in Europe.

GUNTHER LESSING, Walt Disney Studios VP and general counsel, leaves today for France.

ROBERT A. BURKE, of Adam Young TV, to the West Coast for meetings.

GLYNIS JOHNS arrives in N.Y. from L.A. tomorrow to film a starring role in CBS-TV's "The Nurses."

ROBIN DAY and CHRIS RAWLING, BBC-TV news commentators, have arrived in N.Y. from London by BOAC.

JACK DAVIS, Ben Howard & Co. executive VP, visiting West Coast offices.

PAUL LYNDE has arrived in N.Y. from Hollywood, where he taped an "Andy Williams Show."

LARRY STORCH in N.Y. for a guest spot on the Sullivan show.

## Magazine Purchases Stereo FM in Omaha

Omaha — National Weekly, Inc., owner of KMEO and publisher of National Review magazine, has purchased KQAL-FM, pioneer FM station here, with KMEO taking over operation of KQAL-FM. The FCC earlier had approved the transfer. Formerly owned by Jack Katz Enterprises, KQAL-FM went on the air in April, 1959, and is the only stereo FM broadcaster in Omaha.

Jay Spurgeon, general manager of KMEO, will serve as GM of both stations.

## Martha Wright Honored At Dime Drive Kickoff

Martha Wright, WCBS radio personality and stage and TV singing star, will be honored at the kick-off luncheon for the 1963 March of Dimes Monday at the Americana Hotel. The luncheon, at which Miss Wright will also entertain, is expected to draw 1,000 women, and will benefit the new Salk Institute for Biological Studies, a research center headed by Dr. Jonas Salk and dedicated to war against all disease.

## Weather Gals Say 'Cheese' In WNAC-TV Pix Contest

Boston—WNAC-TV has invited New England shutterbugs to enter the station's photo contest Wednesday at the Commonwealth Armory, scene of the International Auto Show. The contestants will vie for the best picture of the outlet's seven weather girls grouped around the show's "Money Car." First prize is a Philco stereo phonograph.

## 3 Plains TVers Air Bishop Consecration

Springfield, Ill. — The three Plains TV Stations in central Illinois — WICS, WCHU and WICD — have presented a live 2½-hour remote telecast of the consecration of the Rt. Rev. Albert A. Chambers, Episcopal Bishop of Springfield.

The telecast was originated from St. Paul's Episcopal Cathedral in Springfield by WICS, parent station of the Plains TV Stations. Description of the ceremony was provided by Canon E. N. West from New York's Cathedral of St. John the Divine.

## Personnel Swap Rungs On Capital Staff Ladder

Washington Bureau of RADIO-TV DAILY  
Washington—Recent staff shuffling at WITN-TV has resulted in Frank Lewis, former sales service rep, being made production manager, replacing Bob McCoy who has been elevated to assistant director of operations. Also, Lexa Upton, secretary to the office manager, has been named promo assistant to the operations director.

In new additions, Lee Nolan and Pat Allen have joined the staff. Nolan, a former sportscaster and DJ at WAIT, Winston-Salem, is a staff announcer. Miss Allen replaces Glenda Day as continuity writer. She had been a newspaper copy writer in Rockwood, Tenn.

# FINANCIAL

(October 18)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg
Admiral Corp.	12	11¾	117½	— 1/8
AB-PT	287½	28½	287½	— 1/8
Am. Tel. & Tel.	107½	107	107½	— 1/8
AVCO	22	21¾	21¾	— 5/8
CBS	37	36½	36½	— 1/8
Columbia Pic.	185½	183½	183½	— 3/8
Crow.-Coll.	205½	203½	203½	— 3/8
Decca	41¼	41	41	— 1/8
Disney	25¼	25½	25½	— 1/8
East. Kadak.	96½	95	95½	— 1/8
Gen. Prec.	32	30¾	31	— 5/8
General Tel.	197½	193¼	193¼	— 1/8
Hazeltine Corp.	18¼	17½	18	+ 1/8
Magnavox	32½	31¾	31¾	— 1/8
MCA	40½	38¾	38¾	— 15/8
M-G-M	30	29½	29½	— 5/8
Metromedia	13¼	13½	13¼	+ 1/8
Minn. M&M.	48½	48	48½	+ 1/8
Nat. General.	6¾	6¼	6¼	— 1/8
Paramount	37½	37	37	— 1/8
Plough	25¼	247/8	25	— 1/8
RCA	48½	48½	48¼	— 5/8
Taft	157½	15½	15½	— 1/8
20th-Fox	207½	20½	20½	— 11/8
United Artists.	26½	26½	26½	— 3/8
Warner Bros.	12¼	11½	117/8	— 1/8
Westinghouse	26¾	25¾	26½	— 1/8
Zenith Radio.	50½	49¾	49¾	— 1/8

AMERICAN STOCK EXCHANGE

Allied Artists	3	27/8	27/8	— 1/8
Capital Cities	15½	15½	15½	— 1/8
Desilu	8¼	8	8	+ 1/8
Esquire, Inc.	7¼	7	7¼	+ 1/8
Filmways	5½	5	5½	+ 1/8
Mavielab	8¼	8	8¼	— 1/8
MPO	6¼	6¼	6¼	+ 1/8
NTA	1½	1	1	— 1/8
Reeves Sound	3¼	3¼	3¼	— 1/8
Screen Gems.	14¾	13¾	13¾	— 11/8
Technicolor	9	8¾	8¾	— 1/8
TelePromTer.	57½	53¼	53¼	— 1/8
Trans-Lux	11¾	11½	11½	— 1/8
TV Industries	27½	25½	25½	— 1/8

\* OVER THE COUNTER

	Bid	Ask
Jerrold	5¼	5½
Meredith	21	23½
Rust Craft	9¼	10½
Seven Arts	7½	8½
Sterling	1¾	1¾
Transcontinent	8¾	9½
Walter Reade-Sterling	17½	21
Wometco	25¼	27

\* Courtesy of National Association of Security Dealers.

## Gwen Verdon Picked VA Benefit Chairman

Gwen Verdon is honorary chairman of the party being given by the Bedside Network of the Veterans Hospital Radio-TV Guild Oct. 26, in the Waldorf Astoria. Proceeds from the affair will help the Guild extend its recreation therapy services in over 100 VA hospitals.

## OBITUARY

### Marion Shaik

Services will be held today at Walter B. Cooke Funeral Home, 117 W. 72 St., for Marion Shaik with CBS for 20 years as advertising administrator in the research department record section before her retirement in 1960. Miss Shaik died Tuesday following prolonged illness.

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the Election of  
**136** Broadcasting Stations  
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This is the largest number of membership applications approved at a single time since AP first offered membership to broadcasters.

All 136 stations applied for membership since the election of 41 stations on April 17th of this year.



### Susskind, Brazilian Prexy Share Mike on 'Open End'

Producer David Susskind and Joao Goulart, president of Brazil, meet in a two-hour discussion Sunday on WNEW-TV's "Open End." Taped in Brasilia, the president will present his country's attitude towards Cuba, the Peace Corps and the Organization of the American States.

### H. K. Smith, 6 Guests Eye U.S. Auto Habits

Is the American car a necessity or a luxury? Is its design functional or frilly? Is it made as safely as could be? Howard K. Smith and his guests will examine these questions on his "News and Comment" show Sunday on ABC-TV, sponsored by Nationwide Insurance.

Smith's guests will include Raymond Loewy, industrial designer; Heinz Nordhoff, president of Volkswagenwerk; Charles Murphy, chief safety engineer of the N. Y. Auto Club; Joseph Ingraham, N. Y. Times auto editor; Dr. Ernest Dichter, motivational researcher, and John Keats, author of the "Insolent Chariots."

### Hancock NBC Choice As Eastern Sales Boss

Paul M. Hancock, a 13-year NBC veteran, has been named Eastern region sales manager for NBC Radio. Hancock began his broadcasting career with the Mutual Network in 1945 and two years later founded WMID in Atlantic City. With NBC, he had been regional manager, station relations.

### Miss U. Campus Editor Joins 'Ladies of Press'

"Ladies of the Press," on WOR-TV Sunday, will present Sidna Brower, Mississippi U. campus newspaper editor who denounced the recent riots, as a panel member interviewing Jackie Robinson. She'll join Inez Robb of the World Telegram and Sun, and Gay Pauley of UPI, questioning the star.

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By TED GREEN

• • • The Association of the U. S. Army has honored Rex Morgan, special events director for Philadelphia's WFIL stations, at ceremonies during the organization's annual convention in Washington. Morgan, who retired from the Army last year as a major following 19 years of service, was presented with a Certificate of Appreciation for his work on behalf of the Defense Dept. . . . TV actress Judith Haskell and actor Ronald Holgate made it Mr. & Mrs. in NYC . . . Producer-writer Charles Marquis Warren is mourning the passing away of his mother in Hollywood . . . Video songstress Kathy Barr and TV "cry" comic Rip Taylor enjoy the cozy corner at Cafe Leon in Manhattan . . . Actress Salome Jens and TV-film star Ralph Meeker to soon walk down the middle aisle.



MORGAN

• • • Meet: Richard Wess, arranger, conductor, composer and pianist, whose TV credits include ABC's "The Schaefer Circle" show.



WEISS

He has also been on many shows as guest conductor for the Barry Sisters, Dick Haymes, Bobby Darin, Lillian Roth, Sally Blair and Georgia Gibbs. Wess also arranged and conducted "Mack the Knife" for Bobby Darin, whose record sold well over 2 million copies and helped make Darin the big star he is today. Wess is also busy arranging and conducting record sessions, Summer stock and personal appearances for the top singers. Now 34, he made his debut as a pianist at Town Hall when he was 12. He's just been signed as musical director for the new Jerry Lester show on WOR-TV, beginning the end of this month.

• • • A tip of the Stetson to: Connie Francis' publicist Saul Richfield for an interesting, well handled celeb-press party at the Americana Hotel. The affair introduced her new book, "For Every Young Heart" . . . Jean Foster and Babs Ferguson of the Sutton Agency, who established a very successful Junior Fashion Group—a great help to TV commercial producers and casting directors . . . There is nothing more pleasant than watching the vivacious and charming Arlene Francis do her "Luncheon at Sardi's" show . . . Caught the Betty Furness "Answering Service" on WABC-TV and was amazed at the amount of phones they have to receive questions for the guest experts. Ted Cott tells us there is a maximum average of 400 calls per show.

• • • TV funnyman Phil Foster will do a one-man show at Carnegie Hall Feb. 2 . . . A host of TV stars helped Patsy Gullotta celebrate the 20th anniversary of his Vesuvio restaurant . . . George Raft told the Pompei crowd that he has another TVenture up his sleek sleeve . . . Bess Myerson and a possible future "Miss America"—her teenage daughter who's her look-alike—chopsticking at Billy Gwon's . . . The zany Ritz Bros. will do some TV guesting while at Brooklyn's Town & Country for five weeks . . . "Bell Telephone Hour" producer Dan Lounsbury signed Pat Boone for a February stanza. The two worked together last when Lounsbury produced the old "Pat Boone Chevy Show."

### World Diplomats Drafted For NBC Radio UN Salute

UN acting secretary general U Thant, U. S. ambassador Adlai E. Stevenson, Soviet foreign minister Andrei Gromyko, British foreign secretary Lord Home and other high-ranking diplomats from all parts of the world will be heard Sunday on NBC Radio's "United Nations '62."

### Chicago Newsman Talks To Catholic Press Ass'n

Chicago—WBBM-TV newsman Frank Reynolds will be principal speaker at the Midwest Regional Convention of the Catholic Press Ass'n luncheon today at the Conrad Hilton Hotel. He'll speak on the role of the Catholic press and discuss his recent African trip.

### Denver Students Match Wits for \$ to Libraries

Denver — Area high school students are matching wits Sunday nights on KBTB's new "High School Bowl," hosted by news director George Scharman. TV teams, from different schools compete in a quiz for a \$100 savings bond which will be contributed to the winning school's library fund.

### Canon 35 Explored By Ernst, Pressman

Canon 35 will be discussed by civil liberties champion Morris Ernst and WNBC newsman Gary Pressman Nov. 28 at the Foreign Policy Ass'n quarters on E. 46 St., at a meeting sponsored by the American Society of Magazine Photographers.

Ernst, a partner in the legal firm of Greenbaum, Wolff and Ernst (ASMP's legal counsel) has authored many books in behalf of the fight for civil liberties and was appointed by former President Truman to the Civil Rights Commission. Pressman, with WNBC since 1954, is chairman of the Freedom of Information Committee of the Radio Newsreel-TV Working Press Ass'n.

### U.S. Webs to Play Host To 22 Foreign Nations

(Continued from Page 1)

Director of the radio and visual division in the UN office of public information, and John F. White, president of the National ETV and Radio Center.

#### Closed Meetings Slated

Closed business meetings will be held the remainder of the week except for a special trip to Washington Wednesday. James Webb, administrator of the NASA, will outline current U.S. accomplishments and future plans in space communications at a luncheon for EBU delegates in the capital.

USIA director Edward R. Murrow will host the luncheon. During their day-long Washington visit, the delegates will also meet with FCC chairman Newton Minow, NAB president LeRoy Collins and other officials.

The foreign broadcasters will end their U.S. visit with a trip to the satellite tracking installation in Andover, Me., Oct. 27.

#### Invited by 5 Groups

The EBU—made up of radio and TV organizations in every European country outside the Iron Curtain—is meeting to discuss programming, technical and legal matters. The EBU was invited here by five of its American associate members: ABC, CBS, NBC, NETRC and the USIA.



## Jules Bricken Opens N.Y. Production Hqs.; Leads Scott Series

TV producer Jules Bricken established a New York production company and will start filming here Nov. 17 on its project, a one-hour dramatic series for CBS-TV next season starring George C. Scott as a Pulitzer Prize columnist. It is being produced by Bricken's company CBS-United Artists TV re-

he new firm's staff consists of cinematographer Joseph Brun, musical director Elmer Bernstein, production manager Hank Spitz, film editor Sidney Meyer. Already at work on scripts for the series are motion picture writers Edmund North, Charles Kaufman, Franklin Coen and Luther Davies.

**Has UA-TV Assurance**  
Bricken said UA-TV has guaranteed him full creative freedom to develop the skein as he sees it. Script concerns automation that affects a coal mining town; personal history of Marie Curie adapted to fit Scott; an attack on the political situation which calls for a ticket based on religious considerations rather than merit, and unfair laws which do not adequately protect the criminal who is mentally ill.

Most of the filming will be done at locations in the N. Y. metropolitan area, Washington and other East Coast locales.

### Drechsler an Acc't Exec

**Hartford** — Michael E. Drechsler has been appointed an account executive for WDRG. He was formerly with WRYM, New Britain.

## Ward Rips 'Kids Only' Label From Video Cartoon Series

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Producers Jay Ward and Bill Scott went to work to overcome the public image of cartoons as strictly children's fare when they launched their TV cartoon series, "The Winkles Show."

Their first step was to woo the editors of the country with a weekly flood of off-beat mailings, offering TV, big business and contemporary scene. The purpose was to impress on editors and other opinion makers Ward's distinctive flair for satire and sophisticated comedy.

To attract industry attention, Ward and Scott staged a red carpet "premiere" at the Directors Guild Theatre, spoiling the traditional Hollywood opening.

Next was the unveiling of the Winkles Moose statue on the Sunset Strip, for which Ward's production received permission

## 'Prof' Serling Gets the Early-Early Show

**Yellow Springs, O.**—Rod Serling has returned to Antioch College—12 years after he graduated—but this time as writer-in-residence and instructor in drama. His new status hasn't protected him from 8 AM classes, however.

The TV playwright is teaching the history and sociological aspects of "Mass Media" and a field course for drama majors, "Writing in Dramatic Form." On Nov. 7 he'll begin a seminar for adults on "Drama and the Mass Media."

Serling entered Antioch in 1946,

after a 35-month stint with the paratroops, mostly in the Pacific. Then, as now, all Antioch students supplemented on-campus study with off-campus job experiences, and Serling, a literature major, wrote news and continuity during work periods for such radio stations as WJEL, Springfield, O.; WMRN, Marion, O.; WINB, Binghamton, N.Y., and WNYC, New York City.

But he didn't jump from the campus into big-time. As Serling says: "I was the last member of

the class of '50 to get a job." The job was with WLW in Cincinnati.

Serling is also now busying himself with host chores on "Ten O'Clock Theatre, aired Thursday evenings on WBNS-TV, Columbus, O. His comment on the movie fare offered has the same off-beat quality as some of his other work.

Serling's film, "Requiem for a Heavyweight," opened this week in New York. He wrote the first draft for it in 1947 as a short story. "The Good Right Hand," for an Antioch course.

## Six More NBC Affiliates Buy New 7 Arts Pix

Six additional NBC affiliates have been signed for Seven Arts' Vols. 4 and 5, making a total of 11 NBC stations to date which have bought the 93 Warner Bros. and 20th Century-Fox features in the two packages, announces VP-national sales manager Donald Klauber.

### Buyers from All Sections

The new purchasers are WSB-TV, Atlanta; KPRC-TV, Houston; WJAC-TV, Johnstown, Pa.; WALA-TV, Mobile; WEEK-TV, Peoria, and KOLO-TV, Reno, which joined previously signed NBC affiliates WAPI-TV, Birmingham; WJAR-TV, Providence; WSYR-TV, Syracuse; KFDX-TV, Wichita Falls, Tex., and WFMJ-TV, Youngstown.

"One of Seven Arts major selling points for Vols. 4 and 5 is the fact that 43 of the features are available for local colorcasting, 21 in Vol. 4 and 22 in Vol. 5," Klauber noted.

## CELLOMATIC AIDS TV ON ELECTIONS

Screen Gems Unit Set For Coverage on ABC

The Cellomatic Industrial Productions division of Screen Gems will be hard at work on Election Day, aiding network TV coverage of the national and local elections. At least eight separate units of CIP audio-visual projection equipment will be used by ABC-TV in relaying a rapid series of returns to the viewers, as well as forecasting trends in the various races and analyzing these trends.

CIP has been involved in the coverage of every major news event since 1951.

## Lunenfeld Steps Up To License Manager

Norman A. Lunenfeld has been promoted to Manager, NBC Merchandising, Morris Rittenberg, director, NBC Domestic Enterprises, said yesterday. Lunenfeld was sales and promotion account executive before being appointed department head.

Prior to joining NBC, he was sales promotion manager at the C. J. LaRoche agency.

## Texans Set Speaker List

(Continued from Page 1)

ple," Boyd Kelly on "A New Idea for Gaining Newcomers to Broadcasting," Floyd O. Schneider, VP, Lone Star Beer, on "The Three-Legged Stool," and G. D. Cowan, general manager of KGBC, Galveston, on "How Do You Collect?"

A two-hour sales training session will be conducted by James T. Adams, president of the Adams Institute of Marketing. New officers and directors will be elected for 1963 and the annual TAB Merit Awards, the Pitluck Award and the Elkins Educational Trophy will be presented.

The convention banquet will include an eight-act show of Mexican stars.

## Detroit Outlets Riding With Nat'l Car Show

**Detroit** — WWJ and WJR have scheduled extensive programming from the 44th National Automobile Show at Cobo Hall here, which opens to the public today for a 10-day stand. WWJ will originate over 85 hours of programming over the show, beginning with the 6 PM news today. WJR reported from Cobo Hall all this week, prior to the show's opening, and will also beam many programs from the hall during the show.

Highlight of opening day events on WWJ will be a two-hour "Auto Show Preview" featuring interviews with top auto industry executives and descriptions of displays. For the 10-day duration, many WWJ programs will emanate from a specially constructed booth in Cobo Hall, with six reports to be presented daily Monday thru Oct. 26.

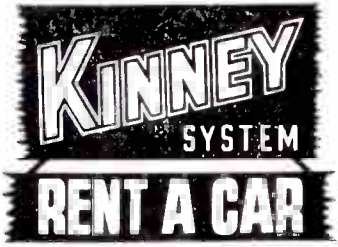
## Five Latin Countries Join NBC's Pubaffairs Ass'n

NBC International's public affairs association has been inaugurated in Latin America, with stations in Argentina, Guatemala, Panama, Puerto Rico and Venezuela joining the plan which provides for at least one NBC pub-affairs program on the air each week over member stations. The pubaffairs plan has already been initiated in Japan, Australia, the Philippines and Hong Kong.

## Actors-Turned-Directors Finding Haven in 3 Series

**Hollywood** — Actors-turned-directors are proving in-demand for three series currently being filmed for NBC by MGM-TV. Ten episodes of "Dr. Kildare," "The Eleventh Hour" and "Sam Benedict" have been under the direction of Paul Henreid, Lamont Johnson, Abner Biberman, Don Taylor and Lawrence Dobkin.





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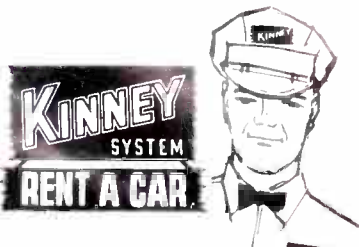
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### Emancipation Theme Of 10 WCBS Lectures

In observance of the 100th anniversary of the Emancipation Proclamation, WCBS will broadcast a series of 10 lectures, starting Wednesday, from New York's New School for Social Research. Ten authorities will deliver original lectures scheduled by Dr. Henry David, New School president.

According to David, "Their total effort will constitute a comprehensive treatment of the place and meaning of the document in the experience of the peoples of the U. S. and other lands, and clarify the record of one of mankind's critical struggles for equality and freedom."

### 4 Star TV Ups Bud Otto To Associate Producer

West Coast Bureau of RADIO-TV DAILY Los Angeles — Bud Otto, who joined Four Star Television as a mail boy in 1958, has been named associate producer of the "McKeever and the Colonel" series by Tom McDermott, president.

Eight months after joining Four Star, Otto was promoted to script supervisor, the position he leaves for his new post. Tom McKnight is producer of the series.

### KXTV Appeals Decision

(Continued from Page 1)

tiate in good faith. We believe that our position will be completely vindicated in the circuit court."

The NLRB took no disciplinary action against KXTV but ordered it to resume negotiations with AFTRA. KXTV said no men working at the station are members of the union. AFTRA is the present representative of talent there.

(Continued from Page 1)

cannot occur, until "the wall now barring full and equal coverage of government by all news media comes down," Collins told them.

Dismayed by the American Bar Association's reluctance to secure radio-TV's right of access to the courts, Collins said determinedly, "we are going to take our case to the people themselves, community by community."

### Decries Closed Meetings

Since 1953, the percentage of closed committee meetings in Congress never has been less than 30 per cent and has been as high as 41 per cent in one year (1954), he stated.

All sessions of the House of Representatives are closed to camera and microphone and, by ruling of the Speaker, the blackout is also applied to all House



• • • Commenting on earnings per share at \$1.20 this year, compared with \$1.06 last year, George Elber, VP of Four Star, says he expects it to be \$1.35 next year. One '63-'64 show has already sold. Also reported was the start as an independent record producer with one album called "Wall Street Speaks to Chet Huntley," answering basic questions investors want answered; one featuring Jones, and an earlier release, "Dick Powell Presents Themes Original Soundtrack of Four Star TV Productions."

• • • Producer Matthew Rapf has signed Kim Stanley as guest star of "A Cardinal Act of Mercy," the first two-parter scheduled in the "Ben Casey" hour-long medical series . . . First of two segments scripted by Norman Katkov, goes before the cameras Oct. 29. Sylvia Pollack will meg segments for the Bing Crosby Productions series co-starring Vincent Edwards and Sam Jaffe . . . "Ben Casey" appearance marks Miss Stanley's first in a filmed TV show.

• • • Frank Sinatra has put real emphasis on expanding the roster of his successful Reprise Records Company by signing Grammy-winning Clooney and winning over such top disc firms as Columbia, Capitol, RCA Victor, Liberty and Dot who were also dickered over her services. Miss Clooney not only will do singles and albums, she also separate records with Sinatra and Dean Martin. Other Reprise artists are Sammy Davis Jr., Ethel Merman, Danny Kaye, Billy Holiday, Phil Harris, Alice Faye, Soupy Sales and Mort Sahl.

• • • Bob Dowdell had his option picked up for 13 weeks on his 7-year Daystar contract . . . Fran Balzer, former publicist at KKHJ-TV and assistant advertising manager at Music City, joins the p.r. staff of Arnold Carr . . . Tay Garnett is helming "A Gun In A Gentleman," Robert Hardy Andrew's original teleplay for "Lark Valley Days" series . . . "An Unfunny Thing Happened on the Way to the Theatre," an original teleplay by James Komack, has been purchased by producer Norman Felton for production on MGM's "Dr. Kildare" series . . . KGBS will air all the state and local issues which appear on the November 6 ballot, according to program manager Bill Thompson. Station is presenting two of the issues per ballot each being aired twice daily Mondays through Fridays.

• • • MacDonald Carey, Jan Clayton, Leslie Parrish, Richard Long, Sebastian Cabot, Barbara Nichols, Soupy Sales and John Carne have been set by producers Ralph Andrews and Bill Yagman as next week's guest star contestants of Desilu's "By Your Numbers," hosted by Jay Stewart and airing at 7:30 PM Sunday through Friday over KTLA . . . Leonard Feather turns his recording program on KNOB next Sunday evening to the subject of Bossa Nova, the new Brazilian musical craze.

## Collins Sees Codes Best Fear Therapy

committee meetings, Collins continued, while Senate committees, however, are open to radio and television.

The Supreme Court clings "tenaciously to its tradition of over-cloister," and totally excludes broadcast coverage from all its proceedings, Collins said, adding:

"Our courts generally are grossly misunderstood and often actually feared by our citizens."

### Points to ABA Awards

Although the American Bar Association gives annual awards to radio and TV for promoting a better understanding of our judicial process, he observed, it nevertheless recommends against airwaves coverage of court proceedings; and many states have given this recommendation the force of law.

Collins said: "We have tried in

vain over the years to obtain the assistance of the ABA in helping the American people secure their right. But the governing groups within the ABA refuse to help themselves on the side of the people in this fight. They have chosen to side with those who, for one reason or another, wish to keep the people from seeing and hearing what is going on in their own government.

### Invites Legal Cooperation

"We regret the decision of the ABA. But we have no intention of abandoning this fight. On the contrary, we intend to step up our fight. We are going to take our case to the people themselves, community by community, and we invite the individual lawyer, whom the bar association does not speak in this regard to join with us."



# Student Composers Eligible for BMI Awards

Student composers residing anywhere in the Western Hemisphere are eligible to win awards totaling \$15,800 in the 1962 Student Composers Awards, announces Haverlin, president of Broadcast Music, Inc., which annually sponsors the competition designed to encourage the creation of commercial music by young composers. The 1962 contest is the fourth in which composers from countries other than the United States and Canada are eligible to compete. Twenty-six student composers received SCA awards since

### Age Limit Is 26

The 1962 is open until Feb. 15. Residents of any country in the Western Hemisphere who will be 26 years of age on Dec. 31. Applicants must be enrolled in accredited secondary schools, colleges or conservatories, or engaged in private study with recognized established teachers.

# Chochran Heading Chi Sponsor Meet

ABC newsman Ron Chochran will appear in Chicago Sunday at National Retail Lumber Dealers Ass'n convention and meet executives of United States Plywood Corp., sponsor of the "ABC Evening Report with Ron Chochran." Execs meeting with Chochran include A. W. Teichmeier, VP, marketing; Monroe Pollack, VP; S. Lowell, advertising-sales manager; John Ball, marketing manager; and Robert LeSales, sales promo manager.

# K. Unites for Pay-TV

(Continued from Page 1)

ly filmed for pay-TV. In July, Postmaster General told the House of Commons "the scope of experiment over wire would be severely limited, certainly in early stages." Both BPPA and FBFM believe generally that experimental fees must be capable of being received by at least 100,000 viewers. It is to show the kind of programs for which people would be expected to pay.

# Dialogue' Puts on Bib For Culinary Guests

Around New York with Knife and Fork," a sort of jaunt through the ham's alimentary canal with hosts Shor, Max Asnas, Danny Della and Vincent Sardi, Jr. Guides, will be offered Sunday on NBC-TV's "Dialogue," hosted by Brian O'Doherty.

# R-TV Contest Gets Under Way For Best Commercials of '62

West Coast Bureau of RADIO-TV DAILY

Hollywood — Third annual International Broadcasting Awards competition, which will select and honor the best TV and radio commercials produced anywhere in the world, has been officially opened by Thomas W. Sarnoff, IBA general chairman for the Hollywood Advertising Club.

## GAL FUNSTERS TARGET OF HUNT

Gagwriters Ass'n Searching  
For No. 1 Laugh Need

Ladies Night will be featured at the Comedy Workshop Oct. 30 as the National Association of Gagwriters initiates a search for the Future Funnymen-and-women of America.

A feature is the Jacqueline Kennedy Impersonation Contest. According to the N.A.G., female funsters are now "the No. 1 American shortage."

# 4 Star Distribution Reports 7 New Sales

Four Star Distribution reports it has chalked up seven new sales this week. "The Detectives" has been bought by KSMP-TV, Minneapolis; KTAR-TV, Phoenix, and KGW-TV, Portland, Ore.

"The Law and Mr. Jones" has been purchased by KOAA-TV, Colorado Springs, and KREX-TV, Grand Junction, Colo. "Target: the Corrupters" has been sold to KMSP and "Dick Powell's Zane Grey Theatre" will be seen on KPTV, Portland, Ore.

Four Star also announced that WNEW-TV will carry the first off-net viewing in New York City of "The Detectives," "Stagecoach West," and "Target: The Corrupters," starting in January.

# TV Revenue Reported

(Continued from Page 1)

of nations surveyed totaled \$2.1 billion, with U. S. expenditures of \$1,615,000,000 amounting to 76.7 per cent. The data compiled by the IAA included 30 free world nations, of which 18 had TV advertising.

While accounting for the major share of all TV advertising the U. S. ranked sixth in TV as a percentage of total ad expenditures. American companies spent 13.6 per cent of their total advertising for TV. Ahead of the U. S. were Iran, with 59.6 per cent; Peru, 27.5 per cent; Japan, 26 per cent; Curacao, 18.9 per cent, and United Kingdom 18.8 per cent.

United Kingdom ranked second behind the U. S. in total expenditures in TV with \$232,815,000, followed by Japan with dollar expenditures of \$138,523,000, TvB said.

Competing commercials must have been broadcast at least once between Dec. 1, 1961, and Dec. 1, 1962, the deadline for entries. Awards will be announced at the IBA formal presentation dinner Feb. 26 at the Hollywood Palladium.

Sarnoff said the contest this year will encompass 14 categories of TV and eight categories of radio commercials competing for IBA trophies, plus a sweepstakes trophy for the best over all commercial entered from each medium, regardless of category.

Special IBA trophy awards will be made for technical excellence, best use of color in TV and best use of music. Judges will also select IBA marketing awards, special advertising council awards for public service and achievement certificates.



SARNOFF

# Greenville Outlet Picks Jack Belt as News Chief

Greenville, S. C. — Jack Belt has been appointed news director of WLOS-TV and will take charge of the station's entire news and sports coverage, station manager Mort Cohn announced. Following a stint as news director at WAJR Morgantown, W. Va., Belt joined the news department of WCHS-TV, Charleston, W. Va., as a political reporter. Belt has been press secretary for Sen. Robert Byrd and most recently was news director of WRDW-TV, Augusta, Ga.

# Maine Adopts Max Bice In Seattle Fair Event

Tacoma—Max H. Bice, GM of KTNT-TV, in this city, was made an honorary citizen of Bangor, Me., during recent Maine Day ceremonies at the Seattle World's Fair. The station cooperated with WABI, Bangor, in a Fair contest which drew 60,000 entries in Bangor. The plaque was awarded to mark the "TV hands across the nation" promotion.

We're whompin' up a reel ol' fashion hoe-down for y'all at the Holiday Inn Central Bunkhouse . . . better pack yer saddlebag and head on down to Bee-Ug D



Harold Meden, Secretary-Treasurer  
Broadcasters' Promotion Association, Inc.  
215 East 49th Street  
New York 17, N.Y.

Dear Podnah:  
I'm attachin' my check for \$40 as advance registration for the 1962 BPA Seminar in Big 'D'. Have them tellers down at the bunkhouse set up housekeepin' for me October 29-31.

Name .....  
Station .....  
Address .....  
City ..... State .....  
Date .....





By JACK RUSSELL

The American Forces Network, Europe, has enlisted the talents of WIND deejays Howard Miller, Perry Marshall and Tom Sherwood for regular broadcasts to the 52 million servicemen and Europeans reached by the 11 stations. The trio will provide 30-minute segments weekly, featuring current U. S. pop music and providing info chatter about what's happening back home.

WBBM-TV newsman Fahey Flynn will be the principal speaker at the Swedish Covenant Hospital's fund-raising dinner Nov. 27 at the Edgewater Beach Hotel, discussing "A Measure of Mercy"

WBBM-TV newsman Frank Reynolds will be the principal speaker before the Midwest regional convention of the Catholic Press Ass'n luncheon Oct. 26 at the Conrad Hilton Hotel. He will speak on the role of the Catholic press, and will also discuss his recent African trip.

WBKB's fanciful children's show, "The Land of Ziggy Zoggo," starring Nancy Berg, is proving a tremendous success with its early-morning younger-set audience. Mail for the program has reached almost 1,000 letters a day. . . Virginia (Duchess) Marmaduke will sub for Jack Eigen, WMAQ late-hour spieler, during his November vacation. Former newspaper woman and broadcaster, she is now secretary of the Board of Health. Charlie McCune and Harry Volkman, both MAQ staffers, will flank her for the Eigen four week hiatus.

### Eire's UN Envoy Boland Slated on 'Youth Forum'

To commemorate the start of UN Week, WNBC-TV's "Youth Forum" Sunday will feature Ambassador Frederick H. Boland, permanent representative of Ireland to the UN in a discussion of the question: "Can Small Nations Help the UN Maintain Peace?"

### Bill Evans Trio Swings In 'Camera 3' Spotlight

The "Jazz of Bill Evans" takes the "Camera Three" spotlight Sunday, when the pianist and his sidemen offer a half-hour of jazz music stylings on CBS-TV. The trio consists of Evans, Paul Montion on drums and Chuck Israels on bass. Clair Roskam is producer, and Nick Havinga is director.

## Cameras Crank Up For Limited Telecast Of Estes Trial in Tex.

Dallas—TV cameras return to the Smith County Courthouse in Tyler on Monday for the resumption of the Billie Sol Estes trial, but their coverage of the activities will be limited. Ed Pfeiffer, manager of WFAA-TV here, said a remote crew will be on hand to relay as much of the trial as will be permitted.

"We'll be back as we originally announced," Pfeiffer said, "and bring our audience all the drama until the selection of the jury and the interrogation of the witnesses. At that time we will work with the film camera pool under the supervision of Marshall Pengra."

Live TV and radio won't be permitted during the questioning of jurors in testing their qualifications or of the witnesses' testimony, because it would violate the Texas witness rule which prohibits one witness from hearing the testimony of another.

### Shapiro Outline Plan

Mike Shapiro, general manager for WFAA-AM-FM-TV, said: "We regret that it is impossible for us to give full coverage to the trial. But we shall extend to our audiences all possible information permitted by the courts, and we, most certainly, intend to be in the courtroom for the live telecasting of the summations by the attorneys and the completion of the trial."

## Chr's Knopf Chairman Of TV Writers Awards

West Coast Bureau of RADIO-TV DAILY

Beverly Hills — Christopher Knopf has been named chairman and Allan Sherman producer-director of the first TV Writers Awards and dinner Dec. 6 at the Beverly Hilton Hotel. Writers preparing material for the show include Austin Kalish, Danny Simon, Oliver Crawford, Bruce Geller, Everett Greenbaum, Bruce Howard, Paul Mason, William Idelson, Mel Tolkin, Sol Saks, Carl Reiner, Aaron Ruben and Shirley Henry.

## Cheviot, Preis Made VPs At San Antonio Stations

(Continued from Page 1)

in January, 1959.

Before entering TV in 1952, Cheviot was general advertising manager for the San Antonio Light and had also worked for newspaper reps Maloney, Regan & Schmitt in New York. Preis had 10 years' program, sales and management broadcast experience before joining WOAI in April, 1951.

## AGENCY NEWSCAST

By RALPH TYLER

The Ass'n of National Advertisers has released an extensive report to help increase understanding of the computer's part in advertising. The report includes papers originally presented

at a five-session seminar earlier this year, sponsored by the Central Media Bureau, Inc. This information has been published as "The Computer in Advertising" under the auspices of the ANA advertising administrative control committee. Participants in the computer appraisal include: Kenneth C. Schonberg, president, Central Media Bureau; David B. Hertz, director of operations research, McKinsey & Co.; Robert S. Weinberg, manager, market research, IBM; J. Presper Eckert, VP, Remington Rand UNIVAC; John Maloney, director of research development, Leo Burnett Co.; Arthur B. Toan, Jr., partner, Price Waterhouse & Co.; George N. Farrand, VP and treasurer, Y&R, and Herbert W. Robinson, president, C-E-I-R.

New business placed on "The Sound of Los Angeles," KLAC radio, Hollywood, includes a spot buy for Leslie Salt via Dancer-Fitzgerald-Sample; White King D thru Fletcher Richards, Calkins & Holden; Italian Swiss Colony Wine via Honig Cooper & Harrington; GM thru the Kudner Agency; Rath Packing Co. from Earle Ludgin and Co.; Committee to Defeat Prop. "E" via Coleman Parr; Mobile Home & Travel Trailer Show placed by Show Management and the May Co. from Milton Weinberg.

Union Carbide Consumer Products Co. via William Esty for the

## IC's Board Elects Engineer, Attorney

Newark, N. J. — Two new members have been elected and nine re-elected to the board of directors of Communications Industries Corp. at its annual stockholders meeting here, it was announced by Lazar Emanuel, president and chief executive officer. The new board members are Abe Jacobowitz, who is also engineering VP for the radio-TV broadcasting firm, and New York attorney Sidney Liebowitz, who was also elected secretary.

## St. Louis Affil for ABC

WBBR, St. Louis, has become affiliated with ABC Radio. Operating at 500 watts, on 1490 kc, the station is owned by Stanlin, Inc., with Larry Pincus as president and George Lasker, general manager.

## Thought for Today

"We, the broadcasters, must come up with our own solutions to our own changes, and not leave our vacuum into which anyone—including the federal government—can move. . . . We must grasp the initiative, build our own park, and invite all and sundry to come and play—on the rules we have undertaken to formulate."

—William Carlisle  
NAB VP, Station Services

six weeks of Fall in New England is promoting its "Prestone" Anti-Freeze in a Monday through Friday campaign on WNAC, Boston, and the Yankee Network. WNCN is also airing a heavy schedule of 15 spots Monday through Friday for Burlington Industries, via Deahue & Coe. It is first time Burlington has used radio extensively in its promotion of Super Super Hose.

William L. Finger, manager, director of Standard Brand's European operation from 1954 until his retirement this year, will speak on "Manufacturing, Licensing, Advertising and Selling in Europe" at the luncheon meeting Thursday of the International Advertising Ass'n in New York. Finger has been an active business consultant on the Common Market since his retirement.

## Tenn. Art Chief Gets 1962 TV Guide Award

Atlanta—R. Grady Kimsey, director of WATE-TV, Knoxville, has been judged winner of the \$500 first prize in the Southern Television Artists competition sponsored by TV Guide. Kimsey's "Girl in Autumn" was selected from among 30 entrants of artists and staff artists with TV stations throughout the southeast.

Five honorable mentions, each worth \$50, were awarded to Joseph M. Kolivosky, WSAV-TV, Savannah; Reg Stagmaier, WGP-TV, Chattanooga; Emory Culclasure, Jr., WFMY-TV, Greensboro; William A. Adams, WSPA-TV, Spartanburg, and Aundra Kay Boyd, WJHL-TV, Johnson City. The winners and all entrants will be exhibited in the Atlanta Art Ass'n galleries next week.





Indiana University Library  
Bloomington Ind

## PHILA.-BOSTON FIREWORKS TODAY

### Robt. Sarnoff Scans World TV Future for EUB

Robert W. Sarnoff, NBC board chairman, will make "an important statement bearing on the future of international TV" at NBC's luncheon and reception today in New York for delegates to the European Broadcasting Union meeting. ABC follows with a luncheon tomorrow for the delegates at Lincoln Center, and CBS will host them Thursday.

### TODAY'S MOTTO: VAST HOPE LAND

Collins Re-Coins 'Crack'  
To Mint Shining Promise

Broadcasting is bound to latch on to a new wordplay. It's "a vast hope land," introduced yesterday by NAB president LeRoy Collins, who said the medium "is so great and its potential so enormous" that it can never reach perfection, since each improvement leads to opportunities for greater gains. Collins, speaking on a Radio Press International broadcast, said FCC chairman Newton Minow

(Continued on Page 5)

### Former WPAT Owner Buys AM-FM in Calif.

Coast Bureau of RADIO-TV DAILY, Berkeley, Calif. — KRE and KRE-FM here, have been sold to J. Wright Associates of New York at a reported price of \$1,000,000, subject to FCC approval. In a separate transaction, Wright Associates will acquire The Royal Recording Co., also located in Berkeley. The deals were handled by Lincoln Dellar & Co., Beverly Hills, and R. C. Crisler & Co. Wright was major stockholder of WPAT, Paterson, N. J., which

(Continued on Page 6)

### Art Gilmore Is Re-elected President of AFTRA

Coast Bureau of RADIO-TV DAILY, Hollywood — Art Gilmore, local announcer, has been re-elected national president of the American Federation of TV and Radio Artists. Jud Conlon, singer, was elected national recording secretary. It was voted to hold the 1963 convention of the organization in Los Angeles.

### Lone Star 'Casters Award 'Good Guys'

San Antonio — Merit awards are being presented this morning at the second and final day of the Texas Ass'n of Broadcasters Fall convention here. Presentations will be made by Earle Fletcher, KXOL, Ft. Worth, for radio; Roy Bacus, WBAP-TV, Ft. Worth, for TV, and Gene Hendryx, TAB president, for the Elkins Educational Award Trophy.



GAINES

The opening session today will be greeted by James M. Gaines, WOAI-radio-TV, president of the San Antonio Chamber of Commerce. Speakers during the morning

(Continued on Page 6)

### D.C. Outlet Sees Red Over 'Cultural' Swap As Russians Renege

Washington Bureau of RADIO-TV DAILY Washington — WWDC has notified the Soviet Union it is halting its airing of Russian top tunes until American music supplied by the station is played on Moscow radio. "We hoped that this is only a temporary breakdown in our 'cultural exchange,' but the American pop tunes supplied by WWDC haven't been played on Radio Moscow," commented programming VP Irv Lichtenstein.

WWDC's decision to "stop the music" came after 30 more selections of Russian popular music

(Continued on Page 5)

### AM Granted for Hawaii; Calif., Minn. FMs Win OK

Washington Bureau of RADIO-TV DAILY Washington — The FCC has granted Maualoa Broadcasting a new AM station on 790 kc, 1 kw, unlimited hours in Kealahou, Hawaii, and has granted Thousand Oaks Broadcasting a new Class A FM on 92.7 mc in Thousand Oaks, Calif., over the protest of KNX-FM, Los Angeles. Central Conservative Baptist Theological Seminary was granted 100.3 mc for a new Class C FM in Minneapolis.

### FCC Hearings Begin On NBC-RKO Trade, Attacked by Philco

Hearings begin at the FCC today—and promise to last for months — on the NBC-RKO trade of Philadelphia stations for Boston stations, along with the application of Philco for a new TV station on NBC's Philadelphia channel. Westinghouse, which originally protested when the remaining applications were a part of a long series now withdrawn, tried to remove itself as a party, but the FCC ruled Westinghouse still in.

#### Kettle-Pot Battle Expected

Major fireworks will come when Philco tries to prove NBC unqualified to own and operate stations, largely because of alleged anti-trust law violations, and NBC retorts that Philco parent, Ford Motors, has had its own difficulties with those same laws.

One of the 20 issues outlined by the FCC is the question of whether RKO ownership of CKLL-TV in Windsor, Ont., across the river from Detroit, should be counted as an ownership under the multiple ownership rules. Philco will lead off, the effect of which will be to put NBC under attack at the very beginning. NBC will follow.

### GE Starts Industry Push For Stereo TV Standards

General Electric has petitioned the FCC to start rulemaking looking toward approval of stereo sound transmission standards for TV. At present, stereo transmissions are permitted only for FM stations.

### College Loses ETV Bid

Manhattan, Kan.—The FCC has cancelled the Kansas State College authorization for an ETV station on Channel 8 here, while dismissing an application for extension of time to construct the station.

### Two-City ID Approved

Scranton—The FCC, with commissioner Bartley dissenting, has voted to permit WDAU-TV, Channel 22 here, to identify itself as a Wilkes-Barre station as well.

<h3>Let's Talk It Over</h3>	<h3>What Price Silence? Or: Why Can't Lawyers Speak Out in Public?</h3>
<p>By ARTHUR PERLES</p>	

FOR a profession which places such a high premium on talk, it is amazing how much silence "The Law" can invoke when it comes to the critical question of the public's right to "attend" courtroom proceedings via its two greatest mass media of information—radio and TV.

I'd like to see some enterprising network or station pry open this clamshell with forum or debate programs presenting intelligent, articulate, sincere spokesmen for all sides of the issue. Further, such a broadcast should originate from a hall of sufficient size to accommodate a very large number of "live" spectators who would be permitted to question the participants.

Then, let the chips fall where the may!

I'm offering long odds the exposure would give decent burial to the decadent Canon 35 of the American Bar Association—inter it under a mountain of resentment on behalf of the public's right to know.

Democracies have long since learned that when matters are important

(Continued on Page 8)





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## CBC 'Monopoly' Hit In Gaspé Peninsula

Special to RADIO-TV DAILY  
Montreal — Former Canadian secretary of state Noel Dorion has charged that the Canadian Broadcasting Corp. has a monopoly of thought and propaganda in the Gaspé Peninsula because both TV stations in the area are CBC affiliates.

Dorion appeared before a public hearing of the Board of Broadcast Governors as counsel for TV Transgaspésienne Inc., which is seeking a license to build a new French-language TV station at Ste. Anne des Monts to serve the Gaspé region. He opposed applications by CHAU-TV, Charleton, Que., to build five rebroadcasting stations in the Gaspé and CKBL-TV, Matane, to construct one. Both are CBC affiliates.

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

## Filmways, Sutherland Exchange Ad Facils

Filmways and John Sutherland Productions, of California, have concluded negotiations for "a mutually advantageous working agreement between both companies with respect to the production of TV commercials," it was announced by Lee Moselle, recently appointed Filmways chief executive officer and president. Filmways stockholders will vote on the move at their annual meeting in December.

Under the plan, Sutherland Productions will enter the New York market with Filmways' key N. Y. commercial personnel, headed by Fred Raphael, and by use of Filmways' facilities. This will enable Filmways to concentrate its commercial production activities in California under Will Cowan, head of its Filmways of California, Inc., subsidiary. Sutherland's move is its first step in expansion of commercial, industrial and educational production.

## Alan Wasser Is Choice As WINS News Editor

Alan N. Wasser, for the past three years an editor-writer for WNEW, joins WINS today as the station's news editor. While at WNEW, the Ohio U. graduate served as a political analyst and on-air anchor man during coverage of the 1961 New York mayoralty election. Previously, he was assistant news director at WHK, Cleveland.

## Trans-Canada Phone Co. Backs 'Telephone Hour'

Special to RADIO-TV DAILY  
Montreal — The Trans-Canada Telephone System, through McKim Advertising, will sponsor the first "Telephone Hour" of the new season tonight on CBC-TV. The premiere will star Robert Goulet and Barbara Cook and feature many international performers, including Cyril Ritchard and Martyn Green. Donald Voorhees will conduct the orchestra.

## Time-Life, Phillips Pioneer TV for Pakistan Government

By the end of the Karachi Trade Fair Dec. 13, three million Pakistanis will have seen TV for the first time via a station and 200 receivers at the fair built and supplied by Time-Life Broadcast and Phillips Electric.

Time-Life is endeavoring to demonstrate a well-rounded schedule of information, education and entertainment in initiating TV for the Pakistan government. Almost half the programming has been supplied by Screen Gems thru Time-Life, with the re-

## COMING AND GOING

LARRY KRASNER, Jack Douglas org's sales manager, in N.Y. from Coast HQ for "Across the 7 Seas," firm's latest series for syndie market.

ARTHUR SIMON, RADIO-TV DAILY's advertising manager, in San Antonio attending the Texas State Broadcasting meeting.

SALVATOR J. IANNUCCI, JR., CBS-TV business affairs VP, to the West Coast.

ART LINKLETTER on a personal appearance tour in Kansas City, Indianapolis and Dayton.

RON COCHRAN, ABC newsman, in Chicago for the Nat'l Retail Lumber Dealers Ass'n conference and meeting with sponsor.

BILL ASHER, producer-director, in N.Y. for meetings with UA-TV execs.

JOHN SMITH, "Laramie" star, in St. Louis to appear at the Fireman's Rodeo through Oct. 28.

## Telecasters Oppose Channel 'Sandwich'

Washington Bureau of RADIO-TV DAILY

Washington—A petition by National Mobile Radio Service for FCC rule changes to permit authorization of their services in the 72-76 mc band within less than 10 miles from a Channel 4 or Channel 5 TV station has been vigorously opposed by the Ass'n of Maximum Service Telecasters. The band is between Channels 4 and 5.

AMST said the FCC has in the past and should now decline to relax the 10-mile rule to protect Channel 4 and 5 stations and the public they serve from harmful interference.

## Roy Hall Accepts Post As CBS Account Exec

Roy Hall has joined CBS Radio as an account exec, coming to the net from Peters, Griffin, Woodward, where he was an account rep. He was previously with CBS-TV from 1952-'59, and later was a radio spot sales exec.

## Stations' Value Up, Media Broker Says

Radio and TV stations are more valuable today than ever before, according to H. W. (Dutch) Cassill of Blackburn & Co., Chicago. The media broker estimated the current value for radio stations five to six times their annual flow profits, and TV stations a to 12 times cash flow profits.

Cassill defined "cash flow profit" as the amount of cash now owned and available to make payments on the purchase of a station. The yardsticks were based on a purchase deal with 29 per cent down payment and six or seven year payments at five to six per cent interest on the balance.

## Says FCC Freeze Helps

Cassill said radio station values are enhanced today by the FCC freeze on new outlets, renewed advertiser interest, improved management, the nation's rising economy and the fact that "radio stations are making money."

TV's strong points, he said in his speech at the meeting of the Institute of Broadcasting Financial Management in Milwaukee, are the scarcity of channels, the unlikelihood of more network competition and the heavy volume of national spot business.

## 21 Dade County Stations Unite for UF Simulcast

Miami — All 21 Dade County AM and FM stations have joined in a public service effort to simultaneously air a five-minute United Fund program at noon Nov. 1. The effort was spearheaded by Milton Komito, WCKR general manager and chairman of the United Fund radio subcommittee.

## Army's Heroism Medal To NBC Ex-Red Prisoner

Washington Bureau of RADIO-TV DAILY  
Washington — NBC cameraman Grapt F. Wolfkill has been honored with the Medal of Freedom presented by Army chief of staff Gen. Earle G. Wheeler for heroism and service to the U. S. during 15 months as a prisoner of Communist Pathet Lao forces in Laos.

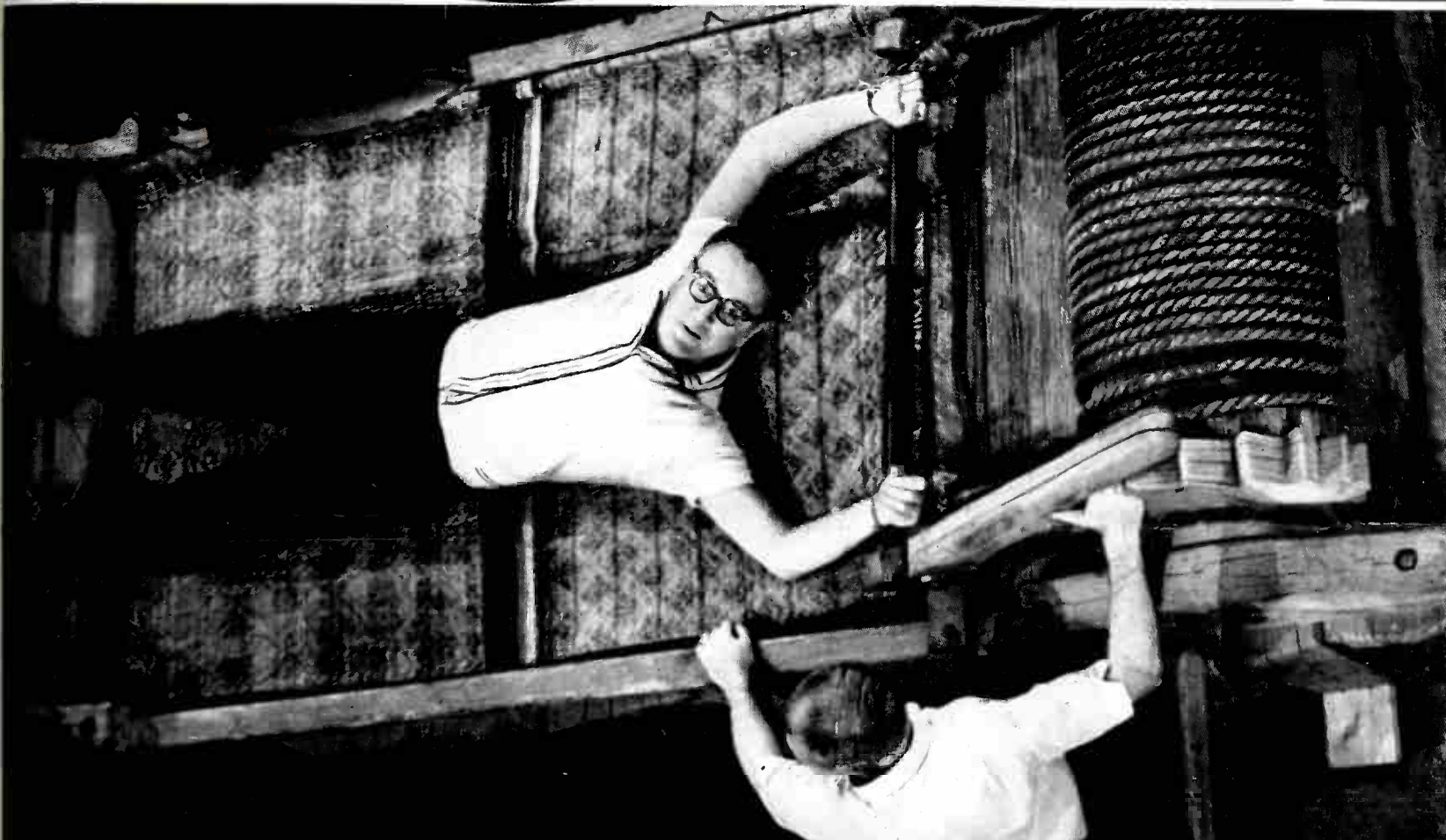
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"Steve Allen Show hit 8.8 Nielsen within 13-weeks in 7-station L.A. market!"  
Stretch Adler, VP & Gen. Mgr., KTLA

"Steve Allen Show 80% sold out after only 10 days in Syracuse!"  
Bill Grumbles, Pres. & Gen. Mgr., WNYS-TV

"Steve Allen Show 47% ahead of nearest competition in Des Moines!"  
Bob Dillon, VP & Gen. Mgr., KRNT-TV

"Steve Allen Show completely sold out Monday through Friday in Phoenix!"  
Les Lindvig, VP, KOOL-TV

"Steve Allen Show building a tremendous following in Portland, Oregon!"  
Al Sturges, Pgm. Mgr., KATU-TV

WBC Program Sales has an audition tape for you. Call or wire collect for THE STEVE ALLEN SHOW

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Stations now carrying The Steve Allen Show: Baltimore, WIZ-TV; Boston, WBZ-TV; Cleveland, KYW-TV; Columbus, WTVN-TV; Des Moines, KRNT-TV; Grand Rapids, WZZM-TV; Indianapolis, WLW-I; Kansas City, KMBC-TV; Los Angeles, KTLA; Minneapolis, WCCO-TV; New Haven, WNBC-TV; New York, WPIX; Phoenix, KOOL-TV; Pittsburgh, KDKA-TV; Portland (Me.), WGAN-TV; Portland (Ore.), KATU; Reno, KOLD-TV; St. Louis, KTVI; San Francisco, KPIX; Seattle, KIRO-TV; Springfield (Mass.), WHYN; Syracuse, WNYS; Tucson, KOLD-TV; Washington, D.C., WTDP-TV.





THANK YOU

We wish to thank the many stations and agencies that have responded to our recently published 4 page color advertisement describing our new syndicated series, "ACROSS THE SEVEN SEAS."

We have had no ratings as yet on the West Coast, but all indications are that this series will be the top rated syndicated program now on the market, and with no exceptions.

Our only barometers at present are letters from the viewers, the public grapevine, and the compliments from the stations televising the series, which is now in its 9th week on the West Coast.

Again, many thanks for your interest.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Woody Woodbury, a very busy comic with his daily spot on ABC-TV's "Who Do You Trust?" and week-ends at the Bahama Hotel in Ft. Lauderdale, still finds time to do one-nighters at the Drake Hotel in Chicago on Thursday and the Schroeder Hotel in Milwaukee on Friday for Northwest Orient Airlines . . . British actress Glynis Johns in New York to film her guest role in "Mama a Sullivan" segment of "The Nurses" for CBS-TV. She portrays an Irish mother of three—complete with brogue . . . Debbie Drake's va-voom appearance on the "Tonight" show with Johnny Carson has viewers and NBC execs asking about more . . . Gibraltar Advertising prexy Charlie Basch in the Lenox Hill Hospital. Get-well cards and phone calls might take his mind off the pretty nurses.



• • • Pat Boone just spent \$45,000 fixing up his new Beverly Hills home, and bought a Jaguar to go with it, which dispels rumors that he was having financial problems. His Thanksgiving TV show will be his first musical appearance on the tube in a long time, much too long . . . Bill Hobin had to do without the services of two of his "Sing Along" group during the Jewish holidays. They are both Cantors and had to conduct services at their respective synagogues . . . Jest a Secor—Sign in an extermination office: "Your business is simply killing" . . . Would you say an "untouchable" is someone who won't lend you any money? . . . A finance company now advertises loans to pay union dues.



• • • Meet: Phil Dean, recently appointed to the voluntary post of publicity chairman for the Broadcasters' Promotion Ass'n, heads his own PR-publicity firm specializing in the broadcast media. He joined NBC's press staff in 1948, was appointed exploitation director for network TV in 1950 and publicity director for the NBC flagship stations in 1951. Dean resigned from NBC in '53 to launch his own firm and has been national publicity rep in New York for many of the country's leading broadcast properties. A native of Boston, Phil left college to play baseball for the Detroit Tigers farm teams in Kentucky and New York, and served with the Army during World War II reaching the rank of Captain.



DEAN



• • • Goes on at Columbia Records: Columbia will record the original Broadway cast LP of the new musical comedy, "Nowhere to Go but Up" . . . Columbia has released conductor Andre Kostelanetz' instrumental version of Irving Berlin's upcoming Broadway musical, "Mr. President," as well as a rush single from the Kostelanetz album, coupling "The Washington Twist" and "The Secret Service," two of the showstoppers from the new musical . . . Cry Clarke, of "The Virginian" TV show, signed an exclusive recording contract with Columbia . . . Robert Goulet, Columbia song star, has his first major single hit on the current national best seller charts. "What Kind of Fool Am I?" . . . Eight new Christmas LPs, including six pop and jazz recordings and two Masterworks albums, set for release this month.



• • • Now that she's in town at the Persian Room, Georgia Gibbs should pick up some attractive TV guest spots . . . An hour devoted to Harold Lloyd's career is in the story board phase as an I.C. special project . . . Singer Kathy Barr, who opens Oct. 29 at the Living Room, was a celebrity hostess at yesterday's Fight for Shattuck Pro-Am Golf Tournament at Ryewood Country Club, Rye, N. Y.

# Godunov' Opens With NBC Opera Year

The NBC Opera Company will begin its 14th season with a two-hour re-showing of Moussorgsky's "Boris Godunov," with Giorgio Tozzi in the title role, Nov. 18 on NBC-TV in color. First broadcast in 1961, the production was directed by Ed Wittstein, and the costumes by John Boxer. Kirk Browning directed. Samuel Chotoff is producer of the NBC Opera Company.

Two new productions and two repeat showings also have been announced for NBC Opera's 1962-63 season. Repeats are the one-hour "Amahl and the Night Visitors" by Menotti Dec. 23, and a two-hour colorcast of "The Feast of Three Kings" by Italo Montemezzi Jan. 27.

New productions are an uncut one-hour opera by Gian Carlo Menotti, commissioned by NBC, Mar. 3 in color, and the complete, uncut "St. Matthew's Passion" by Johann Sebastian Bach in two two-hour color presentations April 6 and April 7.

# KRC's Wright Pacted 'Rifleman's' Protege

Cincinnati—Dale Wright, WKRC-TV personality, has been tied to an exclusive personal management contract by Chuck Connors, star of ABC-TV's "Rifleman" series.

Connors became impressed with Wright's vocal talents when they appeared together at an amusement park here recently, and plans to use the singer in upcoming "Rifleman" episodes. Wright, 22, a deejay at 15, led a band and wrote and produced his hit disk, "Dale's Neat."

# WDC Sees No Exchange

(Continued from Page 1)

WDC was removed from the station from the Soviet government Oct. 11. An accompanying letter of transmittal to Lichtenstein from Nickolai Karev, editor-in-chief of Radio Moscow, made no mention of WDC or any other Soviet station playing the American Top 10 supplied previously by WDC.

# Parks Is Dimes 'Man of Year'

Bert Parks, star of ABC-TV's "Yours for a Song," will be named "Man of the Year in Show Business" at a March of Dimes benefit luncheon today which he will be both guest of honor and toastmaster and which will feature 1,000 prominent New York City men are expected to attend. The luncheon will benefit the March of Dimes Institute for Biological Studies, a new research center where Dr. Jonas Salk will direct leading

# BAKERSFIELD GOES ALL-U; TTC ORDERING NEW GEAR

Transcontinent TV Corp. will apply to operate a station on UHF Channel 23 in Bakersfield, where it now operates KERO-TV, VHF Channel 10, it was announced by President David C. Moore. He said the move will be in compliance with the FCC decision to convert Bakersfield into an all UHF market.

**D. C. CENSORSHIP  
VETOED BY JFK**  
*Bill Would Permit Police  
Seize Station or Newspaper*

Washington Bureau of RADIO-TV DAILY  
Washington — President Kennedy has vetoed a District of Columbia censorship bill, against which WTOP and WWDC editorialized, along with local newspapers.

The bill was said to be loosely drawn as to permit a single policeman to seize a broadcasting station or newspaper, although it was conceded that nothing like that was likely to happen. The President vetoed mainly on grounds that the seizure powers and other features were probably unconstitutional.

# Callan, Owen Head WABC's Promo Units

WABC has appointed James Callan marketing-business development director and John W. Owen advertising-promo director.

Callan was employed by the New York Mirror for 28 years, responsible for merchandising, specializing in the grocery classification. He later was VP of Pape Bros., food brokers, and sales promo manager for Pezrow Sales Co., also brokers.

Owen formerly was director of sales promo, advertising and publicity for Avery-Knodel station reps, and before that he was employed by Edward Petry & Co. and Crowell-Collier Publishing.

# Miami AM Ups Power

Miami — FCC has granted Storer Broadcasting's WGBS here increased nighttime power from 10 kw to 50 kw. The station, at 710 kc, operates on 50 kw in the daytime.

"Transcontinent will order UHF equipment for the Bakersfield market," Moore said. "Our attorneys are working on the necessary FCC procedures. We have been encouraged to arrive at this corporate decision because of our highly successful experience in operating WNEP-TV, Transcontinent UHF station in Scranton-Wilkes-Barre."

# Will Own 3 VHF Units

After activation of the new UHF facility, TTC will then own three VHF facilities; WGR-TV, Buffalo; WDAF-TV, Kansas City, and KFMB-TV, San Diego, permitting the acquisition of two additional VHF stations in accordance with the FCC's multiple ownership rules. Moore said that the company is actively seeking to acquire such additional facilities. TTC also owns four AM and four FM radio stations.

# Collins Sees 'Hope Land'

(Continued from Page 1)

Collins was an advocate for better programming "and, as the advocate often does, he overreached himself" in using such a sweeping phrase as "vast wasteland."

"Certainly there was waste," he said. "Certainly there still is some waste in TV programming. We must be constantly improving . . . and I think it important that we think in terms of potential. I think we must make the good popular, and the popular good."

# Avoids Anti-Trust Area

Asked about network scheduling of public service program opposite public service program and children's program vs. children's program, Collins explained the networks are afraid they will be accused of anti-trust law violations if they cooperate in scheduling.

But he said he has urged, and is urging, the networks to explore such collaboration.

# Burns, Channing to Wax Laughs on Command Label

George Burns and Carol Channing, recently teamed for top night club engagements, have been signed by Command Records to record their act. Enoch Light, head of Command, is in Las Vegas to cut the album while the pair is performing at the Dunes Hotel.

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**No. 1  
RADIO**

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Easton, Pennsylvania  
"Oggie" Davies, Manager



**No. 1  
RADIO**

Beckley,  
West Virginia  
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N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager



## New 'Davey, Goliath' Ready for Moppets

The third series of 13 episodes of the 15-minute "Davey and Goliath," religious TV series for children, is being released to stations in the United States and Canada. Produced by the Commission on Press, Radio and TV of the Lutheran Church in America, it is being distributed in the U.S. by the Broadcasting and Film Commission of the National Council of Churches, and in Canada by the PR Division of the Canadian Lutheran Council.

The 39-week series, in color and three-dimension animation, has been produced by the Lutheran Church at Clokey Productions, Glendora, Calif. Carl Cannon, BFC promo-station relations director, reported that "Davey and Goliath" during the past Summer had accounted for almost half of the BFC programming of 2,837 weeks.

## 'Discovery' Nears SRO As Wrigley Buys Slice

"Discovery '62," ABC-TV's new weekday children's series has reached a 90 per cent sell-out with the signing of the Wrigley Co. as sponsor, via Erwin Wasey, Ruthrauff and Ryan. The program is hosted by Frank Buxton, assisted by Virginia Gibson.

## Wright Purchasing KRE

(Continued from Page 1)

was purchased in 1955 for \$300,000, and last year sold to Capital Cities Broadcasting Corp. for over \$5 million.

Originally licensed in 1922, KRE was recently granted a power increase and now serves the entire Bay Area, including San Francisco and Oakland, with a primary signal.

## Hiatus Set for 'Laramie'

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — With completion of "The Betrayers," current segment of "Laramie" before the cameras, producer John Champion has announced a one-week's break in production.

## Sportsmen Lock Horns On Broadcasting vs. Print

Howard Cosell, WABC sports manager, and Dick Young, New York Daily News columnist, tackle the question: "Who Serves the public best in sports reporting—broadcasting or print?" at the season's first IRTS Round Table Luncheon on Friday at the Hotel Roosevelt. Each has 10 minutes to present his case.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Tammy Grimes, who recently completed her two-year stint in the title role of "The Unsinkable Molly Brown," has arrived in town from New York to tape her special guest appearance on "The Andy Williams Show," scheduled for Nov. 8 on NBC-TV. Miss Grimes is also set for two other special network guestings, "The Garry Moore Show" and "The Ed Sullivan Show." She will return to New York to tape her second album for Capitol.

• • • Bob Steele, Harold Fong and Jerry Gatlin complete the cast of "The Bravest Man in the World," episode of Revue's "Wide Country," a Ralph Edwards Production. Earl Holliman and Andrew Prine star in the NBC-TV series. Roger Carroll, Johnny Grant and Gary Owens will broadcast from KMPC's mobile studio at the '63 Auto Show in the Pan Pacific Auditorium starting Thursday through Nov. 4.

• • • Steve Allen's serious as well as his comic side was emotionally involved Sunday at the Hollywood Palladium when he emceed a "Teen Jamboree" to raise funds for emotionally disturbed children and prevention of pre-delinquency patterns. The teenage "bash" for charity—specifically, the newly opened San Fernando Valley Child Guidance Clinic—was sponsored by the clinic's Founders Guild, which includes many show biz residents of the Valley.

• • • Valley Hospital in Van Nuys was this week's honor hospital at KLAC and a library of records has been presented to the hospital for use in its recreation room with the compliments of management and staff of the station. . . . Richard Benedict directs the "Go Steady with Danger" segment of Warner Bros. "Hawaiian Eye" series for ABC-TV. Teleplay is by Sonya Roberts. . . . Alan Buckhantz helms the "Incident at Rapid City" segment of Warner Bros.' new "The Dakotas" series for ABC-TV. . . . "Story of an Oil Man," with C. A. "Pete" Petrie appearing as the title subject, has been set by Wolper Productions as the next dramatic documentary in "The Story Of" series. Ed Spiegel has been assigned to produce and direct the telefilm. . . . Keir Dullea has signed to co-star with Otto Kruger in "Elegy For a Hangman," an episode of the "Bonanza" series shooting at Paramount Sunset, for the NBC-TV network. David Dortort is producing the program.

## Hollywood Stars Finding TV Best Public Image Aid: Nadel

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—There are very few motion picture stars today who pride themselves on never having made a TV appearance, because with the trend to larger and fewer pictures, "they may get too infrequent exposure for their best public image unless they take advantage of guest shots on the smaller screen."

Expounding on his statement, producer-director-writer Arthur Nadel, who has been active in TV as well as motion pictures, added: "Both media have their place in the entertainment spectrum, and the wise Colossus has a foot in each camp."

Noting there are many similarities between motion pictures and TV, he said that versatility is a keynote to success in all film media. "The more background a star or staffer has, the more likelihood of satisfactory performance. Most stars today are ambidextrous, switch-hitting from movies to TV and back again. There's no satisfaction like work-

ing with a real pro."

Turning to the durability of TV stars vs. movie idols, Nadel said he believes some video top-pers will last, but it's still too early to tell whether the annual on-air crop will show the permanence of the Gary Coopers or Clark Gables, working at the top for their full life span. With few exceptions, TV shows last one, two, three seasons and fade away into reruns.

### In Both TV and Films

Nadel, currently director on a multiple deal with "The Rifleman" for Levy-Gardner-Laven and Four Star, has also been supervising editor, associate producer and producer. He also did the hour "Robert Taylor's Detectives" last season. In movies, he has worked in casting, editing, sound effects and as unit director.

## Halperin, Sibley SM Top Rochester Posts

Rochester, N. Y. — The board of directors of Channel 13 of Rochester, Inc., has elected directors thru Jan. 18, with chairman Leon Halperin succeeding Harper Sibley, Jr., and VP Rodon P. Brown succeeding Halperin. The moves are in line with the board's plan to rotate chairmanship and vice presidency among the directors about every three months.

The plan also calls for William N. Posner, treasurer, and Dinah J. Livadas, secretary, to remain in their respective posts. President and general manager Richard C. Landsman, whose resignation to the articles of incorporation, is to be a non-stakeholder.

Channel 13 of Rochester, Inc., operates WOKR, which has been on the air with a full schedule since Sept. 15. Its course is being guided by an interim corporation consisting of reps from 10 of the 10 applicants for the Rochester channel. Thru its more than 130 stockholders, a complete site group of Rochester citizens it is a community station.

## Texans Ending Conclaves

(Continued from Page 1)

ing session are: Dr. Charles Jarvis, DDS, San Marcos, Texas, "Along with People — Only Skin 'em Once"; Joe C. chairman of the Texas State Commission, "Amendment . . . and You"; Boyd Kelley, RV, Sherman-Denison, "Ad Career Days"; Floyd O. Schnitz, VP for sales, Lone Star, "The Three-Legged Stool," and Bonner McLane, TAB executive secretary, "The Sound of the World."

Jack Pitluck, president of San Antonio advertising company that bears his name, will present the Pitluck Award at the luncheon meeting, followed by a talk on the FTC and broadcasting by James McGinnis Henderson, general counsel. The afternoon will be devoted to TAB dissection meetings.

## Radio Plays Vital Role For 80,000 Mich. Pupils

Ann Arbor—Radio is playing an increasingly important role in education for some 80,000 Michigan school children in 28 cities. "Festival of Song," a twice-weekly radio production of the Michigan U. Broadcasting Service, has become part of the school curriculum. First introduced in 1950, "Festival" has added some 100,000 student-listeners each year.



# AGENCY NEWSCAST

By RALPH TYLER

Kenyon & Eckhardt has been appointed by the organizing committee of the '64 Olympic Winter Games to sell TV rights to the games to North, Central and South American, Japanese, Australian webs and stations. The winter sports event will be held at Innsbruck, Austria. K&E negotiations for coverage of the games is already under way under the supervision of Gian-Rossini, VP-international, James S. Bealle, VP and TV-director of the agency.

## Thought for Today

*"Trying to sell a product without advertising is like winking at a girl in the dark. You know what you are doing, but she doesn't."*  
—Anonymous

Gifts Stars, Inc., of Minneapolis, Campbell-Mithun, has set a nationwide promo for a new gift program to begin testing next Spring and be full-launched early in 1964. Test cases provides for TV commercials in major markets and seven weeks of radio spots. Coupon redemption will be aided by a new optical scanning system. Ortho-Timer, developed by Minneapolis-Honeywell, which can "read" process 1,500 coupons a minute.

T. "Ted" Okie, president of M. Mathes, Inc., will be interviewed by Lorie Beecher tonight "This Is Madison Ave." on WB-10 New York. Guests on the advertising series the rest of this week are: Bob Mattox, assistant and advertising manager of Liberty Mutual, in a discussion of the company's BBD&O inspired showing of automobiles on TV give impact to a safety campaign, tomorrow; Julia Morse, VP fashion director of Chirurg Fairns, on the public image of Wednesday; Alex Lesnor, executive in charge of sales and advertising of Carillon Imports,

Ltd., telling how a French brandy achieved large scale American recognition only when it entered this country through the kitchen, Thursday, and Saul Krieg, president of his own PR firm, in a definition of the separation of function in PR man, press agent and advertising man, and a call for the return of the defunct tub thumper of "the good old days of the publicity buccaneers," Friday.

Fewer "screamers," more "dreamers" and TV commercials tailored to specific economic groups were forecasts made by Southwestern ad execs at Keitz & Herndon's TV "Creative Departures" seminar held in Dallas, "Rising talent costs and a return to fantasy," said Sheldon Kaplan, radio-TV director of Rogers & Smith, Dallas, "will contribute to the comeback of animation." Concluding the seminars were ad film clips by CBS Films; Chun King Corp.; Flair Advertising; Flicka Film Productions; Harry S. Goodman Productions; Kimberly-Clark Corp.; Stanford Agency; TV Visuals; Texas Rasslin, and United Artists-TV.

## Pioneers' 20th Anniversary Record Turnout

Registrations to date indicate a record turnout for the Broadcast Pioneers' 20th anniversary dinner on Oct. 13 at the Biltmore Hotel, with guests to include leaders in government and education, as well as broadcasting. One of the evening's highlights will be entertainment featuring TV and radio personalities.

Founded by Kaltenborn  
Founded by H. V. Kaltenborn, membership in the Pioneers is limited to those with 20 or more years in radio broadcasting or all fields, or 10 or more years in television.

The New York chapter, which has over 400 members, is headed by Jeff Sparks, station relations manager for the United Nations.

## CBS' 4th O&O Buys New 7 Arts' Pix Pax

WBBM-TV, Chicago, is the fourth CBS o-o to acquire Seven Arts' Vols. 4 and 5 consisting of 93 Warner Bros. and 20th Century-Fox features, according to VP general sales manager Robert Rich. The three o-os formerly signed were WCBS-TV, New York; WCAU-TV, Philadelphia, and KMOX-TV, St. Louis.

Also Hartford, Scranton  
Two more CBS affiliates also bought Vols. 4 and 5 during the past week—WTIC-TV, Hartford, and WDAU-TV, Scranton—bringing the total number of the web's stations which acquired the film packs in the first four weeks of TV distribution to 13, including the four o-os of the Columbia network.

## Nat'l Audience Board Hails 'Fair Exchange'

Desilu Productions' new one-hour CBS-TV comedy series, "Fair Exchange," this week received an overwhelming endorsement from members of the National Audience Board, nationwide viewing organization which comprises leaders in women's groups, civic, church and businessmen's organizations. They viewed the skein at a special screening at Desilu headquarters in Hollywood.

An almost unanimous percentage, 98.3, indicated they "agree" or "strongly agree" that the program is (1) suitable for family viewing and (2) they will recommend it to their friends. There was 100 per cent agreement that "Fair Exchange" succeeds "in injecting realism within the framework of the comedy," and audience members strongly endorsed the premise of the series.

### Comedy Series Popular

Also, more than nine of 10 viewers (93.1 per cent) indicated they are "very interested in the situations which are based on English life and customs," and nearly eight of 10 "agreed" or "strongly agreed" that TV should present more one-hour continuing comedy series.

Cy Howard, executive producer of "Fair Exchange," said viewpoints expressed by the Board will guide Desilu in preparation of future episodes in the series, which stars Eddie Foy, Jr., and Audrey Christie.

## Revue Enlists 6 Scribes For 'McHale's Navy'

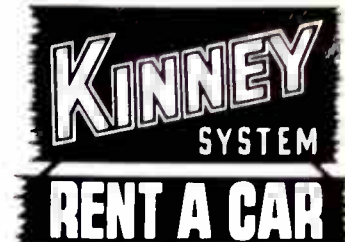
West Coast Bureau of RADIO-TV DAILY

Hollywood—Si Rose, story editor for Revue's "McHale's Navy" series, has signed six writers for future episodes.

Scripters include Walter Kemp-ley for "The Ensign Shoots a Zero," Jerry Davis and Danny Simon for "A Mission for the Captain," Larry Markes and Michael Morris for "The Day They Captured Santa Claus," and Marty Roth for "The Battle of McHale's Island."

## Low-Cost ETV Systems One NAEB Hot Potato

Low-cost ETV is a likely major topic of discussion when the National Ass'n of Educational Broadcasters holds its convention today in Philadelphia. A 2,000-mg system, similar to the one serving the Plainedge, N. Y., school district, will be placed on display by Adler Electronics. The NAEB has petitioned the FCC to authorize regular use of the 2,000-mg band for ETV.



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## TELEVIEWS

### "Man of the World"

Networked on ATV, Great Britain  
**London** — Independent Television Corp.'s new hour series, "Man of the World," has made its bow in Britain. It's clearly destined to go to the top.

Mike Strait, the central character, is a roving photo-reporter played by Craig ("Peter Gunn") Stevens.

"Death of a Conference" was the first of a series of 26. Setting was Algeria, on the eve of vital cease-fire talks. Theme was a deadly battle for political power. Action was swift, plot neat and eventful, dialogue sharp and intelligent, and characterization impeccable.

Location footage (shot in Oran) was smoothly dovetailed into interiors shot at Britain's Shepperton Studios. Henry Mancini contributed persuasive music themes.

Tracy Reed, as Strait's girl Friday, plays it delightfully cool. Harry Fine produced. David Greene directed. This first episode had "world sales guaranteed" written all over it.

DAVALLE

### CBS Radio Web Adding W. Va., Mass. Stations

WOMP, Wheeling, W. Va., and WHAI, Greenfield, Mass., operating on 1,000 and 250 watts, respectively, will become active CBS Radio affiliates later this month, according to William A. Schudt, VP, affiliate relations, CBS Radio.

### Inspecting RFE Facilities

Russell C. Tornabene, NBC News operations manager in New York, is among a group of U. S. business execs touring Europe this month for a first-hand study of Radio Free Europe operations. Itinerary includes Munich, West Berlin and Lisbon.

## EBU DELEGATES

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## Coast's Deb Star Ball On L.A. Air via Clairol

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — The first telecast of an annual Hollywood Deb Star Ball will be shown on KTLA-TV, Los Angeles, Dec. 1, sponsored by Clairol, through Foote, Cone & Belding. The ball itself will be held by the Hollywood Make-Up Artists and Hair Stylists Guild Nov. 24, at the Hollywood Palladium.

## Baltimore Outlet Puts 6 AHL Games on Ice

**Baltimore** — WJZ-TV will carry two home and four away American Hockey League games this season beginning with tomorrow's contest between the Baltimore Clippers and Providence at the civic center. All six games will be sponsored by the National Brewing Co., thru Donor Advertising.

## Olympics-by-Satellite Cost Shocks Britons

**London**—British TV chiefs have been shocked by a Japanese disclosure that world-wide transmission of the '64 Tokyo Olympic Games by satellite would cost billions of pounds. (1 pound equals \$2.81) If TV interests in other countries react in the same way, it may mean the satellite cast will be dropped. The disclosure was made by Yorhinori Maeda, general managing director of the Japanese Broadcasting Corp., in London to give a Granada TV lecture.

## WGY, in 40th Year, Feted by Merchants

**Schenectady**—Radio WGY, now observing its 40th year of broadcasting, will be feted at the forthcoming 40th annual dinner and meeting of the Schenectady County Chamber of Commerce.

The Schenectady station pioneered the condenser microphone and the magnetic pick-up, a device applied to many hi-fi phonographs and radio station transcription machines today. As early as 1929, the voice of C. D. Wagoner of G. E. was broadcast around the world from WGY.

## ☆ Let's Talk It Over ☆

(Continued from Page 1)

enough they can count on the inarticulate masses to come up with the proper answers. One can only assume from the ABA's refusal thus far to bring the matter out into the open that this is precisely what it wants to avoid. The lawyer's organization must realize by now that Canon 35 is odoriferous as a beached mackerel in the blazing sun.

Two events bring the radio and TV news blockade into sharpened focus. One is scheduled resumption of the Billie Sol Estes criminal trial this morning in Tyler, Texas, before District Judge Otis T. Dunagan. The other is NAB president LeRoy Collins' highly commendable statement last week at the New York regional conference that broadcasters adopt a more aggressive attitude in overcoming the ABA's stuffy and rigid attitude, bordering on non-feasance, from the public point of view.

**F**OR one, this writer is somewhat dismayed that the Lone Star jurist found it necessary to limit telecasting by excluding coverage of the jury selection and interrogation of witnesses. Judge Dunagan, who remains a staunch defender of radio and TV equal access to news, explained he was making the ruling—not because of any criticism leveled at his permitting cameras and microphones during the preliminary legal moves a month ago, but because of a Texas legal technicality which prohibits one witness from hearing the testimony of another.

To show his own intent to allow broadcast newsmen all possible latitude under the circumstances, he did say that radio and TV coverage would be on a pool basis, designating Marshall Pengra, KLTU-TV, Tyler, manager in charge of the arrangements. Anything short of this, Judge Dunagan stated, "would be the rankest kind of discrimination between the news media."

It is still gratifying to obtain assurances from Mike Shapiro, general manager of WFAA-TV, Dallas, that his top notch crew of newsmen and technicians, complete with remote truck, will be on-scene at the Tyler courthouse when the Estes case gets under way again this morning.

Meanwhile, here's a thought the NAB might find worthy of materializing: Whenever buildings are planned with assembly halls for public proceedings, architects should be compelled to blueprint provisions for radio and TV control booths. This planning should obtain regardless of whether the structures are built with Federal, state, or municipal funds. It would accomplish two prime results: give taxpayers an opportunity to watch government at work and, therefore, perform their own balloting duties more intelligently—and also, knock out of the argument-box the red herring that cameras and mikes interfere with "due process."

## 6 TEENS SHARE SPOT WITH STARS

Rydell, Ludden, Zina Bethune, and Bobby Rife

The dream of many girls, to appear on stage with a name that will come true for six talented finalists during the special minute telecast of the "Miss Teenage America Coronation" Fall on CBS-TV.

As one of the events of the annual pageant, presented by the State Fair Music Hall in Dallas, each of the young girls will do an improvised bit of acting dealing with a teenage problem. She will also be observed in a solo talent performance and fashion modeling event.

Taking turns with the comedians in the improvisations are Allen Ludden, moderator of "The Word," "Nurses" star Zina Bethune, and singer Bobby Rife.

## Reade-Sterling Sets Award Pix TV Package

"Cinema 70," Walter Reade-Sterling's new "adult entertainment" feature film package, being released into national TV syndication, it was announced by president Saul J. Turell, composed of international award winners, the 84-unit package has already been sold to WOR-TV, New York, and WGN-TV, Chicago, during the first week of the advertising campaign.

## Garrison Takes Sales Post

Jack Garrison has been appointed midwest sales manager of Teledynamics Corp. Garrison was previously with NTA as an agent in the same area. He will work out of St. Louis.

## Cheese Now 'Prime' Dish For Curing Sore Throat

Philadelphia — Harry Prime, WPBS vocalist, is singing the praises of Roquefort cheese for the tasty morsel "cured" his sore throat. Mentioning the condition on his "Prime Passing Parade" show, a fan rushed to the store with some cheese as a sure remedy. Says Prime, "It works."





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## SARNOFF'S CHALLENGE TO EBU'S DELEGATES

# A GLOBAL VIDEO UNION

## Transcontinent TV, Metromedia Report Giant Earning Gains

Two major broadcasting companies this morning reported sharp increases in their earnings. Transcontinent Television Corp. showed a net income for the nine months ended Sept. 30 of \$1.1 million, compared with \$98,341 in the first three-quarters of '61. Metromedia, Inc., announced net income for the first nine months of '62 of \$1.3 million, as against \$402,287 for the same period a year ago.

Transcontinent's earnings for the '62 period were equal to 63 cents a share on the 1,766,212 shares of common stock outstanding at the end of the period, compared with earnings of 45 cents a share on the 1,768,612 shares outstanding Sept. 30, 1961.

Results for Transcontinent's first (Continued on Page 5)

## Spanish Language Station Picks Up Two TAB Prizes

San Antonio — The Texas Ass'n of Broadcasters has awarded its prize for the "best on the scene news coverage" to KCOR radio for the station's reporting of President Kennedy's visit to Mexico.

In addition, KCOR won the TAB award for the "best locally produced musical spot." Awards were made to Nathan Gifford, vice president and general manager.

## Jack Roth Takes Helm Of Texas Casters Ass'n

San Antonio — Jack J. Roth, president and general manager of WJNO, San Antonio, was elected president yesterday of the Texas Ass'n of Broadcasters. Wendell Hayes, Jr., general station manager of KCRS, Midland, was named VP, and Lee Glasgow, VP and general manager of WACO, San Antonio, was named secretary.



Jackie Gleason "The Honeymooners"



Hugh O'Brian "Wyatt Earp"

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

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



Where are your 60-second commercials in New York?

## G-T ADDS SEATTLE STA. TO SHOWS, NEWSPAPERS

TV packagers Mark Goodson and Bill Todman have taken their first step into station operations with an agreement with stockholders of Seattle Broadcasting Co. to purchase KOL radio, Seattle, subject to FCC approval.

## DANNY'S 'O-KAYE' FOR TV SERIES

CBS Wins Out on Signing After 15 Years of His 'No'

Danny Kaye, who for 15 years has resisted all broadcast offers except for rare appearances on specials, has signed to star in an hour weekly comedy-variety series to be seen on CBS-TV starting Fall '63.

The multi-million dollar contract was wrapped up in Hollywood by James T. Aubrey, Jr., CBS-TV president, with Ashley-Steiner Associates, representing Kaye.

"In securing Danny Kaye for 40 weekly hour shows, CBS-TV will give full and unlimited scope to the talents of a man who is considered one of the most skill- (Continued on Page 9)

Harris Katleman, executive VP of Goodson-Todman Associates, Inc., in charge of Pacific Coast operations, said no change in personnel or policy is likely to be made.

Although this marks the initial move of Goodson-Todman into the station field, in recent years the two TV producers have acquired controlling interest in four daily papers: Delaware County Times, (Continued on Page 5)

## NBC Exec Declares Telstar Blazed a Path For Peace via Air

In a world boiling with international tensions and open conflict, NBC board chairman Robert W. Sarnoff yesterday took his text from words carved over BBC's London headquarters — "Nation Shall Speak Peace Unto Nation" — as he proposed to delegates of the European Broadcasting Union that they take the initiative in building a global TV system patterned after their own.

It was a challenge eagerly and graciously accepted for considera-

It will be ABC's turn today to act as EBU hosts at a luncheon in Lincoln Center's new Philharmonic Hall for the broadcasting representatives from 19 European nations, Canada, Japan and Australia.

tion with his colleagues by Olof Rydbeck of Sweden EBU president.

Sarnoff's proposal was made at a luncheon hosted by NBC in the Waldorf-Astoria for the EBU's first meeting on these shores. True global TV, Sarnoff told them, "will not come until it can be met on an organized worldwide basis."

Its usefulness, he said, would (Continued on Page 4)

## Buttram Does the Intros At City Officials' Lunch

West Coast Bureau of RADIO-TV DAILY Hollywood — KNX's Pat Buttram will emcee the annual meeting today of the Mayor's and Councilmen's Luncheon of the League of California Cities at the Biltmore Bowl. Over 200 representatives are expected to attend.

## Animateds Go Long-Range

King Features Syndicate yesterday revealed it is taking a one-year head start on syndicating its new animated cartoon trilogy. Sales of the package are beginning now, but the deals call for air debut no sooner than Fall '63.

Explaining his "year-in-advance" approach, Al Brodax, King Features director of TV, said: "Stations at the moment are not in urgent need of new car-

toons. However, we know that cartoons will be a permanent part of the local program schedule, just as comic strips have had a permanent position in news-

(Continued on Page 9)





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# COMING AND GOING

GERRY ADLER, NBC International's chief European representative, in N. Y. for conferences.

RAY HENZE, Bernard Howard & Co. VP, to Baltimore for meetings at WEBB.

RICHARD WHORF, director of CBS-TV's

"The Beverly Hillbillies," in N. Y. on vacation.

JOHN C. Gilmore, CCA president, to Indianapolis to attend WTTV CCA kickoff.

PHIL KELLOGG, of the West Coast William Morris Agency, arrives in N. Y. tomorrow for meetings.

## Half Mil.-\$ in Losses Spurs 'Satellite' Plea

Special to RADIO-TV DAILY Montreal — Losses totalling \$500,000 in three years have left the owners of CJSS-TV Cornwall, Ontario, no alternative but to convert the station into a satellite of CJOH-TV, Ottawa, the Board of Broadcasting Governors has been told.

The mayor of Cornwall, the president of the city's Board of Trade, appeared to oppose the move. Mayor Kaneb said a TV franchise was a privilege and not a right and unless the owners were prepared to set aside at least one hour a day for local programming on CJSS-TV the board should declare the franchise open and let other interests apply to operate it as a local Cornwall station. The board reserved judgment.

## Disney Signs Stockwell For 2-Part 'Pup' Drama

West Coast Bureau of RADIO-TV DAILY Los Angeles — Guy Stockwell has been inked for a starring role in the two-part TV drama, "Hector, the Stowaway Pup," to be filmed on locations in Lisbon, Barcelona, Majorca and Rome for the '63-'64 season of "Walt Disney's Wonderful World of Color" on NBC.

In deal set by Kingsley Colton, president of Mitchell Gertz Agency, Stockwell is now winding up a top role in "Sounds of Fire," motion picture feature for Hispamer Films, shooting in Madrid.

## WBEN-TV Airs High Mass For Bishop of Buffalo

Buffalo — WBEN-TV will televise the solemn pontifical requiem high mass for the Most Rev. Joseph A. Burke this morning. The head of the Catholic diocese of Buffalo died Oct. 16, at the Vatican Council in Rome.

## WFIL Names Courtenay

Philadelphia — William A. Courtenay 3rd, sales exec with Farm Journal, Grit and other publications, has been named farm sales director for WFIL-AM-TV.

## Polio Victim Sees B'wana Doesn't 'Monkey Around'

Cleveland—WJW-TV's B'Wana Don has made a needy polio victim in Orrville, O., happy with a pet wooley monkey, presented to the woman after learning how much she had wanted one. An ardent fan of B'Wana's show, the woman wrote to inquire about the animal, and she received one in reply.

## UN WEEK SALUTE IN URDU, PASHTO

Linguist Twist in N. Y. For 23-Tongue Tribute

WNBC-TV is saluting the UN in 23 different languages during the current United Nations Week, which is scheduled to continue through Saturday.

After each salute in one of the foreign languages, the announcer repeats these words: "The message is universal. We salute the UN on its 17th anniversary. WNBC-TV joins the 110 member nations of the UN with this UN Week tribute."

### World-Wide in Scope

Languages being heard are: French, German, Dutch, Hungarian, Mandarin Chinese, Arabic, Urdu, Panjabi, Persian, Bengali, Pashto, Hindu, Polish, Italian Greek, Hebrew, Turkish, Serbo-Croat, Spanish, Tagalog, Finnish, Icelandic and Russian.

## Dawson Marketing Mgr. For WPAT Sales Force

Art Dawson has joined WPAT as marketing manager, heading up a specialized division of the WPAT sales program created to serve the station's rapidly growing list of grocery product advertisers. He reports to sales manager Buxton L. Johnson.

Dawson most recently was sales manager for the Long Island Radio Network.

## KDKA-TV Account Exec

Pittsburgh — Marvin Gottlieb joins the KDKA-TV sales staff as an account exec.

# FINANCIAL

(October 22)

## NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	11 1/2	11 1/8	11 1/4
AB-PT	27 3/4	27	27 1/8
Am Tel. & Tel.	105 3/8	104	104 1/2
AVCO	21 1/4	20 1/4	21
CBS	35 3/8	34 1/8	34 3/4
Columbia Pic.	17 1/4	16 7/8	16 7/8
Crow.-Coll.	19 7/8	19 1/8	19 3/4
Decca	40 3/4	39 3/4	40
Disney	24 3/8	22 3/8	23
East. Kodak	94 3/4	93	93 3/4
Gen. Elec.	30 1/4	28 3/4	30
General Tel.	19 1/4	19	19
Hazeltine Corp.	17 1/2	17 1/8	17 1/8
Magnavox	30 3/8	29 3/8	30 1/8
MCA	39 3/8	37 1/8	37 3/8
M-G-M	29 1/4	29	29 1/8
Metromedia	13 1/8	12 1/2	12 1/2
Minn. M&M	41 3/8	45 1/2	46
Nat. General	6 1/4	6	6 1/8
Paramount	35 3/4	35	35
Plough	24 1/4	23	23
RCA	47 1/8	45 7/8	47
Storer	29 3/4	29 3/8	29 5/8
Taft	14 1/2	14 3/8	14 3/8
20th-Fox	20	19 1/8	19 1/2
United Artists	24 1/2	23 3/4	23 7/8
Warner Bros.	11 3/4	11 1/2	11 5/8
Westinghouse	25 3/4	25	25 1/2
Zenith Radio	47 7/8	45 1/2	47 3/8

## AMERICAN STOCK EXCHANGE

Allied Artists	27 3/8	27 3/4	27 3/4
Capital Cities	14 1/4	14 1/8	14 1/4
Desilu	77 1/8	75 3/8	75 3/4
Esquire, Inc.	7	7	7
Filmways	5 1/8	4 7/8	5
Movielab	8 3/4	8 3/4	8 3/4
MPO	6 1/8	6 1/8	6 1/8
NTA	1 1/8	1	1
Reeves Sound	3 1/8	3	3
Rollins	11 5/8	11 1/2	11 1/2
Screen Gems	13 7/8	13 1/2	13 7/8
Technicolor	8	7 5/8	7 5/8
TelePrompTer	5 1/8	4 3/4	5 1/8
Trans-Lux	11 3/8	11 1/2	11 1/2
TV Industries	2 3/4	2 1/2	2 3/4

### \* OVER THE COUNTER

Jerrold	Bid	5 1/8
Meredith	20 1/2	
Rust Craft	9 1/4	
Sterling	13 1/8	
Transcontinent	8 3/4	
Wometco	25	

\* Courtesy of National Association of City Dealers.

## RKO General Nat'l Sales Posts 1st-Year Success

RKO General's National Sales Division marked its first anniversary with combined national radio and TV net sales for the year up 18.4 per cent over the previous 12-months period, it was announced by Donald J. Quinn, director of the division.

RKO General stations and markets represented by the National Sales Division are: WOR-AM/TV, New York; KHJ-AM/FM/TV, Los Angeles; CKLW-AM/FM/TV, Detroit - Windsor; WNAC-AM/TV, Boston; KFRC-AM/TV, San Francisco; WGMS-AM/TV, Washington; WHBQ - AM/TV, Memphis, and the Yankee Network serving New England.

## Glazer Leaves CBS For WBC Sales Post

Ralph L. Glazer, currently eastern sales manager for CBS Spot Sales in New York, has been named national radio sales manager for Westinghouse Broadcasting.

He fills the vacancy left by Walter Schwartz.

## EBU DELEGATES

Most American Studio Production and Sports Remotes are Produced with SUPER STUDIO and SUPER UNIVERSAL ZOOMAR LENSES

Call

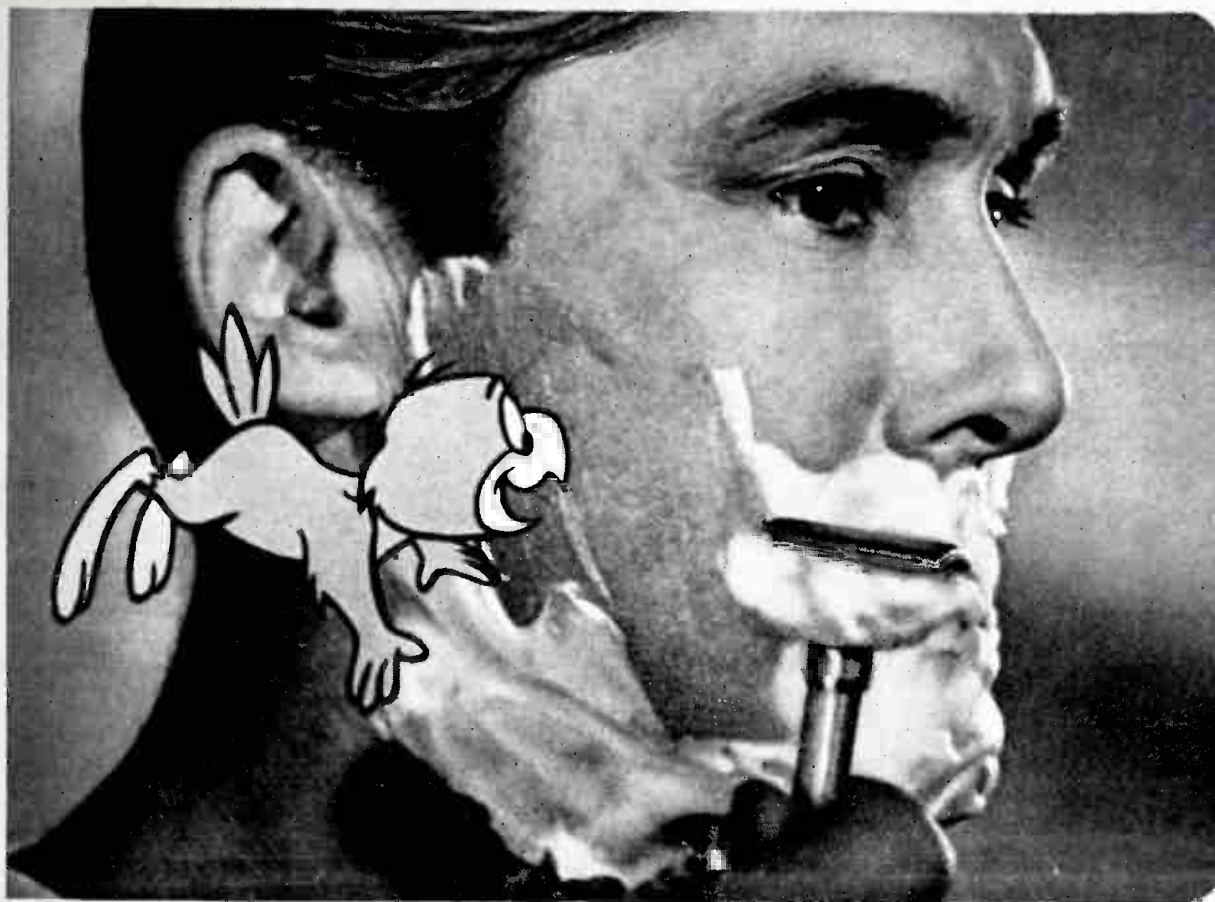
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### TELEVISION ZOOMAR

Originator and Creator of the Zoom Type Lenses Fastest — Lightest — Most Flexible 500 FIFTH AVENUE • NEW YORK, N.Y.



**“Film does the unusual!”**



**BONG-G-G-G-G . . . goes the gong!** Barely have the echoes died . . . before the proposition (happy shaving!) has been sharply highlighted by **ANIMATION** (a flitting bird who knows his way about) and **PHOTOGRAPHY**. Each was done separately, then combined with utmost accuracy to show razor, shaver and bird to best selling advantage—all on Eastman film, with prints on Eastman print-stock. Two steps—negative and positive, both Eastman—both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . go Eastman—all the way!

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

**EASTMAN KODAK COMPANY, Rochester 4, N.Y.**

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

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

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

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

**ADVERTISER: Gillette Safety Razor Company**  
**AGENCY: Maxon Inc. PRODUCER: MPO Videotronics;**  
**Warner Bros. Pictures, Inc., Cartoon Division**



## Writer Crabtree Debuts As Video Series Director

Writer Pal Crabtree has made his debut as a TV director by megging his own script for the premiere episode of "The New Loretta Young Show" on CBS-TV. In a later portion, he will act in a featured role in addition to writing and directing.

## Edwards Visits N.Y. For Cancer Crusade

Hollywood TV producer Ralph Edwards, newly appointed national Crusade chairman of the American Cancer Society, is in New York for the society's week-long meeting. He has been an active volunteer for the society for 16 years.

Edwards will be briefed tomorrow morning by scientists at Memorial Hospital on new developments in cancer control. He will be narrator and master of ceremonies for a pageant on highlights of the history of man against cancer to be presented at the society's annual dinner Thursday.

## Sarnoff for Video Union On World-Wide Basis

(Continued from Page 1)

depend "in large part on its universality" and would consist of broadcasters, rather than governments. A study group for the adoption of his recommendation, the NBC chairman declared, "cannot and should not be political or partisan in any sense."

He cited many of the problems such a unit would face but, pointing to recent successful exchanges via Telstar, declared feelingly:

"Man's hopes for this era are high; its potential is great. But so are its problems and challenges. Indeed, they are so complex and far-reaching in terms of practical procedures and international cooperation that all of us with a stake in this glowing future should lose no time in laying the groundwork for a systematic approach to these problems."

NBC international division VP George A. Graham, presiding at the luncheon, offered an inspiring tour de force in which the network's bureau chiefs in various parts of the world, via short-wave fed into a P. A. system, extended their greetings, giving the assemblage, the top of the news in their assigned countries and the "local weather."

## Ready Announcer

Dallas — Roger A. Ready has joined the WFAA announcing staff.



By TED GREEN

• • • Filmdom's Linda Darnell's coming to N. Y. to do a series of TV commercials . . . "Cry" comedian Rip Taylor treks to England for a series of stints on BBC-TV variety stanzas . . . TV's Sebastian ("Stump the Stars") Cabot's 18-year-old lad, Christopher, is recuperating from auto injuries . . . Recommended: Songstar Connie Francis' first book, "For Every Young Heart," via Prentice-Hall . . . On numerous occasions this column has helped many people in the industry secure jobs thru "Operation Give a Break." Now we know of a very worthy guy who can fill a top publicity-promo job for any network, local station or ad agency . . . Prof. Irving Falk, of the NYU Radio-TV Department, has just edited a new book of interest to the industry, "Radio and TV Continuity Writing," published by Pitman . . . This season's series of Sunday Symphonies by the Minneapolis Symphony Orchestra will be dominated by Mercury Record artists.

☆☆☆☆

• • • Meet: New York's biggest radio personality—WNBC's Big Wilson, 6-6, 290-pound host of the 6-10 AM show. A onetime top deejay at KYW, Cleveland, for many years, he is a believer in "smooth continuity" and bridges his program records with his own piano playing to maintain an even, entertaining pace. No "screamer" or "frantic" dj, Big is an accomplished performer who has worked at WEAV, Plattsburg, N. Y.; WARM, Scranton; KYW, and WNEW in New York. He served in the U. S. Navy from 1942-'46, and later, in Cleveland, made his home on a 46-foot Chris-Craft cruiser with wife, Jody, and son, J. J. Now, a resident of City Island, he owns a smaller, faster 22-foot skiff. Every once in a while, some of his salty vernacular creeps into his WNBC Show.



WILSON

☆☆☆☆

• • • "Goings on at Goodson-Todman: "To Tell the Truth" director Paul Alter won the first annual Goodson-Todman golf tourney at the Englewood Country Club. Affair was organized by Peggy Parker, secretary to Mark Goodson, who was only femme player . . . G-T was so delighted with Robert Q. Lewis' two-week "Play Your Hunch" stint, they'd like to lure him back to New York from L. A. for a permanent spot on one of their shows . . . Don Bohl, "Say When" director, became a father . . . A second "Password" box game, for kids aged 3 to 6, will come out about the first of the year . . . The TV Academy's "roast" of Mark Goodson and Bill Todman Nov. 30 at the Americana, promises to be a bang-up affair with some of the biggest names in show biz. This'll be the first time the Academy's "roasted" behind-the-scenes personalities, and it couldn't happen to two nicer guys!

☆☆☆☆

• • • Ronald Liss, writer-producer of the new "Discovery '62" children's educational series, feels at home working on a show for tots. At the age of 3, he was an actor on "Let's Pretend" on radio, and was on all the major children's shows . . . Dave Garroway, Red Buttons, Jim Lowe, Blanche Thebom and Debbie Drake among the celeb contingent seen at La Chansonette, where the attractive Rita Dimitri is the charming chanteuse . . . Jimmy Dean's Columbia biscuit of "Little Black Book" getting more and more deejay play all the time . . . Allan King is set for Garry Moore's hour on Nov. 13 . . . We hear Benny Goodman will have his own video half hour next Summer.

☆☆☆☆

• • • Ed Sullivan is heading the National Arthritis and Rheumatism Foundation's November campaign. It's his third year as chairman . . . Eva Gabor, having tested "The Happiest Man Alive" in Summer stock, is set to bring it to Broadway. Critics who have seen Eva in the play say this could be the "sleeper" of the season . . . Actor-singer Charles Aknin is negotiating with the producers of "The Nurses" to do a segment from his restaurant . . . Hildegard will make a guest appearance on the Merv Griffin NBC-TV show today. She will sing Harold Rome's composition, "The Money Song."

## Chi Gets ETV Outlet N.M. Channel Move OK

Washington — The FCC has served UHF Channel 20 as a second educational outlet in Chicago, on request of the Chicago Educational TV Ass'n, also operators of Channel 11. The commission has also moved Channel 11 from Silver City, N. M., to Hartsville, N. M., for ETV use by New Mexico State.

## Revue Taps Huggins To Replace Warren

Roy Huggins has been appointed executive producer of Revue's new weekly hour-and-a-half do series, "The Virginian." He replaces Charles Marquis Warren who has fulfilled his contract with the completion of the 13th segment of the NBC TV series.

Huggins was formerly with Century Fox as VP in charge of TV production and before that spent five years at Warner Bros. where he created the "Maverick" and "77 Sunset Strip" series. He was also first producer on "Cheyenne."

## KGO-TV Is Recipient Of 2 Service Awards

West Coast Bureau of RADIO-TV DAILY

San Francisco — KGO-TV, ABC 7 o-o here, has received two national awards in Washington for its community service activities. The station was awarded a presidential citation for its "Form for Fitness" TV series, and an award of merit from Labor Secretary Willard Wirtz for its "Summer Jobs for Students" campaign. Station GM David M. Sacks received the awards.

## Parker Now at WBZ

Boston — Donald W. Parker has been appointed technical supervisor of WBZ, it was announced by William Hauser, chief engineer. Parker comes to the station from WHAM, Rochester, N. Y., where he was chief engineer for the past two years. Formerly he was with WROK, Rockford, Ill.

## WIL Aid 'Appreciated'

St. Louis—WIL has received a Certificate of Appreciation from this city's Society for Crippled Children for its participation in the 1962 Easter Seal Campaign.

## STORK NEWS

It's a girl, Dorinda Jay, on KXOL, Ft. Worth, program director Don Hodges and his wife LaVerne.



# Attorneys Clash at NBC-RKO Swap Opener

## Net Counters Claims By Westinghouse Exec Of Threats in Deals

Washington Bureau of RADIO-TV DAILY  
**Washington**—NBC counsel Irving Segal launched a strong counterattack against Westinghouse yesterday after an executive of the parent electric company and its broadcasting subsidiary testified about implied threats from NBC regarding dealings with Westinghouse. The clash marked the first day's hearing in what looks like long drawn-out proceedings involving trade of NBC's Philadelphia stations for RKO's Boston stations.

### Withdrawal Forbidden

Philco upset the transaction by applying for a new TV station on NBC's Philadelphia channel, and as charged NBC and parent RCA should be disqualified from operating stations because of anti-trust violations. Westinghouse is a reluctant participant in the proceedings after the FCC refused to permit it to withdraw from the role of a protester.

The first witness before FCC chief hearing examiner James D. Cunningham was E. V. Huggins, executive VP of Westinghouse Electric and chairman of subsidiary Westinghouse Broadcasting. Philco attorney Henry Weaver sought to draw from him a picture of Westinghouse forced to consent to the sale-trade of its Philadelphia stations for NBC's outlets in Cleveland.

### Rejected NBC Offer

However Huggins said Westinghouse considered its bargaining position strong enough to demand NBC assurances of affiliation in Pittsburgh following the Westinghouse purchase of the DuMont station there as a condition for continuing negotiations. He testified that NBC originally also asked Westinghouse to trade its Boston stations for NBC's Washington stations but that Westinghouse turned down that part of the deal cold.

Huggins and other WBC executives had conferences with Robert Sarnoff and even with Gen. Sarnoff, as well as with other NBC executives. Gen. Sarnoff was represented as feeling at one state that Westinghouse wasn't negotiating the Philadelphia-Cleveland sale-trade in good faith and was withholding promise of a Pittsburgh affiliation until Westinghouse gave satisfactory assurances.

### Other Markets Discussed

He claimed NBC talked of affiliations in still other markets in order to influence Westinghouse in the negotiations, even after Westinghouse had refused the Boston-Washington part, and it

(Continued on Page 8)

## 25 End RFE Junket Of Europe Facilities

A group of 25 American businessmen and broadcasting officials return to the United States today, after a 10-day inspection of Radio Free Europe's facilities in West Germany and Portugal. The group also visited West Berlin and met with Mayor Willy Brandt, in a tour sponsored by the RFE Fund, a private, non-profit organization which seeks contributions to support RFE broadcasts to the 80 million captive people in Poland, Czechoslovakia, Hungary, Romania and Bulgaria.

Among the tour members were representatives from the CBS, NBC, ABC and Westinghouse broadcasting networks. No Radio Free Europe Fund donations were used to finance any part of the inspection tour, according to RFE Fund officials.

## Goodson-Todman Adding Radio Sta. to Holdings

(Continued from Page 1)

Chester, Pa.; Pawtucket (R. I.) Times; Elizabeth (N. J.) Journal, and the Trenton (N. J.) Trentonian.

KOL, a 5,000 watt station operating at 1300 kilocycles, also operates an FM station at 5.8 kilowatts and 94.1 megacycles. Major stockholders of the Seattle Broadcasting Co. are Archie Taft, Jr.; Mrs. Marie Storm Taft and William L. Simpson.

KOL has been in continuous operation since 1922. Currently unaffiliated, KOL in the late 30's and early '40's was successively part of the CBS and Mutual nets. It has been operated independently since 1946. The station maintains a permanent staff of 25 employees.

## TT and MM Earnings Gain

(Continued from Page 1)

three quarters of '62 reflect operations of three stations not included in the income statement a year ago: WNEP-TV, Scranton, which became a wholly-owned subsidiary Feb. 1, and WDOK-AM and FM, which were purchased May 1.

Transcontinent's comparable income statement a year ago included results of operations of WROC-TV and FM, Rochester, N. Y., which were sold in November, 1961.

Metromedia, which has other interests besides broadcasting, said its earnings for the first nine months of '62 were equal to 72

## Gambler Given 'Protection' As WEEI Rips Syndicate

Boston—A minor member of the local gambling hierarchy, who would identify himself only as "Ricco," virtually risked his life when he appeared on WEEI's "Conversation Piece" and gave a detailed explanation of the inner workings of the national gambling syndicate which operates in the United States today.

### Wolper Cameras Rolling On 'Story of' Quintet

Hollywood — Wolper Productions currently has five "Story of" telefilms before the cameras, highest since production began last year, with the shooting today on "The Patroness," "The Oil Man" and "The Racing Driver." "The Country Doctor" and "The Jet Carrier Pilot" began rolling yesterday. Four others are scheduled for November.

## Detroit Women Scan 'Awards'

Detroit—"How to Win Awards" will be discussed by a panel at the Oct. 30 meeting of the American Women in Radio and TV, Detroit Chapter.

Reviewing the different kinds of awards available and discussing how their stations have won some of them will be WXYZ-TV program manager Pete Strand; WJBK-TV program director Robert J. McBride, and WDET manager J. Daniel Logan. Edythe Fern Melrose, WXYZ personality, will moderate.

## Raggedy Ann Board Seats Applebaum and Wollner

Attorney Arthur M. Applebaum and film editor Anthony A. Wollner have been named to the board of directors of the recently organized Raggedy Ann Productions. The firm will make a TV series based on the Raggedy Ann books.

### Safety Assured

Because of a genuine concern for "Ricco's" safety, his portion of the program was taped in advance, with only "Conversation Piece" host Haywood Vincent, producer Ralph Morse and a WEEI engineer present.

"Ricco" commended Boston police commissioner Edward McNamara and said he was doing a good job. Since McNamara took over the commissioner's job six months ago, "Ricco" said, his "tough attitude toward gambling has caused most of the local bookies to 'lay low.'"

### Would Legalize Gambling

"Ricco," who carries a gun but has never had to use it, said he did not consider himself a criminal but rather a legitimate businessman who was filling a need wanted by a majority of the people. He also advocated the legalizing of gambling which, in his opinion, would remove it from the control of racketeers and make it an accepted business enterprise.

## Editors on WLIB Query Rocky on 4-Yr. Plans

Gov. Rockefeller will be interviewed on WLIB's "Editors Speak" Saturday by George Schuyler of the N. Y. Courier and Allan Morrison of John Publications. They will quiz Rockefeller on his civil rights stand and his intentions on serving a full term if re-elected.

Democratic gubernatorial candidate Robert Morgenthau is the program guest the following Saturday.

## Special WQXR Broadcast Hails Famed Opera Diva

Famed opera star and Lieder singer Lotte Lehmann will recall her career in a special WQXR broadcast Sunday, marking the 32nd anniversary of her U. S. debut. The 75-year-old artist will be heard in conversation with Paul Myers and will acknowledge recorded greetings from Rudolf Bing, Eugene Ormandy, Lauritz Melchior and her former accompanist Paul Ulanowsky.







## What's Hugh Downs doing on Today?

He's the star, making the mornings bright, light and lively. With TODAY regulars Jack Lescoulie, Frank Blair and Pat Fontaine, he's delivering news and information...Yes. Weather...Yes. Entertainment...Sure! And advertising messages...in the style that has earned him the reputation as one of the most appealing personalities in broadcasting. The new TODAY is a first class showcase for advertising. It attracts an adult audience... 6,200,000 men and women every morning, Monday-Friday. It attracts a high income audience...52% of its viewing families earn more than \$7,000 a year. It attracts a hard to reach audience...TODAY is seen by a high percentage of working housewives, who are not home for the average daytime program. So wake up to the new TODAY, the golden opportunity for the early-bird advertiser.





## 3 Radio Shows Bow Same Day in Boston

Boston—WBZ will hold a three-premiere day Nov. 4, when it debuts a trio of Westinghouse Broadcasting Radio series in prime time. The programming efforts, titled collectively as "Trio," consist of "The Voices and Sounds of World War II," "America Sings" and "Words in the News."

Eddie Bracken serves as host and narrator for the 20-week "America Sings" skein, a history of the United States through its folk music. "The Voices and Sounds of World War II," 20-weeks, was written and produced by Bud Greenspan.

Dr. Bergen Evans is star and writer of "Words in the News," a 26-week language excursion.

## NBC-RKO Swap Opener Features Lawyers' Clash

(Continued from Page 5)

had narrowed down to Cleveland-Philadelphia.

But Segal countered by eliciting testimony from Higgins designed to show that Westinghouse had not appeared to fear NBC reprisals of any kind in other dealings.

He drew out in questioning Huggins that in 1953, when Westinghouse had no CBS affiliations and had two with NBC, Westinghouse had placed its entire TV budget running between \$3.5-4 million on CBS, and that this situation continued during the period when Westinghouse had two NBC affiliations and one with CBS, and when the negotiations were in progress.

### Describes Patent Disputes

He elicited the fact that disputes over patents between RCA and Westinghouse were heated, prolonged and even reached the court in this period, with no idea passed along to Westinghouse that there might be affiliation reprisals, and no other pressures. He asked whether there was "dread or fear" over reprisals when Westinghouse dropped NBC national spot representation, or completely dropped all affiliations with the NBC Radio Network, and in each case secured a negative answer from Huggins.

Further questions dealt with Westinghouse as the only station in Pittsburgh, with four networks at that time vying for a single "buyer," and with Westinghouse's eventual Pittsburgh switch to CBS, apparently without fear of losing other affiliations.

Segal also seemed incredulous that if NBC had threatened to buy other stations in Boston and Philadelphia and if Westinghouse had been frightened by the prospect, why Westinghouse had never contacted the owners of the other stations to find out if the sales actually impended.



By PETER C. DAVALLE

• • • BBC-TV promises the TV show of the year Nov. 4. It's a two-and-half hour recording of this year's Royal Variety performance at the London Palladium Monday. American stars we'll be seeing include Bob Hope, Rosemary Clooney, Edie Adams (widow of Ernie Kovacs), Eartha Kitt and, the biggest headliner of the lot, Sophie Tucker . . . Emceeding the 21-acts show is Norman Vaughan, resident MC of the Val Parnell Sunday Night TV Show. Cliff Richard (currently touring the U.S.) and The Shadows provide the only spot of rock 'n roll.

• • • Canadian Council of Authors and Artists and British Actors Equity have called for a curb on "cheap TV shows" imported from the U. S. They suggest a system of import quotas, not only for films from the U. S. but from all other countries too . . . The Rev. Donald Plumley of Tonbridge, Kent, wants British TV program planners to fix an "X" (adults only) certificate to TV programs unsuitable for children. The vicar recently received an apology from BBC-TV chiefs after he'd complained about the sex content in a BBC-TV production of Graham Green's "Stamboul Express."

• • • "Destination Moon," the BBC-TV Outside Broadcast production transmitted today, traces America's vast space program. Full cooperation by the U. S. National Aeronautics and Space Administration made the production possible. . . . BBC-TV's "Picture Parade," which holds a mirror up to the film industry, returns next week—but monthly, instead of fortnightly. Acid comments by the program's compere, Robert Robinson, resulted in several film companies withdrawing clips of their films from the program last year.

• • • Ulster TV, servicing Northern Ireland, celebrates its third birthday on Oct. 31. On Nov. 26, the station opens its new \$250,000 extension and begins its nightly news service . . . TWV is preparing a special documentary on the life and times of Lloyd George, the greatest Welshman of the century. TWV production controller Wyn Roberts will supervise this important production.

• • • By February, 1964, BBC listeners will have 90 more hours of broadcasting every week. The Light Program will start at 5.30 AM and continue until 2 AM the next day. At present, it starts transmissions at 6.30 AM and ends at midnight . . . The BBC frankly admits that its going all out to attract the teenager to sound radio by using as much 'pop' music on the Light Program as possible.

• • • Former model Rosemary Thomas, 23-year-old daughter of Howard Thomas, managing director of ABC-TV, will marry Surgeon-Lt. John Glaisyer . . . BBC sound radio's Jack de Manio, who comperes the early morning program "Today," is on a holiday trip to New York, Washington and Philadelphia with his wife.

## TELEVISIONS: 'The Saint'

London—At last, Leslie Charteris's immortal creation "The Saint" is on the small screen. Britain's ATV beat bidders from all over the world to get the TV rights. They're making 26 one-hour episodes. And, if the first one is anything to go by, they're going to be faced with a very strong demand for more . . . and more.

To succeed, "The Saint" must fulfill several well-defined conditions: he must be debonair, tough, romantic, quick-witted and quick-fisted. Roger Moore, who plays him in this new TV series, measures up to all requirements, man-

aging to be a good-looker into the bargain.

And the script of Harry W. Junkin, Canadian-born Hollywood writer, taken directly from a Charteris story, is cunningly tailored to evoke the glossily dangerous world of "The Saint." Robert S. Baker and Monty Berman produced "The Saint." World distribution is by Independent Television Corporation.

—Peecedee

## 13 AM, 3 TV Outlets 'Auctioned' for U.I.

Pittsburgh—For the second consecutive year, 13 radio stations and three TV stations have been "auctioned off" to the United Intercity of Allegheny County. In charge of the luncheon-auction at the Penn-Sheraton here was Stephen Rooney, president of the Radio Club of Pittsburgh and general manager of WJAS, assisted by John Gibbs, general manager of KQV.

### Selected by Donna Drew

Donna Drew, "Miss Torco 1962," selected the lucky agencies and stations, when she drew names and call letters from seven bowls. Thus, on Oct. 29, 16 United Funds organizations will own radio or TV station and commit all public service time to public and otherwise aid the work of the United Fund.

In 1961 the radio-TV industry of Allegheny County donated \$1 million in air time, if sold at commercial rate, to aid the United Fund.

## WJRZ Shuffles Execs, Adds Nathan Rutstein

Newark — Three realignments in news, special events and public affairs programming have been announced by WJRZ. Nathan Rutstein, former news editor at WJTV, has joined the station as news director. He replaces Robert J. Jennings who becomes director of special events. Hal Glendon, WJRZ community relations director, has been assigned supervision of public affairs programming.

## WCBS' Cramer on Panel At Welfare Agency Meeting

W. Edmund Cramer, WCBS public affairs director, will participate tomorrow in a panel discussion at the Roosevelt Hotel on the recent attacks on social agencies, scheduled at the conference of the 20th Board Members' Institute of the Federation of Protestant Welfare Agencies in New York.

## ABC Video Clan Stamp To Lead Xmas Seal Drive

San Francisco—The MacRoberts family of ABC-TV's "Our Incredible Higgins" series has been named "1962 California Christmas Seal Family" by the state's Tuberculosis and Health Ass'n. The video clan will fly to key communities to present autographed seals to local "first families" in the annual campaign.





By JACK RUSSELL

E. G. Marshall and Robert Reed, stars of CBS's "Defenders," will be here for four days appear on "At Random." Guests of the Citizens Committee of Greater Chicago in support of the Ballot proposition, they will speak to bar ass'n groups in Bloomington and Springfield, as well as Chicago, and Gov. Kerner will present them with plaques for their non-partisanship efforts.

WGN, in cooperation with the Chicago Police Dept., has added a new dimension to its highly lauded safety coverage—direct radio communication between WGN's helicopter and Chicago's new police communication center. This joint effort marks the first time direct air-to-ground communications have been in operation between a radio station facility and the Chicago Police Dept.

McCann-Erickson is planning to expand operations of its Chicago office "to meet competition of Chicago-based agencies." The famous Chicago Sunday Evening Club nonsectarian addresses are being broadcast on WIND for the seventeenth year. Organized in 1907 to maintain a service of Christian inspiration and fellowship in the business center of Chicago, support for the weekly meetings has been largely thru leading Chicago business and industrial firms.

### Cartoon Trilogy Sells on Year-Ahead Basis

(Continued from Page 1)

papers. In the long run, therefore, cartoons are a good investment for us as well as for the nations."

The three new series are all based on King Features comic strips: "Beetle Bailey," "Barney Google and Snuffy Smith" and "Krazy Kat."

King will produce 50 episodes of each of the three series. It will have a total of 100 episodes completed by debut next Fall. Paramount Pictures' cartoon dept. is doing the animation for the new package, and will handle theatrical distribution of nine films which will be longer than the others.

Brodax said an advantage of the pre-TV theatrical run is it enables King Features to go into TV distribution with more than the usual amount of pilot footage, a total of 14 subjects.

## Hagerty Talk Marks WWVA Shift to ABC

Wheeling, W. Va.—WWVA will mark its first day as an ABC affiliate on Thursday at a joint luncheon meeting of the Wheeling Rotary and Kiwanis Clubs in the McClure Hotel, topped by a talk by ABC News chief James C. Hagerty on his recent visit to Moscow. Highlights of his address will be carried on WTRF-TV here and WSTV, Steubenville, O., in addition to WWVA.

Established in 1926, WWVA is a 50,000-watt and formerly was an affiliate of CBS. Hagerty will be introduced at Thursday's luncheon by ABC Radio president Robert R. Pauley.

## Execs to Get Diplomas On WNEW's 'Romper'

A birthday party marking "Romper Room's" fifth anniversary on Metropolitan Broadcasting's WNEW-TV has been arranged for Thursday's program, which also will serve as Homecoming Day with some 30 "graduates" returning to participate in the festivities.

Miss Barbara, (Barbara Harris), who presides over the daily sessions said that in addition to birthday cakes, games, songs and gifts, there'll also be honorary "Romper Room" diplomas for John E. McArdie, WNEW-TV VP-general manager, and Jack Lynn, Metropolitan Broadcasting's programming VP.

## Borge Displays Advantage Of Opera Without Voices

"Opera for Orchestra" will be the theme of Victor Borge's "G. E. Music Theatre" program tomorrow, presenting operatic excerpts without voices. In his dry, humorous style, he'll comment on the advantages of hearing instrumental versions of Weber, Bizet and Wagner arias.

## RAB's Sweeney Crows While Eating Crow

Kevin B. Sweeney is eating crow these days, but the RAB president—between bites of chocolate cake baked in the shape of a crow—still has plenty left to crow about. It started last Spring when Sweeney, flushed by the fact he successfully had predicted radio would reach more Americans than TV, for the 13 Summer weeks in 1961, made a second forecast:

**Sees Radio as "No. 1"**

"In 1962, radio will be the nation's No. 1 broadcast medium for 16 straight weeks from June thru October."

The official figures from Sind-

## CRITICS GO ON TV TO OGLE SEASON

'Open End' Asks Seven To See If Video Flopping

"Is This TV Season a Flop?" will be answered by seven critics from five major metropolitan centers Sunday on Metropolitan Broadcasting's "Open End" on WNEW-TV, moderated by David Susskind.

The critics are Richard K. Doan, N. Y. Herald Tribune; Ben Gross, N. Y. Daily News; Terrence O'Flaherty, San Francisco Chronicle; Anthony La Camera, Boston Record Advertiser & Sunday American; Laurence Laurent, Washington (D. C.) Post; Terry Turner, Chicago Daily News, and John McPhee, Time Magazine. Jean Kennedy is the producer. Arthur Forrest directs.

## Italian Play Debuts In Video Adaptation

"Sign of Fire," a play by Diego Fabbri, will have its American premiere in a one-hour adaptation on the NBC-TV "Catholic Hour" Sunday as the last in a current series of original dramas by Catholic authors.

The setting of the Fabbri's play is in a hotel suite in West Berlin. The story concerns a group of Jesuit priests from various countries who meet to consider what must be done if the world is, in truth, faced with the Apocalypse.

## TV Series for Kaye

(Continued from Page 1)

ful and versatile performers of our generations," Aubrey said.

Kaye appeared on CBS-TV in the "See It Now" special entitled "The Secret Life of Danny Kaye," a filmed account of his worldwide journey in behalf of UNICEF. Kaye's first appearance in entertainment specials also were seen on CBS-TV, both under General Motors sponsorship.

## Dudelson New Prexy Of M&A Productions

Stanley Dudelson, who recently resigned as syndication sales manager of Screen Gems, has been elected president of M & A Alexander Productions. Now at the TV firm's West Coast offices, he will return to New York the end of this month to set up worldwide headquarters here, with offices also slated for Chicago and overseas centers.



DUDELSON

Plans for the expansion of M & A Alexander, under Dudelson, include negotiations for at least 52 features to be added to the present total of 300 features and 100 cartoons. Discussions on acquiring additional features, cartoons and half-hour product will be instituted by Dudelson at a board of directors meeting to be held in Los Angeles the early part of November.

**Had Been with U. A.**

Prior to resigning from Screen Gems to accept the top post at M & A Alexander, Dudelson was associated with United Artists and RKO-Radio Pictures. Six years ago he joined Screen Gems in an executive capacity, under Jerome Hyams.

## Braun Now Heads Promo For Mullins Dual Outlets

Denver — Richard J. Braun has been named promo manager for KBTR-KBTW here, it was announced by Alvin G. Flanagan, Mullins Broadcasting Co. VP. Braun will place all advertising for the stations.

He comes to the post from KALL, Salt Lake City, where he was promo manager for the Inter-Mountain Network.

linger and Co. are in now, and radio's dominance over TV lasted 14 consecutive weeks—an all-time record—but still the hottest Summer fell somewhat short of the prediction.

**'I Die Hard'**

"But I die hard," Sweeney said. "Except for a few percentage points in early June and late September, the 16-week prediction would have been right on the nose. To mix a zoological meta-

phor, rather than dining on crow, I would now be the cat that ate the canary."

Noting that in Summer-'62 radio surpassed its own '61 record, Sweeney said that in '61 radio reached an average of 6.5 million more Americans daily than TV. In '62, the average soared to 7.5 million. Last year, according to the RAB head, radio's biggest audience was 96,022,000, (average for week ending July 7, 1961). This Summer, radio scored 97,403,000.



## Mexican Videofile

By PEDRO MARIO AMARO

**Mexico City** — Mario Moreno (Cantinflas) remains shy in revealing his TV plans but an inside source indicated he will star in a program featuring important Mexican entertainers, do skits—this at \$8,000 per hour show, highest budgeted national video program to date.

To activate the inter-American radio network, Mexico now is urging a start on a Central American link-up. Idea was proposed by Carlos Nunez Arellano, Dep't of Communications representative at the Central American Radio Communications Congress celebrated in Managua recently. Mexico feels radio link essential in expanding plans for commerce between republics under the Latin American Common Market set up.

New TV station being set up in Vera Cruz by Carlos Ferraez Matos, director of the Radiofonica de Mexico network, with Channel 2 to have \$140,000 dollars worth of British equipment installed before end of year. Station goes operational early in '63 and Matos said XHSM-TV, with three studios, will lean heavily on American feature length pictures and episodic. Matos goes to U. S. to buy program material soon.

**Dolores del Rio and Arturo de Cordova** will star in pilot of a series to be shot in English by ex-motion picture star Julian Soler, now devoting his time to directing. If pilot clicks, series will be released in U. S. and dubbed for Latin America. Soler refused to talk financing but unconfirmed rumor has American interests backing pilot production costs.

### Teledynamics Distribs 2

Teledynamics Corp. has acquired two new color shows for distribution, 52 six-minute "Mel-O-Toon" cartoons and the half-hour "Flying Fisherman" series featuring Gadabout Gaddis.

### Eydie & Steve Honored As No. 1 Personalities

**Hollywood** — Steve Lawrence and Eydie Gorme (Mr. & Mrs.) have been named "Personalities of the Year" by the Variety Clubs International, and will be presented with the award Nov. 9 at Washington's Statler Hilton Hotel. Guests on hand to salute the pair include Vice President Lyndon Johnson and Supreme Court Justice Arthur Goldberg.

## Drama Critic Watts, Regular on 'Today'

A review of the new Broadway plays by a leading New York drama critic becomes a regular feature on NBC-TV's "Today" show Thursday, when the N. Y. Post's Richard Watts, Jr., makes his first appearance to discuss dramas and musicals thus far opened this season. Watts will appear at regular intervals to discuss the season's Broadway product.

Others who appear regularly as "Today" guest authorities include Cleveland Amory, with essays on society; former N. Y. Times art critic Aline Saarinen; musician Skitch Henderson, and Audubon Society biologist Roland Clement.

## KXTV Obit on Camanche Included in TAC Library

*West Coast Bureau of RADIO-TV DAILY*  
**Sacramento** — KXTV's "Death of a Gold Rush Town" has been accepted for inclusion in the TV Affiliates Corp. Library. Written, produced and directed by production manager Bob Kelly, the documentary is a video obituary to Camanche, a town born in the gold rush days and inundated by water from the recently started Camanche Dam project.

Mike McNamee was photographer for the program, with Solon Gray narrating. "The Ballad of Camanche," which closes the program, was written by Kelly and Norm Bales, and is based on a little known folk song.

### Paul Heyn Promoted

**Chicago**—Paul Heyn has been appointed WBBM general supervisor of technical operations. Heyn started as a technician at the station more than 20 years ago.

## Are Video Ads Really Louder?

**Maynard, Mass.**—Ever wondered if TV commercials are really louder than the rest of the program? Recent tests conducted by the instrument division of H. H. Scott on three Boston channels showed that commercials on 65 per cent of the 40 programs monitored were louder than the feature portion. On 20 per cent the commercials were recorded at the same level and, in 15 per cent, the ads were actually softer than the program.

Although no commercials were recorded as much as twice as loud as the program they accompanied, two were rated almost that high, or 78 per cent louder than the show's main portion. Both were liquid detergents, one on "The Rebel" and the other on "Danger Man." Commercials on four programs came through 59 per cent

## 19 O'SEAS CASTERS TOUR FACILITIES IN NEW YORK

Nineteen members of the 1962 International Broadcast Seminar are visiting broadcast facilities in New York City as part of an 108-day program, which began Aug. 28, of orientation and academic sessions and interships with television and radio stations.

**Art Linkletter Accepts National 'Y' Week Chair**  
**Hollywood** — Art Linkletter has again accepted chairmanship for National YMCA Week, Jan. 20-27. He is member of the YMCA board, Hollywood chapter, and is on the national YMCA physical education committee.

## J-School Fee a Prize Of 4th WSB Conclave

**Atlanta**—Over 150 high school journalism teachers and students throughout Atlanta and north Georgia are expected for WSB Radio-TV's fourth annual News Broadcasting Conference Nov. 8. The all-day conclave is being held in conjunction with the Henry W. Grady School of Journalism at Georgia U.

The stations' news staffs will produce the sessions, which acquaint the students with various news gathering procedures and include the use of slides, films and live remotes from NBC News correspondents. A year's tuition to Georgia U.'s journalism school will be awarded to the student who best interprets the conference.

### Peterson, N.J., UHF Bid

**Paterson, N. J.** — Transcontinental Properties has applied to the FCC for a new UHF TV station which would broadcast on Channel 37 here.

The group will tour BBD Thursday and see the Association press facilities on Friday. Other stops include the UN, the National ETV and Radio Center, the three TV networks, RCA and several film and recording studios. At RCA, the broadcasters will hear Sol Cornberg, authority on TV studio design.

The International Broadcasters from 18 countries were brought to the U. S. by the State Department Bureau of Cultural Exchange. Their program is supervised by the TV and Radio Center of Syracuse U. Dr. Eugene S. Foster is directing the seminar. Richard A. Cobb, coordinator of international broadcast training for Syracuse U., is traveling with the visitors.

## Voices from Past Echo At WDSU Thanksgiving

**New Orleans**—WDSU, celebrating its 40th anniversary this year with a series of special programs on major holidays, has scheduled as a Thanksgiving Day special "The WDSU Story." It documents the station's history from its beginning as a five-watt in 1922 thru the advent of WDSU-TV in 1948 to its present position as a 5,000-watt AM-FM NBC affiliate.

A special highlight of the program is an on-air reunion of many personalities who have been employed at the station since it began operation. The station is presently attempting to locate many of these people.

### WWNY Sales Manager

**Watertown, N. Y.** — Tony Malara has been appointed sales manager of WWNY here. He joined the station in 1958 as an announcer for both it and WCNY-TV, a sister facility.

## Blind Youths Tour Outlet To 'See-Through-Feeling'

**Kansas City** — Thirteen fifth and sixth grade students at Kansas State School for the Blind kept a rendezvous recently with the KMBC-TV, staff when they came to "see" the station's operation on a "see-through-feeling" tour. Each child received the chance to examine cameras, projectors and all appeared on-camera.



## Sales Manager Posts to Gilbert, O'Donnell

CBS Radio Spot Sales has appointed Ronald M. Gilbert its New York sales manager and named Bill O'Donnell St. Louis sales manager, it was announced by Maurice Webster, CBS VP and general manager of the rep firm. Gilbert replaces Ralph Glazer, who resigned to become national radio sales manager for Westinghouse Broadcasting. O'Donnell replaces Gene Myers, who transfers to N.Y. as an account exec for Philadelphia, Baltimore, Washington.

### Was Account Exec

Gilbert, since 1960, was an account exec with CBS Radio Spot Sales in N. Y. and was acting sales manager for several months earlier this year. Before his CBS association he was national sales manager for WWJ, Detroit, and sales manager for WQTE, Detroit. O'Donnell, prior to joining the rep firm, was in the sales department at KXOK, St. Louis, for 12 years, the last eight as sales manager. Following his KXOK tenure, he was with G. H. Walker Co., St. Louis investment bankers.

## Parents, Teachers Cued by Video Space Course

Coast Bureau of RADIO-TV DAILY San Diego—Supplying parents' and teachers' needs for latest information on space technology, KGO-TV is airing its new 13-part weekly series, "Teaching Children About Space Science," co-produced by the California U. Extension. The programs, offered for credit to college students, takes up the basic questions that children are most likely to pose.

## PETRY'S PROMO SEMINAR OCT. 31; OTHER REP NEWS

A record turnout of more than 25 promo managers and other execs of radio and TV stations represented by Edward Petry & Co. is expected for the sixth annual Petry Promotion Seminar Oct. 31 at Dallas' WFAA-AM-TV Communications Center. To follow this year's regular Broadcast Promotion Ass'n sessions, Petry participants will include radio VP Ben Holmes, radio promo manager Bill Steese, TV presentations director Jack Carter, Dallas TV manager Dave Milam and Dallas radio manager Barney Broiles.

The agenda will include presentations of case histories of outstanding local and national sales campaigns; examples of how stations integrated "station image" and local shows in new season audience promos; a report on Radio-TV Cross-Promotion, the use of broadcast media in broadcast promotion; the new ARB rating report format; "the confusing assortment of TV market rankings," and cooperative market promotion in the national field.

### A-K Names Schrank R-TV Research Dir.

Avery-Knodel has appointed William Schrank radio-TV research director, succeeding John F. Wade who is joining the WFIL Stations, Philadelphia, as research director. Schrank, who has directed A-K's radio research since 1960, formerly had been RAB research director.

### Hardingham Joins Meeker Co. in TV

Jack Hardingham has joined

The Meeker Co. as TV sales development director, headquartered in New York. For the past two years he headed his own market development firm for a limited number of TV stations, and before that was senior VP and general manager of the Headley Reed Co.

### Howe in Exec Post At H-R Television

Don Howe, with H-R's New York office since May, 1960, has been named assistant sales manager in charge of systems and procedures for H-R Television, Inc. In addition to his normal sales activities, he assumes responsibility of overseeing and developing systems and procedures involved in contract, billing and other closely related sales functions.

### Hollingbery Adds 2 As N.Y. Supervisors

George P. Hollingbery Co. has added Octavia Dowrick and Diane Walsh to its sales, development and promo dept in N. Y., Miss Dowrick as statistical supervisor and Miss Walsh as promo supervisor. Miss Dowrick formerly was with Morse International and William H. Weintraub, Inc. Miss Walsh was with Dancer-Fitzgerald-Sample and the McCall Corp.

## Tennant, Hovel Rise In Leo Burnett Ranks

Chicago—Leo Burnett Co. has announced a pair of executive promotions in its Chicago headquarters, topped by Don Tennant becoming VP in charge of the creative services division and a member of the agency's executive committee. Previously, he was VP in the TV commercial department, a post now going to Cleo Hovel, formerly VP in charge of TV copy and art.

Tennant began his ad career with Burnett in 1950 as a radio-TV writer-producer. In 1958, he assumed the commercials VP position. He was elected to the agency's board of directors in 1960. Hovel joined the agency in 1960 after having spent 10 years as VP and TV creative director at Campbell-Mithun in Minneapolis.

### Chi Fans to See Hawks Playing 11 Away Games

Chicago — WGN-TV will lens 11 away-from-home Black Hawks hockey games this season, beginning Dec. 29 when the team meets the Maple Leafs at Toronto. Telecast lineup includes Toronto and Montreal in three games, New York and Boston twice and Detroit once.

### Weather Man Engaged

St. Louis—Gene Wilkey, KMOX-TV general manager, has signed Lee Shepherd, former Tulsa and Houston TV personality, to a three-year contract to present a twice-daily weather report on the station beginning Nov. 12.

## Radio, TV Industry News Flashes from Coast-to-Coast

**Tel-All' Confesses Birthday**  
Steuheville, O. — "Tel-All," a one-hour-long news stanza on WS-TV featuring Bob Glenn, world and national news; Stan Ott, regional news; Scott Murray, local news; and Marshall Atkin, weather, is celebrating its third anniversary.

**Ends Through-the-Night**  
Providence — Jim Mendes, long-time radio announcer, deejay and entertainer, now conducts an overnight show on WXCN-FM entitled "Designs in Music." It is an interview, talk and music show with audience reaction.

**'Koffee' at the Crossroads**  
Omaha — KMEQ's "Koffee Club" is being broadcast weekdays from the Crossroads

shopping center. Bill Delzell emcees the show, which features gifts, prizes, magic tricks and fashions.

### Miss Copeland to CBS-TV

Hollywood — Beverland Copeland, TV Guide Magazine's West Coast regional editor, joins the CBS-TV press info staff here to handle general show assignments. Miss Copeland replaces Dick Israel who has resigned to join Rogers & Cowan.

### Sanford Gets New App't

Portland, Me. — Charles R. "Chuck" Sanford has been appointed assistant news director for WGAN-AM-TV. He will also be responsible for production and public affairs coordination. Formerly of the radio program dept, San-

ford has been with the Guy Gannett Broadcasting Services since 1947.

### Everyday But Saturday . . .

Houston — Larry Kane will be on KTRK-TV Monday-Friday and Sunday with his "Bandstand" show. One show each week will be devoted to a panel of teenagers who will judge new single releases, and another to the most danceable cuts from new albums.

### Angel, Thomas Join KEX

Portland, Ore.—Jack Angel and Ric Thomas have joined the KEX air staff. Angel previously was with KOLO, Reno, and Thomas was formerly with KLYK, Spokane.

### Sports Show Bow

Phoenix — On Oct. 31 KPHO-

TV will begin telecasting "Top Star Bowling," featuring many of the nation's major ten-pin champions competing for cash prizes.

### Discuss Senior Citizens

Boston — Mrs. Hilda La Rocca, epidemiologist at the Dept of Public Health here, will speak on "Understanding the Older Person" on the new "Looking Ahead" feature of Bill Hahn's "Around the Town" program, Thursday on WNAC.

### Coyle Committee Chairman

Dallas — John Coyle, head of KVIL and a recording company exec, has accepted the Dallas Citizens Volunteer Committee for Slum Clearance chairmanship.



## GUEST STARS

Cheryl Holdridge set for guest-er in "Going Steady with Danger" for Warner's "Hawaiian Eye" . . . Hedley Mattingly, Aaron Kincaid and Nigel McKeand cast in "An Obelisk for Benny" stanza of ABC-TV's "The Best Years" . . . Anthony George in male lead of "Whatever Happened to Miss Illinois?" on "Premiere Presented by Fred Astaire."

"G. E. True" producer Mike Meshekoff inked David McLean and James Best for "Open Season," CBS-TV . . . Yvonne Craig in key role of "The Bravest Man in the World" episode of "Wide Country" . . . Irene Hervey and Henderson Forsythe bowing in "An Ancient Office" seg of MGM-TV's "Dr. Kildare."

"Beaver" gets schoolmate Annette Gorman as girl friend in "Beaver's Autobiography" . . . Audrey Swanson, Frank Sully and Ken Patterson added to "The Betrayers" seg of Revue's "Laramie" . . . Broadway's Natalie Trundy pacted for "Season of Discontent" for Wendell Corey starrer, "The Eleventh Hour."

Anne McCrea and Robert Kline before the cameras for "Beauty and the Beast" hitch in "McHale's Navy" . . . Burgess Meredith to appear in "The Dignity of a Man" stanza of "Sam Benedict" . . . Tunesmiths cleffing for Revue series are Cyril Mockridge for "Going My Way," Percy Faith for "The Virginian," Jack Marshall for "It's a Man's World," Alex Stordahl for "McHale's Navy" and Johnny Williams for "Wide Country."

## 'Meet the Creative Team' Hosts 'Route 66' Staff

West Coast Bureau of RADIO-TV DAILY

Hollywood—Unpredictable problems of "Route 66," a road show that is definitely a road show, highlight the second in the "Meet the Creative Team" series of the Hollywood Chapter of ATAS tomorrow. The entire staff, including writer Sterling Silliphant and guest star Nina Foch, will be on hand.

## U.S. Outlet Drops Plan To Join Canadian Net

Montreal — A U. S. station at Calais, Me., has sought to become affiliated to the CBC but the proposal was abandoned because there were too many obstacles, among them copyright arrangements between Canada and the U. S. The attempt by station WD-QY came to light at a Board of Broadcast Governors hearing at which the CBC applied to set up a repeater transmitter across the border from Calais.

## Record Turnout Seen For 4-Day Nat'l Meet OF AFTRA on Coast

West Coast Bureau of RADIO-TV DAILY

Los Angeles — With the 1963 AFTRA convention set for this city, the Ambassador Hotel has been selected as its headquarters during the four-day conclave, July 10-14, according to newly re-elected president Art Gilmore. He said the national conclave is expected to be the largest in the union's history.

It was also announced that actor Victory Jory has been appointed to the executive board of the AFTRA local here, filling a vacancy caused by the recent death of actor Will Wright. AFTRA members here elected to the national executive board are local president Tyler McVey, Ken Carpenter, Frank Nelson, Lurene Tuttle, Jack Edwards, John M. Kennedy, Alice Backes, Peggy Gordon, Don Rickles, William Reeve, Roy Glenn and Forrest Lewis.

### Jud Conlon Elected

Gilmore also noted that local singer Jud Conlon has been elected national recording secretary.

Claude L. McCue, executive secretary of the AFTRA local here, said the L. A. office has collected claims for 15,511 members totaling \$2,089,000 for the current 12-month period, a 50 per cent increase over the previous year and an all-time high. The sum represented disputed claims, adjustments, phonograph and commercial sessions and residuals.

## Hadassah Chapter Honors Paul Godofsky of WHLI

Paul Godofsky, president of WHLI, Hempstead, L. I. has been honored with a plaque from the Hewlett Chapter of Hadassah for his contributions, through public service broadcasts, towards the "safeguarding of a new health frontier in Israel."

## AM-FM Add New Sound With 'Concepts in Jazz'

Alan Grant and his "Concepts in Jazz" is being simulcast on WWRL and WRFM as a new five-a-weeker. Recognized as an authority on jazz, Grant is featuring the best of modern American music on the nightly shows, with commentaries about the "new sounds."

## KCOP-TV Press to Avery

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Scott Avery has been appointed to head the publicity department of KCOP-TV here. He comes to the channel from WKTV-TV, Utica, N. Y., where he was publicity director.

## AGENCY NEWSCAST

By RALPH TYLER

Elsie the Cow, long in that green and tranquil pastures served for bovine actresses "at leisure," is now hitting the come-back trail. The Borden Co.'s saleslady, in animated form

is appearing in a series of commercials in eight different NBC daytime shows. She has a supporting cast of real people as she goes through her paces in a series of real life situations. Elsie's appearance on network TV is part of Borden's recently announced "PACE" campaign — President's Advertising Campaign for Expansion. All the PACE advertising, designed for products with special growth and profit potential, are in addition to Borden's normal advertising outlay. The NBC shows total 14 participations a week.

David Ogilvy, chairman of Ogilvy, Benson & Mather saluted broadcasters yesterday for their support of the Citizens Committee to Keep New York City Clean. He noted use of 644 TV and 1,500 radio spots since May. He told media reps at the annual report meeting of the committee "thanks to many of you people, we are coming a little closer" to a clean city. Ogilvy, whose agency is volunteering its services for the campaign, concluded with the admonition "Don't stop." A. A. Schecter Associates, Inc., is the committee's volunteer PR agency.

Marion Harper, president and chairman of Interpublic Inc., predicts that further refinement of advertising measurement procedures will lead to compensation of advertising agencies out of profits their programs help create. Speaking the annual meeting of the Central Region of the 4 A's in Chicago, Harper said, "This would become possible as accountability procedures could satisfy both client and agency that an advertising program contributed in a measurable way to a given record of sales."

Harold T. Segal, managing director of Knight Quality Stations of New England (WGIR, WHEB, WTSL, WTSV, WEIM) announces appointment of Arthur J. Beaudin as merchandising liaison man between the stations and groceries. His main duties will be to arrange for displays of products being advertised and to work closely with product sales personnel in coordinating sales campaigns. He formerly was district manager of United Fruit.

## Thought for Today

*"I think that advertising is fundamentally an art and not a science, that it is an intuitive rather than a mathematical process and that the men who have to prove the appropriations for advertising being unhappy and at ease in the presence of all demand facts and that a great many advertising men therefore give them the facts which demand, although the ads are actually created intuitively."*

—Nicholas Samstag

## 'Soul of an Age' Spans Scans Bard's Work

"Shakespeare: Soul of an Age," an hour NBC News color special scheduled for Nov. 30 on NBC-TV will star Sir Michael Redgrave voicing excerpts from the Bard's plays, and Sir Ralph Richardson as guest narrator.

Lou Hazman is producer and writer of the production, which is being filmed in England, Scotland, Wales and France "in the footsteps of Shakespeare and many of his characters."

## ASCAP's Mulligan Set For 'Jazz in the Garden'

ASCAP's Gerry Mulligan and his quartet will be featured on Museum of Modern Art's "Jazz in the Garden," bowing on NBC-TV this Fall. The net taped Mulligan's concert when he appeared at the "Garden" last August with Bob Brookmeyer, Bill Crow and Dave Bailey.

Other ASCAP interests announced are Goodyear Co.'s series of TV jazz specials bought for screening in West Germany, and its feature Wee Russell as the subject of a magazine profile appearing in the New Yorker.

## C/C Prexy on Hub Outfit For Global Economics Talk

Boston — Ladd Plumley, president of the U. S. Chamber of Commerce, guests today on NBC-TV "Washington Viewpoint," reporting on his trip to Europe, where he attended a meeting of the Organization for Economic Cooperation and Development. He was interviewed by Ann Corbett and Sid Davis of the WBZ Washington news bureau.





## NOW IT'S SERIES 'ON-THE-CUFF'

### Westinghouse on Stand in Swap

#### Hearing in 2nd Day On NBC-RKO Trade

Washington Bureau of RADIO-TV DAILY  
Washington — Gen. David Arnoff smiled and didn't answer when the then-Westinghouse Broadcasting president, Chris Witting, told him that NBC's request for a trade of the NBC Washington and Cleveland stations for the Westinghouse Philadelphia and Boston outlets was a "muscling job" by the network. Witting told FCC hearings yesterday.

Witting's testimony in this first  
(Continued on Page 9)

#### Next British R-TV Show Kips Over Coming Year

Special to RADIO-TV DAILY  
London — The next British National Radio and TV Exhibition has been scheduled for 1964, skipping the 1963 show. BBC's leap over the coming year is to enable to present, at the next show, programs on 625-line standard HF, received on new sets. Tentative plans call for an international show in '64.

#### Tense World Situation Postpones NBC 'Tunnel'

NBC-TV has postponed its Oct. showing of "The Tunnel," documentary about an escape route under the wall separating East and West Berlin, because of the critical international situation which has developed since President Kennedy's "get-tough" attitude on Cuba. NBC said it concluded in its own judgment that this is not an appropriate time to broadcast the documentary, emphasizing that at no time was it urged by the State Dept' to refrain from airing the program.

#### Goldenson Looks Ahead to:

### ABC 50-Story Skyscraper '64 'Welcome Mat' for EBU

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, told the European Broadcasting Union delegates yesterday in New York that, if they return to meet



COYLE  
government and private broad-

here three years. hence he hoped to be able to greet them in ABC's new 50-story building opposite Lincoln Center.

AB-PT was host at a luncheon in Philharmonic Hall for the delegates, representing

casting agencies from 19 European nations, Canada, Japan and Australia.

Donald W. Coyle, president of ABC International TV, urged the EBU members to supply the new TV areas of the world with their best programming. Television, he said, is just as essential in the countries now experiencing the pangs of growth as in our own, "perhaps even more so."

Frequently, he said, govern-  
(Continued on Page 12)

### 3 Drop Ads, 1 Quits Over Code Violations

Three of four radio stations recommended for expulsion from the NAB Radio Code have agreed to drop hemorrhoidal remedy advertising that is prohibited by the Code, with the fourth deciding to resign as a Code subscriber. The announcement was made by Cliff Gill, chairman of the NAB Radio Code Review Board, which had voted on Oct. 2 to recommend expulsion of the four stations to NAB's radio board of directors.

Gill, president and general manager of KEZY, Anaheim, Calif., said the action taken by the four stations eliminates the necessity of filing formal charges with the board of directors. The matter had been scheduled for  
(Continued on Page 4)

### 7 Radio Outlets Beam U.S. News Into Cuba

Washington Bureau of RADIO-TV DAILY  
Washington — Seven U. S. commercial radio, plus two short-wave stations, aided in relaying President Kennedy's message to the Cuban people, the USIA said yesterday.

WGBS, WMIE and WCKR, Miami, WSB, Atlanta, WCKY, Cincinnati, WKWF, Key West, and  
(Continued on Page 5)

### George Laboda Elected To IRTS Governor Board

George T. Laboda, Colgate-Palmolive radio TV director, has been elected to the IRTS board of governors, announces president William K. McDaniel. Laboda fills the board vacancy caused by the resignation of Roger M. Greene.

### ITC Springs Surprise With Offer of Shows For Fees when Sold

A bold new plan that is apt to set the syndication segment of TV broadcasting agog with speculation was put into action yesterday by Independent Television Corp.

It is literally a "no tricks up our sleeves" offer by ITC of 37 different half-hour program series in its portfolio for broadcast by local stations.

The deal? Here it is: There's to be no charge—and that provision includes prints — as long as



MANDELL

ITC's successful overseas sales operation for the first nine months of this year are detailed in a story on Page 8.

the program is broadcast sustaining. If and when spots or sponsors are sold, ITC wants to share with the station in the revenue derived.

Abe Mandell, the aggressive syndie firm's executive VP, said  
(Continued on Page 8)

### Burr Taking Yule Hiatus For Corrective Surgery

Raymond Burr will take advantage of the Christmas season production hiatus to enter the hospital for minor corrective surgery, it was learned yesterday. This probably will necessitate his absence from several of the "Perry Mason" shows currently scheduled on CBS-TV. A guest star policy will fill the gap.

# KINNEY RENT A CAR

Call JU 2-4422

- Latest Model Cars
- Deluxe Equipment
- Insurance Coverage
- All-Gas, Oil, Maintenance — as needed on the road
- National Credit Cards Honored

## KINNEY SYSTEM RENT A CAR





Established Feb. 9, 1937

Vol. 91, No. 80 Wed., Oct. 24, 1962 10 Cts.

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Up-Dated 'Everyman' To Debut on 'Legacy'

"Mr. Everyman," a modern version of the old morality play, will have its New York premiere on the "Legacy of Light" series Sunday on WOR-TV. Rabbi Maurice N. Eisendrath, president of the Union of American Hebrew Congregations, is host for the series.

The drama will be the second of ten weekly half-hour programs relating the Ten Commandments to the moral issues of our time. The series was produced by Westinghouse Broadcasting in association with the UAHC.

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.



COMING AND GOING

BILL SAVITT, president of WCCC, Hartford, in New York to develop new programming.

CHRIS MONTEZ returns to Hollywood today from a 3-week personal appearance tour.

DOM J. CAPANO, Photo-Cine-Optics, Inc. treasurer, to Chicago for meetings.

FABIAN to San Francisco, Philadelphia, N. Y., Boston, Buffalo, Cleveland, Detroit, Chicago, Milwaukee, Cincinnati, Baltimore and Washington to promote his latest record.

DOUG HOLCOMB, WDAU-TV/WGBI promotion director, in N.Y. from Scranton on agency calls, headquartering at H-R Reps.

STRESS ON 'TRIVIALITY' TERMED A MAJOR THREAT

Chicago—"Concentration on the insignificant" is the major communication problem in the present era of unprecedented abundance and rapidly accelerating technology, Charles H. Percy, board chairman of Bell & Howell Co., said here. His company sponsors the award winning "Close Up!" series on ABC-TV. Speaking at the 92nd semi-annual convention of the Society of Motion Picture and TV Engineers, he asked: "Is it possible that in our pre-occupation with communication techniques, in our single-minded enthusiasm for stressing the 'good

HEALTH DEP'T PRAISES WCBS Special Mention Given Old Curse, New Concern

WCBS Radio News has been awarded a certificate of merit by New York City's Dep't of Health for its "splendid contributions to public health." The award was accepted by Joseph Dembo, the station's director of news and public affairs.

The award singled out "Old Curse, New Concern," WCBS's documentary probe into the city's increasing VD rate and the methods available to curtail it. Paul G. Enger of WCBS Radio News wrote it in cooperation with the Health Dep't, and it was narrated by Joseph Dembo.

Local Time Boosting Capital Cities' Profit

Capital Cities Broadcasting Corp. had net income of \$990,169 for the first three quarters of this year, equal to 83 cents per share, up 63 per cent from \$606,410, or 51 cents per share, in the same 1961 period, according to president Frank M. Smith. He said that while income was up substantially in all segments — network, national and local, the greatest rate of increase was in the local area.

Rise Is 59%

Coupling net income with depreciation figures, Capital Cities had a cash flow of \$1,923,051, or \$1.62 per share, for the three-quarter period, up 59 per cent from 1961's \$1,217,042, or \$1.01 per share. A 65 per cent increase in net broadcasting income pushed the company's operating profit before depreciation to \$4,115,654, \$3.46 a share, up 86 per cent from the 1961 total.

An hour documentary on Vatican City is being prepared by the ABC News special projects division for televising next Easter Sunday as part of the "Close-Up" series.

life' and things material, we may be hazarding the survival of those things that have contributed to the growth and strength of the most dynamic society in history?

"If we concentrate our communication energies on the insignificant," he added, "do we not run the risk of radically weakening the sinews of value and worth that have made our free society possible?"

The external communication challenge also is vital to the continuing existence of our free society, Percy said. "If we fail to communicate to the rest of the world the basic moral, spiritual and political tenets and practice upon which this freedom has been established and nurtured over the past 186 years," he said, "we will most surely pass into oblivion in the pages of history as a temporary, transitory and unsuccessful experiment in political thought."

George Miller Gets Post With Sales Department

Washington Bureau of RADIO-TV DAILY Baltimore — George Miller has joined WITH here as an account exec, coming from the A. S. Abell Co. where he was in the retail display advertising department. Prior to that, he was an account exec with Top Value Enterprises.

FINANCIAL

(October 23)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

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

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Rust Craft, etc.

\* Courtesy of National Association of Security Dealers.

Andrews Replaces Dav

Oklahoma City—Ward Andrews has joined the KWTW news department replacing Clyde Davis, who joined the KOA-TV, Denver, department.

DO YOU WANT

Creative Publicity, PR, Exploitation & Promotion

Aggressive and thoroughly experienced man seeks position where results count.

Box 211, RADIO-TV DAILY 1501 Broadway, New York City

here's a new star in our eye—Danny Kaye will be with us every week for one hour starting next Fall!





## WIS Helps Gov. Hollings Talk to S.C. from Europe

Columbia, S. C. — Gov. Ernest F. Hollings, heading a delegation of business leaders on a two-week trade promotion tour of Europe, has been feeding back regular reports via WIS, which then feeds the tapes to other stations in the state. WIS program director John Wrisley is handling the phone interviews with the governor and other key members of the delegation.

## Kodak Ups Johnson In Tape, Film Sales

Eric C. Johnson of Eastman Kodak Co. has been appointed product manager for professional magnetic products, supervising the sale of Kodak magnetic tapes and films for the professional market. The company introduced Eastman Magnetic Tape for the commercial and professional user in 1961. Earlier this year Kodak's entry into the amateur tape market was announced.

Johnson joined Kodak in 1954 as a member of the manufacturing experiments division in Rochester, N. Y., and in 1958 transferred to the motion picture film department. Prior to his affiliation with Kodak he was employed for four years with the Dorr Co.

## Outlets Link with MBS In Charleston, Wheeling

Two West Virginia stations—WCAW, Charleston, and WKWK, Wheeling—will become affiliates of Mutual Broadcasting before Nov. 1, Charles W. Godwin, MBS Station VP, announced yesterday.

WCAW, owned by Capitol Broadcasting, will join the net Sunday, at the same time increasing its daytime power to 10,000 watts. WKWK, Community Broadcasting 0-0, becomes an MBS affiliate tomorrow.

## Phil Hale Shifts Program To New Britain's WHAY

New Britain, Conn. — Phil Hale, veteran radio and TV personality, has joined WHAY, continuing his early morning show. For two and a half hours, Hale presents music, his "Thank Heavens It's Friday Club," medical tips and news every half-hour.

### HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. ELdorado 5-0105



By TED GREEN

• • • TV veteran Kathi Norris, now on a p.a. tour of 40 major American cities, is plugging neither a new show, or book, nor attempting to hypo falling ratings. After the past four-and-a-half years on her own network TV show, she suddenly discovered that Madison Ave. thought she retired. Kathi, who was cited by Newsweek several years ago—together with Ed Sullivan and Don McNeill—as one of video's three longest-running stars, lined up a saturation schedule of TV and radio appearances with one provision—no programming during weekend golfing hours. Retained by Ralston Purina Co. for a national tour running through early '63, Kathi is dispensing advice on feline care and breeding in connection with a new cat food recently introduced by the St. Louis company. She's receiving invitations to appear on almost every channel in each city.

• • • Goings on at Cleveland's KYW: The Ice Capades celebrated "KYW Radio Family Night" at the Cleveland Arena with families of KYW personalities as special guests. Jim Stagg, only bachelor on the personality staff, had the largest family—55 youngsters from Parmadale, a Catholic home for underprivileged children . . . All-night personality Tom Griffiths, a member of the South Euclid (O.) Lions Club, is in the midst of a one-man project to collect 1,000 pairs of old glasses by the month's end . . . KYW news editor Hugh Danaceau will emcee "Coffee with the Candidates," sponsored by the Cleveland League of Women Voters.

• • • Meet: Ted Durant, newsman-broadcaster, known on the coast for his magnetic rich delivery which cuts across like "a human echo chamber" and certainly is one of the most phenomenal voices in the industry. Durant's distinguished and versatile background spans the last decade covering newscasts and special events to documentaries and personality-dramatic commercial programs. He gained wide following for his audio-journalistic reports and ear-catching interviews, which combine a unique repertorial style and gifted flair for unusual realism giving the impression the listener is part of a tete-a-tete. Durant scored an impressive beat on press competitors during Mr. K's 1959 visit by broadcasting a KLAC advance on former L. A. Mayor Morris Poulson's blast at the Soviet leader. Durant ran



DURANT

the first one-man news operation in Los Angeles TV by reporting, editing, commercial announcing and newscasting "First Edition," over KHJ-TV, Hollywood. From Prince Albert, Saskatchewan to Vancouver, B. C. over Canadian stations on the CBC Network, he hosted a string of successful packages, including Nightcast, Bannerline, Offbeat, Microphone Magic, Fate Series. Producer John E. Azar of Universal Artists inked Durant to narrate a "prayer platter" for Christmas market. Keep "an ear" for this enterprising and creative personality on-the-go.

• • • The producers of "Requiem for a Heavyweight" hired WINS ace musicaster Murray "the K" Kaufman as an advisor to find out how to make the flick appealing to the teens . . . The Nov. 23 Tony Bennett Carnegie Hall concert has been christened "The Many Moods of Tony Bennett" . . . Darren McGavin, who stars simultaneously on TV's "Mike Hammer" and "Riverboat," put away his oars and the gunslinging while breaking in his new nightclub act at the Teatro Blanquita, a theatre-supper club in Mexico City. His engagement lasted two-and-one-half weeks and marked an entirely new venture for Darren . . . Spotted at Stonehenge: Mr. and Mrs. Bert Parks, New York's "21'ers"—the Mack Kriendlers, and N. Y. producer Murray Elgart.

• • • Fans of Ethel Merman will be happy to know that the brassy belter may soon reign on her own TV special for one of the major networks. Plans are afoot to televise Merman's first nightclub stint at Las Vegas' Flamingo, debuting tomorrow. If filming equipment can be properly installed inside the nitery, all three of the major networks have evidenced interest in the project. Those powerful pipes of Merman's ought to be able to sledge-hammer the Trendex ratings to an all-time high!

## WCRB Offers Air Time To Bronx Wildcatters

Boston — The two young college students who made an abortive attempt to run their own radio station in the Bronx, N. Y. have been invited by WCRB president Ted Jones to fly to Boston at his expense. Jones plans to give the youths a half-hour of air time to program in their own successful, though illegal, manner. Upon halting the boys, the FCC complimented them on the professional job they were doing.

## Prayers and Moscow On 2-Course TV Menu

West Coast Bureau of RADIO-TV DAILY

Hollywood—KHJ-TV will present a two-part program Nov. 3 of the "President's Prayer Breakfast" and "Inside Moscow-1962."

Headed by President Kennedy, the prayer breakfast will feature such dignitaries as Vice President Lyndon Johnson, Billy Graham and representatives from the House and Senate.

The second part of the program will feature Russian rockets and defense plans, the wedding palace in Moscow, a Russian school for the blind, a fashion show and a Baptist Church service, plus other segments of Russian life today.

## ABC Films Names Conway Manager of Eastern Div.

Phillip Conway has been named eastern division manager for ABC Films, Inc. He joined the company last Spring as a sales representative covering the eastern states, headquartered in New York.

Before joining ABC Films, Conway was with Storer Broadcasting and with MCA. The Ohio-born executive was with various newspapers prior to entering the TV field.

## Three Agree to Drop Ads

(Continued from Page 1)

consideration by the board at its next meeting in Phoenix Jan. 6.

The four were among 34 Radio Code subscribers involved in recent moves by NAB's Code authority against advertising for a hemorrhoid remedy. Of these, three canceled or refused schedules of the advertising; nine resigned from the Code to avoid possible Code revocation, and the remaining four were those recommended for expulsion.

## Scott in Young's Spot

San Antonio — Mike Scott has replaced Johnny Young as weekend deejay on KONO. Young has left for Army duty in Berlin.



# Washington Stations Industry's 'Front Line'

## Legislators and FCC, Seen Getting 'Slants' From Capital's Shows

By HARRY LANDO  
Special to RADIO-TV DAILY

Washington — The nation's lawmakers and regulators get their day-in-day-out view of American TV and radio from one prime source—the Washington stations themselves. This puts the D. C. stations in the broadcast industry's front line "for the duration," whether as draftees or volunteers.

The local stations were slow, at first, to grasp the fact they had been placed in the unfair position of shaping the image of an entire industry. It wasn't uncommon even as recently as a year ago to hear criticism of local stations preceding demands that the FCC do something about broadcasting generally.

The situation has changed dramatically. Today the stations are fully aware of the situation and uncommonly active with programming aimed at putting the industry's best foot forward.

### Commercial Trouble

Before the present management was able to get firmly in the saddle, WTTG-TV was given a short-term renewal by the FCC. Art Rundel, brand new owner of WABL (now WAVA) in suburban Arlington, got a short-term renewal because of commercials aired by the previous owner. WMAL-TV was spanked a few times for an allegedly immoral scene in a motion picture.

WABL pioneered an all-news operation during the entire morning and evening rush hours. WMAL-TV and WTOP-TV, in this news-conscious center, devoted a full early evening hour across-the-board to news. WTTG began airing a full series of programs aimed at the discriminating tastes of diplomats, lawmakers, government officials, answering the cry for intellectual fare and making itself a top ad medium.

### WTOP-TV Scores

WTOP-TV came up with the most imposing lineup of self-produced programs. The station's "Portfolio" has now settled on the nature which drew the best audience reaction during the first year, the National Gallery Orchestra. WTOP-TV has a weekly show for teenagers, with teenaged hosts. Its "Play School 9," hosted by Maryland U., has been acclaimed.

Jack Jurey heads WTOP-TV's news-staff production of editorials, and is responsible for half-hour documentaries which were formerly called editorials, but

(Continued on Page 9)

## Political Debate Off To Avoid 'Dictates'

WNEW has withdrawn its offer to host a political debate tomorrow between Democratic senatorial candidate James B. Donovan and incumbent Sen. Jacob K. Javits because Democratic radio-TV director Mrs. Jane Kalmus wouldn't agree to the "major requirement of our station: our prerogative to excerpt for subsequent broadcast the tape-recorded voice of either candidate," according to VP-general manager John Van Buren Sullivan.

WNEW news director Lee Hanna noted: "Mrs. Kalmus would not attempt to tell newspapers how much of a debate they can reprint, what they can quote and what they can't, how they can use a story and when they can use it."

Fifteen stations in New York City and upstate N. Y. had planned to air the program, offered for re-broadcast by WNEW, and in a letter explaining the situation Sullivan urged that "no station enter into an agreement to carry a debate which would deprive radio and TV of its right to decide for itself how a story will be handled and how news material is treated."

## White Oaks Names Kline KDEF General Manager

Albuquerque — John H. Kline has been appointed general manager of KDEF, ABC affiliate here, it was announced by Thomas J. Swafford, president of White Oaks Broadcasting Co. Prior to his appointment, Kline was general sales manager of WCAU, CBS o-o in Philadelphia, serving the radio station nine years.

## Minow To Head Panel List On TV 'Rights' and 'Wrongs'

West Coast Bureau of RADIO-TV DAILY

Hollywood—FCC chairman Newton N. Minow has accepted the invitation of William Dozier, chairman of the TV Academy Special Projects Committee, to head a panel discussion here

Dec. 19 before Academy members and guests on "What is Right and What is Wrong with TV."

Dozier said other panelists, currently being invited, will include leaders "from every important segment of our industry, from New-



DOZIER

## BPA CONVENTION TO EYE OUTLET, INDUSTRY IMAGE

The Broadcasters' Promotion Ass'n has scheduled sessions on the image of stations, as well as the broadcasting industry itself, among the topics to be discussed during its convention Monday-thru-Wednesday at the Holiday Inn Central in Dallas. Separate talks have also been slated for TV and radio on-air promotion, promoting FM and UHF and promoting sales.

### Partridge a Speaker

"Contests, Stunts & Exploitation" will be examined by Sidney R. Mesibov, ABC-TV director of special exploitation projects; H. Taylor (Bud) Vaden, advertising-promo director of WFIL-TV, Philadelphia, and Jack Agnew, promo director at WMCT, Memphis. Taking a look at "Trade Advertising" will be David E. Partridge, advertising & sales promo, Westinghouse Broadcasting; James C. Hanlon, promo-research manager, WGN, Chicago, and James H. Knight, promo - merchandising manager, WTRF-TV, Wheeling, W. Va.

### Collins Slated

Other activities at the BPA convention will include the keynote address by NAB president LeRoy Collins at the Monday luncheon, a business meeting, trade press cocktail party and "Chuck Wagon Feed" on Tuesday. Program chairman is Stan Cohen of WDSU, New Orleans.

## 7 Outlets Beam to Cuba

(Continued from Page 1)

WWL, New Orleans all were linked to the Washington studios of the Voice of America, beginning at 7 P. M., EDST, Monday to bring JFK's words, first live in English and then in Spanish translation throughout the night.

The two shortwave stations were WRUI in New York and KGEI in San Carlos, Cal.

For the immediate future, USIA says, these stations will continue the unprecedented link-up to carry the entire Spanish-language VOA output each night, including news, commentaries and features.

## Two Como Staffers Tune For 'Harold' B'way Cast

Don Adams, a regular on "Perry Como's Kraft Music Hall," has been set opposite Tony Perkins in the upcoming Broadway comedy "Harold," marking the comic's debut in the legitimate theatre. Another Como-ite, Miss Joey Heatherton, has also been signed for a featured role.

## De Petro Back to WKBN

Youngstown, O.—Alan DePetro, formerly of the WKBN-AM-TV news staff, has rejoined the station.

York City, Hollywood and elsewhere."

The bulk of the evening will be devoted to questions and answers, Dozier, Screen Gems production chief, said, with the audience having ample opportunity to direct questions at any panelist through the chairman.

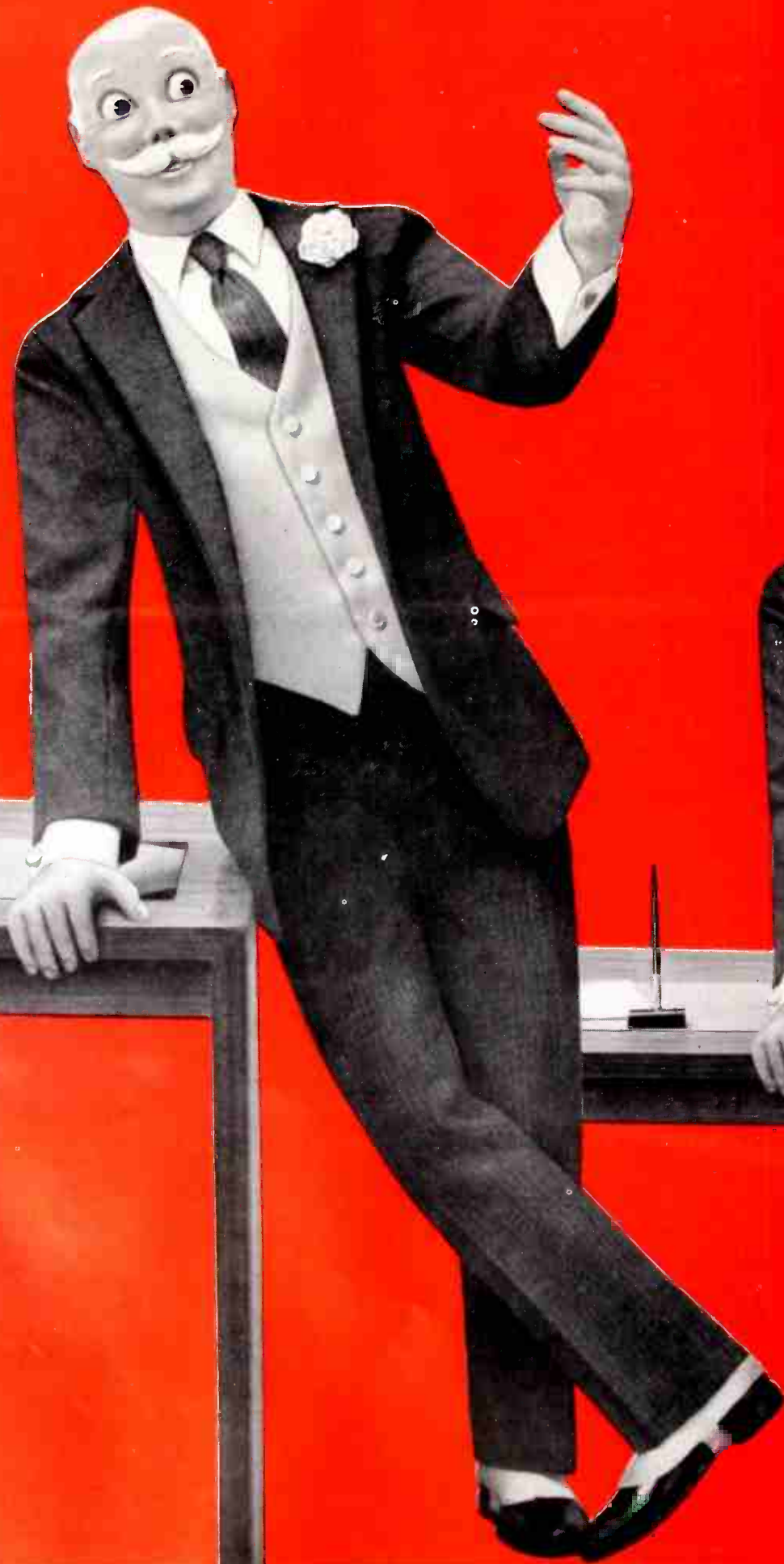
### Site Unselected

Place for the meeting has not yet been selected, and will depend on the size of the anticipated audience.



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

**ON THE GO!**



# HE KNOWS THE PRODUCT HE SELLS

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

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

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

**P**ETERS, **G**RIFFIN, **W**OODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK  
CHICAGO

ATLANTA  
BOSTON

DETROIT  
ST. LOUIS

FT. WORTH  
DALLAS

MINNEAPOLIS  
PHILADELPHIA

LOS ANGELES  
SAN FRANCISCO





## Collins Vows to Fight Against Commission Chi-Type Hearings

Chicago—President LeRoy Collins has pledged the NAB to oppose any FCC hearing which involves an "invasion of the rights and integrity of broadcasting." He was referring to suggestions that FCC undertake future hearings along lines of those conducted in Chicago last Spring into service provided by the city's TV stations.

### Concedes FCC Right

Collins told an NAB Fall Conference luncheon here the association does not oppose FCC's right to hold license renewal hearings, but he said there must be adequate safeguards for broadcasting stations. "It is my judgment that it was indefensible for the FCC to bring a group of TV stations to a local side show public whipping post, when their applications for license renewals were pending, and in a proceeding which did not conform to the requirements of license renewal hearings. "I do not hesitate to say now that if the FCC undertakes a like hearing in some other place, as has been suggested, we in NAB will be glad to join any affected licensee in resorting to any legal recourse which may be available to prevent such an invasion of the rights and integrity of broadcasting."

"We believe," Collins said, "that the government owes to every broadcaster the obligation to help him create those conditions under which he can operate profitably and render the maximum service to the public with the facilities he is licensed to operate. And this kind of help we intend not only to accept but affirmatively to seek."

### VPI Forms Distrib Arm

VPI, film producers, has formed a subsidiary Video Prints, to handle TV commercial prints and national distribution for agencies. Firm's new arm is headed by Bob Winkler, formerly with Filmways.

### Joyce Brothers Uncovers Snoring Spouse Dilemma

What can you do about a snoring spouse? How do mediums "communicate" with the dead? Two questions are included in the range of subjects Dr. Joyce Brothers will cover on her WNBC-TV morning session next week. She will also discuss the plight of the wife who plays second fiddle to her husband's job and offer suggestions to why "your neighbors talk about you."

## ITC FOREIGN SALES LEAP 40%; 57 NATIONS LISTED

Independent Television Corp.'s international sales for the first nine months of this year are more than 40 per cent higher than the corresponding record set in the preceding year, Abe Mandell, executive VP, reported yesterday.

In '61, 43,272 half-hours of 49 different properties, sold in 57 countries, represented more than 35 per cent of ITC's total gross. By the year's end, foreign sales are anticipated to account for more than 40 per cent of the company's income.

Latin America sales virtually are booming, Mandell said. In Mexico, 85 ITC contracts have been written this year, providing more than 4,400 half-hours of programming. Argentina is completely sold out on all ITC product. In Brazil, recent sales make a total of 28 ITC properties on the air there. Peru reports 24 series sold last year. And in the Dominican Republic 16 were sold in the last month.

### Canada Nears SRO

Canada sales are matching this swift pace. In syndication, ITC is swiftly approaching sell-out status with contracts for 35 series.

"Broadway Goes Latin," already sold in more than 30 U. S. markets, is now being readied for international markets.

A substantial share of ITC's international sales are made in Eastern Hemisphere markets, including Europe, Australia, Africa and the middle East. One of the most important this year was to the United Arab Republic. Negotiations were held with UAR Television, whose headquarters are in Cairo. Agreement was reached at high government level with Dr. Abdul Kader Hatem, Egyptian Minister of State, who signed on behalf of UAR. The contract, said to be the largest ever made there, adds more than 650 half-hours of ITC programming to those previously sold, bringing the total to well over 1,000.

### New Product Budget

ITC has set up a \$15-million production budget to meet growing demands of world TV markets. Soon to be released are "Man of the World," starring Craig Stevens; "The Saint," based on the Leslie Charteris character; "Fireball XL-5," featuring the Supermarionation process used in "Supercar;" "Fractured Flickers," starring Hans Conreid, and others. ITC recently signed with Pied Piper Ltd. and Allan Wargon Ltd. providing for co-production in Canada and worldwide distribution of "Mr. Piper"—39 half-hours in color. Accord also was reached with Television Reporters International for co-production of timely documentaries.

### Mickey Rooney Starring In 4th Dick Powell Drama

Mickey Rooney has begun work on his fourth starring role for NBC-TV's Dick Powell Show in "Everybody Loves Sweeney," a drama about the downfall of a small-time night club comic. Last season, Rooney won an Emmy nomination for his portrayal of a lonely merchant seaman in the skein's "Somebody's Waiting."

## ITC's Mandell Tells Of New Series Plan

(Continued from Page 1)

he expects this proposition to open up the very late evening hours for outlets, which, strapped for local time, will thus have an opportunity to fit in advertisers they are otherwise unable to sign up and give better spacing to spots whether national or home-grown.

Mandell yesterday told RADIO-TV DAILY:

"Everyone's talking about the tightening squeeze on air time but no one does anything about it. Many suggestions are offered — more option time, more VHF stations, more U channels. But while the talk goes on, air time evaporates until it is now virtually non-existent.

### Urges 'Drastic Action'

"We are not in the business of giving something valuable for nothing. However, we feel the situation demands dramatic and drastic action to break the log jam. Our plan may not be the complete answer, but we do believe it will cover a lot of territory in time that now needs to be filled."

He said the plan should work along the lines that opened up radio's late evening, or early morning, hours to put scores of stations on the profit side of the ledger. Moreover, this practice, he said, was successfully pursued by ITC in opening foreign markets when TV got its start and buyers either weren't around or extremely scarce.

### WNAC-TV Top Engineer

Boston — Bernard P. Bohunicky has been appointed chief engineer of WNAC-TV here, where he has been assistant chief since March, 1961. He joined the station in June, 1955, and before that headed his own electronic firm.

## EIA Land-Mobilers Building 'Big Push' For 2 UHF Channels

Washington Bureau of RADIO-TV DAILY  
Washington — Apparently alarmed at the strong counterattack by the TV industry against their petition to the FCC to take UHF Channels 14 and 15 away from TV for use by the mobile services, the Land Mobile Communications Section of the Electronic Industries Association has met here to build up their arguments.

### Section Chairman Heard

Section chairman William Wiesz told the members to go back to the groups which use the products to urge them to file with the FCC. "We must make a tremendous showing of land mobile need before the FCC," he said. Robert M. Johnson, another member, told the group the aim was to "make each of you a walking talking fighter for additional land mobile frequencies."

### Warns of Opposition

Wiesz warned that there would be strong opposition to loss of channels and recalled "the consultant outcry" when it was proposed to take eight VHF channels from TV. Commercial broadcasters, Wiesz said, can't match mobile services in use of engineering techniques to conserve frequencies. He said congestion in channels for public safety and health agencies threatens "a national catastrophe."

## Steve Trivers Chosen WCOP's Programmer

Boston—WCOP, Plough Broadcasting outlet here, has named Steve Trivers program director. In the past, Trivers has been associated with WAGA and WATL in Atlanta, and WBAB, Babylon, N.Y. John F. Crohan, station VP, said Trivers' appointment is being accompanied by an expansion of WCOP news and public affairs department.

## 'Space Dictionary' Promo For 'Rod Rocket' Carton

"Space Dictionary," featuring latest information on rocket travel, will be a promotional giveaway of Space Age Products' five-a-week cartoon, "Rod Rocket." A booklet for sponsors of stations will be distributed around Jan. 1, when the syndicated juvenile show starts nationwide. WNEW-TV is the New York outlet.



# POLITICS & WOMEN NEED MORE STUDY: GOLDBERG

Chicago—Broadcasting's effects on politics and women are among the myriad of questions which should be explored for the industry to live up to its fullest expectations, according to Melvin A. Goldberg, NAB VP-research director. He told delegates to an NAB Fall Conference here that the association's newly launched research program must be viewed as a "long-range" affair.

In his talk, entitled "Research: Your Insurance Policy for the Future," Goldberg likened the project conceived by NAB president Roy Collins to an "annuity" type of insurance program which pays off in future benefits. He listed politics as among fields open and ripe for research, and asked: "How are radio and TV affecting political campaigning, political candidates and political issues? What role are these media playing in politics and what role should they play?"

### Cites Five Factors

On the subject of women, Goldberg advocated studies to find out the housewife's "new programming needs, desires and wants" as well as her "attitude toward the use of radio and TV during her free times."

He pointed to the vast sums now being spent by industry, government and private foundations—an estimated \$13 billion in 1960—and told the broadcast delegates: "I think we should expect that their impact will be reflected in viewing and listening to our stations, in the advertising on your stations, and obviously the profit or loss of your stations."

### Press Club Exec Elected

Pittsburgh — Robert A. Mortenson, exec VP and GM at WIIC-TV here, has been elected VP of the Pittsburgh Press Club.

## Congratulations!

**WOLF — Syracuse, N. Y.**

Represented by H.R.

**WIBX — Utica, N. Y.**

Represented by Blair

**WHYE — Roanoke, Va.**

Represented by Weed

Three of the newest stations in the growing list of "Famous Brands" stations, a copyrighted feature of

**WBAB — AM-FM**

**Babylon, New York**

Interested in a dynamic new merchandising approach for your station? "Famous Brands" is inexpensive, a long-lasting proven program that sells national and local food producers.

For details call **JULES LABERT**

Merchandising Manager

**WBAB — Babylon, New York**

# Equal-Time Proviso Wins Minority Party Detroit Air Battle

Detroit—The Socialist-Labor Party candidate for governor of Michigan, whose ticket captured only 1,479 votes out of 3,255,991 cast in the last gubernatorial race, has won his fight for equal time on WJR, which had aired a debate between the Democratic and Republican candidates.

### Club Selected Speakers

The station contended that it merely broadcast the debate, with arrangements made by the Economic Club of Detroit, which selected the speakers, format and method of presentation. WJR said it has been airing similar debates for five years as a public service, and that its counsel had advised them that the latest one came under the exemption accorded bona fide news coverage.

### Points to Congress Rejection

However, the FCC ruled that coverage of a news event of political debates entirely arranged and produced by a civic organization still doesn't exempt the broadcasts from the Sec. 315 equal time provision. The commission held that Congress had once considered and turned down a proposal to exempt debates, panel discussions and other such shows, apparently because it found it necessary to pass a special law to exempt the Kennedy-Nixon debates in 1960.

# Witting Gives Version Of NBC-WBC Deal

(Continued from Page 1)

phase of hearings before chief hearing examiner James D. Cunningham on the proposed trade of NBC's Philadelphia stations for those of RKO in Boston, plus numerous related matters, was virtually identical to that given by Westinghouse Broadcasting board chairman E. V. Huggins on Monday. Witting since 1955 has been a Westinghouse Electric VP and has had no connection with Broadcasting since then.

### Feared Loss of License

He repeated that Westinghouse was afraid of losing its NBC affiliation in Philadelphia and that this motivated Westinghouse acceptance of the trade for Cleveland. He said he had learned that the Annenberg station could be bought in Cleveland and that there had been a \$15-million price tag on the RKO station in Boston, and this led him to believe statements by NBC that they would prefer to deal with Westinghouse, but could buy other stations in the event Westinghouse refused.

## Second College Degree For 'Drop-Out' Danny

Comedian Danny Thomas, who dropped out of high school in Toledo before his freshman year was completed, recently received a Doctor of Performing Arts degree from Toledo U. at a special convocation held in his honor in his boyhood hometown. This is his second honorary degree, having received a Doctor of Humane Letters from Belmont (N.C.) Abbey College last year.

# Young Actor Pens TV Play

A present-day morality play written by Gregory Rozakis, 19-year-old actor-playwright, when he was 17, will have its TV premiere on "Lamp Unto My Feet," Nov. 4 on CBS.

The taped drama, "Chalk Marks on a Brick Wall," tells the story of a slum youth, played by the author, who is the focal point in a tug-of-war between good and evil. The drama is Rozakis' first play. The author has a starring role in Elia Kazan's new motion picture, "America-America," now being filmed in Greece.

"Chalk Marks on a Brick Wall" is produced by Prentiss Childs and directed by Marvin Silbersher. Dr. George Crothers is the program's host.

# D.C.'s Stations Serving As R-TV's 'Front Line'

(Continued from Page 5)

which by any name rank with the best in spotlighting community problems.

WMAL has recently secured the services of Matthew Warren to handle its public affairs dept., with "On Location" a first, highly successful effort. The station has bought a mobile tape unit to increase local coverage on its news shows.

WRC, NBC o-o, has also placed great stress on its new shows. It came up with a winner in "It's Academic," a program in which local high schools pit their knowledge against each other. NBC's Chicago outlet later took up the same idea.

In the firing lines, every man carries a rifle.

Y'all Can Brang  
Yer Geetar, too, Cause  
This'ns Gonna Be  
Uh Reeuel Swangin'  
BPA Doin's  
In Bee-Ug D



Whyncha pack yer bag, bring the leetle lady and all the young'uns and stay a spell.



## Radio Web Formed At La.-Ark. Border

West Monroe, La. — Ollie Bales, manager of KUZN here, announces the formation of a new station group to be known as the Lark Network, in North Louisiana and South Arkansas. With a population coverage of over 2 million people, the following stations have affiliated themselves with Lark: KAGH, Crossett, Ark.; KCKW, Jena, La.; KDM-S, El Dorado, Ark.; KMAR, Winnsboro, La.; KRUS, Ruston, La.; KVCL, Winnfield, La., and KWCL, Oak Grove, La.

These stations all specialize in local programming, with Lark to have one rate card and one bill. Grant Webb & Co. will handle all billing.

## Omaha Station Installs \$75,000 Transmitter

Omaha—A new \$75,000 transmitter is now in service at KMTV, replacing the original transmitter which began operation in 1949. The unit, an RCA Model TT6-AL for both audio and video, had been in closed-circuit operation for several months of tests. The station also recently purchased three new monochrome cameras and had color cameras factory rebuilt.

## Hanly to WGBS Agency

Miami—John P. Hanley has resigned as promotion manager of WGBS to join the station's advertising agency, Harris, Buggeln & Brumby.

## Redhead Revisits Hollywood

Arthur Godfrey, a show business fixture for many years, has made the Hollywood scene comparatively seldom. But the redhead plans to atone by exploring the cinema capital's sights and sounds during an hour special Nov. 10 on CBS-TV, "Arthur Godfrey in Hollywood."

Godfrey's first visit to Hollywood was 35 years ago, when he was traveling the vaudeville circuit as a banjo player. He played the Hippodrome Theatre, "where for 10 cents you could see seven acts and wash your hands." Nine-

teen years elapsed before he returned for a two-hour Thanksgiving Day radio special. Pat Buttram, who appeared with Godfrey on that occasion, will also be seen on the TV special.

In recent years, Godfrey has been a more frequent visitor, but despite his long reign in the entertainment world, he has never appeared in a motion picture.

## Financial Group Hears WTTG-TV Sales Chief

Washington Bureau of RADIO-TV DAILY  
Washington—Lee Colee, general sales manager of Metropolitan Broadcasting's WTTG-TV here, will be the speaker at tomorrow's dinner meeting of the Financial Public Relations Council of Greater Washington at the Army-Navy Club. The first woman to address this group, her topic will be: "TV or Not TV—That Is the Question."

Thomas McLachlen, president of the organization, will preside. R. Edward Hotz, VP of Kai, Ehrlich & Merrick, will introduce the speaker. Mrs. Colee's husband, Donn Colee, is VP-general manager of WTTG-TV.

## George Gobel Says 'Ho Ho' And 'Begorra' with Garry

George Gobel has been signed to guest star on Garry Moore's Christmas and St. Patrick's Day shows. The comedian will tape the initial guest stint Dec. 21, the second in mid-March.

## 'Father Knows Best' Set As ABC-TV Daytimer

"Father Knows Best," starring Robert Young and Jane Wyatt, will become a five-a-week daytimer on NBC-TV Nov. 19, in addition to its Sunday night telecasts which are currently scheduled on the network.

## 'Experts' on Femininity Discourse on Females

Stamford, Conn. — The intriguing matter of "femininity" will be explored Monday night by three guest panelists, whose talents have been devoted to womankind, on WSTC's live "Community Affair," moderated by Ethel Kwekin.

Adele Simpson, fashion designer; Richard Salomon, president of Charles of the Ritz, and Polly Shane, fashion coordinator, will be on hand to air the conclusions they've drawn regarding the female of the species and her various foibles.

## Liberian Exhibition Prepares TV Future

Special to RADIO-TV DAILY  
Monrovia, Liberia — Liberia got their first look at TV when they witnessed two closed-circuit demonstrations featured at the West African Republic's first radio-TV exhibition held here this month.

The TV exhibits were organized by representatives of PYE of Cambridge, England, and Philips of Holland, in anticipation of regular TV service in the not too distant future.

## Much Equipment Shown

Also attracting attention from the public at the show were radio record players, tape recorders, consoles and other equipment of both American and foreign manufacture. Trade estimates predict that 20,000 radio sets will be reported during the course of the coming year.

## Jerry Kurtz Joins NTA As Eastern Sales Mgr.

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Jerry Kurtz, formerly Eastern sales account executive for Television Enterprises Corp., has been named Eastern sales manager for National Television Associates.

Kurtz, headquartered in New York, supervises NTA sales activity in New York City, Philadelphia, Baltimore, Washington, D.C., and the states of South Carolina, North Carolina, Georgia, Florida and Virginia.

# Radio, TV Industry News Flashes from Coast-to-Coast

## WWVA Adds Two

Wheeling — WWVA's musical feature, the "1170 Club," has taken on a new sound through the voice of Richmond S. Paul, who is now hosting the show. Another addition to the WWVA staff is Bob

## Warren Hull Completes Rush Radio Commercials

Warren Hull, who emceed "Who in the World" on CBS the past Summer, is under contract to do commercials for the new General Mills Cereal "Total." He has just completed a rush job of radio commercials for them without leaving his Virginia home. Given the copy over the phone, Hull taped them at WTAR, Norfolk, and mailed them air special the same day. Hull has resumed with the "Warren Hull Show" on WTAR-TV.

Terry as news and community projects director. Terry will also assume responsibility for all sports programming.

## McCullom in PM Post

Washington Bureau of RADIO-TV DAILY  
Washington—John A. McCullom has been appointed to the newly created post of night supervisor for WRC-AM-FM-TV. McCullom has been with the station for 16 years.

## H.S. Basketball on WWYN

Erie, Pa.—WWYN will carry 10 key games of the Technical Memorial High School varsity basketball schedule for the 1962-'63 season, beginning Nov. 27.

## Additional Duties for Berman

Pittsburgh—Keeve Berman has been appointed to the KQV announcing staff. Berman, who has been with the station for the past

year as a part-time news reporter and deejay, will continue to serve in the same capacity on a full-time basis, in addition to production work.

## Parade Promos Win Praise

Minneapolis—The annual "City of Lakes" Summer festival has honored KDWB with a special citation plaque in recognition of its participation in the 1962 Aquennial parades promotion.

## Musical Chairman

Atlanta—Bob Van Camp, WSB announcer, has been named vice chairman of the American Theatre Organ Enthusiasts Southeastern Chapter No. 15.

## KVAL-TV Ups Doyle

Eugene, Ore.—John Doyle, with KVAL-TV's news department for the past two years, has been

named chief announcer and studio supervisor for the station.

## Working for Uncle Sam

Ft. Worth — Former KXV newsman Mike Jackson, expected to return to the station shortly with the American Forces Network as staff announcer.

## Famed Music House Story Told on 'World of Opera'

"Casa Ricordi," the story of the famed European music publishing company which brought to the world some of the musical giants of the past two centuries, will be aired Sunday in color on WPTV's "The Golden World of Opera." The program will feature the voices of Mario Del Monaco, Renata Tebaldi, Tito Gobbi and Nelly Corradi.



## Don Ameche & Crew To Japan for Series

Members of NBC-TV's "International Showtime" crew, which recently finished its European shooting schedule in Italy, have packed up and are hopping half world away to Japan where they are scheduled to make additional programs late this month for the wide-ranging show. The production unit, taping in more than a dozen countries and scores of cities and towns in Europe the last 18 months will be traveling more than 6,000 miles to set up their cameras in the Japanese capital.

### Ameche Enroute

Host Don Ameche has left New York on a 7,000-mile flight to Tokyo, where he will introduce acts from the Orient never seen before on American TV. Mrs. Ameche will accompany him and, after Don's work on "International Showtime" is completed, they will continue on a tour around the world.

## WPAT-AM-FM Names Flynn an Account Exec

Norman F. Flynn has joined the sales division of WPAT-AM-FM as an account exec from Broadcast Time Sales, where he held posts both as a time salesman and later as an executive of the company. Prior to joining BTS, he was a writer on special projects for RAB and, before that an account exec for WABD-TV (now NEW-TV, New York).

Previously at Frank Cooper Associates, Flynn was sales promoter for "Stand Up and Be Counted" on CBS-TV and "Sez Ho!" on CBS Radio. From 1948-57, he was sales manager for WENE, Binghamton-Endicott, N. Y., and was also a writer, producer and host for a medical series on WNEF-TV, Binghamton.

## Voice of Firestone' Bows Cliburn Contest Winner

Ralph Votapek, 23-year-old Milwaukee pianist, winner two weeks ago of the \$10,000 first prize in the first Van Cliburn International Piano Competition at Fort Worth, makes his network radio debut Dec. 9 on ABC-TV's "Voice of Firestone."

## Fess Parker Faces Lens 'Mr. Smith' Episode

West Coast Bureau of RADIO-TV DAILY Hollywood — Fess Parker has begun work on his starring role in the "Man's Best Friend" segment of ABC-TV's "Mr. Smith Goes to Washington," now rolling on Columbia with Hal Stanley producing and Earl Bellamy directing.

# AGENCY NEWSCAST

By RALPH TYLER

Bud Wendell, veteran Cleveland broadcasting and advertising exec, has joined Charles L. Getz, Jr., as partner in the newly formed Cleveland advertising and PR agency, Wendell & Getz. For the last two years Wendell was with the national program dept of Westinghouse in New York. He recently had been a partner of Wain & Getz Associates and prior to that was PR director of KYW radio-TV in Cleveland for 4½ years. Norman Wain has joined WHK radio as a sales representative. Wendell was an associate producer of the "Mike Wallace Show," in charge of special features for the program. He also served as coordinator of nighttime radio programs for the WBC stations, with emphasis on "Program PM."

The Ass'n of National Advertisers will hold its first workshop on managing creative advertising Dec. 11 at the Hotel Plaza, New York. Program will emphasize effective management techniques in directing, evaluating and using creativity in advertising. Program committee is headed by John Hunter, director of advertising, B. F. Goodrich, and Mylo Ziegenhagen, director of advertising and PR, Babcock & Wilcox.

John M. Edgerton, TV producer, has joined Papert, Koenig, Lois. Until recently he was associated with Lennen & Newell. Before that, he was with the C. L. Miller Agency and KFBC-TV and KVWO, both of Cheyenne, Wyo. . . . Kal, Ehrlich & Merrick has been named agency for Rayco Automot-

## Slesar Knows His 2 Minds — As Adman, TV Mystery Scribe

Monday through Friday, Henry Slesar, 35, concentrates on his job as VP-creative director at Donahue & Coe advertising agency. Friday through Sunday, he is a free-lance writer whose output, to date, includes some 400 short stories; two novels, "Grey Flannel Shroud" and "Enter Murderers," two anthologies and about 50 stories that have been dramatized on the Alfred Hitchcock TV series over the years.

Slesar's newest for Hitchcock, "Final Vow," will be seen tomorrow night on CBS-TV.

Slesar was 17 years old, and still attending the School of Industrial Art, when he submitted some layouts to Y&R. They liked them sufficiently to give him a start in the copy dept, working during a Summer vacation.

He entered advertising on a full-time basis after the war. An illness, at the beginning of 1955, confined Slesar to his home for a

### Thought for Today

*"With all the intense competition in today's advertising media, the art director and copywriter are drawn in two directions. They must become immersed in the advertiser's needs and goals; and they must also delve into their experience and imaginations to achieve drama and vitality for effective communications. It is possible to create dull advertising in concentrating on needs and goals; and it is possible to give weak support to goals while concentrating on the dramatic."*

—Marion Harper, Interpublic Chairman

Product Stores in Washington and Wilmington. Planned to begin Nov. 1 is a series of radio-TV campaigns. Leonard Oxenberg of KEM is account exec.

Midwest Medley: F. S. Witeenauer, assistant general sales manager of the Republic Rubber division of Lee Rubber and Tire Corp., Youngstown, O., has been promoted to a new post of director of marketing . . . Ralph Vines, formerly copy editor with Edward Dalton Co., Evansville, Ind., has become copy director for LeGrange and Garrison, Indianapolis agency.

month and he started to go through his old files of stories to offset his boredom. He found one that had been rejected by several magazines six years earlier, mailed it off again—and this time it hit the target.

### Brought Hitchcock Pact

Before the end of that year, he penned 30 more stories during his spare time, beginning with science fiction, and moving to the more lucrative mystery story, which subsequently, brought about his connection with Hitchcock.

Since 1960 he has been adapting his own material for Hitchcock's Shamely Productions, shuttling between New York and Hollywood. He uses an electric typewriter and writes in what he terms "a white heat."

## Manulis Sits on Jury For Monte Carlo Fete

Special to RADIO-TV DAILY

Monte Carlo — TV and motion picture producer Martin Manulis has accepted an invitation from the Committee of the Third International TV Festival of Monte Carlo to be one of the two U. S. members of the 11-member jury now being chosen from individuals throughout the world who have made outstanding contributions to the creative arts.

Manulis was formerly producer of CBS-TV's "Playhouse 90," for which he received 11 Emmy Awards. In 1958 he launched 20th Century-Fox's TV organization, spearheading such series as "Adventures in Paradise," "Dobie Gillis" and "5 Fingers." He recently completed his first motion picture production, "Days of Wine and Roses," for Warner Bros. release.

Manulis will arrive in Monte Carlo Jan. 8 for a week of screenings of the entries prior to the presentation of the Golden Nymph awards at a dinner Jan. 19.

## New TV Tape Recorder Transistorized by RCA

Initial shipments of a new, fully transistorized TV tape recorder were made this week by RCA, with the first two units for commercial broadcasting use going to ABC-TV's new news program facility in Washington.

In the non-commercial area, the first new unit was delivered to the Navy Photographic Laboratories, also in Washington, for use in producing training films.

Demonstrations of the recorder in Europe early this year, resulted in orders from a number of foreign broadcasters. First overseas deliveries are scheduled for Iris Productions, Ltd., Teddington, England, contract producers for Great Britain's Independent Television Authority, and for Radio Television Francais, Paris.

## Stretch Adler RFE Aide

West Coast Bureau of RADIO-TV DAILY

Los Angeles — S. L. (Stretch) Adler, VP-general manager of Paramount TV Productions and KTLA, has accepted an invitation to serve on the exec board of the Broadcasters' Committee for Radio Free Europe.

## Sweet Sound of C-Notes Ends 'Savings Jamboree'

Dallas — KBOX radio, the Dallas Balaban station, climaxed its "Savings Jamboree" promotion with the awarding of a swimming pool and a '62 Rambler. In all, 108 persons shared the \$10,000 worth of prizes.



## WNEM-TV ROLLS REAL LATE SHOW

Wee Hours' Ad Campaigns  
Aim at Mich. Swing-Shift

**Flint, Mich.** — When the "Late Show" and the "Late, Late Show" is over, WNEM-TV, covering the industrialized eastern Michigan areas, offers its version of the "Real Late Show," beginning at 1 AM, for the many swing-shift workers who don't get off until midnight.

According to the station's commercial manager, Jack Berry, the new programming was instituted after numerous request from the workers who don't get a chance to watch TV in the evening. There are nearly 30,000 "swing-shifters" in the WNEM-TV coverage territory.

## MCA Piles Up Outlets On Off-Net Half-Hrs.

"Dragnet," MCA TV's off-network series starring Jack Webb, has added eight station sales to its rapidly expanding list. Newest purchasers of the half-hour series are WSOC-TV, Charlotte; KFBC-TV, Cheyenne; WISC-TV, Madison; WDBJ-TV, Roanoke; WSBT-TV, South Bend; KXLY-TV, Spokane; KTTS-TV, Springfield (Mo.), and KRGV-TV, Westlake.

### Three for 'Bachelor'

"Bachelor Father," just introduced into syndication after runs on all three networks, has added KPHO-TV, Phoenix; KGW-TV, Portland, Ore., and WDBO-TV, Orlando. "M-Squad," starring Lee Marvin, added WIS-TV, Columbia, S. C.; WDAY-TV, Fargo; WOOD-TV, Grand Rapids; WLUC-TV, Marquette; KYTV, Springfield, Mo., and KWTX-TV, Waco.

"Love That Bob," starring Bob Cummings, has added WEWS, Cleveland; KOTA-TV, Rapid City, and WNDU-TV, South Bend. Newest purchasers of "Restless Gun" are KNTV, San Jose, and KFVS-TV, Cape Girardeau.

## William R. Higginbotham Movietonews Studio Head

Movietonews, Inc., in a move to further reorganize and streamline its theatre, newsreels and television news operations, has named William R. Higginbotham, formerly a TV producer with United Press International, as operating head of the New York studio at 54th St. and 10th Avenue. Higginbotham succeeds Edmund Reek, vice president in charge of production at Movietonews, who is retiring.

## Milland 'Trails West!' Spotted in 70 Markets

Thirty-five new sales to stations have been announced for "Trails West!" the Ray Milland-hosted series of 52 retitled episodes of "Death Valley Days," placing the half-hour skein in over 70 markets. Robeck & Co., which distributes the series for the U.S. Borax & Chemical Corp. and McCann-Erickson, also distributes the "Pioneers" series for Borax.

### Drawn from All Sections

New "Trails West!" purchasers include WLBW-TV, Miami; KSHO-TV, Las Vegas; KOIN-TV, Portland, Ore.; KBTW, Denver; KSD-TV, St. Louis; KCSC-TV, Charleston, S.C.; KPHO-TV, Phoenix; WXEX-TV, Richmond, Va.; KLTW, Tyler, Tex.; KIMA-TV, Yakima; KOLO-TV, Reno; WEAR-TV, Pensacola; KVOS-TV, Bellingham; WKYT-TV, Lexington, Ky., and KREM-TV, Spokane.

Also WCYB-TV, Bristol, Va.; KQTV, Fort Dodge, Ia.; WKNX-TV, Saginaw; KMMT-TV, Austin, Minn.; KBES-TV, Medford, Ore.; WKZO-TV, Kalamazoo; WROC-TV, Rochester, N.Y.; WBAY-TV, Green Bay; KBMT-TV, Beaumont; KTAG-TV, Lake Charles, La.; KDU-TV, Lubbock; KXMC-TV, Minot, N.D.; WSJV-TV, Elkhart, Ind.; WOWL-TV, Florence, Ala., and KXMB-TV, Bismark, N.D.

## 2 More TVers Adding Cellomatic Projectors

Cellomatic Industrial Productions, a Screen Gems division, has sold two animation projectors to WNBT, New York ETV station, for use throughout its daily programming.

WALA, Mobile, Ala., has purchased the Cellomatic Futura Mark IV Automated Animation Projector which was introduced last Spring at the NAB convention in Chicago.

## Gene Litt Replacing Kline As WCAU Sales Manager

Philadelphia — Gene Litt has been appointed general sales manager of WCAU, CBS o-o, replacing Jack Kline who has resigned to join KDEF, Albuquerque, N. M., as general manager. Litt has been an account exec with CBS Radio Spot Sales in New York since 1955, and before that was a time-buyer with Kenyon & Eckhardt.

## Wright Named Sales Head By Indianapolis Station

Indianapolis — Verne Wright has been appointed sales manager for WFBM-Muzak. He joined the WFBM stations in May, 1959, and has previously served as Muzak Sales Engineer.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Tom McDermott, prexy of Four Star TV, has given the green light for production on nine segments of company's current series within the next week. Set to go before the cameras are: "The Truth Is No Defense" and "Night of Horns and Bells," for the "Saints and Sinners" series starring Nick Adams; "Operation: Swindle," "Ensign O'Toole" series; "Too Many Sergeants" and "McKeever Astronaut," for "McKeever and the Colonel" series; "Permission Granted," for "The Lloyd Bridges Show," "Everybody Loves Sweeney," for the "Dick Powell Show"; "Sidewinder" and "Gun Show" for the "Rifleman" series . . . Nick Adams, incidentally, made a startling excuse for "Saints" low Nielson. Rather, actor-producer stated that the low percentage had been anticipated since it was taken on the opening night of "The Lucy Show," which had been highly touted months in advance. "But," says Adams, "wait until all the programs have their sea legs and the public has judged its favorites."

★ ★ ★ ★

• • • Leon Lontok, vet waiter at Don the Beachcomber restaurant in Hollywood, portrays a Polynesian in "The Exotic Sketch" sequel of the Danny Kaye-Lucille Ball TV spectacular releasing over NBC net on Nov. 11 . . . Entertainer Peter Potter and his wife, singer Berly Davis, have joined the growing list of Hollywood stars appearing on the Cystic Fibrosis Foundation telethon in San Francisco next Saturday. Potter, former emcee of Juke Box Jury TV show, will co-host on the three-hour telethon at the Fox Theatre with comedian Joey Bishop . . . The all-star show is slated to commence at 11:30 PM, with proceeds earmarked for research ways to combat the disease . . . David Niven arrived in Los Angeles from London over the week end to confer with Dick Powell and Tom McDermott on the projected hour-long TV series for the 1963-64 season which would star Niven, Charles Boyer and Jackie Cooper.

★ ★ ★ ★

• • • Douglas Hayes departs today for Monaco for pre-production hurdles with Princess Grace re his directorial assignment on "A Tale of Monaco with Princess Grace." Hayes' one-hour CBS-TV comedy special rolls Nov. 5 for airing Feb. 17 . . . Gunther Less, host and producer of the "World Adventures" and "Bon Voyage" TV series, leaves Hollywood Oct. 27 to meet with leading personalities in political and public life and TV studio executives in Germany. He will film interviews in Berlin, Hamburg, Munich, Frankfurt and Bonn. Following the Germany tour, Less proceeds to Vienna, Rome and Jerusalem . . . Bette Davis was signed this week for one of her frequent TV appearances . . . Miss Davis will guest star in "The Complicity," a segment of Revue's "The Virginian," new hour-and-a-half weekly color series for the NBC-TV network . . . "Peace Corps," a new TV series to be co-produced by Revue and Daniel Mann's production company, with Mann as executive producer, is currently in preparation at Revue Studios. Dramatic series has been given the full co-operation of the Peace Corps . . . After completion of 12 episodes, "McHales Navy" takes a week's production break. Series resumes next week with "The Day They Captured Santa Claus" episode.

## Global Video Coyle Message

(Continued from Page 1)

ments are not in a position to develop elaborate TV systems as they need their funds for building power plants, roads, schools and housing.

"Thus," he said, "it has been generally left up to free enterprise to develop TV in the areas to which I refer. It has been risk capital which has been put to work. It is not risk capital which alone will benefit. For fiscal stimulation by a commercial TV system can speed up economic cycles; can move products more quickly; can create jobs; can enhance investment opportunities; can en-

large personal income; can build a large consumer market.

"If successful in new areas of the world, TV can benefit the people, their governments and their industries—as well as the cause of world TV."

The speakers were presented by James T. Larkin, manager, station development, for ABC International TV. James C. Hagerty, in charge of ABC news, special events and public affairs, called up members of the Washington and UN bureaus, who greeted the delegates through a closed circuit audio pickup.





Indiana University Library  
Bloomington Ind

## INDUSTRY RIPS DUOPOLY CURBS

### ALLOT COUNT SPEED BATTLE

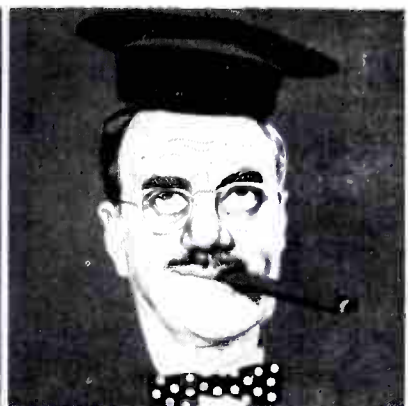
Technology Arming Nets For Nov. 6 Vote Tallying

Election night is one time when numbers really count with broadcasters. The quicker they count the public, the bigger the count audience size. Thus the electron-number battle will be joined Nov. 6.

As a warm up, CBS-TV yesterday demonstrated its new "Digital Display System," an election-



Steve Allen "The Steve Allen Show"



Groucho Marx "The Best of Groucho"

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

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



Where are your 60-second commercials in New York?

### Swap-Case Defense Hammers Testimony

Washington Bureau of RADIO-TV DAILY  
Washington — Former Westhouse Broadcasting president Chris Witting conceded under long question yesterday by FCC counsel Irving Segal that he had never threatened Westhouse with loss of NBC affiliation when the network wanted to buy WBC's Philadelphia station. He was testifying at the second day of FCC hearings on the C-RKO applications to trade

### Eastern ASCAP Meeting Wednesday at Waldorf

The semi-annual East Coast membership meeting of ASCAP will be held Wednesday, at the Waldorf-Astoria, president Stan Adams has announced. Reports will be given by the president, treasurer and chairman of the executive committee.

### Knorr's Saginaw AM-FM Brings \$300,000 Price

Saginaw, Mich. — The FCC's Broadcast Bureau has approved the sale of WSAM-AM-FM here to Knorr Broadcasting to Kenneth MacDonald for \$300,000. An NBC affiliate, the AM station went on the air in 1939 and operates at 1400 kc. Knorr owns other Michigan stations.

## 300 Casters in Capital Area Face Up to Defense Duties

Washington Bureau of RADIO-TV DAILY  
Washington—At a time of deepening international crisis, 300 broadcasters, gathered here today for the Fall conference of the NAB, will be briefed on their defense obligations by Kenneth W. Miller, U. S. supervisor of Conelrad, the air network prepared to keep the citizenry informed in any national emergency.

Miller's talk, scheduled before the current storm broke, is bound to move to center stage as broadcasters meet in this tense capital to discuss their over-all relations with the Federal government.

NAB president LeRoy Collins will deliver the main address at tomorrow's luncheon. He will be introduced by Clair R. McCollough, president of the Steinman stations, Lancaster, Pa., and chairman of NAB's board of directors. Presiding at the luncheon



STROUSE

### EBU Given Briefing On Cuba; Sightsees

Washington Bureau of RADIO-TV DAILY  
Washington — Members of the European Broadcasting Union yesterday were given a briefing on the Cuban situation by Assistant Secretary of State for Inter-American Affairs Martin, and on

Top CBS officials will welcome the EBU delegates today at a luncheon in New York's St. Regis Hotel, company president Frank Stanton is the keynoter.

U. S. missile and space efforts by NASA administrator Webb as highlights of a one-day trip to Washington.

It was a hectic day for the broadcasters, who arrived in the morning, had the Cuban briefing,

### Common Ownership Ruling Plan Draws Heavy Fire of R-TV

Washington Bureau of RADIO-TV DAILY  
Washington — Broadcasters by the hundreds have registered massive opposition to FCC proposals to tighten separation rules affecting commonly-owned stations.

The FCC has started rulemaking looking toward the preclusion of common ownership of AM or FM stations within one millivolt per meter (a measurement of broadcasting "reach") and TV stations within Grade A contours (a similar measurement). The Commission has also asked for comments on the possibility of a further tightening in TV to extend the ban to Grade B contours.

The proposals would apply to new stations and major changes in

### Dailey Succeeds Hyland As Mo. Ass'n President

Jefferson, Mo. — Don C. Dailey, general manager of KGBX, Springfield, has been elected president, Missouri Broadcasters Ass'n at the group's annual meeting here, attended by over 100 radio-TV execs. He succeeds Robert Hyland, CBS Radio VP and general manager of KMOX, St. Louis, who



DAILEY

### Britain's ATV Conducting Color Video Experiments

London — Associated Television has started color TV tests at its Elstree studios near London and experiments will continue throughout the Winter. Taking turns as chairman of the committee planning the tests are ATV's technical controller Terence Macnamara, productions controller Bill Ward and productions facilities controller Bernard Bibby.

(Continued on Page 4)

(Continued on Page 5)





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### Pulse Syndies Study On Radio's Top Marts

Pulse, Inc., has taken a step toward providing fodder for the ravenous electronic computer systems recently installed by at least four of the major advertising agencies. Pulse has initiated the first syndicated qualitative market research data for all major radio stations in the top 100 markets. Sixty stations have subscribed.

The 100 markets will be studied on a schedule which provides one qualitative look in a 12-month period. Thirty markets are slated for October and 36 more for November.

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

## COMING AND GOING

RAY STEWART, WIIC public affairs director, in Boston for the Regional Leadership Conferences on Action for Mental Health.

BILL HOBIN, producer-director, vacationing in the Bahamas.

JAMES LAVENSTEIN, CBS-TV programs administrative manager, back today from a RFE tour of West Germany and Portugal.

ROBERT ELLIS MILLER has returned to Hollywood from N. Y. after directing several TV programs.

MYRA BERRY BROWN, authoress of children's books, in N. Y. for meetings.

CARL BALLANTINE, featured in "McHale's Navy," in N. Y. for a brief visit.

JEREMY SLATE to Seattle and San Francisco to promote his first Plaza record.

JACK MULLANEY, "Ensign O'Toole" co-star, to San Francisco to appear on the Cystic Fibrosis Foundation Telethon Benefit.

DANNY THOMAS in N.Y. from the Coast.

### Bushnell TV to Buy All Cornwall's Stock

Special to RADIO-TV DAILY

Montreal — Canadian Marconi Co. will sell its 50 per cent interest in Cornwall Broadcasting which it purchased in 1960, to Bushnell TV Co. if the agreement is approved by the Board of Broadcast Governors. The company declined to reveal the sale price.

Bushnell interests, which own the balance of Cornwall shares, plan to convert the firm's CJSS-TV into a satellite station of its wholly owned CJOH-TV in Ottawa, because the Cornwall station has lost \$500,000 in the past three years.

#### 2 Radio Outlets Included

Included in the purchase would be two radio stations, CJSS-AM and CJSS-FM, owned by Cornwall. Reportedly, Canadian Marconi's CFCF-TV here "is doing well and close to original budgets with foreseeable difficulties ahead."

### 'McHale's Navy' Sailing

West Coast Bureau of RADIO-TV DAILY Hollywood — "McHale's Navy" resumes production Monday, after a one-week hiatus, with "The Day They Captured Santa Claus" scheduled.

### Godfrey 'Scouts' Texans For Possible Dallas Spec

Dallas—Arthur Godfrey's representative, Peter Robinson, has contacted the local Chamber of Commerce for a list of celebrities with Texas backgrounds as possible guest stars for a CBS-TV special on which Godfrey is considering using Dallas as a backdrop. So far, the Chamber has come up with 42 authentic Texans.

### Fire-Fighters Salute KXOL

Fort Worth — KXOL has won first prize for the fourth straight year for the best news coverage of events relating to fires, fire prevention and the Fort Worth Fire Dep't.

The '62 prize, consisting of a plaque and a \$75 check, was part of the fourth annual White Helmet Awards program sponsored by the Fort Worth Fire Fighters Ass'n.

### Episode for 'McKeever'

West Coast Bureau of RADIO-TV DAILY Hollywood—Producer Tom McKnight has bought "Don't Rock the Boat, Goat," by Joanna Lee and Rip Van Ronckle, for NBC-TV's "McKeever and the Colonel."

## SMU Prexy, Mickey Mantle To Help Pick Miss Teenager

Dr. Willis M. Tate, president of Southern Methodist U., will head the panel of seven Teenage American 1963 during the 90-minute live broadcast of the "Miss Teenage Coronation" tomorrow night on CBS-TV.

The program will be aired from the State Fair Music Hall in Dallas, sponsored by Coty, Colgate-Palmolive and Clairol. Other panel members: Max Baer, co-star of "The Beverly Hillbillies;" Reba and Bonnie Churchill, sister team of Hollywood syndicated columnists; Mrs. Hazel Fitzgerald, direc-

tor of the American Airlines Stewardess College, Dallas; Mickey Mantle of the New York Yankees, and Joyce Selznick, head of the East Coast talent and story dept of Columbia Pictures.

Bud Collyer, host of "To Tell the Truth," will be onstage MC. Allen Ludden, host of "Password" will be host. Zina Bethune, 17-year-old co-star of "The Nurses" will be hostess.

## FINANCIAL

(October 24)

### NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

### AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., Movielab, MPO, NTA, Reeves Sound, Rolins, Screen Gems, Technicolor, TelePromTer, Trans-Lux, TV Industries.

### \* OVER THE COUNTER

Table with columns: Bid, Ask. Lists stocks like Jerrold, Meredith, Rust Craft, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

### Trans World Radio Pact For Million \$ Station

Dallas—Trans World Radio awarded a contract in excess of \$1-million to Continental Electronics Mfg. Corp., subsidiary of Liggett & Myers, to manufacture and install broadcast equipment for a new station on the Island of Curacao. Trans World Radio is an inter-denominational organization for mass communication of the Christian message.

Equipment includes two 250-watt transmitters; a 50-kw transmitter, curtain, rhombic and MF antenna, and miscellaneous audio test devices. An option provided for the addition of a 500-kw amplifier to be driven by the smaller transmitter.



**DON'T BOTHER TO KNOCK**  
Marilyn Monroe,  
Richard Widmark,  
Anne Bancroft



**THE MAN WHO NEVER WAS**  
Clifton Webb,  
Gloria Grahame,  
Stephen Boyd



**THE BAD SEED**  
Patty McCormack,  
Nancy Kelly,  
Eileen Heckart



**WIND ACROSS THE EVERGLADES**  
Burl Ives, Emmett Kelly,  
Christopher Plummer,  
Gypsy Rose Lee

What's in volumes 4 and 5  
of "Seven Arts' Films of the 50's"?

# SUSPENSE

**Suspense from 20th-Century Fox in:**

**FIVE GATES TO HELL**—starring  
Neville Brand, Dolores Michaels and Patricia Owens  
**GORILLA AT LARGE**—starring  
Cameron Mitchell, Anne Bancroft and Lee J. Cobb  
**A LIFE IN THE BALANCE**—starring  
Ricardo Montalban, Anne Bancroft and Lee Marvin—  
and many more suspense films all contained in  
Volume 4's 40 great "Films of the 50's."

**Suspense from Warner Bros. in:**

**HOME BEFORE DARK**—starring Jean Simmons,  
Rhonda Fleming, and Efreem Zimbalist, Jr.  
**TOWARD THE UNKNOWN**—starring  
William Holden, Lloyd Nolan and James Garner  
**7 MEN FROM NOW**—starring  
Randolph Scott, Lee Marvin, and Gail Russell—  
and many more suspense films all contained in  
Volume 5's 53 great "Films of the 50's."

AND . . . BROADWAY . . . ACTION . . . DRAMA . . .  
SCIENCE FICTION . . . COMEDY . . . MYSTERY . . .

Seven Arts Volumes 4 & 5 have everything—  
everything to please your audiences—top stars—  
top stories—top directors—they're all in Seven Arts'  
"Films of the 50's" "Money Makers of the 60's"  
Volumes 4 & 5 now available from Seven Arts.



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
L.A.: 3562 Royal Woods Dr., Sherman Oaks, Cal. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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



## Phila. Video Series Ices 'World of Supercold' Seg

Philadelphia — Cryogenics, the new science of extreme colds, will be explored by WFIL-TV's "Frontiers of Knowledge" Saturday in "The World of Supercold." In filming the segment, the "frontiers" team visited the Everglades for films of liquid oxygen space fuels, the Lawrence Radiation Laboratory in California and a thermoneuclear air reduction plant in New Jersey. John B. Roberts is narrator.

## Texas Widow Sells Cuero's KCFH to 3

Cuero, Tex. — Jim Farr, Dave Schmidt and Bill Knobler have completed purchase of KCFH here for an undisclosed price. They bought the station from Mrs. Margaret Respondek, who took over the ownership and operation of the station on the death of her husband.

The three have formed Cuero Broadcasting Inc. to operate the station. Farr said there will be no changes in the staff except for Mrs. Respondek, who will retire.

## Real Conductor Chosen For 'Conductor's Choice'

Minneapolis — Frederick Fennell, newly appointed associate music director of the Minneapolis Symphony Orchestra, has assumed additional duties as producer-moderator of "Conductor's Choice," a new daily classical music series on WTCN. Previously, Fennell was professor at the Eastman School of Music, Rochester, and conducted the school's symphony orchestra, chamber orchestra, opera group and the Eastman Wind Ensemble.

## EBU DELEGATES

Most American Studio Production and Sports Remotes are Produced with SUPER STUDIO and SUPER UNIVERSAL ZOOMAR LENSES

Call

Jack Pegler Bill Pegler

BRyant 9-5835

TELEVISION ZOOMAR

Originator and Creator of the Zoom Type Lenses

Lightest — Most Flexible  
800 FIFTH AVENUE • NEW YORK, N.Y.



By TED GREEN

Remember the vaudevillian who came on stage to play the musical glasses? Well, we came across a good-looking gal who charms delightful music from glasses with finger tips. Could make a boff commercial for a wine outfit . . . Equitable Securities Co., Newark, N. J., has appointed Metlis & Lebow to handle its advertising . . . Wayne and Jerry Newton of the Gleason show have been signed for a long-time contract by Jules Podell's Copacabana . . . Larry Finley, who had a successful West Coast TV show for years and now is bossman of Tops Records, canceled out of the Spence-Chapin Adoption Service auction at Lichee Tree due to a virus. Art Ford did the honors in his stead . . . Larry Kantrowitz, special features man for the "Tonight Show," has left to seek greener pastures. If any outfit is looking for a top hand in production, Larry is your man . . . Aside to musicasters: Keep a sharp ear for a new, handsome, real he-man singer, Rudy Adamo. This guy is really going to go places.

★ ★ ★ ★

Meet: James (Jim) Gerity, Jr., president of the Gerity Broadcasting which operates WNEM-TV-FM, Flint-Saginaw-Bay City, Michigan, and WABJ, Adrian, Mich. The Toledo-born broadcasting-industrialist made his debut in the broadcast industry in 1948 when he bought WABJ. Since that time he has made the signature, "A Jim Gerity station," a byword in Eastern Michigan with the acquisition and operation of WNEM-TV-FM. He still has time to run a multi-million-dollar industrial plant, a chain of travel agencies, to head up the Committee of 100 in Miami, where he resides part time, a newspaper in Eastern Michigan and help promote the Flint-Saginaw-Bay City area, as an industrial and agricultural center.



GERITY, JR.

★ ★ ★ ★

Bara Byrnes who did such a good job in the Manischewitz Wine commercials is in the Medical Arts Center Hospital with Mononucleosis . . . Second comedy album of Marty Allen and Steve Rossi, just recorded for ABC-Paramount, will have the voice of Nipsey Russell introducing this hot comedy team by using their own trade mark—"Hello dere, this is Nipsey Russell." Incidentally, Marty and Steve will be reunited with Carol Burnett on the Oct. 30 show of Garry Moore, first since their triumphant Summer concert tour . . . Herbert K. Landon, Inc., has been retained by Rountree-Charter Productions to handle publicity and promotion for "Leave It to the Girls," aired in New York on WNBC-TV and syndicated nationally . . . Joe Franklin told us that a General Mills exec, a complete

## Conelrad Briefing in Capital

(Continued from page 1)

will be Ben Strouse, president and general manager of WWDC, Washington, vice chairman of the radio board of directors of the NAB.

Harold Essex, VP and general manager of WSJS, Winston-Salem, N.C., a member of the radio board, will welcome delegates to the day-and-a-half conference to be held at the Statler-Hilton.

John S. Booth, president of WCHA, Chambersburg, Pa., a radio board member, will preside at tomorrow's radio session, while McCollough will preside at the concurrent TV session.

Miller's discussion of broadcast-ers and national defense will be part of the radio session. Elmo Ellis, program director of WSB,

Atlanta, Ga., a member of the radio code review board, will participate in a discussion of the radio code during this session.

At the TV meetings, Robert W. Ferguson, executive VP and general manager of WTRF-TV, Wheeling, W. Va., a member of the TV code review board, will participate in the code presentation. Edward H. Bronson, manager for TV for the NAB Code Authority, and Robert D. Swezey, NAB Code Authority director, will also take part.

At Friday's joint session, the editorializing committee will be represented by Frederick S. Houwink, general manager of WMAL-AM-FM, Washington. Strouse will preside.

## 'Medical Quacks' Series Brings Citation to KDKA

Pittsburgh—The American Cancer Society has awarded a citation of merit to Westinghouse Broadcasting and John Kulamer, KDKA public affairs director, for the station's "Shadow World of Medicine" series. Both KDKA and KDKA-TV followed up the broadcasts with editorials. The series exposed "quacks."

## Prof Advises Station During Cuban Crisis

Cleveland — Dr. Michael Pap, director of the Institute of Soviet & Eastern European Studies of John Carroll U., has joined the news staff of WERE. An associate professor of history and political science at John Carroll, he will act in an advisory capacity and as a contributing editor for WERE during the Cuban crisis.

### Cuban Crisis a Factor

Dr. Pap's writing has been published extensively and he has served as a counselor for the United Nations International Refugee Organization. WERE that in hiring Dr. Pap, it is trying to bring to its listeners a more complete understanding of the current Cuban crisis; its effect on our nation and the world and its meaning in past, present and future world affairs.

## Cleveland Outlet Buys 82 AA-TV Feature Pac

KYW-TV, Cleveland, and Artists Television Corp. have concluded a one-purchase sale resulting in the station's buying 82 AA-TV features.

Robert B. Morin, VP and general sales manager of Artists, said KYW is priming the pump for week-end and early show feature programming.

## Chronic Disease Hospital Cites WNBC's Walworth

The Jewish Chronic Disease Hospital has presented a citation to Theodore H. Walworth, VP and GM of WNBC Radio, for "outstanding service on behalf of the patients." Walworth is chairman of the hospital's TV committee.

## OBITUARY

### Minnie Margulies

Minnie Margulies, 60, died of a heart attack at her home in Island City, N. Y. Surviving her husband, a son, Irving, and a daughter, Harriet.



## Big Male Audience for Radio Weekends

Saturday and Sunday is prime time for reaching men via radio, with virtually as many of them tuned to the medium in weekend periods as during peak Monday-thru-Friday traffic segments, according to results of a special study revealed for CBS Radio Spot sales by Maurie Webster, general manager of the division and a network VP.

"With generally lower time slots on Saturday and Sunday than on weekday 'drive times'—additionally the first choice of advertisers seeking large male audiences at modest expenditures—more men-per-advertising-dollar can be obtained thru schedules expanded to include the weekend time periods. In addition," he said, "by providing over 100 more days for reaching men each year, weekend radio improves man's opportunity to obtain better schedules of announcements for cumulative male audiences."

## McGannon Spearheads Catholic College Drive

Bridgeport, Conn.—Donald H. McGannon, president of Westinghouse Broadcasting, has been appointed to a special committee which will establish a co-educational Catholic college in the Bridgeport Diocese. The four-year college will be for day students only and will be staffed primarily by Catholic laymen.

A member of the New Canaan Board of Education, McGannon is active in educational circles. He is a member of the board of trustees of Ithaca College; the executive committee of Fordham U.; board of regents of St. Francis College, and advisory council of Notre Dame U.

## Houston Concerts on AM

Houston — KTRH launches its series of Houston Symphony Orchestra concerts Sunday, recorded at regular performances at the city's Music Hall.

## 'Zane Grey' Pack Boasts Of Emmy, Oscar Talent

A promotion package stressing an impressive array of Oscar and Emmy winners and nominees is being readied for stations which buy "Dick Powell's Zane Grey Theatre." A Four Star survey of the 145 episodes has revealed that the series features guest stars who have racked up a total of 17 Oscars and six Emmys. In addition, there are 50 Oscar and 37 Emmy nominees.

## PGW IN DALLAS SEMINAR FOR BPA; MORE REP NEWS

Peters, Griffin, Woodward will hold a seminar in Dallas Monday evening for execs of its Broadcasters Promotion Ass'n repped stations attending the convention there at that time, it was announced by Lon A. King, PGW VP and director of TV promo-research, and Harold C. Altura, PGW director of radio promo-research. The seminar will be held in the Holiday Inn of Dallas-Central.

PGW, meantime, has appointed G. E. (Buck) Hurst as radio manager in San Francisco, effective Monday. Most recently a sales exec at San Francisco's KABL, he replaces Edward F. McLaughlin, who has resigned to become sales manager of Storer's KGBS, Los Angeles, which PGW reps. Hurst previously was Pacific Coast radio manager for CBS, and before that served two years as general sales manager of WCBS, New York.

## Basset Names 2 For Chicago Office

Mort Bassett & Co., special rep for WVNJ, Newark, and the Herald Tribune radio stations (WVIP, Mt. Kisco, N. Y.; WVOX, New Rochelle, N. Y., and WGHQ, Kingston, N. Y.), has opened a Chi-

## USIA Dubs JFK Talk For Global TV Airing

The USIA is having films of President Kennedy's Cuban crisis address dubbed in multiple foreign languages and coupled with related visual material for air-express to agency posts around the world for showing on TV, at USIA information centers, in theatres as well as by mobile field units.

In addition, the agency has undertaken a maximum effort to tell the people of Cuba the purposes of the quarantine and keep them informed of developing events. Voice of America, its radio network, is on the air in Spanish, beamed to Cuba 24 hours a day.

The VOA's powerful transmitter complex is augmented by nine private U. S. standard and short-wave stations, carrying VOA Spanish-language programming nightly from dusk to dawn in a link-up to ensure reaching the largest possible audience in Cuba.

## EBU Sees D.C. Sights

(Continued from Page 1)

took a sightseeing tour of the city, then were guests at a State Dept. luncheon attended by ambassadors of their countries, FCC commissioners and local broadcasters. After another sightseeing tour, a Swedish embassy reception concluded the crowded schedule.

Chicago office staffed by John Erickson and John Shelton, with other quarters planned for the West Coast, South, Southwest and Detroit. Erickson was previously with Peters, Griffin, Woodward and CBS Network Sales in Chicago. Shelton was with the Chicago office of WOR, New York; Chicago TV sales manager of Avery-Knodel, and in Chicago radio sales for Gill-Perna.

## Richer Co. Handles Philadelphia FMer

Robert Richer Repts, New York, has been named exclusive national sales rep for WPEN-FM, Philadelphia, effective Nov. 1.

## Young Is U.S. Rep For Ontario Video

Young TV Corp. has been appointed U. S. rep for CKPR-TV, Port Arthur-Ft. William, Ontario, the only video station in the market and serving 145,000 people.

## Argus in Backfield For 'Irish' Air Sked

Argus Cameras, via John W. Shaw Advertising, Chicago, has become sponsor of ABC Radio's "Notre Dame Football," broadcast every Saturday afternoon during the football season through Dec. 1.

The Chicago-based camera manufacturing firm will supplement the network campaign with local tie-ins throughout the country.

## Webs Hit New Duopoly Curb

(Continued from Page 1)

existing ones. CBS said that if they were applied to major changes, it would prohibit improvements in service to the public. This was also the opinion of many other broadcasters.

CBS assailed the FCC's explanation that it wished to provide for diversification of viewpoints. The net said the FCC fairness doctrine covers this amply.

### Opposes 'Iron Clad Rule'

NBC said it "opposes . . . an iron clad rule" and asked for retention of the present policy of deciding each case on its merit.

Meredith termed the proposals "a retreat from the expert, flexible approach heretofore followed." Triangle argued that the "commission has full authority to take all necessary and reasonable steps to guard against monopolistic ten-

## 'Show Me' State Ass'n Elects Dailey Prexy

(Continued from Page 1)

has been MBA president since 1960.

Other officers are Harold Douglas of KMMO, Marshall, VP, and William Bates of WDAF-TV, Kansas City, secretary-treasurer. Dailey is also on the board of directors for the Southwest District; Douglas for the Northwest District; Bates for the Kansas City District; Hyland, an ex-officio member.

Also James F. Collins of KFMO, Flat River, the Southeast District; William Natsch, Jr., of KWOS, Jefferson City, the Northeast District; William McKibben of WIL, St. Louis, the St. Louis District, and Robert Neathery of KWPM, West Plains, director-at-large.

## Creative Cinema Picks McKeen as Sales VP

Creative Cinema has announced the appointment of Luther Burbank McKeen as account supervisor and sales VP. McKeen recently returned to New York from the West Coast, where he was associate producer on a feature film and several pilots. His past honors include winning the Gold Leaf Award at the Venice Film Festival for "The Boy Who Owned a Melphant."

## Brown Made Promo Ass't For Twin Cities Station

Minneapolis-St. Paul—Robinson B. Brown has joined WCCO as assistant program promo director. In 1954, he produced commentary programs for WVOX, New Rochelle, N. Y., and in 1958 joined the Voice of America as producer.

dencies and to preserve competition." Crosley said the proposals "would vastly aggravate existing problems without compensating benefits."

### Points to 1947 Decision

Storer held that "the 1947 commission decided this question correctly . . . the present commission should reach the same determination, the existing policy . . . has worked well."

## Maltby Co. Picks Up Tab On 'Healy' for 52 Weeks

West Coast Bureau of RADIO-TV DAILY

Los Angeles — The S.T.P. Co., division of the Maltby Co., has renewed KLAC's "Jim Healy Sports File," five-a-week night show, for another 52 weeks. Brangham-Brewer was the agency.



## TNT Inviting CATVs To Cultural Telecast

'An American Pageant of the Arts,' two-hour TV special to be aired on closed-circuit by Theatre Network Television Nov. 29 for the benefit of the National Cultural Center to be erected in Washington, is also being made available to CATV systems, according to TNT president Nathan L. Halpern.

### Using Two Plans

He said CATV is participating on two different plans, with some systems carrying the event to their communities as a special service, proceeds to the center to be on a per-subscriber fee. Others plan to organize a special local community event in a local auditorium for which admissions will be charged, while the system operator assures minimum funds for the center.

### President a Participant

Among the participants on the telecast will be President John F. Kennedy; former President Dwight D. Eisenhower; Harry Belafonte; Abe Burrows; Pablo Casals; Bradford Dillman; Florence Eldridge; Benny Goodman and his orchestra; Tammy Grimes; Jascha Heifetz; Hal Holbrook; Danny Kaye; Gene Kelly; Frederic March; the National Symphony orchestra; Jason Robards, Jr.; Jerome Robbins and his ballet company, and Richard Tucker. Leonard Bernstein will be host.

## Krais, McGroarty Join Sales of Capital Cities

Frederick V. Krais, Jr., and J. Courtney McGroarty, Jr., have been appointed account execs for WPAT-AM-FM, division of Capital Cities Broadcasting Corp.

Krais comes to the stations from the U. S. Printing & Lithograph Co. where, as in his previous position with F. N. Burt Co., he developed new business for packaging, labels and displays. Prior to those posts, he was a media salesman with Peters, Griffin, Woodward. McGroarty was formerly with Manufacturers Hanover Trust Co., and prior to that with Air-ideal, Inc., in the capacity of sales engineer.

### What to Cook a Puzzle? — Ring that 'Dinner Bell'

Boston — WEEI radio has begun a new seven-days-a-week listeners service, "Dinner Bell," featuring a different recipe each day prepared by the stations's Morgan Baker. The recipe may be obtained by dialing a special "Dinner Bell" phone number.



By PETER C. DAVALLE

• • • TWW, independent TV contractors for South Wales and the West, has won a brilliant shop-window. Its special 10-minute color film of the arrival in Britain of the "Bounty" replica, will precede showing of "Mutiny on the Bounty" at the glittering U. K. premiere in London on November 19. TWW's "Movie Magazine" emcee Bruce Lewis scripted and narrated and MGM TV publicity chiefs Ronnie Lee and George Skinner get producer and director credits.

• • • ABC-TV (Great Britain) has sold 15 of its "Armchair Theatre" productions to U. S. TV. Seven Arts will distribute. Already Desilu has announced it will distribute in the U. S. ABC's "Journey of a Lifetime" series.

• • • ABC's managing director Howard Thomas who brought several American stars to Britain to star in ABC-TV series, has hit out at programs which are "too American." In his book "The Truth About TV," he says: "To cater for the financially more important U. S. market, producers have tended to Americanise their product, importing an American star, casting Britain actors with varying ability in portraying American accents and using scripts written in American idiom. The result is so often the worst of both worlds, lacking the authenticity and special 'tang' which characterises American film flavor."

• • • Big success of "Ben Casey" on Anglia TV has won it the peak-hour slot of 9-10 PM. And Anglia has high hopes of two other U. S. series it's just booked—"Surfside 6" and "The Comedy Hour."

• • • BBC-TV's "Scott's Last Journey," the story of Scott of the Antarctic, has been awarded the prize for the best 35 mm film on exploration at the International Festival of Mountaineering and Exploration Films at Trento, Italy. . . Rumanian hospitals have ordered \$55,000 of color TV equipment from Britain's Electric and Musical Industries for teaching surgery to students. . . Disagreement between ARTV's top management and assistant head of Independent Television News, Ian Trethowan, has led to postponement of ARTV's new fortnightly political program "Division." It is understood the trouble arose over the decision of ARTV's general manager, Capt. Thomas Brownrigg, personally to select the M.P.s. and items in the programs.

### Adrian Joseph to Write For KNXT Promo Dep't

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Adrian Joseph has been appointed on-air promo writer for KNXT, coming to the station from a similar post with KPIX, San Francisco, for the past two years. During 1960, he was audience promo assistant at KCBS in the same city.

### 6 Film Editors Recruited To Finish 'Challenge Golf'

West Coast Bureau of RADIO-TV DAILY  
Universal City—Six film editors have been assigned to Revue's new "Challenge Golf" series in order to finish all 13 segments by the end of the month. To be aired in January on ABC-TV, it is hosted by Arnold Palmer and Gary Player.

## Youths to Equate Radio and Home Towns

A statewide essay contest in California among junior high school students on "What Radio Means to My Community" was announced jointly last night by the California Federation of Women's Clubs and the National Ass'n of Broadcasters.

### Collins Sees Expansion

NAB president LeRoy Collins said the contest could lead to its extension to other states in a nationwide undertaking. The women's clubs will conduct the contest and NAB will award trophies

to the top three winners.

The announcement said the contest "will focus the attention of the young people who participate on the tremendous services provided by their local radio stations and will afford them the opportunity to state their impressions and experiences in the world around them."

The contest will be conducted

## Revere Ware Cooks On 'Today,' 'Tonight'

Revere Copper & Brass, v. Adams & Keyes, has announced plans for an intensive TV drive this Fall for its line of cooking utensils.

Beginning this week, Revere on NBC-TV's "Today" show will one-minute participations, scheduled through Dec. 19. In addition, the "Tonight" show has been selected for a pre-Christmas drive in the form of one-minute participations slanted for this season.

Promotional support offered to all dealers includes special window and in-store material and advertising mats built around the "Today" and "Tonight" programs.

## Networks Busy Planning Coverage of Elections

(Continued from Page 1)

posting method which speeds reporting of returns and makes it easier for viewers to watch the continuous flow of figures. The new electro-mechanical techniques, developed by CBS at a cost of more than a quarter-million dollars, automatically sets each candidate's vote tally in white numerals on a dark grey background. When new figures are phoned in to central control desks a button is pressed and the latest figures instantly appear on the election board.

### NBC to Spot Trends

NBC-TV is using computer technology to keep on top of the elections—and even ahead. Certain key precincts across the country will be used by the web to match this year's returns with previous tallies to spot voting trends before the final count is in. A team of 300 specialists in the field of computer programming, statistics, mathematics, political science and sociology has been distilling masses of information on previous elections into what computer men call a "mathematical model"—a series of formulas which express the nation's voting patterns in mathematical terms.

during the current school year. Entries are to be limited to 50 words or less and the winners will be announced after the final judgments next Spring.

The California activity will help implement the nationwide program on communications recently announced by NAB and the General Federation of Women's Clubs of mutual benefit to the radio-TV industry and the 11 million club women of the U. S.



## GUEST STARS

Mel Stuart pacted to produce and direct "Story of a Congressman" for Wolper Productions' "Story of" series . . . MGM-TV named Joanna Barnes for guest "Little Girl Blue" episode of "The Eleventh Hour" . . . Tim Conway (Ensign Charles Parker) "McHales Navy" appearing on "The Steve Allen Show."

Steve Lawrence and Eydie Gorme (Mr. and Mrs.) inked by Harry Jaffe Enterprises to top NBC-TV's "The Bell Telephone Hour" . . . Theodore Bikel for "The Potentate" on "Alcoa Premiere Presented by Fred MacAire," ABC-TV "Good Old Walt" to feature Alan Hale Revue's "Wide Country."

Marian Oliver, Richard Jaeckel, Elyse Duvall, and Frank Cady "Wagon Train's" "Lilly Legend" . . . Robert Walker signed by producer Herbert Leonard for "The Great God" seg of "The Naked City" . . . Glynis Johns "The Many a Sullivan" "The Nurses."

Jack Mullaney, co-star of "Ensign O'Toole," joins Joey Bishop's "The Ethon Benefit for Cystic Fibrosis Foundation" . . . Claude Rains in "Day of Reckoning," "The cameras for the 'Alfred Hitchcock Hour'" . . . Norman Fell "Where There's a Will" "Sam Benedict" . . . Steel, Harold Fong and Jerry Blinn complete the cast of "The Greatest Man in the World" for "Wide Country," a Ralph Edwards production.

## Texaco Delays Opera For Final Grid Tilts

The season's first Metropolitan Opera broadcast Dec. 1 will not be heard during its customary afternoon period. The Texaco-Metropolitan Opera Radio Network will air Verdi's four-act opera, "Ernani," that night to allow listeners an opportunity to hear the final regularly scheduled collegiate football games of the season in the afternoon.

Starting Dec. 8, however, broadcast performances direct from the stage of the Metropolitan Opera House in New York City will revert to the regular Saturday afternoon schedule over the special 115-station Texaco-Metropolitan Opera Radio Network in the U. S. and Canada.

Intermission features will include "Opera News on the Air," "Texaco Opera Quiz" and "Biographies in Music." This marks the 31st year of Saturday Metropolitan Opera broadcasts and the 23rd consecutive year of sponsorship by Texaco. The final opera in this series of 20 will be broadcast Apr. 13.

## Karl Boehm Conducting Philharmonic Airings

Karl Boehm will begin a four-week engagement as guest conductor of the New York Philharmonic Nov. 4, with CBS Radio to carry the first concert that date. The N. Y. Philharmonic presentations on CBS, now in their 33rd year, originate from Philharmonic Hall at Lincoln Center. James Fasset is commentator and intermission host.

## BRITISH PRELATE ON CHICAGO TV

Archbishop of Canterbury To Appraise Major Events

Chicago — The Archbishop of Canterbury, Dr. Arthur Michael Ramsey, will make his only interview-discussion TV appearance Sunday on WGN's "Your Right to Say It," to be aired in color. A WGN pubaffairs presentation, the series is produced in cooperation with Northwestern U.

The prelate will comment on subjects varying from Cuba and Berlin to the Ecumenical Conference and birth control.

Also appearing will be the Rt. Rev. Gerald Francis Burrill, Bishop of the Episcopal Diocese of Chicago; Luke P. Carroll, managing editor, Chicago's American; Richard Meryman, associate editor, Life magazine, and the program's moderator, James H. McBurney, dean, school of speech, Northwestern U.

## Bids for New Outlets Win Initial Approval

Washington Bureau of RADIO-TV DAILY Washington — In a roundup of FCC activity, hearing examiner Annie Neal Nutting has issued an initial decision looking toward granting the application of Catskills Broadcasting for a new AM station on 1370 kc, 500 watts, daytime, in Ellenville, N. Y. The successful company represented a merger of three original applicants.

### Nod to Rockland County

Hearing examiner Basil P. Cooper issued an initial decision toward grant of application of Rockland Broadcasters for a new AM on 910 kc, 1 kw, directional antenna, daytime, in New City, N. Y., while hearing examiner Millard F. French issued an initial decision toward granting the application of E. H. Dean and B. L. Golden for a new AM on 1240 kc, 250 watts, unlimited hours, in Lemmore, Calif.

### Gainesville Buy OK'd

The Broadcast Bureau approved the purchase by John W. Jacobs, Jr., of 29 shares of WDUN-AM-FM, Gainesville, Ga., for \$6,134, giving him positive control as 49.1 per cent owner. The seller was L. D. Quinlan. The bureau also awarded 105.9 mc to Chemical City Broadcasting for a new Class B FM in Charleston, W. Va., and gave permission to four stations to remain off the air: WDNC - FM, Durham, N. C., until Nov. 15; WERI-FM, Westerly, R. I., until Feb. 23; WRIM, Pahokee, Fla., until Dec. 31, and KLYK, Spokane, until Dec. 31.

## Threat Charges Softened

(Continued from Page 1)

Philadelphia and Boston stations, and Philco's bid for a new outlet on NBC's Quaker City channel. Final witness announced by Philco attorney Henry Weaver in the first phase of the complex proceedings was Charles D. Thieriot, president of the Chronicle Publishing Co., which operates KRCA-TV, San Francisco. However, Weaver wouldn't say whether he plans to call other witnesses. The second phase involves allegations of anti-trust violations—by Philco against RCA-NBC, and by RCA-NBC against Ford Motor Co., partner of Philco.

Thieriot testified that NBC approached him in 1954 on the sale of KRON-TV to the network, and dealt with much more seriousness in 1959 after the consent decree made it necessary for NBC to divest in Philadelphia. He said the Chronicle was unwilling at all times to sell, but felt it would be

better to sell at "a fair and reasonable price" than to lose NBC affiliation and have to exist as an independent in a four-station market. He said he made this position known to NBC.

The idea of his board of directors of a fair and reasonable price was \$14 million to \$16 million, but NBC said its top price would be \$8 million, he testified, and he said the NBC offer was so low as to be "confiscatory." He called NBC's P. A. Sugg, he said, and accused NBC of setting such a low price, along with a 5½-day deadline for acceptance or rejection, only because they weren't genuinely interested in buying KRON-TV.

Thieriot said he told Sugg that NBC must have already bought or had reason to believe it could buy the San Francisco Channel 2 station, but that if this were not the case NBC should set aside its deadline and engage in bargaining over price.



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## AGENCY NEWSCAST

By RALPH TYLER

Jack Sterling, CBS radio personality, and Wright (Bill) Everett, author of the '59 best-seller "How Were Things at the Office?", have launched a new creative service for advertising agencies, manufacturers and media, under the name W. H. Everett Co., Inc. The firm, a Jack Sterling Enterprise, will headquarter in Ridgefield, Conn., with service facilities in Connecticut and New York City. Geared to provide custom creative-package work on assignment, the new company has already built a list of blue-chip customers, including such agencies as JWT, Y&R, BBD&O, and such advertisers as Chesterfield, U.S. Rubber, Minnesota Mining & Mfg. and Yellow Pages. The firm covers most fields of creative activity from sales presentations to direct-mail programs.

A grant of \$1,000 to the school of business administration of the American U., Washington, D. C., for retailing research was announced yesterday by David C. Stewart, president of Kenyon & Eckhardt, which is making the grant. The grant will be used to initiate basic research on retail pricing practices for major home appliances. The major appliance industry has been concerned in recent years by the efforts of the FTC to discourage comparative pricing by retailers and the suggested list price practices of manufacturers.

The Ass'n of Eastern Pennsylvania Nationwide Insurance Agents, represented by J. Thomas Callahan Advertising, has re-

newed sponsorship of "TV Ten Reports" for the coming year on WCAU-TV, Philadelphia, and has also renewed sponsorship of a similar series on KDKA-TV, Pittsburgh.

J. C. Courtney, Jr., has been named assistant sales and marketing manager of Philco Corp.'s consumer products division. Courtney has been with Philco since 1929 in sales and marketing posts for its distributors, and was branch manager of Philco Distributors, Inc., in Detroit. New Detroit branch manager is Gordon Bahl, formerly a distributor branch manager in the midwest for RCA.

Bamberger's, the New Jersey dept. store chain, has increased its use of radio by adding sponsorship of the Nov. 6 elections to the sked it already maintains on WJRZ, Newark. The chain also sponsors the Saturday afternoon games of the U. of Syracuse and has an extensive roster of time-signal reports throughout the broadcasting day.

Lusk Corp., Tucson, home and apartment builder, has named Ruben Advertising, Indianapolis, as advertising and PR counsel. Firm is building a 450-unit garden apartment project in Indianapolis.

## Pioneers Call for Tapes From Yesteryear Casters

Pioneers in broadcasting are urged to tape their experiences of yesteryear for inclusion in the oral history project of Broadcast Pioneers, now under the leadership of Carl Haverlin, president of Broadcast Music, Inc., in association with Columbia U.

Haverlin, chairman of the oral history committee, said that immediately upon acceptance of a new member, a letter will be sent

by Edward Voynow, national membership chairman and president of Edward Petry & Co., Chicago, stressing the importance of taping his years in broadcasting.

Columbia's oral history research office has assembled nearly 3,500 pages of radio memoirs by some 70 contributors. Louis M. Starr, director, reports that his office has received more than 5,000 requests to use the oral history materials since the project began 14 years ago.

### Quaal Offers Aid

Ward L. Quaal, president of Broadcast Pioneers and exec VP-GM of Chicago's WGN, Inc., offered the services of WGN announcers and engineers for the project at the NAB convention in Chicago next Spring.

## STORK NEWS

A son, Robert, Jr., was born to VHF, Inc. sales VP, Robert C. Troup and his wife, Adele.

WHN newsman, Dick DeFreitas and his wife, Jane, are parents of a boy, Wyatt Ashby.

It's a girl, Sheri Louise, for Chuck and Edna Cecil. Dad is a KFI, L. A., personality.

## Adwomen to Survey Industry's New Areas

The Advertising Women of New York have firmed the roster of speakers for the eastern conference tomorrow-thru-Sunday at the Commodore Hotel.

A panel discussion is set for Saturday morning on "What's New in the Widening World of Advertising." Panelists will be BBDO VP Jean Wade Rindlaub; Kudner Agency prexy Roger A. Purdon; Benton & Bowles int'l operations VP Alfred deJonge; Harriet Raymond, adv-sales promo manager, Celanese Plastics Co., and Modern Packaging magazine editor Lloyd Stouffer. Saturday's luncheon speaker will be J. Walter Thompson VP William H. Gibbs, with Y&R exec VP Harry Harding featuring at a brunch-AWNY shop talk Sunday.

### Art Ford the Emcee

The AWNY dinner on Saturday night will be emceed by WINS all-night deejay Art Ford and feature an eight-piece jazz band headed by Ellington & Co. creative director Paul Smith and B&B copywriter Paul McDonough. Freelance copywriter Arlene Gilbert will perform an interpretative dance. Penny Speckter is conference chairman, with Marjorie Follmer in charge of registration for the conference.

## Gen ('Nuts') McAuliffe An Open Mind Panelist

Gen. Anthony McAuliffe, who made the word "nuts" symbol for "no retreat," joins a panel of experts discussing: "Is The Military Too Powerful?" on WNET-TV's "Open Mind" Sunday. When the Germans made a big breakthrough in Belgium during WWI they asked McAuliffe to surrender. He replied with "Nuts!"

## Scruggs, McElwee Upped in Charlotte

Charlotte, N. C. — William Scruggs, Jr., has been promoted to sales director for WSOC-TV here, with J. Russell McElwee elevated to the newly created post of new business director and continuing as director of local regional sales.

Scruggs has been with WSOC-TV for the past four years, before that was in Atlanta a VP with Bomak Lawrence & Associates covering Southern states as sales rep for NBC Spot Sales. He entered broadcasting in 1950 in the sales promotion department at WBTV.

McElwee has been with WSOC-TV since the station became operational in April, 1957.

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# WORLD PEACE, PROSPERITY VIA TV

## AD-TIME RULES UP FOR REVIEW

Amendments May Follow, TV Code Manager Says

Washington Bureau of RADIO-TV DAILY  
**Washington**—Commercial time standards contained in the NAB V Code will be subject to major review and possible amendment when the TV Code Review Board next meets in December, TV Code manager Edward H. Bronson said here yesterday.

Speaking to the NAB Fall conference, Bronson explained the object of the review will be to find an answer to the "almost

(Continued on Page 6)

## Broadcasting Hikes AB-PT's Net Profits To Record Heights

Estimated net operating profit of American Broadcasting-Paramount Theatres for this year's third quarter were the highest in the history of the company, president Leonard H. Goldenson reported yesterday. This third quarter results reflected continued record earnings for the ABC broadcasting division, he said.

The third quarter figure of \$2,450,000 was 30 per cent higher than the \$1,886,000 for the like quarter of '61. This represented 56 cents a share, compared with

(Continued on Page 8)

## STANTON REVEALS WORK ON GLOBAL TOWN MEETING

By ARTHUR PERLES

Worldwide peace and prosperity, nurtured by communications systems winging through outer space, have been held forth as the American dream to the European Broadcasting Union which has spent a busy week on these shores.

### 90-Minute Cuba Special Replacing NBC 'Tunnel'

NBC-TV's recently postponed Berlin Wall "Tunnel" program is being replaced by a 90-minute news special, "Clear and Present Danger," Oct. 31, dealing with the Cuban crisis. Producer is Reuben Frank. Show pre-empts "The Virginian."

Still another ambition in striving for these goals to save humanity from destroying itself was revealed to the EBU yesterday by Dr. Frank Stanton, at a luncheon in the Hotel St. Regis, New York. The CBS president told his guests the network is planning a TV "Town Meeting of the World" in which participants will discuss a subject matter of global importance as "an experiment in the affirmative."

This aspiration, coupled with those advanced earlier in the week by the heads of NBC and ABC, will be weighed by the EBU at a press conference this afternoon in New York's Foreign Correspondents Center on E. 46th St.

Along with the laudable philo-

(Continued on Page 5)

## Battle Over Papers Delays Swap Hearing

Washington Bureau of RADIO-TV DAILY  
**Washington**—NBC's Irving Segal and Philco's Henry Weaver left off tilting yesterday to concentrate on legalisms, and ended up with recess till Wednesday on the FCC hearings on the proposed trade of NBC's Philadelphia stations for RKO's Boston stations and the application of Philco for a new station on NBC's Philadelphia channel.

The recess was made necessary because Weaver and Segal had not been able to agree on which papers NBC should supply voluntarily from those Philco seeks to subpoena from RCA files, with Weaver contending he will be un-

(Continued on Page 3)

## Wayne Exits KGO to Join Texas Star Broadcasting

West Coast Bureau of RADIO-TV DAILY  
**San Francisco**—Elmer O. Wayne, general manager of KGO



WAYNE  
casters Ass'n, previously served as general sales manager of KFI, Los Angeles.

here, leaves Nov. 1 to become exec VP-GM of the Texas Star Broadcasting Co., Houston. Texas Star operates KENS, San Antonio, owned by Smith Hofheinz. Wayne, president of the San Francisco Radio Broadcasters Ass'n, previously served as general sales manager of KFI, Los Angeles.

## Self Heads Fox-TV; Replaces Levathes

William Self, production executive at 20th Century-Fox studio, has been named head of TV activities for the company. He replaces Peter G. Levathes, who yesterday had his contract settled by Darryl F. Zanuck, 20th-Fox president, and the executive committee.



SELF  
Self was executive producer of various TV series at 20th-Fox. He was

(Continued on Page 5)

## 250-Watt Reno Station Brings \$60,000 Price

Reno—KDOT, 250-watter operating on 1230 kc, has been sold for \$60,000 by automation equipment manufacturer Paul Schafer to a group headed by Dr. Richard Brown, prominent Reno psychiatrist; Ronald Staight, San Francisco business consultant; Robert Foster, radio-TV columnist for the San Mateo (Calif.) Times, and Ridge Harlan, San Francisco adman. Negotiated by Edwin Yornberg & Co., media brokers, the deal is subject to FCC approval.

## House Lending Ear to Access Proposal

Washington Bureau of RADIO-TV DAILY

**Washington**—The House Rules Committee will hear the NAB on a proposal to modify, at least experimentally, the present ban on radio-TV coverage of House proceedings, NAB president LeRoy Collins told the all conference luncheon here yesterday.

Collins said he and Howard Bell the last few weeks had consulted with House speaker John McCormack (D., Mass.) and Rep. Howard Smith (D., Va.) and were promised a House Rules Commit-

tee consideration of at least an experimental relaxation in the next session. He noted that Smith made no commitments as to his own eventual position, beyond promising the hearing.

"Also I have received assurances from the heads of our three TV

networks that their companies will share the cost of equipping a House of Representatives hearing room in such a way that radio and TV will be able to demonstrate beyond doubt broadcasting's ability to cover such a proceeding without obtrusiveness or interference with its purpose," he said.

Such broadcasting is not entertainment, he added. "It is projected by the broadcaster as a jour-

(Continued on Page 6)

## Film Syndicators Chart Their Joint '63 Exhibit

The Television Film Exhibit—1963, formed by a group of distributors desiring their own display during next year's NAB convention in Chicago, has pushed ahead with its plans. Exhibit is to be at the Pick-Congress Hotel. Four committees are charting further activity.





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\$150,000 Sale Price For AM-FM in Calif.

West Coast Bureau of RADIO-TV DAILY Ontario, Calif. — The Daily Report Co. has sold KASK-AM-FM here for \$150,000 to a group headed by J. W. O'Connor and Frank Babcock, who also hold interests in WBOV, Terre Haute; WHUT, Anderson, Ind.; WJRL, Rockford, Ill.; WCVS, Springfield, Ill., and WPEO, Peoria.

The deal, subject to FCC approval, was negotiated by Edwin Tornberg & Co. national media brokers. Founded in 1947 by Mrs. Jerene Appleby Harnish, publisher of the "Daily Report," KASK operates on 1510 kc with 1,000 watts, fulltime.

\$2.5-Mil. MPO Center Under Construction

Construction is under way on MPO Videotronics' \$2.5-million midtown Manhattan film production center, scheduled for completion Jan. 1 and to be devoted almost exclusively to the production of TV commercials. The current facilities of MPO, which also produces sponsored films for industry, are scattered throughout New York City.

COMING AND GOING

CAROLYN KEARNEY, TV actress, to New Orleans to speak at her alma mater, St. Joseph Academy.

PAUL STEWART arrives in N. Y. Sunday to direct a "Defenders" stanza.

STUBBY KAYE leaves today for England to guest on several television programs in Albion.

TIM CONSIDINE, featured in "My Three Sins," and CYNTHIA PEPPER, TV actress, to Dallas Sunday for personal appearances at the Green Valley Race Ways.

Macy Parade in Color For 2-Hr. NBC Airing

Macy's Thanksgiving Day Parade and Circus will be presented in its entirety in a two-hour color-cast on NBC-TV Nov. 22, with Remco Toys, via Webb Associates, and Food Manufacturers, Inc., via Ted Bates & Co., sponsoring the parade coverage, and Remco alone, the circus portion. Five color cameras will be located in New York's Herald Square area, where the circus will be staged.

Helium-filled versions of Donald Duck and Bullwinkle Moose, stars of NBC Sunday color shows, will be among five mammoth balloons in the parade, with Donald Duck this year's new attraction. The others are Popeye, the Happy Dragon and the Flying Trapeze Balloon. There will also be numerous TV, film and state celebrities, scenic floats, marching bands and singing and dancing groups.

Ed Pierce, who produced the Thanksgiving Day Parade program on NBC-TV the last three years, will again be the producer. This will be the third straight year of color coverage, and the 17th time since 1945 that NBC has telecast the parade, either nationally or locally.

Association Films' Reel Tells 'Blue Print' Story

Association Films has released a new 16mm, 28-minute color film, "Blue Print for Action." Produced by Vision Associates in cooperation with Film Counselors, for the International Ass'n of Blue Print and Allied Industries, the film provides an aid to understanding the art of reproduction.

It presents the historic events leading to the birth of the industry, demonstrates old duplicating methods and contrasts them with the high-speed, present-day profession.

Radio Press Int. Adds Hearst Station in Pitt.

Pittsburgh — WRYT-AM-FM, owned by the Hearst Corp., has joined Radio Press International as a major Pennsylvania subscriber, it was announced by Leonard Kanner, station president and general manager.

WANE-TV REFUTES SLUR ON UNICEF

Press Canard Challenged By Station Editorials

Ft. Wayne — Reid Chapman, WANE-TV station manager, took to the air this week to refute a local newspaper editorial which called for a ban of UNICEF collections by children on Halloween.

The newspaper inferred that collected UNICEF funds were borrowed by the UN for use against Katanga. Chapman, who pointed out that annual collections on behalf of UNICEF were used to provide medicines, vaccinations and food for millions of starving and suffering children overseas, sought the truth from authoritative sources.

Armed with facts from the head of the UNICEF Bureau in the U. S. State Dep't and Rep. Walter Judd (R., Minn.) one of UNICEF's chief supporters, Chapman taped a five-minute editorial which was aired by WANE-TV 12 times during two broadcast days.

Solow Back at NBC; Coast Daytime Chief

Herbert F. Solow has been named by NBC-TV as West Coast director of daytime programs, reporting to Grant Tinker, west coast program operations VP.

Before joining NBC, Solow was CBS daytime programs director in Hollywood since August, 1960. He was program director, California National Productions, in New York and Los Angeles from 1956 to 1960. From 1953-'56, Solow was a talent agent, representing TV program producers and packagers, with the William Morris Agency in New York.

Dr. Harlow Shapley Begins 'House We Live In' Series

San Antonio — "The House We Live In," a new series on moral, scientific and theological appraisals of modern man, has bowed here on KRLN-TV. First guest, Dr. Harlow Shapley, astronomer, probed man's place in his physical environment.

FINANCIAL

(October 25)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow-Call., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Starer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Allied Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, TV Industries.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of City Dealers.

Frisco Med School Uses Revue Pic on Psychiatry

West Coast Bureau of RADIO-TV DAILY Hollywood — Revue's documentary, "People Need People," has been included by California San Francisco Medical Center as part of its post-graduate curriculum in psychiatry, to be shown to classes thru Nov. 5.

Presented last year on "A Premiere Presented by Fred Astaire," the film deals with U. S. Navy Psychiatric unit at Alameda, Calif., and has already become a basic study in the psychiatry department of Sydney, Australia.



# CUSTOMER 'PULL' THEMES 8TH ANNUAL TVB MEET

The eighth annual TvB meeting, keyed to the theme "The Gain of Demand," will be held Nov. 14-16 at New York's Waldorf-Astoria Hotel, with highlights to include a new presentation for members, advertisers and agencies, titled "Jericho — The Battle Between Us," the morning of the 16th.

The presentation notes that the industry is learning it can't increase sales just by increasing production and pushing more products through the distribution pipeline. Today, it's the customer's pull that determines success, a pull transmitted through the chain of demand. Function of advertising is to sustain this pull by bringing manufacturers closer to the consumer, keeping the chain tight and taut by telling about their companies and company products as well as products. Application of this concept to both TV and radio industry is keynote theme of the annual meeting.

## WXYZ Staffers on Air From Detroit Auto Show

Detroit—All of WXYZ's music personalities are in Cobo Hall, originating their shows from the National Automobile Show on Sunday. The station's mobile trailer studio is at the main entrance to the auto show in full view of all pedestrian and auto traffic entering and leaving the exhibit center.

WXYZ personalities Fred Wolf, Ed Winter, Joel Sebastian, Lee Ann and Fred Weiss are giving witness accounts from the enclosed trailer studio. Viewers got free tickets to the show by writing in and telling the station the 1963 new car features they like best.

## Cap Hearing Recessed

(Continued from Page 1)

to proceed with the case until he has the papers.

Segal told FCC chief hearing examiner James D. Cunningham that the Philco subpoena would involve at least 100,000 documents. He indicated that he will probably lose parts of the subpoena, but all of it. It is understood that the subpoena largely concerns documents RCA submitted to the FCC Dep't in the patent license case.

At some stages, the exchanges are rough. Segal, irritated by frequent mentions of the public interest by Weaver, said: "We are children... Mr. Weaver isn't for the public interest... Weaver is here for an applicant who wants to get a valuable license for nothing." Weaver replied, "I have never heard a more striking statement. Who should pay? NBC?"

## For Service to Nation



JOHN E. McARDLE

WNEW-TV, New York, has received the '62 Freedom Bond Award from Treasury Dept. secretary Douglas Dillon, "for service to the nation."

Accepting the citation for WNEW-TV was John E. McArdle, VP and general manager. Presentation was by Philip Littman, Treasury's New York office director.

## Spanish Promo Unit Open; Research Next

Indopro Associates, radio and TV promo firm, has opened a Spanish-language division, headquartered in New York, under the joint direction of Justo Lacomba and Arturo Alvarez.

The company plans to add a research dept to collate information regarding the relation of movie audiences to radio-TV exploitation.

## Telly Writers Claim Fees Are Ghastly Low

London — British TV scriptwriters are preparing for all-out war against the BBC and commercial TV companies, claiming that they presently get nothing for re-runs of their efforts while American writers working on British TV get both re-run fees and higher first presentation payment. A delegation from the TV and Screen Writers Guild goes to the U. S. Nov. 8, for talks with American TV scripters. Some U. S. writers are unhappy, since there is an element of "black-leg" about British writers working on a British series.

## Politicians Use TV As a 'Whipping Boy,' Torre Tells Admen

Pittsburgh — "The TV industry would be far better off if Washington left broadcasting in the hands of the FCC and the general public participated to a greater degree," Marie Torre told the Pittsburgh Advertising Club luncheon here.

Formerly syndicated columnist with the New York Herald Tribune and now a member of the KDKA-TV news staff, Miss Torre stressed that "... all too frequently a politician will use TV as the whipping boy when he finds himself in need of a publicity boost rather than leaving the affairs of broadcasting in the capable hands of the governmental agency responsible."

Miss Torre criticized those who take programming fare for granted by withholding comment on good shows but complaining bitterly when one of those same programs is denied them.

As for the intellectual minority, she said a national survey showed that 29 out of 50 in this group watches TV one hour or less each week.

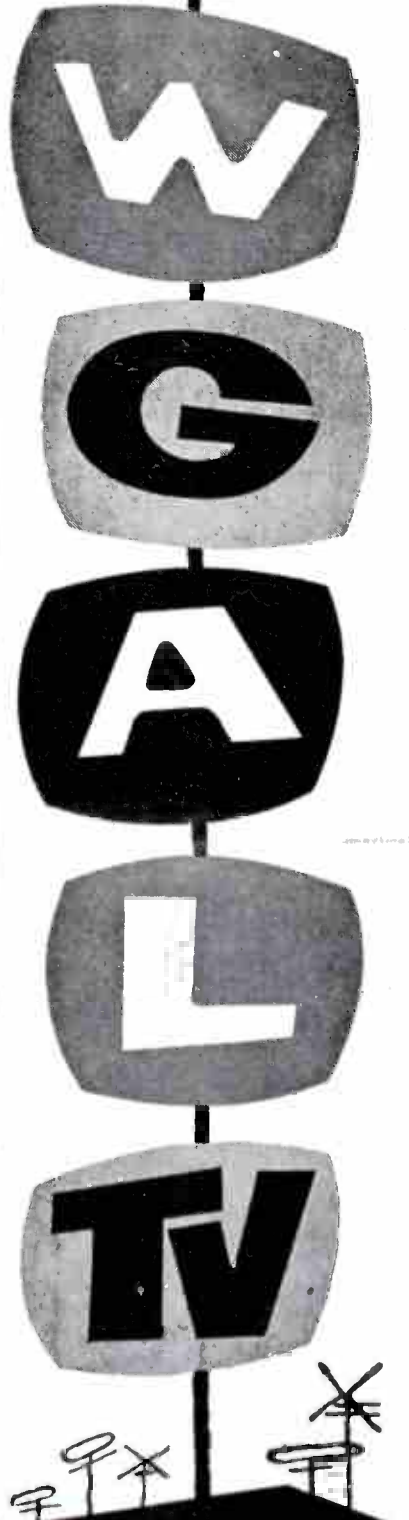
Miss Torre praised advertisers for their increased interest in sponsoring documentaries although, she added "many of the documentaries produced nationally are still using the formula of five years past."

## Quentin Reynolds Tells 'Inside' Story of Kal Kan

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Quentin Reynolds, author and lecturer, hosts a tour of the Kal Kan pet food plant here Sunday on KCOP's "Operation Success," introducing some of the firm's top men. The half-hour film, "Inside Kal Kan," also includes footage on veterinary services.

To merchandise the show, Kal Kan, with its agency Fuller & Smith & Ross, of this city, wired market food buyers in the KCOP signal area of the upcoming program, sent telegrams to Southland pet stores and serviced press releases to food and ad trade papers. The film will also be scheduled in other national markets in the future.

in the public interest



STEINMAN STATION  
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WGAL-TV  
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Lancaster, Pa.  
NBC and CBS

Representative: MEEKER



## Hugh James Marks 25th As Ad Voice of Sunoco

"And now—Hugh James..." the cue words for a Sunoco commercial on the "Sunoco 3-star Extra" newscast, take on added meaning this Autumn, since it was 25 years ago that as a 22-year-old novice James was tossed in to sub for regular man Neal Ensler, who was taken ill. James has held the post since that time.

## J. Victor, Peg Stone Aid Pioneer Jobless

Jay Victor, of Jay Victor Associates, and Peggy Stone, of Radio-TV Reps, have been named co-chairmen of a newly-formed committee to find jobs for unemployed members of Broadcast Pioneers. The committee, according to Victor, is a non-profit one which will not compete with employment agencies. "We will not engage in helping an employed member find a better job," Victor said.

Requests made of the committee will be held in utmost confidence. "When a member asks our assistance in locating a position," Victor said, "we will send out bulletins to various stations and agencies outlining his qualifications and we will arrange interviews."



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By TED GREEN

... As we were saying yesterday when our column was rudely cut off by some near-sighted printer: Joe Franklin told us that a General Mills exec, a complete stranger, caught him emceeing a Jolson special on WOR-TV and the next morning arranged for him to narrate six commercials... Newark's WJRZ has extended Ray Wilson's air time to include a celebrity interview show Saturday evenings... John Reed King back in Pittsburgh from Hollywood with a bag full of stars taped and filmed for his daily KDKA-TV show, plus a special with Jim Arness and a fantastic sequence done by King with the whales at Marineland of the Pacific... Special telephone facilities had to be installed at WWRL to handle the avalanche of calls coming in, now that "Big Joe's Happiness Exchange" is back on the air... The crew of ABC-TV's "Naked City" is being feted at a Locke Ledge Inn party by realtor J. Harvey Rosenthal. They shot a segment using one of Rosenthal's buildings in the background.

★ ★ ★ ★

... Meet: Gil Fates, executive producer of "What's My Line?" "To Tell the Truth" and "I've Got a Secret"—all Goodson-Todman creations. Fates acted, worked as a reporter, sang on radio and coached a high school football team while majoring in economics at Virginia U. After graduation, he came to New York and landed a role in the road company of "Stage Door." In four plays he acted for a total of 11 days—or little enough to make him quit acting and join CBS as a member of its fledgling TV dept in 1941. Shortly after, Fates enlisted in the Coast Guard and commanded a cutter in the English Channel during the invasion of France. He rejoined CBS in 1946, working as performer, writer and producer, leaving the network in 1950 to produce "The Faye Emerson Show," moved on to hold the production reins on a musical variety series "Wonderful Town," and joined Goodson-Todman in '53.



FATES

★ ★ ★ ★

... VPI-TV film producers has formed a subsidiary, Video Prints, Inc., with Bob Winkler as president and John Lubow VP in charge of services. Both men were formerly with Filmways. Video Prints, Inc., will handle TV commercial prints and distribution for ad agencies... Bill Britten, WPIX's "Bozo the Clown," and Doris Faye, "Princess Tickfeather," will be in Baldwin, L.I., tomorrow to help the Home & School Mothers raise funds, and in Madison Township, N.J., on Sunday to do a show for the Sisterhood of Temple Torah. These two generous people always find time to entertain at worthy causes and are booked solid for next month—all for free... TV funsters Myron Cohen, Phil Foster and Jean Carroll gassed the patrons while dining at the Paramus (N.J.) Steak Pit, with some of their hilarious comedy lines... WNBC-TV local sales manager Jim Barry did it again when he and his partner, Eleanor Crozier, home economics director for Nabisco, tied for first place with a 71 in the mixed member-guest golf tourney at Essex Fells Country Club in N.J. They were five under par going into the 12th, but recorded sevens on the 14th. That's the way the Nabisco crumbles.

★ ★ ★ ★

... Goes on at Cellomatic Industrial Productions (division of Screen Gems): CIP played a major role in the production of the official opening of WBAL's new Communication Center in Baltimore. The presentation, narrated by NBC's Chet Huntley and David Brinkley, was produced under the supervision of CIP's Harry Holmes. It will shortly be transferred to 16mm for motion picture film via Cellomatic on-film technique... Hal March has been engaged by CIP to narrate the Schenley Imports Christmas marketing presentation... WALA, Mobile, has joined the list of TV stations which have purchased Cellomatic Futura Mark IV automated animation projectors.

## 30 WTVN-TV Staffers Becoming Foster Parent

Columbus, O.—Thirty WTVN-TV staff members will each be donating 50 cents per month, starting in November, to raise \$150 monthly to adopt a foreign child through the Foster Parents Plan. Miss Sherrie Lloyd, production department, made the suggestion to management and spearheaded the effort.

## Monroe Auto in Gear For Army-Navy Tilt

Mutual Broadcasting will again carry the exclusive broadcast of the 63rd annual Army-Navy football classic from Philadelphia's Municipal Stadium, Dec. 1. Sponsorship of the game's first half has been purchased by Monroe Auto Equipment Co., through Aitkin-Kynett.

The game's second half is being made available to network affiliates for local sale. Van Parrick, Mutual sports director, will describe the play-by-play.

## 'The Art of Investing' To Premiere on WRFM

"The Art of Investing," a program dealing with the stock market and its functions, premieres on WRFM Nov. 4, produced in cooperation with the New York Stock Exchange. It features many important names in financial circle in panel discussions dealing with investing, with Guthrie Janssen as moderator.

## Alicocate an Honor Guest At Barkerettes' N.Y. Ball

Charles A. Alicocate will be honor guest of the Barkerettes of New York, Variety Tent 35, at the Celebrity Ball and dinner-dance of the women's auxiliary Dec. 15 at the Waldorf Astor. It was announced yesterday Mrs. Harry M. Pimstein, Barkerettes president.

Alicocate, who is Chief Barker of Tent 35, and publisher of RADIO-TELEVISION DAILY, and THE FILM DAILY, helped launch the women's auxiliary. Proceeds from the ball will go to the New York Tent's Heart Projects. Tickets may be obtained from Mrs. Joseph Sugar, 40 E. 9th St., and from Variety headquarters, Room 2410, 1501 Broadway, both addresses in New York.

## Stern Reps June Foray

West Coast Bureau of RADIO-TV DAILY Hollywood — June Foray, veteran voice specialist for ads, has signed with the Charles H. Stern agency as rep for radio and TV commercials.

## St. Louis Office Avery-Knodel

Avery-Knodel has appointed William D. McKinstry to head its St. Louis office, which opens November 1, and promoted Edward W. Cheviot to assistant sales manager for its New York office, and promoted J. Larson to director of sales services for TV, also in New York.

McKinstry has been a media executive at Gardner Advertising since October, 1959, previously working as an on-air personality on WPIX, Mt. Vernon, Ill., and on WJZ-TV, Quoin, Ill.

Cheviot, a nine-year A-K veteran, came to the rep firm from Shell Oil. In his new post, he reports to New York TV sales manager Robert Kizer, and will continue to have overall responsibility for the development of sales promotional material, as sales development director for TV. Larson, a long-time A-K salesman, will continue to call on clients for advertising stations repped by the firm, in addition to his new duties.

## MacMurray Films Club TV Promos

Coast Bureau of RADIO-TV DAILY in Hollywood—Fred MacMurray is making a series of TV spots for promotional utilization by all networks, promoting the 4-H Clubs in America. This marks a total of eight nationwide TV promotions this season for the star of the TV's "My Three Sons."

## Heads Fox-TV; Places Levathes

(Continued from Page 1)

Formerly an executive producer of CBS-TV and director of program administration for that network in Hollywood, Levathes has arrived in New York for conferences with Zanuck, who has announced plans to expand the department. Also here from the Coast for the talks are Richard Levathes, the president's representative at the studio; Vincent Sherwin, Hai Kantor and Paul Monahan, the latter three program producers.

## Suitable Savings & Loan Wins WHN Pubservers

Suitable Savings & Loan, Storer Broadcasting's New York outlet, has been granted an award "for outstanding public service programming" in the First Nationalistic Achievement Contest. Schneider, WHN pub-affairs director, accepted the award from John B. King, the city's assistant school superintendent.

# San Antonio Station Wins Pittuk Award

San Antonio — Top honors in a statewide competition sponsored by the Texas Association of Broadcasters has been won by WOAI-TV in this city. The '62 Pittuk award for outstanding community service was accepted by Edward V. Cheviot, VP and station manager, at a luncheon meeting at the TAB fall convention in the Alamo City.

Gene Hendryx, KVLF, Alpine, retiring president of TAB, termed the award "our most coveted honor." An anonymous committee of association members selected WOAI-TV for its continuing on-air editorial effort, dealing with a wide range of topics. Specifically recognized was activity in sup-



Jack W. Pitluk, Sr., presents trophy to Edward V. Cheviot, president of proposed "small loan" legislation. Jack N. Pitluk, Sr., president of Pitluk Advertising in San Antonio, presented WOAI-TV with the gold trophy.

# CBS Experimenting With Worldwide 'Cast

(Continued from Page 1)

sophic concerns of the major U. S. network leaders, the foreign delegates are reported likely to give serious consideration to the commentary yesterday of TvB president Norman B. Cash who maintained stoutly:

"The heart of the American TV system is advertising, and any worldwide effort which ignores it is making a mistake."

### Cultural Exchange Vital

The commercial, as well as the cultural exchange, must be included in organizing video interests on a round-the-globe basis, he said, adding:

"American TV can learn a great deal from countries such as England which is rapidly approaching a highly-developed commercial system. . . . In turn, American TV can export the freedom of industry to use the medium more widely."

Dr. Stanton told the EBU assemblage that CBS now is studying technical conditions — orbit path and duration of usability — under which Telstar can be used this Spring for the "Town Meeting" program idea. Frankly admitting the experimental nature of his company's planning, Dr. Stanton said:

### Hopes to Set Pattern

"We will enlist the wisest, best informed men and women from all the participating nations, select a moderator who elicits the respect of the world and, in counsel with the best advisors we can find, choose a subject of worldwide interest and urgency. . . . we hope that it will set a pattern or at least establish a precedent for broadcasts of similar intent in the future."

He also recommended that the six American associate members of the EBU determine the feasibility of setting up "some kind

of administrative structure or machinery which would make the exchange of TV programs from this continent to Europe and to other continents more expeditious than is now the case."

In contrast to the Stanton talk, TvB Cash's statement, based on observations during his recent tour abroad, left little doubt that he believes advertising is the wave of the future to carry the globe-

girdling video experiment to a happy, ultimate result.

The TvB president said one of the major problems in England, where only one commercial system is available, is the inability of many major advertisers to use the medium.

Since 1956, TV in England has grown nearly ten-fold, Cash said, and is currently billing at the rate of nearly \$280 million annually.

## GALA EVENING!

MEET THE WHO'S WHO OF BROADCASTING

AT THE

20TH ANNIVERSARY DINNER

OF THE

BROADCAST PIONEERS

TUESDAY, NOVEMBER 13

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DINNER: 7:30 PM

\$10 PER PERSON; TABLES OF TEN — \$100  
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# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KTLA's "The Steve Allen Show" has captured most of the late night in the Los Angeles area according to the Nielsen barometer . . . Producer Arch Oboler will appear on five radio and TV guest shots Oct. 30-31, in connection with the release of his new "horror" record album, "Drop Dead!" released by Capitol. Oboler will appear on KNX's Pat Buttram show Oct. 30, followed on Halloween by visits on KRCA's Tom Frandsen Show; "Panorama Pacific," KNXT; KHJ's "Wayne Thomas Show;" and the Red McIlvaine program on KLAC.

☆ ☆ ☆ ☆

• • • Shelley Winters taped an interview this week for airing over Paul Coates' "Confidential File." It concerned her present film role in "The Balcony." Columbia platter star Judy Harriet ("Waiting for Joe") guests on "The Mickey Hargitay" TV show over KTLA next Tuesday.

☆ ☆ ☆ ☆

• • • Sol Lesser, prexy of Hollywood Museum Associates, told RADIO-TV DAILY this week that Harold S. Greenwood, authority on early wireless and radio equipment, has been authorized to acquire, catalog and restore broadcast and receiving artifacts for the Los Angeles County-Hollywood Museum archives. Harfield Weedon, chairman of the Museum's radio acquisition committee, added: "Greenwood is turning over to us his own historic collection and has been asked to negotiate and acquire the milestone equipment items from three collections of unique items."

☆ ☆ ☆ ☆

• • • Meet: Bill Thompson of KGBS, who was born and raised in the Hawaiian Islands. It is believed Bill is the youngest program director in the country. At age 25, he jumped from director of public relations into the programming end of the 50,000-watt Storer station. His background includes work at Armed Forces radio station KTGK. He was a regular on the weekly "Voice of Jr. Hawaii," program aired over CBS affiliate KGMB, and news and public relations director of USC's KUSC-FM. Bill wrote a TV column, was staff member of KWIZ in Santa Monica, staffer on KWOW in Pomona, joined KPMP in 1960. Station later became KGBS. In his spare time Thompson serves as pre-game and half-time announcer for USC's home games in the coliseum.



THOMPSON

☆ ☆ ☆ ☆

• • • Jack Barry, recently signed by KTTV to create, produce and emcee new properties, makes his west coast TV debut as host of a multifaceted combination adult-children participation series, "Kidding Around," slated for airing five days a week and premiering Nov. 5.

## House to Hear Access Plea

(Continued from Page 1)

alist of integrity and in response to his obligations to inform the people."

Collins expressed concern about the attitude of many broadcasters toward the government. "I do not feel that broadcasters should react with cries of anguish as some do when they get a letter from the FCC asking for an explanation of some relatively trivial matter—or when some commissioner makes a speech—or when some trade magazine editor sounds off and views with alarm."

In other conference discussions, Charles Stone, manager of the Radio Code, said revelation of

malpractices by employees to station management is "alone worth anybody's yearly code fee." He said management now has the chance to analyze tapes and to match them against logs and station policy.

### Meagher, Bell Heard

VP for radio John Meagher gave details of an upcoming early December "shirtsleeve conference" between NAB and FCC representatives on overpopulation of radio stations. Bell, NAB VP, assailed Canon 35, Sec. 315 and bars on broadcast coverage of Congressional, government and court proceedings.

## 52 'Golden' Pix Used For Wolper 'Talkies'

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Fifty-two feature films were selected this week producer Jack Haley, Jr., for representation in Wolper Productions' "Hollywood: The Talkies" TV special. Haley has viewed and annotated—in preparing the special—over 2 million feet of film made since the beginning of talking pictures. The special will emphasize the great motion pictures of the '30s, which Haley contends was the cinema's "Golden Era." "The Talkies" will show established screen stars in scenes culled from the 52 pictures, including hit songs from 17 late musicals. Henry Fonda will be the hour documentary, which ABC-TV will air Jan. 23.

## TV Code Review Board To Eye Ad-Time Rules

(Continued from Page 1)

never-ending riddle of shaping a uniform set of commercial standards that will be equitable for all stations. The resolution, he said, "must not unwittingly prejudice the rights of the public and the majority of subscribers." On the subject of TV programming, Bronson sounded a "harsh note about crime, violence and prurient sex, all of which were subjects of great hue and cry during the two years period ending last Spring."

Noting that TV Code staff members probably watch more programs than anyone except a control room engineer, he told telecasters: "Needless to say, the reason you do not hear the screams of the past about the subjects on TV, is because rarely nowadays are there occasions warranting such complaints."

"That the TV Code had something to do with this, I think is a fair statement, but it is even more to the credit of those major producers of TV fare, that they are more carefully following the spirit and intent as well as the language of the Code."

## Ole Opry House Spruce For Country-Style Music

Nashville — America's country music DJs have a few surprises waiting when they arrive Nov. 8 for WSM's 11th annual National Country Music Festival. In addition to welcoming signs all nearby highways, the Ole Opry Auditorium has been "dressed up" with old-fashioned lights and the street in front of the Ryman has been re-named "Opry Place." The festival is the 37th anniversary of "Grand Ole Opry."



# PEAKS IN U.S. MARKETING HIGH AS ALPS: ISRAEL

"There are more peaks and valleys in U.S. marketing than the Alps," according to Larry H. Israel, president of Television Advertising Representatives, commenting on his firm's 2 Brand Comparison Report released next week to agencies. The study provides market-market comparisons for over individual brands in 12 major product categories in the eight markets containing TVAR-repped stations.

Markets used in the test are Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland and San Francisco, and Israel said the findings point up the fact that "since all markets are local, it is essential for advertisers to tailor their media approach on a market-by-market basis."

**Gasoline an Example**  
Typifying the wide variation in markets is the use of gasoline. Esso the leading brand in Boston, Baltimore, Washington, Charlotte; Gulf in Jacksonville and Pittsburgh; Sohio in Cleveland, and Chevron in San Francisco.

Log-food preferences also show wide variations, with Ken-Lion No. 1 among canned brands in five markets, but seventh in San Francisco and fourth in Boston. Among dry dog foods, Gravy leads in five markets, while is second in Washington and third in Boston and Cleveland.

## Y. News, WPIX Staffs Star Horace McMahon

"Naked City" TV star Horace McMahon will be the featured speaker at the sixth annual communion breakfast for employees of the New York Daily News and WPIX, Sunday, at the Waldorf Astoria. The Rev. Peter D. Goldschmidt, C. M., assistant dean of the College of liberal arts, St. John U. will give the invocation.

# TV 'Private' Classes to Aid Gotham's Many Illiterates

"Operation Alphabet," a new daily educational series directed toward the half-million aliens in the New York area, native born illiterates, elderly citizens and persons suffering from emotional problems connected with learning to read and write, will bow on WPIX-TV, New York, Nov. 5.

The Monday-thru-Friday half-hour series is produced by the University of Pennsylvania's Annenberg School of Communications and will be presented by WPIX in conjunction with the adult education program of New York, New Jersey and Connecticut Dep'ts of Education.

## WBBM Listeners Dialing Family Problem Advice

Chicago — Listeners can now telephone for expert advice on family problems on WBBM's new series, "Call Dr. Kehm," a feature of Larry Attebery's "Current" program. Dr. Frieda Kehm begins each program with comments on some attitude or behavior pattern in family relationships, and then Attebery opens the phones.

## Admiral Aids KOGO In Crisis Coverage

San Diego — Rear Admiral A. W. McKechnie, USN Ret., has been retained by KOGO radio-TV here as a special news consultant during the crucial current Cuban situation.

Adm. McKechnie will analyze and interpret the developments in conjunction with the KOGO news dept headed by Pat Higgins. The special service was inaugurated to provide broader news coverage, particularly to the large number of military families in the San Diego area.

## Don Martz Takes Over As Canada Sales Boss

Special to RADIO-TV DAILY

Montreal—Don Martz has been appointed general sales manager of CFCF-TV, the Canadian Marconi station here. Formerly GM of Cornwall Broadcasting, Martz succeeds R. J. Johnston, who has joined All-Canada Radio & TV in Toronto.

Conducted by Dr. Alexander Shevlin, the program is aimed at providing approximately a fourth grade reading level. According to Dr. Shevlin, the illiterate is not stupid, but highly sensitive about not being able to read and write. Shevlin believes TV is the perfect medium for getting to these sensitive people as it offers the "new reader" the opportunity to be taught in private by friendly instructors.

## Mexican Videofile

By PEDRO MARIO AMARO

In bid for build-up of TV station operation in Mexico, the Department of Communications, which just sponsored a "TV Information and Technical Coordination Week," stressed it doesn't take a fortune to install facilities. Average cost of stations can range from \$160,000 to \$360,000 dollars, the department said.

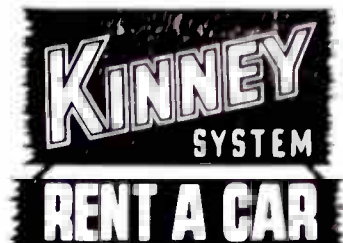
Marcelino Lopez Trejo, Telecommunications Bureau technical advisor, pointed out some problems, however, with lowering of receiver costs a must to build up potential audience. Currently sets fluctuate between \$200 and \$400, a price out of reach of vast majority of public. Ideal price would be under \$100, according to Trejo, with easy credit terms. This might boost number of sets to at least the 3-million mark very quickly. Latest count pegs receivers in operation at 1 million. Trejo also said Mexico needs to initiate technical standards in operation of stations and also move towards a TV network chain. Now distances linked are small and potencies used excessive, he said.

A new batch of more recent Hollywood films has been acquired by Telesistema Mexicana for late Saturday and Sunday night on Mexico City's XEW-TV. Telesistema officials believe the adult viewing audience will total at least 20 per cent of the approximately 500,000 in the capital.

Claiming "gouging" by radio networks, a group of 150 Mexican independently operated stations, under leadership of Victor Manuel Chavez of XEZZ, Guadalajara reportedly plan to break away from network affiliations. Chavez alleges that networks do not pay for time promptly, with waiting periods often running to six months or more. Further, payments are but 50 per cent of time rates, and deductions are made for such "expenses" as postage telephone calls, stationery, etc., he added.

## Locality Mayors Honor ATAS Governor Taubman

Paul Taubman, a member of the board of governors of the Academy of TV Arts and Sciences, will be honored in New York by the League of Locality Mayors Saturday for his contributions to the community in the realm of musical, cultural, civic, charitable and business affairs.



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## Friendly to Produce Int'l Telstar Forum

A "Town Meeting of the World," envisioned by Dr. Frank Stanton, president of CBS, to members of the European Broadcasting Union on Thursday, moved closer to realization Friday when Fred W. Friendly was assigned to produce a live international TV forum via Telstar.

In making the announcement, Richard D. Salant, president of CBS News, said, "We are going to use Telstar in an experiment in journalism."

Friendly participated last July in the first TV exchange between U.S. and Europe via Telstar.

### IT'S SURPRISING—

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## TV Academy Creates International 'Emmy' For Wider Horizons

In a move highlighting its growing interest in development of world TV, the National Academy of TV Arts and Sciences has created "The International Award" to honor "outstanding programming produced outside the U. S."

Academy president Robert F. Lewine said the award would be confined to programs "not intended primarily for American broadcast."

### Cott Heads Committee

A product of the academy's international relations committee, headed by Ted Cott, "The International Award" will be judged by a panel of former Emmy Award winners, rather than by the academy membership, because of the special considerations involved and the need to screen the programs which will not have been seen here.

Details of extending invitations to all TV countries and of screening the entries are being worked out by the international relations committee, which includes Jean Bartel, Louis Edelman, Syd Eiges, Robert L. Redd, Richard Reinauer, Hubbell Robinson, Lewis Shollenberger, Joseph Stamler and Mort Werner. The first "International Award" will be presented on the May '63 Emmy Awards telecast.

### Listing to Be Separate

For the first time, the New York area Emmy awards will list programs and individuals separately on the final ballot so programs will vie with programs and individuals with individuals it was announced in New York by the Academy of TV Arts and Sciences.

## James Kilian Takes Post On Baltimore Sales Force

Baltimore—James J. Kilian has joined the sales staff of WCAO here, coming from Philadelphia where he was a TV station account exec. His past broadcasting experience includes posts as public service director, operations and program manager and air personality.

## Honor ABC-TV's Gowdy

Curt Gowdy, ABC-TV commentator for AFL pro football games, has received Wyoming U.'s Distinguished Alumni Award, presented each year to an outstanding graduate.



LEWINE

## TENSE DAYS UNDERSCORE VITAL BROADCAST ROLE

Washington Bureau of RADIO-TV DAILY

Washington—The NAB Fall conference here, which unexpectedly became a part of the most serious national crisis since Korea, wound up at the weekend on almost an anticlimactic note. Only event at the final session was a joint radio-TV meeting to consider such matters as editorializing and political broadcasting, with pleas from NAB leaders for greater activity in editorializing by stations qualified to do it.

It was emphasized with greater point than ever, not only to broadcasters but to government officials, that the most important part of the news media in a modern national emergency is that part which has never won full Congressional and court consideration, broadcasting.

Radio-TV has brought home forcibly to the American people the seriousness of the situation, and radio had put our message into Cuba and a good part of Latin America, where otherwise the U. S. position might have been distorted.

### Conflict Principal Thought

Almost against their wills, everyone in Washington was forced to think of the possibility of all-out conflict. And while the broadcasters were meeting, it was realized that radio would play by far the most important role in getting instructions to the people if war breaks out.

Otherwise, the meeting was dominated by plans to strengthen and to increase participations, with news that 402 TV stations now belong; the codes, and the fight for full rights of news coverage by the electronic media.

## Schmidt and O'Brien Join Sales of Radio TV Reps

George Schmidt has been appointed New York sales manager for Radio TV Representatives, Inc., replacing Tom Carroll who recently resigned. The firm has also announced the appointment of Tom O'Brien as a sales exec. He was formerly with Bolling.

## COMING AND GOING

MANNY REINER, UA-TV VP in charge of foreign operations, in Rio de Janeiro as stop of a tour of South American TV centers.

ARTHUR SIMON, Radio-TV Daily's creative manager, in Dallas for the BPA convention.

SALVATORE J. IANNUCCI, JR., C-TV business affairs VP, has returned from West Coast.

WARREN BUSH, CBS New producer in L. A. for filming on upcoming 'Dialogue' program.

## Chi Mayor to Guest For 'Showcase' Anniversary

Chicago — Mayor Richard Daley of Chicago will appear on WNBQ's "Artists' Showcase" broadcast Nov. 11 to offer congratulations on the program's second anniversary.

In its two years, "Artists' Showcase" has presented nearly 200 young artists from Chicago and the Midwest in the fields of vocal instrument and ballet. Louis J. Miller, who has hosted the series since its inception, will discuss the program and the artists it has introduced in an interview with the Mayor.

## Cronkite's Aid to Disabled Wins Philanthropic Award

Walter Cronkite, CBS News correspondent, will receive the 1962 Philanthropic League's annual award for "his efforts to aid the handicapped." The presentation will be made at the League's 18th annual luncheon Dec. 9 at the Americana Hotel.

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# Hail, and Farewell!

**I**n this world crisis it would be the worst possible time for me to buy space for the expression of these highly personal remarks, if it were not for the fact that the National Audience Board is committed to certain groups such as, The Television Academy, The General Federation of Women's Clubs and The National Council of Churches which work collaterally with us. To order the dissolution of the Board without explanation would be an act of bad faith. It was Reginald Rose, I think, who said that to succeed an enterprise had to represent the viewpoint of a single individual. The Board, which has been financed and directed by me was such an organization. As is always the case, its policies were implemented by one of the most highly skilled groups of professionals ever involved in this kind of work. Leo Solomon in Washington and Franznick Meden Incorporated in New York, together with the editor of our house organ, Peter Davenport. Their work was supplemented by a dedicated band of volunteers, most of whom were members of the General Federation of Women's Clubs.

**O**ur function has been to act as a liaison between the public and the industry. We have evaluated individual programs as well as its entire output; but in the main, we have tried to report with absolute objectivity the significant developments in the Television scene through the medium of our Newsletter which just changed its name to "The Viewer," in line with the increased scope of its activities. Recently we inaugurated a series of programs by outstanding members of the Television Academy that unfortunately must be interrupted by the dissolution of the Board.

**T**he simple truth is: the recognition we achieved was not matched by any commensurate increase in revenue; and the organization was forced to operate at a dead loss. Unfortunately, I could no longer afford to carry this load, as it was in no way related to any tax relief. A non profit group, no tax deductions were allowed in the conduct of its affairs, and the cumulative loss was formidable.

**F**or these past eight years the work of the Board has been my life; to stop it is to commit an act of mental suicide, but I no longer have any choice in the matter.

**T**o conclude, I would like to call your attention to an article that I wrote for the 50th Anniversary Issue of "The Quill," official publication of the journalistic society, Sigma Delta Chi, which is due out in a few days. I hope those of you who subscribe to this magazine will read it with interest. Titled: "An Appraisal of Television," it looks at the medium through the eyes of a professional; in fact as you look at it yourself — off the record. I think you will find the ending warm and sympathetic, true to the tradition of The National Audience Board. In it I say to all of you — Hail, and Farewell!

*Peter Goelet*





**FIRST RATING**

ACROSS THE SEVEN SEAS.....	16
Program B .....	13
Program C .....	7
Program D .....	3

This ARB rating is from Seattle, in a 7 p.m. time slot, and covers the last week in August and the first several weeks of September. It is the highest first month rating we have ever had in Seattle, even topping I SEARCH FOR ADVENTURE.

Program A .....	9
Program B .....	9
ACROSS THE SEVEN SEAS.....	8
Program D .....	2

This ARB rating is for San Francisco, also at 7 p.m., against long established programs, and covers the same rating period as Seattle. Here also, it is the highest first month rating we have ever had in a market where I SEARCH FOR ADVENTURE went on to roll up a high of 34.9 in ARB.

In both cities, you will note that the sets-in-use figure is very low. Obviously, this is due to Daylight Savings Time, which incidentally was extended here on the West Coast.

Based on previous viewing patterns in these two test markets, which we have always considered typical rating indicators, I think we can now safely predict that ACROSS THE SEVEN SEAS will not embarrass any station, agency, or sponsor in either ratings or quality of product; and it's an ideal showcase for commercials.

There is some truly unusual product in this series. For example, we have an episode starring Hugh O'Brien entitled "An Actor Abroad", in which Hugh personally serves as our guide to high-light spots in Vienna and London. Another episode due out of the lab this week, "The Open City", deals with Tokyo after dark — a Tokyo unlike what we have thus far seen in other documentary programs. A third example is an episode entitled "Ivory Hunter From Las Vegas". The payoff here is that the man involved is not a hunter, doesn't search for ivory, has never been to Africa, and has never fired a shot in anger at man or beast!

This is fresh product, based on unusual ideas, photographed in color; and most of the episodes make generous use of AUTHENTIC SOUND, recorded on the spot.

Our greatest testimonial comes from several distributors who spend more time "knocking" our series than they do selling their own product. I don't think much of this kind of selling, but I must confess that it is the strongest endorsement that we can pass along for ACROSS THE SEVEN SEAS. Distributors never knock a loser; they don't have to.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Milton Berle, who converted TV into the Milty Way, being paged by NBC to do a spec next year based on the night show he will present at Las Vegas' Desert Inn for a month, beginning Dec. 24. Five members of the Los Angeles Dodgers baseball team will be making their cafe debut with Berle and will sing and dance for the first time. They are Maury Wills, Duke Snider, Sandy Koufax, Don Drysdale and Tommy Davis . . . Ad agency execs raising quizzical eyebrows at the sudden rush of activity at Robert Lawrence Productions filmery . . . First the appointment of Mike Laurence as exec VP, then Bob Lawrence's sudden departure for European filming of Revlon products and, most recently, closed door meetings with top directors in what is acknowledged to be a general beefup of the Lawrence operation . . . The next "Alfred Hitchcock Hour" marks only the third TV teaming of co-stars Hugh Marlowe and wife, K. T. Stevens, who have starred together on the stage 20 times . . . Now that "Hazel" is being colorcast each week, a leading cosmetic firm wants to cash in on Shirley Booth's titian tresses, with a new shade called "Hazel Henna" . . . George Raft told the Pompei crowd that he has another TV venture up his sleek sleeve . . . TV commercials even affect the beauty business. Norma Mathews posted this sign at her Playgirl salon: "Victory—Through Wig Power" . . . TV funnyman Phil Foster will do a one-man show at Carnation Hall Feb. 2 . . . Bess Myerson and a possible future "Miss America" —her teenage daughter who's her look-alike—chopsticking at Bess Gwon's.



BERLE

☆ ☆ ☆ ☆

• • • Meet: Donna Hovey, budding West Coast TV actress. Blonde, blue-eyed and 20 years old, she was recently named "Miss Eye-Mer" — "Girl with the Prettiest Eyes" in a contest conducted by Beam eye drops. Donna, who has appeared in bit parts on numerous TV programs, is currently making the TV and radio interview rounds and helping to promote the contest. The epitome of the All-American girl, she is a swimmer, horseback riding enthusiast and has studied voice, ballet and tap-dancing. TV and movie producer Dale Robertson, a judge in the contest, would like to sign her for an upcoming TV series.



HOVEY

☆ ☆ ☆ ☆

• • • "Operation Hot-Rod," a 10-city tour to explore the world of teen-age drivers, has just been completed for the makers of Prestone Anti-Freeze, headed by driver expert Jean Lee. Jean returned to New York with many interesting facts, opinions and taped interviews of teen-age drivers appearing on some 45 radio interview programs and 20-25 TV interview programs, in addition to her meetings with newspaper and magazine people . . . No Maggie, you were not in the men's rest room at Trader Vic's you were in the powder room—believe it or not. Who will win "Mayor of WINS Land?" Kaufman, Clayton or Foster?

☆ ☆ ☆ ☆

• • • While in town, Johnny Mathis is waxing an album for Columbia with Don Costa . . . Crooner Mike Clifford is hitting the road to visit musicasters throughout the country to plug his latest United Artists release, "Close to Cathy." Among the cities scheduled are Boston, Cleveland and Los Angeles . . . One TV ad agency which hates to call them "repeats," is looking for another word to express re-runs. How about "carbons," "iterates," "images," "re-views." (Would it be bad taste to call them "belches," because they repeat so much????) . . . Top New York producer-director Al March, currently at the Coast to meg five TV segs ("Untouchable" has been offered a six-figure pact by Revue, which definitely include features as well as TV.



# Two Atlantans Win Radio 'Reach' Guess Opposite RAB Prizes

Radio Advertising Bureau this morning announced the winners in its Summer sweepstakes, which challenged agency advertising executives to estimate the extent of radio's size-of-audience superiority over TV.

First prize of \$250 went to Marjorie Hollinger, media supervisor at Burke Dowling Adams, Atlanta. Second award of \$100 also went to Atlanta advertising executive — Miss Avrilla S. Phillips, media buyer, Liller, Neal, Battle Lindsey.

Both came within a few thousand of the official Sindlinger and figures, which revealed radio's audience ahead of TV's for 14 consecutive weeks from early June through late September. During the average number of people exposed to radio exceeded the average number exposed to TV by 194,929.

### Entries Country-Wide

Entries from firms all over the U.S. were received by RAB. Runner-up awards of transistor radios were given for the next three best estimates. They went to Herb Stone, broadcast buyer, Reach, McCClinton & Co., New York City; Frederick L. Olsen, VP and media director, Hixson and Jorgenson, Los Angeles, and Robert Parker, associate radio-TV director, Auerley, Finley, Marley & Hodgson.

Next closest estimators were Nathan Pinsof, E. H. Weiss & Co., Chicago; Joseph V. Karle, Jr., Ross Roy-BSF&D, Detroit; John R. Mcarty, Frito-Lay, Dallas; Stephen Schmidt, Piel Bros., Brooklyn, and Mrs. Walita Olson, Liller, Neal, Battle & Lindsey, Atlanta.

# IRTS Production Workshops To Look at Int'l Commercials

The first IRTS Production Workshop of the season Wednesday at 12:30 p.m. in the Hotel Roosevelt will be geared to international commercials, and may be followed by others on the same subject because "we can't even begin to cover all the aspects of the field in one meeting," according to chairman William R. Duffy, senior director for TV at McCann-Erickson.

Titled "Exposure I to International Broadcast Commercials," the workshop will begin with a general introduction to the topic by Duffy, illustrated with films and tapes, followed by the audience discussing techniques and problems of worldwide communications and directing questions at an informal panel.

Panelists will be Sidney Berry, president, Carson New York

# SALINGER, MINOW LAUD R-TV CRISIS COOPERATION

Washington Bureau of RADIO-TV DAILY

Washington—This is a "now it can be told" type story on how Washington obtained cooperation of 10 radio stations in the Cuban crisis on the day President Kennedy announced the blockade. It was revealed last weekend by White House press secretary Pierre Salinger and FCC chairman Newton Minow.

### Jack Benny's Solo to Aid Adopted Home Town Ork

Hollywood—Jack Benny will be guest violinist with the 75-piece Beverly Hills Symphony Orchestra on Jan. 19, with proceeds going to aid the ensemble. Although a veteran of 29 concerts for charities and orchestra benefits, having raised \$3,279,975, this is Benny's first concert in his adopted home town.

# Weaver Chairs IRTS Satellite Study Unit

A new committee is being formed by the International Radio and Television Society to study developments in the field of Satellite Communications, headed by Sylvester (Pat) Weaver, chairman of McCann Erickson International and president of M-E Productions.

The major responsibility of this committee according to IRTS proxy William K. McDaniel, will be to keep abreast of developments in the field in the wake of the launching of Telstar and to report them to IRTS members. Through Weaver's committee, he added, IRTS members can be informed of significant opportunities and challenges arising from the rapid technological advances in satellite communications.

Corp.; Don LaVine, McCann-Erickson; Lenard Mauger, int'l operations director, Amalgamated TV Services of Australia; Alfred Miranda, Eastern director TV-radio dept., Campbell-Ewald, and Mark Olds, general manager, WINS.

Duffy said that although discussion will be determined largely by the audience, key areas to be covered include the extent mistakes of national broadcast commercials producers and clients will be repeated on an int'l scale, and whether IRTS can set up a commercial code to define standards as well as maintain self-censorship through its membership.

The action of the ten stations, which went on the air at 7 PM Monday with Spanish and Portuguese language programs beamed at Cuba and Latin American explaining the President's message, was lauded as proof of the broadcasting industry's readiness to rise to the test of any national emergency.

### Behind-Scenes Story

Salinger and Minow gave a behind-the-scenes account at the NAB Fall conference on events leading up to the broadcasts:

Minow was in New York. The USIA wanted to use stations which could reach Cuba. Minow was called back to Washington and briefed on the problem. FCC engineers added other stations to those already on the USIA list.

It was decided the stations would have to be taken into the government's confidence and they were called and asked to stand by for a 6 PM call from the White House, but in the meantime to install the necessary lines.

Minow was there when Salinger called, and he said the 100 calls didn't take more than 15 minutes in all, with the stations ready and anxious to cooperate at considerable sacrifice.

### No Compensation Asked

Salinger said the government was prepared to offer compensation, but that no station asked for it. Promptly at 7 PM the stations began the emergency programming and continued until dawn—with some continuing on Tuesday and one even Wednesday night.

Minow said it turned out that jamming was much less on the commercial stations than it had been on the Voice of America.

The stations involved in the broadcasts were WGBS, WMIE and WCKR of Miami, WSB in Atlanta, WCKY in Cincinnati, WGN, Chicago; WKWF, Key West; WWL, New Orleans, and international broadcasting stations WRUL, New York, and KGEL, San Carlos, Calif.

### 'Proud Moment for Industry'

Minow said it was "a proud moment for the broadcasting industry." Salinger also was glowing in his praise for cooperation from the entire industry in the restrictions on news coverage made necessary for security reasons in the Cuban crisis.

## RAHALL RADIO STATIONS



**KNOWN . . .**  
for the company they keep in Prestige Advertisers!

**KNOWN . . .**  
for community Public Service!



**No. 1 RADIO**  
Tampa - St. Petersburg, Florida  
Sam Rahall, Manager



**No. 1 RADIO**  
Allentown-Bethlehem-Easton, Pennsylvania  
"Oggie" Davies, Manager



**No. 1 RADIO**  
Beckley, West Virginia  
Tony Gonzales, Manager



**No. 1 RADIO**  
Norristown-Philadelphia Area  
John Banzhoff, Manager

above stations represented nationally by H-R. . . . New York

also **WQTY**

our station coming up fast in JACKSONVILLE, Florida  
National Rep. The Bolling Co.

N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager





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In Your Market  
To A Tried And Tested

## NATIONAL PROMOTION

Learn How You Can  
Obtain Exclusive Rights  
In Your Market  
To The Exciting

## THIRD NATIONWIDE ALL-AMERICAN FAMILY SEARCH\*

Now for the first time the wholesome, grass-roots-of-America ALL-AMERICAN FAMILY project will be conducted via local radio and TV stations exclusive to one station in each market.

- INCREASE SALES
- INCREASE RATINGS
- BUILD A BETTER STATION IMAGE

For all the facts concerning participation in the 1963 ALL-AMERICAN FAMILY SEARCH, see Sidney Halpern, Promotional Services, Inc., Suite 472-3-4, at the BPA Convention, Holiday Inn Central, Dallas, Texas. Or write **PROMOTIONAL SERVICES INC., 211 East 53 St., New York 22, N. Y.**

\* "All-American Family"—Registered in U.S. Patent Office by All-American Family, Inc.

## Georgia A-Hummin' For Education Week

Atlanta—154 Georgia Ass'n of Broadcasters members will air special education programs Nov. 12, as Georgia Gov. Vandiver officially proclaims "School Day of the Air" and "Broadcast Education Week." GAB education chairman John Foster, WCON, Cornelia, and other GABers will be on hand when Vandiver signs the proclamation.

### Special Mailing Included

Each day during the week, GAB stations will highlight special areas of school activity. The GAB is mailing out a special packet of "Broadcast Education Week" material and spots, plus a 15-minute tape with five different program segments, plus reports by Dr. Claude Purcell, state schools superintendent, and Dr. Noah Langdale of Georgia State College.

The packet also includes details of a GAB \$500 scholarship contest, running from 'BE Week' thru March.

## CBS News Staffers Get Military Precaution Data

(Continued from Page 1)

ernment's definition of the security areas with the greatest seriousness. We shall reserve the right to make final judgments on the use of news material but we shall wish to check all information that could damage the national security with the appropriate government agencies before broadcasting it.

"Therefore, all of you must exercise special care in making judgments on the usability of military information on the present world situation. In case of doubt on whether any news item falls within the White House security guidelines, the question should be referred to Blair Clark (CBS News general manager and VP).

"The White House guidelines will be posted in all bureaus and will be carefully read by all correspondents, producers and editors."

## Paramount Shoots Color Ads

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Moving into the color field, Paramount TV has just completed seven days of shooting color videotape commercials for Cheerios, via Dancer-Fitzgerald-Sample, and two other color commercials for Chrysler Motors, through Leo Burnett. Spots were taped by director Loring d'Usseau with Paramount TV's newly acquired color broadcasting equipment.

Paramount TV production sales manager Don Patton is currently in New York for a week of color conferences and videoblurb activ-

## WCBS Survey Kayoes 'Panic-Buying' Rumor

WCBS News has nipped in the bud a Cuban buying scare rumor. On a report that "panic-buying" had started in retail stores, a station news survey in the New York metropolitan area turned up no evidence of panicky shopping.

## STATION PLUGS 'STOLEN' BUICK

Wrong Car is Selected  
From WLOF Parking Lot

Orlando, Fla. — While police were searching the community for a used Buick reported stolen by its owner, the car was actually being shown by WLOF-TV on a late evening commercial.

A series of coincidences had two used Buicks, with their keys, parked in the station's parking lot. A floorman selected one of the cars for the commercial, and then the car was locked in the station overnight.

When the sponsor was notified the next morning to pick up his car, he said he had already done so. The next call was to the police dept., to advise them WLOF-TV had an extra Buick on hand. The Police said the car belonged to an employee of an adjacent laundry who had parked the car on the station lot, and reported it stolen when he came back to find it gone.

## TV Eyeing Sculpture In Guggenheim Tour

"Sculpture at the Guggenheim," a special hour program on the Joseph H. Hirshhorn Collection at the Guggenheim Museum, will be telecast Thursday on WNBT. The collection includes the great artists and sculptors of the 19th and 20th centuries, with the program produced at the Museum by WNBT. Museum director Thomas M. Messer explores the problems of working in the unique building designed by Frank Lloyd Wright, and H. Harvard Arnason, art administration VP, acts as guide to the exhibit.

## SMPTTE Hears Plea For 'Films Archives'

Chicago — An Eastman-Kodak exec described as "urgent" need for a national motion picture archives and contended that "large numbers of historically significant" films were "deteriorating through neglect," in an address before the 92nd convention of the Society of Motion Picture and Television Engineers, here.

John Flory, E-K non-theatrical advisor, placed the current total output of U. S. films at nearly 30,000 per year or "more than double the books published annually in this country," and labeled the scientific, economic and sociological implications of outpouring as "fraught with cultural significance" while lamenting the "little being done to preserve these important records of our times."

## It's 'Very Nice (Repeat)' On Canada 'Lively Arts'

Special to RADIO-TV DAILY

Toronto — "Very Nice, Very Nice," an eight-minute film produced by the National Film Board of Canada, will be seen Nov. 13 on CBC-TV's "The Lively Arts." Prepared by Arthur Lipsett and produced by Colin Low and Tom Daly, the film was nominated for an Academy Award as best short subject of 1961.

## Paul Harvey Hits Road For Series of Speeches

ABC Radio newsman Paul Harvey has skedded a series of speaking engagements next month, beginning Nov. 12 with an address to the Colorado Farm Bureau annual meeting in Denver.

He'll speak Nov. 13 to the annual convention of the Texas Farm Bureau at San Antonio, and Nov. 14 at the sesquicentennial meeting of the Louisiana Baptist Convention to be held at Baton Rouge.

On Nov. 12 and 13 his morning broadcasts will originate from KBTR, Denver, and Nov. 14 from KAPE, San Antonio.

## STORK NEWS

It's a little girl, Mary Ellen, Mr. and Mrs. Charles "Bud" Feldman. Dad is operations manager at WJZ-TV, Baltimore.

# Cost Efficiency Higher in Ontario than Dominion-wide

Special to RADIO-TV DAILY

Toronto — TV advertising cost efficiency in Ontario—at 15 per thousand as opposed to newspapers with a \$11.16 cost per thousand—is above the Canada-wide average, William Seth, Jr., executive director of TVB of Canada, revealed over the weekend.

A 60-second TV spot at 9 P.M. on all Ontario stations reaches an audience of 778,210 homes at a cost of \$2,343," Seth said. "This same spot run on all Canadian TV stations would reach 2,870,000 unduplicated homes at a cost of \$6,700."

Reducing these figures to a cost-per-thousand basis, Ontario efficiency becomes \$2.15 per thousand, compared with \$2.34 for the nation as a whole.

Seth said Ontario newspapers have a cost per thousand of \$11.16 compared with \$10 nationwide. The figure for a magazine circulated largely in Ontario was \$4.42 for the province, unchanged for the Dominion as a whole.

# 'Sugarfoot' Gallops In Long WNEW-TV Trail

A shy man's dedicated belief in the law, despite the hazards of the frequently lawless frontier, forges the conflict of "Sugarfoot," which debuts Thursday on Metropolitan Broadcasting's WNEW-TV, with Bill Hutchins in the title role. Guest stars appearing in future episodes include Connie Stevens, Eodes Reason, Troy Donahue, and Vivyan and Allen Case.

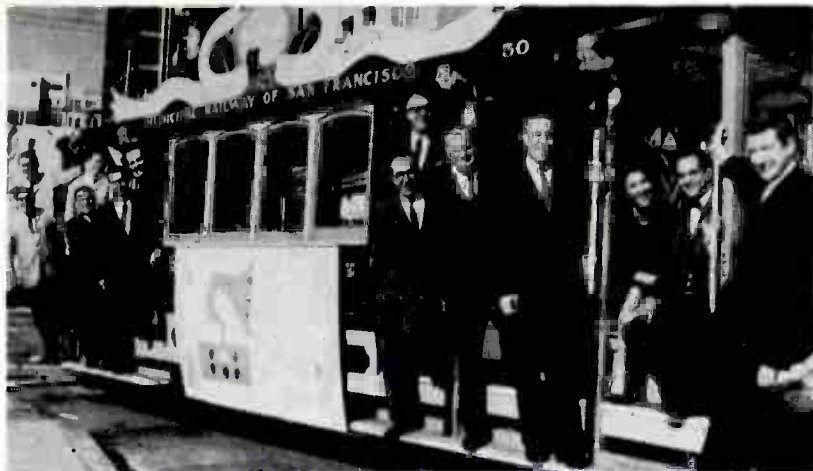
# Laws News Chief for Rochester's WOKR

Rochester, N.Y.—Veteran newsman Raymond C. Laws has been appointed news director at WOKR-TV. Laws was one of the first newsmen on Rochester TV with WIAM-TV in 1949. He has been with WROC-TV and, since November, 1961, has been a reporter for the Democratic Chronicle.

# Snow Tire Law Special Grips Buffalo Airways

Buffalo—An explanation of Buffalo's new "snow tire ordinance" and a look at principles of safe winter driving is theme of a special WNED-TV presentation tonight on "Winter Driving Safety." The County traffic safety director William Buyers will outline the requirements necessary to meet the new ordinance.

# KCBS Boards Own Cable Car



Riding a cable car decorated by KCBS for the golden anniversary of San Francisco's Municipal Railway System are station air personalities and execs: (left to right—rear section): Chris Ibanez and members of his trio, Bob Harris, KCBS promotion manager, Ken Ackerman, Dave McElhatton; (forward section) Craig Harrison (top step), "Friendly Clyde" (lower step), Sy Whitelaw, sales manager, Jules Dundes, KCBS general manager and V.P. of CBS Radio, Helen Bentley, Hank Basayne, program manager, and Fred Goerner.

# Sponsors Blanketing Nile-Polaris Specs

Complete sponsorship of two NBC News color TV specials—"The Nile" and "The Polaris Submarine: Journal of an Undersea Voyage"—has been reported by Sam K. Maxwell Jr., director, special program sales.

Bristol-Myers Co., via Y & R purchased one-half sponsorship of "The Nile," broadcast yesterday. Westinghouse Electric Corporation, thru McCann-Erickson, purchased one-half sponsorship of the program about the Polaris submarine, to be presented Dec. 19.

As previously announced, Liggett & Myers Tobacco Co., via JWT, purchased one-half sponsorship of both color programs.

# United Ready to Open Coast Recorders in S.F.

West Coast Bureau of RADIO-TV DAILY  
Hollywood — M. T. Putnam, prexy of United Recording Co. headquartered here, has completed work at its newly acquired Coast Recorders in San Francisco. The entire facility has been undergoing extensive remodeling and is now ready to go into full operation, with Richard Mays as general manager.

# Maxine Anderson Named Producer for Schnitzer

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Maxine Anderson has been named producer and fashion design head of Gerald Schnitzer Productions here it was announced by prexy Schnitzer. The firm produces TV commercials, feature and industrial films. Miss Anderson was formerly a producer for North Advertising in its Beverly Hills office.

# 'Steel Hour' to Star Darren McG., La Rosa In Marriage Comedy

Darren McGavin and singer Julius La Rosa play a team of high-powered salesman romantically interested in the same girl in "Marriage Marks the Spot" on CBS-TV's "U. S. Steel Hour" Nov. 14. Pippa Scott plays the secretary who is object of their attention.

The play was adapted for TV by Ted Berkman from a short story by Libbie Block. Tom Donovan directs and George Kondolf is exec producer for the Theatre Guild. "The U. S. Steel Hour" is sponsored by U. S. Steel, thru BBDO.

# WHLI Skeds 2 Recitals As Thanksgiving Specs

WHLI will air two Special Thanksgiving programs produced by the radio and TV departments of the Nassau Council of Churches.

An organ recital will be aired from the Methodist Church of Farmingdale, L. I., on Nov. 21, while the 100-voice choir of the Manhasset Congregational Church will be heard the next day in an hour program.

# 'Firestone' Skeds Hines After Moscow Triumph

Metropolitan Opera star Jerome Hines, who was personally congratulated by Premier Khrushchev after his farewell Moscow performance, makes his first TV appearance since his return on ABC-TV's "Voice of Firestone" Nov. 14.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS



# Chockful Agenda for '62 Convention of BPA

## Collins Main Speaker At Today's Luncheon Opening 3-Day Meet

(Continued from Page 1)

WIIC, Pittsburgh; "Personalizing Radio"—Storer Radio Stations VP Lionel Baxter; Balaban Stations VP-managing director John F. Box, and WFAA program director Jay Watson.

### Seven Tuesday Sessions

There will also be seven sessions tomorrow: "Press Releases"—Paul E. Menneg, exec director, Rogers & Cowan, Beverly Hills; Advertising Age ME J. J. Graham, and Dallas Times Herald TV columnist Bob Brock; "Sales Promotion"—Leo Collins, promo dir., WXYZ, Detroit; Edward Petry & Co. sales promo mgr. William H. Steese, and Dick Paul, promo-publicity-merchandising dir., WAVY-TV, Norfolk.

Also, "FM Promotion"—Lee Segall, president, KIXL, Dallas, and Homer Griffith, GM, KAZZ, Austin; "UHF Promotion"—Howard V. Wry, promo mgr., WHNB-TV, New Britain, Conn., and Fred Foerster, promo mgr., WBRE-TV, Wilkes-Barre; "Trade Advertising"—Westinghouse Broadcasting adv-sales promo mgr. David E. Partridge; James C. Hanlon, promo-research mgr., WGN-TV, Chicago, and James H. Knight, promo-merchandising dir., WTRF-TV, Wheeling.

### 'Merchandising' Theme

Also, "Merchandising"—Donald K. Lutenbacher, ass't adv. mgr., Jackson Brewing, New Orleans; D'Arch Advertising promo mgr. J. Donald Ratchford, and George Sperry, promo mgr., WGR-TV, Buffalo; "Market Data"—TvAR marketing-research VP Robert M. Hoffman; Tracy-Locke research director Jack Taylor, and Knox Reeves-Fitzgerald broadcast media director E. Boyd Seghers, Jr.

Wednesday's activities will be led off by "Contests, Stunts and Exploitation"—ABC-TV special exploitation project dir. Sidney R. Mesibov; H. Taylor (Bud) Vaden, adv-promo dir., WFIL-TV, Philadelphia; and Jack Agnew, promo mgr., WMCT, Memphis; "Public Interest"—Casey Strange, WFBM-TV, Indianapolis; Don Fischer, WCKT, Miami, and Dailey H. Hobgood, WFMY-TV, Greensboro, N. C.

### 'Advertising' to Be Treated

Also, "Newspaper & TV Guide Advertising"—Bruce Smith, promo mgr., KATV, Little Rock; Jack F. Brembeck, promo-publicity-community service dir., KABC-TV, Los Angeles, and Casey Cohlman, promo mgr., WFAA-TV; "On-Air (TV) Promotion"—Jack Townsend, promo dir., KELO-TV, Sioux Falls; Don Peacock, adv-

promo dir., WBAL-TV, Baltimore, and Joseph P. Constantino, promo dir., KTVU, Oakland; "On-Air (Radio) Promotion"—Doug Shull, sales promo-adv mgr., WOWO, Ft. Wayne; William Loader, promo dir., WHAS, Louisville, and Jerry Holley, promo dir., WIBW, Topeka.

Registrants for the convention include:

Jack F. Agnew, WMCT, Memphis; Andy Amyx, WFGA-TV, Jacksonville; Joe Andrews, WMAZ Radio-TV, Macon, Michael S. Artist, WAST-TV, Albany, N. Y.; Caley Augustine, WIIC, Pittsburgh; J. W. Axell, KRLL-TV, Dallas.

M. S. Bachman, KXTV, Sacramento; Roy Bacus, WBAP-AM-FM-TV, Ft. Worth; Paul Bain, KOB Radio-TV, Albuquerque; Nancy Baker, WFAA-AM-FM-TV; Bob Ballenger, WBAP-AM-FM-TV; Jean Barnes, CFPL, London, Ontario; Dan Bellus, Transcontinental TV Corp., New York; Dean Bennett, KSL, Salt Lake City; George Biderman, Biderman, Tolik; Thomas E. Bolger, WSAU-AM-FM-TV, Wausau, Wis.; Bob Bond, WFAA-AM-FM-TV; Jim Bowermaster, WMT, Cedar Rapids; John F. Box, The Balaban Stations, St. Louis.

Marion Brechner, WLOF-TV, Orlando; Jack Brembeck, KABC-TV, Los Angeles; Wm. Perry Brown, WVUE-TV, New Orleans; Robert Buchanan, Soundae Productions, Hollywood; Donald Burnes, KSD, St. Louis; John Caldwell, Sales Management Mag.; Chet Campbell, WNBQ-WMAQ, Chicago; Gerald Carden, WSM-TV, Nashville; Jack Carter, Edward Petry Co.; Charles Cash, WSB-TV, Atlanta; Jon Caudle, WSOC-TV, Charlotte.

Robert Cheyne, WHDH-TV-Radio, Boston; Charles Clapp, WSJS-WSJS-TV, Winston-Salem; Harvey Clarke, CKEY, Toronto; Stan Cohen, WDSU-TV, New Orleans; Casey Cohlman, WFAA-AM-FM-TV; Howard Coleman, WTCN Radio-TV, Minneapolis; Leo Collins, WXYZ, Detroit; Toni Coons, KLFY-TV, Lafayette, La.

Joseph Constantino, KTVU, Oakland; Tom Cousins, WCCO-TV, Minneapolis; J. R. Covington, WBT-WBT-TV, Charlotte; Ken Coman, Television Mag.; Ralph Crutchfield, American Research Bureau, Beltsville, Md.; Don Curran, ABC; Tom Daley, CFPL-TV; Thomas Dawson, CBS Radio, New York; Phil Dean, Phil Dean Assoc.; John Dillon, WBT-TV; Jack Dorr, WRVC Radio-TV, Philadelphia; Doug Duperrault, WFLA, Tampa.

Amos Eastbridge, KNYV, Omaha; Bob Edell, Storer Broadcasting, Miami Beach; James Evans, WTAR Radio-TV, Norfolk; Steve Fayer, WTOL-TV, Toledo; Katie Ferguson, KONO-TV San Antonio; Donald Fisher, WCKT-TV, Miami; Fred Foerster, WBRE Radio-TV, Wilkes-Barre; Donald Fowler, WPTF, Raleigh; Robert Freeland, KOTV, Tulsa; Louis Froek, WTHX, Terre Haute.

Mary Gannon, WMCA, New York; Rita Garner, Mutual Broadcasting, New York; Don Garrett, Screen Gems, New York; Skip Gassensmith, WSBT-TV, South Bend; Cecilia Sauss, Gerity Broadcasting, Adrian, Mich.; Chuck Gay, WHIO-TV, Dayton; Andre Gebstaedt, ABC, New York; Larry Gehman, Printer's Ink; Gordon Gerhardt, KVOO-TV, Tulsa; Cecil Germany, WTKO-TV, Meridian, Miss.; Fred Gepe, Evansville TV, Inc., Norman Glenn, Sponsor Publications; Gene Godt, KYW-TV, Cleveland; Otto Goessi, New Orleans; Clark Grant, WOOD-AM-FM-TV, Grand Rapids; Jeanclaire Grisette, WFAA-AM-FM-TV; Judd Groler, KMOX-TV, St. Louis.

Eddie Allgood, WBTM, Danville, Va.; Arthur Garland, WGY-WRGB, Schenectady; Al Korn, WNAC-AM-TV, Boston; Carl Rogers, Madison Ave. Magazine; Bud Vaden, WFIL-TV, Philadelphia; Donald Allen, NBC, Burbank; Nancy Chappel, KTAR Broadcasting, Phoenix; Robert Nashick, KPIX, San Francisco.

Joseph Haefner, WBEN-AM-FM-TV, Buffalo; Sidney Halpern, Promotional Services, Inc., New York; Larry Harding, WBT-WBT-TV, Charlotte; Linda Harkins, WFAA-AM-FM-TV; Pierce Harrish, WATE, Knoxville; Kirt Karris, KPCC Stations, Houston; Michael Hauptman, WINS, New York; Arthur Hoch, WCBS-TV, New York; Ell Henry, ABC-TV, Hollywood; Edna Herbst, KCRG-TV-Radio, Cedar Rapids; Richard Herzog, WCIA-TV, Champaign; Donald Heyne, WINA, Charlottesville.

Henry Hirsch, KYW; Vailey Hobgood,

## Gavel Changes Hands



CURRAN

BELLUS

WFMY-TV, Greensboro, N. C.; Robert Hoffman, TVAR, New York; Doug Holcomb, WDAU-TV-WGHI, Scranton; Jerry Holley, WEBW-TV-AM-FM, Topeka; Ben Holmes, Petry Co., New York; Charles Huitaff, WJW, Cleveland; Richard Howe, R. O. Howe & Assoc., St. Louis; Edwin Jay, WAGA-TV, Atlanta; Phil Johnson, WWL-TV, New Orleans.

Martin Katz, Blair-TV, New York; Clay Kaufman, WCCO, Minneapolis; Jack Kavanah, WPRO-TV, Providence; C. A. Kellner, ARB, Chicago; John Kelly, Storer Broadcasting, Miami Beach; Patrick Kenny, WSFD-TV, Toledo; James M. Kiss, TV Guide, Radner, Pa.; Ben Klein, Natl. Prog. and Ptg. Co., Chicago; David Klenn, Balaban Stations, St. Louis; C. N. Knight, CPPL; Jim Knight, WTRF-TV, Wheeling; Sid Knight, WCKT; Guy Koeningbecker, KRNT, Des Moines; Richard Krolik, Time-Life Broadcast, New York; Arnie Kuvent, WGAM-TV, Portland, Me.; Glenn Kyker, WWJ.

Jack Lantry, KIRO-TV, Seattle; Charles Larkins, WOAI-TV; Gordon Lewis, Advertising Age, Chicago; Steve Libby, Comm. Counselors, Inc., New York; Galen Lillenthorup, KMTV, Omaha; Paul Lindsay, WIND, Chicago; Dean Linger, Corinthian Broadcasting, New York; Bill Loader, WHAS, Louisville; Maury Long, Broadcasting Magazine, Washington.

Edward McCleary, WHO-AM-FM-TV, Des Moines; A. G. McDaniel, WBAP-AM-FM-TV; Margaret McDonald, Regal Adv. Assoc., New York; Grace McElveen, WAFB-TV, Baton Rouge; Dan McGraw, KRLL-AM-FM-TV; Tom Mahaffey, WJXT-TV, Jacksonville; Ken Malden, WGBS, Miami; Edward Mansfield, Advertising Age, Chicago; Harold Meden, Fransick-Meden, New York; Haywood Meeks, WMAL-TV, Washington; Paul Menneg, Rogers & Cowan, New York; Robert Meyer, WISN-TV, Milwaukee; Maury Midlo, WISU-TV, New Orleans; John Mileham, KTVH; Kenneth Mills, Katz Agency, New York; Fred Muller, KSD-TV, St. Louis; Dorothy Mugford, WNEP-TV, Scranton; Tom Mullin, Printers' Ink, New York.

Norman Ober, CBS Radio, New York; J. W. O'Connor, WPEO, Glenview, Ill.; Chuck Olson, WHBQ-TV-AM, Memphis; Martin Olson, WDSM-TV, Duluth; Hank Page, KRGV-TV, Westaco, Tex.; David Partridge, Westinghouse Broadcasting, New York; Robert Pait, WNBC-TV, New York; Dick Paul, WAVY, Norfolk; Jack Pavis, KABC, Los Angeles; Robert Peck, Printers' Ink; Roy Pedersen, WDAY-TV, Fargo, N. D.; Arnold Petbrod, Regal Adv. Assoc.; Donald Peterson, WBKB, Chicago; Al Petgen, ARB; A. G. Picha, WMAR-TV, Baltimore; Bill Pigeon, KGNC, Amarillo; Vicky Pigeon, WCKY, Cincinnati; James Pryor, CKY, Winnipeg.

Bryson Randolph, ALCOA, Pittsburgh; Cris Rashbaum, Harrington, Righter & Parsons, New York; Donald Hatchford, D'Arcy Adv., St. Louis; Bob Rehg, KMOX; Ray Reisinger, WISH-AM-FM-TV, Indianapolis; Walter Rhoads, WTVT.

Jean Paul Riopel, Television de Quebec, St. Foy, Quebec; Barbara Roberts, KTUL-TV; A. Richard Robertson, KRON-TV, San Francisco; George Rodman, KGO-TV, San Francisco; Irene Rannels, KBOX, Dallas; James Rupp, ARB, Beltsville, Md.; Edward Ryan, WRC-TV, Washington; Alexander Rylander, NBC, New York.

Sheldon Saltman, WJW-TV; Dorothy Sanders, WIWD, Dayton; Richard Schabach, KOA-TV, Denver; Vera Schulte, WCPO, Cincinnati; Bill Schwartz, William W. Schwartz Assoc., Sheboygan; Art Seabolt, WTVD-TV, Durham; Bill Shafer, ARB,

Montebello, Calif.; Donn Shelton, WTV, Milwaukee; Dom Shepherd, WLOS, Asheville; Barry Sherman, WQXI, Atlanta; Pro Sherman, KOLN-TV, Lincoln; Shull, WOWO, Ft. Wayne; James Shum, WBNS-TV Columbus; Carl Simonson, Walter Thompson, Chicago; Paul Skir, WHRL, Sheboygan.

Bruce Smith, KATV-TV, Little Rock; Harold Smith, Needham, Louis & Br. Chicago; Willard Smith, WJBK-TV, Detroit; Sam Sonora, KTVI-TV, St. Louis; George Sperry, WGR-AM-FM-TV, Buffalo; Wil Steese, Petry Co.; John Stott, Kodak, Rochester; K. G. Strange, WFBM-TV; Strawn, KOMO.

William Theinman, KQV, Pittsburgh; Corey Thompson, CKVL, Montreal; Tom Thompson, ARB, Beltsville; John R. Thon, WANE-AM-TV, Ft. Wayne; M. Tjaden, KWTU, Oklahoma City; Burt Tjaden, Wometco, Miami; Jack Towne, KELO-Land Stations, Sioux Falls.

Bruce Wallace, WTMJ-AM-FM-TV, St. Paul; Cary J. Waller, KOOP-TV, Hollywood; Skip Webster, Rogers & Cowan, Beverly Hills; Jerry Wiedenkel, KCO-TV, Oklahoma City; Gene Wilkin, WCKM-TV, Portland, Me.; Jack Willcutt, Prime Ink; David H. Witherspoon, WRAL-TV, Raleigh; Fred P. Wilson, Leo Burnett Co., Chicago; Hal Wilson, WITN-TV, Winston, N. C.; Jack Wilson, WTVO, Hartford; Donn E. Winther, WBZ-TV, Boston; W. E. Wolaver, WHIO/WHIO-TV; Woodland, W GAL-TV, Lancaster; Woods, WDAF-TV/AM/FM; Ron Wyn KGO; Phil Wygant, WBAP-AM-FM-TV; Samuel Wyman, RDR Assoc., New York; Howard V. Wry, WHBB-TV, West Hartford, Conn.; Robert Weimar, KSLA-TV, Shreveport.

Richard W. Upp, WOC-AM-FM-TV, Davenport; George Vickery, Tony WPRO, Providence; WTVJ; Jerry Zigmund, KABC-TV, Hollywood.

## British Gov't While Pledges Expected Within 3 Weeks

(Continued from Page 1)

successful program.

Another, details of which are being closely guarded, will aim at increasing the profits of the larger radio companies, which the Pilkington Committee recently alleged were excessive.

Important news is likely, however, about experiments with pay-TV, which the government is known to favor, despite the Pilkington Committee's opposition to the scheme. Limited tests are expected to be authorized in two of Britain's most densely populated areas, London and the Midlands.

## 40 Eye Pledges Prove Radio Is 'Visual Medium'

Danville, Va. — WDAV-TV and WBTV have joined forces to prove that radio can be a "visual medium," in a drive to secure pledges for the local Lions Club's Bank Drive. Air personal making pleas for donors, chalked up 40 pledges for eye bequests, the largest number recorded in the drive.

## Retarded Children Ass'n Hears Alan King Routine

Alan King, TV and night club performer, will present his "Analysis of the Garment Industry" at a dinner Nov. 7 honoring his buddy, "Man of the Year" Jack W. Serman, for his services to the Association for the Help of Retarded Children, New York chapter.



# Officers Take Floor Wrap-Up Session TvB Annual Meet

The eighth annual meeting of the TvB, to be held in New York Nov. 14-16, will hear reports on its final day by TvB officers A. Louis Read, chairman; Norman E. Cash, president; Payton Hall, secretary, and Gordon E. Hall, treasurer. Conference theme: "The Chain of Demand."

Sales Managers' Day on Nov. 15 will be devoted to "Selling the Chain of Demand... What the Salesman Should Know." Subjects for the morning session include: "What's happened to local ad dollars?" "Why don't you advertise at All?" "Know Your Market." "Why is TV Superior?" Presentations will be made by Philip B. Hinerfeld, Pepsi Cola ad director; Irwin Holland, Advance Advertising president; and Morris E. Jacobs, Bozell & Jacobs president.

### Will Honor Read, Treyz

On the morning of Nov. 16, the organization will honor Read; past TvB president Oliver Treyz; and past TvB board of chairman: Richard A. Moore, Times-Mirror Broadcasting; Clair McCullough, president, WGAL-TV, Lancaster, Pa.; W. D. Rogers, Texas Telecasting; Lawrence H. Rogers II, Taft Broadcasting VP; Roger W. Clipp, Triangle Stations VP; Otto Landt, KING Broadcasting VP, and Glenn Marshall, Jr., president, WJXT, Jacksonville.

Other highlights include announcement of winners of the TvB competition for outstanding station-market presentations; checks by Grocery Manufacturers of America prexy Paul S. Willis and Corning Glass prexy Amory Houghton, Jr., and election of TvB directors.

## 'INT'L FORTUNE' AWAITS AN 'HEIR'

Chinatown Holds WABC's  
Lire, Rupees, Yen Krona

WABC has begun an on-air search for the rightful heir to an "international banking fortune" consisting of 100,000 Italian lire, 1,000 Indian rupees, 100 Japanese yen, two Hong Kong dollars and a Swedish krona — all locked securely, together with a description of the heir, in the vault of Chemical Bank New York Trust Co. in New York's Chinatown.

### Audience Sends Post Cards

Listeners are asked to send in post cards bearing his or her color of hair and eyes, weight to the nearest half-pound and height to the nearest half-inch. If the description matches the one locked in the vault in Chinatown, the listener can claim his fortune. Announcements of WABC's search for the heir are being made on the air through Nov. 12.

## Cleveland Sta. Tuned For College 'Mikado'

Cleveland—A special 90-minute presentation of "The Mikado," featuring The Oberlin College Gilbert & Sullivan Players, will be televised on Thursday by KYW-TV.

The Oberlin College group, which each Summer presents five Gilbert & Sullivan operas on Cape Cod, is directed by Dr. Hayden Boyers. This past Summer, it also presented "The Mikado" at the Boston Arts Festival.

The KYW-TV production will be produced and directed by Phil Enoch, of the KYW-TV staff.

## Nat'l Vid-Set Count Reaches 50 Million

(Continued from Page 1)

the South, now have more than nine out of 10 homes TV-equipped. In the Northeast, 94 per cent of all homes have TV; in the East Central and Pacific states 92 per cent; West Central, 91 per cent, and in the South 85 per cent.

By county size, 94 per cent of all homes are TV-equipped in the "A" group, those counties belonging to the 25 largest metropolitan areas. "B" counties, those with more than 120,000 population that are not in Class A, plus counties that are part of the metropolitan area of cities in such "B" counties, have a TV penetration of 92 per cent. "C" counties, those having more than 32,000 population plus counties that are a part of the metropolitan areas of cities in such "C" counties, have TV sets in 89 per cent of all homes. "D" counties—all others—have a TV penetration of 83 per cent.

## Vern Furber Heads Ops Of 'Romper' in Canada

Vern Furber has been promoted to director of Canadian operations for "Romper Room," it was announced by Bert Claster, president of Romper Room, Inc. For more than a year, Furber has represented the show, a syndicated TV kindergarten, in Canada and U. S. as regional sales exec.

In his new capacity, he will be responsible for introducing the program to additional Canadian TV stations, obtaining national business for the programs and aiding stations in selling spot participations to local advertisers. He will also assist in production and promotion aspects of the "local and live" show.

## K&E's Lewis Urges 'Lower Dem Decibels'

Dallas—William B. Lewis, chairman of the board of Kenyon Eckhardt, has urged broadcasters to "take stricter control of their commercial content and scheduling just as they have taken stricter control of their program content and scheduling."

In a speech prepared for delivery today at the annual convention here of the Broadcasters' Protection Ass'n he called on broadcasters to "exercise their rights" in "lowering the decibel count of more obnoxious hog-callers" and "banning outright the commercials in palpably bad taste which irritate, antagonize, or nauseate large segments of the viewing and listening public."

Sooner or later, Lewis said, "the torch will pass in radio and television as he passed on the midway, and the faster you boot him out the easier your public relations

will be, and the happier your image."

Lewis urged the broadcasters to adopt a scheme for eliminating program interruptions, which he said "has proven profitably feasible in England."

He said British commercial TV, which allows no program interruptions by commercials, made nearly three times as much profit in 1961 as the three U. S. networks, while serving less than 25 per cent of the number of homes.

As for the advertising effectiveness of the no-interruption commercials, Lewis said, "Our affiliate in London reports there is no doubt at all that TV is the main selling medium. Barron's reports

that the peak evening hours already are sold out through '63. We, with our program interruptions, should have it so good!"

Pointing out that the most popular program in Italy is a daily telecast devoted entirely to five two-minute commercials in prime-time, he asked: "If England and Italy can control commercial scheduling and still make money for broadcasters and sell products for advertisers, why under the sun can't we?"

"Why can't we," he continued, "at least undertake some experiments and earn some public relations credits not necessarily with our minority critics but with the broad spectrum of listeners and viewers who provide us our bread and butter—and our cake?"



RENT A PLYMOUTH  
OR OTHER FINE CAR

BY THE DAY •

MONTH • YEAR

FREE

DELIVERY

FREE

PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call  
**JU 2-4422**



## Cable Operators Seek 7 Channels in Austin

Austin, Tex.—Backers of a plan to bring seven TV channels to this capital city of Texas say their proposal for a cable system has been enthusiastically received by residents here. Austin is the largest city in the state with only one commercial TV station, KTBC-TV, owned principally by the wife of Vice President Lyndon Johnson.

Austin attorney Robert T. (Sonny) Davis; Dick Brown, acting managing editor of the Austin American-Statesman, and Tyler businessman Glenn Flinn presented the Austin City Council a plan for the cable TV system. The three are owners of Cable Television of Austin.

The proposal calls for a community type-master antenna with a cable system to individual homes. The firm plans to build the antenna and then offer service for an installation charge and a monthly fee. Davis said the installation charge would not be over \$25 and the monthly fee about \$5 or less. He said more than 70 Texas cities now have cable TV.

## 'Rocky' Nets Jay Ward Dozen Over 100-Mark

West Coast Bureau of RADIO-TV DAILY  
Beverly Hills—Syndication sales in 12 additional markets have brought to 112 the number of stations carrying Jay Ward Productions' "Rocky and his Friends." The stations added are:

WMTW-TV, Portland, Me.; WPTZ-TV, Plattsburgh, N. Y.; WICU-TV, Erie; WKBN-TV, Youngstown; WZZM-TV, Grand Rapids; KOB-TV, Albuquerque; KROD-TV, El Paso; KCEN-TV, Temple-Waco, Tex.; KARD-TV, Wichita; KFVS-TV, Cape Girardeau, Mo.; KERO-TV, Bakersfield; KPHO-TV, Phoenix, and KGHL-TV, Billings, Mont.

## Pitt Outlets Simulcasting

Pittsburgh—WWSW-AM-FM has been selected for the 21st year on FM and the ninth year on AM to rebroadcast Syria Mosque concerts of the Pittsburgh Symphony.

## Peace Corps Aide Meets With Revue on TV Series

Hollywood — Douglas Kiker, chief of information for the Peace Corps, arrives tomorrow from Washington for discussions with Revue Studios and Daniel Mann regarding production of the recently announced "Peace Corps" TV series. Mann is exec producer for the dramatic series based on actual stories involving Peace Corps members.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Director Richard Brooks discussed Hollywood from an artistic standpoint on KHJ Radio's "Hollywood-Revolution and Renaissance" yesterday! Brooks, whose "Lord Jim" for Columbia is being highly touted, revealed that he will henceforth do films no one else would dare put on the screen . . . Bob Dowdell, one of the stars of Daystar's UA-TV series "Stoney Burke," has cut four tapes for the syndie "Patterns" radio show . . . KHOF-FM commercial manager Bob Stiles announces the signing of Guy Martin Oldsmobile for a spot schedule . . . Eddie Albert has been inked by the Theatre Guild to star in "A Break in the Weather," domestic drama airing over CBS-TV Wednesday on the U. S. Steel Hour. Tom Donovan directs.

☆ ☆ ☆

• • • Edgar Buchanan has been cast by producer Frank Telford in the title role of "Good Old Uncle Walt," episode of "Wide Country," a Ralph Edwards Production . . . Alfred Davidson pushing for a tie-in with Ford Motor Company since that company's promotion this season is aimed at fashions—a line in which Davidson has no peer. His "World of Fashion" is a long-time syndie radio program . . . A new program, "International Sound Theatre of the Air" debuts over KRHM-FM Sunday at 7 PM.

☆ ☆ ☆

• • • With four programs aired and 17 segments already filmed, executive producer Jack Webb and producer Mike Mesheko have called a recess of four weeks in the filming of CBS-TV's "General Electric True" segments at Warner Bros. During the production hiatus, staff writer Harold Bloom and other assigned writers will develop properties for the balance of season from newspaper and magazine accounts and the files of True Magazine.

☆ ☆ ☆

• • • California Republican gubernatorial candidate Richard Nixon will appear on a live five-hour telethon originating from KTTV Hollywood studios Nov. 3. A battery of phones will be manned by prominent civic officials who will receive questions phoned in by viewers. Top Hollywood actors and actresses then will read the questions to Nixon and he will answer them. Barney Balaban's sprig, Judy, appeared for the first time on her dad's Paramount KTLA channel last week with the public plea to attend Adlai Stevenson's United Nations Greek Theatre address scheduled for yesterday. The current crisis, of course, forced cancellation of Stevenson's visit.

## Missouri Governor Urges State-Wide ETV Web

St. Louis—Gov. John M. Dalton, in outlining legislative program for next year, urged a state-wide ETV network "to bring the world into every classroom in Missouri."

In addressing an Associated Industries meeting, Dalton said that preliminary report from his commission on educational TV had said that such plan was feasible. However, he declared the state must "move promptly if it is to get wave lengths it needs." The General Assembly meets Jan. 2.

## Fordham U. FM Begins Monthly Series of Mass

WFUV-FM, Fordham U. station, has begun a series of monthly live broadcasts of the Sunday High Mass services at St. Philip Neri's Church in the Bronx, with musical portions performed by the Welch Chorale, directed by James B. Welch.

The Chorale is composed of 35 non-professional singers from various parts of the metropolitan area, known for its performances on TV and radio, as well as for the making of recordings.

## BBC Falling Behind On Outside Listening

Special to RADIO-TV DAILY

London — The BBC is falling behind seriously in its broadcast to the rest of the world. In its corporation's annual report, published, figures show that years ago the BBC led the way in external broadcasting. In Russia, China and the U. S. well ahead, with the BBC in place.

The BBC claims that its programs are being picked up in more than 60 Russian towns. Half listeners in Iron Curtain countries are ranging in age between 20 and 30.

On violence, the BBC reports that "the cowboy is a dangerous example to young viewers than the modern crowd. The Western period setting provides a measure of protection against potentially harmful effects on children," it affirms.

The BBC's net income from viewing licenses last year some \$103 million, an increase of \$9 million over the 12-month period before.

## Military Film Director Joins KDKA-TV Staff

Pittsburgh—Joseph L. Hall, TV and motion picture director with the Army Pictorial Center in Long Island City, has been named a TV director at KDKA-TV. While at the Pictorial Center Hall directed 12 motion picture documentaries and 23 TV programs dealing with classified and unclassified subject matter.

## Telesynd Rings 75 Sales For Programmatic Service

Telesynd has reported 75 sales to stations of its Programmatic service, automatic device for broadcasting several hours of music and other features. Programmatic services were taken over by Telesynd from Muzak, which continues to produce the recorded programming. Both companies are divisions of the Wrather Corp.

## Code No Protector of Piggy-Back Profits

(Continued from Page 1)

minimum standards of taste and practice on which all broadcasters can agree. "The Code Authority has sought to raise the broad, general standards of all broadcasting rather than impose extra restrictions of an elite minority."

The report said other stations state frankly their objections to piggy-backs are economic. They say the use of piggy-backs on the

networks tends to channel away advertising dollars; that the "two for the price of one" formula tends to downgrade the rate card.

The Code Authority said there may be a certain amount of truth in this, but that the Code deals "with the moral and ethical aspects of business practice."

"Do broadcasters really feel this principal should now be negated and the Code changed into an

instrument to protect profit?" the Authority asks.

The Code report dismisses proposal that Code provisions make it mandatory to "integrate any multiple product commercial into a single announcement. This, it said, ignores a basic principle of the Code—that no artificial arbitrary restraints should be imposed on creative advertising techniques.



# Disk Spinning

By CARL MOS

Stan Getz, who started all the Bossa Nova excitement with his new album of "Jazz Samba" and single of "Desafinado," will headline a special Bossa Nova Jazz Concert at Carnegie Hall Nov. 21 and is also booked into Edland on November 1 for a two-weeker. RCA Victor is signing its new wonder-tenor, Sergio Franchi, a rousing send-off with a guesstar appearance on the Sullivan Show, a Carnegie Hall concert under the auspices of famed impresario S. Hurok and a flock of appearances in other venues.

\* \* \*

Internationally famed pianist Eugene List, pride of the Westminster label, made one of his rare TV appearances on ABC-TV's "Voice of Firestone" . . . Record earnings for record company Decca-Parkway are reported. Without citing the figures, C-P had its first dividend to the joy of Class A common stockholders. ABC-Paramount releasing a single by new contract artist Michele Lee, who appears as a teen-singer in the Broadway smash, "How to Succeed." Songs are "I'm Sorry Missus Murray," b/w "Have a Party for One."

\* \* \*

London Records proud of Kenneth McKellar's new single featuring "Theme from the Film The Longest Day," currently playing in movie houses nationwide b/w "Marching Thru the Heather."

## French Pet Aids, Norge Renew Ernie Ford Show

R. T. French pet products, via Walter Thompson, and Norge appliances, via Clinton E. Frank, c., have renewed for ABC-TV's "Tennessee Ernie Ford Show," covering 1963 campaigns. Scheduled to move to noon on Nov. 19, the program has been 90 per cent sold out thru the end of 1962. Other sponsors include Campbell Soup, Vick Chemical and Sunline Biscuit.

## 'Play of Week' Presents New Version of 'Orpheus'

Jean Anouilh's "Legend of Love," based on the tale of Orpheus and Eurydice, is "The Play of the Week" presentation tomorrow on Metropolitan Broadcasting's WNW-TV, with Piper Laurie (Eurydice), Robert Loggia (Orpheus), Sam Jaffe (the father) and Polly Bowles (the mother).

# Pay-TV Crystal Ball Unshrouds Success

(Continued from Page 1)

scribers currently, CATV holds the future for pay TV in the U. S.—the latter as a wired, close-circuit system, according to Minsky, who sees gains in both areas as the "bright new spectrum of show business."

"Our laboratories in California have been working on the compatibility of CATV with Telemeter and have developed our system to a degree where it can be used in conjunction with CATV," he said.

### Praises Etobicoke

Trans Canada Telemeter's pay-TV operation in Etobicoke, of Toronto, "has been a screaming success for every purpose we intended," Minsky said. "Technically and sociologically, we have proved without a doubt that pay television can work. We have not made money, but never expected that we would."

Telemeter's recent presentations of closed-circuit sports events in the College Theatre in Toronto at the same time they were being shown in Telemeter subscriber homes have pointed up "a coming marriage" of theatres and pay television, Minsky noted. "You would be surprised by the number of exhibitors who have told me that closed-circuit presentations in their theatres of events such as the recent Patterson-Liston championship fight, is the big thing for the future."

## Info Shows Combined On Hour 'World at Six'

South Bend — "The World at Six" begins on WSBT-TV this week, bringing together the station's expanded news, weather and sports in a daily hour program. Hosted by newscaster Harry Kevorkian, the show also presents CBS news with Walter Cronkite.

One feature, "Impromptu," will have a flexible format to include topics from gardening to vignettes of upcoming plays, with different station staffers taking turns at the mike.

## 'Boston Blackie' Nabbed For 'Candid Camera' Spot

Chester Morris, of "Boston Blackie" films, will bow on CBS-TV's "Candid Camera" on Nov. 11, recounting some of his adventures while portraying the "private eye" for the screen series. In another portion of the program, staffer Tom O'Malley will interview authentic detectives on some elementary questions of sleuthing.

# AGENCY NEWSCAST

By RALPH TYLER

James G. Cominos, in charge of TV-radio programs, and Kenneth C. T. Snyder, newly named director of TV-radio creative projects, have been elected senior VPs by Needham, Louis and Brorby. The agency also announced promotion of Albert A. Klatt to VP and creative director. Cominos has been a VP with the agency since '51, and for nine of those 11 years has been in charge of its broadcast programming. He also is a member of the board of directors. Snyder was named a VP and head of NL&B's broadcast commercial dept' in '58, after four years as a TV-radio writer. Three years later he also was appointed manager of the Hollywood office, a responsibility he will continue to assume.

In a test of the pulling power of KMEX, new Spanish channel in Los Angeles, Baldwin Chevrolet announced a record 35 sales in four days after a single show spon-



COMINOS

SNYDER

sored by the car dealer. Sponsorship is limited to four two-minute spots on "Frente a Frente," weekly comedy hour starring Paco Malgesto.

This week's "This is Madison Ave." will kick-off tonight on WBFM with "The Selling of a State of the Union" as told by McCann-Marshchalk VP Alan Goff and the agency's South Carolina rep Alfred DeCicco. The Lorie Beecher interview program will continue with guest speakers Joseph Ehrenreich, president of Nikon, Inc., tomorrow; George Putnam, sales manager and advertising director for the Ajax Comb Co. div. of American Vul-

## Thought for Today

"This industry (broadcasting) is out of the knee-pants era of adolescent behavior. We have moved into an era of adult maturity, wherein we do things not because we have to but because we want to—not because it is smart, but because it is right."  
—NAB President LeRoy Collins

canizing Rubber, Wednesday; Albert Woodley, president of the Albert Woodley Co., Thursday, and Charles Mandel, advertising director for Nugget Magazine, Friday.

\* \* \*

Robert F. Weltzien and Donn C. Dolan, account supervisors at Foote, Cone & Belding, New York, have been elected VPs of the agency. Both are assigned to the Clairol account . . . Weiss and Geller, New York agency, announces the appointment of William Y. E. Rambo as VP and director of marketing. Rambo comes to the agency from the Proctor-Silex Corp., where he has been advertising manager for the last eight years. Weiss and Geller represent the appliance division of Proctor-Silex in the United States and Canada.

\* \* \*

Actress Linda Darnell has signed contract with Maradel Products for TV endorsement of company's Lashbright eye-beauty products . . . Ernest Hartman has been appointed to the new job of associate director of the Doyle Dane Bernbach's radio-TV commercial dept'. Prof. G. T. Clarke, of New York U., director of the Advertising Federation of America's bureau of education and research, will direct the club service dept' of the AFA. The dept' works with AFA's 138 advertising clubs, nationally, in such major programs as the annual club achievement competitions, national speakers bureau, the annual advertising woman of the year award and others.

## WEDDING BELLS

### Danford-Nolan

WCBS-TV general sales manager, Jerry Danford, was married to Betty Nolan on Saturday. Bride is a secretary at IBM.



## Detroit Fitness Show Wins \$1,000 1st Prize

Detroit — WXYZ-TV has won the 1961 National Recreation Ass'n Award for outstanding reporting in the field of physical recreation in the TV category for its "Junior Sports Club," according to announcement by Joseph Prendergast, exec director of the association.

John F. Pival, president of WXYZ-TV and creator and exec producer of "Junior Sports Club," will receive the award from Vice President Lyndon B. Johnson at ceremonies Nov. 19 in New York's Park Lane Hotel. As producer-director of the program, station manager Peter Strand will also receive a special citation for his service.

Four awards are given each year in the field of TV, radio, magazines and newspapers and are co-sponsored by the American Machine and Foundry Co. They carry a \$1,000 cash prize. The other winners are: radio, WFRB, Tallahassee; newspapers, Journal-News, Hamilton, O., and magazines, "Boys Life."

## CBS Midwest Affil Exec To NAB Meets, Stations

Edward Scovill, CBS-TV Midwest manager of affiliate relations, is on a five-week business trip to attend NAB meetings in Chicago, and regional meetings in Dallas and Kansas City, Nov. 8 thru 13.

The itinerary includes tours of affiliates: WHBF, Rock Island, Ill.; WCIA-TV, Champaign, Ill.; WISH-TV, Indianapolis; WCPO-TV, Cincinnati; WBNS-TV, Columbus, O.; WJW-TV, Cleveland; KOTV, Tulsa; KWTU, Oklahoma City; KSLA-TV, Shreveport, La.; KFDM-TV, Beaumont, Tex.; KHOU-TV, Houston, and WKBN-TV, Youngstown, O.

## Storer's Net Rockets

(Continued from Page 1)

W. Va., in January.

On a per share basis, Storer earned \$1.85 (including 37 cents per share resulting from the capital gain) to Sept. 30 of this year, compared to \$1.11 in '61. Per share earnings are based on an average of 2,438,503 shares of stock outstanding in 1962, and 2,474,943 in 1961, including both common and Class "B" common stock.

Effective Oct. 1, the company paid off the balance due Loew's Theatres, Inc. on its notes given on the purchase of Radio Station WHN, New York, in January.

For this purpose, it borrowed \$5 million from banks, payable over five years.

## 'FRINGE' GROUP BOWS WITH PAAR

New Briton Musicals' Cast Makes American TV Debut

The "entire cast" of the incoming British musical, "Beyond the Fringe," has been signed to make their American TV debut on Friday's "Jack Paar Show" on NBC-TV. The "entire cast" is comprised of four Englishmen, Alan Bennett, Peter Cook, Jonathan Miller and Dudley Moore.

The British revue, opened Saturday in New York after successful out-of-town runs in Washington, Toronto and Boston.

## Goelet Writes 'Finis' Of Nat'l Audience Bd.

(Continued from Page 1)

ted the organization, added: Unfortunately, I could no longer afford to carry this load, as it was in no way related to any tax relief. A non-profit group, no tax deductions were allowed in the conduct of its affairs, and the cumulative loss was formidable."

In signaling the end to his organization, he paid tribute to "one of the most highly skilled groups of professionals ever involved in this kind of work: Leo Solomon in Washington and Franznick Medden, Inc., in New York, together with the editor of our house organ, Peter Davenport."

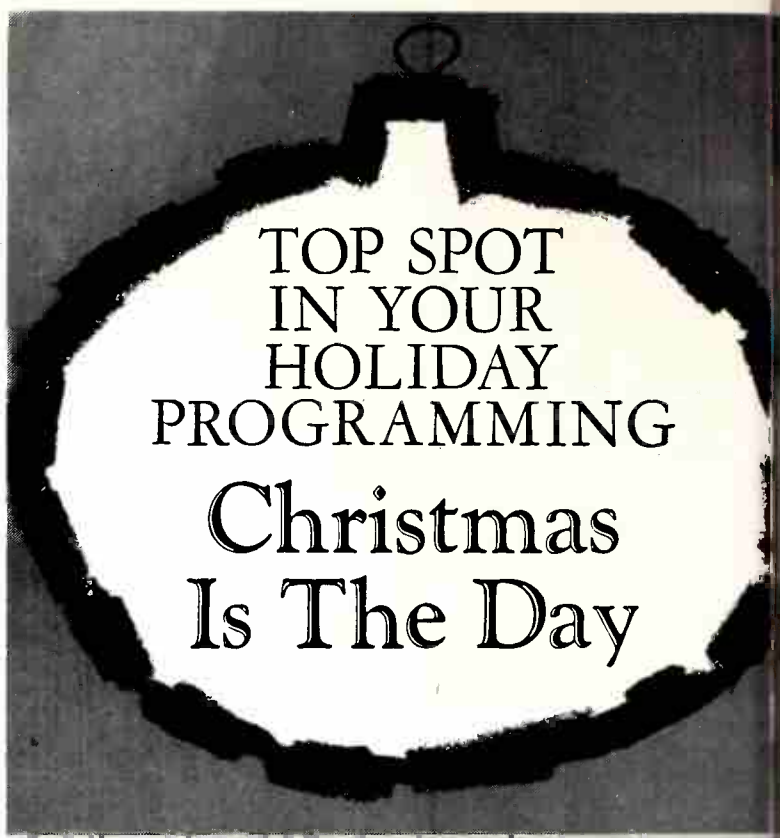
## Three Cities Give Keys To Exec of Mich. Station

Saginaw, Mich.—James Gerity, Jr., president-GM of WNEM-TV, Flint-Saginaw-Bay City, and WABJ, Adrian, Mich., was on the receiving end of a number of awards from civic officials of the three cities served by WNEM-TV and the Grocery Manufacturers Representatives of Eastern Michigan.

Gerity received the keys to the cities from James Darby, mayor pro-tem, Flint; M. Raleigh Rabideaux, commissioner, Ninth Ward, Bay City, and G. Stewart Francke, mayor of Saginaw. In addition, he received a scroll of appreciation for his civic efforts.

## Raddatz Joins TV Guide In West Coast Bureau

Radnor, Pa.—Leslie Raddatz has joined the national editorial staff of TV Guide magazine as a writer in the Hollywood bureau. He was with Ralph Edwards Productions for the past eight years, and before that was manager of the NBC press department on the West Coast.



TOP SPOT  
IN YOUR  
HOLIDAY  
PROGRAMMING

Christmas  
Is The Day

4 LP albums of the finest traditional and secular Christmas music.

plus

Christmas "JUST A MINUTE!"\* — 16 Christmas songs, novelties and carols, each timed around the minute mark, in modern, instrumental stylings by Elliot Lawrence and his Orchestra. Perfect for spot-separators, shortie tunes, IDs, Yuletide greetings and many other holiday uses.

and . . . 13 five-minute script shows highlighting interesting and entertaining Christmas Day customs around the world. Spot them anywhere in your programming schedule.

## Christmas Is The Day

5 Christmas LP albums

and 13 5-minute script shows

only \$19.95

AN ALL-NEW

SPECIAL SERIES PROGRAM PACKAGE

from

## SESAC RECORDINGS

10 COLUMBUS CIRCLE

NEW YORK 19, N. Y.

\*trademark





Indiana University Library  
Bloomington Ind

DL 91, NO. 84

TUESDAY, OCTOBER 30

CENTS

## SLAVERY-BY-NUMBERS ATTACKED

### GOV'T PRESSURES NO GOBLIN - SCARE

NAB Radio Code Helmsman  
Avoiding FCC Berg — Stone

Washington Bureau of RADIO-TV DAILY  
Washington — Threat of increased government regulatory action is not a phantom raised by NAB to "scare" stations into subscribing to the radio code, according to Charles Stone, the organization's code manager. The threat is real, but it is not NAB's making, Stone believes. He likened the code's role to that of a ship's pilot, saying: "If the  
(Continued on Page 6)



John Derek "Frontier Circus"



Boris Karloff "Thriller"

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

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



Where are your 60-second commercials in New York?

### Windy City's Emmys Book Ahead to '63

By JACK RUSSELL

Chicago—There will be a local Emmy Awards telecast next spring as matters now stand. The board of governors of the National Academy of Television Arts and Sciences at Chicago at their scheduled October meeting in the Sheraton-Chicago Hotel, head the recommendations of a special awards committee which has studied criticisms, suggestions and comments available from the membership, station management, press and viewing public. The committee ordered the governors a seven-point program, which, has been unanimously accepted. The plan now goes to the national awards committee which has been charged by the national academy trustees with responsibility for supervising and guiding  
(Continued on Page 5)

## NEWSCASTS ON POLITICOS SUBJECT TO EQUAL TIME

Washington Bureau of RADIO-TV DAILY

Washington — The FCC yesterday denied CBS and NBC petitions for reconsideration of the decision that coverage by the networks of the Nixon-Brown debate at the UPI convention called for equal time for Prohibition Party California gubernatorial candidate Robert L. Wyckoff.

The commission also ruled that pro-Nixon broadcasts of two individuals on KTTV, Los Angeles, called for pro-Brown responses under the fairness doctrine, though if Brown were permitted to answer personally, then Nixon would  
(Continued on Page 7)

**STA. SWAP OKAY  
PRO TEM ASKED**  
Justice Dep't Sanctions Plea  
By NBC, RKO for Relief

Washington Bureau of RADIO-TV DAILY

Washington — The Justice Dep't has sanctioned a joint application by NBC and RKO for the FCC temporarily to approve their Philadelphia and Boston stations swap. The interim grant, Justice said, would comply with consent decree terms requiring the web to get out of Philadelphia by Dec. 31.

Justice said only this would solve the time-limit, as it would oppose a motion now in the Philadelphia District Court to extend the Dec. 31 deadline. The NBC-RKO petition to the FCC notes that District Judge William H. Kirkpatrick is withholding a ruling  
(Continued on Page 6)

### Jack Harris Urges BPAers to Cast Off Tyranny of Ratings

Dallas — Rating "enslavement" was decried here yesterday by Jack Harris, general manager of KP-RC-TV, Houston, who called on broadcasters to throw off the tyranny of numbers to begin a new-era in station statesmanship.



HARRIS

Speaking as part of a panel on "Broadcasting's Image" at the opening session of the Broadcasters' Promotion Ass'n national convention, Harris declared a station or network fails in its prime responsibility to audience and itself when it "seeks only the highest numbers in each period of its operations."

Although he stressed what he called "upgrading of the programming plateau," Harris cautioned: "The American people have earned the right to the kind of entertainment they prefer, and do not subscribe to a Washington bureau deciding that the times are too serious to afford this so-called frivolity."

NAB president LeRoy Collins, who delivered the keynote address to the more than 300 BPA members at the convention, urged them  
(Continued on Page 5)

### AT&T Gets Telstar OK For Italy-U.S. Beaming

The FCC has given AT&T permission to communicate via Telstar with Italy. One-way tests from Andover, Me., to Fucino, Italy, are expected early next month and two-way communications to follow by next Summer. Telstar now communicates with United Kingdom, France and West Germany on an experimental basis, and experiments with the new organization partly owned by the Italian government will make it four countries.

### FTC's Charge Is 'Unkindest Cut of All'

The FTC has charged that Winston Sales has used deceptive TV commercials to imply that a kitchen knife it distributes will "never, never get dull." The Commission said a demonstrator in one TV ad uses the knife to saw through a two-inch steel box nail and then to slice a tomato and shred a piece of paper. Actually, according to the FTC, the demonstrator did not cut the nail with the knife's cutting edge, but used the back of the knife to cut through the nail and the cutting edge to slice the tomato and pear. Also the knife will get dull through normal use, the FTC said.





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COMING AND GOING

TAMMY GRIMES has returned to N. Y. after completing an "Andy Williams Show" guest appearance.

ROBERT JAMIESON, CBS-TV station sales manager, has returned from addressing Toronto Ad and Sales Execs.

CHARLES ALICOATE emplanes today for London on business. He's due back in New York Nov. 10.

JOHN C. GILMORE, Community Club Awards prexy, in Rochester today for WHEC's CCA kick-off.

DOUGLAS KIKER, info chief of Peace Corps, in New York today.

PAUL VON GORDON, producer, arrives in New York today from Berlin.

ELAINE GRAND, back in Toronto as panelist on CBC "Flashback" after six years in England.

IRENE RYAN, on hiatus from "Beverly Hillbillies," in Dallas to entertain at BPA convention.

HANK ALEXANDER, prexy of Videotape, to Hyannisport.

LEROY GLOGER, owner and manager of KIKK, Houston, in New York to see rep Charles Bernard.

FINANCIAL

(October 29)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow.-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, Metromedia, Minn. M&M., M-G-M, Nat. General, Paramount, Plough, RCA, Storer, 20th-Fox, Taft, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: High, Low, Close. Rows include Allied Artists, Capital Cities, Desilu, Esquire, Inc., MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

IS PRESS-REPRISAL FEAR CANON 35's BERLIN WALL?

Fear of losing favor with local newspapers is the main reason why lawyers will not speak out against Canon 35's bar to electronic media in courtrooms, according to Robert Harris, general manager of WIXN, Dixon, Ill.

Referring to Arthur Perles' Oct. 22 editorial Harris said: "In my opinion, too many radio and TV people are missing the real point regarding the strange silence of attorneys sounding off either for or against Cannon 35. It's that lawyers who understand Canon 35 at all... (and there are many, many, many who do not) are afraid to speak out against it, not because of fear of the bench or fellow lawyers but because of a desire to retain status quo in their relations with newspapers across the country.

Not Darrows or Geislars

"By far... most attorneys are not Darrows and Geislars... not in specialized work such as corporation law or tax law or commercial law... most attorneys in the country are not even in the big metropolitan centers, they are in the small towns and their work is highly diversified. They may be working on a divorce case today and defending a railroad for not providing adequate safety devices at a street corner tomorrow. The next day they may be a court appointed pauper lawyer or a special assistant prosecutor. All of this makes it imperative that they retain a good PR image with local newspapers who set rates on legal notices and for the most part are much more firmly entrenched as a factor in the community's political and economic life than the local radio and TV stations.

"They can be depended upon to stay out of what they regard as a strictly personal fight for equal access on the part of the radio and TV people. In short, Mr. Perles, they will not help us, and I don't believe any amount of needling will make them."

HORSE SENSE SCREENS ADS
British Psychologist Says Doubt Aids Public

Special to RADIO-TV DAILY

Montreal — TV viewers and other exposed to high-pressure advertising have a healthy suspicion of extravagant claims, according to Dr. William A. Belson, former senior psychologist for the BBC and now director of the survey research dept of the London School of Economics.

Speaking to the Montreal Chapter of the Marketing Ass'n of Canada, Dr. Belson said there is a basic common sense in the population and it could usually be relied upon to revolt against controlled influences in advertising or in propaganda.

NBC Int'l Announces 'Sales of S. Pacific'

Eight TV series, including four now seen on network, have been sold by NBC International to the New Zealand Broadcasting Commission web.

"Dr. Kildare," "The Dick Powell Show," "Bonanza," and "The Loretta Young Show," now on NBC-TV, are included in the group sale. The four former net shows which complete the transaction, the biggest to date between NBC International and the New Zealand Broadcasting Commission, are "87th Precinct," "Hopalong Cassidy," "Shirley Temple Specials," and "The Americans."

Minne. Video Lenses Mind's Darkest Side

Minneapolis — "The Darkest Side," a film report of the Governor's Advisory Committee on Mental Retardation in Minnesota will be seen as a special hour program Nov. 9 on WCCO-TV.

Written and produced by WCCO-TV public affairs director Jim Dooley, the film is the culmination of a year's study made by the committee appointed by Gov. Elmer Anderson. It will also be seen over other northwest TV stations at later dates, and shown to regional town meetings throughout the state.

Detroit Newsmen Riley Cited by JCs for 'Docs'

Detroit — WWJ newsmen Dwayne Riley has received a Cultural Channels Award from the Detroit Junior Board of Commerce "for general excellence of broadcast documentaries," especially his "Michigan Prisons" series, presented earlier this year. Riley received his citation from Frank Judge, TV editor of The Detroit News and a member of the selection committee, at the annual Boys' Day luncheon.

Screen Gems Signs 6 For New Feature Pax

Screen Gems, with two Columbia Pictures feature film packages now on the market, has concluded licensing agreements during the past six weeks with six stations for its newly-released, 73-title group of major late issues with an additional nine stations for its 210-title "Post-'48" library.

WSYR-TV, Syracuse; WATV-TV, Birmingham, and WTPA-TV, Tallahassee, Fla., have concluded negotiations with Screen Gems for long-term licensing arrangements. Sale follows on heels of agreement reached recently with four CBS stations in New York, Philadelphia, Chicago and St. Louis.

Gerald Hurley Switched To Blackburn in Atlanta

Gerald F. Hurley, formerly in charge of market research and promotion in the Washington office of national media broker Blackburn & Co. has been shifted to the firm's Atlanta office to concentrate on brokerage. He has been succeeded in Washington by Dolores Newcomb Poe, for six years a trade paper reporter here.





## Why WJAR-TV bought Volumes 1, 2, 3, 4 and 5 of Seven Arts' "Films of the 50's"

### Says Joseph Sinclair:

President and General Manager, WJAR-TV Providence, R. I.

"There is no question about it, we think Seven Arts' 'Films of the 50's' are the best films available. We purchased Volume 1 to get leadership in the market, and when Volumes 2 and 3 became available we bought them because we knew they would help us continue to maintain our position as the top television station in Rhode Island. We have just recently added Volumes 4 and 5 of Seven Arts' 'Films of the 50's' to our library, assuring us of dominance in this market for a long time to come.

## SPONSORS ARE IMPRESSED WITH RATINGS,

and the way to get numbers is to run the best films. Seven Arts' 'Films of the 50's' have always done very well for us rating wise, and as for sponsors . . . they're happy, and have been for some time."



**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 (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive, ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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



### Wrong Time for Murder While Hillegas Is on Air

Syracuse — WSYR radio-TV newsman Fred Hillegas is a man many local residents set their clock by, as borne out by proceedings in two Syracuse murder trials last week. One woman placed the time of a fatal shooting by saying she had been watching Hillegas' news telecast. Another witness was certain of the time a slaying victim and defendant visited her because they interrupted Hillegas' late news wrap-up.

### Cancer Society Cites 'Circle Theatre' Seg

CBS-TV's "Armstrong Circle Theatre" has received one of five special citations from the American Cancer Society for its presentation in April of "Patterns of Hope; A Story of Cancer Control," which the ACS called a "comprehensive survey of the major areas of cancer control."

Similar citations in connection with the program were given to Armstrong Cork Co., sponsor of the series, and to Talent Associates-Paramount, Ltd., its production company.



By TED GREEN

• • • My Stetson's off to: Ted Cott, for his fresh idea in this TV season — "Telepoll." Started in Canada last season and broadcast on the CTV Network, sponsored by Canadian National-Canadian Pacific, its success caught the eye of WABC-TV's Joe Stamler, who signed for his station. The research crew alone numbers over 100, and IBM computers are used to tabulate the results. "Telepoll" presents a minimum of 1,000 families who watch the show and send in comments on questions posed by emcee Ron Cochran. We predict "Telepoll" will start collecting votes from all over the country . . . To WOR, for bringing back Jerry (the clown) Lester to the air waves; also a tip of the Stetson to Jerry for his new find, Choo Choo Collins. This very talented and beautiful gal can turn out to be a great foil for Jerry.



COCHRAN

Yes, Maggie, we agree with you, TV viewers here in New York missed Jerry and do remember his "Broadway Open House" on NBC.



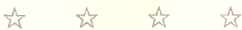
• • • Ted Durant this week will "cut" a new narrative, "Little Johnny Santa Claus," by song-writers Neval Nader and Johnny Gluck, Tin Pan Alley twosome responsible for the Bobby Vee hit, "Punish Her." This Christmas-special disk will be released after Thanksgiving by the Musicor Label and is marketed with a beautiful prayer dialogue on the reverse side, "Tell Me a Prayer, Uncle Ted." Both "talk" platters will be delivered in the familiar Durant resonance . . . Comics altering their Mr. Clean gags to coincide with that contest to find a first name for him.



• • • Meet: Damita Jo, currently one of the top singing attractions in the land. Born in Austin, Tex., she got her big break when she was booked into the Copa last January on a bill starring Jack Carter. She proved an overwhelming success and was brought back as a headliner in August and now is scheduled to return again early in '63. As a result of her Copa success, Damita Jo signed an \$125,000 pact with the Las Vegas Riviera. On TV, Damita Jo has made a number of appearances on the "Tonight Show" and will appear on the Perry Como TVer Nov. 28. She records for Mercury Records and her recent album, "Damita Jo at the Diplomat," was a best-seller.



DAMITA JO



• • • Aside to the many callers from ad agencies and agents, that petite lass who charms you with music from glasses is Gloria Parker, also known as "Princess of the Marimba." Gloria would be a great bet for Jackie Gleason's show, "Tonight Show" or any other variety show . . . Buzz Walker, formerly of WTJH, East Point, Ga., to WYZE, Atlanta. Also, Ray Kinnamon of WTJH to WYZE . . . Richard Restler has joined Trans-Lux TV Corp. As assistant to the veepee.



• • • Baby daughter for Don (ABC Radio) Schlossers . . . Songstar Connie Francis visits NBC-TV's "Play Your Hunch" tomorrow to discuss her new book, "For Every Young Heart" . . . WOR newscaster Henry Gladstone's daughter Valerie and mag writer, Daniel Brooks, Jr., will marry in December . . . Overheard at Cafe Leon "Those TV commercials are all wrong. Our problem is we're smoking more now and enjoying it more" . . . Drop a get well card to genial Lee Lawrence, NBC-TV "Today" show staffer, at Hospital for Joint Diseases in NYC . . . Lovely singer Kami Stevens, of Mitch Miller's NBC-TV show, and Richard Wess, musical conductor of the Jerry Lester WOR-TV stanza, became Mr. and Mrs.

### Santa, Hell's Half Acre Carry 'Fletcher' Tales

Hell's Half Acre, Wyo.—Here mailing from this small post office has been disclosed as part of a teaser campaign by Andrew Fenady, calling attention to the of his Screen Gems telefilm series "Postmark: Jim Fletcher." Other mailings are slated from Virginia Ky.; Intercourse, Pa.; Santa Clara Ind.; Askew, Miss.; Shock, W. Va.; Virgin, Utah; Buttsville, Va., and Battiest, Okla.

### Rick Buckley Named VP-GM of Calif. AM

West Coast Bureau of RADIO-TV Daily San Fernando, Calif.—KGIL has promoted Richard D. (Rick) Buckley from program director to vice general manager; elected sales manager Harold Arkoff as sales VP; added Richard Korsen as program director, and named M. DeLape office manager, in charge of office personnel and procedure. The appointments were announced by Richard D. Buckley, president and chairman of KGIL.

#### Fills Additional Role

Rick Buckley, in addition to his duties as general manager, is taking on the additional assignment of national sales contacts on a local basis. Before becoming KGIL's program director, he was with NBC in New York as a director for three years. He succeeds Norman Boggs as general manager following the latter's resignation.

Arkoff joined the station's staff force six years ago. Korsen came to KGIL from ABC-TV in New York, where he has served in various production and programming capacities for the past two years.

### 'CBS Reports' Execs Hailed by Cancer Group

Stephen Fleischman, writer and producer of "CBS Reports," and Fred Friendly, the program's executive producer, have received citations from the American Cancer Society for "imaginative treatment of 'The Teenage Smoker'."

The documentary, presented as a "Report," was praised at the society's 49th annual meeting at New York's Hotel Biltmore, by the 74-man board of directors, physicians and lay leaders in cancer control.

### STORK NEWS

Harry Engel and his wife, Katin, have become the parents of a new son, Justin, their second. Doctors Hospital, New York City. Father is president of International Services, Inc.

STORER TELEVISION SALES has the facts about

# WJBK-TV

THE

# No. 1 BUY

IN

# DETROIT



A STORER STATION



## Irene Dunne Speaks at CARTA Breakfast

The 15th annual CARTA (Catholic Apostolate of Radio, Television and Advertising) communion breakfast has been scheduled for Nov. 11 at the Waldorf Astoria, with a Mass preceding it at St. Patrick's Cathedral. Irene Dunne and Dr. William B. Walsh, under of Project Hope, will deliver the principal talks. Westinghouse Broadcasting president Donald H. McGannon, elected as recipient of this year's CARTA annual award, is to be honored at the breakfast. Emanuel Martin, RCA Communications, will be soloist at the affair.

## Walworth, Walt, Slate Praised for Hospital Aid

The Jewish Chronic Disease Hospital, Brooklyn, has paid tribute to Theodore H. Walworth, Jr., P-GM, WNBC-AM-FM-TV; Norman E. Walt, Jr., VP-GM, WCBS-TV, and Sam J. Slate, VP-GM, CBS Radio, each receiving the institution's "Citation of Merit" for their outstanding services to the hospital during its 12th annual Chronic Disease Hospital Month campaign. The three are co-chairmen of the hospital's Radio & TV Committee, which includes representatives of all of the New York radio and TV stations are the representatives of 219 radio and TV stations throughout the East.

## NEW BARRY SHOW OLDSTER - KID MIX

'Kidding Around' to Bow As Participation Skein

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Jack Barry, recently signed by KTLA to create, produce and emcee new properties, will make his west coast TV bow Monday as host of a combination adult-children participation series, "Kidding Around," slated for airing five days a week.

Barry, who was 10 years on NBC with "Juvenile Jury," and five years on ABC "Life Begins at 80," said his new show had some of the ingredients of both. Accent will be on the kids and oldsters teaming up to tackle world, domestic and every day household problems.

## Busy Detroit Hospital A WWJ-TV 'Profile'

Detroit — WWJ-TV has begun filming on its "Profile: Receiving Hospital," a special documentary with newsmen Dwayne Riley, which will be presented Nov. 26.

Similar in technique to the "Profile: Police Department," the hour offering will examine the interworkings of one of Detroit's busiest hospitals.

In gathering film the WWJ-TV news crew will spend an entire Friday night in the hospital emergency ward where doctors must work at a fervid pace.

## Ohio Evangelists' FM Can't Escape Taxes

Columbus, O.—Because it sells broadcasting time for some kinds of advertising, WEEC-FM, Springfield, O., cannot be considered exempt from tangible personal property taxes, according to a ruling of the Ohio State Board of Tax Appeals. The three-member board ruled that the property—owned by World Evangelistic Enterprise Corp.—is not used "exclusively" for charitable purposes. "It may be that the proceeds of this radio station will be used for charitable purposes," the board said, "but since the tangible personal property for which exemption is being requested is being used to operate a commercial radio station, the property is not being used for charitable purposes."

The board said the Ohio Supreme Court had held that the test is the present use of the property, rather than the ultimate use of proceeds received from the property.

## Phoenix Press Club Sets KOOL's Murphy as Prez

Phoenix—Jack Murphy, station manager of KOOL-TV, has been elected president of the Phoenix Press Club, of which he has been a member since 1951. He was the first person in TV to be admitted to the club. A veteran of 20 years in Phoenix radio and TV. Murphy joined the KOOL staff in 1956 as program director.

## Jo Stafford Marks 14th Over Radio Luxembourg

Continuing one of the longest runs in show-biz, Jo Stafford is celebrating her 14th year on Radio Luxembourg. Since 1948, Miss Stafford's voice has been heard by over 200 million listeners each week in various parts of the world. In addition, the songstress is heard on Voice of America broadcasts.

## Frudeger Peoria AM To Kankakee Paper

Peoria — Frudeger Broadcasting has sold the assets of WIRL here to Twelve Ninety Radio Corp., wholly owned by the Kankakee Daily Journal Corp., with president Robert W. Frudeger elected a director of the new firm and employed as a consultant. WIRL general manager Howard H. Frederick has been elected a VP of Twelve Ninety and will remain as station GM.

Other officers include chairman Len Small, co-publisher of the Kankakee Daily Journal; president Burrell Small, also co-publisher; secretary-treasurer Arthur Beckman, president of First Trust & Savings Bank of Kankakee, and director Bruce Brown, general manager of the newspaper. Officers of the new corporation are involved in ownership and management of three other radio stations. The latest deal is subject to FCC approval.

Continuing with WIRL are Mort Cantor, sales director and sports manager; Ralph Smith, news director; Volney Lamb, Jr., program manager; Robyn Weaver, chief announcer; Duane Reifsteck, chief engineer, and Kenneth Brown, production supervisor.

## Windy City's Emmys Looking Ahead to '63

(Continued from Page 1)

both local and national Emmy awards. The plan will also be reported in detail to managers of Chicago's five TV stations prior to public release.

Once the plan has been finalized, a general membership meeting will be held.

On the special awards committee are Harry Bubeck, D'Darcy Advertising; Jim Green, TV Guide; Buckingham Gunn, Clinton E. Frank, Inc.; Raymond A. Jones, AFTRA-SAG and secretary of NATAS at Chicago; Peggy Kent, free-lance writer; Edward L. Morris, WTTW; Walter Schwimmer, independent TV producer and NATAS at Chicago vice president; and Tony Wells, Wilding, Inc.

Other committee chairmen will make full reports at the Nov. 26 meeting.

## Tell 'The Good Story' of Industry—Collins

(Continued from Page 1)

tell "the good story broadcast," which has grown in public acceptance in a few short years from a primitive novelty to a sophisticated necessity."

He predicted a future in which man would no more think of having his house without a portable TV receiver than he would live without his watch, wallet or pen.

### Decries 'Strictures'

Collins said creative progress must not be stifled by "the strictures of government or any other force within or without broadcasting."

He warned of the "too often un-justified use of security labels and the hazy doctrine of executive privilege... the substitution of the government handout for first and investigation.

"Only in the rarest of cases," he said, "can the closed door policy of the government be justified."

Norman E. Cash, president of the TVB, told the gathering the function of the sales promotion

man is not promotion but sales.

"If the promotion man," he said, "will concentrate his attention upon fewer projects and become skilled in those areas that are important to the profit motives of his station, which I believe lies principally in the area of sales and matters related to sales, then those who tend to divert his efforts into less productive channels will be reluctant to do so because as a virtuoso, the effort which he contributes to the profit picture is too valuable to be diverted."

### Bunker Outlines Plan

Edmund C. Bunker, Radio Advertising Bureau president elect said his organization had considerable success when it built its promotion and selling techniques around the universal question "what's in it for me?" Describing RAB's test plan as an example of the power of that technique, he said:

"The first and most consuming part of any radio test plan research presentation consists of a long, hard look at the prospect's

marketing problem. We tell them about lost market share, and the struggle for shelf space, and the intangible effects of deals on housewives—and how the eyes of those advertisers glitter when we discuss the problem—and the possible solution as it pertains to them."

Frederick S. Gilbert, general manager of the broadcast division of Time, Inc., said a survey has shown that 75 per cent of the audience needs promotion to decide whether or not to see a movie on TV. Proper promotion, he said, brings the audience up to the level the movie deserves.

### Seven Topics Today

The convention continues today with sessions on press releases, sales promotions, FM promotion, trade advertising, UHF promotion, merchandising and market data.

Tomorrow's sessions will concern contests, stunts and exploitation, public interest, newspaper and TV Guide advertising, on-air TV promotion and on-air radio promotion.



## 'Eternal Light' Shines On 19th Radio Year

"Eternal Light," produced by the Jewish Theological Seminary of America in cooperation with NBC, will present "Follow the Leader" on the radio network Sunday, and "The Bookseller" on TV. The program is in its 19th year on radio, and is entering its 12th on TV, presented as a public service.

"Leader," second in the "Freedom and Responsibility" series based on episodes taken from the story of Moses and his leadership of the Israelites, is written by Irwin Gonshak. It dramatizes a lesson taught by Moses of a true democracy arising from a people whose minds would be bold and free.

"Bookseller," by Harold Flender based on his book, "Rescue in Denmark," dramatizes an actual story of Danish resistance to the Nazi persecution of the Jews during the occupation of Denmark by Germany.

## Stone Cites 'Real Threat' Against the Radio Code

(Continued from Page 1)

radio code is to steer broadcasters through the channel, we must point out and avoid the rocks of FCC authority to change its threat of destructive regulation and the sanctions of license revocation, fines and short-term renewals."

Stone made the statement in refuting various reasons given by hold-outs from the radio code. He said NAB declines to wield the "bugaboo of increased government interference" to swell enrollment in the code:

"This visible, disembodied spirit is not a goblin conceived by NAB. We have not raised the spectre of fear, but we are spectators who see an ever-growing ghost of things to come—if the utterances of some eventually become the law of the broadcasting land."

Stone referred to recent suggestions that FCC adopt NAB's code practices as part of its own rules.

## Minneapolis Spec Salutes Symphony Ork's 60 Yrs.

Minneapolis-St. Paul—The Minneapolis Symphony Orchestra's 60th birthday will be saluted Monday with an hour of special programming on WTCN's "Conductor's Choice," sponsored by Twin Cities Federal Savings & Loan. Hosted by Frederick Fennell, the program will include selections from the orchestra's first performance, and interviews with prominent personalities in the music world.

## 'Car 54' Inks AMF Agreement To Score with Live U.S. Music

Owners and producers of "Car 54, Where Are You?" NBC-TV series produced in New York, have signed the American Federation of Musicians TV film agreement calling for use of live musicians for musical scoring under the same terms and conditions recently signed by the Hollywood producers.

The agreement was termed "most satisfactory" by Howard Epstein, president of Eupolis Productions, Inc., and Nat Heiken, producer of "Car 54." AFM president Herman Kenin said it cost "but little more" to score with

live American musicians than to use foreign-made tapes. "This agreement is another step toward complete unity between the Federation and the industry," he declared.

Al Knopf, VP of New York's AFM Local 802, worked with the international office and the "Car 54" producers in helping to bring the negotiations to a successful conclusion.

## Cowboys to Schizos In New Radio Fare

Westinghouse Broadcasting tossed a luncheon in New York at Sardi's yesterday to publicize its latest efforts to enrich radio programming fare.

Jerry Landay, returned from location in Africa, presented tapes from his venture, "Peace Corps Plus One," a report on the first anniversary of the corps in the emerging states south of the Sahara.

John W. Reavis, Jr., presented excerpts from his "Twisted Minds," a documentary on schizophrenia which will be aired on WBC stations next month. "The Cowboy," a segment of WBC's "America Sings" folk song history of the U. S., also was previewed.

## Jim Stabile Is Elected To MS Society Nat'l Bd.

James A. Stabile, VP and associate general attorney for NBC, has been elected to the board of directors of the National Multiple Sclerosis Society, serving with 41 other national civic and business leaders. Stabile joined the net in February, 1957, as manager of talent negotiations, prior to which he was VP of ABC and attorney for the William Morris agency. He was also administrative assistant for the Authors League of America.



STABILE

## 2 Buy All KMBY Stock

Billings, Mont. — The FCC has approved the sale of the stock in KMBY here of by all other shareholders to Kenneth Nybo and Genevieve Nelson. Selling price was \$65,625.

## CAPT. KANGAROO HOPS ON PROMO

Bob Keeshan Aids WISH In Naming of Namesake

Indianapolis — CBS-TV personality Bob Keeshan (Captain Kangaroo) will aid in selecting the grand prize winner of the WISH-TV-AM-FM "Name the Kangaroo Contest," being conducted to boost interest in the Indianapolis Children's Zoo. The WISH stations are contributing the kangaroo to zoo.

A contest is now underway for young viewers and listeners to provide a name for the Australian marsupial.

### Eight to Be Finalists

Captain Kangaroo will select the grand prize winner from among eight finalists, with the youngster to receive a personal phone call from "the Captain" Nov. 28. The top winner will be given a life membership in the Indianapolis Children's Zoological Society as well as a surprise toy. All eight finalists will receive one-year membership in the Zoo society and a big surprise toy.

## RCA 4½" TV Camera Undergoes Final Test

First commercial model of RCA's TK-60 TV camera will be delivered this week to MGM Telestudios for immediate installation.

The new 4½-inch image orthicon camera, is the result of five years of intensive development and two years of testing in the field. MGM Telestudios has ordered a total of four TK-60 camera chains. The other three to be delivered shortly. When installed demonstrations will be held for advertisers and advertising agencies to give them a first-hand view of its immediate applications to video tape commercial production.

## Chicago Outlet Buils A 'Palace in the Air'

Chicago — "One Palace, For Chicago," colorcast featuring so of the French art now on display at the Art Institute here will be seen on WNBQ's "Dateline Chicago," Nov. 12.

The Art Institute display, "Treasures of Versailles," includes paintings, drawings, sculpture and furniture from the historic palace outside Paris. Dave Barnhizer, director-producer of the telecast, went to Versailles to film background material for the program.

The "Dateline Chicago" series is sponsored by Home Federal Savings and Loan Ass'n of Chicago.

## Station Swap Okay Asked

(Continued from Page 1)

ing on the extension pending commission's action on their application for temporary swap approval.

Hearings began Oct. 22 on proposed trade, on license renewals for the outlets involved, Philco's competing bid for Philadelphia Channel 3 and other related matters, before FCC chief hearing examiner James D. Cunningham. There has already been one recess, from last Thursday thru tomorrow, and another is set for Nov. 9-26. Beyond the hearing examiner's decision there is the time to be taken by an appeal of the losing party to the FCC, and almost certainly court proceedings after that.

NBC and RKO, in their petition cited the impossibility of concluding before the Dec. 31 deadline.

## Gary Returns to WDSU As Regular on 'Midday'

New Orleans—John Gary, popular area recording star, has returned to WDSU-TV after an absence of several years, as a regular Monday, Wednesday, Friday and Saturday of Terry Flettrich's "Midday" women's noontime information and variety program. He returned to New Orleans after three years of appearances on TV and in radio and night clubs across the country with a year and a half in Chicago as guest on Don McNeill's "Breakfast Club."

## Steve Hails Sports Buff Via Eight-Ton 'Snow Job'

Hollywood — Steve Allen paid special tribute to sports enthusiasts next week when he brings over eight tons of snow to transform the Hollywood side street La Mirada into a ski run. He will also invite members of a visiting English cricket team to compete with his own Allen All Stars in an on-the-air match at the Steve Allen Playhouse.



# AGENCY NEWSCAST

By RALPH TYLER

Michael Sasanoff will join Henry Turnbull Inc. Thursday when his resignation as director of the radio-TV creative dept. Lawrence Gumbinner takes effect. Turnbull and Sasanoff were formerly associated at the Low Co., where Turnbull was VP and group head, and Sasanoff was creative director for radio-TV. Sasanoff was one-time art director and writer in Warner Bros. Animation Dept., and had much to do with the creation of "Bugs Bunny" and "Tweetie Pie." As a side issue when working at Warners, Sasanoff created the character of "Mad Man Muntz," which led to an interest in advertising and an eventual meeting with Milton Biow.

Bert & Harry returned to the air yesterday in a series of one minute spots for Piel Bros. on ABC-TV, WNBC-TV, WPIX-TV, WNEW-TV, WOR-TV & WCBS-TV, all in New York. Piel Bros. said they received nearly three million ballots in a six-week campaign to find if the public wanted the two characters, off the air for two years, back in view. Bob Elliott and Ray Goulding again are the voices for the Piel Bros. spokesmen.

Roger C. Bumstead, former me-

## Thought for Today

*"I do the very best I know, the very best I can, and I mean to keep right on doing so until the end. If the end brings me out all right, what is said against me won't amount to anything. If the end brings me out wrong, ten angels swearing I was right would make no difference."*

—Abraham Lincoln

Media director of MacManus, John & Adams (eastern division) joins Kelly, Nason, Inc., Thursday as a VP and director of media planning and media relations. He replaces Arthur F. Dermonday, who will retire. . . Merton Fiur, who has been heading Communicators, Inc., has reorganized his PR firm under his own name, and has added offices in Chicago, Dallas, San Francisco, Tulsa and Washington, D. C. to his New York headquarters. Prior to starting his own operation last January, Fiur had been a PR account exec with Grey Advertising since 1956.

## Leave It to Girls' Daytimer Release

United Artists-TV has acquired distribution rights to "Leave It to the Girls," the first series produced specifically for daytime to be released by UA-TV, it was announced by M. J. Rifkin, executive VP.

Buyers include: KTTV, Los Angeles; WBKB, Chicago; WRC-TV, Washington; WWJ-TV, Detroit; WGR-TV, Buffalo; WFAA-TV, Dallas; WFMJ-TV, Youngstown; PRC-TV, Houston; KVOO-TV, Tulsa, and WGAL-TV, Lancaster.

Major sponsors are Colgate, Lever Bros., P&G, General Mills, Gold Seal, National Dairy, Kayser-Roth, R. T. French, Campbell, Continental Baking, Hudson Paper, Carter Products and St. Joseph. Series, consisting of 130 half-hours, is completely sold out in New York on three days, and 65 per cent on the remaining two days.

## Script for 'Donna Reed'

West Coast Bureau of RADIO-TV DAILY Hollywood — Joanna Lee, actress-turned-comedy writer, has sold an original story, "To the shores of Tripoli," to Screen Gems for a segment of ABC's "Donna Reed Show."

## 'Columbia Lectures' Nearing 2nd Cycle

The second cycle of Metropolitan Broadcasting's "Columbia Lectures in International Studies" will debut Nov. 12 on WNEW-TV as a Monday-thru-Friday morning series with the first program to be previewed the night of Nov. 11, introduced by Metropolitan Broadcasting president Bennet H. Korn.

To also be offered on Metropolitan Broadcasting's WTTG-TV, Washington; KMBC-TV, Kansas City; KOVR-TV, Sacramento-Stockton; WTVH, Peoria, and WTVP, Decatur, it will be presented as a public service in cooperation with the Columbia U. School of Int'l Affairs and its Regional Institutes, with the assistance of the Columbia Associates.

The series will examine, analyze and offer viewers a comprehensive insight into the international situation from the viewpoint of representative seats of power around the globe. It will be divided into four categories, the first devoted to a world's eye view of the int'l situation and others covering U. S. foreign policy, foreign relations and interpreting our foreign policy at home and abroad.

## Star Cavalcade Studs Lewis' MD Telespec

Jerry Lewis' one-hour TV variety special, "From This Moment On," produced by the Muscular Dystrophy Ass'n of America, premieres on WPIX Nov. 6. Filmed recently in Hollywood, the film is hosted by Lewis and features Ethel Merman, Dorothy Collins, Bobby Darin, Steve Allen, Andy Williams, Vince Edwards, Helen O'Connell, Jim Backus, Betty White, Hugh Downs, Bobby Van, Rose Marie, Hy Averbach and Jan Clayton.

Also appearing are Pat Harrington, Jr., Dennis James, Allen Jones, Stubby Kaye, Dina Merrill, Troy Donahue, Jules Munshin, Pat O'Brien, Suzanne Pleshette, Cesar Romero, Barry Sullivan, Ed Wynn, Maximilian Schell and Henry Mancini and his orchestra.

Muscular dystrophy messages and appeals during the program will be made by Dr. Ralph Bunche, Lee Marvin and Steve Allen. Following its WPIX premiere, the program will be distributed to other stations nationally.

## Newscasts on Politics Subject to Equal Time

(Continued from Page 1)

in turn be entitled to equal time. CBS and NBC had argued that coverage of the debate came under the heading of news coverage, with UPI arranging for the debate and inviting the broadcasters to cover it if they wished. The FCC said Congress, in exempting newscasts from the equal time requirements, didn't intend such a broad interpretation.

KTTV raised the question of FCC censorship of programming, after the commission had followed up complaints by the Democratic State Committee of repeated broadcasts by Tom Duggan and George Putnam mostly accusing Gov. Brown of being soft on communism. The FCC said it hadn't changed its no-censorship policy, but neither had it changed its "fairness" policy.

## Zionist Bonds Group Hails WCAU-TV's Ed. Director

Philadelphia — Dr. Margaret Mary Kearney, WCAU-TV educational director, is one of seven nationally and internationally prominent women to be honored at the "Bond Between Us" luncheon of the Woman's division, State of Israel Bonds Organization Nov. 5, here. Last Summer, she represented the Zionist group on its "People-to-People" mission in Israel. Actress Carol Baker will also be honored.



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- BUILD A BETTER STATION IMAGE

For all the facts concerning participation in the 1963 ALL-AMERICAN FAMILY SEARCH, see Sidney Halpern, Promotional Services, Inc., Suite 472-3-4, at the BPA Convention, Holiday Inn Central, Dallas, Texas. Or write PROMOTIONAL SERVICES INC., 211 East 53 St., New York 22, N. Y.

\* "All-American Family"—Registered in U.S. Patent Office by All-American Family, Inc.



## FILM PROMO CHIEFS PREP FOR OWN SPRING EXHIBIT

Alan Silverbach, VP of 20th Century-Fox TV, has been appointed to the executive committee of the recently formed Television Film Exhibit-1963, created by independent syndicators to conduct their own display during the NAB convention in Chicago Mar. 30-Apr. 3. Their exhibit will be held at the Pick-Congress Hotel there, with an industry reception to be given the opening night.

### Monthly Meetings Slated

The executive committee will meet the first week of each month to hear reports of the working committees.

The Business Affairs Committee consists of Harvey Chertok of Seven Arts Associated; Robert Weisberg of Television Affiliates Corp., and Robert Yamin of United Artists-TV. The Publicity Committee consists of Gene Plotnik of King Features Syndicate; Keith Culverhouse of MGM-TV, and Joe Fusco of Officials Films.

### Klauber, Gutman Named

The Entertainment Committee consists of Leo Gutman of Four Star Distributing; Donald Klauber of Seven Arts Associated, and Gordon Hellman of Warner Bros. TV. Rules Committee members are Barry Lawrence of Allied Artists TV; Leonard Firestone of Four Star Distributing, and Joseph Kotler of Warner Bros. Television. The latter unit will be responsible for recommending and administering a set of ground rules designed to assure the decorum and effectiveness of the TFE.

### Stereo Bows on KEEZ

San Antonio—Stereo has come to this city over the past weekend on KEEZ-FM exclusively, it was announced by station proxy Charles W. Balthrope, with initial broadcasts scheduled for five hours daily.

The station's conversion is part of an expansion program including an increase to four times its present power, for which FCC has already given its approval. Plans call for additions totalling \$30,000.

## Vietnam Ousting NBC's Man

The Vietnamese Interior Ministry has ordered NBC News Far East correspondent James Robinson to leave Vietnam "in the shortest delay." Robinson, in messages to NBC from Saigon, said the expulsion order was based on his "lack of deference towards the regulations and laws" of Vietnam. He said the expulsion order came directly from Madame Nhu, currently Vietnam's first lady.

Robinson reported that a U.S. Embassy spokesman expressed "outrage" over the expulsion order and advised him not to leave the country right away.

## JOHN CALLAWAY WINS NEW HONOR

Academy of Criminology Accepts Him as Member

Chicago—John Callaway, WB-BM radio assistant news director and head of editorial research, has been accepted for membership in the Illinois Academy of Criminology — one of the few newsmen so honored.

Callaway is author of a documentary on the Cook County Jail, "The Price of Justice," which won five major awards in '61. He has also written a number of WBBM editorials on criminology, as well as a series, "Chicago-Style Justice" appearing in the Chicago Scene magazine.

## Blind Org Top Honor Given to Jules Stein

MCA chairman Jules C. Stein has been awarded the Migel Medal, America's highest honor in work for the blind, by James S. Adams, board member of the American Foundation for the blind, and of Research to Prevent Blindness, of which Stein is founder and chairman.

Previous recipients of the award have included Henry Ford and Thomas J. Watson, chairman of IBM.

### Jack Perlis Consultant To Performing Arts Fete

Jack Perlis has been named consultant on informational media to "Festival of Performing Arts," TV series produced by James Fleming and David Susskind. Its second season starts in mid-January.

Robinson now reports he has been allowed to stay until Thursday, as a result of Embassy efforts. The embassy is fighting the ouster order. Other correspondents in Saigon were also protesting on his behalf, said Robinson.

The Vietnamese government, said Robinson, has long been angry with NBC over a film he made, which they thought did not depict their president in a proper light.

## Bob Herridge Series Slated for ETV Air

"The Robert Herridge Theater," a TV series offering original dramas, classic American short stories, adaptations of famous one-act plays, jazz shows and ballet, will be a weekly feature on WN-DT, New York on Thursday nights starting Nov. 8, Richard D. Heffner, station general manager, said yesterday.

First program in the series is "The Lottery," which Herridge adapted from Shirley Jackson's short story in the New Yorker in '48.

Others scheduled are Synge's "Riders to the Sea," Mark Twain's "Huckleberry Finn" (in three parts), Adamic's "Girl on the Road," Sean O'Casey's "End of the Beginning" and Richard Harpury's "Hope is the Thing with Feathers." This will be the first New York telecast for the 13 programs in this series.

The Herridge series was produced for CBS Films, Inc.

### Abbott Megs for 'Beaver'

Hollywood—Norman Abbott is directing "The Party Spoilers" segment of the "Leave It to Beaver" series for ABC-TV, now rolling at Revue Studios.

### WABC Adds Equipment To Expand 'Snow Alerts'

WABC is expanding its "snow alert" service to include not only news of school closings, but closings of major industrial plants, areas served by the station. Robert Sklar, director of production and community service, has ordered installation of a high speed printing link linking WABC's studios with Western Union for emergency bulletins.

## NBC-TV Coastal O&C Adopting Net Initial

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KRCA-TV, NBC o-o here, will change its call letters to KNBC-TV effective Nov. 11, and will be operating from new facilities at NBC's west coast headquarters, combining the company's operations here under one roof. Currently celebrating its 13th year on the air, the station began operations as KNBH-TV in 1948 and in 1954 became KRCA-TV.

### Austin Show Adds Host

Austin, Tex. — Arlie Duff has joined the staff of KVET here to host a new nighttime country music show.

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS





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# ORCHIDS TO RADIO IN CUBA CRISIS

## Shopping Centers Love That TV

### Specials Study Reveals Medium's Magnetism

New Orleans — Shopping centers have stepped up TV advertising by 1.5 per cent since 1960, Howard P. Abrahams, B's local sales VP, revealed yesterday. His findings are the result of a special survey conducted by the International Council of Shopping Centers in cooperation with TVB.

At the ICSC promotion meeting at the Hotel Roosevelt here, Abrahams

RAB president Kevin B. Sweezy presented case histories of shopping centers' increases in sales thru heavy use of radio. He stressed the effectiveness of mutual logos.

irms told of a study made by Peg-taro's Supermarkets in New Haven and Hamden, Conn., in cooperation with TvB, showing that customers travelled greater distances.

(Continued on Page 6)

### Corvallis Station Sold

Corvallis, Oreg. — KFLY, 250-watt, has been sold, subject to FCC approval, by Mrs. Frances Bess to James L. Hutchens for \$2,000. Blackburn & Co. handled the deal.

## NBC Blunts Federal Lances Hurlled at Highways Expose

"The Great Highway Robbery" telecast of Oct. 1 was "an accurate presentation" prepared by a team "with no axe to grind," NBC said yesterday in reply to criticism of the program from Federal Highway administrator Rex M. Whitton.

In a point-by-point response, NBC News executive VP William McAndrew wrote Whitton: "What Mr. Brinkley did was to report and document wrong-

### NAB Committee Putting CATV Under Microscope

Washington—The community antenna TV systems, long a monkey on the back of the broadcasting industry, will come in for some strong comment here tomorrow when NAB's CATV Committee meets to discuss the problems they pose and consider possible courses of action.

## BPA Gets Message: Unite vs. Opposition

Dallas—Three radio execs carried the ball on how to sharpen a station's "individuality" yesterday as the Broadcasters Promotion Ass'n national convention went into its second day here.

John F. Box, executive VP and managing director of Balaban Stations, said the top 40 radio stations face the problem of all sounding alike, but he predicted radio will undergo a vast change in programming within the next few years.

"We in the radio industry should be talking about newspaper and outdoor advertising competition rather than worrying about other radio stations in our market," he said.

This theme was picked up by Lionel F. Baxter, Storer VP for

(Continued on Page 6)

## '64 FAIR PREPS MEDIA FACILITIES

Press Center will House Gear for Sight and Sound

Extensive radio-TV facilities are being prepared for the press building of the New York '64-'65 World's Fair. The press center will also include equipment for immediate transmission of news and photographs, space for regularly assigned members of news media and accommodations for special representatives.

The fair's consultants for press and publicity, William J. Donoghue Corp., and Thomas J. Deegan Co., for policy and special promotions, will also have offices and conference rooms located in the building.

## Japan Heels Canada As U.S. Films Buyer

Japan within the next two years is likely to become, with the possible exception of Canada, the most important foreign market for American TV film programming, in the opinion of Willard Block, int'l sales manager for CBS Films, who recently returned from a successful three-week business trip in the Far East.

He bases his contention on the growing importance of the Japan-

(Continued on Page 7)

## Pastore Singles Out 11 Stations in Praise Of Full Cooperation

Washington Bureau of RADIO-TV DAILY

Washington — Commercial radio yesterday won the unstinted praise of U. S. Senator John O. Pastore (D., R. I.) for remarkable teamwork with the FCC during the Cuban crisis.

The Senate commerce and communications subcommittee chairman based his tribute on a special report sent to him by FCC chairman Newton Minow. Pastore expressed himself as "wholeheartedly" in accord with Minow's statement that:

"This was a remarkable demonstration of our radio community's willingness to cooperate fully with the Government."

It was to him, Pastore said, an outstanding example of "how effectively Government and private enterprise can cooperate during this period of national emergency." He added that it is "deserving

(Continued on Page 5)

## \$150,000 for Florida AM

Winter Garden, Fla.—FCC has approved sale of WOKB here by John B. Cook, Jr., to Everbach Broadcasting for \$150,000.

## CBS Newsmen Converged On D.C. for Big Story

CBS News says its correspondents were recalled to Washington from almost everywhere when the Cuban crisis broke. Chief correspondent David Schoenbrun and Robert Camford had just arrived in New York when they had to turn right around. Roger Mudd flew back from Texas. George Herman returned from Philadelphia. Paul Niven, covering the Michigan election story, came back to Washington for the bigger story.

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'63 Cartoon Trilogy Scores 1st Big Sales

The new King Features Syndicate cartoon trilogy — "Beetle Bailey," "Barney Google-Snuffy Smith" and "Krazy Kat" launched into video syndication last week, has been bought by three major-market stations, announces Al Brodax, director of TV. The sales were concluded with WPIX, New York; KTLA, Los Angeles, and WTAE, Pittsburgh.

Brodax also announced that in Canada the trilogy will be distributed by Dola Films, Ltd., Toronto.

WDAU logo with 'A DOMINANT VIEW' and 'scranton-wilkes barre and WGBI represented by H-R' text.

COMING AND GOING

MAL GOODE, ABC News UN correspondent, to Lakewood, O., to address the Northeast Ohio Ass'n of Public School Employees.

ALBERT E. J. JANSENS, Belgian radio-TV deputy director general, leaves N. Y. for France today.

HUBBELL ROBINSON, CBS-TV senior VP programs, to the West Coast for meetings.

DUKE RODNEY, star of "Story of a Harness Racer," to L. A. from N. Y.

BUD and TRAVIS, recording stars, return to Hollywood after concert engagements in Colorado, Arizona and Wyoming.

JACK DOUGLAS' production crew to Tokyo, Hong Kong, Madrid, Paris and Rome to shoot "Across the Seven Seas" episodes.

Biz-Brains The Need In Foreign Aid: Paley

CBS chairman William S. Paley, in a speech yesterday to the National Foreign Trade Council, urged creation of a high level public commission to "harness the colossal power, imagination and experience of American business and finance to the foreign development task."

Noting what he called the general failure of foreign aid programs to generate progress in underdeveloped nations, Paley said, "... an obvious weakness of our aid program is the continuing failure to harness American private enterprise to the development task."

Canada's Casting Board Seats Campbell, Gagnon

Special to RADIO-TV DAILY

Montreal—Harry Campbell, railway labor union officer, and Claude Gagnon, a Quebec lawyer, have been appointed directors of the Board of Broadcast Governors. They will fill vacancies created by resignations of Dr. Eugene Forsay and Dr. Guy Hudon.

Campbell was secretary of the National Legislative Committee of the International Railway Brotherhoods until last August, a post he held since 1945. Gagnon practices law, and was a Rhodes Scholar at Oxford U.

Walter Scanlon to Mass. As Station Promo Chief

New Bedford, Mass. — Walter Scanlon, for many years with CBS and recently with ABC, has joined WTEV-TV which goes on the air here Jan. 1, it was announced by GM Vance Eckersley. The station is owned by the Standard Times newspaper. Scanlon will be promotion advertising and publicity director.

Host of WLIR Jazz

Laddie Schaeffer, formerly with WFJX, Armed Forces station, has joined WLIR, Garden City, L. I., to host a nightly and weekend jazz show.

25th Birthday Marked By N.Y. AFTRA Local

The New York local of AFTRA marked its 25th anniversary at an open house last night in its headquarters, attended by many top TV, radio, film and stage stars, as well as members who pioneered in forming the organization. The New York local is an outgrowth of the American Federation of Radio Artists local, founded here in October, 1937.

\$1-Mil. Sales In Far East

TV sales of over \$1 million to Japan and Australia were consummated in the last 90 days by the William Morris Agency, reports foreign TV film sales chief Leonard Kramer, who recently met with major TV buyers in Tokyo, Sydney and Melbourne during his annual Far East business tour.

Major deals involved "The Dick Powell Show," "Loretta Young Show," "Saints and Sinners," "Sing Along with Mitch," "Real McCoys," "Danny Thomas Show," "Andy Griffith Show," "The Rifleman," "Target: The Corrupters," "McKeever and the Colonel" and "Wyatt Earp."

Russell Re-Named Prez Of Artists Reps Ass'n

Chicago—The 1963 officers for the Midwest regional office of the Artists' Representatives Ass'n named by the board of directors include: Jack Russell, president; Fred C. Williamson, 1st VP; Charles E. Hogan, 2nd VP; Larry Bastian, 3rd VP; Goldie Cohan, secretary; Howard Schultz, treasurer.

Ecumenical History

Msgr. John J. Dougherty, Seton Hall U. president, will appear Sunday as special guest on WP-IX's "Great Religious Leaders of Our Time." He will discuss the historical background of Ecumenical Councils in the Roman Catholic Church.

FINANCIAL

(October 30)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, and various stock symbols like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask, and various stock symbols like Allied Artists, Capital Cities, Desilu, Esquire, Inc., etc.

\* OVER THE COUNTER

Table with columns: Bid, Ask, and various stock symbols like Jerrold, Meredith, Rust Craft, Sterling, etc.

\* Courtesy of National Association of Security Dealers.

Deems Taylor Getting N. Y. U's Gallatin Award

Deems Taylor, past president and a director of ASCAP, will be honored by New York University at a dinner in New York on Nov. 7. Taylor will be awarded the Gallatin Medal for "significant contributions to society."

The Albert Gallatin Associates of New York U. have made similar awards to Dr. Jonas Salk, Dr. Ralph Bunche and C. Douglas Dillon.

Taylor is a N. Y. U. graduate class of 1906.

Ray Robins At KTXO

Sherman, Tex. — Ray Robins has been appointed program director for KTXO here, coming from KDSX. Program format for KTXO has been switched to country and western music.



# DIRECT CASH TO STATIONS BRINGS WJR BACK TO CBS

With the resumption of direct cash payments to stations as current policy for CBS Radio, WJR, Detroit, muscular 50,000-watt, will reaffiliate with the web Sunday, Dec. 30. The reunion was announced jointly in Detroit and New York by Worth Kramer, president of The Goodwill Station, and Arthur Hull Hayes, president, CBS Radio. It comes three-and-a-half-years after the working relationship between the Detroit outlet and the network was interrupted. WJR first joined CBS in September, 1935. John Patt, board chairman of the Goodwill Stations, and William A. Schudt, VP, Affiliate Relations, CBS Radio, also participated in the negotiations.

### 24-Hour Operation

WJR operates, clear channel, 24 hours a day. Its 24,000-watt FM counterpart, will duplicate network programs carried by WJR. The station began broadcasting in 1922 as one of the country's pioneer stations and now serves 15 counties with a total population of 15½ million in a four-state area, plus an area of three million in Canada.

The station's reluctant disaffiliation had been motivated by its disagreement with a compensation plan that called for station payments derived from the sale of network programs to local sponsors by the affiliates, in return for time optioned to the network. Kramer's announcement of his station's return to the web indicated direct cash payments to stations was a determining factor.

## NBC's Roy Neal to Talk on Role of UN in Space

Dallas—Roy Neal, NBC aerospace expert, author, newscaster and TV producer, will speak tomorrow on "The UN in Space," at the Umphrey Lee Student Center at Southern Methodist.

The talk, co-sponsored by the Dallas UN Ass'n and the Forum Committee of the student center, will be preceded by a dinner. Neal is author of "Ace in the Hole," concerning missiles.

## CBS Reports' on Obesity Big Hit with Heart Ass'n

The Howard W. Blakeslee Award of the American Heart Ass'n has been presented to "CBS Reports: The Fat American," aired on Oct. 18, 1962. The award, a citation and \$500 honorarium, was accepted by Rou deGravelles, WJW program official, on behalf of Ed W. Friendly, CBS News executive producer of the documentary series, at a luncheon in Cleveland.

### Together Again



KRAMER

HAYES

## Jack Douglas Wings 'Actor Abroad' to LA

West Coast Bureau of RADIO-TV DAILY

Hollywood—With London and Vienna filming wrapped up on the "An Actor Abroad" seg of his "Across the Seven Seas" color series, Jack Douglas has revised the series schedule to include the "Actor" documentary on KRCA-TV, Los Angeles, Nov. 13. The episode, due out of Consolidated Labs in the next few days, details Hugh O'Brian's activities on location for MGM's "Come Fly with Me."

### Going to Other Markets

The "Actor Abroad" stanza will be on the regular distribution schedule for other markets carrying "Across the Seven Seas." American Home Products sponsors the Douglas series in 11 West Coast cities. Series is released in association with Bing Crosby Productions.

## NBC Films 'Best of Groucho' Racks Up \$2,250,000 Gross

NBC Films has racked up a gross revenue of \$2,250,000 in sales of "The Best of Groucho," series of 250 half-hour segments now in its second year of syndication and scheduled by 88 domestic stations for daily airing, reports sales VP Bill Breen. He said the renewal rate has been 100 per cent, wherever the skein was sold on a short-term basis.



BREEN

Breen noted: "This is the first time our books show no expirations and no cancellations for a daily stripped show. New sales

## 3 Nets Join Effort On 'Minority Image,' Rockefeller Reports

New York's Governor Rockefeller has announced that NBC, CBS and ABC have indicated their desire to work with the State Commission for Human Rights on improving the image of minority groups on TV and to increase opportunities for Negro and other minority group actors within the industry.

Rockefeller said the effort "will be an action program aimed at solid achievement and change," not a study, and that the commission will be consulting on a regular basis not only with the networks, but with advertising talent and casting agencies, as well as TV sponsors, program packagers and independent producers.

### George Norford Named

The Governor appointed George Norford, policy editor for NBC, as a consultant to the commission. He has been granted a one-year leave of absence from the net.

The commission said it hopes to persuade agencies to use minority group performers for roles that "are more in accord with reality." The state agency will help identify talent resources for fulfilling such roles to implement the changes. It has undertaken a comprehensive analysis of patterns of the employment of minority groups both as performers and in off-camera situations.

The commission said the effort will include such programming areas as children's shows, daytime serials and commercials "where the absence of minority groups is presently most noticeable."



in the public interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER



## Tri-State Execs Joining For UF 'Sell Job' on KQV

Pittsburgh—An array of Tri-State area exec talent parades before the KQV microphones today to present the United Fund's "Million Dollar Wednesday." The civic and corporate leaders will become on-the-air KQV personalities to do a "sell job" for the Allegheny County United Fund.

## 'Point of View' Eyes Family Living Rifts

Four crucial problem areas in modern family living will be discussed by Protestant panels during the four Sundays in November on WOR-TV's "Point of View." The Rev. Dr. William Genne, director of the family living department, National Council of Churches, is the program's moderator.

Topics for the four programs are "Who Marries Whom for What?" "The Art of Family Fighting," "Family Holiday: Frolic or Fiasco?" and "What Money Means to the Family." The Rev. Stephen Prichard, associate director, American Foundation of Religion and Psychiatry, is producer.

## Sands' 'Top Ten Party' Adds Outlet, Sponsors

"Top Ten Dance Party," syndicated teenage TV series now in its eighth year, has been signed by WDXI-TV, Jackson, Tenn., for a one-hour Saturday spot, according to Alan Sands, producer of the skein. Sponsors are Dr. Pepper Bottling Co. and the Wolverine Shoe Corp. for its teenage shoe, Hush Puppies.

Sands also reports that WJBF-TV, Augusta, Ga., which has aired "Top Ten Dance Party" for over four years, has added J. B. White's Department Store and the local Coca-Cola Bottling Co. as sponsors of the series.

## Trans-Lux Taps Restler Assistant to VP Carlton

Richard Restler has joined Trans-Lux TV as assistant to VP Richard Carlton. Restler moves from Screen Gems, where he was assistant to the treasurer. Prior to 1960, he was associated with the A. M. Kidder Co.

### HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

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



By TED GREEN

• • • Costume designer Mardie Madden, daughter of BBC-TV exec Cecil Madden, honeymooning with Kernan Gorman in Europe . . . Richard Wess is doing a superb job as new musical conductor of the "Jerry Lester" WOR-TV show . . . Vet TV-cafe comedian Jackie Miles is out of the hospital and recuperating at home, which should be happy news for many of his friends (including us, Jackie) . . . TV 'cry' comedian Rip Taylor investing some of his showbiz loot in a man's handkerchief manufacturing company? (What else when you weep along with Rip) . . . Aside to producers Martha Rountree and Ted Bergman after catching referee Maggi McNellis on your (Battle of Sexes) "Leave It to the Girls." In our opinion, Lissa Charell and Sue Oakland are your two best swingers. These two beautiful gals don't pull their punches, and really keep the audience on the ropes.

★ ★ ★ ★

• • • There is so something new under the recording sun — Jimmy Nelson has waxed a Peter Pan album of comedy for kiddies. Sonny Fox recorded a platter tagged "Inside Kids," on which he discusses everything from God to parents with the small fry . . . Chuck Clark, the handsome guitar-playing singer from Rhode Island, has a smash record in his upcoming United Artists release produced by Sid Ascher and Charles Richmond. It's an oldie set to a terrific updated styling by arranger Billy Mure . . . This year's American Legion Auxiliary's coveted "Golden Mike" award goes to KORE, Eugene, Ore., for its "Youth Speaks," Sunday afternoon featuring four area high school seniors interviewing prominent local, nat'l and int'l figures. News director and program moderator Dolph Janes accepted the award on behalf of the station.

★ ★ ★ ★

• • • Meet: Laurie Main, King Pelinore in "Camelot" since taking over the part from Robert Coote early last Spring, who has left the Broadway musical to assume a featured role in a new play by S. N. Behrman, "Lord Pengo," starring Charles Boyer and Agnes Moorehead . . . Paul Gregory, in association with Jane Friedlander and Michael Parver, will present the play at the Royle Theatre in New York Nov. 19 . . . During the past two years, Main has played featured roles in over 40 TV productions, including "Family Classics," and filmed episodes of "Bachelor Father," "Hawaiian Eye," "Father of the Bride," "Maverick," "Wagon Train," "The Detectives" and Dick Powell's "Four Star Theatre." In addition, he appeared regularly on West End stages in London and has an extensive list of motion pictures and TV



MAIN

credits in England.

★ ★ ★ ★

• • • Georgia Gibbs has been offered her own half-hour series in Britain on the Granada network. They'd like her to host a program devoted to top record sellers around the world. They'd import new ones each week . . . Burton Browne, president of the Gaslight Clubs, is set to host a series of TV parties that will be aired locally on WOR-TV . . . Merv Griffin and his staff planning to bring his new show to viewers from Hollywood, Florida and eventually Europe . . . Incidentally, Merv hosts Danny Kaye on his Nov. 8 TVer . . . Noted restaurateur George Eberhardt, whose House of Vienna is a landmark, planes to the Coast in December to make his dramatic debut on a Dick Powell show . . . Don Morrow to sing on the "Tonight" show in November.

★ ★ ★ ★

• • • Norman King, VP of the Lombardy Hotel, signed to appear in a forthcoming Dick Powell show marking his theatrical debut . . . Don Morrow celebrates his 13th year in TV next week . . . Singer King Morton, who was hosting his own TV show in Buffalo at the age of 16, makes his New York debut on the "Tonight" show in mid-November . . . Cannonball Adderley hopes to electrify British audiences in December with a BBC-TV spec built around American jazz.

## 'Bullwinkle's' Ward Visits 'Dorsey Connors' in Chicago

Chicago — Jay Ward, producer and creator of NBC-TV's "Bullwinkle Show," will be Dorsey Connors' guest on her WNBQ show tomorrow, when he stops here on a cross-country trip from California to Washington, D. C. Purpose of Ward's trek to the capital is to secure statehood for "Mooseynia."

## 30 Markets Snap Up 7 Arts Vols. 4 and 5

Seven Arts has sold its Vols. 4 and 5 of "Films of the '50s" to 30 markets since their TV release last month, according to vice president and general sales manager Robert Rich.

Sales during the past week include those to WOC-TV, Davenport, Ia.; WTVT, Tampa; KLYB-TV, Lafayette, La., and KSNV-TV, Las Vegas. In addition, WTVZ-TV, Toledo, Ohio, snapped up Vols. 4 and 5, WTVT also signed for Vol. 3. WTOL-TV, Toledo, Ohio, acquired Vol. 3 to become its 83rd station to buy these 41 Vols. 1-5. There are 93 territories in Vols. 4 and 5.

## NBC Defends Its Expose As 'Proper Journalism'

(Continued from Page 1)

the traditional and proper function of journalism.

"Because the program vividly brought these facts to public attention, NBC is being subjected to an organized letter-writing campaign on the part of highway contractors, suppliers and officials. The thrust of these complaints seems to be an objection to the fact that we would broadcast a program dealing with wrong-doing in highway construction at all."

Claim 'Unwarranted'

Commenting on the claim brought by reporting on the wrongdoing of a few, the program reflected on many honest people involved in highway building and on the entire federal highway program. McAndrew said that such a claim was "wholly unwarranted." He added that "if a news medium is refrained from reporting wrongdoing by some for fear of embarrassing others in the field, it would subvert the function of journalism and its place in a free society."

## WSIX-TV Adds McBrien

Nashville — Forrest McBrien has joined WSIX-TV here as announcer, coming from WTVB-TV, Knoxville.



# Montreux Invites U.S. Light-Hearted Shows Compete for Rose

U.S. associate members of European Broadcasting Union are being invited to participate in the Third Montreux International TV Festival to be held at Montreux, Switzerland, April 29 thru May 4.

The Golden Rose of Montreux contest is organized by the city and the Swiss Radio and TV Corp. to create new forms of light entertainment programs to promote their international change.

Participation is limited to TV organizations of the EBU and International Organization of Radio and TV, which may enter one program each.

# Great Teachers' Presents Ordham U. Sociologist

Ordham U.'s Rev. Joseph P. Spatrick, S. J., assistant professor of philosophy, will appear on WPIX's "Great Teachers of Our Time" on Sunday.

Noted as a leading authority on industrial and race relations, he will discuss his field, with emphasis on the increased migration of Puerto Ricans. He has served as director of the Xavier Labor School and is president of the American Catholic Sociological Society.

# Pastore Praises Radio

(Continued from Page 1)

highest praise." Minow had detailed for Pastore the efforts of 11 stations to broadcast this nation's stand to Cuba and Latin America. The stations singled out by Minow are: WCKR, WGBS, WMIE, of Miami; WSB, Atlanta; WWL, New Orleans; WCKY, Cincinnati; WKCF, Key West; WCEL and WR-VA, international stations; WGN, Chicago, and KAAV, Little Rock.

# Quinn Martin in UA Link-Up

QM Productions headed by Quinn Martin, an independent production company, has been signed to an exclusive contract by United Artists TV and has already completed scripts for a series, one of which will go to pilot for ABC this season, according to Richard Dorso, UA-TV vice president in charge of all programs. Martin and his firm joins with other independent producers committed for one or more pilots for UA-TV and the networks this season: Leslie Stevens' Daystar Productions; Bill Asher and Chris-ler Productions; David L. Wolper, and Jules Bricken. Appearing in the skeins are George C. Scott, Walter Pidgeon, Patty Duke, Wal-

# Are Station Promo Men Ignoring Local Press?

Dallas—Although Pulse and a recent survey for a major TV advertiser demonstrated that more than half the nation's viewers tune in because of publicity, too many station promo managers ignore the press in their area, Paul Menneg, exec director of Rogers and Cowan in New York told the BPA. Good publicity, he said, is more a matter of creative ideas than voluminous news releases.

# MEMORY OF MM LINGERING ON

Mike Wallace To Narrate Official Films TV Biog

Mike Wallace has been signed to narrate "Marilyn Monroe," half-hour TV actuality special now being produced in Hollywood and which will be released by Official Films.

The filmed program is expected to be completed ahead of schedule, before the end of November, according to Seymour Reed, president of Official. A five-minute sample film has been received from producer Art Lieberman for showing to prospective sponsors as well as to their advertising agencies.

Elmer Bernstein is scoring the show and he will also conduct his music. Malvin Wald is responsible for the script. Philip R. Rosenberg is editing the film.

# Georgia Dairy Signs 156-Wk., 4 Star Deal

A three-year deal, calling for 156 consecutive weeks of programming of "Dick Powell's Zane Grey Theatre" has been concluded by Four Star Distribution Corp. and Miss Georgia Dairies.

The transaction was negotiated thru Bearden-Thompson-Frankel and Eastman-Scott Agency. It calls for 145 original episodes and 11 repeats of the series on WM-AZ-TV in Macon, and an Atlanta station which soon will be announced.

ter Matthau and Peter Graves. Other production deals consummated this year were with director Walter Grauman and writers Richard Baer, Sidney Sheldon and Mel Brooks.

QM Productions and Martin produced the pilot and subsequent films for "The New Breed," on ABC-TV last season. He produced the original two-part drama which started "The Untouchables" series, and helmed some "Desilu Playhouse" segments as well as "The Jane Wyman Show."

# Aussie, German TV's Buy 'True Adventure'

West Coast Bureau of RADIO-TV DAILY Hollywood—Two major foreign sales grossing some \$55,000 were made this week for Bill Burrud's "True Adventure" series by Tele-dynamics International, which distributes the program abroad.

The Australian Broadcasting Commission (ABC) bought the first 39 episodes of the "traventure" series for a January debut.

At the same time, the West German government-operated video system bought 24 of the first 39 programs. Telecast start date is not specified but will also be shortly after the beginning of the year.

# 'McHale's Navy' Scribes

West Coast Bureau of RADIO-TV DAILY Hollywood — Writers Frank Gill and George Carleton Brown have been set for "One of Our Motors Is Missing," episode of "McHale's Navy."

# Kiwanis Cites Quaal For 'Responsibility'

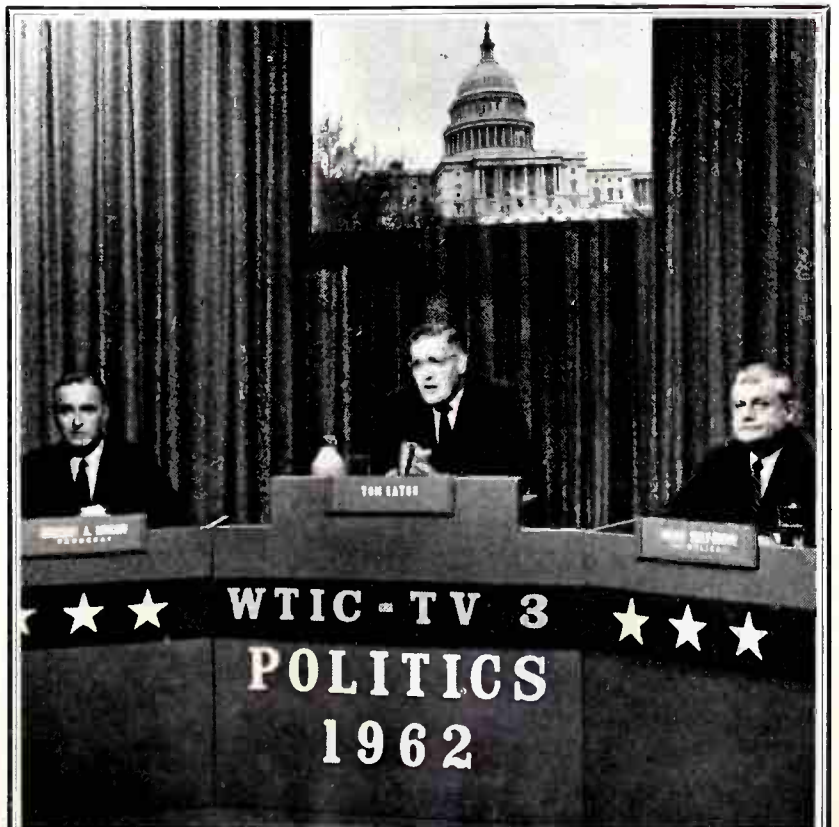
Chicago — Ward L. Quaal, executive VP and general manager of WGN, has received the first Kiwanis citizen responsibility citation for his work in developing the good practices code of the NAB and upgrading of the broadcast industry.

# Asks 'Personal Dedication'

On accepting the citation from Merle H. Tucker of Gallup, N.M., president of Kiwanis International, Quaal said: "Americans must recognize and combat the dangers of apathy, indifference, selfishness and complacency by rekindling the personal dedication of our citizenry to the fundamental principles of our country."

# Milt Kamen Reviews Movies, Plays for Merv

Comedian Milt Kamen has been signed as reviewer of movies and plays on NBC-TV's "Merv Griffin Show" and will offer his critiques once a week beginning Monday. First on Kamen's list will be the movies, "Mutiny on the Bounty" and "The Chapman Report," and the legitimate stage play of Edward Albee, "Who's Afraid of Virginia Woolf?"



SENATORIAL HOPEFULS: Medicare was the principal topic when former Secretary of Health, Education and Welfare Abraham Ribicoff, left, met his Republican opponent, Congressman Horace Seely-Brown, right, in a debate on WTIC TV and Radio. The candidates for U. S. Senate participated in the stations' seventh in a series of eight debates to permit expression by all of Connecticut's candidates for Congress and Governor. The moderator in each debate has been News Director Tom Eaton, center. Advt.



## TV Lure Documented To Shopping Centers

(Continued from Page 1)

stances to shop at both stores, following their use of TV.

Other results reported are:

Of those shopping centers which are TV advertisers, 93 per cent indicated that individual stores within the center are also independent TV advertisers.

Of the shopping centers which have been TV advertisers, 91 per cent reported that once having used the medium, they continued with it.

43.4 per cent of the shopping centers used spot reminder campaigns; 26.8 per cent, saturation campaigns; 19.5 per cent, program sponsorship, and 17.1 per cent, program participation. (Total more than 100 per cent to include multiple usage).

Thursday is the peak advertising day, with Wednesday and Friday close behind.

Early evening and prime time are most used, primarily because shopping centers want to reach the family as a whole, sell it as a whole.

Ten and 20-second spots are the main vehicle for announcements and saturation campaigns.

Children's shows rate highest, with local personality programs second for both participation and sponsorship.

The average shopping center placed 12.1 per cent of its advertising budget in TV in '60, 14.5 per cent in '61.

85 per cent of the shopping centers said TV brought new customers.

## H-B 5-Minute Cartoons Reap 17 More Markets

Seventeen markets have signed with Screen Gems during the last six weeks for the telecast of 156, five-minute Hanna-Barbera cartoons. Robert Seidelman, SG syndication VP, identified the cartoon series as "Touche Turtle," "Lippy the Lion" and "Wally Gator," the first made expressly for syndication by Hanna-Barbera.

## Hub City Spec Explores Schizos' 'Twisted Minds'

Boston — "Twisted Minds," a study of the baffling mental disease, schizophrenia, will be presented Nov. 14 as an hour special on WBZ, featuring leading authorities in the field of mental health. Written and produced by John W. Reavis, Jr., the documentary explores science's current knowledge of the condition, and presents interviews with schizophrenics and their families.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • In keeping with KTLA's all-out effort to provide viewers with complete news stories of the day—the Paramount-owned independent covered the recent emergency Cuban briefing session in San Francisco called by President Kennedy and conducted by Senator Warren Magnuson in the Customs House Government Building . . . KTLA newsman Clete Roberts provided on-scene in-depth coverage of the session. Roberts' news special was rushed to station's Hollywood studios for editing and was broadcast to the station's audience the same night.

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• • • William Kronick, having completed two "The Story Of" segments in New York for Wolper Productions, has been assigned by series producer Mel Stuart to produce and direct a third documentary, "Story of a Harness Racer," which films at Yonkers Raceway, N. Y. Kronick recently completed "Story of a Press Agent" and "Story of an Actress" at various Broadway locations . . . The John Poole Broadcasting Co., owner of radio stations KBIG, Avalon, and KBIQ (FM), L. A. lists three promotions: Bob Gage, Avalon resident manager, takes on added job of program director replacing Allen Davis who has resigned; Bill Schubert has been advanced to program director for KBIQ, and Verne Freeman has been raised to chief announcer for KBIG . . . "McHale's Navy" producer Ed Montagne was so impressed with three up-coming episodes, he now plans to direct them himself. The trio are Walter Kempley's teleplay of cast-members Gary Vinson and Tim Conway's story "The Ensign Shoots a Zero," and Larry Markes and Mike Morris' teleplays, "The Day They Captured Santa Claus" and "Send Us a Hero."

☆ ☆ ☆ ☆

• • • Radio KLAC AM and Radio KLAC FM moved into new quarters on Wilshire Boulevard over the weekend. Facilities are housed in three story building in the heart of fabled "Miracle Mile" area. Station spent more than \$100,000 to make it one of the most modern and efficient on the West Coast . . . Bob Blackburn, well-known sportscaster in Portland, Ore., has become a sports director at KEX, according to Bob Cooper, program head . . . James T. Quirk, publisher of TV Guide, speaks at the Hollywood Advertising Club luncheon Monday. His topic: "Television Criticism, or Shooting Fish in a Barrel Is Wonderful if you Don't Happen to be in the Barrel at the Time." . . . Tony Arnone, who left KHJ-TV two months ago after three years as PR director, has returned to the channel as director of public relations and exploitation. Mona Skager, Arnone's former assistant, will be in charge of publicity. Ted Froming, one of the original engineers who put TV channel KEYT, Santa Barbara, in operation in 1953, has been appointed chief engineer, according to Leslie H. Norins, general manager.

## Box and Storer Sound Harmony Theme

(Continued from Page 1)

radio, who said the industry's problem "is we fight each other too much. We should promote the radio medium as a whole, keep it, preserve it and make a profit."

Baxter said programming should be accomplished with a view to local interests.

Bob Watson, general manager of KGNC, Amarillo, Tex., said his station's programming was based "entirely on adult appeal."

"We're great believers in program and in specialists," he said. "We are a strong and integral part of our community and knock ourselves out to help promote any worthwhile cause because we believe in it."

In a workshop session on "Per-

sonal Appearances," Caley Augustine, promotion director of WIIC, Pittsburgh, urged a "strict and

By acclamation, Dan Bellus, of Transcontinent TV Corp., yesterday was elected president of the BPA; Clark Grant, of WOOD, Grand Rapids, Mich., was named first vice president and Caley Augustine, of WIIC, Pittsburgh, second vice president.

sensible time schedule and complete preparation before a star's arrival by studying his background for possible promotion tie-ins."

He gave as an example a recent visit to Pittsburgh by Richard Chamberlain (Dr. Kildare) in which a three-way tie-in with

## Cultural Center Peers An NBC Hr. Colorcast

Entertainment typical of wide range of professional non-professional talents will eventually perform at proposed National Cultural Center in Washington will be featured in a one-hour NBC News colorcast Nov. 11. Host will be Sander Gilman, NBC News White House correspondent, with John Sughrue, Jr., as producer-director.

Among the individual performers and groups to appear is Diah Kaye, one of the speakers at ceremony last month in New York, R. I., at which a model of center was unveiled by Mrs. F. Kennedy. Portions of the comedian's remarks will be presented.

Others include gospel singer Mahalia Jackson; poet Robert Frost; actors Emlyn Williams, Albert Dekker; the Boston Symphony Orchestra directed by Erich Leinsdorf; the Bolshoi Ballet Company; the Mormon Tabernacle Choir; the Catholic Players of Washington, D. C.; and the Minnesota U. Players.

## 'Red Rocket' at 1/2 Mark Of Its Production Orbit

West Coast Bureau of RADIO-TV Daily  
Hollywood — Completion of segments of "Red Rocket," video cartoon series for national syndication, has been announced by Morgan, Space Age Productions, bringing the total of completed shows. Total of 13 shows will be produced for a year's supply.

The strip is prepared for a one-a-week issue in three and a half minute segments, each week comprising a complete adventure. A 15-minute episode is also prepared for one-a-week screening.

WIIC, the Down Town Merchants Ass'n and the 175th anniversary of the U. of Pittsburgh brought more than 300,000 people to the center of the city for a gala parade and fireworks display.

In a panel on "Merchandising," Donald K. Luttenbacher, assistant advertising manager for Jacobs Brewing Co., New Orleans, said "I feel the primary area in which broadcasting promotion and advertising can best aid and assist in advertising or any company way is in making the retailer more aware of the product. Floor displays in supermarkets are probably the biggest single merchandising asset which a station can offer."



## A, YOUNGSTERS UNE FOR ERNIE

Atwood Singers in TV Bow  
Via ABC Daytime Show

The Atwood Family Singers, consisting of Dorothy Atwood and six children, will make their bow Friday on Tennessee Ford's ABC daytimer. The mother serves as accompanist while the children sing in four groups. Five of the children perform on their own, and she has also featured two from Korea. In the program, Ernie will tell them they came to his attention at a reunion with an old Air Force friend, Dub Walker, now a resident in Placerville, Calif. Walker told him about the family and invited them to perform. He did, and signed them for a spot.

## TelePrompter Buys Conley Electronics

TelePrompter Corp. has bought Conley Electronics Corp., Evanston, Ill., for approximately \$1 million. Deal was part of a three-year expansion program through which TelePrompter, originally a supplier of TV prompting equipment and services, has moved into the CATV and hi fi component markets.

TelePrompter president Irving Kahn, said Conley Electronics, which operate as a wholly owned subsidiary retaining its present management. He said both companies will benefit, particularly in view of Teleprompter's interest in a new tape handling technique it has developed.

## Lafferty Pacts to Direct 'Twilight Zone' Seg

West Coast Bureau of RADIO-TV DAILY Los Angeles — Perry Lafferty has been signed to direct the "Valley of the Shadow" seg of CBS's "Twilight Zone," it was announced by Herbert Hirschman, producer.

Scheduled to roll this week at 10 P.M., this marks Lafferty's third directing assignment for the series in the initial 13-segment production schedule. The script, originally titled "The Secret Power," is by Charles Beaumont.

## Smith Made Treasurer Straus Casting Group

Charles M. Smith, Jr., has been appointed treasurer of the Straus Broadcasting Group. He previously served as chief accountant at American Broadcasting - Paramount Theatres, with responsibility for the accounting functions of the broadcasting division of the company.

## So. Carolina AP Ass'n Plans News Awards

Columbia, S. C. — The annual meeting of the South Carolina AP Broadcasters Ass'n will be held at the Wade Hampton Hotel here Jan. 17, in conjunction with the meeting of the South Carolina Broadcasters Ass'n.

Bob Hickman, news director of WIS-TV here and president of the AP unit, said a panel of top-flight South Carolina broadcast newsmen will highlight the AP sessions with discussions on how to make full use of the AP news report — and how to make that report better by sharing in news-gathering.

"Among ideas we intend to take up will be the advisability of a monthly award for the best job of reporting news to The AP," Hickman explains. "This award would go to an individual broadcast newsmen."

Lamar Caldwell of WHSC, Hartsville, will discuss the survey made by his Wire Study Committee. Several suggestions made in that survey already have been put into effect. Floor discussions of Caldwell's report may bring other changes.

## N.Y., L.A. Outlets Put New 'TV 6-Pac' on Ice

Wynn Nathan, president of TV Marketeers, has announced sale to WOR-TV, New York, and KTTV, Los Angeles, of the "TV Six Pac" — six one-hour specials produced for syndication by Victor Borge-Selden Associates. The specials include "The Best of Borge," "Vincent Price: Genius at Work," "The James Dean Story," "Money Isn't Everything," "The Jim Moran Show" and a jazz show.

## Andreas Segovia, Divas To Solo on 'Telephone Hr.'

West Coast Bureau of RADIO-TV DAILY Hollywood — Andreas Segovia, renowned guitarist, has been set by Henry Jaffe Enterprises for an appearance on "The Bell Telephone Hour" this season. Upcoming programs will also present opera stars Joan Sutherland, Leontyne Price and Birgit Nilsson.

## Al Hirt, Basin St. East In VBS '6-Pac' Specs

Geoffrey Selden, president of Victor Borge-Selden Associates VBS, announces that Al Hirt is set as one of the stars and Basin Street East as the location for the fifth of six one-hour TV specials VBS is producing for syndication, called the "TV Six Pac." Negotiations are now under way to sign other top jazz stars for the show, he added.

## Japan Becoming a Top Mart For U.S. O'seas Sales: Block

(Continued from Page 1)

ese market on the following factors:

(1) Despite the current quota, which limits the number of dollars Japanese networks and stations may spend for foreign-produced programs, prices for first-class TV shows continue to rise, in some cases as much as 25 per cent in the last year.

### Has 130 TV Stations

(2) Set circulation continues to increase in Japan. The country today boasts more than 11 million TV homes serviced by over 130 TV stations. The potential is some-

where between 15 and 16 million TV homes. As this number is reached, prices will rise accordingly.

(3) The Japanese government has indicated that within the next two years the 10 per cent of those imports still regulated will be de-controlled. Included in the 10 per cent are TV programs. When such restrictions are eliminated, Block maintains, Japan "will become a truly competitive market for the first time, resulting in an even greater demand for American-produced programs."

## PUBLIC COURT SALE OF RADIO STATION KITE

KITE • Independent • Standard radio broadcasting station • Located at Terrell Hills and San Antonio, Texas • Only good music station serving Greater San Antonio area • Power 5,000 watts daytime and 1,000 watts nighttime • Frequency 930 kilocycles • Operating schedule 5 A.M. to 1 A.M. (Next day) • Owns 12½ acres at transmitter and towers site at Terrell Hills close to San Antonio • Leased offices in Kallinson Building, 535 S. Main Avenue, San Antonio • Well equipped • Profitable operation • Tax advantages

A hearing will be held by the Court in Room 1105, United States Court House, Foley Square, City, County and State of New York, on November 19, 1962 at 10:30 A.M., E.S.T., or any adjournment thereof to consider and act upon:

1. An agreement which has been made with Mr. Howard L. Burris, subject to the approval of the Court, to sell KITE in the form stated below, at a base price of \$395,000 cash net, plus or minus the defined net income (or loss) of KITE for the period July 1, 1962 to the closing date; and

2. ANY BETTER OFFER which may be made before or at such hearing.

The agreement with Mr. Burris, the balance sheets and profit and loss statements, the books of account, records and other pertinent documents of KITE are available for inspection in New York City.

The sale will take the form of transfer of 100% of the capital stock of Kite Broadcasting Company, a Delaware corporation which owns KITE, and transfer of two unsecured demand notes, liabilities of Kite Broadcasting Company, in the unpaid principal sum of \$82,333.34, with accrued interest of \$2,291.38 as at September 30, 1962. It will be accompanied by the resignations of all the directors and officers of Kite Broadcasting Company. The buyer will thus be vested with stock ownership of KITE, and with control of all of its assets, subject to all of its liabilities, including the above notes and their tax advantage.

No other offer will be considered unless accompanied by a \$50,000 deposit on account of the purchase price in the form of a bank cashier's check constituting New York City funds, drawn or duly endorsed and delivered to the Trustee. No other offer will be considered unless the Court is satisfied as to the financial and other ability of the offerer to complete the transaction. Any better offer shall be made on the same provisions and conditions as those contained in the agreement with Mr. Burris; with such modifications as to price and otherwise as may be required to reflect such better offer. The balance of the purchase price will be payable on the closing date, to be fixed by notice after approval of the transaction by the Federal Communications Commission.

Published pursuant to order of the United States District Court for the Southern District of New York, made "In the Matter of TOWNSEND GROWTH FUND, INC., Debtor. In proceedings for the reorganization of a corporation under Chapter X of the Bankruptcy Act, File No. B375/61."

For further information write or phone the Trustee.

Dated, New York, N.Y.  
October 26, 1962

LESLIE KIRSCH  
Trustee  
350 Fifth Avenue,  
New York 1, New York  
Telephone: LOngacre 4-4140



## AGENCY NEWSCAST

By RALPH TYLER

A re-shuffling of its advertising agencies, involving several million dollars in billings, has been reported by International Latex Corp. through David Ketner, advertising VP. Ted Bates gets Playtex Living Bras and new Living Girdle. Y&R, already handling Sarong for another division of International Latex, gets Playtex Girdle and Playtex \$2.50 Bras. Lynn Baker will continue to rep Playtex Nurser and Reach McClinton will cease to handle any Playtex business. Changes are effective Feb. 1.

Opportunity will knock Nov. 17 for college women considering careers in advertising. The event is the sixth annual career conference sponsored by the Advertising Women of New York Foundation at the Hotel Commodore. There will be panel discussions and seminars in the morning and individual consultation in the afternoon. David McCall, vice chairman of the board of C. J. LaRoche will speak at luncheon on "What You Can Do for Advertising?"

Shulton, Inc., has appointed Kastor Hilton Chesley Clifford & Atherton to handle the Colfax Laboratories Division advertising for Ice-O-Derm. Stern, Walters & Simmons has named two new VPs, Roy R. Rutkoff, account exec, and Norman M. Goldring, marketing director. Goldring formerly was with Edward H. Weiss and Rutkoff was for many years with the original Phil Gordon agency, absorbed in a recent merger.

A major spot TV and radio campaign for Triple-S Blue Stamps is now underway along the Eastern Seaboard using the "Triple-S Triplets" created by Kastor Hilton Chesley Clifford & Atherton, and executed by Ed Graham, creator of Bert and Harry. Three new agencies have been elected to membership in Western States Advertising Agencies Ass'n. They are Irvin L. Edelstein Associates, Los Angeles; Leland Oliver Co., Santa Ana, and Elliott-McMullen Advertising Agency, Los Angeles.

Charles E. Jones, former administrative VP and board member, has rejoined Potts-Woodbury, Kansas City agency, as president and chief executive officer. Jones succeeds J. B. Woodbury, president since 1954. Woodbury remains as chairman of the board of directors, a post he has served since 1956. Since 1961, Jones has been general sales manager of radio WHB, the Storz Broadcasting Station in Kansas City.

Appointment of Margaret Au-

### Thought for Today

*"Take a hard look at the changing world. Name your own boom and then simmer down. It might be just as well to be ready for the busts. I have never known a 10-year period when there wasn't quite a little going both ways. Up come automobiles, down go horse collars; up come canned food, down go jar gums. Up come frozen foods, down go fresh. Fish is having a boom; the day people eat fish, they aren't eating meat. Margarine is having a boom; the day people eat margarine, they aren't eating butter."*

—Jean Rindlaub,  
VP, copy supervisor, BBD&O

Auchstetter as broadcast buyer and Laura Dulberger as assistant broadcast buyer in the media dept has been announced by Carson/Roberts, Los Angeles. Mrs. Auchstetter moves to C/R from Erwin Wasey, Ruthrauff & Ryan, where she was radio-TV time buyer. Miss Dulberger had been supervisor of estimating and contracts at McCann-Erickson, Los Angeles.

The C. F. Sauer Co., producers of Duke's mayonnaise, cooking oils and related salad products, and Sauer's flavoring extracts and spices, has appointed Liller Neal Battle & Lindsey, Inc., as its advertising agency effective Jan. 1. The Sauer account will be served through LNBL's Richmond office.

PR exec Philip Lesly has re-edited and revised his "Public Relations Handbook" published 12 years ago. The field has grown so much since then that Lesly said he found it necessary to provide new material, or completely revise, about 70 per cent of the book's 902 pages. In a concluding chapter of the book, published by Prentice-Hall, Lesly noted this, among a number of changes that have taken place since the first edition: "Education has made the public more sophisticated. Subjected, as they are, to a vast and increasing stream of information, people today are suspicious of hogwash. Old fashioned hard sell is a waste of time and money, unless an organization has worked over a long term to create public trust in any communication emanating from it. . . there is a trend away from over-simplification, particularly in corporate PR."

## 25th Year for WKAT Under Same Owner

Miami—WKAT will mark its 25th anniversary tomorrow as the oldest station in the state under the same ownership. Mrs. Ucola Katzentine, president of the company, founded the station in November, 1937, with her late husband, A. Frank Katzentine. Now the basic CBS affiliate for the Greater Miami area, WKAT claims the largest radio news staff in Florida and calls its current format "The Mirror of Miami."

One year after its original broadcast, WKAT increased its power to 250 watts. Two years later, in 1940, the station acquired the NBC Blue Network and boosted its power to the current 5,000 watts. It later acquired an affiliation with Mutual Broadcasting and ABC, and was affiliated with both until November, 1960 when it joined CBS.

The station plans to celebrate its Silver Anniversary the complete month of November.

### Admen Hear Hurleigh

Washington Bureau of RADIO-TV DAILY

Washington—Mutual Broadcasting prexy Robert F. Hurleigh will address the Ad Club here Nov. 13 on "Radio's Countdown—The Dilemma of Advertisers."

## Socialist-Labor Candidate Wins Equal Time Issue

The FCC yesterday notified CA, New York, that the "E. Gray Show" does not come under the exemptions to the public equal time requirements and, therefore, the request of Socialist Labor candidate for New York governor, Eric Haas, must be honored. Haas made his request on the basis of a Gray show appearance by David Jacquith, Communist Party candidate for the same office.

## Spirits Climb On Gravecast

Ft. Wayne — WOWO's "PM" moves tonight into the Adams County Courthouse, once the site of a pioneer graveyard.

While on the air, "PM" will lose none of its normally cultured atmosphere as Fred Reynolds Allen, county librarian, tells of grave robbing in early days. Meredith Sprunger, Indiana Technical College, discusses superstition and folk myths; a minister of the spiritualist church talks of the spirit world and seances, and a report is aired from London on a haunted English castle.

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