

RADIO TELEVISION DAILY

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OF
RADIO & TELEVISION



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MONDAY, APRIL 2, 1962

TEN CENTS

NAB KEYNOTE: SELF-REGULATION

Move to Color Bridging 'Gap' Toward Tri-Net Use

Chicago — With the surprise announcement Saturday afternoon by AB-PT president Conrad H. Goldenson that the NBC-TV radio & television stations will start color telecasting this Fall, broadcasters convened here generally were convinced yesterday that the video rainbow has bridged "the big gap" to accept-

Even other major set manufacturers have already joined. A pioneer in color receivers, to meet the forthcoming demands of the public. NBC has been in the air with a steadily increasing schedule of programs in color
(Continued on Page 6)

Telesistema Buy Dubber Share

Screen Gems and Telesistema Mexicano have jointly purchased a 50% interest in Estudios Grava-son, a major film dubbing firm in Rio de Janeiro, Brazil. Screen Gems' General Manager Jerome Hyman said Grava-son has dubbed
(Continued on Page 8)

N.Y. State Solons Lift Bars for Radio, TV

Albany—The New York State legislature has agreed to open its proceedings to restricted radio and TV coverage. The Senate unanimously gave final legislative approval to a proposal that Gov. Rockefeller approved. The measure would permit coverage of sessions, committees or temporary commissions if presiding officers, a majority of members and agencies consent.



RIPCORD'S RATINGS are establishing new "highs" everywhere! In '62, RIPCORD tops all competition in New York, Los Angeles, Philadelphia, Milwaukee, New Orleans, San Diego, Indianapolis, Memphis, Oklahoma City, and many other markets. Will there be a Second Big Year of RIPCORD? The answer's at ZIV-VA's Hospitality Suite 1900, Conrad Hilton Hotel.
Advt.

Gov't Encroachment Biggest Issue Facing 3,500 Broadcasters

Chicago—This is the long-awaited day!

With their past year's unsurpassed record of achievement, a constellation of dreams for the future and mountains of king-size problems, some 3,500 broadcasters and their suppliers are converging on the Conrad Hilton Hotel this morning for the official start of the NAB's 40th annual convention.



MURROW

Unchallenged No. 1 on their "must" list is the industry's answer to a variety of proposals for stricter Government controls.

(Continued on Page 14)

White House Taps Novik

Washington — The White House has announced the appointment of New York radio and TV consultant M. S. Novik as a member of the U. S. Commission on Information, subject to Senate confirmation.

4-Tube Color Camera Unveiled by RCA

Chicago — An experimental, four-tube color TV camera, which produces color pictures in richer hues and finer detail than ever before attained, was demonstrated by RCA for the first time here yesterday at the NAB convention. Its most striking innovation is the addition of a fourth pickup tube to provide a separate monochrome or "M-channel."

Let's Talk It Over

Chicago Is Off Limits For Sunshine Patriots At the '62 Convention

By ARTHUR PERLES

AS this is being written, the first wave of some 3,500 broadcasters and executives from related fields has rolled into Chicago for the NAB's 40th anniversary convention . . . Except for the business-at-hand, this huge outpouring has the surface look of any big business or fraternal rally—even to participants bent only on having "one heck of a big wassail."

And that, my friends, is about the saddest thing that could happen to us. For, if ever we didn't need the Summer Sunshine Patriot and his heel-

(Continued on Page 4)

We Invite You to Register at —

RADIO-TELEVISION DAILY SUITE 906

(Conrad Hilton Hotel)

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ficio Espana, Grupo 4, Planta 14.

George Vaskovec Stars In 'Dr. Kildare' Segment

George Vaskovec has signed for a role in the "Something of Importance" episode of "Dr. Kildare."

"Let's Discuss Music"

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Ziv Re-Run Scores In 5 Major Markets

Economee division of ZIV-UA announces sale of its "Ann Soth-ern Show" re-run to stations in more than a dozen markets, including WABC-TV, New York; WBKB-TV, Chicago; KCOP-TV, Los Angeles; WTTG-TV, Wash-ington, and KOMO-TV, Seattle.

Other Series Also Selling

Another Economee series, "Lock-up," with MacDonald Carey, recently announced for sale, has been sold to KABC-TV, Los Angeles; WSIX-TV, Nashville, and WNEW-TV, New York. In addition, "Bat Masterson" and "Sea Hunt" have now been sold in 70 and 100 markets, respectively.

Executives who will be representing Economee in Chicago will be Pierre Weis, VP and general manager; Ken Joseph and Dick Lawrence, division sales managers; Jim Weathers, Western division spot sales manager; and Leon Bernard and Dick Cool, account executives.

Broadcaster Requests Fund-Raising Cooperation

Chicago — Sterling C. Quinlan, ABC VP in charge of WBKB, told the annual Chicago Society of Fund Raising Executives meeting last week of the importance of its cooperation with the station in ascertaining the community's needs in the field of televised public service announcements.

Quinlan pointed out that last year alone, WBKB donated \$3 million in spot time for a total of 7,500 public service messages.

KTVU-TV Names Kelly As Publicity Director

West Coast Bureau of RADIO-TV DAILY San Francisco — Quentin Kelly has been named publicity director of KTVU-TV. Former publicist and feature writer for M-G-M studios, he replaces Chet Rhodes, who resigned KTVU to follow his own advertising interests.

COMING AND GOING

STANLEY DUDLESON, syndicated sales manager, DON GARRETT, publicity director, STAN GOODMAN, eastern sales manager, and BOB SEIDLEMAN, syndicated sales VP of Screen Gems, in Chicago for NAB meet- ing.

WARREN BUSH, CBS News Producer, to Washington for upcoming joint appearance broadcast.

LLOYD BURNS, Screen Gems' international operations VP, to Europe on business.

MAURIE WEBSTER, CBS Radio Spot Sales VP and general manager, and RALPH GLAZER, eastern sales manager in Chicago.

STANLEY GRAYSON, Regal Advertising executive VP and general manager, to L. A. to visit clients.

ARNOLD FETBROD, Regal Advertising VP of programming, in Chicago.

FRANK OXARART, KNX national sales representative, to San Francisco Wednesday to visit CBS Radio Spot Sales.

JIM INGRAHAM, KNX general manager, to N. Y. and Chicago for client and agency conferences.

MILTON ROGIN, VP, TOM HOWELL, VP and JACK ARBIB, national sales director of Cellomatic, Division of Screen Gems, Inc., to NAB meeting.

MORTIMER MATZ, president of Mortimer Matz Associates, radio-TV PR firm, to Chi- cago.

TV Ponders Older Jobless

Toledo — WTOL-TV's "Series One" will present "The Age Barrier" Thursday night, depicting problems of unemployed persons over 45, and the efforts of the state employment service to find jobs for them.

Cameras will follow a typical middle-aged man making the rounds in search of work in the Toledo area.

The series is produced by the station's public affairs department, under supervision of news direc- tor Joe Gillis.

We invite you to visit our

HOSPITALITY SUITE

during the

N.A.B. CONVENTION

We'll be at the ESSEX MOTOR INN
(Suite 1403) 8th & Michigan Avenues

BLACKBURN & Company, Inc.

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Washington, D. C.: RCA Bldg.
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Beverly Hills: Calif. Bank Bldg.

CTV Will Produce Naf'l News Program

Montreal — CTV, Canada's dependent TV network, will be producing a national news program in the fall, Spencer C. well, network president, said.

The program will depend on the network news staffs for Canadian news coverage. Wire service the Columbia Broadcasting System in the U. S. and the Independent Television News of England would provide foreign news.

The show, to be carried in Halifax to Vancouver during evening, will be sponsored, C. well said in an interview. The network is an affiliation of stations in eight Canadian cities — Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver.

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Music to note...

Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials

The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honegger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.

The first offering of this series will be made at the NAB Convention in Chicago... in our Suite (800) at the Conrad Hilton Hotel.



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'Cain's 100' to Start Fall Reruns on MBC

"Cain's Hundred," MGM-TV's hour series starring Mark Richman as a federal crimebuster, will be made available for local and regional rerun telecast in the Fall. It is currently seen on NBC-TV.

Richard A. Harper, MGM-TV syndicated sales director said that Metropolitan Broadcasting Corp. has become the first customer for the series by licensing it on three of its stations: WNEW-TV, New York; WTTG, Washington, and KOVR, Stockton, Calif.

'Asphalt Jungle' Licensed

MBC VP in charge of programming Jack Lynn also disclosed that Metropolitan has licensed "The Asphalt Jungle" for WTTG and KOVR and that episodes would be used in conjunction with the "Cain's Hundred" telecasts. There are 30 hour episodes of "Cain's Hundred" and 13 of "Asphalt Jungle."

ATAS Forum Examines Sponsors and Ratings

An ATAS forum at the Overseas Press Club Apr. 11 will examine the relationship between sponsors and the rating services. Agency, rating, programming and sponsor personnel will be on hand.

Moderator will be Matthew J. Culligan, director and general corporate exec, Interpublic Incorporated. Among other participants will be Mark Goodson, of Goodson-Todman Productions; Dr. Sidney Roslow, Pulse, Inc., director, and Les Delano, North Advertising, Inc., VP.

Pioneers' Recollections Taped for Posterity

Qualified pioneers in broadcasting and allied fields have been invited to tape their reminiscences with the help of expert Jack Brickhouse, in private dining room 10, Conrad Hilton Hotel, tomorrow afternoon and Wednesday. According to Carl Haverlin, chairman of the oral history project of the Broadcast Pioneers, all material will be processed under the direction of Dr. Lewis Starr, director of oral history research, Columbia University and preserved as source material for writers and historians.

The project has already processed several million words via interviews in the field and tape recordings.

Ward Quaal, vice-president and general manager of WGN and WGN-TV, is contributing personnel and facilities.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

kicking buddies, that time is now!

Studies of the NAB agenda reveals its accustomed efficiency and high-level planning, from opening gavel to the fading echoes of adjournment. This year's gathering, we say, must not be permitted to wind up, in reality, as just a collection of bon mots, finger-wagging warnings from constituted authority, pledges of fealty and dedication and the usual assortment of belting hangovers.

HOW then can meaningful, enduring good for all radio and TV, the nation's listeners and viewers, as well as those abroad (for, we are on the launching pod right now on global transmission), emerge from this meeting?

The answer is contained in the Spirit which each broadcaster brings to the convention. There was never a more critical time than the present when. . .

The urgent need is to declare that pressures—patent or intangible, and demands from Washington must abate.

For, we must regain full opportunity to devote all our energies and resources to better programming and the inevitable concomitant of increased revenues.

Surely, here's a goal that's familiar to Government—if one is to judge by Federal administration budget pitches and the rising taxes we endure. And, since Government likes the public to believe it operates on sound business practices, then, ipso facto, it should be willing to allow others to do so.

There have been direful signals from Potomac shores that the FCC's militant chairman, Newton Minow, is readying one of his paralyzing inquests into the corpus of radio—having left the TV people exhausted and limp from one-year clobbering.

While playing gracious host to his distinguished speaker, we trust that Gov. Collins will be equal to the occasion on behalf of networks and stations and their suppliers.

WE referred before to "Spirit." Far from an empty word, it is the arsenal that freed us from King George's yoke, made us mighty enough to withstand the contemporary Russian Bear—and will supply the power to get broadcasting off its stalled position and forging to better service.

Will this be a week fraught with great significance? It can be, if conventioners—in or out of panels and clinics—will seriously consider and sound off on vital matters, such as: broadcast editorializing, the Constitutional privileges of freedom of the press, a blockade of bureaucrats slithering toward the industry's supine surrender of program control, cleanup of the overloaded commercial mess, quality step-up of local shows, equitable disposition of the lingering BMI-ASCAP legal hassle, pay TV and, finally, but terribly important:

An effective public relations counter-offensive against the "let's-hate broadcasting" bilge of professional organizers and egotistical do-gooders. There are a hundred ways to skin this cat before its poisonous fangs sink deeper into the R-TV jugular.

THIS industry must demonstrate beyond question that it is not only meeting the cultural requirements of all population segments—but that it is several paces ahead.

These are among the problems that must be met in joint assembly with the clarity and vision resulting from free exchange by free men in a free society.

2 Posthumous Kovacs Books

At the time of his death in an automobile accident, Ernie Kovacs had completed and sent to Doubleday & Co., publishers, the manuscripts of two books. The first, "How to Talk at Gin," will be published Apr. 6.

The second, "Please Excuse da Pencil," is scheduled for publication this Fall.

Kovacs designed the jacket of "How to Talk at Gin" and did all of the illustrations. After reading advance proofs, Groucho Marx commented on the work of his long-time friend:

"This is the first time I've caught myself laughing since reading Bob Benchley. No man can receive higher praise."

CBS' Radio Execs Hold 2-Day Meeting

Chicago—Sixteen execs of CBS Radio's Station Administration group have just completed a two-day series of meetings preceding their attendance at the NAB convention. Attending the sessions at the studios of CBS-owned WBBM for CBS Radio Station Administration were VP Fred Ruegg and Richard F. Hess, assistant to the VP.

Station Leaders Participate

Participating on behalf of the CBS-owned radio stations were Thomas Y. Gorman, VP-general manager, and Ken Ovenden, program director, WEEI, Boston; E. H. Shomo, VP-general manager, and Len Schlosser, program director, WBBM; Robert P. Sutton, VP-general manager, and Harriet Weedon, program director, KNX Los Angeles.

Also, Sam J. Slate, VP-general manager, and Eugene King, program director, WCBS, New York; Thomas J. Swafford, VP-general manager, and Michael Grant, program director, WCAU, Philadelphia; Robert F. Hyland, VP-general manager, WMOX, St. Louis; Jules Dundes, VP-general manager, and Henry Basayne, program director, KCBS, San Francisco.

Maurie Webster Attending

In attendance for CBS Radio Spot Sales was Maurie Webster, VP-general manager.

RCI Exhibits Visual Radio Station Breaks

Chicago—Visual radio station breaks that are not only heard but seen are being displayed this week at the Radio Concepts, Inc. hospitality suite 1135A, Conrad Hilton Hotel here.

RCI founders Al King and Philip Meltzer claim the station breaks are "totally different than any others ever conceived because 1) They are visual and 2) They are created for the individual station and that station only."

Listeners in Hong Kong Hear of U.S. Housewife

Stamford, Conn. — A series of general news programs about housewives in the United States are being prepared through WSTC-AM-FM for airing in Hong Kong. Mrs. Scot M. Leavitt, who worked for the BBC there, continuing the presentation with the cooperation of the Stamford station. Now living in this area with her husband, a Life editor, they resided in Hong Kong for 10 years.

2306A

**PLEASE
DISTURB**

The place: CBS Films' hospitality center at the Conrad Hilton (Suite 2306 A), NAB Convention headquarters for "...the best film programs for all stations." The time: anytime, April 1-4. We'll be delighted to see you. Don't bother to knock. Just come on in!

ABC's Sports Show Gets Second Wind

"ABC's Wide World of Sports," a 90-minute telecast series which ends its winter series Apr. 29, has been extended by ABC-TV from May 6 to Sept. 2. Jim McKay continues as regular Sunday afternoon host and commentator on the program.

Reynolds a Sponsor

Sponsors for the summer series include R. J. Reynolds Tobacco Co., through William Esty Co., and E. I. du Pont de Nemours & Co., through BBDO.

Schedule includes the Le Mans 24-hour auto race in France; the U. S.—USSR track meet in Palo

The 1962 Men's Senior National AAU Indoor Swimming and Diving Championships in Bartlesville, Okla., will be televised on "ABC's Wide World of Sports" Sunday. Coverage will include use of underwater camera and microphone developed by the network.

Alto, Calif.; World Roller Skating Championships, Essen, Germany; FA Cup Soccer Championship, London; Japanese All-Star baseball game; men's and women's AAU outdoor swimming and diving championships; Cheyenne Rodeo; Las Vegas Rodeo; Intercollegiate Rodeo Championships; Gold Cup hydroplane race; National Gymnastic Championships from the Seattle World's Fair; Monte Carlo Grand Prix, and the summer ski jumping classic, conducted at Lake Placid, N. Y.

Frisco Kiddie Shows Attract Big Sponsors

West Coast Bureau of RADIO-TV DAILY San Francisco — KRON-TV's daily program for small fry continue to be popular with sponsors, according to sales manager William A. Morrison. Sponsor interest in recent weeks has resulted in many new participation contracts for "Popeye with Mayor Art" and "Fun House with Don Scott."

Formats Similar

Formats for both are similar, with a live host, cartoons, integrated informational material such as a newscast for children, science segments and live participation for young guests.

New business includes promotion of Oat Flakes and other Post cereals; Kool-Aid; General Foods Crispy Critters; Colgate-Palmolive Soaky; Red Goose Shoes; Blue Seal Bread; U. S. Rubber Keds; Golden Grain Macaroni and Fritos, and several toy manufacturers—Mattel, Ideal, Remco, Hasbro and Deluxe-Redding.

Syndie Plans Aired by 7 Arts



Robert Rich, vice president-general sales manager, and Donald Klauber, vice president-national sales manager, meet with Seven Arts division managers in the company's NAB convention Hospitality Suite at the Conrad Hilton Hotel. Topic of meeting was sales strategy for their Warner Bros. post-'50 features and 13 one-hour TV concert specials featuring the Boston Symphony Orchestra. Left to right are George Mitchell, West Coast Division manager; Robert Hoffman, Midwest Division manager; Robert Rich; Donald Klauber; David Hunt, Southwest Division manager, and Lloyd Krause, Eastern Division mgr.

Stanton Trade Spoof Rises On Industry's Hit Parade

Requests continue to pour in to RTES. CBS and Red Skelton's office for the complete version of the trade spoof, sung to the tune of "Mañana," which was first heard at the RTES anniversary dinner in honor of CBS president Dr. Frank Stanton Mar. 8 at New York's Waldorf-Astoria. RADIO-TV DAILY herewith presents the entire parody:

"Good evening, Dr. Stanton, we're so happy to be here. With all the lovely people who selected you this year; We'll say a lot of things to you in music and in rhyme. But thanks to Section 315, you don't get equal time.

"One network has Ben Casey and another has Kildare. But you're the greatest 'doctor' who is working anywhere; When television suffered from payola and the quiz, You took your little scalpel and removed 'em like a whiz!

'Stickler for the Truth'

"It isn't any secret you're a stickler for the truth. But no one could discover how it started in your youth; We finally decided it's your folks we have to thank; You've been so bloody honest just because they called you Frank.

"A very famous peacock is insulted by your words, Because you say that color now is strictly

for the 'birds'; Regarding the award you got from all of us tonight, That medal isn't gold at all, it's really black and white.

"Each time you have a session with the friendly FCC. We think there must be many spots where you would rather be; To go back to the 'good old days' may be your fondest wish: A 'Newton' was a cookie and a 'Minow' was a fish!

Skill with Ratings Cited

"We know you're good at proving with a rating or a chart, The reasons why a program takes the public to its heart; We'd love to hear your answer to a question that we pitch: Why healthy, normal grown-ups wanna 'sing along with Mitch'!!

"A major disappointment may be waiting for you, Doc: We know where you are building, NBC is up the block; But don't you get a telescope, no research can be made: We hear that Mr. Sarnoff's gonna pull down ev'ry shade!

"Although this isn't televised, you've got us in a mess: An 'audio announcement' may be needed none the less. And so we'd like to mention as we finish up our dance: 'The guests for this occasion were selected in advance'!

"Your very kind reaction was the thing for which we strive, It wasn't pre-recorded but most definitely live! Not only did you thrill us when you gave us such a hand—Remember, Dr. Stanton, that the laughter wasn't canned! !"



STANTON

Senator Says He'll Push For TV 'Health Specs'

Washington — Sen. Hubert Humphrey (D., Minn.), who recently made a speech in Toronto urging promotion of public health by TV programs, has announced his intention in the Senate of pushing for a TV campaign of "health spectaculars."

American Network Is Moving to Color

(Continued from Page 1)

since the FCC in Dec., 1954, gave compatible transmission - in - hue its official blessing.

Opining around the Conrad Hilton Hotel added up to a belief that CBS-TV now will have to join the network color parade after having fallen out of it a long time ago.

Goldenson Enthusiastic

Goldenson told the affils that ABC was "looking forward to expansion of color telecasting in the network in the '62-'64 season."

One well-informed broadcaster's view was that revenue-minded ABC would not have taken the color plunge if it did not see the possibility of early gain ahead.

On the other hand, Goldenson made it plain his color decision was not an impulsive one, stating "we have developed a nucleus of color TV experts within the company and hope to gain additional experience in the Fall."

Ohio, Indiana to Receive Three Educational FMs

Washington Bureau of RADIO-TV DAILY Washington — The FCC Broadcast Bureau has cleared the way for three new educational FM stations. They are Akron U. Akron, O., Central State College Wilberforce, O., and Indiana Central U., Indianapolis.

In addition, Harry B. Mills was granted 103.9 mc for a new class A FM station in Xenia, O.

Don Russell an Early Bird As WSTC Shifts Lineup

Stamford, Conn.—Don Russell former NBC announcer and recently with WSM, Nashville, has taken over the morning "Old Country" program on WSTC-A. FM, in addition to his duties production supervisor assistant the station.

Steve Dunn has been moved to the afternoon program, "Music," and the newsroom has been further expanded to provide improved 'round-the-clock coverage.

99 SQUEEZES . . .
That's a lot! But
just you watch as
multi-image after
multi-image
dissolves . . .



dissolves . . .
dissolves . . .
dissolves . . .
dissolves . . .



dissolves to multi-
image after multi-
image! Right, it's
a lot—but easy
when it's film
that's in the plot!



FILM does the unusual...

How to say "99 squeezes" (make every last squeeze count). How to say "soapy . . . soapier . . . soapiest!" How to do it all with such zest that the new Brillo Soap Pads sing out in the mazes of marts everywhere!

Answer: Do it in words and pictures. Put it to music. On film, of course! Because film gives you commercials, crisp, vivid, exciting—the way you want them—and when!

And that's not all! Film provides the optical effects you require for sharp, high-polish commercials; in addition, assures you the convenience, coverage and penetration market saturation requires.

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East Coast Division
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New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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6706 Santa Monica Blvd.
Hollywood 38, Calif.

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Hollywood, Calif.

ADVERTISER:
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J. Walter Thompson Company
PRODUCER:
Elektra Film Productions

WJXT Plans Schedules Through Automation

Jacksonville — By converting ARB and Nielsen audience data to IBM punch cards, WJXT has come up with new uses of the information provided by the rating services while at the same time extending the functions of the station's data processing equipment. The station has initiated an IBM program that produces audience data for spot schedules and for individual programs and breaks.

SG, Telesistema Buy Brazil Rubber Share

(Continued from Page 1)

more than 1,000 half-hour programs into Portuguese for this company in the past few years.

Gravason to Be Dissolved

Screen Gems international operations VP Lloyd Burns said the present Gravason Corporate structure will be dissolved to be replaced with a new company with greatly increased capitalization, which will be used to increase the capacity of the organization and modernize all equipment.

Gravason, besides dubbing many of the top TV series presently aired in Brazil, is heavily involved in dubbing theatrical product.

WSTC to Broadcast Library Week Fete

Stamford, Conn. — As part of the observance of National Library Week, WSTC-AM-FM will broadcast The Book and Author Luncheon Apr. 9, featuring such speakers as author-actor Elliott Nugent; Virfilia Peterson, author of "Matter of Life and Death," and Joan Williams, whose "The Morning and the Evening" won the John P. Marquand First Novel Award.

Fire Warnings Aired

The station currently is participating in the campaign to "Keep Connecticut Green" by airing Forest Fire Danger forecasts prepared by the State Park and Forest Commission in all regular newscasts and weather reports. They tell listeners when vegetation is susceptible to fires.

Report Scout Activities

In addition, WSTC-AM-FM will present taped five-minute reports on the Girl Scout Senior Round-Up in July at Button Bay State Park, Vermont, which will be covered for the station by a Scout commentator from the Southwestern Connecticut Council.

MANAGEMENT AGENDA

Monday

10:30 a.m. to 12:30 Noon

GENERAL ASSEMBLY.....Grand Ballroom
Presiding: J. M. Higgins, WIBC, Indianapolis, Ind.;
1962 Convention Co-Chairman
Invocation: The Right Reverend G. Francis Burrill, Bishop, Archdiocese of Chicago (Episcopal)
Presentation of the Colors: United States Marine Color Guard
The National Anthem: The Great Lakes Naval Training Center Band
Welcome: The Honorable Richard J. Daley, Mayor of Chicago
Presentation of NAB Distinguished Service Award
By LeRoy Collins to Edward R. Murrow
Address: Mr. Murrow

12:30 p.m. to 2:00 p.m.

MANAGEMENT CONFERENCE LUNCHEON

International Ballroom
Presiding: William B. Quarton, WMT-TV, Cedar Rapids, Ia.;
1962 Convention Co-Chairman
Invocation: The Most Reverend Cletus F. O'Donnell, J.C.D. Vicar General Archbishop of Chicago
Introduction of the Speaker: Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Chairman, NAB Board of Directors
Address: LeRoy Collins, President, NAB

2:30 p.m. to 5:00 p.m.

RADIO ASSEMBLY.....Grand Ballroom
Presiding: John F. Meagher, Vice President for Radio NAB
Opening Remarks: George C. Hatch, KALL, Salt Lake City, Utah; Chairman, Radio Board of Directors
Talk by the President of the Radio-Television News Directors
NAB Radio Code Presentation
Association, Richard Cheverton, WOOD, Grand Rapids, Michigan
Station Representatives Association
(Sales Require Action)
Lawrence Webb, Managing Director, SRA
Lewis H. Avery, Avery-Knodel, Inc.
Clifford Barborka, Better Broadcast Bureau
Adam Young, Adam Young, Inc.

2:30 p.m. to 5:00 p.m.

TELEVISION ASSEMBLY.....Waldorf Room
Presiding and Opening Remarks: William B. Quarton, WMT-TV, Cedar Rapids, Iowa, 1962 Convention Co-Chairman
"REVIEW, PREVIEW—AND A NEW DIMENSION" TIO PRESENTATION
Introduction: Clair R. McCollough, Steinman Stations Lancaster, Penna., Chairman, Television Information Committee; Louis Hausman, Director, Television Information Office
"Broadcasting's Other Commission — Television and the FTC"
Moderator: Vincent T. Wasilewski, Executive Vice President, NAB
Panelists: Kenneth A. Cox, Chief Broadcast Bureau, FCC; Charles Sweeny, Chief, Division of Food and Drug Advertising, Bureau of Deceptive Practices, Federal Trade Commission; Stockton Helffrich, Manager, New York, The Code Authority, NAB
"SELECTION MARKETING" TvB PRESENTATION
Douglas Anello, General Counsel, NAB
Norman E. "Pete" Cash, President, TvB
William MacRae, Coordinator—Spot Television

'Cloakroom' Unfolds 15th Yr.

Washington Bureau of RADIO-TV DAILY

Washington — Week after week for the past 14 years a passing parade of the high and the mighty of official Washington has passed before the microphones of CBS Radio's "Capitol Cloakroom." Today marks its 700th show and the start of its 15th year. Sen. Hubert M. Humphrey (D., Minn.) will be guest.

Among the program's most

prominent guest have been President John F. Kennedy, who appeared at the time he was a senator, and former Presidents Eisenhower and Truman, both of whom were heard on the program by special recording.

"Capitol Cloakroom" presents a national figure being questioned by three CBS News Washington correspondents, with Charles von Fremd as anchor man.

Congress Urged to Vie 'Oscar' Telecast

Washington Bureau of RADIO-TV DAILY
Washington — The scheduled Apr. 9 ABC telecast of Hollywood's "Oscar" derby got a promotional lift from Rep. James Corman. The California Democrat advised his fellow Congressmen that "if past history means anything, it will be a wonderful evening's entertainment. I urge all you to tune it in."

D. Copeland Quits, Marshall Joins 4 A's

Dorothy Copeland, AAAA staff executive for seven and a half years, dealing mainly with union problems in broadcasting, has resigned to become again a freelance consultant in labor relations. She will continue to serve AAAA as a consultant for an indefinite period.

Edwin M. Marshall has joined the AAAA staff as assistant vice president in TV and radio administration and production, labor union relations and other broadcasting activities. He will serve as AAAA liaison in these matters with the broadcasting networks, the National Association of Broadcasters, the Association of National Advertisers, the Alliance of Television Film Producers, the New York Film Producers Association, the National Academy of TV Arts and Sciences and similar organizations.

Marshall also has been named Secretary to the AAAA committee on TV and radio administration—a committee on which he served as a member from 1954 through 1961.

Janssen's 'Diamond' Enters Syndie Marl

"Call Mr. 'D'" starring Dr. Janssen, has become the latest CBS Films entry in the syndicated market. Aired by CBS-TV as "Richard Diamond, Private Detective," the 51-episode series has already been sold to WNEW-TV, New York, and WTTG, Washington. It was produced by DePew's Four Star Films.

CBS Films, meantime, says KABC-TV, Los Angeles, will become the fourth ABC O-O to purchase "December Bride" series for a Fall start. The other ABC O-O's which bought the series are WABC-TV, New York; WFLA-TV, Washington, and WBBM-TV, Chicago.

The sale boosted the number of stations which have purchased "December Bride" to 35 and pushed the gross syndicated sales date over the \$1-million mark.

DRAGNET

STARRING

JACK WEBB

NOW AVAILABLE TO LOCAL STATIONS
FOR THE FIRST TIME
UNDER ITS ORIGINAL TITLE

BY STATION DEMAND

- * Philadelphia WFIL-TV
- Atlanta WSB-TV
- Miami WCKT
- Cleveland WJW-TV
- Detroit WXYZ-TV
- Las Vegas KSHO-TV
- Tacoma-Seattle KTNT-TV

- Lancaster WGAL-TV
- Portland, Me. WGAN-TV
- Wilkes-Barre WBRE-TV
- Bay City-Saginaw WNEM-TV
- Charleston, W. Va., WCHS-TV
- Phoenix KOOL-TV
- Oklahoma City WKY-TV

* FIRST ARB RATING tops all competition!
260% more adults than previous program in time period.

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere



Paul Harvey Lectures From Coast to Coast

ABC Radio newsman Paul Harvey has scheduled a number of speaking engagements this month, beginning with an Apr. 9 address at the annual O. C. A. P. meeting in Portland, Ore. He will speak Apr. 14 in Winchester, Va., and two days later will address the Dallas Public Affairs Luncheon Club.

Apr. 28 will find him in Loveland, Colo., speaking before students of Campion Academy, and on Apr. 30 he will address a meeting sponsored by the Florence, S. C. Cancer Crusade.

During his speaking engagement, "Paul Harvey News" will originate as follows: Apr. 10 morning broadcasts—KWJJ, Portland; Apr. 14—WINC, Winchester; Apr. 16 morning broadcasts—WFAA, Dallas; Apr. 28—KHOW, Denver; Apr. 30 WJMX, Florence.

KDKA Series Devotes Week to Outer Space

Pittsburgh — Where America is going in space—and when—will be covered by Mike Levine on a special series, "Milestones to Mars," Monday through Friday night on KDKA's "Program PM."

Levin has covered America's major space shots in recent years for KDKA and the other stations of the Westinghouse Broadcasting Co. His most recent trip to Cape Canaveral was to describe Glenn's orbit launching. "Milestone to Mars" will be presented by Pittsburgh Home Savings and Loan Association of Pittsburgh and Butler.

'New View's' Mag Format To Air Women's Features

West Coast Bureau of RADIO-TV DAILY

Portland, Ore. — "Northwest Living, a New View," to be seen weekday afternoons on KATU, will feature a variety of women's programs in a magazine format. In addition to food, fashions, artistic and cultural programs, a 15-minute film, "Consult Dr. Brothers," will be shown. Glenna Page will be hostess.

Diabetes Documentary Takes AFA Award

Huntingdon, W. Va.—WSAZ-TV won third prize for TV programming at the annual awards competition of the AFA Fifth District this year. The station's entry was "Your Doctor Speaks on Diabetes," a public service program with local doctors appearing on camera.

HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Producer Aaron Spelling has bought nine original stories for Four Star's "Dick Powell Show" next season. In addition to producing "The Dick Powell Show" series, Spelling will also be executive producer of the "Adventures of Adam Fable" series, which stars Lloyd Bridges.

☆ ☆ ☆ ☆

• • • Robert Horton has checked in at Revue for his final appearance as star of "Wagon Train." He finishes up Wednesday after five years on the show . . . Bill Biery will host the "Felix the Cat Cartoonaroony" on KCOP starting next Monday. He comes from WWL-TV, New Orleans.

☆ ☆ ☆ ☆

• • • Don Fedderson Productions has added Robert P. Chenault as production executive of its Commercial division. Chenault has been producer in charge of commercials for the past five years at Four Star and Warner Brothers . . . Stan Freberg gets production under way today on a series of radio and TV spots and a theatre trailer for the promotion of "Road to Hong Kong," with Bob Hope and Bing Crosby.

☆ ☆ ☆ ☆

• • • Anthony George has rejoined the rest of the "Checkmate" cast at Revue after his recent emergency appendectomy . . . Jules Bricken, producer-director of "Dateline: San Francisco," is off to Paris for a five-week vacation, which includes work on an untitled story with writers Franklin Coen and Frank Davis.

☆ ☆ ☆ ☆

• • • The second meeting between officials of key stations in the Los Angeles area and executives of Atlas Helicopter Service took place at KLAC. There will be additional meetings to work out the logistical problems involved in the planned traffic advisory helicopter service which will be made available to all Los Angeles radio stations.

☆ ☆ ☆ ☆

• • • Jay Ward Productions has been invited by the International Animated Film Association to submit "The Bullwinkle Show" at the Animated Film Festival to be held in Annecy, France, June 26 to July 1 . . . KNX general sales manager Jim Ingraham reports sales continuing at a high level. The record for one week was set in mid-February with \$412,000 and March, while setting no records, ended strong . . . Frank Gorshin will do a two-week night club stint at the Hacienda in Fresno starting May 7.

☆ ☆ ☆ ☆

• • • Elliott Silverstein signed with MGM-TV to direct six "Dr. Kildare" episodes next season. He directed seven segments of this season's series.

RPI's Chamberlayne Appointed News Editor

Michael J. Minahan, Radio Press International general manager, has appointed Pye Chamberlayne, Jr., as news editor at RPI's New York headquarters.

Chamberlayne was transferred from RPI's Paris bureau, where he had been based for the past two years, to employ his first-hand knowledge of the Algerian crisis at the home office, which transmits the daily voice reports from Africa and throughout the world to subscribers in the U. S., Canada and Australia.

Prior to joining RPI, Chamberlayne was desk chief for Agence France-Presse, Paris. While in the U. S. he served on the news staffs of WEZL & WRVA, Richmond, Va.

Former Editor at KWHI

Brenham, Tex. — Tom Whitehead Jr., editor of the Brenham Banner-Press for nine years, has resigned to become general manager of KWHI.

WCBS Appoints Gould Sales Service Manager

Win Gould has been appointed sales service manager for WCBS. He replaces Robert Di Mattina, who is assuming new duties as operations manager for CBS Radio Spot Sales.

Gould, who joined CBS as a management trainee last July, has served as operations manager for KMOX-TV, St. Louis, and prior to that was a copywriter for WMBD, Peoria.

CBS Radio Spot Sales Promotes Mrs. Camacho

Mary Camacho, who has served in the sales department of CBS Radio Spot Sales for the past three and a half years, has been appointed manager of the Sales Service Department of the representative firm. Mrs. Camacho joined CBS Radio in October, 1958. From 1954 to 1958 she was with the publishing firm of Barnes and Noble.

Ormandy, Phil. Orch In Hour Prime-Time

Philadelphia — WCAU-TV, Apr. 29 will present an hour prime time special featuring Eugene Ormandy and the Philadelphia Orchestra in a program of music by American composers. Titled "Eugene Ormandy's Sound of America," it will pre-empt "Globe Theatre" and the "Jack Benny Show."

Co-sponsored by Girard Trust Corn Exchange Bank and Campbell Soup Co., it will be taped.

A monthly TV reading service for Philadelphia-area schools and libraries has been instituted by WCAU-TV, in cooperation with the Free Library of Philadelphia, the Diocesan School System and the Board of Education of Philadelphia. It provides selected bibliographies for selected programs.

this week-end at a special invitation performance at the Academy of Music here. The Bank is represented by the Aitkin-Kyrtel Co. and Campbell's by BBDO.

Featuring American pianist John Browning and baritone William Warfield as soloists, the program will consist of compositions by Leonard Bernstein and George Gershwin among others.

City Commission Execs Air Racial Problems

Stanley H. Lowell, chairman of the City of N. Y. Commission on Intergroup Relations, will talk on the meaning of fair employment practices on WNBC-TV's "Direct Line" Apr. 8.

Executive director Madison S. Jones and Ellie Clark of the commission will discuss "What We Mean by True Integration" on WJRZ's "Elizabeth Morgan Show" May 4.

Robards and Ebsen Sign For Westinghouse Special

Jason Robards, Jr., and Buddy Ebsen have signed for "That's Where the Town's Goin'!" Westinghouse special Apr. 17 on CBS-TV. Kim Stanley and Patricia Neal are also starring.

Station, Stores, Team To Stage Style Show

Mankato, Minn. — In cooperation with local merchants, KEY-TV on Thursday will present "The Magic of Fashion," a style show featuring Spring and Summer fashions with live models a special entertainment. The show will be under direction of E. Ruen, and hosted by Bob C. anaugh.

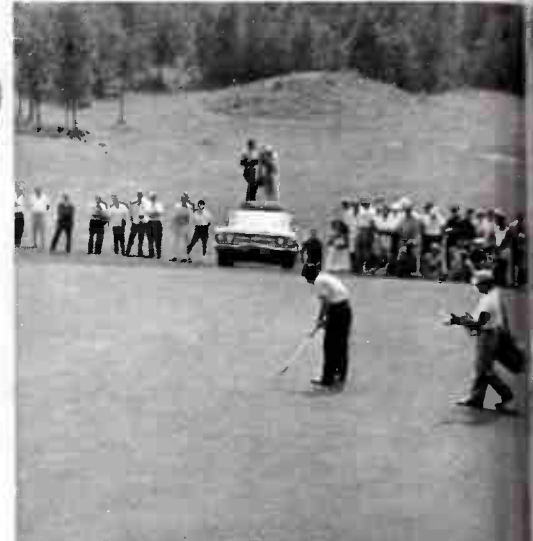
*WGN gratefully acknowledges
the Broadcast Pioneers
2nd Annual Mike Award*



The Broadcast Pioneers 2nd Annual Mike Award presented to WGN Radio and Television on February 25th, 1962 in New York City for distinguished contribution to the art of broadcasting and in recognition of: dedicated adherence to quality, integrity and responsibility in programming and management.

WGN Inc., 2501 Bradley Place, Chicago 18, Illinois

JOEY AND PERRY AND ANYONE FOR GOLF? / AN EARLY MORNING TALK WITH A STATESMAN / A LOOK



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

THE PROBLEMS FACING TODAY'S WOMEN/AND MEANWHILE, BACK AT THE RANCH



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

Industry Leaders Gather for Summit Talk



HIGGINS



QUARTON



CLAY



FRECHETTE



GOLDMAN



MASON



RAMSLAND



RUSSELL

(Continued from Page 1)

Their answer—loud and clear—is: Stricter self-regulation through the NAB's Radio and TV Codes—and, what's more, they're prepared to demonstrate that's the only democratic way.

Other focal points of prime interest for the conventioners are a wide range of affairs, from sales and money - saving techniques to the latest word on labor contracts, collective bargaining and secondary boycotts.



SEAVY

Yesterday was FM Day, an increasingly popular aspect of these conclaves as the frequency modulation medium develops across the nation. With Ben Strouse, WWDC - FM, Washington, presiding the National Association of FM Broadcasters covered technical, programmatic and economics of FM stereo transmission.

Highlight of this morning's General Assembly in the hotel's grand ballroom is presentation of the NAB's Distinguished Service Award by president Leroy Col-

(Continued in Column 4)



CLAIR McCULLOUGH

GENERAL INFORMATION

(All NAB Convention and Staff Officers are located on the Third Floor of the Conrad Hilton Hotel unless otherwise designated.)

NAB Convention Offices

- Convention Manager** Room 1
Everett E. Revercomb, Secretary-Treasurer
- Convention Program** Room 4
Howard H. Bell, Vice President for Industry Affairs
- Engineering Conference** Room 1
George Bartlett, Manager
- Convention Exhibits** East and West Exhibit Halls
George E. Gayou, Exhibit Manager
Edward L. Gayou, Assistant Exhibit Manager
- Registration Desk** Lower Lobby
William L. Walker, Assistant Treasurer
- Convention News** Room 3
John M. Couric, Manager of Public Relations

(Continued from Column 1)
lines to Edward R. Murrow, now director of the USIA.

Opening the proceedings is J. M. Higgins, WIB Indianapolis, convention chairman. The invocation being offered by the Right Rev. G. Francis Burrill, Bishop of the Episcopal Diocese of Chicago.



BRONSON

Following presentation of the colors by U.S. Marines Guard and the anthem, performed by the Great Lakes Naval Training Center Band, Chicago's Mayor Richard J. Daley will formally welcome the broadcasters to his city.

At the management conference luncheon today, William B. Quarton, WMT-TV, Cedar Rapids, will preside. The Most Rev. Cletus J. O'Donnell, vicar General Archbishop of Chicago, will offer the mealtime prayer. The principal address is to be by Gov. Collins Clair R. McCulloch, of the Stearns Stations, Lancaster, Pa., who is chairman of the NAB board of directors.

John F. Meager, the NAB (Continued on Next Page)



STONE



SINCLAIR



WRIGHT



HATCH



MAGRUDER

1962 Convention Committee

- J. M. Higgins—WIBC
Co-Chairman
Indianapolis, Indiana
- William B. Quarton—WMT-TV
Co-Chairman
Cedar Rapids, Iowa
- Henry B. Clay—KTHV
Little Rock, Arkansas
- George T. Frechette—WFHR
Wisconsin Rapids, Wisconsin
- Simon Goldman—WJTN
Jamestown, New York
- Robert T. Mason—WMRN
Marion, Ohio
- Odin Ramsland—KDAL
Duluth, Minnesota
- James D. Russell—KKTU
Colorado Springs, Colorado
- Joseph S. Sinclair—WJAR-TV
Providence, Rhode Island
- Robert F. Wright—WTOK-TV
Meridian, Mississippi



HULBERT



BARTLETT



SHIELDS



ROBERT SWEZEY

Sessions Will Polish Facets of Broadcasting

(Continued from Previous Page)
 to vp. will preside over the afternoon radio assembly, while Burton will chair the TV Assembly.
 overshadowing all other speeches in significance, it is generally acknowledged here, is the talk by chairman Newton N. Minow tomorrow's management conference luncheon. Another major address is set for Wednesday by National Aeronautics and Space Administrator James E. Webb, dealing domestic broadcasting and the immediate future of industry.
 (Continued in Column 4)



LEROY COLLINS

(Continued from Column 1)
 intercontinental communications by radio and TV.

The annual Broadcast Engineering Conference, held concurrently with the owner-management sessions, features luncheon speeches by Sir Harold Bishop of the BBC; Dr. J. R. Pierce, of Bell Telephone Laboratories, and Dr. George H. Brown, of RCA.

NAB's Engineering Achievement award will be presented Wednesday to Ralph N. Harmon, engineering vp for Westinghouse Broadcasting Co., New York.

No Schedules Slated For Tuesday Afternoon

Chicago: There is no Convention programming scheduled for Tuesday afternoon permitting all registrants the fullest opportunity to visit the Exposition of Broadcast Equipment and visit with other Associate Members in their Hospitality Quarters.

Radio-TV Newsroom Facilities Available

Chicago — Complete Newsroom facilities for accredited representatives of radio, television news departments, general and trade publications as well as for newspaper and wire services are available in the Astoria Room on the main floor of the Conrad Hilton Hotel.



VINCENT WASILEWSKI

NAB Staff Offices	
Executive Vice President Vincent T. Wasilewski	Room 4
Radio John F. Meagher, Vice President	Room 2
Television Dan Shields, Special Assistant for Television	Room 2
Station Relations William Carlisle, Vice President for Station Services	Lower Lobby
Broadcast Personnel and Economics James Hulbert, Manager	Room 4
Government Relations Hollis Seavey, Manager	Room 2
Legal Douglas A. Anello, General Counsel	Room 2
Code Authority Robert D. Swezey, Director Edward H. Bronson, Manager for Television Charles M. Stone, Manager for Radio	Room 4



EVERETT REVERCOMB

Convention Announcements

Anyone having an announcement which he wishes brought to the attention of the Management Conference should bring it to Edward H. Bell in Room 4. Announcements for the Engineering Conference should be brought to George Bartlett in Room 1 of the Conrad Hilton Hotel.

Resolutions and Credentials Committee

Chairman: E. K. Jett, WMAR, Baltimore, Maryland
 Tom Chauncey, KOOL-TV, Phoenix, Arizona
 Joe Floyd, KELO, Sioux Falls, South Dakota
 Carl E. George, WGAR, Cleveland, Ohio
 Charles E. Hamilton, KFI, Los Angeles, California
 R. H. Mason, WPTF, Raleigh, North Carolina
 Owen L. Saddler, KMTV, Omaha, Nebraska
 Members wishing to have matters brought before the Resolutions and Credentials Committee should contact Douglas A. Anello in Room 2. All resolutions must be submitted not later than 5:30 p.m., Tuesday, April 3.

Banquet Exchange Desk At Lower Lobby

Those registrants who have purchased a ticket for the Annual Convention Banquet on Wednesday, April 4, will find a ticket in their Convention Kit which is good for an unreserved seat. This ticket may be exchanged for a reserved seat at the Banquet Exchange Desk, open each day from 9:00 a.m. to 5:00 p.m., Saturday through Wednesday.



HOWARD BELL



JOHN MEAGHER



WILLIAM CARLISLE



JOHN COURIC

TO RADIO STATION OWNERS

- Had it with Top Forty!
- Had it with prima-donnas!
- Had it with tired programming!
- Had it with low ratings!

Here's your answer:

demand ! radio

The biggest programming news at the N.A.B. Convention!

Hear it in Suite 1419A at the Conrad Hilton!

WHO HAVE HAD IT!

Here is a new kind of program service that is so complete, so imaginative, so exciting, it will banish every one of your programming headaches—give you a tight, talk-provoking operation you'll be proud of—and it'll cost you less and make more money for you than your present set-up! Are we promising you the moon? No, we are promising you the Men from Mars and their new creation . . . the most exciting concept in radio programming today . . . DEMAND RADIO!

Q. What is DEMAND RADIO?

A. DEMAND RADIO is a total program service that gives a new sound, a unity, a direction to your *entire broadcast schedule!* Everything—music, news, features, community events—is given a production quality, a pacing, an excitement your competitors could never duplicate.

Q. Will I have my own identification?

A. You'll gain more identification than you ever dreamed possible! DEMAND RADIO is custom produced for your station, for your community. It'll sound as if you had a massive staff of top announcers, technicians and creative writer-producers *living* at your station. Yet your own staff problems will be reduced to a minimum.

Q. Okay, but what about music—can I *really* build up my ratings, hold a good share of the market, get some attention from national advertisers—without playing Top Forty?

A. YES.
(That's an important part of the DEMAND RADIO story.)

Q. It seems to me I've heard about the Men from Mars . . .

A. We should hope so! In just one year, Mars

has scooped up the finest programming and technical talent, and has created, produced and sold a total of 20,000 program features to some 300 radio stations. *Among the Mars clients are station groups that have never bought programming from anyone else!*

Q. Now, you've made some pretty strong claims and promises. I have some specific questions . . .

A. Fine! Come see us at the N.A.B. Convention. We'll demonstrate DEMAND RADIO to you, introduce you to satisfied clients, back up every statement we've made above, *and more.*

Q. Just one more question now. Is DEMAND RADIO exclusive in my area?

A. That's right. Exclusively yours—or, we must add, exclusively one of your competitors, depending on whom we sign up. So please make Suite 1419A at the Conrad Hilton one of your first stops.

Or here's a better idea: Call or write to Stan Kaplan at Mars right now and he'll make a special appointment for you at the convention, or, if you're not planning to attend, he'll come see you at your office. Your tie-line to Mars is 327-2700, Stamford, Conn.

Whatever you do—don't miss out on DEMAND RADIO. It's going to be solving a lot of programming problems for a lot of station owners, and we're sure you'll want to get the full story.

See you soon!



MARS BROADCASTING, INC. 575 Hope Street, Stamford, Conn.

'Col. Glenn in Orbit' Now a Record Album

A record album, "Col. Glenn in Orbit"—edited directly from NBC-TV's Feb. 20 around-the-clock coverage of the astronaut's orbital flight—has been licensed by NBC Merchandising to Crown Publishers for distribution to newspapers throughout the country as an offering to readers. RCA Custom Records is pressing the 12-inch disk.

Sixteen Scribes Set For 'My Three Sons'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Sixteen writers and writing-teams have been signed by Don Fedderson Productions for next season's 38 Fred MacMurray "My Three Sons" programs, with at least as many more yet to be set, according to Edmund Hartmann, newly assigned series producer.

Set for multiple-writing chores are Dorothy Cooper Foote and John McGreevey. Single writing assignments, with possible additions, were handed to Howard Leeds, Paul David, Shirl Gordon, Gail Ingram Clement, Ronald Alexander and Joanna Lee. Teams now working on "Sons" teleplays for upcoming segments are Lois and Arnold Peyser, Austin Kalish and Elroy Schwartz, Danny Simon and Michael Morris, and Glenn Wheaton and Mannie Manheim.

Filming of the '62-'63 season "My Three Sons" programs will begin in June at Desilu-Gower Studio, with MacMurray, William Frawley, Tim Considine, Don Grady and Stanley Livingston in the starring roles.

Weed's Juanita Haddy New L. A. Account Exec

Miss Juanita Haddy has been appointed an account exec in the Los Angeles office of the Weed Television Corp.

She has been a member of the Weed organization for the past eight years, most recently working as sales assistant in the Los Angeles office developing sales presentations in behalf of Weed-represented stations.

TV Firm's Stock Issue Awaits SEC Go-Ahead

Washington Bureau of RADIO-TV DAILY

Washington—Electronic Transmission, maker of closed-circuit TV systems, has applied to the SEC for registration of 125,000 shares of common stock to be offered for public sale at \$3 per share.

AGENCY NEWSCAST

By SHIMBY COOPER

Howard M. Wilson joins the executive staff of Geyer, Morey, Madden & Ballard today as general corporate executive in charge of creative services. He comes to the agency after 10 years with Kenyon & Eckhardt, where for the past year he was senior vp of creative services and a member of the board of directors. Previously he had been with Kuder Agency, as copy supervisor, and before that with Dickie Raymond, Inc.

Sponsors already signed for ABC-TV's new "Discovery" series, to go on the air in October, include Binny & Smith crayons, via Chirurg & Cairns; Mattel toys, via Carson-Roberts; Kenner toys via Leonard M. Sive & Associates, and Transogram toys, via Mogul Williams & Saylor. The show is to be a late-afternoon daily for children, and Edward Bleier, ABC sales vp says sponsorship is already more than half sold out.

Charles A. Gardner and William Ballard have been appointed senior copywriters at Lennen & Newell. Both were most previously with J. Walter Thompson, Gardner for the past 11 years... Charles Blakemore has joined Compton Advertising as a creative group head.

Will C. Grant, board chairman at Grant Advertising, will address members of the American Marketing Association at a luncheon meeting in Chicago tomorrow. He will speak on marketing and advertising around the world, basing his remarks on first-hand observations made in a recent world trip.

Thought for Today

"Nothing can weaken and discredit an industry code more thoroughly and rapidly than professed subscribers who do not live up to their code commitments. No code can take the place of conscientious efforts of the individual, nor can it survive without such efforts. Self-regulation of an industry must come from the self-discipline of its members."

—Robert D. Swezey
Director,
NAB Code Authority

"Birth notices" for J. Pierpont Hoffman, "son" of Hoffman Beverages, are appearing today in 22 New York area newspapers. The "baby," not only precocious but also full grown and full-blown, will voice the company's radio commercials over New York stations for the next few months.

Five more organizations, two in Europe, have been accepted as members of the Advertising Research Foundation. They are Doyle Dane Bernbach; M. C. Schrank Co., Bridgeton, N.J.; Handelshojskolens Bibliotek, Copenhagen; Stanford U. graduate school of business, and Armstrong-Warden, London.

Don Kemper Co., Chicago, has been appointed agency for industrial and feed products of Staley Manufacturing, corn and soybean chemical processing firm. George Hunter is account exec.

Jackie Thanks Newsmen-Chef

Jacqueline Kennedy's soft-spoken sigh for "some simple American food" during her strenuous, 15-day good-will tour of India and Pakistan, resulted in honorary membership in the Pakistani Khyber Rifles for ABC News producer Walt Peters, one of numerous newsmen who accompanied America's First Lady.

Peters, who produced "Journey to the East—with Mrs. John F. Kennedy" for his network during the trip, first heard of Mrs. Kennedy's wish from Col. Mohammed Ibrahim, command officer of the Khyber Rifles. Peters' offer to help was gratefully accepted.

He flew to Lahore, got a turkey "and trimmings," and with some ingenuity in the less-than-modern military kitchen, turned out a meal of orange juice, turkey, cranberry sauce, mashed potatoes and peas. The hosts added shishkabab,

almond soufflé, oranges and green tea.

Mrs. Kennedy was thrilled. She thanked the colonel and Peters personally. "It was absolutely wonderful," she said. "How did you know I would like this so much?"

Col. Ibrahim made Peters an honorary member of the Khyber Rifles on the spot. He also extended the honor to other ABC News people who had helped with the luncheon.

A Token for Tommy

Bridgeport, Conn. — On Monday, WNAB will present "Tommy Dorsey Day," the second of its all-day salutes to the great names in music. The sound of Dorsey and his band, and the artists whom he launched into stardom (Frank Sinatra, Jo Stafford) will be heard exclusively.

Canadians Don't Fear Cigarette Smoking

Toronto — Six Canadians every 10 smoke and are not convinced that cigarettes cause lung cancer. Also, 71 per cent of the smoking public hasn't changed a habit as a result of cancer scare publicity, but 16 per cent has switched brands. Researchers on the Canadian TV program, "Teles poll," produced these facts after polling the show's home audience.

New Weed Directory Ranks 212 Met Areas

The Weed organization is releasing at the NAB convention the initial volume in a multi-volume series comprising its "Metropolitan Area Directory." The first volume is devoted to "Characteristics of Population" and contains data on national rankings for each of the 212 Standard Metropolitan Statistical Areas in the country.

In its introduction to the report, Weed states: "Too frequently a station will assume that it is facing a losing battle because the market it serves is not ranked sufficiently high on national buying lists. Too frequently these lists are the result of a traditional devotion to a 'Top 100' ranking of the rudimentary standard of total population. We suggest that such a ranking is often misleading, frequently unfair to stations, and not consistently in the best interest of the advertiser."

The report also points out that market standings change — often drastically — when viewed by various criteria, and "one man's 'Top 100' is not necessarily another's!"

Wagner Program Mgr. For New Fla. Channel

St. Petersburg — Harry Wagner has joined WTSP-TV, as program manager. He formerly was program manager at WSUN-TV, and public service director of WLCY, both located here.

WTSP-TV is a new station now under construction and in the process of staffing.

WDSU-TV Director Wins La. Sportscasters Award

New Orleans — The National Sportscasters and Sportswriter Awards Committee has announced that Mel Leavitt, WDSU-TV special programming and sports director, has been selected by his contemporaries as the "Outstanding Sportscaster of the Year for the State of Louisiana." Leavitt also conducts and hosts a daily and a weekly sports show, and a daily interview program.



A sound argument

Money talks and so does radio. Today network radio speaks for some of the nation's most successful advertisers. The fact that these companies put their money on the CBS Radio Network (and ABC, Mutual and NBC) in a time of spiralling advertising costs is good reason for you to listen to what network radio has to say in the '60's.

AT&T, Bristol-Myers, General Foods, P. Lorillard, Mennen and R. J. Reynolds were among those who used all four radio networks last year. American Motors, du Pont, Liggett

& Myers, Standard Brands and Pharmaco used three networks. Campbell Soup, Chrysler, General Mills, General Motors and Mentholatum were among those on two networks.

And significantly, with the many advertisers who relied on *one* network (e.g., Corn Products, Cream of Wheat, Grove Labs., Kiwi Polish, Nestle, Pittsburgh Plate Glass), *CBS Radio was first choice by a striking margin.*

These companies know that network radio is *the* national advertising medium in which you can achieve

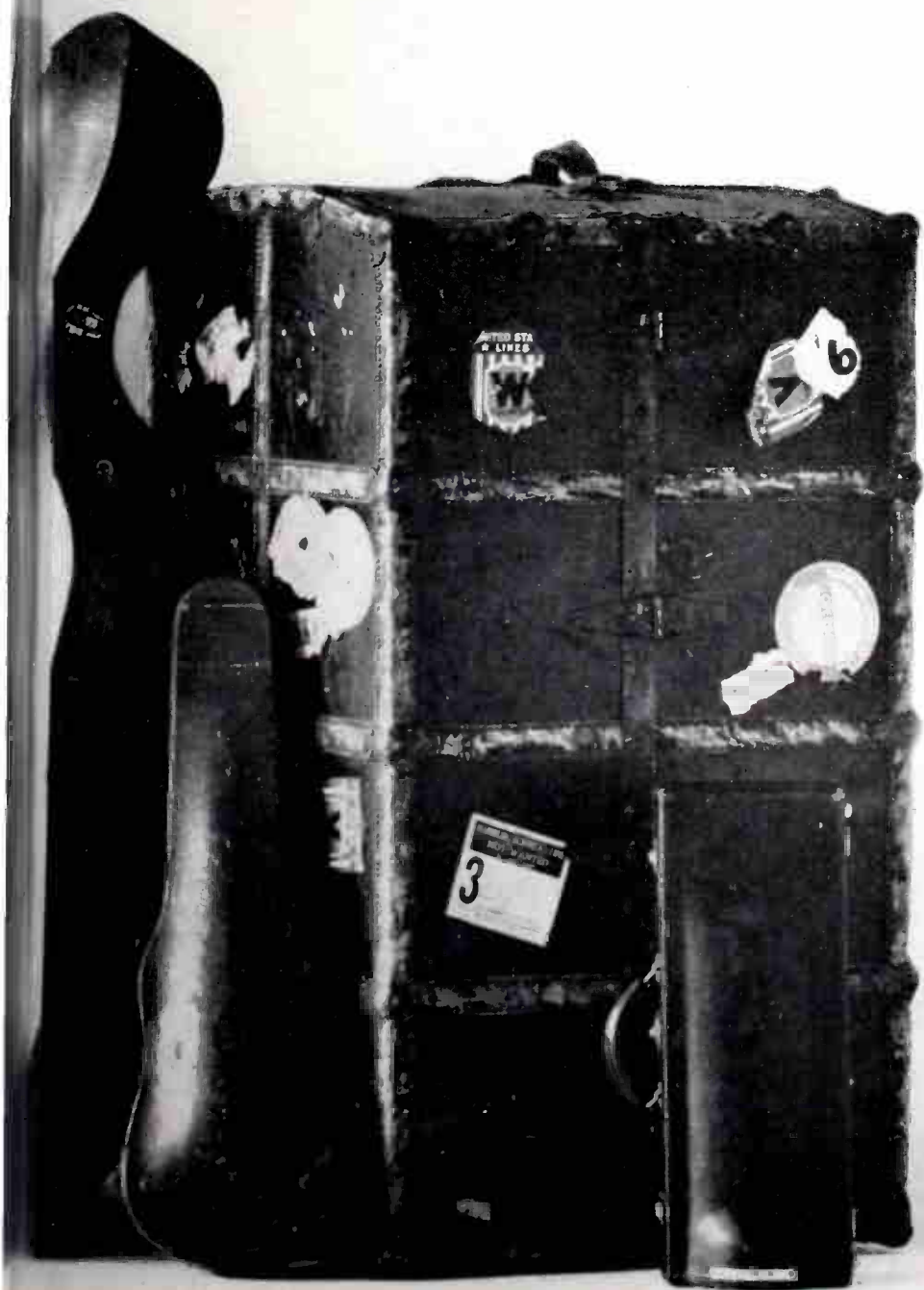
real selling effectiveness with real economy—in absolute costs or on a cost-per-thousand basis. Many of them buy it to *complement* other, more expensive media, to get greater productivity per dollar for their total advertising budget.

In today's profits squeeze situation, we suggest you give the new ways to use network radio a careful hearing. Best place to begin: investigate the special values available on the network used by more advertisers exclusively, **THE CBS RADIO NETWORK**



The many voices of Firestone

(Starting Sunday, Se



Coming to ABC-TV.

(September 30, at 10 PM)

- NAB CONVENTION REGISTRATIONS -

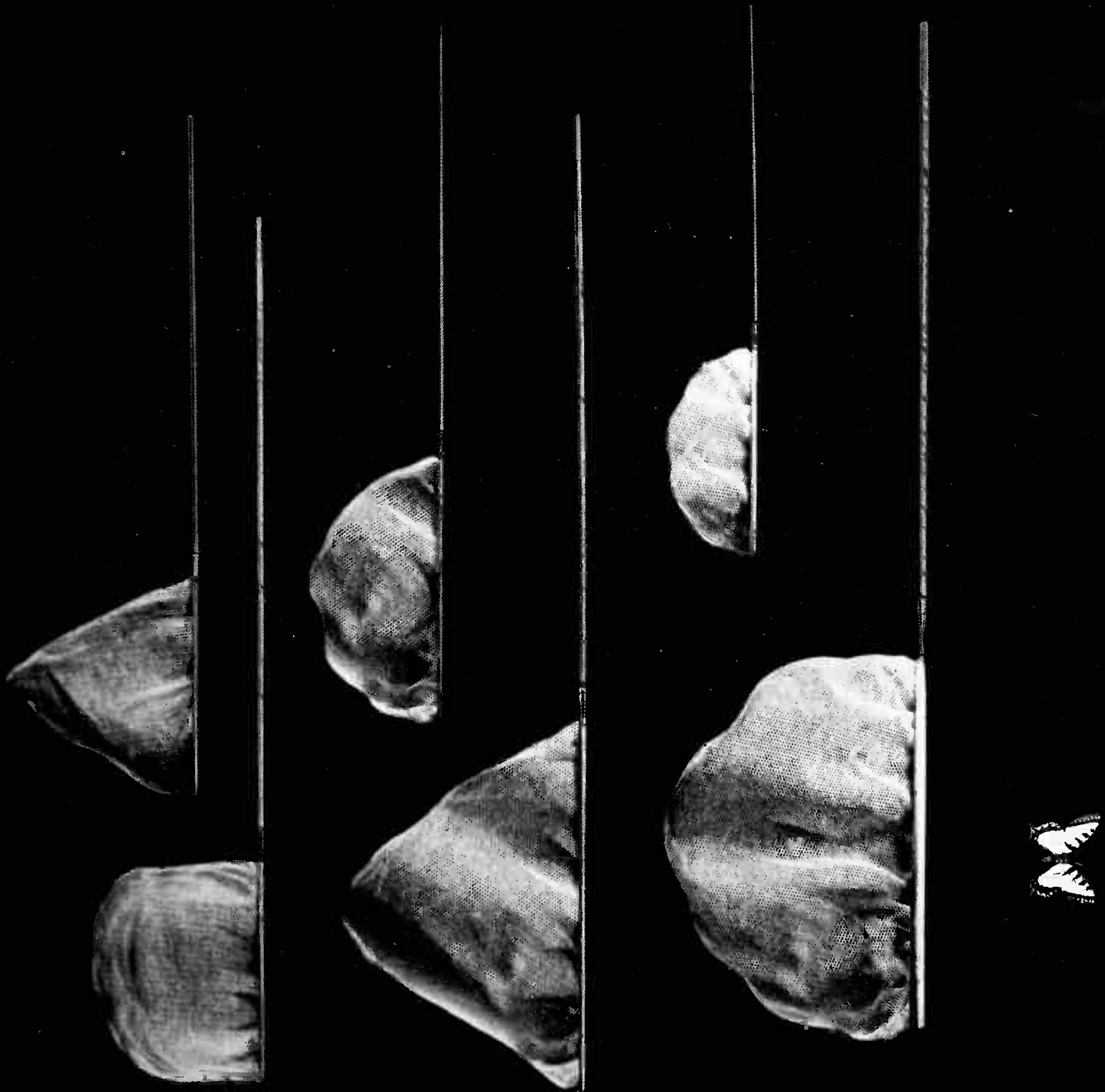
The advance registration of delegates to the 40th convention of the National Association of Broadcasters has been heavily augmented by the addition of hundreds of names from all sections of the country. The full list is included in this issue starting on this page.

- Aaronoff, Ed, MCA-TV, New York
 Abel, Charles F., KFMB, San Diego
 Abbott, Clint, Standard Rate & Data, Skokie, Illinois
 Abbott, J. Harry Harte-Hanks Newspapers, Corpus Christi, Tex.
 Abitz, Donald R., KDTN, Dubuque, Iowa
 Adams, David C., NBC, New York
 Adams, Irwin S., KGON, Portland, Ore.
 Adams, Irwin S., Mrs., KGON, Portland
 Adams, Richard E., WKON, Framingham, Mass.
 Adams, Robert, KFH, Wichita
 Adams, Val, New York Times, New York
 Adanti, Paul, WHEN-TV, Syracuse
 Agoston, James R., KXLY Spokane
 Ahner, Tom, KNMB-TV, Bismark, N. Dak.
 Aissa, Robert, Weed Radio & TV Corp., New York
 Akin, R. M., Storer Broadcasting Co., Miami Beach
 Aldridge, Mahlon, KFRU, Columbia, Missouri
 Alexander, Jack, Futursonic Productions, Inc., Dallas
 Alexander, John, WFLA, Tampa
 Allicante, Chas. A., Radio-TV Daily, New York
 Allen, C. Edmonds, United Press International, New York
 Allen, Jr., E. W., FCC Washington, D. C.
 Allen, G. M., Statesville Broadcasting Co., Inc., Statesville, N. C.
 Allen, James E., WBZ-TV, Boston
 Allen, James T., KPAR-TV, Abilene, Texas
 Allen, Lyle The Ralph H. Jones Co., Cincinnati
 Alletto, Vincent, WWL, New Orleans
 Allog, Wade H., WHIO, Dayton, Ohio
 Allison, Duane, B., KHAS-TV, Hastings, Nebraska
 Allman, Frederick L., WKBZ, Muskegon, Mich.
 Alspaugh, H. P., Standard Rate & Data, Skokie, Ill.
 Alsum, Gordon, WWCW, Ripon, Wis.
 Alsum, Charles, MGM-TV, Culver City, Calif.
 Alter, Robert, KAB, New York
 Amaturo, Joseph C., WIRE, Indianapolis
 Amos, Lloyd R., KNJB-TV, Valley City, N. Dak.
 Anderson, A. L., FFYR-TV, Bismark, N. Dak.
 Anderson, Albert A., WKON, Framington, Mass.
 Anderson, Andy, Associated Press Kansas City
 Anderson, Carl Q., KREY-TV, Montrose, Colo.
 Anderson, Elwood C., WORK, York, Pa.
 Anderson, Geo. Basil, KJIR-KJRG-KJSK-KCLO, Denver
 Anderson, Gilbert L., WJW-TV, Cleveland
 Anderson, Harold E., WCCA-TV, Columbia, S. C.
 Anderson, Howard B., ABC Films, Inc., New York
 Andrews, Fred M., WATE, Inc., Knoxville, Tenn.
 Andrews, G. D., MacCarTa, Inc., Des Moines, Iowa
 Andrews, William P., Video House, Inc., New York
 Andrick, George E., WSAZ, Huntington, W. Va.
 Andros, George, TelePrompter Corp., New York
 Arbib, Jack, Cellomate, New York
 Arenth, Rosemary D., New York
 Arkelis, George, CBS, New York
 Armstrong, George W., Storer Broadcasting Co., Kansas City
 Armstrong, W. L., KOSI, Denver
 Arne, Robert E., KTVU, Oakland, Calif.
 Arnold, O. M., CBS, New York
 Arnold, Russ, WTHH, Terre Haute, Ind.
 Arnold, William, Time-Life Broadcasting, Inc., New York
 Arnoux, Campbell, WTAR, Norfolk, Va.
 Artus, L. Russell, KFIO-TV, KDLO-TV, KPLO-TV, Sioux Falls, S. Dak.
 Arvidson, Paul G., Tri-City Broadcasting, Co., Davenport, Iowa
 Ash, Allen, Official Films, New York
 Ashenden, George K., FCC, Washington, D. C.
 Asher, Warren D., KSUM, Fairmont, Minn.
 Askew, J., Albion Optical Co., Hollywood
 Asse, Duane, KZMC-TV, Minot, N. D.
 Atchely, Fred C., WSEV, Sevierville, Tenn.
 Athanas, Peter, WRCO, Richland Center, Wis.
- Atkinson, Frank ABC, New York
 Attaway, Douglas F., KSLA-TV, Shreveport, La.
 Atwood, Jack S., WCSH-TV Portland, Maine
 Aubrey, Jr., James T., CBS-TV, New York
 Avery, Lewis H., Avery-Knodel, Inc., Axtell, Alan, Katz Agency, Chicago
 Axton, Bailey, KTOP, Topeka, Kansas
 Azzato, Anthony, WBQJ, Augusta, Ga.
- Babecek, John B., WLW-I, Indianapolis
 Badler, Herman, CBS, New York
 Baeke, Frank, New York
 Baeris, Roy, WBAP, Fort Worth
 Baer, Norman, Mutual Broadcasting System, New York
 Bagwell, Ken, WAGA-TV, Atlanta
 Bagwell, Norman F., WKY, Oklahoma City
 Bailey, Fred L., Bloomington Broadcasting Corp., Bloomington, Ill.
 Bailey, Richard E., Sports Network, Inc., Bloomington
 Baillie, G. M., A. C. Nielsen Co., Chicago
 Baird, Robert M., Blackburn & Co., Inc., Atlanta
 Baird, Will C., J., WFMB, Nashville, Tenn.
 Baiseb, Joseph M., WREN-TV, Rockford, Ill.
 Baker, Alan, NBC, New York
 Baker, Philip M., Washington, D. C.
 Baker, R. Karl, WLDS, Jacksonville, Ill.
 Baker, Ron, WWTW, Cadillac, Mich.
 Baker, T. B., Jr., WLAC-TV, Nashville, Tenn.
- Baleh, Frank A., WJOY, Burlington, Vermont
 Baldwin, John M., WTCN, Minneapolis
 Balkin, Alvin, CBS, New York
 Baltimore, David M., WBRE, Wilkes-Barre, Penn.
 Bankson, John P., Jr., Miller & Schroeder, Washington, D. C.
 Bannister, Harry, NBC, New York
 Bannuster, John G., KPTV, KCOP, KVTU, Oakland, Calif.
 Bantle, Lou, TV Stations, Inc., New York
 Barker, Ray, WMHE, Toledo, Ohio
 Barnathan, Julius, ABC, New York
 Barnes, Tom, WDAY, Fargo, N. Dak.
 Barnett, John A., KSWB-TV, Roswell, N. Mex.
 Baron, Amos T., KCOP, Hollywood
 Baron, Theodore, Searfeld, Segal, Baron & Scambler, Washington, D. C.
- Barrington, D. Wayne, WISN-TV, Milwaukee
 Barrington, Jay P., WDAF, Kansas City
 Barron, Richard, WSJS, Winston-Salem, N. C.
 Barry, William O., WFMB, Nashville, Tenn.
 Bartel, Jean, Telefilm Magazine, Hollywood
 Bartell, Gerald A., Bartell Group, Milwaukee
 Bartlett, Marcus, WSB-TV, Atlanta
 Bartlett, Walter E., WLW-C, Columbus, Ohio
 Bartley, Hon. Robert T., FCC, Washington, D. C.
 Barton, Edgar E., KPLC, Lake Charles, La.
 Barton, DeArv, MCA-TV, New York
 Barton, Morris C., Jr., KSLA-TV, Shreveport, La.
 Basayne, Henry, KCBS, San Francisco
 Bashaw, Thomas P., KFH, Wichita, Kans.
 Bassett, Joe, WAMO, Pittsburgh
 Bassett, Mort, Mort Bassett & Co., N. Y.
 Bate, William A., WDAF, Kansas City
 Batson, Charles A., WIS, Columbia, S. C.
 Battison, John H., Broadcast Engineering, Washington, D. C.
 Battler, Roy, Clear Channel Broadcasting Ser., Washington, D. C.
 Baudino, Joseph E., Westinghouse Broadcasting Co., Washington, D. C.
 Baughin, Edward F., WPAG, Ann Arbor, Mich.
 Bannan, Frederick E., The Meeker Company, Chicago
 Baxter, Lionel F., Storer Broadcasting Co., Miami Beach
 Baxter, Martin, Katz Agency, New York
 Beadell, Walter, Gill-Perma, Inc., Chicago
 Beard, Fred L., WLBT/WJDX, Jackson, Mich.
 Beatty, J. Frank, Broadcasting, Washington, D. C.
 Beaudin, Ralph W., WLS, Chicago
 Beaudley, Frank, WCAU-TV, Philadelphia
 Bechtel, Gene A., Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C.
 Beck, John, KTAR, Phoenix, Ariz.
 Becker, A. Harry, Washington, D. C.
 Beckman, Alfred K., ABC, Washington, D. C.
 Beckwith, Dr. Gerald, Baylor University, Waco, Texas
 Beerbower, R. G., WREN, Buffalo
 Behrens, Robert A., Official Films, New York
 Beindorf, Ray, KNXT, Los Angeles
 Bell, Alan J., Advertising Time Sales Inc., New York
 Bell, Edgar T., KWTU, Oklahoma City
 Bell, William, WHEN, Syracuse, N. Y.
 Bellwood, LeRoy A., KOGO, San Diego, Calif.
 Bennett, Dale, WTNS, Coshocton, Ohio
 Bennett, David J., Triangle Publications, Inc., Philadelphia
- Benson, Kenneth B., CBS, New York
 Benson, E. K., CBS-TV, New York
 Berentson, Ben, WGN-TV, Chicago
 Berg, Benjamin, Albion Co., Hollywood
 Berger, Lawrence, KTWO, Casper, Wyo.
 Bergson, Philip, Wilner, Bergson, Schein & Lessence, Washington, D. C.
 Berhalter, Joseph J., NBC, New York
 Berkman, Jack N., WSTV-TV, Steubenville, Ohio
 Berman, Herb, Richard H. Uilman, Hollywood
 Bernard, Paul, Broadcast Music, Inc., New York
 Bernstein, Lester, NBC, New York
 Bernton, William P., Malley & Bernard, Washington, D. C.
 Berry, Gilbert, WIBC, Indianapolis, Ind.
 Berryhill, J. L. (Lee), KRON-TV, San Francisco
 Bert, Roger G., WAKR-TV, Akron, Ohio
 Bert, S. Bernard, WAKE, Akron, Ohio
 Best, Henry M., Jr., WCBT, Roanoke Rapids, N. C.
 Beville, Jugh M., Jr., NBC, New York
 Beville, Ross, WWDC, Washington, D. C.
 Revis, Charles C. J., Assn. of Max Ser. Technicians, Inc., Washington, D. C.
 Biby, Richard L., George C. Davis, Washington, D. C.
 Rice, Arlow D., Jr., WCWC, Ripon, Wis.
 Rice, Max H., KTNT, Seattle, Wash.
 Riddle, Dick, WOVW, Florence, Ala.
 Bidlack, Cecil S., Carl E. Smith Consulting Eng., Cleveland, Ohio
 Bigger, George C., WLTK, DeKalb, Ill.
 Biggs, M. Art, KHOU-TV, Houston, Texas
 Bingham, George W., WGNW/WKIP, Newburgh/Poughkeepsie, N. Y.
 Birch, J. K., Vitro Electronics, Silver Spring, Md.
 Biro, Nick, Billboard, Chicago
 Bishoff, Edward, ABC, Chicago
 Bishop, Burton, KCEN-TV, Temple, Texas
 Bishop, H. Harold, Bureau of Naval Personnel, Washington, D. C.
 Bishop, J. Dige, WCTA, Andalusia, Ala.
 Bishop, Sr. Harold, British Broadcasting Corp., London
 Bissell, George F., WEAV, Plattsburg, N. Y.
 Bitzer, Ralph J., Consulting Engineers, Louis, Mo.
 Bitzer, Mrs. Ralph J., Consulting Engineer, St. Louis, Mo.
 Black, Norman D., Jr., WDAY, Fargo, N. Dak.
 Blackburn, James W., Blackburn & Co., Washington, D. C.
 Blackburn, Richard K., WHEC, Rochester, N. Y.
 Blackman, E. G., WLAC, Nashville, Tenn.
 Blackstead, David J., KNMB-TV, Bismark, N. Dak.
 Blackwell, Ollie, Katz Agency, New York
 Blanchette, W. C., KFBB-TV, Great Falls, Mont.
 Blair, John, John Blair & Company, New York
 Blair, Lewis R., U. S. Army, Pentagon, Washington, D. C.
 Bland, T. A., Crosley Broadcasting Corp., Cincinnati, Ohio
 Blechta, G. E., A. C. Nielsen Co., New York
 Bleiweiss, Leo, Telescreen, Inc., New York
 Block, Richard C., Kaiser Broadcasting, Oakland, Calif.
 Bohm, Charles, WDOE, Dunkirk, N. Y.
 Bloom, J. D., WWL-TV, New Orleans, La.
 Blount, Henry, Associated Press, Albany
 Bloyd, James E., WEWS, Cleveland, Ohio
 Blue, Paul, KLZ, Denver, Colo.
 Blue, Ron B., KBYE, Oklahoma City, Okla.
 Blumberg, Marvin, A. D. Ring & Associates, Washington, D. C.
 Blume, Jack P., Esq., Fly, Shuebruk, Blum & Cagline, Washington, D. C.
 Bogan, Rupert, WBAP, Fort Worth, Texas
 Bolemeau, C. T., TelePrompter Corp., New York
 Boler, John W., N. Dak. Broadcasting Co., Fargo, N. Dak.
 Bolling, George W., The Bolling Co., Inc., New York
 Bolling III, G. William, The Bolling Co., Inc., New York
 Bolton, Jack, Katz Agency, Atlanta
 Bomar, Jack, KATV, Inc., Little Rock, Ark.
 Bonansinga, Joe, WGEM, Quincy, Ill.
 Bondy, Hugo A., WAGA-TV, Atlanta, Ga.
 Bonebrake, M. H., KOCY, Oklahoma City, Okla.
 Bookwalter, L. S., KOIN, Portland, Oregon
 Baoreen, Warren J., Hamilton-Landis Assoc., Washington, D. C.
 Booth, John S., WCHA, Chambersburg, Pa.
 Booth, K. B., Vitro Electronics, Silver Spring, Md.
 Borel, Richard A., WBNS-TV, Columbus, Ohio
 Bostic, Tom, Cascade Broadcasting Co., Yakima, Wash.



MGM-TV Readies for NAB

Nucleus of MGM-TV's delegation to the NAB convention huddles around Richard A. Harper, syndicated sales director, to discuss convention plans. Left to right are Lou Israel, Southern sales manager; Bob Chandler, publicity chief; Keith Culverhouse, advertising-promotion director and Richard G. Yates, Northeast sales manager. Also due to attend are John B. Burns, MGM-TV Sales VP, and regional managers Ed Montanus (Chicago), Charles Alsup (West Coast) and Bill Robinson (Toronto).



6 ways to net more!

(Each of the 6 ABC Owned Radio Stations helps you net more sales in its own way)

In the Spring, among other things, an advertiser's fancy will turn to thoughts of cost per thousand. It's a time of year to take a fresh look—at almost everything. Is your combination of media producing? Are they cross-pollinating? If you have any doubts, discover the audience-catching ability of the ABC Owned Radio Stations. Successful advertisers have. They know that radio is their most efficient medium. And they've found this particularly so with the 6 ABC Owned Radio Stations. Each station "nets" the audience in its own way. We

call it the Flexibility Factor. Each is proving its power—week after week—in 6 of the 8 largest markets. Like to net higher audience interest and more selling power—for less? Call John Blair and Company for WABC, WLS, WXYZ and KGO. Adam Young, Inc. for KQV. The Katz Agency for KABC.



ABC OWNED RADIO STATIONS

**WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES**

Winter Tots' Contest Produces 3,500 Pix

Pittsburgh — Winter-weather-weary mothers—3,500 of them—took time after bundling their youngsters into snow suits to snap their pictures with a weather background and send the results to WIIC's "Weather Tots Contest." Most appealing pictures won savings accounts for the children at the Pittsburgh Dollar Savings Bank, which co-operated in the contest. Success of the contest may result in a similar promo for summer.

KMOX-TV Appoints Public Affairs Mgr.

St. Louis — Steve Fentress has been appointed KMOX-TV news and public affairs manager to coordinate activities of both. Prior to joining the station's news staff in 1959, he had been with WGN-AM-TV, Chicago.

In addition to his newly created post, Fentress will continue to serve as analyst on the bi-weekly "KMOX-TV Views the Press" broadcasts and as researcher-writer for many of the station's special projects.

Mitch, Johnny Carson Headline NBC Fete For Its R-TV Affils

Mitch Miller and Johnny Carson will provide the entertainment at the NBC affiliates dinner at the NAB convention. An NBC station relations spokesman said the dinner would be held at 7 PM in the Hotel Drake.

NBC Chairman Robert W. Sarnoff and NBC President Robert E. Kintner will be co-hosts at the event, which will be attended by more than 600 representatives of NBC's TV and radio affiliates. Harry Bannister will serve as toastmaster.

During the convention, NBC Station Relations division will maintain its hospitality headquarters in the Presidential Suite of the Sheraton-Blackstone.

Miller's "Sing Along with Mitch" program has been renewed by NBC-TV for the next two seasons, and Carson will become host of NBC-TV's "Tonight Show, Starring Johnny Carson" Oct. 8.

'A Visit With Carol'

Scranton-Wilkes Barre — WD-AU-TV is now scheduling home-maker show, "A Visit With Carol," hosted by Carol Guild.

'Tintin' on Tap for NTA



Pete Rodgers (seated), vice president for sales, and Martin Roberts, director of advertising and promotion for National Telefilm Associates, are shown discussing the "Tintin" presentation. NTA's new all-color cartoon series will be introduced to the delegates attending the NAB convention.

KOTV, Tulsa, Names Wheeler News Director

Tulsa — Dick Wheeler, former newscaster for WFAA, Dallas, has been named KOTV news director, replacing Tuck Stadler.

WGVA, Geneva, Picks Breen & Ward as Reps

Geneva, N. Y. — WGVA, Star Broadcasting Co., has appointed Breen & Ward, New York City as its national rep.

April is Taxes?
Prestige Programs?

Too many Spots
N.A.B. Code?

HOOPER?

Rock & Roll?

Public Service?
Salesmen?

F.C.C. Regulations?

PULSE?

Good Music?

Happy N. A. B. Convention — April 1st to 4th

RAHALL RADIO GROUP N. Joe Rahall, President

WKAP • WLCY • WWNR • WNAR • WQTY

RADIO 132
Allentown, Bethlehem,
Easton, Pa.

RADIO 138
St. Petersburg-
Tampa, Fla.

RADIO 62
Beckley,
West Virginia

RADIO 111
Philadelphia-
Norristown, Pa.

RADIO 122
Jacksonville,
Florida

1922
→ 1962

40

40 years ago April 13, 1922 a new sound came to State Street from atop the roof of The Paul Store a sound which was destined to become one of the Nation's most powerful radio voices **WMAQ**, 50,000 watts strong and clear now celebrating 40 years of service to Chicago and the Middle West.

The 100-watt signal of 40 years ago, heralding the birth of Chicago's pioneer radio station, also marked the start of a fantastic new era in communications, entertainment and service. In the following decades, **WMAQ** led the way in the development of radio from a fad in the "Roaring Twenties" to the world-spanning communications giant of today.

WMAQ is proud of a distinguished record of broadcasting firsts, including:

First broadcast of a series of educational programs in cooperation with the University of Chicago.

First broadcast of a musical appreciation program.

First and only Chicago broadcast of the Presidential nominating conventions in 1924.

First to broadcast a regular daily schedule of major league baseball the Chicago Cubs.

First to broadcast an intercollegiate football game University of Chicago vs. University of Kentucky.

First to broadcast a two-way trans-Atlantic telephone conversation between Chicago and London.

For four decades, Chicago and all Mid-America have tuned to **WMAQ** for imaginative, rewarding Quality Radio constantly alert to the tastes and desires of the entire area the station is privileged to serve.

And, **WMAQ** Quality Radio has never been better than today's **SOUND OF THE SIXTIES**, a total broadcast service providing an ideal balance between entertainment, news, information and public affairs features designed to serve the needs and interests of the vast Mid-America audience. The most modern broadcast equipment, including Chicago's newest transmitter, provides the finest possible reception.

Long-established favorite personalities such as Henry Cooke, John Holtman, Phil Bowman, Jim Conway, John Doremus, Len O'Connor and Jack Eigen, supplemented by the unsurpassed news and informational programming of the NBC Radio Network, set the pace in Chicago radio. **WMAQ** enters its next 40 years rededicated to maintaining and expanding the highest standard of service demanded by the astronaut age with its boundless new broadcast frontiers.

40 Years of **WMAQ** Good Listening Anytime...But Never Better Than NOW!

WMAQ
NBC Owned
 Represented by NBC Spot Sales
DIAL 670



Henry Cooke
 6:00-9:55 a.m.
 Monday thru Friday
 Saturday too
 6:00-9:00 a.m.



John Holtman
 10:05-11:55 a.m.
 Monday
 thru
 Friday



Phil Bowman
 12:05-1:55 p.m.
 Monday
 thru
 Saturday



Jim Conway
 2:05-3:55 p.m.
 Monday
 thru
 Friday



John Doremus
 4:05-5:55 p.m.
 Monday thru Saturday
 7:05-10:30 p.m.
 weekdays



Len O'Connor
 6:45 p.m.
 Monday
 thru
 Friday



Jack Eigen
 11:15 p.m.-1:30 a.m.
 Monday
 thru
 Saturday

CBC-TV Producers Receive Study Grant

Montreal — CBC-TV producers Betty Zimmerman and Gerald Renaud have been awarded 1962 bursaries by the Imperial Relations Trust, which will permit them six months study in the United Kingdom this year.

Purpose of the bursaries, an anonymous gift, is to strengthen the ties between the UK and independent countries in the Commonwealth.

'Death Valley' Does Well As 'Pioneers' in Syndie

On the eve of its second anniversary in syndication, the "Pioneers," the series of 104 re-titled episodes of "Death Valley Days," is now on the air in 133 TV markets in the U. S. and Canada, according to Peter M. Robeck, president of Peter M. Robeck & Co., distributor of the series for the U. S. Borax & Chemical Corp.

He attributed the high rate of renewals for the "Pioneers" to the fact that stations in every size and type of market were continuing to find a wide variety of programming uses for the series, with stripping proving to be an unexpected source of high ratings.

BOSTON'S INSTANT TEA NO SALES PARTY: TvAR

"No two markets are alike," Larry H. Israel, TvAR president concludes in releasing a report comparing product usage and brand preference. Instant tea has made far greater headway in San Francisco and Cleveland, where 15 per cent of the families surveyed reported using the product, more than in any of the other six markets studied. In Boston only 3 per cent use instant tea.

MICH. U. MARKS 40TH RADIO YEAR

Began With Chat on Air
Now Operates 2 FMers

Ann Arbor—Michigan U., now operating two FM stations for 70 hours of air time each week, marked its 40th anniversary in broadcasting last week.

The school's broadcasting activities began in 1922 with a talk on WWJ, Detroit, and now include operation of WUOM-FM here, and WGVR-FM, Grand Rapids.

Sends Tapes to VOA, NAEB

In addition, the U. M. broadcasting service also supplies some 250 tapes weekly to 85 Michigan commercial and educational stations, and other taped programs to the VOA and the National Association of Educational Broadcasters.

In 1924 the university briefly owned an AM station. WCBC, but after four months it went off the air for lack of funds.

The leading dog food in Washington and Baltimore, for example, ranks 14th in San Francisco. Filter cigarettes are preferred by 60 per cent of the men who smoke in Charlotte but only 38 per cent in Pittsburgh.

Consumption of beer and ale varies widely in the eight markets surveyed (Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland, and San Francisco). In Baltimore, 50 per cent of the families reported purchases during the two weeks preceding the survey. In Charlotte, only 28 per cent bought beer and ale in this period.

Charlotte, on the other hand, registers as a strong area for instant coffee, with 68 per cent of the homes serving it compared with only 41 per cent in Pittsburgh. San Francisco is the leading "regular coffee" market.

Lutherans Set Special For Easter Morning

St. Louis — Dr. Oswald Hoffmann, heard weekly on "The Lutheran Hour," will be the featured speaker in "A Triumphant Hour," a special Easter Sunday morning program on CBS-TV. The telecast will originate from Trinity Lutheran Church, Long Island City, N. Y., a congregation of The Lutheran Church-Missouri Synod.

Distribute Easter Seals

In the weeks leading up to the program, The Lutheran Hour — which is carried by 660 stations in the U. S. and Canada — will distribute approximately 13 million Easter Seals proclaiming "He Is Risen."

Prof Analyzes Attitudes Of Foreign-Ruled Africans

The attitudes of Africans toward foreign influences and policies will be examined by Dr. Elliott P. Skinner, NYU anthropology professor, in his "Sociology 25" lectures on "Sunrise Semester" during the class week beginning tomorrow on WCBS-TV. The program is presented by the station's public affairs department and NYU.

THIS MORNING IN WASHINGTON, D. C.

WOL RADIO

Began Broadcasting with its power Boosted

4X

And in Washington Where Advertisers Know Us Best
**MORE Local ADVERTISERS USE WOL THAN
ANY OTHER STATION!**

Mr. Time Buyer:

USE THE STATION WITH LOCAL
SELLING KNOW HOW —
PROVED AS A CHOICE OF MORE
LOCAL ADVERTISERS.

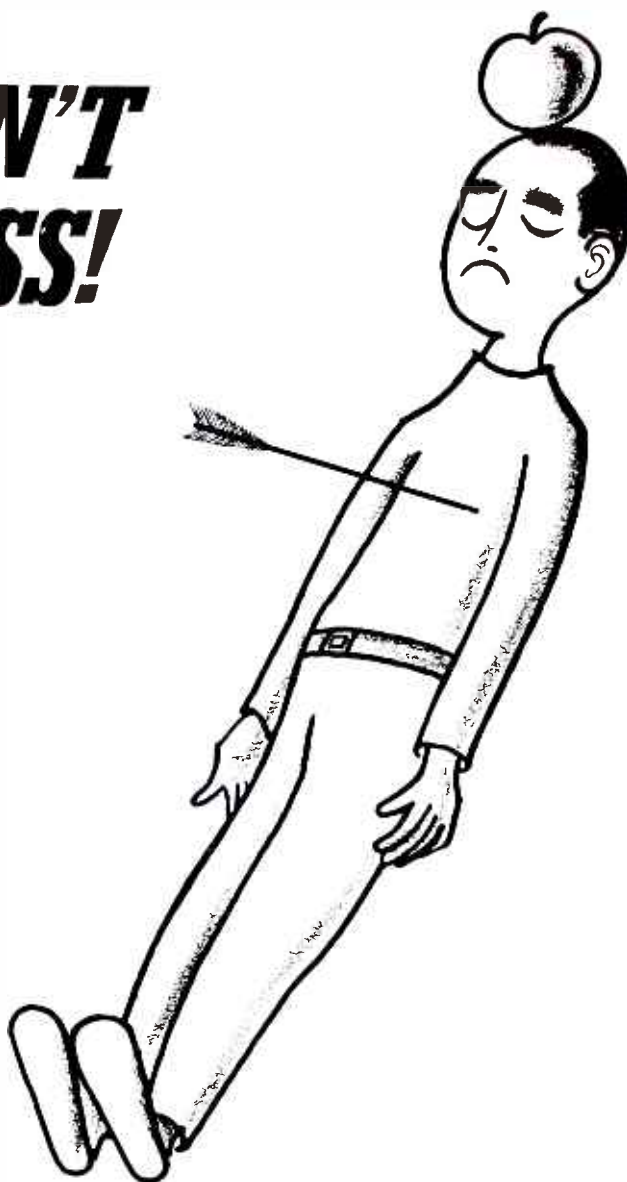
WOL **AM** **RADIO**
FM

Mutual in Washington
Covers — Over 2,250,000

Call: Breen & Ward (New York) PLaza 1-5075
Robt. S. Dome (Phila.) Locust 4-6027

RauRadio

DON'T MISS!



We didn't. Hear for yourself why broadcasters across the nation are zeroing in on SESAC's programming and sales building aids. Among our bullseyes are:

"DRUMMERS"*

Money-making musical program aids, Pop — Country & Western

SESAC RECORDINGS*

All-new LP albums, designed to give your station the best in modern hi-fi sound

"JUST A MINUTE!"

Sixty-second showstoppers for those hard-to-fill programming slots

"REPERTORY RECORDINGS"

Widely acclaimed 45 rpm albums

SPECIAL PACKAGES

Introducing "MOOD MAGIC," a 1962 NAB Convention first. Also "INSTANT SPORTS MUSIC," "A GOSPEL SING" and "CHRISTMAS SONGS AND SYMBOLS"

During the NAB Convention, hear these sales-packed, easy-to-use albums at the SESAC Hospitality Suite 1206, Conrad Hilton Hotel.

SESAC INC. 10 COLUMBUS CIRCLE, NEW YORK 19, N. Y.

*trademarks

Forsythe, Wayne Star Again in 'Teahouse'

John Forsythe, David Wayne and Miyoshi Umeki have signed for starring roles in the Hallmark Hall of Fame 90-minute adaptation in color of "The Teahouse of the August Moon" on NBC-TV next October, producer-director George Schaefer announced.

Forsythe and Wayne are cast in the roles they created on Broadway in John Patrick's hit comedy. Forsythe will portray the army captain, Fisby, and Wayne will play the native, Sakini. Miss Umeki, Japanese-born singer turned actress, will be Lotus Blossom. Rehearsals start May 18, with taping June 8 at NBC's Brooklyn studio.

The Hallmark presentation on NBC-TV Palm Sunday, Apr. 15, will be "Give Us Barabbas," an original drama by Henry Denker.

Post-'50 Movie Set For Convention Time

Chicago — WBKB, ABC 0-0 here, has scheduled a Warner Bros. post-1950 film, "Calamity Jane," as its Sunday night feature for the benefit of NAB conventioners. The musical comedy stars Doris Day and Howard Keel.

7 Arts Account Execs Meet



Robert Rich, vice president-general sales manager, and Donald Klauber, vice president-national sales manager, greet Seven Arts' account execs at the company's NAB convention hospitality suite at the Conrad Hilton Hotel. Left to right are Robert Rich; Jack Heim, Eastern Division account exec; Kirk Torney, station rep sales director; Lester Tobias, West Coast Division account exec; Harold Tunis, Midwest Division account exec, and Harold Klauber.

NBC Radio Spot Sales Appoints Account Exec

Chicago — Robert S. Walsh has been named an account exec in the NBC Radio Sales office here. He will report to Frank De Rosa, the office's Central division manager. Previously, Walsh had been a Household Finance Corp. district advertising manager.

Deejay Metamorphosis: From Sterling to Robbin

Washington Bureau of RADIO-TV DAILY
Washington—Earl Robbin is the newest addition to the staff of WWDC, taking over the Monday-through-Friday evening slot. He has previously been known to listeners in the area as "Van Sterling," on WEAM.

Fair Names 2 Reps, Gets 8th Indorsement

Donald Mackay and Peter Heine have been appointed East and West Coast representatives, respectively, for the International Sound Fair to be held July 25-29 in Detroit. MacKay was formerly with ASCAP, and with Record Source, Inc.

This fair is to be first in a planned annual series, intended to bring together all aspects of the record and sound industries. Highlights will be the special Business Congress, and five full-scale live concerts.

Additional support from the industry has been provided with the indorsement of the fair by the Recording Industry Association of America. RIAA executive secretary Henry Brief said his organization would urge full participation and co-operation of its members. Seven other major trade associations have already announced their support for the fair.

Cancer Control Story On 'Armstrong Theatre'

Modern developments in cancer therapy are the subject of "Patterns of Hope: A Story of Cancer Control," the "Armstrong Circle Theatre" dramatization on CBS-TV Apr. 11.

"Don't do it," they said . . .

"Don't start a new representative now. Timing's not right and business too tough. The big representatives are invading markets they formerly wouldn't touch."

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"ALL THE KING'S MEN"

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starring in
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Just 4 of the more than 200 good reasons why th



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starring in
"JEANNE EAGELS"

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for details contact

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 Box, John F., Jr., The Balaban Stations, St. Louis, Mo.
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 Bradshaw, J. D., WRFD, Worthington, Ohio
 Bradshaw, Justin, Broadcast Music, Inc., New York
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 Bratfer, Tom, Associated Press, San Francisco
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 Bray, Robert W., WHNT-TV, W. Hartford, Conn.
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 Brennan, A. Harrison, Employers Reinsurance Corp., New York
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 Bridge, H. A. (Tony), Jr., KLUE, Longview, Texas
 Bridge, Leonard, WOOD, Grand Rapids, Mich.
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 Briggs, J. P., Shenandoah Life Stations, Inc., Roanoke, Va.
 Bremster, Leell, KFAB, Omaha, Nebr.
 Bronner, Joseph, Broadcast Attorney, Beverly Hills, Calif.
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 Brill, Frank, MCA-TV New York
 Briller, Bert, ABC-TV, New York
 Brines, Paul C., WSIW-WTRC, South Bend, Ind.
 Britt, Charlie National Telefilm Associates, Inc., New York
 Brizzard, Alvin E., Security First Nat'l Bank, Los Angeles, Calif.
 Broadhurst, Walter G., WWCH, Clarion, Pa.
 Brockman, Robert L., Advertising Time Sales, Inc., Minneapolis
 Brian, William W., Peters, Griffin, Woodward, New York
 Brokaw, Harold L., WOWO, Fort Wayne, Ind.
 Broman, Ed, Ziv-United Artists, Inc., New York
 Brown, Carleton D., WTVL, Waterville, Me.
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 Brown, Mrs. Doris B., Wilkes Broadcasting Co., N. Wilkesboro, N. C.
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 Bruker, Milton, Surrounding Sound, Inc., Hollywood, Calif.
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 Bryant, Bruce, CBS-TV, New York
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 Buford, Bob, KLTV, Tyler, Texas
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 Buford, William D., KMID-TV, Midland, Texas
 Bullitt, Dorothy S., King Broadcasting Co., Seattle, Wash.
 Bullitt, Stinson, King Broadcasting Co., Seattle, Wash.
 Burgess, Jack, WOSC AM/FM, Fulton, N. Y.
 Burgess, James H., WLW-A, Atlanta, Ga.
 Burke, Daniel B., Capital Cities B/Cg. Corp., Albany, N. Y.
 Burns, John, MGM-TV, New York
 Burt, Richard H., WDOE, Dunkirk, N. Y.
 Burton, Don, WLBC, Muncie, Ind.
 Burton, Robert J., Broadcast Music, Inc., New York
 Bush, E. O., WDLA, Walton, N. Y.
 Bushnell, John, KVOO-TV, Tulsa, Okla.
 Butler, James T., WISN, Milwaukee, Wis.
 Butler, John, Peters, Griffin, Woodward, Inc., New York
 Butterfield, Richard, KMSP-TV, Minneapolis, Minn.
 Butts, James H., KBTB, Denver, Colo.
 Bryan, Don, Screen Gems, Inc., New York
 Byrd, E. L., WLS, Lansing, Mich.
 Byrnes, Stan, Official Films, New York
 Cadley, Charles, CBS, New York
 Cady, Jr., William R., KADY, Inc., St. Charles, Mo.
 Cagle, Gene L., KFJZ, Fort Worth, Texas
 Cahlan, Herbert H., WJZ-TV, Baltimore, Md.
 Cahill, Eugene F., WBCK, Battle Creek, Mich.
 Cain, Perry H., Tinker AFB, USAF, Okla.
 Caldwell, John H., Sales Management Magazine, New York
 Caldwell, Spencer W., CTV TV Network Ltd., Toronto, Can.
 Calibraro, Daniel D., WGN, Chicago
 Campbell, A. Hartwell, WNCT, Greenville, N. C.
 Campbell, Eldon, WFBM-TV, Indianapolis
 Campbell, Harry, KSMN, Mason City, Iowa
 Campbell, Mrs. Marianne B., WJEB, Gallipolis, Ohio
 Campbell, Richard, WDVA, Danville, Va.
 Campbell, Thomas B., Advertising Time Sales, Inc., New York
 Campbell, Theodore E., WJAC, Johnstown, Pa.
 Carino, Lawrence M., WBBK-TV, Detroit, Mich.
 Carlson, A., WBSA, York, Pa.
 Carlson, George, WDSM, Duluth, Minn.
 Carlton, Richard, Trans-Lux Television Corp., New York
 Carmichael, O. D., KNCO, Garden City, Kan.
 Carow, Raymond E., Gray Television, Albany, Ga.
 Carpenter, Marshall M., Jr., WDTM, Detroit, Mich.
 Carpenter, Terry, KTCI, Terrytown, Nebr.
 Carr, Eugene, WHBC and WPDQ, Canton, Ohio; Jacksonville, Fla.
 Carrera, Billard, KVIL, Dallas, Texas
 Carroll, Thomas, Radio TV Representatives, Inc., New York

Carroll, Tom, WFBM, Indianapolis, Ind.
 Case, Ross E., KWAT, Watertown, S. Dak.
 Casey, Arthur J., KSD, St. Louis, Mo.
 Cash, Norman E., TV Bureau of Advertising, New York
 Casselberry, R. L., General Electric Company, Syracuse, N. Y.
 Cassens, C. L., WLDS, Jacksonville, Ill.
 Cassill, H. W., "Dutch," Blackburn & Co., Inc., Sioux City, Iowa
 Castle, Clemens X., Storer Broadcasting Co., Miami Beach, Fla.
 Castle, Donald H., NBC, New York
 Caudle, L. L., Jr., WSOC, Charlotte, N. C.
 Cavalluzzi, Nat., ABC, New York
 Cervini, Anthony A., Jr., NBC, New York
 Cervone, Larry, Gates Radio Company, Quincy, Ill.
 Chalmers, Richard, WNBC-AM, New Haven, Conn.
 Chamberlin, George, Capital Cities B/Cg. Corp., Albany, N. Y.
 Chambers, G. Russell, WAMS, Wilmington, Del.
 Chandler, Bob, MGM-TV, New York
 Chapin, Richard W., Stuart Radio Station, Lincoln, Nebr.
 Chapman, Reid G., WANE, Fort Wayne, Ind.
 Chase, Eugene A., WKJG, Fort Wayne, Ind.
 Chase, Janet, Washington, D. C.
 Chase, Sam, Hillboard, New York
 Chase, Seymour M., Washington, D. C.
 Chauncey, Tom, KOOL, Phoenix, Ariz.
 Chauncey, Mrs. Tom, KOOL, Phoenix, Ariz.
 Chemault, L. E., KYNO, Fresno, Calif.
 Cherrault, George W., Jr., WSLS, Roanoke, Va.
 Chertok, Harvey, Seven Arts Assoc. Corp., New York
 Chevrot, Edward V., WOAI-TV, San Antonio, Texas
 Chisman, Thomas P., WVEC, Hampton, Va.
 Chismark, Al, WIEN-TV, Syracuse, N. Y.
 Chismark, Albert H., WIEN-TV, Syracuse, N. Y.
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(Continued on Page 38)



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A MAN AND A SERIES



Next week, our sales manager, Ken Hildebrandt will be escaping the Hollywood jungle to seek temporary relief in the sane climates of the mid-West and the East. Ostensibly, the purpose of his trip will be to screen the pilot film of our new series **ACROSS THE SEVEN SEAS**, to stations and agencies in Cincinnati, Chicago, Detroit, New York, Boston, Philadelphia, Baltimore, Washington and Cleveland.

However, I suspect that Ken—who originated from San Francisco—is as puzzled over this Hollywood circus as I am, and I rather suspect this extensive sales trip will enable him to desert this sunny citadel of babes, bourbon and berets. Well, no matter; he tells me things look very big for **ACROSS THE SEVEN SEAS**, and so all of us at the shop will taxi out to the airport, tears in our eyes, to bid him bon voyage.

But about the series, **ACROSS THE SEVEN SEAS**.

It's being filmed at this very moment, completely in color—the most **BEAUTIFUL** color in the entire field of non-fiction programming.

Since last week's first report of the sale to American Home Products, for the top ten markets in the West, the same client has already placed a verbal order for three additional markets.

Even at this writing, American Home Products and the agency, Y & R, are the only clients who have seen **ACROSS THE SEVEN SEAS**. The purpose of Ken's trip is to break the ice, and to offer the series initially in those key markets listed above which have always done well with our type of product.

Ken hopes to be away from Hollywood as long as possible, and I'm sure he wouldn't mind making detours, given the slightest pretext. So if you'd like to see the series, and find out why we think we have a big winner in color or black and white, I'd take it as a personal favor if you would wire the fellow as soon as possible. Of course, there's no obligation whatsoever. At the very worst, you'll be supporting our commendable campaign to "Keep Hildebrandt from Hollywood" and at the other extreme, you may find yourself pleasantly surprised at what he has to show and offer.

Until his departure, Ken can be reached by phone or wire at our shop, 8833 Sunset Boulevard, Hollywood 69, California. (OL 5-7790).

Many thanks.

— JACK DOUGLAS

Advt.



By TED GREEN

• • • Tony Morell, the handsome singer whose M-G-M album "Here's to Love," is getting lots of spins, is scoring a big hit in the King Arthur Room of The Roundtable, NYC. . . . Baby son for Joe Mosedale. Pop is writer on CBS' "Calendar" series. . . . Bal daughter for Phil Steins. Mother is daughter of TV comedian Jerry Lester. . . . Radio personality Bea Kalmus leaves her WJRZ mink tomorrow to become entertainment director of the Mayflower Hotel Atlantic City. . . . Sign in the window of Israeli Cafe Sahbra night club: "Se Habla Yiddish." . . . Veteran TV-film actor Frank Ort passed away in Hollywood. . . . Zany comedian Rip Taylor signs a three-year contract to appear at the Dunes Hotel, Las Vegas, beginning July 26. Rip's one of the hottest young comedy finds in the TV-club field today.

• • • Meet: Stanton P. (Pete) Kettler, executive VP of Storer Broadcasting, who this month rounds out 25 years with that organization. A native of Wheeling, W. Va., he began his career there at WWVA in 1937 as a salesman, and was transferred by the company two years later to WHIZ, Zanesville, O., as managing director. In 1942 Pete was moved to Fairmont, W. Va., as managing director of WMMN, and next went to Miami in 1946 to head up the operation of WG-BS. In 1948 he was made a VP of the Miami operation, and three years later was elected a director of the Storer Co. and VP for the Southern District. Pete became operation VP in 1955, and in 1958 assumed the title of executive VP for operations. The title became executive VP last November. Kettler is responsible for the operation of Storer Broadcasting's seven radio and five TV stations.



KETTLER

• • • Some of the historical films to be used by Jack Haley, Jr. series producer on Wolper Productions' "Biography," were just obtained from Comdr. Richard Byrd, Jr., for the documentary on his father, "Admiral Richard E. Byrd." . . . NBC-TV's "Here's Hollywood" snagged Hugh Marlowe and his actress-wife, K. T. Stevens, both of whom are also set to guest in different "Perry Mason" segments. . . . Paul Taubman, TV personality and musical conductor for NBC-TV, has been named to emcee the Silver Anniversary gala of the Negro Actors Guild of America. . . . Merv Griffin, popular host of TV's "Play Your Hunch," and his lovely wife, Julianne, comedienne-actress before her marriage, are busily at work on a act they will present in nightclubs and supper clubs throughout the country come Summer.

• • • Now hear this: NBC News cameraman Dexter Alley was photographing a parade honoring Mrs. Kennedy in India when the marchers suddenly disappeared from his viewfinder. Seemed he had stepped back for a wider shot and fell off a 15-foot wall. He was slightly bruised. . . . NBC's spectacular on society, "The Vanishing 400," really vanished the other day. The photographer taking publicity stills during the filming of host Walter Pidgeon's role on the show, rushed a roll of film to the darkroom. When it was developed however, it was blank. Seems in his haste he switched an unposed role with the used one. . . . NBC's Pat Trese, author of "Penguin Have Square Eyes," was complaining that only one of his friends had bought his new book, the others borrowing copies. And Trese's gri added: "And he bought the copy in the window."

Bryson Rash to Head American U. Alumni Fund

Washington — Bryson Rash, NBC, WRC-TV news correspondent, will serve as chairman of the 1962 Alumni Fund, the annual giving program of the American University Alumni Association. He received his LL.B. degree from the Washington College of Law of American U. in 1941.

Bethel Leslie to Star On 'Cain's 100' Episode

Bethel Leslie has been signed for her first guest star role under the MGM-TV banner in "The Lobbyist," episode of "Cain's 100," starring Mark Rothman. She plays a congresswoman who leads a fight against crooked lobbyists in the story by S. Schweitzer.

Broadcasters' Decalogue Hailed Around Globe

Atlanta — Popularity of Elmo's "Ten Commandments of Broadcasting" has spread around the globe. The WSB program manager, who first outlined his commandments in a speech to the Alabama Broadcasters Association last Fall, recently received a reprint of his "commandments" from a New Zealand newspaper. Earlier this year, he received a clipping from a Japanese newspaper.

New Off-Net Sales Boost MCA Activity

Twelve new sales of MCA-TV's Syndication Division first-off network series have placed "Dragnet" in 40 markets, "Thriller" in 26 and "Frontier Circus" in 11.

"Dragnet," starring Jack Webb, was bought by KRLD-TV, Dallas; KSM-TV, El Paso; WEHT, Nashville, Ind., and WATE-TV, Knoxville, Tenn. "Thriller," starring Boris Karloff and guest artists, was sold to WDSU-TV, New Orleans; WLWI, Indianapolis; WIS-TV, Charleston, W. Va.; KRDT-TV, El Paso; KOSA-TV, Mesquite, Texas; KVII-TV, Amarillo; and WMAL-TV, Washington. "Frontier Circus,"

made available to local stations for syndication less than three weeks ago, are: all hours of "Thriller," 26 of "Frontier Circus," 276 half-hours of "Dragnet," 173 of "Love That Girl" and 167 of "Tales of Wells Fargo."

Grant Webb & Co. Repts to Victor Co. Outlets

Grant Webb & Co. has been appointed as national reps for two Victor Co.'s southern stations, WJAC, Little Rock, and KIKS, Pine Bluff, La.

Screen Gems Execs at Work



Checking over the Screen Gems presentation being used during the NAB convention are (l to r) Robert Seidelman, vice president in charge of syndication; Stanley Dudelson, syndication sales manager, and Daniel Goodman, Eastern sales manager.

'Dear Phoebe' Director Here Shooting B'way Backgrounds

Veteran director Don Weis, who made the pilot for the NBC-TV series "Dear Phoebe," is in New York this week shooting color for use in Warner Bros.' upcoming film "Critics' Choice."

Weis said he begins shooting the movie itself Monday, in Hollywood. Stars will be Bob Hope and Lucille Ball, and the film is scheduled for release this Fall. Since the setting is New York, he considers it essential to obtain authentic background material for the flavor of Broadway and the theater district. All the shooting has to be done after dark, due to the well-known nocturnal habits of theatrical critics, and this means that Weis is missing a good deal of his sleep.

Freelanced with Lawford

Weis has been directing films for the motion picture industry since 1949, when he started with MGM. Five years later he and Peter Lawford struck out on their own, making the pilot for "Dear Phoebe," which was sold to Campbell Soup within two weeks of its completion. TV shows he has di-

rected most recently include "87th Precinct," "Checkmate," "a few Hitchcocks," and a pilot for an upcoming series with Jack Carson.

Kind-Hearted Cabbies, Now Listen to This:

WINS listeners are being invited to send in the names of New York cab drivers who go out of their way to be helpful; each week one winning cab driver and the passenger who recommends him will be given a transistor clock radio by the station.

Ingrid Bergman Stars In 'Gabler' TV Spec

Ingrid Bergman will star in "Hedda Gabler" with Sir Michael Redgrave in a 90-minute drama special to be presented on CBS-TV next season.

The program, a co-production of Talent Associates-Paramount, Ltd., and Lars Schmidt in association with CBS-TV will be videotaped at the BBC's London studios the end of May.

The Henrik Ibsen drama, to be adapted by Phill Reisman, Jr., will be directed by Alex Segel and produced by David Susskind and Lars Schmidt. Associate producer will be Jacqueline Babbitt.

STORK NEWS

A girl, Lisa Cecile, was born to Arnold Michaelis, producer-host of the "Adlai Stevenson Reports" show, and his wife, Marianne.

FAILLACE COMMERCIAL CONCEPTS, INC.

A new formula for GUARANTEED increase in sales and ratings for your station and client relations is now available to you exclusively in your market.

We have a story you'll want to hear. Stop in at the Drake and see us during the Convention.

A. S. Faillace, Jr. F. X. Maguire E. T. Hunt

"43 BEANS IN EVERY CUP OF . . ."

Beans for coffee, sure. But it takes real creative ability to come up with outstanding musical images. Our creative staff has produced many of the most successful national commercials and station packages on the air. We're ready to work for you. Come in and get the story.

For Stations — Musical Images and Promos. Packages for Up-Beat, Middle-of-the-Road and Good Music Stations. (Two of them currently being broadcast in New York City).

For Local & Regional Advertisers — Musical commercials that are liked and remembered. Produced with the same creativity and production know-how that national advertisers insist on and get.

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New York 17, N. Y.
PLaza 3-8632

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Sign Up For The Hottest Merchandising and
Promotional Package In Television Today!**



A complete package built around a new and exciting merchandising concept, with a new, terrific appeal to youngsters both as a kid's show and station promotion, together with a whole line of self-liquidating premiums!

The **FLYING TIME** Norstan Helicopter is a full-size, full-scale, "captive" helicopter that can be "flown" by a youngster of six; carries five youngsters; comes mounted on its own trailer-platform; operates with real helicopter controls. **CLIMBS! TURNS! BANKS! HOVERS! DESCENDS!**

The **FLYING TIME** Merchandising Package is the greatest money-making promotion to come your way! Available only on a lease basis with exclusivity in your market!

WIRE TODAY FOR MORE DETAILS!



RIDE IT AT THE NAB CONVENTION!

Visit Our Hospitality Suite at
THE CONRAD HILTON HOTEL

PROMOTIONAL SERVICES, INC.

Media Exchange Specialists

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New York 22, N. Y.

PLaza 2-9550

Exclusive Television and Radio Station Sales

for

COMMONWEALTH AVIATION, INC.

A Wichman Industries, Inc. Product

ABC Signs Sponsors For 'Builders' Series

"The Builders" a half-hour comedy series created and produced by Leonard Stern and concerning two capricious carpenters, will debut on ABC-TV Oct. 4, sponsored by Consolidated Cigar Co., via Compton Advertising, and Procter & Gamble Co. A Heyday Production, it will star John Astin, Marty Ingels, Emmaline Henry and Frank Devol.

Stern has been associated with many of TV's most successful comedy shows, including over 200 episodes of Jackie Gleason's "The Honeymooners," as writer-director of Phil Silvers' "Sergeant Bilko" series, and as chief writer and director of comedy on the "Steve Allen Show."

Top Conn. Sportscaster Title Goes to Bob Steele

Hartford, Conn. — For the third consecutive year, Bob Steele, sports director of WTIC-AM-TV, has been selected as the Sportscaster of the Year for the state of Connecticut. Runner-up in the sportscaster competition was another WTIC staffer, George Ehrlich, who handles the play-by-play of Connecticut basketball and football games.

L. A. City Fathers Hail Stations' Hoop Coverage

Los Angeles — Harry Trenne, RKO - General Western division director, has received a City Council citation on behalf of his radio and TV stations for carrying the Los Angeles Lakers basketball games. The team, which won the NBA Western division championship, was heard 80 times on KR and seen 14 times on KHJ-TV.

Flight Skeds Given Chi Air

Chicago — WLS on Monday will begin broadcasting Eastern Air Lines arrival and departure times from O'Hare International Field here. The informative "Flight Facts" will be aired every hour from 6 AM to midnight seven days a week.

The service, placed by the airline's agency, Fletcher Richards, Calkins & Holden, is expected to be of more value than present methods to passengers and waiting relatives, and also is expected to cut the number of phone calls to the airline. This will improve other services by taking some pressure off ticket agents.

"TRUE ADVENTURE"

BOUGHT BY:

STATION	CITY	TIME	DAY
WFBG-TV	ALTOONA	7:00	Tuesday
WNBF-TV	BINGHAMTON		
WLW-TV	CINCINNATI	7:00	Wednesday In COLOR
KRDO-TV	COLORADO SPRINGS	6:30	Wednesday
KBTY	DENVER	6:30	Wednesday In COLOR
WJBR-TV	DETROIT	6:30	Sunday
KLAS-TV	LAS VEGAS		
KFRE-TV	FRESNO	7:00	Saturday
WLYH-TV	LEBANON		
KCOP-TV	LOS ANGELES	7:00	Thursday In COLOR
WNHC-TV	NEW HAVEN	7:00	Wednesday In COLOR
WPIX-TV	NEW YORK	9:30	Tuesday
WFIL-TV	PHILADELPHIA	6:30	Wednesday In COLOR
KTAR-TV	PHOENIX		In COLOR
KGW-TV	PORTLAND	7:00	Wednesday In COLOR
ROGO-TV	SAN DIEGO	7:00	Saturday In COLOR
KRON-TV	SAN FRANCISCO	7:30	Monday
KIRO-TV	SEATTLE	7:00	Saturday
KREM-TV	SPOKANE		
WWLP-TV	SPRINGFIELD	7:30	Monday In COLOR



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729 SEVENTH AVENUE NEW YORK 19, N.Y.
TELEPHONE -- JUMBO 6-6022
RICHARD FEINER JACK FLAX
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(Continued on Page 40)

April 2nd, 1962

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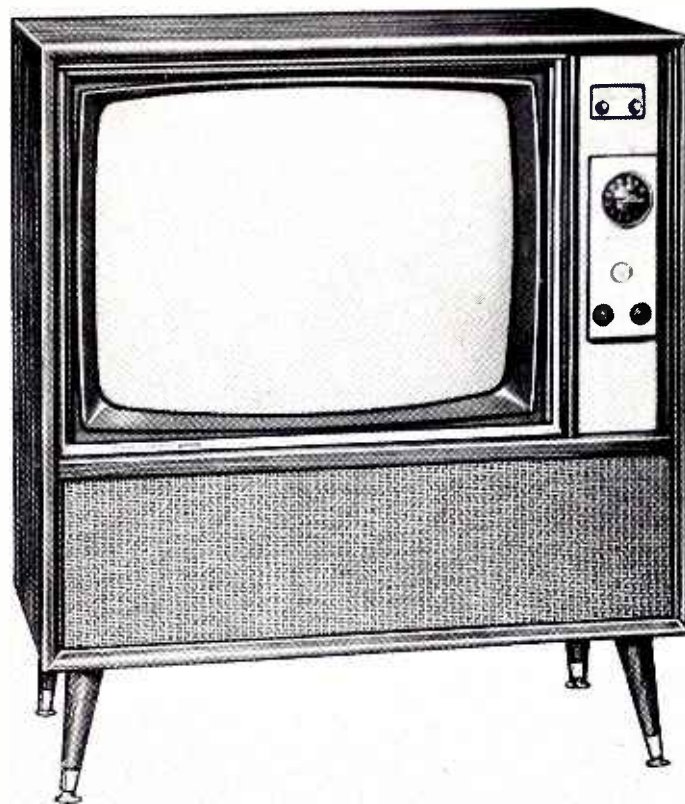
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See EMI/US at NAB

WSB, WKY-TV AWARDED BMI AWARDS ON HISTORY

WSB, Atlanta, and WKY-TV, Oklahoma City, have been named winners of the Radio-TV History Contest co-sponsored by the American Association for the Advancement of the Arts and Local History and Broadcast Music, Inc.

Cooperation Rewarded

Cash awards of \$500 will be made by BMI today at the Chicago Historical Society to the winners. BMI will also award \$500 to the Atlanta Historical Society for cooperating in production of the winning radio program, and \$500 jointly to Oklahoma U. affiliates and the Oklahoma Historical Society for cooperating in producing the winning TV series. The prize radio program, "Henry W. Grady," was broadcast by WSB on the 75th anniversary of the famous "New South" speech made by Grady, pioneer editor of the Atlanta Constitution. "The Story of WKY-TV," WKY-TV's prize-winner, is part of the "Oklahoma Heritage" series which ran on that station through 1961.

Reinsch Accepts Awards

Accepting the awards at the Chicago Historical Society will be Leonard Reinsch, WSB executive director, and Norman P. Baggett, WKY-TV VP-general manager.

Next Season's Plans Bring Sunny Smiles To Ziv-UA Execs



M. J. (Bud) Rifkin, executive vice president in charge of sales of Ziv-United Artists; Pierre Weis, vice president and general manager of Economee Television Programs, and Len Firestone, Ziv-UA's VP for syndication sales (l to r), all representing their product at the NAB convention, talk over the promotional material on next season's leaders: Ziv-UA's "The Story of . . ." and Economee's "The Ann Sothern Show."

7 Arts in 31 Markets For Vol. 3 Post-'50s

Six more sales of the 41 Warner Bros. Post-'50s in Seven Arts' Vol. 3 were made during the past week, putting the package in 31 markets.

Looney Tunes Purchased

New stations signed for Vol. 3 include WJAR-TV, Providence; and WIS-TV, Columbia, S. C.; WFMY-TV, Greensboro, N. C.; WCSC-TV, Charleston, S. C.; KSHO-TV, Las Vegas, and KNDO-TV, Yakima. In addition to Vol. 3, KNDO-TV bought Seven Arts' 191 Looney Tunes Cartoons and WJAR-TV acquired five Seven Arts Special Features.

WJW Series Premieres With 'Consumer Frauds'

Cleveland — "Consumer Frauds" will be discussed Sunday by Ohio Attorney General Mark McElroy and Marshall Mott, Cleveland Better Business Bureau president, with WJW newsmen Lee Fowler and Dave Bringham.

The new Sunday series of panel discussions of public issues on the Storer station for Northern Ohio will be produced by the station's news and public affairs department.

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RCA EXHIBIT AT NAB



For the first time... **A COMPLETE MOBILE TV TAPE UNIT**
...for under \$50,000!



The Most Trusted Name in Television

This new compact RCA Mobile TV Tape unit comes equipped with an RCA TR-11 TV Tape Recorder—a quadruplex-type compatible recorder meeting all professional TV tape standards. The recorder is self-contained, pre-wired and pre-tested at factory, ready to record and play back wherever it goes. It is mounted on dollies, so that recorder may be used both on location and in studio. Mobile unit is complete with working desks, storage for tape and accessories, air conditioner and heater. Ask your Broadcast Representative. RCA Broadcast and Television Equipment, Department FE-372, Building 15-5, Camden 2, N.J.

Canadian Broadcasters Hit Rating Service

WLW Helps FBI Capture Wanted Fugitive

Cincinnati—In announcing the apprehension last week of one of the "ten most wanted" fugitives, FBI director J. Edgar Hoover credited tapes provided by WLW with locating the criminal, Lyndal Ray Smith. Recently, Edmund D. Mason, head of the FBI office here, called WLW for assistance in making the tapes, as the FBI's tape machine had broken down. WLW not only supplied and cut the tapes, but sent its engineer to repair the FBI's machine. Hoover told Crosley Broadcasting Corp. president R. E. Dunville: "I want you to know how valuable your cooperation has been in providing hundreds of one-minute tapes narrated by Mr. Mason. Please accept my thanks for this important public service." Mason appears on WLW's weekly program, "Your FBI," with newscaster Peter Grant.

'Bridge Builders' Tell Golden Gate Story

West Coast Bureau of RADIO-TV DAILY

San Francisco — As the 25th birthday of the opening of the Golden Gate Bridge approaches (May 27, 1962), KPIX will telecast May 1 "The Bridge Builders," the story of the building of the bridge, told by the men who built her. Sponsor will be the San Francisco Federal Savings & Loan Ass'n, a firm established during the period the bridge was built—1935. Its agency is Knollin Advertising.

Builders Relate Experiences

Highlight of the program will be the use of original historic films and photographs taken during every phase of construction of the bridge—from the piers to the towers to the 80,000 miles of cables — to the roadway itself. Also to be shown is the tragic plunge of 10 men to their deaths. Eight of the bridge-builders themselves will be heard on the program recalling their hair-raising experiences over the Gate.

Skitch Band Rejoins 'Tonight'

Skitch Henderson, original musical conductor for NBC-TV's "Tonight" when it started in 1954, returns to that spot for the Summer. Skitch and his orchestra will provide the musical background from Apr. 30 through Oct. 5, after which the show becomes "Tonight starring Johnny Carson."

EMERGENCY AIR ON MINN. RADIO

WLOL Initiates 'Sigalert' As Aid to Listeners

Minneapolis — WLOL has been responsible for initiating in the Twin Cities metropolitan area "Sigalert," designed to keep listeners informed of hazardous or emergency conditions, as well as impending disasters, of community-wide importance.

Proven highly effective in other parts of the country for many years, "Sigalert" is set up electronically so that WLOL maintains a direct radio link with police, fire, sheriff, Civil Defense and other official agencies in the greater Twin Cities area.

"Sigalert" messages originate from an official "clearing-house," so that only bulletins of the utmost importance are released to WLOL's receiver. Following such release, they receive instantaneous rebroadcast (after being automatically tape-recorded).

During April the show will originate on the West Coast with Woody Herman and his orchestra.

Toured with Orks.

As a serious conductor, Henderson has appeared with symphony orchestras in the U. S. and Europe including the New York Philharmonic and the London Philharmonic.

Y&R Veep to Chair 1962 Media Awards

The Annual Media Awards, the "Oscars" of the advertising, research, media and media representative field, will be presented at a Waldorf-Astoria luncheon Apr. 12. General chairman is William E. Matthews, Young & Rubicam VP and media relations and planning director.

Improvement Is Goal

Purpose of the awards is to encourage contributions to media knowledge which aid in more efficient evaluation, selection and use of advertising vehicles. The categories are Public Statements, Media Research and Media Techniques.

S. W. Home Show Given Live Coverage on WFAA

Dallas — WFAA is taking listeners behind the scenes of the Southwestern Home Show with exclusive interviews and features.

On location in a special booth at the Market Hall of the Dallas Market Center, announcer Bob Gooding will broadcast live on-the-spot reports and interviews two hours Monday, Wednesday and Friday nights. The interviews will highlight products, materials and service available.

Tarheel PR Director Wins 'Naval' Honors

Charlotte — Earle Gluck, WS-OC-TV pr director and retired Navy captain, has been appointed senior member of the judging team for the Navy science cruiser award at the Merchandise Mart science fair.

Gluck has also been named an admiral in the Navy of North Carolina, for his help in the campaign to save the USS North Carolina from the scrapheap.

Radio-Sterling Filming Aided by Stock Swap

Washington Bureau of RADIO-TV DAILY

Washington — Walter Reade Sterling plan to trade 462,857 shares of their own common stock for all outstanding Class A and Class B common shares of Sterling Television, after which the company will engage in direct and subsidiary company production and distribution of feature films and shorts for theatres, TV, and leasing, rental and sale.

This information was contained in a stock registration statement filed with the securities and Exchange Commission.

Annual Meet Finds Need for Research A Prime Concern

Special To RADIO-TV DAILY
Montreal — Rating techniques of the Board of Broadcast Measurement came under fire at the recent annual meeting here of the Canadian Association of Broadcasters, which also expressed concern that there will be a talent shortage once the 1 per cent Canadian Content rule goes into effect for TV stations.

The BBM was set up some years ago to measure the percentage of homes tuned to radio and TV programs and commercials and costs broadcasters themselves some \$400,000 a year. But the over 500 CAB members attending the three-day meeting heard some spokesmen assert that the service still doesn't answer the perennial broadcasting problem—Who is listening to what?

CAB president Don Jamieson agreed that more refinement of BBM studies is needed, as "we are not doing enough in research. We know how many people watch or listen, but not who they are although a breakdown of age, economic and educational levels is beginning to emerge.

R. T. Bowman, manager of CBC, St. John, said the BBM balloons filled in by listeners on a voluntary basis for seven days, are returned in too small numbers to give accurate results. He added "If you phone those who fill them out, as I have, you find they get call letters mixed and they were listening to one station but actually tuned to another."

The possibility of a talent shortage was brought out by Howard Caine, owner of CHWO, Oakville, chairman of CAB's committee which handles liaison with the Dominion Drama Festival. Caine this year inaugurates a five-year pact with the festival, to which will contribute \$20,000 annually plus a \$1,000 prize for the winner.

"We have recognized that Canada must produce and use more of her own talent," he said. "I suggest that talent discovered in the drama festival could possibly be used in a weekly series of about 15 minutes, demonstrating the mechanics of theatrical productions." Caine added that this would help develop the necessary new talent to alleviate any shortage.

Our Short 40 Sec. to 1 Minute Shows Are Selling Like "HOT CAKES"

THEY ARE NEW — OVER 7,000 in 18 Different Categories —

They are GREAT

BUT

"DANGEROUS IN THE HANDS OF COMPETITION"

See HARRY—"The Idea Man" VISIT

—Suite 1218—Conrad Hilton

Harry S. Goodman

PRODUCTIONS, INC.

19 EAST 53RD STREET AT MADISON AVENUE - NEW YORK

THINKING
OF
SWITCHING?

See EMI/US at NAB

Jessel Still Before Mike



Still before the mike after many years as a headline personality in all entertainment spheres is George Jessel, whose latest venture is a series of one-minute syndicated radio programs being distributed by Harry S. Goodman (left). The pair will be on hand at the Conrad Hilton in Chicago to discuss the program with officials attending the convention.

TV Ad Pros Aid Students

Dallas — With the cooperation of five TV film producers, advertising students at Houston U. have acquired a library of TV commercials for the Spring semester.

The library was begun after journalism Prof. Bill Ross attended the recent annual AAAA Southwestern meeting in Houston. Part of the program there was "New Techniques" by Roddy Keitz, exec VP of Keitz & Herndon here.

New Techniques Shown

The "New Techniques" format consisted of 27 new TV commercials, produced by five firms, with each commercial illustrating a new technique in one phase of film production. Ross viewed the presentation as an effective bridge between "textbook theory" and practical knowledge of current industry trends.

The producers agreed to the classroom project, and students

now analyze films from MPO Videotronics, Elektra Films Productions and Pelican Films, all New York; Ray Patin Productions, Hollywood, and Keitz & Herndon.

Products include Sunbeam Bread, Dixie Cup, Tonka Toys, Dr. Pepper, Dreyfus Fund, Jax, Winston, Sara Lee and Rexall.

Academy Awards Unite III. TV Stations, Movies

Rockford, Ill. — An "Academy Award Contest" co-sponsored by WREX-TV and 10 area theatres is aiming at promoting the Academy Awards telecast Apr. 9 on WREX-TV and boosting movie attendance, since entry blanks are available only at theatres. The contest will award \$750 in prizes to those who come closest to predicting "Oscar" recipients.

Danny Thomas Skeds 8 Europe Segments

Final filming of the season for CBS-TV's "Danny Thomas Show" winds up today, and within the next week or two producer-director Sheldon Leonard, associate producer Ronald Jacobs and assistant director Jay Sandrich will leave for Europe to make preparations for eight segments to be filmed there for next season.

Shooting of the first segment will begin May 7 in Venice, to be followed by episodes in Rome, Paris, Dublin and London. Final episodes are scheduled to be finished by July 2, at which time most of the staff will return to the U.S. Thomas and his wife, however, will pay a brief visit to Lebanon before their return.

WPIX Spec Presents Spring-Summer Styles

The Spring-Summer fashion scene will be highlighted Sunday night on WPIX' half-hour documentary, "Fashions U. S. A. — Spring and Summer 1962." The program, narrated by Eleanor Lambert, was shot on location in New York, California and Florida. Produced by the International Ladies Garment Workers Union, it was directed by Jac Heim.

CBS Films Order 739 Half-Hours

WMUR-TV, an independent station in Manchester, N. H., has purchased, in a single order, 739 half-hours of programming from CBS Films.

138 of 'Phil Silvers'

The order comprises 91 half-hours of the "Gene Autry Show," 31 half-hours of "Annie Oakley," 13 half-hours of "The Phil Silvers Show," 111 half-hours of

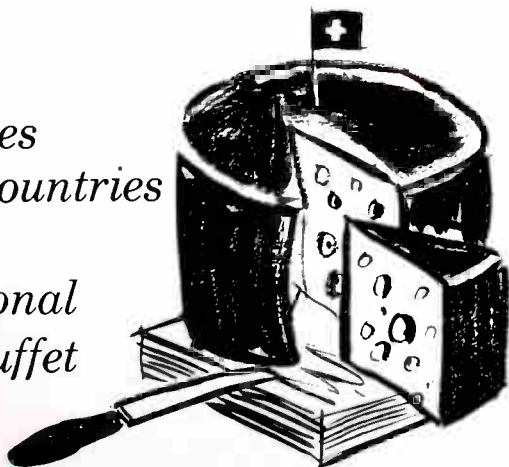
Two Georgia ETV outlets, WGTV, Athens, and WXGA-TV, Waycross, have purchased CBS Films' "The Robert Herridge Theatre," 2 half-hours of the lively arts.

"Whirlybirds," 66 half-hours of "Mr. Adams and Eve," 77 half-hours of "Amos 'n' Andy," 26 half-hours of "The Eve Arden Show," 78 half-hours of "The Range Rider" and 71 half-hours of "rackdown."

Gita Hall Joins Alber as Home Eco Director

Miss Gita Hall has joined the David O. Alber Associates PR firm as director of its home economics department. She was previously assistant fashion publicity director of Robert S. Taplinger Associates.

Try cheeses from 14 countries at the International Cheese Buffet in



Nielsen Suite 1000 - Conrad Hilton

NOW . . . greater service on top-demanded Promotional Items!



"In order to be of *greater service* to you, I have expanded my business and can now provide you with any and all promotional items you may want for your station.

"Look for me at the Conrad Hilton or Sheraton-Blackstone Hotels during the NAB Convention in Chicago, April 1-4, 1962."

—HY FINKELSTEIN

"LOGO" AD COMPANY

DISTRIBUTOR OF THE MIKE PEN AND OTHER PRODUCTS

SHERATON ATLANTIC HOTEL
1296 BROADWAY • NEW YORK 1, N. Y.

BRYANT 9-4725

- NAB CONVENTION REGISTRATIONS -

Griswold, Glenn G., KOMU-TV, Columbia, Mo.
Grizzard, Ted, WLK, Lexington, Ky.
Grood, Charlie, Richard H. Ullman, Hollywood, Pa.
Groskin, Herbert, Franklin B/Cg. Co., Philadelphia, Pa.
Gross, Horace W., WRSC, State College, Pa.
Gross, Irvin, Henry I. Christal Co., Inc., New York.
Gross, Paul D., WTPA-TV, Harrisburg, Pa.
Groves, William C., KPRC-TV, Cheyenne, Wyo.
Grubb, Gene V., KOA, Denver, Colo.
Grundy, M. Darrell, Pams Advertising Agency, Dallas, Texas.
Grysen, J. C., WJHL, Holland, Mich.
Gulber, Sidney, SESAC, Inc., New York.
Gundrick, Ernest A., WIZE, Springfield, O.
Guillemain, Maurice A., WWL-TV, New Orleans, La.
Gunn, Hartford N., Jr., WGBH, Cambridge, Mass.
Guzendorfer, Will, Wilt Guzendorfer & Assoc., Los Angeles, Calif.
Guth, Raymond E., WOC, Davenport, Iowa.
Guyan, George, KTAR, Phoenix, Ariz.
Guzewicz, Henry J., Stainless, Inc., North Wales, Pa.
Guzewicz, Walter L., Stainless, Inc., North Wales, Pa.
Hahr, Donald K., Collins Radio Co., Cedar Rapids.
Haas, Jr., Harry J., Franklin B/Cg. Co., Philadelphia.
Haas, Julian F., Jr., KAGH, Crossett.
Heberlan, John M., WTVT, Tampa.
Haeg, Larry, WCCO, Minneapolis.
Hachule, Clyde G., Crosley Broadcasting Corp., Cincinnati.
Hannan, Hart Bluegrass Broadcasting Co., Inc., Lexington.
Hagenau, Scott N., WSBT-TV, South Bend.
Hagerly, James, ABC-TV, New York.
Hague, Fred, Geo. F. Hollingbery Co., New York.
Hahn, Clifford E., WJZ, Decatur.
Hahn, Norman, WJBA, Madison.
Haigh, Joseph B., WJBB-TV, Detroit.
Haines, Homer M., WNAE, Warren.
Halbert, Edwin L., U. S. Savgs. Bonds Div., Treas. Department, Washington.
Hahl, John A., WBNS-TV, Columbus.
Hale, Harold H., KWBB, Wichita.
Haley, Andrew G., Haley, Wollenberg & Rader, Washington.
Hall, Hugh, Jr., WOAI-TV, San Antonio.
Hall, Edward E., CBS.
Hall, Glenn H., WWNY-WCNY-TV, Watertown.
Hall, J. Milton, KWBB, Wichita.
Hall, Payson, Meredith Broadcasting Co., Des Moines.
Halle, Charles F., WBBN, Portsmouth, N. H.
Haller, Dr. G. L., General Electric Company Syracuse.
Hallinan, Charles, WKOP, Binghamton.
Hallstrom, John R., WZZZ, Streator, Ill.
Haltzman, Charles, Broadcast Music, Inc., New York.
Halyard, O. C., WCMJ, Ashland, Ky.
Hamilton, A. Stanley, WMAL-FM, Washington.
Hamilton, Charles, KFI, Los Angeles.
Hamilton, G. Edward, Ed. TV for the Metro Area, Inc., New York.
Hamilton, Ray V., Hamilton-Landis & Assoc., Washington.
Hamilton, Wm. Thomas, WNDU-TV, South Bend.
Hammer, Robert, CBS, New York.
Hammett, Robert L., Hammett & Edison, San Francisco.
Hance, K. M., KSTP, St. Paul.
Hancock, Paul M., NBC, New York.
Hanson, James, WGN, Chicago.
Hanna, Boyce J., WADA, Shelby.
Hanna, Motte, WADA, Shelby.

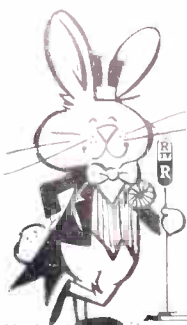
Hansen, John S., KPTV, Portland.
Hansen, Ralph, KTVI, St. Louis.
Hansen, Robert, Surrounding Sound, Inc., Hollywood.
Hansen, William, KBBR, Burlington, Iowa.
Harden, John F., Hamilton-Landis & Assoc., San Francisco.
Hardin, William, WVEC, Hampton, Va.
Harding, George, Advertising Time Sales, Inc., Dallas.
Hards, Joseph F., Magne-Tronics, Inc., New York.
Hardwick, Carter C., WSFA-TV, Montgomery, Ala.
Harkrader, John, WDBI, Roanoke.
Harper, Fred, WPBS, Philadelphia.
Harper, Richard, MGM-TV, New York.
Harrington, Howard, KOGA, Ogallala, Nebr.
Harrington, John, FCC, Washington.
Harrington, John E., Jr., Harrington, Righter & Parsons, Inc., New York.
Harris, Buddy, Pans Syndicated Products, Dallas.
Harris, Bart I., KTWO, Casper, Wyoming.
Harris, Jack, KPRC-TV, Houston.
Harris, Richard H., WGGY, Minneapolis.
Harris, Stanley, Hogan & Hartson, Washington.
Harrison, William, WIMA, Lima, Ohio.
Hart, Bill, WFPB, Middletown, Ohio.
Hart, Charles A., WHDH, Boston.
Hart, John P., WRIR, Knoxville.
Hart, William J., WILX-TV, Lansing.
Hartenbower, E. K. (Joe), KCMO, Kansas City.
Hartford, George E., WTOF-TV, Washington.
Hartigan, John T., Keystone Broadcasting, Chicago.
Hartman, Ward W., WRRR, Rockford, Ill.
Harwood, Dr. Kenneth, University of Southern California, Los Angeles.
Hatch, George C., KUTV, Salt Lake City.
Hatch, Wilda Gene, KALL, Salt Lake City.
Hathaway, J. L., NBC, New York.
Harvey, Geo W., WFLA, Tampa.
Harvey, Jack V., Blackburn & Co., Inc., Washington.
Hasegawa, Kazutada, Yomiuri TV Broadcasting Co., Osaka, Japan.
Hassan, Samuel A., WROY, Carmi, Illinois.
Hastie, Kenneth L., WMT, Cedar Rapids.
Hatcher, Ralph, ABC-TV, New York.
Hausler, Henry, KNMC-TV, Minot, N. Dak.
Havens, Wilbur M., WTVR, Richmond.
Haverlin, Carl, Broadcast Music, Inc., New York.
Hawkin, Woolrow, WSJV-WTRC, South Bend.
Hawkins, Lloyd, KURV, Edinburg, Texas.
Hayden, J. Roger, Dresser-Ideco Co., Columbus.
Hayes, Arthur Hull, CBS, New York.
Hayes, E. W., British Broadcasting Corp., London, England.
Hayes, Gordon, CBS, New York.
Hayes, John S., Post-Newsweek Stations, Washington.
Hayford, Beecher, WESH-TV, Daytona Beach.
Hayward, Robert H., WKY, Oklahoma City.
Head, Howard T., A. D. King & Associates, Washington.
Heald, Sherman K., WCCO, Minneapolis.
Heald, Robert L., Esq., Spearman and Robertson, Washington.
Heaton, James G., WHP, Evansville, Ind.
Heath, Harold, WHO, Des Moines.
Hecht, Arthur L., CBS, New York.
Hefflinger, John B., J. B. Hefflinger, Cons. Engrs., Kansas City.
Hefner, Richard D., Ed. TV for the Metro Area, Inc., New York.
Heinecke, Miss Alice, SESAC, Inc., New York.
Heisel, Lee, WNEM-TV, Flint-Saginaw.
Heiss, Robert J., WTMM-TV, Milwaukee.
Heister, C. F., FCC, Washington.

Heller, C. B., WIMA, Lima, Ohio.
Henderson, C. George, WSOC-TV, Charlotte.
Henkin, Mort, KSOO AM/TV, Sioux Falls, S. Dak.
Hennessey, Philip J., Jr., Smith, Hennessey & McDonald, Washington.
Henninger, John H., WIBG, Philadelphia.
Henry, Ollie, KRL, Wichita.
Hensel, Len, WSM, Nashville.
Henzel, John R., WHDL, Olean, N. Y.
Herburn, Stuart J., KNOK, Fort Worth.
Herman, A. M., WBAP, Fort Worth.
Herndon, Ray, KMH-TV, Midland, Texas.
Herold, Joseph, KBT, Denver.
Herold, Joseph, KGMB, Honolulu.
Hess, Richard E., CBS, New York.
Hess, Roy, Media/Scope, Skokie, Illinois.
Hester, Paul T., Assoc. of Max. Ser. Telecasters, Inc., Washington.
Hetherington, Jack Weed Radio & TV Corp., New York.
Hetherington, Robert, Advertising Time Sales, Inc., St. Louis.
Hethand, Julius, WDAY, Fargo, N. Dak.
Hevel, Ben, KTLN-TV, Tulsa.
Hewitt, Edward, CBS Films, New York.
Hewitt, N. International TV Technical Review, Chevy Chase, Maryland.
Heywood, John J., Crosley Broadcasting Corp., Cincinnati.
Hickerson, Earl, KOCO-TV, Oklahoma City.
Hickox, Shel, NBC, Burbank, Calif.
Hicks, John J., Hamilton Landis & Assoc., Port Arthur, Texas.
Higgins, J. M., WHBC, Indianapolis.
Higgins, James W., WWNY-WCNY-TV, Watertown, New York.
Higgins, R. J., Broadcast Music, Inc., New York.
Hilgendorf, Robert D., KVGB, Great Bend, Kansas.
Hilker, Robert R., WCGC, Belmont, N. C.
Hill, Eugene, Community Broadcasting Co., Toledo.
Hill, Fred C., KTRF-TV, Lufkin, Texas.
Hill, J. E., RCA Camden.
Hill, Ruane B., Syracuse University, Syracuse, N. Y.
Hillebrand, William A., WMHE, Toledo.
Hillis, Russell W., WATE, Inc., Knoxville.
Hillstrom, Albin R., Kool, Phoenix.
Hirsch, James F., Hirsch Broadcasting Co., Cape Girardeau, Mo.
Hirsch, Oscar C., Hirsch Broadcasting Co., Cape Girardeau, Mo.
Hirsch, Robert O., Hirsch Broadcasting Co., Cape Girardeau, Mo.
Hirschland, Lee D., KFSA-TV, Fort Smith, Ark.
Hite, B. Vern, Collins Radio Co., Cedar Rapids.
Hixenbaugh, George P., WMT, Cedar Rapids.
Hjorth, Arthur, NABET, Chicago.
Hlavaty, Lad, KCRG-TV-AM, Cedar Rapids.
Hodges, Roy, KWPC, Muscatine, Iowa.
Hoffman, Karl B., Transcontinent TV Corp., Buffalo.
Hoffman, Roger, WJEF, Grand Rapids.
Hogan & Hartson, Washington, D. C.
Hogan, Thomas P., WFPB, Middletown, O.
Holbert, Bernard P., KSAC, Manhattan, Kans.
Holbrook, R. A., WSB, Atlanta, Ga.
Holiday, Jon A., WBYE & WAIR, Roanoke, Va./Winston-Salem, N. C.
Holle, Arlin, KWBE, Beatrice, Nebr.
Hollingsbery, George P., Geo. F. Hollingbery Co., Chicago.
Holm, William, WLPO, LaSalle, Ill.
Holman, Hal, Hal Holman Company, Chicago.
Holmes, Ben H., Edward Petry & Co., Inc., New York.
Holmes, Harold, Community Broadcasting Co., Toledo, Ohio.
Holgren, Robert, ABC, New York.
Holt, Charles W., WHSY, Hattiesburg, Miss.
Holtman, H. B., WAVE, Louisville, Ky.
Holtz, Edgar, Hogan & Hartson, Washington, D. C.
Honeycutt, B. B., KRLD, Dallas, Texas.
Hook, Art, WTTV, Indianapolis, Ind.
Hook, R. E., WRIG, Carrollton, Ala.
Hooker, Joseph C., WMAN, Grand Rapids, Mich.
Hooper, George F., WKRO, Lancaster, Pa.
Hopkins, John, KTVT-TV, Fort Worth, Texas.
Koren, Robert J., Advertising Time Sales, Inc., Chicago.
Horbut, Mrs. John F., WVMC, Mt. Carmel, Ill.
Horley, William L., KNMC-TV, Minot, N. Dak.
Hornsby, Len, Community Club Awards, Inc., New York.
Horowitz, Murray, Variety, New York.
Hoth, Harry W., KRDO, Colorado Springs.

Hough, Hal, CBS-TV, New York.
Hough, Harold, WBAP, Fort Worth, Texas.
House, Herbert, WMBO, Inc., Auburn, N. Y.
Houston, Bruce, GHI-Penna, Inc., Chicago.
Houwick, Frederick S., WMAL, Washington, D. C.
Howland, Henry S., WVEC, Pittsfield, Mass.
Howard, Leo, WEAU-TV, Eau Claire, Wis.
Howard, T. E., Standard Broadcasting Co., Charlotte, N. C.
Howe, James L., WIRA, Fort Pierce, Fla.
Howell, Rex G., KREX, Grand Junction, Colo.
Howell, Tom, Cellomatic, New York.
Howlett, Frank, Lennen & Newell, Inc., New York.
Hoy, F. Parker, WLAM, Lewiston, Me.
Hubbach, William J., KATU, Portland, Ore.
Hubbard, J. R., KCTV, San Angelo, Texas.
Hubbard, S. S., KSTP, St. Paul, Minn.
Huber, Don, Media/Scope, New York.
Hueaby, Ralph L., WLAC-TV, Nashville, Tenn.
Hudalla, Donald F., M & H Comm. Co., Chicago.
Hudalla, Ione, M & H Comm. Co., Chicago.
Hudgens, Joe, KRNT, Des Moines, Iowa.
Hudson, Wilbur E., WAVE, Louisville, Ky.
Huffman, Dick, WNDB, Daytona Beach, Fla.
Hunt, Clyde M., Post-Newsweek Station, Washington, D. C.
Hunter, William C., WJHL-TV, Johnson City, Tenn.
Hurd, Paul, WHDH, Boston, Mass.
Hurlbut, John F., WVMC, Mt. Carmel, Ill.
Hurligh, Robert F., Mutual Broadcasting System, New York.
Hussman, Walter E., KTAL-TV, Shreveport, La.
Hutton, Jr., Robert L., Edward Petry & Co., New York.
Hutton, W. G., Carl E. Smith Consulting Eng., Cleveland, Ohio.
Hyde, Hon. Rosal H., FCC, Washington, D. C.
Hydriek, Dan, KBOX, Dallas, Texas.
Hyland, William B., CBS-TV, New York.
Hyland, Robert F., KMOX, St. Louis.
Iemolo, Joseph V., WGBH, Cambridge, Mass.
Ingis, A. F., RCA, Camden, N. J.
Ingraham, Ralph, WRUT, Milwaukee, Wis.
Ingram, Al, Standard Rate & Data, Skokie, Ill.
Ingrim, Ward D., KTVU, Oakland, Calif.
Inset, Don, WPIT, Pittsburgh, Pa.
Ishii, Masao, Yomiuri TV Broadcasting Co., Osaka, Japan.
Israel, Larry, TV Advertising Representatives, New York.
Israel, Lou, MGM-TV, New York.
Ives, Paul H., WOC, Davenport, Iowa.
Ives, Timothy R., Bloomington Broadcasting Corp., Bloomington, Ill.
Jack, Lowell E., KMAN, Manhattan, Kan.
Jacker, Edward W., WCRW, Chicago.
Jackson, Andrew M., Jr., WAVY, Norfolk.
Jackson, H. W. "Hub", Blackburn & Co., Inc., Chicago.
Jackson, Peter, Telescript CSI, Inc., New York.
Jackson, Ralph, WAVE, Louisville, Ky.
Jacobs, Bernard, WFMT, Chicago.
Jacobs, Grace, TV Stations, Inc., New York.
Jacobs, Harry N., ABC, San Francisco, Calif.
Jacobs, Herb, TV Stations, Inc., New York.
Jacobs, John W., Jr., WDUK, Gainesville, Ga.
Jacobsen, Gene R., WSFA-TV, Montgomery, Ala.
Jacobson, Daniel, FCC, Washington, D. C.
Jacobson, Denman F., WWJ, Detroit, Mich.
Jac, James F., Jr., KIMO, Hannibal, Mo.
Jahnke, Ernest Lee, Jr., NBC, New York.
James, E. P. H., A. C. Nielsen Company, Chicago.
James, Edwin H., Television Magazh, Washington, D. C.
James, Richard D., WBBW, Youngstown.
James, Vir N., Consulting Radio Engineer, Denver, Colo.
Jamieson, Edwin T., Time-Life Broadcasters, Inc., New York.
Jamieson, Robert, CBS, New York.
Jeffers, Charles L., San Antonio, Texas.
Jeffrey, Lev, KFAB, Omaha, Nebr.

Sales "Multiply" with Radio TV Representatives, Inc.

CONVENTION HEADQUARTERS CONRAD HILTON HOTEL SUITE 1224



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Ans, Jack, Bloomington Broadcasting
Ans, Birmingham, Ill.
Ans, Ernest W., Assoc. of Max. Ser. Tele-
Ans, Washington, D. C.
Ans, J. Allen, KID, Idaho Falls, Idaho
Ans, K., WMAR-TV, Baltimore, Md.
Ans, Carl F.J. The Myster Company,
Ans, Jeno
Ans, J., William A., Duquesne Universi-
Ans, Pittsburgh, Pa.
Ans, Ray, WRGO, Rochester, N. Y.
Ans, Dale M., United Press Int'l, Boston,
Ans,
Ans, Miles H., Associated Media Brokers,
Ans, Lauderdale, Fla.
Ans, Arnold E., Needham, Louis &
Ans, Srby, Chicago
Ans, Arthur J., NBC, New York
Ans, George E., WIAS-TV, Louisville,
Ans,
Ans, Howard A., WBA, Madison, Wis.
Ans, J. Lee, III, WBAP, Fort Worth,
Ans,
Ans, Merrill C., WGL, Fort Wayne, Ind.
Ans, Ray, KMEF, Medford, Oregon
Ans, Robert S., Antiochite Typo Coun-
Ans, Inc., Bloomington, Ill.
Ans, Tom, KTOK, Oklahoma City, Okla.
Ans, Walter C., WTIC, Hartford, Conn.
Ans, William L., WJMS, Ironwood,
Ans,
Ans, R. A., WMRO, Greenville, S. C.
Ans, Andrew J., WPMR, Nashville, Tenn.
Ans, E. Z. "Easy," WBBB, Burlington,
Ans,
Ans, Gerald, Katz Agency, Los Angeles
Ans, George E., CHUM, Toronto, Ont.,
Ans,
Ans, J. G., Conrac, Glendora, Calif.
Ans, Merle S., CBS-TV, New York
Ans, Theodore, WCRB, Boston, Mass.
Ans, Walter, WANE, Fort Wayne, Ind.
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Ans, Noel L., University of Denver, Den-
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Ans, Wis.
Ans, Wallace J., WBTV, Charlotte,
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Ans, Riverside, Ill.

Kearl, Wayne, KKNB-TV, San Antonio, Tex.
Keating, Joseph, Mutual Broadcasting Sys.,
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Kehring, Al, WREN, Topeka, Kans.
Keel, Jim, Associated Press, Charlotte, N. C.
Keenan, Jan J., WANE-TV, Fort Wayne,
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Keen, Bob, Robert Keer Organization, New
Ans, York
Keenan, Frederick L., WMBO, Inc., Auburn,
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Keller, Oliver J., WFAN, Springfield, Ill.
Keller, Thomas H., Jr., WGBH, Cambridge,
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Kelley, Gilmer, WFBV-TV, Greensboro, N. C.
Kelley, W. H., American Tel. & Tel. Co.,
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Kelley, William M., NBC, New York
Kellner, M. S., Katz Agency, New York
Kelllogg, W. R., American Tel. & Tel. Co.,
Ans, Chicago
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Kepler, William B., WAOV, Virginia, Ind.
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Kettler, Stanton F., Storer Broadcasting Co.,
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Ans, Vt.
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King, Charles, Mutual Broadcasting Sys.,
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Ans, The, Shenandoah, Va.
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Ans, Skokie, Ill.
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Ans, Inc., New York
Ladov, Burton B., KTVK, Phoenix
Lauer, Phillip B., WTMJ-TV, Milwaukee
Laffie, William J., Standard Electronics
Ans, Div., Farmingdale, N. J.
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Lange, Mrs. Paul R., KDLR, Inc., Devils
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Lanken, Al, Official Films New York
Lanken, Maury, Official Films, New York
Lapham, Olin J., WWJ, Detroit
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Larson, Michael O., WOOD, Grand Rapids
Larsen, M. Dale, KFVH, Wichita, Kan.
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MCA Offers Off-Net Shows



MCA-TV vice presidents David V. Sutton and Lou Friedland (l to r) discuss their company's new off-network availabilities with Storer TV Sales president Peter Storer at the MCA suite in Chicago's Conrad Hilton during the NAB convention.

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Kelly, Robert, Lennen & Newell, New York
Kellner, C. A., American Bureau, Chicago
Kelsor, Phil, Philip L. Kelsor & Associates,
Ans, New York
Kemme, Marjorie, Crosley Broadcasting
Ans, Corp., Cincinnati, Ohio
Keupner, Marvin A., Richard H. Ullman,
Ans, Inc., New York
Kendrick, C. O. "Ken," KENN, Farmington,
Ans, N. M.
Keneffick, Ed, WBBM-TV, Chicago
Kenehan, Edward F., Nat'l Assoc. of FM
Ans, Bestrs., Washington, D. C.
Kennedy, Jack, CFRB, Toronto, Ont., Can.
Kennedy, John R., NBC, Burbank, Calif.
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King, Lon, Peters, Griffin, Woodward, Inc.,
Ans, New York
King, Paul L., WAWK, Kendallville, Ind.
King, Robert, WKBW-TV, Buffalo, N. Y.
King, Robert B., WSQV, Decatur, Ill.
Kinsley, Charles H., Jr., KHSL, Chico, Calif.
Kirsch, Marvin, Radio TV Daily, New York
Kirshnd, Clifford M., Transcontinent TV
Ans, Corp., New York
Kiss, James M., TV Guide, Radnor, Pa.
Kittross, Dr. John M., University of South-
Ans, ern California, Los Angeles, Calif.
Kitzer, Pete, WOOD-TV, Grand Rapids,
Ans, Mich.
Kjar, Joseph, KSL, Salt Lake City, Utah
Kiann, Harvey, WHAK, Rogers City, Mich.
Klauber, Donald, Seven Arts Assoc. Corp.,
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Klaus, Richard M., WERE, Cleveland, Ohio
Klein, Allen, The Pulse, Inc., New York
Klemm, David, The Balaban Stations, St.
Ans, Louis, Mo.
Kline, B. H., Kline Iron & Steel Co., Colum-
Ans, bia, S. C.
Klinger, A. A., Telescreen, Inc., New York
Klink, Granville, Jr., WTOP, Washington,
Ans, D. C.
Knapp, Albert, WGY, Schenectady, N. Y.
Knight, D. T., KODE, Joplin, Mo.
Knight, John, NBC, Inc., Los Angeles, Calif.
Knippenberg, Arnold, Peters, Griffin, Wood-
Ans, ward, Inc., New York
Knodel, Thomas E., NBC, New York
Knodel, J. W., Avery-Knodel, Inc., Chicago
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Koch, Clifford, KWBW, Wichita, Kans.
Koeckritz, Ewald, Storer Broadcasting Co.,
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Koehler, Frank E., WDBJ, Roanoke, Va.
Koehler, George A., WFIL, Philadelphia, Pa.
Koelker, Anthony J., KMA, Shenandoah, In.
Koepeke, E. E., KDEN, Denver, Colo.
Koger, Leonard M., Jr., WSAB, Mt. Carmel,
Ans, Ill.
Kolb, William E., KSWB-TV, Roswell, N. M.

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- Lawrence, Dick, Economec Television Programs, New York
- Layman, Mike, WFSC, Somerset, Ky.
- Layton, DeForest T., Jr., WKTV, Utica, New York
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- Lee, R., Frank, KCBF, Lubbock, Texas
- Lee, Hon. Robert E., F. C. C. Wash., D. C.
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- Livesay, J. R., WLBH, Mattoon, Ill.
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Nelson, Elmer, KOTA, Rapid City, S. Dak. Nelson, Ivar, Meyer Broadcasting Co., Bismarck, N. D. Nelson, Louis J., Wade Advertising, Inc., Chicago Nelson, Ted, KFEQ, St. Joseph, Mo. Nelson, Wayne, KLOE, Goodland, Kans. Nettleton, Herbert, TelePrompster Corp., New York Newby, Harold H., KAKE-TV, Wichita, Kan. Newgard, Robert, Screen Gems, Inc., New York Newman, Cy, WAVY, Norfolk, Va. Newman, J. Edward, WDBI-TV, Roanoke, Va. Newman, R. J., RCA, Camden, N. J. Newsblam, Robert, TV Advertising Representatives, Detroit, Mich. Niekey, Ed., Radio TV Representatives, Inc., Chicago, Ill. Nierman, Martin L., Edward Petry & Co., Inc., New York Nilson, Walter, Katz Agency, New York Niven, Harold, University of Washington, Seattle, Wash. Nixon, George M., NBC, New York Noe, James A., Jr., WNOE, New Orleans, La. Nolan, William J., WLS, Chicago Nolte, Vernon A., Bloomington Broadcasting Corp., Bloomington, Ill. Nopper, C. G., WMAK-TV, Baltimore, Md. Nord, Evans, KELO, Sioux Falls, S. Dak.

O'Grady, James, Adam Young Companies, New York O'Hara, Tom, Standard Rate & Data, New York Ohleyer, Robert F., WISH, Indianapolis, Ind. O'Grady, James F., Jr., Adam Young Inc., New York O'Hagan, Basil, WNDU-TV, South Bend, Ind. Oliver, Harold, WBRB, Mt. Clemens, Mich. Olsen, Tom, KGY, Olympia, Wash. Olson, Robert, WJMS, Ironwood, Mich. O'Neil, Arthur R., WSBT, South Bend, Ind. Ouker, Carl W., WJIM-TV, Lansing, Mich. Ounigian, Peter K., Jampiro Antenna Company, Sacramento, Calif. Osbahr, Bernard F., Electronic Industries, Philadelphia, Pa. O'Shields, Claud, WECT-TV, Wilmington, N. C. Oster, A. W., KFI, Los Angeles, Calif. Oswald, Joe A., Hamilton-Laudis & Assoc., New Orleans, La. Owendon, Ken, WEEI, Boston Owen, Julia Cray, Palomar Broadcasting Co., Escondido, Calif. Owings, Dorsey, Broadcast Music, Inc., New York Owne, Reeve, WTVC, Chattanooga, Tenn. Paasoh, Robert H., WCKT-TV, Miami, Fla. Pabst, William D., KTVU, Oakland, Calif.

Patton, Billy L., WJAR, Providence, R. I. Patton, Donald B., WKRG-TV, Mobile, Ala. Patton, William A., Acadian TV Corp., Lafayette, La. Paul, Sol J., Television Age, New York Canley, Robert R., ABC, New York Paxson, Robert O., KHOU-TV, Houston, Texas Paxton, Fred, WPSD-TV, Paducah, Ky. Payete, William C., UPI, Dallas, Texas Payne, Bob, WZTV, Corpus Christi, Texas Payne, Richard C., WSFA-TV, Montgomery, Ala. Payne, Richard C., WSFA-TV, Montgomery, Ala. Peck, Richard E., WREX-TV, Rockford, Ill. Peden, Katherine G., WHOP, Hopkinsville, Ky. Peebles, Hala D., WRCO, Richland Center, Wis. Pegler, Bill, New York Pegler, Jack, New York Peitcheb, Gerhard, KXMC-TV, Minot, N. D. Pell, Ernest, WPSD-TV, Paducah, Ky. Pell, Lt. (JG) Ernest, Armed Forces Press, New York Pels, Donald A., Capital Cities B/Cg. Corp., New York Pelletreau, John I., UPI, Chicago Pelletreau, John I., United Press International, Chicago Peltason, Paul E., KTVI, St. Louis, Mo. Pendergast, Tom, Associated Press, New Orleans, La. Pengra, Marshall, KLTU, Tyler, Texas Pepper, Vincent A., Smith & Pepper, Washington, D. C. Perino, Joseph O., KCMT-TV, Alexandria, Minn. Perkins, C. A., Capitol Broadcasting Co., Jackson, Miss. Perkins, George, CBS, New York Perles, Arthur, Radio TV Daily, New York Perina, John J., Jr., Gil-Perina, Inc., New York Perry, Jr., John H., WESH-TV, Daytona Beach, Fla. Persons, C. P., Jr., WKRG-TV, Mobile, Ala. Peters, Francis J., The Marion Broadcasting Co., Marion, Ohio Peters, H. Preston, Peters, Griffin, Woodward, Inc., New York Peters, Theodore J., WMAX, Grand Rapids, Mich. Peterson, E. R., S. R., Keystone Broadcasting, Chicago Peterson, E. R., Jr., Keystone Broadcasting, Detroit, Mich. Peterson, Homer K., KALL, Salt Lake City, Utah Petgen, Al, American Research Bureau, New York Petrik, Jack, KETV-TV, Omaha, Nebr. Petry, Edward, Edward Petry & Co., Inc., New York Peturim, E. R., Keystone Broadcasting System, Inc., New York Polzke, Al, WFTO, Rockford, Ill. Poffifer, Ed., WFAA-TV, Dallas, Texas Phelps, Gene, KPTV, Portland, Oregon Phelps, Wayne, KALG, Alamogordo, N. M. Piano, Vic, Peters, Griffin, Woodward, Inc., New York Pierce, Dr. J. K., Bell Telephone Labs., Murray Hill, N. J. Pierce, Theodore W., WEST, Easton, Pa. Pierce, William, Standard Rate & Data, Atlanta, Ga. Pike, Robert, CBS, New York Pitinger, Richard, WKRS, Waukegan, Ill. Pivat, John F., WXYZ, Detroit, Mich. Plank, Raymond A., WKLA, Ludington, Mich. Platt, Henry G., ABC Films, Inc., New York Plotkin, Harry M., Arent, Fox, Kitter, Plotkin & Kahn, Washington, D. C. Porednik, R. F. (Bob), KAFM, Salina, Kan. Polinger, David H., WGLI, New York Pollock, Clark, KFTV, Sioux City, Iowa Pollock, James C., Acadian TV Corp., Lafayette, La. Poole, James W., WFIS, Fredericksburg, Va. Poole, John H., John Poole Broadcasting Co., Los Angeles, Calif. Pope, Russell, KHSI, Chico, Calif. Popwell, James D., WCEH, Hawkinsville, Ga. Potter, David, WNAE, Warren, Pa. Potter, Hugh O., WDMH, Owensboro, Ky. Potter, Roland B., WILKES Broadcasting Co., New Wilkesboro, N. C. Potts, Bill, WDKN, Dickson, Tenn. Potts, Jo, WDKN, Dickson, Tenn. Powell, John W., KHAS, Hastings, Nebr. Powers, Donald K., WCSH-TV, Portland, Me. Powley, Allan T., WMAL, Washington, D. C. Prager, E. S., SESAC, Inc., New York Pratt, Dana, RCA, Camden, N. J. Pratt, Robert L., KGGF, Coffeyville, Kans. Pratt, Roy W., WHIO, Des Moines, Iowa Preiss, Al, Telefilm Magazine, Hollywood, Calif.

CBS Filmsmen Briefed



Sam Cooke Digges, CBS Films administrative VP (seated, second from left), heads the company's contingent to the NAB convention in Chicago. With him (seated, 1 to r) are Joseph B. Irwin, business affairs director; Robert F. Lewine, programming VP, and James T. Victory, general sales manager. Standing (l to r) are William Weiss, VP-general manager of Terrytoons, a division of CBS Films; Eugene Moss, sales promotion manager; Fred W. Mahlstedt, managing director of operations, and James H. McCormick, of the New York office.

Norris, Leslie H., KEY-TV, Santa Barbara, Calif. Norman, Don, Surrounding Sound, Inc., Hollywood, Calif. Norman, Hugh R., Norman & Norman, Inc., Davenport, Iowa North, John E., WBNL, Jackson, Tenn. North, Paul, WDDS, Syracuse, N. Y. Norton, George W., IV, WAVE, Louisville, Ky. Novak, Lee, Robert Kerr Organization, New York Novik, Harry, WLBB, New York Novik, M. S., Consultant, New York Nugent, Burns, WIBC, Duluth, Minn. Nunan Jr., Thomas R., Crosley Broadcasting Corp., New York Nybo, Ken, KBMY, Billings, Mont. Oakley, Ron, KFAC, Los Angeles, Calif. O'Brien, J. J., APA, Signal Corps, Washington, D. C. O'Brien, John W., KTON, Belton, Texas O'Brien, R. S., CBS-TV, New York O'Brien, Richard J., WMNB, North Adams, Mass. O'Brien, Richard S., CBS, New York O'Brien, Tom, ABC-Radio Network, New York O'Connell, Raymond T., National Broadcasting Co., New York O'Connell, Ted, CBS-TV, New York

Page, Allan, KQWA, Enid, Okla. Page, James, CBS, New York Paglin, Max, FCC, Washington, D. C. Palmer, David D., Tri-City Broadcasting Co., Davenport, Iowa Palmer, John E., Broadcast Clearing House, New York Palmquist, Charles A., CBS, New York Paretto, Joseph A., WVUE, New Orleans, La. Parham, Carter M., WDEF-AM-TV, Chattanooga, Tenn. Paris, Herman, WWDG, Washington, D. C. Park, Charles H., Jr., WBRB, Mt. Clemens, Mich. Parker, Christopher, CBS, New York Parker, James D., CBS, New York Parks, Mal, Broadcast Engineering, Kansas City, Mo. Parks, Sherwood R., KGNQ, Dodge City, Kan. Parsons, James O., Jr., Harrington, Righter & Parsons, Inc., New York Parton, Frank, Screen Gems, Inc., New York Patrick, Leonard J., WTIC, Hartford, Conn. Patrick, C. L., WTVM, Columbus, Ga. Patt, John F., The Goodwill Stations, Inc., Detroit, Mich. Patten, Liu, Broadcast Music, Inc., New York Patterson, W. Kenneth, WSIV, Pekin, Ill. Patti, Carmine, ABC-TV, New York

Patton, Billy L., WJAR, Providence, R. I. Patton, Donald B., WKRG-TV, Mobile, Ala. Patton, William A., Acadian TV Corp., Lafayette, La. Paul, Sol J., Television Age, New York Canley, Robert R., ABC, New York Paxson, Robert O., KHOU-TV, Houston, Texas Paxton, Fred, WPSD-TV, Paducah, Ky. Payete, William C., UPI, Dallas, Texas Payne, Bob, WZTV, Corpus Christi, Texas Payne, Richard C., WSFA-TV, Montgomery, Ala. Payne, Richard C., WSFA-TV, Montgomery, Ala. Peck, Richard E., WREX-TV, Rockford, Ill. Peden, Katherine G., WHOP, Hopkinsville, Ky. Peebles, Hala D., WRCO, Richland Center, Wis. Pegler, Bill, New York Pegler, Jack, New York Peitcheb, Gerhard, KXMC-TV, Minot, N. D. Pell, Ernest, WPSD-TV, Paducah, Ky. Pell, Lt. (JG) Ernest, Armed Forces Press, New York Pels, Donald A., Capital Cities B/Cg. Corp., New York Pelletreau, John I., UPI, Chicago Pelletreau, John I., United Press International, Chicago Peltason, Paul E., KTVI, St. Louis, Mo. Pendergast, Tom, Associated Press, New Orleans, La. Pengra, Marshall, KLTU, Tyler, Texas Pepper, Vincent A., Smith & Pepper, Washington, D. C. Perino, Joseph O., KCMT-TV, Alexandria, Minn. Perkins, C. A., Capitol Broadcasting Co., Jackson, Miss. Perkins, George, CBS, New York Perles, Arthur, Radio TV Daily, New York Perina, John J., Jr., Gil-Perina, Inc., New York Perry, Jr., John H., WESH-TV, Daytona Beach, Fla. Persons, C. P., Jr., WKRG-TV, Mobile, Ala. Peters, Francis J., The Marion Broadcasting Co., Marion, Ohio Peters, H. Preston, Peters, Griffin, Woodward, Inc., New York Peters, Theodore J., WMAX, Grand Rapids, Mich. Peterson, E. R., S. R., Keystone Broadcasting, Chicago Peterson, E. R., Jr., Keystone Broadcasting, Detroit, Mich. Peterson, Homer K., KALL, Salt Lake City, Utah Petgen, Al, American Research Bureau, New York Petrik, Jack, KETV-TV, Omaha, Nebr. Petry, Edward, Edward Petry & Co., Inc., New York Peturim, E. R., Keystone Broadcasting System, Inc., New York Polzke, Al, WFTO, Rockford, Ill. Poffifer, Ed., WFAA-TV, Dallas, Texas Phelps, Gene, KPTV, Portland, Oregon Phelps, Wayne, KALG, Alamogordo, N. M. Piano, Vic, Peters, Griffin, Woodward, Inc., New York Pierce, Dr. J. K., Bell Telephone Labs., Murray Hill, N. J. Pierce, Theodore W., WEST, Easton, Pa. Pierce, William, Standard Rate & Data, Atlanta, Ga. Pike, Robert, CBS, New York Pitinger, Richard, WKRS, Waukegan, Ill. Pivat, John F., WXYZ, Detroit, Mich. Plank, Raymond A., WKLA, Ludington, Mich. Platt, Henry G., ABC Films, Inc., New York Plotkin, Harry M., Arent, Fox, Kitter, Plotkin & Kahn, Washington, D. C. Porednik, R. F. (Bob), KAFM, Salina, Kan. Polinger, David H., WGLI, New York Pollock, Clark, KFTV, Sioux City, Iowa Pollock, James C., Acadian TV Corp., Lafayette, La. Poole, James W., WFIS, Fredericksburg, Va. Poole, John H., John Poole Broadcasting Co., Los Angeles, Calif. Pope, Russell, KHSI, Chico, Calif. Popwell, James D., WCEH, Hawkinsville, Ga. Potter, David, WNAE, Warren, Pa. Potter, Hugh O., WDMH, Owensboro, Ky. Potter, Roland B., WILKES Broadcasting Co., New Wilkesboro, N. C. Potts, Bill, WDKN, Dickson, Tenn. Potts, Jo, WDKN, Dickson, Tenn. Powell, John W., KHAS, Hastings, Nebr. Powers, Donald K., WCSH-TV, Portland, Me. Powley, Allan T., WMAL, Washington, D. C. Prager, E. S., SESAC, Inc., New York Pratt, Dana, RCA, Camden, N. J. Pratt, Robert L., KGGF, Coffeyville, Kans. Pratt, Roy W., WHIO, Des Moines, Iowa Preiss, Al, Telefilm Magazine, Hollywood, Calif.

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Preston, John G., ABC, New York
 Preston, William R., WRVA-TV, Richmond, Va.
 Preutti, Bill, Richard H. Ullman, Inc., Hollywood
 Price, Ralph L., Pottsville Broadcasting Co., Pottsville, Pa.
 Prier, Robert H., WCIT Radio Inc., Newark, Ohio
 Prince, Jack B., WTAR, Norfolk, Va.
 Prior, T. Kenneth, WLKW, Providence, R. I.
 Prior, Thomas C. J., WJAR, Providence, R. I.
 Probst, D. L., WBAL, Baltimore, Md.
 Prusha, James, KUSD, Vermillion, So. Dak.
 Puller, Weston C., Jr., Time-Life Broadcast, Inc., New York
 Punzo, Richard, WGY, Schenectady, N. Y.
 Purrell, Robert L., Raymond E. Rohrer & Assoc., Washington, D. C.
 Purrell, Robert M., Crowell-Collier B/Co. Corp., Hollywood, Calif.
 Putbrosse, Keith E., Smith & Pepper, Washington, D.C.

Quail, Ward L., WGN, Inc., Chicago
 Quarton, William R., WMT, Cedar Rapids, Iowa
 Quello, James H., WJR, Detroit, Mich.
 Quantin, Chas. F., KKNT-TV, Des Moines, Iowa
 Quinlan, Sterling C., ABC, Chicago
 Quinn, James J., WPBS, Philadelphia, Pa.
 Quinn, S. E., Canadian Broadcasting Corp., Montreal, Can.
 Rabell, Dorothy, KITT, San Diego, Calif.
 Rabell, Fred, KITT, San Diego, Calif.
 Radecky, Chester, NBC, New York
 Radetsky, Ralph, KOA, Denver, Colo.
 Radoff, Sol, WMIL, Milwaukee, Wis.
 Rafael, William, ABC, New York
 Ragland, Robert O., Advertising Time Sales, Inc., Chicago
 Ragsdale, Frank, WFTM, Columbus, Ga.
 Rahall, Ferris E., W-LCY Radio, St. Petersburg, Fla.
 Rahall, Ferris, The Rahall Stations, Allentown, Pa.
 Rahall, N. Joe, The Rahall Stations, Allentown, Pa.
 Rahall, Sam G., W-LCY Radio, St. Petersburg, Fla.
 Rahall, Sam, The Rahall Stations, Allentown, Pa.
 Rahmel, H. A., A. C. Nielsen Co., Chicago
 Ramsey, Glenn, SESAC Inc., New York
 Ramsland, Odin S., KDAL, Duluth, Minn.
 Ramey, Wilson, WREC, Memphis, Tenn.
 Rappaport, Ron, TV Stations Inc., N. Y.
 Rator, Guy, WEJL, Scranton, Pa.
 Rashbaum, Eric, Harrington, Righter & Parsons, Inc., New York
 Rawls, Richard B., KPHO, Phoenix
 Rawson, Robert, FCC, Washington, D. C.
 Rageroff, Reers, Official Films, New York
 Raymond, Stan, WAOK, Atlanta, Ga.
 Read, A. Louis, WDSU-TV, New Orleans
 Reagan, William J., KOMU-TV, Columbus, Mo.
 Ream, Joseph, CBS, New York
 Reams, Frazier, The Community Broadcasting Co., Toledo, O.
 Reams, J., Frazier, WTOL-TV, Toledo, O.
 Redwine, Clyde, Johnson Electronics, Inc., Casselberry, Fla.
 Reed, Elmo W., WEAU-TV, Eau Claire, Wis.
 Reed, Mann, KBT, Denver, Colo.
 Reed, Seymour, Official Films, New York
 Reggin, Eula, Ralph H. Jones Company, Cincinnati
 Reid, Robert F., WGY-WRGB, Schenectady
 Reider, Robert W., WRWR, Port Clinton, O.
 Reilly, Charles E., TV Guide, N. Y.

'Hound of Heaven' In Easter TV Debut

"The Hound of Heaven," a cantata by contemporary English composer Maurice Jacobson, will have its American TV premiere in a special Easter program Apr. 22 on CBS-TV. It will be performed by the CBS Concert Orchestra and the Pelouquin Chorale under the direction of C. Alexander Pelouquin. Actor Donald Harron will be narrator, and Msgr. John J. Dougherty, president of Seton Hall U., South Orange, N. J., will introduce the program.

Reilly, William, Weed Radio & TV Corps., New York
 Reinech, J. Leonard, WSB, Atlanta, Ga.
 Reiter, Hy, Broadcast Music, Inc., N. Y.
 Rembert, Slyde W., KRLD, Dallas, Texas
 Remington, Chris, Official Films, N. Y.
 Renfrow, Kenneth, KCSJ-TV, Pueblo, Colo.
 Reuschle, Robert M., WLAC-TV, Nashville
 Reulman, Stanley, Katz Agency, San Francisco
 Reynolds, D. W., KFSA-TV, Fort Smith, Ark.
 Reynolds, Paul E., WDBJ-TV, Roanoke, Va.
 Rhea, Henry E., Triangle Publications, Inc., Phila.
 Rheume, Tadeck, Radio Advertising Bureau, New York
 Rhee, Harry, KNOX-TV, Grand Fork, N. Dak.
 Rhee, Herbert C., WILI-WINY, Williamantie, Conn.
 Rice, Roger D., WHIC Pittsburgh, Pa.

Robinson, Charles F., WOD, Grand Rapids
 Robitaille G. A., CPPL, London, Ontario, Canada
 Roche, Dwyer, Standard Rate & Data, Skokie, Ill.
 Rock, Gerald J., UPI, Pittsburgh
 Rockwell, R. J., Crosley Broadcasting Corp., Cincinnati
 Rodgers, Pete, National Telefilm Associates, Inc., New York
 Rogers, Thomas A., WCIT, Radio Inc., Newark, O.
 Rogin, Milton, Cellomatic, New York
 Rohrer, Raymond E., Raymond E. Rohrer & Assoc., Wash. D. C.
 Rolfe, James, WFU, Bloomington, Ind.
 Rollert, C. R., Collins Radio Company, Cedar Rapids, Iowa
 Rollins, O. Wayne, WAMS, Wilmington
 Rolo, Reed T., Kirkland, Ellis, Hodson, Chalfetz & Masters, Wash. D. C.

Samuels, Hartley L., Samuels Stat Charleson, W. Va.
 Sanders, George, KPVT, Portland Ore
 Sanderson, Allen G., WJW-TV Detroit
 Sandler, Jack L., WQAM, Miami
 Sandstrom, Thad M., WIBW Topeka
 Sandstrom, Mrs. Thad M., WIBW, Topeka, Kan.
 Sanger, Harry, Richard H. Ullman, Hollywood
 Sanjek, Russell, Broadcast Music, New York
 Santucci, Anthony, WCGO Radio, Chicago Heights, Ill.
 Sauniers, A., WSBA, York Penn.
 Sarnoff, Thomas W., National Broadcasting Co., Burbank
 Sauber, Robert H., WTVI-WFRA, Tallahassee, Fla.
 Savitt, Max M., Judge, WCCC, Hart Savitt, William M., WCCC, Hartford
 Sawicki, Chester F., WNEP-TV Scranton
 Sawyer, Wayne, WCGD Chester, S. C.
 Saxe, Edward, CBS, New York
 Saxton, Joe H., WTOK-TV Meridian, Miss.
 Saxton, Merl, Consulting Radio Eng. Lufkin, Tex.
 Seala, Edward M., WNR AM/TV, Binghamton, N. Y.
 Schaefer, Harold, WRFC, Worthington, Ohio
 Schackner, Joseph, TV Affiliates Co., New York
 Schafer, Paul C., Schafer Electronics, Burbank
 Scharfeld, Arthur W., Scharfeld, Seaton & Stambler, Wash. D. C.
 Schaffly, Jr., H. J. Tele-Prompter Corp., N. Y.
 Sererovich, George, Broadcast Engineers, Kansas City, Mo.
 Scheiner, Arthur, Wilner, Bergson, Sehe & Lessene, Wash. D. C.
 Schen, John, WBBC, Canton, O.
 Scherer, Jacob P., WHFB, Benton Harbor, Mich.
 Scherick, Ed, ABC-TV, New York
 Scherer, John D., Triangle Publications, Inc., Phila.
 Schiavone, James, WJL, Detroit
 Schlinkert, R. T., Taft Broadcasting, Birmingham, Ala.
 Schloss, O. M., WHC, Pittsburgh, Pa.
 Schlosser, Len, WBBM, Chicago
 Schlosser, Len, WBBM, Chicago
 Schmidt, James P., WDAF, Kansas City
 Schmidt, Robert E., KAYS-AM/TV, H. Kan.
 Schneider, Alfred, ABC-TV, New York
 Schneider, Edwin R., Marnet & Schindler, Wash. D. C.
 Schneider, Jack, WCAU-TV, Phila.
 Schock, William R., KOSA-TV, Odessa, Fla.
 Schoen, Arnold F. Jr., WDBO, Odessa
 Schoonburg, Don S., KSB, Saint Louis
 Schoonover, James, WRCC, Rochester
 Schroeder, Arthur H., Miller & Schreier, Wash. D. C.
 Schroeder, Jr., Frank C., WJZ, Decatur, Ill.
 Schroeder, Raymond J., KMTV, Omaha
 Schroeder, Willard, WOOD, Grand Rapids
 Schmidt, William A., Jr., CBS, New York
 Schobel, Reggie, Guild, Bascom & Iggli, Inc., New York
 Schulkind, Herbert M., Esq., Fly, Shueh Blum & Gagnine, Wash. D. C.
 Schultz, Len, Standard Rate & Data, Skokie, Ill.
 Settle, George W., Broadcast Billing, New York
 Schwartz, Willis E., KBBR, Burlington, Iowa
 Scott, Charles L., KEYZ, Williston, Dak.
 Scott, Claude, KTBS-TV, Shreveport, La.
 Scott, Robertson C., KPOL, Los Angeles
 Seavill, Edward, CBS, New York
 Seely, Charles, SESAC Inc., New York
 Sears, Charles, WJXT, Jacksonville, Fla.
 Sears, Zenas, WAOK, Atlanta, Ga.
 Seurt, William A., KGLC, Miami, Okla.
 Sebastian, Daryl, WWTW, Cadillac, Mich.
 Secrist, C. R., KID-TV Idaho Falls
 See, Harold P., KRON-TV San Francisco
 Seebeck, Charles E., WTON, Staunton
 Seghers, Jr., E. Boyd, KNOX, New Orleans

Syndie Chiefs in Pow Wow



Morris Rittenberg, president of NBC Films (left), and Bill Breen, national sales manager, share laugh at the NAB meetings in Chicago's Conrad Hilton Hotel. The topic under discussion was TV syndication.

Rich, Robert, Seven Arts Assoc. Corp., New York
 Rich, Robert J., WDSM, Duluth, Minn.
 Richard, Donald A., KDML, Des Moines, Iowa
 Richard, Harry, WLOE-TV, Orlando, Fla.
 Richards, Robert K., WKYR, Keyser, W. Va.
 Richardson, Laurence E., Post-Newsweek Stations, Washington, D. C.
 Richardt, Roland W., WSAU, Wausau, Wis.
 Riehdale, James C., KHOU-TV, Houston
 Rickard, Mrs. Bess Wyse, KWRW, Hutchinson, Kan.
 Rickard, Paul R., WDET, Detroit, Mich.
 Riddle, James G., ABC, Hollywood, Calif.
 Riddleberger, Stephen C., ABC, New York
 Ridgeway, Frank B., WEBE, Buffalo
 Rifkin, M. J., Ziv-United Artists, Inc., N. Y.
 Rifkin, Monroe M., Tele-Prompter Corp., New York
 Righter, Volney, Harrington, Righter & Parsons, Inc., New York
 Rintoul, Stephen R., Venard, Rintoul & McConnell, Inc., New York
 Rippe, William A., WAST, Albany
 Ripp, Hugo, CBS, New York
 Risk, J. E., KSD-TV, St. Louis
 Rittenhouse, Paul, National Broadcasting Co., New York
 Ritz, Gordon H., WTCN, Minn.
 Rivers, John M., WCSC, Charleston
 Rivers, Mrs. John M., WCSC, Charleston
 Robbins, Buren C., WSIU-FM & WSIU-TV, Carbondale, Ill.
 Robert, Wallace, CKSO, Sudbury, Ontario
 Roberts, Joseph W., Muzak, Corp., N. Y.
 Robert, William A., WWL, Ft. Lauderdale
 Roberts, Martin, National Telefilm Associates, Inc., New York
 Robertson, Gerry, CKYR-TV Barrie, Ont.
 Robertson, T. D., IBM, Corp., Chicago
 Robinson, J., Aaron B., WDXL, Jackson, Tenn.
 Robinson, Irving B., WMAS, Springfield
 Robinson, R. C., Bermuda Broadcasting Co., Bermuda
 Robinson, R. V., WCYB-TV, Bristol, Va.
 Robinson, William, MGM-TV, Toronto

Romine, Douglas J., KARK-TV Little Rock
 Roper, Donald G., United Presbyterian Church USA, Chicago
 Rose, E. David, WAST, Albany
 Rosen, Arthur, WAST, Albany
 Rosen, George, Variety, New York
 Rosenberg, Ted, King Features Syn., N. Y.
 Rosenbloom, Joel, FCC, Wash. D. C.
 Rosenthal, Jack, KBBB-KASI, Buffalo, Wyo.
 Rosenthal, Henry, WASK, Lafayette, Ind.
 Ross, Anthony N., WBBW, Youngstown
 Ross, Harold G., Mars Broadcasting, Inc., Stamford, Conn.
 Roth, Jack, KOHO, San Antonio
 Rothrum, W. V., WSYR, Syracuse
 Rowe, Josiah P., WFSL, Fredericksburg, Va.
 Rowell, Russel, Spearman & Robertson, Roze, A. Bruce, EMI US, Los Angeles
 Rucker, J. Russ, KVKM, Monahans, Tex.
 Rucker, Fred, CBS, New York
 Ruffe, Dan, Weed Radio TV Corp., N. Y.
 Ruffe, Paul L., WSN, Inc., Nashville
 Rule, Elton H., KABC-TV Hollywood
 Rupp, James, American Research Bureau, Wash. D. C.
 Russell, Dereck, BBC, New York
 Russell, Percy H., Kirkland, Ellis, Hodson, Chalfetz & Masters, Wash. D. C.
 Rutledge, David, Katz Agency, Dallas
 Rutledge, John, WHOO, Orlando
 Ryan, William B., Blackburn & Co., Inc., Chicago
 Ryan, William J., WNOG, Naples Fla.
 Sacks, David M., KGO-TV San Francisco
 Sadder, Owen L., KMTV, Omaha
 Salant, Richard S., CBS, New York
 Salisbury, David W., WROR, Roanoke, Ill.
 Salline, Eric H., CBS, New York
 Sambrook, A. B., RCA Victor, New York
 Sammons, Elizabeth, KSCJ & KITV, Sioux City, Iowa
 Sample, Joseph S., KOOK, Billings, Mont.
 Sampson, Jack S., Storz Broadcasting Co., Okla. City

CBC Arranges Exhibit Of Fine Arts by Staff

Toronto—A public exhibition of fine art by CBC staff members will be held Apr. 2-14 at the John F. Robertson Gallery (Toronto Central Library). Approximately selected paintings, drawings, prints and sculptures will be shown.

- NAB CONVENTION REGISTRATIONS -

(Continued from Page 49)

Bob, Sande & Greene, New York
Lewis O. KGLI, San Angelo, Tex.
Robert, Screen Gems, Inc., N. Y.
James W. American Research
Wash, D. C.
Hurry G., Daw, Lohnes & Albertson,
Sh. D. C.
Collin M., Blackburn & Co., Inc.,
Merly Hills
Herbert A., WPH, Bloomington, Ind.
ugh, L. M., Capitol Broadcasting Co.,
kison, Miss.
John A., KRVH, Honolulu
Donald W. Ted Bates & Co., Inc.,
New York
James M., CBS, New York
R. H. American Research Bureau,
Los Angeles
Russell, KIBL, Boulder, Colo.
G. Richard, WIC-TV, Columbia,
S. C.
Richard A., Hamilton-Landis &
son, Chicago
George E., WTOK-TV Meridian,
Id.
Steve, Meredith Broadcasting
to Omaha
M. H. "Shop" Broadcast Flowers,
New York
Mike, WFA, Dallas
Lee, Automatic Tape Control, Inc.,
Birmingham, Ill.
Robert H., WCRW Radio, Chi.
Harry J. Jr., WGL, Lancaster
Donald S. Jr., ABC, New York
Ann, Casey, NBC, Burbank
Fred P., WSN, St. Petersburg
Hamilton, WVA, Harrisonburg, Va.
Parry, WJAZ, Clarksville, Tenn.
Braun, Thomas P., WNEP-TV, Scrant-
on, Pa.
Arnold H., Armed Forces Radio &
TV Service, Los Angeles
Sully Swing, UNESCO, New York
Mrs. Sally Swing, UNESCO, N. Y.
Harwell W., KDNT, Denton, Tex.
Richard C., WGR, Radio Buffalo
Jerral A., KNCM, Moberly Mo.
Phil, WFRD, Worthington, O.
Barry, WQML, Atlanta, Ga.
Gordon, WMAV, Springfield, Ill.
John M., WCCO-TV Minn.
Willard, WQML, Atlanta, Ga.
Bob, Associated Press, Birming-
ham, Ala.
Richard F., WTVW, Evansville,
Ind.
J. H., A. C. Nielson, Co.,
Hollywood
Victor A., WHAS, Inc., Louisville,
Ky.
E. H., WBBM, Chicago
John C., WHS-TV, Bluefield, W. Va.
James D., Crosley Broadcasting
Co., Cincinnati
William A., CBS, New York
Peter, Esq. Fly, Shuabrak,
Hume & Gaguine, Wash. D. C.
William J. WIRE, Indianapolis, Ind.
David J., WJAR-TV Providence,
R. I.
Lt. Col. Lother B., Armed Forces
Blio & TV Service, Los Angeles
Simon, ABC-TV New York
C. Curtis, WYCL, York S. C.
Lloyd C., Golden West Broadcasters,
Los Angeles
Arthur, Radio TV Daily, New York
William P., Jr., Dow Lohnes & Al-
bertson, Wash. D. C.
David G., KVED, Fort Dodge, Iowa
Joseph S., WJAR & WJAR-TV
Providence, R. I.
Sheldon C., KVOR, Colorado Springs,
Co.
Bruce E., Gary Television,
Lynch, Ga.
Robert J., WHBF, Rock Island Ill.
Art, KDHI, Twentynine Palms,
Ill.
Franklin G., WWJ-TV, Detroit
Joseph M., Blackburn & Co., Inc.,
Wash. D. C.
Vincent J., Electronics Applications,
Inc., Wilton, Conn.
Paul F., WIBI, Sheboygan, Wisc.
George M., Walter F. Kean &
Assoc., Riverside, Ill.
Herb Carl, KENS Radio, San
Antonio
Sam J., WCBS, New York
J. W. "Bill", KFSA-TV Fort Smith,
Ark.
H. W., Scripps Howard Btg. Co.,
Memphis, Tenn.
Sam W., WOHO, Toledo, O.
Franklin H., WAVI, Dayton O.
Kenneth F., WRUF, Gainesville, Fla.
Alfred B., WFGW, Back Mountain,
N. C.
Alvin, KTIV-TV Co., Sioux City,
Iowa
Bruce, KATV, Little Rock
Calvin J., KFAO, Los Angeles

Smith, Daniel H., Capital Cities B/Cg.
Corp., Albany
Smith, E. Barry, WFRV-TV, Grand Bay,
Wisc.
Elmer F., WNAX, Yakonk, N. Dak.
Stratford, Smith & Popper,
Wash. D. C.
Edward A. W., KQV, Pittsburgh
George S., Smith, Hennessey &
McDonald, Wash. D. C.
George W., NABET, Chicago
Harvey C., WDEL, Wilmington, Del.
H. E., General Electric Co., Syracuse
Hugh M., WCOV, Montgomery
J. Porter, WFSB Radio, Inc., Evans-
ville, Ind.
Jm, Associated Press, Boston
Jm, WING, Dayton, O.
Edmond H., WIRC, Hickey, N. C.
Lee Alton, WXY, Okla. City
Lester M., KNL, Portland, Ore.
Lon "Champ", KARK-TV, Little
Rock
Merlin H., WANE, Fort Wayne, Ind.
R. H., WCYB-TV, Bristol, Va.
Mrs. R. H., WCYB-TV, Bristol, Va.
Raymond J., WGR-TV, Buffalo
Roy A., WLAQ-TV, Nashville
Wayne H., WFMQ, Chicago
Weak McKinney, WDXR, Paducah,
Ky.
William J. B., KFDA-TV Amarillo
Smucker, Ray C. KSTAR, Phoenix
J. W., KRNT-TV Des Moines
Robert, KTEL-TV, Tulsa
Snowberger, Arthur A., Creutz & Snow-
berger, Wash. D. C.
Franklin C., WTAE, Pittsburgh
Robert D., KTVH, Wichita
Frank, WENL, Richmond, Va.
John B., KTVE, El Dorado, Ark.
Harold, WTAR, Norfolk
Edmund, WOPA, Oak Park, Ill.
James, Bonded TV Film Serv.,
New York
A. F. (Fritz), WKRS, Waukegan
W. P., WKUS, Russellville, Ky.
John P., Fisher, Wayland,
Duvall & Southmayd, Wash. D. C.
F. C., WLAC, Nashville
Charles A., WMAA, Grand Rapids
Ken, Broadcast Music, Inc., N. Y.
Carl, WRUF, Buffalo
Mrs. Sylvia, Ed. TV for the Metro
Area, Inc., New York
Lester G., WKBY, Richmond, Ind.
William H., WKLO, Louisville
Charles E., Visual Electronics Corp.,
New York
Lester W., Attorney-at-Law, San
Francisco
Leonard, Storer Broadcasting Co.,
Miami Beach
Conrad, KPOL, Los Angeles
J. L., WIMA-TV Lima, O.
Gene, KPHO, Phoenix
Jay L., KMEO, Omaha
Sidney V., KYW-TV, Cleveland
Howard, KPHO-TV, Phoenix
Arthur, Seaford, Segal, Barou &
Stambler, Wash. D. C.
Joseph, WABC-TV of AB-PT,
Inc., New York
Charles E., The Meeker Co., Inc.,
New York
Ray M., WIST, Charlotte, N. C.
Earl R., Dow, Lohnes & Al-
bertson, Wash. D. C.
Harris, Hogan & Hartson, Wash.
D. C.
Jack, WKDA, Nashville
Charles L., KVOE, Emporia, Kan.
Howard F., New York
Glenn, University of the State of
N. Y., Albany, N. Y.
Walter, Bermuda Broadcasting
Co., Ltd., Bermuda
Byron W., Electronics, Missiles &
Communications, Inc., Mt. Vernon
Frank, Associated Press, Wash.
D. C.
John D., Hamilton-Landis &
Assoc., Chicago
Vernon, KRGI, Grand Island, Nebr.
Ray, Associated Press, Harrisburg
Eugene, WAPL, Appleton, Wisc.
David H., KBCU, Burlington, Iowa
John, WFBG, Altoona, Pa.
Louis C., Canier, Lyon & Ste-
phens, Wash. D. C.
Ronald L., Walter F. Kean &
Assoc., Riverside, Ill.
George, Jr., Bloomington
Alfred R., NBC, New York
Edgar B., Jr., WDSU, New Orleans
J. L., CBS, New York
Sternberg, George, The Pulse, Inc., N. Y.
Elby, WFST, Caribou, Maine
George A., KOTV, Tulsa
George C., Transcontinent TV
Corp., New York

Bill, PAMS Syndicated Produc-
tions, Dallas
Duch V., WKBN-TV, Youngstown
Paul A., WRVB-FM, Madison,
Wisc.
Jack L., Jack L. Stall & Assoc., Los
Angeles
Peggy, Radio TV Representative,
Inc., New York
Melvin L., WLOB, Portland, Maine
Robert L., NBC-TV Network, New
York
Marlon, WJBE-TV, Detroit
George B., Sr., Storer Broadcasting
Co., Miami Beach
George B., Jr., Storer Broadcasting
Co., Miami Beach
Clair L., Dow, Lohnes & Albertson,
Washington, D. C.
Bernie, WRIT, Milwaukee
Eugene W., WAJW, Indianapolis
Richard C., WVAJ-TV, Washing-
ton, D. C.
Theodore C., WTCN, Minneapolis
Ben, WADC, Washington, D. C.
Fred L., Associated Press, N. Y.
M. H. Illinois Broadcasting Co.,
Deatur, Ill.
Tom, Associated Press, Dallas
Robert L., KYTV, Springfield, Mo.
Robert L., State U. of Iowa, Iowa
City
Harvey, CBS-TV, New York
Frank, WKCT-TV, Miami
Robert W., WRMS, Beardstown,
Ill.
P. A., NBC, New York
Geel L., KTHA-TV, Little Rock
Edwin T., Kirkland, Ellis, Hudson,
Chaffee & Masters, Chicago
Clarence, Bluegrass Broadcasting Co.,
Inc., Lexington, Ky.
Cornelius K., National Broadcas-
ting Co., New York
Donald D., KATV, Sioux City,
Henry E., WSOJ, Charlotte, N. C.
Jack D., WRVR-FM, New
York
Robert E., University of
Texas, Austin
Bob, Associated Press, Atlanta
David V., MCA-TV, New York
Robert P., KCA, Los Angeles
Thomas J., WCAU, Philadelphia
Sullivan, Bill, KTUL-TV, Tulsa
Leonard A., WWTW, Cadillac,
Mich.
W. C., WRZ, Boston
Donald, KMSP-TV, Minneapolis
Charles, Federal Trade Commis-
sion, Washington, D. C.
Kelyin B., Radio Advertising Bur-
eau, New York
Arthur M., WTCN, Minneapolis
G. Richard, The Bolling Co., Inc.,
New York
Ardan E., KMTV, Omaha
Doug, WTOL, Toledo
Sol, Broadcasting, Washington,
D. C.
John W., KWYY, Waverly, Iowa
Wayard L., WSMI, Litchfield, Ill.
George L., KCRD, Lubbock, Texas
Hal, Radio-TV Daily, Chicago
D. R. "Rag", KOLN-TV/KGIN-TV,
Lincoln, Nebr.
C. F. H., Mureoni, Chelmsford, Eng-
land
Al, WKCT, Bowling Green, Ky.
Robert H., KREM B/Cg. Co.,
Spokane, Wash.
James R., WKY, Oklahoma City
Hugh B., KJZ, Denver
Carl, KCMO-TV, Kansas City
Archer S., Consulting Radio Engi-
neer, Missoula, Mont.
J. Glen, WAVY, Portsmouth, Va.
J. P., RCA, Camden, N. J.
W. C., KBIM, Roswell, N. Mex.
Harry, KTVI, St. Louis
Richard, KUTV, Salt Lake City
Eugene S., KETV, Omaha
George H., KVOL, Lafayette, La.
Dr. Kenneth E., KSAC, Manhattan,
Kansas
Max W., WKNN-TV, Saginaw,
Mich.
Robert D., WBNS-TV, Columbus,
Ohio
Robert E., Beef Empire Stations,
Norfolk, Nebraska
Robert R., Jr., WOAY, Oak Hill,
W. Va.
C. Robert, WREN, Buffalo
Eugene O., Geneco Broadcasting,
Marion, Ind.
John A., Advertising Time Sales,
Inc., New York
Lamont L., TV Advertising Repre-
sentative, Inc., Chicago
Edward G., WKJG, Ft. Wayne, Ind.
John R. L., WDLB, Marshfield,
Wisc.

George W., WYCG, Coral Gables
Timberlake, E. A., WKBY-TV, Buffalo
James, Jack, KVKH, Springfield, La.
Alan C., WMBR, Springfield, Mass.
Edward M., KAWL, Waterloo, Iowa
James M., WVCH, Chester, Pa.
Bill, KMLA, Los Angeles
Khalid, Edwin Tornberg & Co.,
Inc., New York
Alvin L., Venard, Rintoul & Mc-
Connell, Inc., San Francisco
Alvin L., Venard, Rintoul & McCon-
nell, Inc., San Francisco, Calif.
W. H., KCNC, Amarillo, Texas
Orville W., WDAW, Louisville, Ky.
E. C., RCA, Camden, N. J.
M. A., RCA, Camden, N. J.
Mel, The Bolling Co., Inc., New
York, N. Y.
Evelyn E., WTVW, Evansville, Ind.
Sid, KCMO-TV, Kansas City, Mo.
Richard J., KTVI, St. Louis, Mo.
Hugh K., WVEV, Seelyville, Tenn.
R. R., Kline Iron & Steel Co., Co-
lumbia, S. C.
W. E., RCA, Camden, N. J.
Thomas W., WORD, Spartanburg,
S. C.
Donald A., WMSB, North Adams,
Mass.
Loren Keith, KAVN-TV, Hays,
Kans.
Stephen K., KQNA, Odessa, Tex.
Elmer H., WIRC, Hickory, N. C.
Robert G., WITI-TV, Milwaukee
Charlotte, Keystone Broadcasting,
Chicago, Ill.
Charlotte, Keystone Broadcas-
ing System, Inc., New York
Don, KTVK, Phoenix, Ariz.
William H., WBEK-TV, Peoria, Ill.
Tony, Associated Press, Denver
Claude C., Armed Forces Radio &
TV Service, Los Angeles, Calif.
K. K., Albion Optical Co.,
Hollywood, Calif.
William E., KOTA, Rapid City, S. D.
Don, KPTV, Portland, Ore.
John S., KFDA-TV, Amarillo, Texas
Robert S., WTHI, Hartford, Conn.
Ed, National Telefilm Associates,
Inc., New York
Don, KDSN, Denison, Iowa
James G.
Marty, KAKE-TV, Wichita, Kans.
Eugene E., WCFN, Mt. Pleasant,
Mich.
Charles, KRDO, Colorado Springs
John R., Jr., George C. Davis, Wash-
ington, D. C.
George, WFAA, Dallas, Texas
E. R., WSYR, Syracuse, N. Y.
Henry L., WPRO, Providence,
R. I.
Carl W., WAVY-TV, Norfolk,
Va.
Carl W., WOWO, Fort Wayne,
Ind.
Sheldon, WBFM, New York
Roger, KFAC, Los Angeles, Cal.
Ray, KNEB, McAlester, Okla.
Low, WMT-TV, Cedar Rapids,
Iowa
Fred L., KVOA-TV, Tucson, Ariz.
Handel, Lee, Peters, Griffin, Wood-
ward, Inc., New York
W. B., RCA, Camden, N. J.
Miss Marge, WTVW, Evansville,
Ind.
Fred D., Lohnes and Culver,
Washington, D. C.
Lloyd George, Venard, Rintoul &
McConnell, Inc., New York
Carolyn, TV Stations, Inc., New
York
Paul H., MacCarTa, Inc., Des Moines,
Iowa
Herbert, WMAL-TV, Washington,
D. C.
Lester, WFMQ, Chicago
Emil P., ABC, New York
George J., KWPC, Muscatine, Iowa
Ernest, WJXT, Jacksonville,
Fla.
Charles A., Sports Network, Inc., New
York
George P., The National Foundation,
New York
Edward E., Edward Felt & Co.,
Inc., New York
Hal, WKBS, Muskegon, Mich.
Hal, Mutual Broadcasting System,
New York
George A., KFI, Los Angeles, Calif.
Paul E., R. C. Crisler & Co., Inc.,
Cincinnati, Ohio

(Continued on Page 52)

- NAB CONVENTION REGISTRATIONS -

Continued from Page 51)

- Wagner, Wm. D., Tri-City Broadcasting Co., Davenport, Iowa
- Wagstaff, Walter E., KGW-TV, Portland, Ore.
- Wahlmann, Ted, KADY-Inc., St. Charles, Mo.
- Waldron, Raymond, WERT, Van Wert, Ohio
- Walgren, Fred M., KOBH, Hot Springs, S. D.
- Walk, Leonard E., WAMO, Pittsburgh, Pa.
- Walker, A. Prose, Collins Radio Company, Cedar Rapids, Iowa
- Walker, Larry, WSOC-TV, Charlotte, N. C.
- Walker, W. E., Plains Radio Broadcasting, Amarillo, Texas
- Walker, William R., WISM, Madison, Wis.
- Wall, John, General Electric Co., Syracuse, N. Y.
- Wall, Thomas H., Dow, Lohnes & Albertson, Washington, D. C.
- Wallace, Bruce, WTNS, Coshocton, Ohio
- Wallhaupt, Lee, WSJS, Winston-Salem, N. C.
- Walker, Thomas Nelson, WLVA, Lynchburg, Va.
- Walkmeyer, Jack, KWHT-TV, Goodland, Kans.
- Wall, Norm, WQBS-TV, New York
- Ward, Carl, CBS-TV, New York
- Ward, G. Pearson, KTTN, Springfield, Mo.
- Ward, Winston O., KIMP, Mt. Pleasant, Tex.
- Warren, Albert, Television Digest, Washington, D. C.
- Warren, W. W., KOMO, Seattle, Wash.
- Waters, G. E., Canadian Broadcasting Corp., Montreal, Can.
- Watkins, Frank, SESAC, Inc., New York
- Watson, Bob, KGNC, Amarillo, Texas
- Watson, R. D., American Tel. & Tel. Co., Cincinnati, Ohio
- Watts, Duane L., KHAS-TV, Hastings, Neb.
- Waugh, Irving C., WSM-TV, Nashville, Tenn.
- Wayland, Charles V., Fisher, Wayland, Duval & Southmyrd, Washington, D. C.
- Wayne, Elmer O., KGO, San Francisco, Calif.
- Warn, Wilson C., WMRC, Greenville, S. C.
- Weathersby, J. Patrick, WBRZ-TV, Baton Rouge, La.
- Weaver, Shelton, WIC, Pittsburgh, Pa.
- Webb, Leon, WTVC, Chattanooga, Tenn.
- Weber, Fred, WSTV-TV, Steubenville, Ohio
- Weber, Gus, Programatic Broadcasting Service, New York
- Weber, L. E., ASCAP, New York
- Webster, Maurice, CBS Radio Spot Sales, New York
- Weed, C. G., Weed Radio & TV Corp., New York
- Weed, Joseph J., Weed Radio & TV Corp., New York
- Weedin, Harfield, KNN, Los Angeles
- Weber, Fred, Advertising Time Sales, Inc., Detroit
- Wehrman, Harvey E., KLZ, Denver, Colo.
- Weidman, Floyd, National Telefilm Associates, Inc., New York
- Weinbach, Mortimer, ABC-TV, New York
- Weinberg, Edward, KBBS, Buffalo, Wyo.
- Weis, Pierre, Economee Television Programs, New York
- Weisberg, Robert, Trans-Lux Television Corp., New York
- Weisfeldt, Jerry, National Telefilm Associates, Inc., New York
- Welcome, Paul E., WIS, Columbia, S. C.
- Weller, Donald A., Donald A. Weller, Consultant, Eng., Milwaukee, Wis.
- Welpott, Raymond W., WRCV, Philadelphia, Pa.
- Welstead, Thomas A., WLBW-TV, Miami, Fla.
- Werbin, David A., MCA-TV, New York
- West, Ben K., KOCO-TV, Oklahoma City, Okla.
- West, Donald V., Television Magazine, New York
- West, Garland, WKCT, Bowling Green, Ky.
- West, J. A., Jr., KDMS, El Dorado, Ark.
- Weston, Robert G., FCC, Washington, D. C.
- Wetter, Edward, Edwin Tornberg & Co., Inc., New York
- Wetzel, Lewis D., Triangle Publications, Inc., Philadelphia, Pa.
- Wheeler, Leavenworth, KIVA, Yuma, Ariz.
- Whitacre, John, WLS, Lansing, Mich.
- White, Mr. & Mrs. Howard, WCTW, New Castle, Ind.
- White, Pat J., KTBS-TV, Shreveport, La.
- White, Thomas P., WKZO, Kalamazoo, Mich.
- Whitehorn, Jack, WFDR, Manchester, Ga.
- Whitney, George, KFMB, San Diego, Calif.
- Whitney, George M., WGKY, Gary, Ind.
- Whitney, Philip, WINC, Winchester, Va.
- Wibby, John, WLBZ, Bangor, Me.
- Wickemeyer, James F., WKBY, Richmond, Ind.
- Widmer, Albert, WWL-TV, New Orleans, La.
- Wilcox, Henry T., WFBI, Syracuse, N. Y.
- Wilkey, Gene, KMOX-TV, St. Louis, Mo.
- Wilkin, Gene, WGAN-TV, Portland, Me.
- Wilkins, Jr., Joe, KPBB AM-TV, Great Falls, Mont.
- Wilkinson, Darold A., KRDO, Colorado Springs, Colo.
- Wilkinson, Glen A., Wilkinson, Cragun & Barker, Washington, D. C.
- Wilkinson, Vernon L., McKenna & Wilkinson, Washington, D. C.
- Wille, Robert, WKAI, Macomb, Ill.
- Williams, Carroll, WPFB, Middletown, Ohio
- Williams, Charles E., KWNO, Winona, Minn.
- Williams, David, CBS, New York
- Williams, David S., Wade Advertising, Inc., Chicago
- Williams, J. P., Air Trails Network, Dayton, Ohio
- Williams, Jack, G. Assoc. of Broadcasters, Atlanta, Ga.
- Williams, Jack, Standard Rate & Data, New York
- Williams Jr., H. M., American Tel. & Tel. Co., Kansas City, Mo.
- Williams, M. J., WEZE, Boston, Mass.
- Williams, Ralph C., RCA Victor, New York
- Williamson, W. P., Jr., WKBN, Youngstown, Ohio
- Williamson, W. P., III, WKBN, Youngstown, Ohio
- Willis, I. E., WAZY, Lafayette, Ind.
- Wilson, Edward E., WILX-TV, Jackson, Mich.
- Wilson, James C., WJCW, Johnson City, Tenn.
- Wilson, James L., NBC, New York
- Wilson, Robert S., KNTV, Sacramento, Calif.
- Wilson, Stan, KFJZ, Ft. Worth, Texas
- Wilson, Thomas W., Dow, Lohnes & Albertson, Washington, D. C.
- Wilson, Walton W., KDBN, Denver, Colo.
- Winchester, Edward, WABI, Bangor, Me.
- Winders, Paul, WBBW, Topeka, Kans.
- Windle, Benjamin E., WCLT, Newark, Ohio
- Windsor, Walter M., KTAL-TV, Shreveport, La.
- Wingard, Lloyd, WGAR, Cleveland, Ohio
- Winkler, Joe, WFIL, Philadelphia, Pa.
- Witt, Harry, Geo. P. Hollingbery Co., New York
- Wint, William C., Jr., WTVT, Tampa, Fla.
- Winton, Fred, Richard H. Ullman, Inc., Hollywood
- Wirth, Don C., WNAM, Neenah, Wis.
- Wise, Harry, Geo. P. Hollingbery Co., New York
- Wiseman, William O., WOW, Omaha, Nebr.
- Wisner, John F., WILS, Port Huron, Mich.
- Witt, William C., Jr., WTVT, Tampa, Fla.
- Wittenberg, Lionel, WISN-TV, Milwaukee, Wis.
- Woelfle, Albert, WNEM-TV, Flint-Saginaw, Mich.
- Wolf, Sidney, Keystone Broadcasting System, Inc., New York
- Wolfe, Howard H., WKNN, AM-TV, Saginaw, Mich.
- Wolfe, Richard M., WBNS-TV, Columbus, Ohio
- Wolfenden, Robert C., WMEV, Marion, Va.
- Wolfenden, Mrs. Robert C., WMEV, Marion, Va.
- Womack, David, A., KALT, Atlanta, Ga.
- Wood, Robert D., KNAT, Los Angeles, Calif.
- Woodell, Ken, WLBH, Mattoon, Ill.
- Woodland, Cecil, WEJL, Scranton, Pa.
- Woodruff, J. W., Jr., WRBL, Columbus, Woodward, Jr., F. Robert, Telegraph-Herald, Dubuque, Iowa
- Wooton, Hollis, WREC, Memphis, Tenn.
- Wormington, Robert, WDAF-TV, Raleigh, N. C.
- Worster, Merle C., ABC, New York
- Worster, Ralph G., Bluegrass Beag, Inc., Lexington, Ky.
- Wray, E. Newton, KTBS-TV, Shreveport
- Wright, Jay W., King Broadcasting, Seattle, Wash.
- Wright, Melvin B., KID-TV, Idaho Falls, Idaho
- Wright, Richard, WBRB, Mt. Clemens, Mich.
- Wright, Robert, WBRB, Mt. Clemens, Mich.
- Wright, Robert F., WTOK-TV, Merit, Miss.
- Wright, Sterling, WSOC AM-FM-TV, Charlotte, N. C.
- Wright, Thomas, Florida State University, Tallahassee, Fla.
- Wright, Warren, WFBM-TV, Indianapolis, Ind.
- Wyatt, W. Judd, KMMO, Marshall, Mo.
- Wyatt, W. R., A. C. Nielsen Co., Chicago
- Wyler, Karl O., KISM, El Paso, Texas
- Wyman, Samuel, RDR Associates, Inc., York
- Yates, Carl W., Jr., KSSS, Sedalia, Mo.
- Yates, Richard, MGM-TV, New York
- Yarger, C. R., KSD, St. Louis, Mo.
- Yeldell, Guy E., KSD-TV, Saint Louis, Mo.
- Yoder, Lloyd E., WNBQ & WMAQ, Chgo
- Yoshimura, Francis, Fuji Telecasting Ltd., Tokyo, Japan
- Young, Adam, Adam Young Company, New York
- Young, Chas. T., WBBB, Burlington, N. C.
- Young, J. E., RCA, Camden, N. J.
- Young, Thomas L., KWWL, KWWL-KAUS, KMMT, Waterloo, Iowa
- Youngsteadt, R. W., WPTF, Raleigh, N. C.
- Younts, Jack S., WEEB, Southern Pk., N. C.
- Zapple, Nick, U. S. Senate Commerce Committee, Washington, D. C.
- Zelner, Fred L., NBC, New York
- Zimmerman, Joe, WLYH-TV, Lebanon, Zurich, George, CBS, New York

Radio-Television News Flashes From Coast to Coast

Bonner to WKRC

Cincinnati — Ed Bonner, radio personality who has been voted one of the top five deejays in the country for the past nine years, has joined WKRC where he is doing a daily show.

Harry's New Home

St. Louis — "The Harry Fender Show" is now being broadcast from the "Tack Room" of the Chase-Park Plaza Hotel Saturday evenings on KMOX. The program, "Mr. Show Business," features interviews with celebrities who are visiting the city.

D.C.'s Top Sportscaster

Washington — WTOP's Bill McCogan has been named outstanding Sportscaster of the Year for the District of Columbia by the National Sportscasters and Sports-writers Awards Committee.

KOMO-TV Has 'The Look'

Seattle — "A Look at the Look," a fashion show created for TV by Walter Hazeltine of Hollywood

exclusively for I. Magnin, will be aired tomorrow on KOMO-TV.

Greco Starts Own Show

Stamford — Night-club entertainer Bill Greco will start a weekly program on WSTC-AM-FM Thursday, called "Songs, Stars and Yours Truly, Bill Greco." It will include several numbers by Greco and other popular artists.

Acomb-to-People

Denver — Robert Acomb, president of Ball & Davidson Advertising, has been appointed a member of the National People-to-People Sports Committee.

Reelected BBB Chairman

San Francisco — Ward D. Ingram, president and general sales manager of KTVU-TV, has been re-elected chairman of the Board of Directors of the Better Business Bureau of Metropolitan Oakland.

Horan Now News Editor

Huntingdon, W. Va. — Robert D. Horan has been appointed Charles-town news editor for WSAZ-TV,

replacing Ralph Price, who is moving to WSAV-TV, Savannah, as news manager.

Picked for PR Post

Denver — Bernard Gebhardt has been appointed PR-publicity director for the Colorado Chamber of Commerce. He was formerly director of client relations for Mosher, Reimer Williamson Advertising.

'Face'-ing It

Los Angeles — "Face-Lifting by Exercise," a live program featuring Madame Senta Maria Runge, will be presented by KT-LA today.

WEBR's New Format

Buffalo — WEBR, a "Sing-Along" station, will drop that format today, and adopt the "Sound of the City" identification, a variation of the theme used by KSFO, San Francisco.

'Rosita' at the Sky Room

San Antonio — Rosita Fernandez, known on radio and TV here as "Rosita" for the past 15 years,

is currently appearing as headliner at the new Sky Room of the El Antonio Resort Hotel and Country Club.

KHOU-TV's Ninth

Houston — This is the ninth anniversary for KHOU-TV. It went on the air Mar. 22, 1953.

Campbell Speaks Sports

Philadelphia — Bill Campbell, WCAU sports director, will be featured in a series of special sports programs to be heard Fridays between Apr. 6 and Sept. 28.

Swan Stars WRIT Guests

Milwaukee — WRIT has begun a new program, "Star Time," produced in cooperation with Swan Theatre. Stars appear on the program each day for the duration of their performance at the theatre.

Sciosia WTOL-TV Director

Toledo — Michael James Sciosia has joined WTOL-TV as director of the "11th Hour News Final."

EQUIPMENT NEWS

RADIO TELEVISION DAILY

THE INTERNATIONAL NEWSPAPER OF RADIO AND TELEVISION

MONDAY, APRIL 2, 1962

53

Remote Pushbutton Controls Cartridge Spots on Radio

Chicago — A stacked tape cartridge unit, representing an advanced concept for automatic radio programming, has been introduced at the NAB convention.

Ray Smith, II, president of R Electronics, Palo Alto, Calif., said his firm has developed the TV system under exhaustive testing for a little more than two years.

Known as STACT (Stacked Automatic Cartridge Transmitter), the new KRS system features all-solid-state electronics and highest professional quality design, construction and performance.

Smith described STACT as an extremely compact facility for inserting spot announcements between musical selections by pushbutton remote control.

Master Video Antenna Plans Manual Issued

Newark, N. J.—Blonder-Tongue Laboratories, Inc. has issued a 30-page manual on the planning of master TV antenna systems.

The booklet has been designed as a comprehensive and practical guide to all phases of the MATV installation.

The booklet outlines a variety of systems with examples, gives installation tips, and provides a thorough guide to the selection of proper equipment.

Large-Screen TV Projector

TelePrompTer Corp.'s expanding audio-visual marketing horizons is reflected in the company's exhibit at the convention.

Stars of the TelePrompTer show, however, are the TelePro 6000 slide projector; the new American 200 large-screen TV projector, and a complete stereo system by Weathers Industries, recently acquired division of TelePrompTer.

The exhibit also will repeat a

Image Intensifier



This new tube, called an image intensifier orthicon, was developed by RCA for the U. S. Army and permits the operation of TV cameras in the dark. It was recently tested successfully during a night amphibious operation at Fort Story, Va.

Zoomar Optics In Huge Gains

A 100 per cent optical improvement in Television Zoomar's Super Universal is now on view at the NAB exhibit. Varified by networks and several independents, three modified Super Universals have already been delivered — one for Otis Freeman, WPIX, New York, and two for ABC, New York.

More than 150 now in use may be modified by contacting Television Zoomar's New York Office.

popular '61 feature, its demonstration of "instant" slide transparency preparation for news programs with the United Press International Telephoto Unifax service, Polaroid Copymaker and TelePro 6000 rear-screen projector.

RCA DEVICE SIMPLIFIES COMPLEX TV SWITCHING

Chicago — TV broadcasting's newest tools for simplifying the complex switching operations required to put multi-source TV programs on the air were unveiled here today by RCA.

Closed Circuit Lines Represented by ICC

West Coast Bureau of RADIO-TV DAILY

Los Angeles — International Communications Corp. has announced it has been appointed manufacturers' representative for the closed circuit TV lines of Sylvania Electric Co., and Industrial TV & Microwave in the 11 western states.

ICC, a subsidiary of Davis Industries, Los Angeles, specializes in the design, installations and service of closed circuit television systems. Ben F. Parisi, Jr., head of ICC, said the two companies' products are complementary.

Sylvania manufactures a line of relatively inexpensive cameras which can be received on ordinary home TV sets and Industrial Television a quality camera offering 650-line resolution as compared to 300 for ordinary television.

Felix Troilo Appointed Eastern Sales Mgr.

Philadelphia — Felix T. Troilo has been appointed eastern district sales manager by International Resistance Co., J. B. Henry, director of sales and marketing, has announced.

Troilo was most recently marketing manager of IRC's St. Petersburg (Fla.) Division. He has been with IRC since 1955. He is a graduate of Drexel Institute of Technology.

Vega Mikes Marketed

Cupertino, Calif.—Vega Electronics Corp. has appointed a separate, newly-formed sales company to market its Vega-Mike wireless microphone systems.

C. Arthur Foy, previously marketing manager for Vega, heads the new company, Vega Microphone Sales Co. In addition, Foy will be a marketing consultant to Vega Electronics.

NAB conventioners saw its latest electronic task-master for the control room. Designated as the TS-100 TV switching system, it sharply reduces the number of manipulations needed to blend the elements of a TV show into a pleasing art form.

Heart of the system is RCA's advanced SIMCON (for SIMplified CONTROL) transition switcher which serves both as an independent operating unit and as the basic element for an expandable system capable of controlling all of the station's technical facilities.

C. H. Colledge, division VP and general manager, Broadcast and Communications Products Division, described the new equipment as "the most sophisticated in approach but the most simple in operation" yet conceived for making transitions among cameras, projectors and other equipment.

"While the technical face of television, as viewed on the home screen, is nearing perfection, the station control room presents a different picture," he commented. "There the equipment which has been added as industry technology progressed has compounded the problem of putting the pieces of a TV show together."

RCA's new equipment represents "the strongest attack ever mounted to free broadcasting from operational complexity," he added.

Sylvania Picture Tubes Will Shift to Ohio

Seneca Falls, N. Y.—Sylvania Electric Products will transfer part of the black and white TV picture tube production here to its Ottawa, Ohio, plant. Sylvania is a subsidiary of General Telephone & Electronics Corp.

Sylvania's total picture tube production will continue at its present high level, according to Merle W. Kremer, senior vp of the Company with responsibility for the Electronic Tube Division.

-GUIDE TO MANUFACTURERS' EXHIBITS-

WEST EXHIBIT HALL—SPACE 22-W

The Advertising Council
25 West 45th Street
New York 36, New York

WEST EXHIBIT HALL—SPACE 20W

Aitken Communications, Inc.
305 Harrison Street
Taft, California

Alford Manufacturing Company

299 Atlantic Avenue
Boston 10, Massachusetts

Products

Television Broadcast Antennas
FM Broadcast Antennas
Diplexers
Coaxial Switches
Vestigial Sideband Filters
RF Measuring Instruments

WEST EXHIBIT HALL—SPACE 57-W

Alto Fonic Tape Service, Inc.

Palo Alto, California

Representatives Attending Convention

D. Alan Clark, President
Peter R. Cornell

Products

Programmed Music Service for AM and FM Stations

WEST EXHIBIT HALL—SPACE 53W

American Microwave & Television Corp.

1369 Industrial Road
San Carlos, California

Products

Television Studio Equipment, including Vidicon Cameras, Special High Resolution Film Systems, Transistorized Switches, Video Amplifiers. Electronic Pan-Tilt-Zoom System.

Microwave Transmitters and Receivers, 6 & 13 KMC.

High Power Microwave Amplifiers for use with existing systems.

Low Cost Differential Phase and Gain Equalizer.

WEST EXHIBIT HALL—SPACE 29-W

Ampex Corporation

934 Charter Street
Redwood, City, California

Products

Ampex VR-1000C Videotape Recorder with color conversion accessory.

Ampex VR-1002 Videotape Recorder for black and white recording.

Ampex/Marconi Mark IV Image Orthicon Television Camera Channel and associated equipment.

Professional Broadcast Audio Recorders, Model Numbers 351/354 Series, 601 Series and 1200 Series.

EAST EXHIBIT HALL—SPACE 12-E

GPL Division—General Precision, Inc.

National Headquarters
63 Bedford Road
Pleasantville, New York

Products

Model PA-550 High Resolution Vidicon Film Chain

Model PA-200 35mm Telecast Projectors Studio & Remote Vidicon Camera Chains

Video Recorders

Sync Generators

Video Switches

Video & Pulse Distribution Amplifiers

Wideband STL Microwave Systems

WEST EXHIBIT HALL—SPACE 19-W

Electronic Applications, Inc.

80 Danbury Road
Wilton, Connecticut

Representatives Attending Convention

V. J. Skee
T. M. Skee
Andrew Brakhan
J. B. Anthony
Harvey Sampson, Jr.

Products

AKG Studio and Field microphones, AKG dynamic headsets, shock-proof microphone stands. Nagra III B Portable Tape Recorder

WEST EXHIBIT HALL—SPACE 50-W

Electronics, Missiles & Communications, Inc.

262 East Third Street
Mount Vernon, New York

Representatives Attending Convention

Mr. Robert F. Romero
Mr. Henry Shapiro
Mr. B. W. St. Clair
Mr. Charles Halle

Products

VHF Translators
UHF Translators for all television rebroadcast applications

WEST EXHIBIT HALL—SPACE 49-W

EMI/US

1750 N. Vine St.
Los Angeles 28, California

Representatives Attending Convention

P. Allaway
D. C. Bonbright
A. B. Rozet
J. Csida
J. Tucker
M. Ellison
F. J. Cudlipp
J. Neitlich
D. Muller
D. E. Waitley
P. Macfarlane
E. Baker
G. Krutilek
R. Striker
H. McKeon
P. Weisel
A. Lane
E. D. Peterson
D. Brister
R. Booth
P. Upton

Products

Monochrome and color television camera chains (4½" I.O., vidicon, remote control, etc.)

Broadcast Control Room Equipment (Solid-state vertical interval switching and distribution systems, transistorized audio mixing, tape deck and intercommunication equipment, audio and video recording tape)

WEST EXHIBIT HALL—SPACE 34-W

Federal Communications Commission

Washington 25, D. C.

WEST EXHIBIT HALL—SPACE 40-W

Federal Manufacturing & Engineering Corporation Television Specialty Co., Division

1055 Stewart Ave.

Garden City, L.I., New York

Representatives Attending Convention

Mr. George R. Lippert, Vice President
Mr. Lawrence D. Scheu, Jr., District Sales Manager
Mr. Dean Peck, District Sales Manager
Mr. Gerald Granger

Mr. Irving Zimet

Products

Kinescope Recorders, Wireless Microphones, Rear Screen Projectors & Screen Transistorized 16mm S-O-F Newsreel Cameras with portable power pack Transistorized Mixer-Amplifiers, Lenses

WEST EXHIBIT HALL—SPACE 58-W
Fisher Radio Corporation

21-21 44th Drive
Long Island City, New York

WEST EXHIBIT HALL—SPACE 31-W

Gates Radio Company

123 Hampshire Street
Quincy, Illinois

Representatives Attending Convention

P. S. Gates, President
L. J. Cervone, VP Sales
N. L. Jochem, VP Engineering

Products

AM-FM-TV broadcast transmitters, audio systems, transistorized amplifiers, transcription turntables, spot tape recorders, cartridge tape systems, remote amplifiers, remote control systems, frequency and modulation monitors, limiting and leveling amplifiers, plus other representative broadcast equipment

EAST EXHIBIT HALL—SPACE 9-E

General Electric Co. Defense Electronics Division Technical Products Operation

Electronics Park

Syracuse, New York

Representatives Attending Convention

Dr. George L. Haller, Vice President and General Manager—Defense Electronics Division
R. L. Casselberry, General Manager, Technical Products Operation
H. E. Smith, Manager Marketing, Technical Products Operation
Harold B. Towlson, Manager Engineering Technical Products Operation
J. Wall, Manager Sales, Broadcast Equipment, Technical Products Operation
C. J. Simon, Manager, Market Development, Technical Products Operation
A. F. Carl, Manager, Manufacturing, Technical Products Operation
M. R. Duncan, Manager, Customer Services, Technical Products Operation
Francis L. Robinson, Legal Counsel, Technical Products Operation

Products

35 KW, VHF, High Channel TV Amplifier
5-1 KW, VHF, High Channel TV Transmitter

Full Sized section of VHF and Microwave helical antennas

Portable and Rack Mounted 2000 MC relay
New Microwave Repeater

(3) I-O Color Camera

New 3" I-O, B&W Camera

New 4½" I-O, B&W Camera

Special Live Vidicon Camera

Film Vidicon Camera

B&W Continuous Motion Film Projector

Film Center Multiplexer

B&W calibration monitor

Complete Line TV Utility Monitors

Relay Switching System

Transistorized sync generator

Audio Console—Transistorized

Remote Audio Amplifier—Transistorized

Complete line of Audio equipment

WEST EXHIBIT HALL—SPACE 60-W

General Electronic Laboratories, Inc.

18 Ames Street
Cambridge 42, Massachusetts

-GUIDE TO MANUFACTURERS' EXHIBITS-

**WEST EXHIBIT HALL—SPACE 54-W
Andrew Corporation**

P.O. Box 807
Chicago 42, Ill.

Products
Multi-V, FM Broadcast Antennas
LIAX, Flexible Air Dielectric cables
Solid transmission lines
Axial switches
Telescoping masts

**WEST EXHIBIT HALL—SPACE 65-W
Automated Electronics, Inc.**

3022 Southland Center
Dallas 1, Texas

**WEST EXHIBIT HALL—SPACE 26-W
Automatic Tape Control, Inc.**

Bloomington, Illinois

Products
Automatic Tape Control cartridge playback
units and recording amplifiers
55 cartridge player
Sound Salesman. Portable audition
cartridge player
Automatic Program Logging printed tape
log verification
Automatic Tape Control cartridge equip-
ment accessories

**WEST EXHIBIT HALL—SPACE 43-W
Auer Electronics Corporation**

1663 Industrial Road
San Carlos, California

**WEST EXHIBIT HALL—SPACE 23-W
Augen-Presto Division of the
Siegler Corporation**

P.O. Box 500
Paramus, New Jersey

**EAST EXHIBIT HALL—SPACE 14-E
Broadcast Electronics, Inc.**

8800 Brookeville Rd.
Silver Spring, Md.

**WEST EXHIBIT HALL—SPACE 64-W
CBS Laboratories**

High Ridge Road
Stamford, Connecticut

**WEST EXHIBIT HALL—SPACE 27-W
Century Lighting, Inc.**

521 West 43rd Street
New York 36, New York

**WEST EXHIBIT HALL—SPACE 56-W
Chrono-Log Corporation**

Box 4587
Philadelphia 31, Pennsylvania

Products
SEP System for TV PROGRAM AUTO-
MATION:
Low cost station break automation system
for TV stations
"Q" System for studio cueing

**WEST EXHIBIT HALL—SPACE 57-W
Clark-Root, Inc.**

211 Lambert Street
Palo Alto, California

Representatives Attending Convention
Hatcher W. Root, President
J. Root, Secretary
Don W. Clark, Vice President and Manager
of Marketing
Myril Collins, Engineering Administration
D. Alan Clark, Vice President

Products
Automatic Tape Programming Systems
Long Playing Automatic Tape Transports

**WEST EXHIBIT HALL—SPACE 18-W
Collins Radio Company**

5200 C Ave., N.E.
Cedar Rapids, Iowa

Products
Collins Radio Company Exhibits:
330D-1A kw FM Transmitter

830E-1A 5 kw FM Transmitter
20V-3 AM Transmitter
A830-2 Exciter
212H-1 Remote Amplifier
356H-1 Phono Equalizer Preamp
808A-1 Remote Console
212E-1 Console, modified for stereo
212G-1 Console
212F-2 Console
642A-1 and 216C-1 Automatic Programming
Equipment

**EAST EXHIBIT HALL—SPACE 7-E
Conrac Division
Giannini Controls Corporation**

19217 East Foothill Boulevard
Glendora, California

Products
Monochrome Video Monitors and Audio
Video Receivers

**EAST EXHIBIT HALL—SPACE 16-E
Continental Electronics
Manufacturing Company**

4212 So. Buckner Blvd.
Dallas 27, Texas

Products
AM Broadcast Transmitters and Transmitter Remote Control

**WEST EXHIBIT HALL—SPACE 32-W
Continental Manufacturing, Inc.**

(See listing McMARTIN INDUSTRIES, INC.)

**WEST EXHIBIT HALL—SPACE 47-W
Dynair Electronics, Inc.**

7564 Broadway
Lemon Grove, California

Products
Several new models of solid state video
amplifiers
New, improved closed circuit TV transmitter
New wideband modulator and demodulator
Video switcher-fader and video switchers
Ultra compact 100 watt TV transmitter
Compact waveform monitor

**WEST EXHIBIT HALL—SPACE 30-W
International Business Machines
Corporation**

590 Madison Avenue
New York 22, New York

Representatives Attending Convention
T. D. Robertson, Chicago
P. Willis, Chicago
F. Morgan, Chicago
E. Klis, St. Paul

Products
DATA PROCESSING Equipment
Demonstrating automatic program logging,
billing, availabilities and analysis

**WEST EXHIBIT HALL—SPACE—39-W
International Good Music**

1610 Home Road
P.O. Box 943
Bellingham, Washington

Products
IGM Simplimation
(Automation Equipment)
Programming
Heritage Representatives

**WEST EXHIBIT HALL—SPACE 42-W
ITA Electronics Corporation**

130 E. Baltimore Ave.
Lansdowne, Pa.

Products
FM Broadcast Transmitters
FM Multiplex Equipment
AM Broadcast Transmitters
Consoles; Audio Equipment; Automation
Equipment

UHF-TV Transmitters
Accessories

**WEST EXHIBIT HALL—SPACE 37-W
ITEK Electro-Products Company**

75 Cambridge Parkway
Cambridge 42, Massachusetts

Products
Itek Wireless Microphone System, a new
high-quality unit expressly designed for
TV broadcasting, in studio and out. Features
high power, exceptional fidelity, diversity
reception and a complete line of
accessories.

**WEST EXHIBIT HALL—SPACE 36-W
Jampro Antenna Company**

7500—14th Ave.
Sacramento 20, California

**WEST EXHIBIT HALL—SPACE 62-W
Johnson Electronics, Inc.**

62 South Highway 17-92
Box 17
Casselberry, Florida

Products
Transistorized, Amplifiers, Tuners, Receiv-
ers, Combinations and PA Podium

**EAST EXHIBIT HALL—SPACE 1-E
Kliegl Bros.**

321 West 50th St.
New York 19, New York

Representatives Attending Convention
Herbert R. More, Mgr. Television Dept.
Wm. Morris
Lawrence Schaefer
Alwin Lassiter

Products
Kliegl Bros. manufactures a complete line
of TV lighting fixtures, accessories, wiring
devices and lighting selection and control
equipment for monochrome and color tele-
casting. The new and revolutionary SCR
semi-conductor dimmer using the silicon
controlled rectifier will be featured.

**WEST EXHIBIT HALL—SPACE 59-W
MacCarTa, Inc.**

4021 Fleur Drive
Des Moines 15, Iowa

Representatives Attending Convention
G. D. Andrews, President
P. H. Vernon, Vice-President

Gren Andrews
Lynn Kruger
L. R. (Doc) Lemon
W. F. Muller
Del Blomstrom
William E. Moulic
Robert J. Moulic
Edison Moulic

Products
Automatic Magnetic Tape Cartridge Re-
cording and Playback Equipment
Automatic Tape Magazine Reconditioning
and Reloading

**WEST EXHIBIT HALL—SPACE 35-W
Magne-Tronics, Inc.**

49 West 45th Street
New York 36, New York

Representatives Attending Convention
Thomas L. Clarke, Jr., President
Joseph F. Hards, Vice President
Alfred J. Kendrick, Sales Manager

Products
Magne-Tronics Automated Taped Radio-
Music Program Service
Magne-Tronics Automated Equipment
Magne-Tronics Motivational Background
Music Service for FM Multiplexing and/or
Wired Line Transmission

(Continued on Next Page)

-GUIDE TO MANUFACTURERS' EXHIBITS-

WEST EXHIBIT HALL—SPACE 32-W
McMartin Industries, Inc.
 (formerly Continental Mfg., Inc.)
 1612 California Street
 Omaha, Nebraska

Representatives Attending Convention
 Ray B. McMartin, President
 Leonard E. Hedlund, Chief Engineer
 Ray M. Unrath, Product and Sales Promotion Mgr.

Products

Frequency Monitors
 Modulation Monitors
 SCA-Multiplex Monitors
 Stereo Monitors
 RF Amplifiers
 FM Multiplex Receivers (tubed and/or transistorized)
 FM Stereo Adapters
 STL Receivers
 UHF-VHF Communication Receivers
 Fixed Frequency Receivers
 Audio PA Amplifiers—transistorized

WEST EXHIBIT HALL—SPACE 25-W
Minnesota Mining & Manufacturing Co.

Magnetic Products Division
 900 Bush Avenue
 St. Paul 6, Minnesota

Representatives Attending Convention

W. H. Madden
 R. J. Ferderer
 F. J. Watson
 P. B. Van Deventer
 F. T. J. Madden
 S. D. Smith
 D. E. Rushin
 W. I. Herriott
 D. E. Denham

Products

"Scotch" Brand Video Tape, Audible Range Tapes and Related Items

WEST EXHIBIT HALL—SPACE 55-W
Miratel Electronics, Inc.

1st St., S.E. & Richardson
 New Brighton, Minnesota

Representatives Attending Convention

William S. Sadler
 B. J. Klindworth

Products

Television Video Monitors
 Conelrad Equipment
 Audio Operated Relays
 Program Failure Alarm
 Citizens Band Transceivers
 Broadcast Translators

WEST EXHIBIT HALL—SPACE 51-W
Moseley Associates, Inc.

4416 Hollister Avenue
 P.O. Box 3192

Santa Barbara, California

WEST EXHIBIT HALL—SPACE 44W-45W

**Ozolid Products,
 General Aniline & Film
 Corporation**

JOHNSON CITY, NEW YORK

Representatives Attending Convention

Richard Lyman National Representative to Broadcasting Industry
 Anso Products Representative
 Chicago Branch Representative

Products

Ozolid Duplicating Equipment and Material for Copy Systems. Especially Useful for Special Broadcasting Requirements Such As Availabilities-Control, Order-Invoicing, and Traffic-Control
 Anso Professional Film Products for Broadcasting Industry.

EAST EXHIBIT HALL—SPACE 8-E
**Programatic
 Broadcasting Service**

229 Park Avenue South
 New York 3, New York

Products

Automated Radio Equipment and Taped Variation Music, A Division of Muzak Corp.

EAST EXHIBIT HALL—SPACE 5-E, 6-E AND 10-E
Radio Corporation of America
 Broadcast & Communications Products Division
 Front & Cooper Streets
 Camden, New Jersey

Representatives Attending Convention

C. H. Colledge, Vice President & General Manager, Broadcast & Communications Products Division
 A. F. Inglis, Manager, CCTV and Recording Products
 J. P. Taylor, Manager, Marketing Administration
 E. C. Tracy, Manager, Broadcast Equipment Marketing Department
 M. A. Trainer, Manager International Operations Liaison
 V. F. Trouant, Chief Engineer, Broadcast and Communications Products
 P. Bergquist, Manager Sales, CCTV and Recording Products
 J. Cassidy, Manager-Merchandising Closed Circuit
 E. J. Dudley, Administrator Press Relations
 P. A. Greenmeyer, Manager Broadcast and Closed Circuit Advertising
 J. L. Greyer, Marketing Manager, Electronic Recording Products
 E. T. Griffith, Manager, Customer Relations and Sales Services
 J. E. Hill, Manager, Northern Field Sales
 E. N. Luddy, Manager, Broadcast Transmitting Equipment Merchandising
 A. Miller, Manager Film Recording & TV Systems Operations
 R. J. Newman, Manager Southern & Western Field Sales
 D. Pratt, Manager Broadcast Field Sales
 W. B. Varnum, Manager Studio Equipment Merchandising

W. K. Charles, Sales Manager Western District CCTV & Recording Products
 R. T. Kohler, Sales Manager Eastern District CCTV & Recording Products
 N. VanderDussen, Sales Manager, Central District CCTV & Recording Products

RCA Broadcast and Television Products
 Monochrome and color television equipment, UHF and VHF television transmitters, AM/FM transmitters, Television Tape equipment, Audio equipment, Monitoring equipment and test equipment for AM, FM and TV Stations.

Television mobile equipment, TV cameras, control room equipment.

AM, FM and TV antenna systems, transmission line, tower lighting and accessories.

Radio and TV station automation equipment.

Microwave relay equipment.

EAST EXHIBIT HALL—SPACE 18-E

Raytheon Company

Equipment Division

Communication and Data Processing Operation

1415 Boston-Providence Turnpike

Norwood, Massachusetts

Communications Sales Representatives:

Geist-Holtz, Inc., 695 Summer St., Stamford, Conn.

RAYTHEON CANADA Ltd., Waterloo, Ontario

E. E. Stout, 151 8th Ave., Shelby, Montana
Representatives Attending Convention

George Hinkley
 Don Smith
 Henry Geist
 Robert Lingle
 Robert Keller
 Hugh Bannon
 Gene Love
 Phil Cass

Products

KTR Microwave Television Relay System for Intercity relay remote pick-up or S applications. 7,000 and 13,000 Mc. Portal and rack-mounted for NTSC color and multaneous audio.

TMA Program audio channel units for application to existing systems.

Microwave Waveguide accessories, including antennas, waveguide, diplexers, etc.

EAST EXHIBIT HALL—SPACE 17-E
Sarkes Tarzian, Inc.

East Hillside Drive
 Bloomington, Indiana

Representatives Attending Convention

Biagio Presti, Manager
 Russ Ide, Marketing Manager
 Neff Cox, Jr., Merchandising Manager
 Wendell Fuller, Manager—Engineering Production

Dale Buzan, Manager — Studio Equipment Engineering

John Guthrie, Manager—Test, Field Service

Bill Tarr
 Jack Roden
 Morrell Beavers
 Nubar Donoyan
 Dale Matheny
 Dick Swan
 Jesse Durbin
 Dave Link

Products

Super Studio Vidicon Camera
 Super Film Vidicon Camera System
 Solid State Vertical Interval Switching System

Heterodyne Microwave Relay System

WEST EXHIBIT HALL—SPACE 52-W
Schafer Electronics

235 South Third Street
 Burbank, California

Representatives Attending Convention

Paul C. Schafer
 James Harford
 Dallas Barnard

Products

Automatic Programming Systems
 Automatic Spotter
 Automatic Program Preparation System
 Remote Control Equipment

WEST EXHIBIT HALL—SPACE 63-W
**Scully Recording Instrument
 Corporation**

62 Walter Street
 Bridgeport 8, Connecticut

WEST EXHIBIT HALL SPACE 48-W
The Soundscribe Corporation

6 Middletown Avenue
 North Haven, Conn.

Representatives Attending Convention

Fred Biertuempfel
 R. A. Sander
 J. Pavlisko

Products

Reference recorders magnetic tape
 24 hours continuous time identified

NAB ENGINEERING CONFERENCE

Agenda for Monday, April 2

HILTON HOTEL

GENERAL ASSEMBLY

10:30-11:45 a.m.—Grand Ballroom,
Conrad Hilton

ENGINEERING LUNCHEON

12:30 p.m.—Williford Room
Presiding: GLENN G. BOUNDY,
Vice President for Engineering,
Storer Broadcasting Company,
Miami Beach, Fla.

Invocation: MONSIGNOR
ROBERT J. HAGARTY,
Vice Chancellor,
Archdiocese of Chicago

Speaker: SIR HAROLD BISHOP,
Director of Engineering,
British Broadcasting Corp.

TECHNICAL SESSION

2:30 p.m.—Continental Room
Presiding:

GEORGE W. BARTLETT,
Manager of Engineering, NAB

Session Coordinator:

WILLIAM S. DUTTERA

Director, Allocations Engineering,
National Broadcasting Company

OPENING OF ENGINEERING CONFERENCE (2:30 p.m.)

GOVERNOR LEROY COLLINS,
President, NAB

RELIABILITY OF TRANSISTORS IN BROADCAST STUDIO USE (2:45-3:10 p.m.)

by: J. F. WIGGIN, Consultant,
Studio Engineering, and
R. E. PUTMAN, Manager,
Studio & Industrial TV Engi-
neer, General Electric
Company (To be presented
by Mr. Wiggin)

WHAT THE NEW FAA RULES AND PROCEDURES MEAN TO THE BROADCASTER (3:15-3:30 p.m.)

by: FRANCIS M. McDER-
MOTT, Air Safety Consult-
ant, Washington, D. C.

AN ALL TRANSISTOR UHF/VHF FIELD STRENGTH METER (3:35-3:55 p.m.)

by CECIL S. BIDLACK, Broad-
cast Consultant, JOSEPH F.
DOBOSY, W. G. HUTTON
and CARL E. SMITH, Smith,
Electronics, Inc., Cleveland,
Ohio (To be presented by
Mr. Bidlack)

RECOMMENDATION FOR RAPID TRANSMITTER ISOLATION (4:00-4:25 p.m.)

by: EVERETT J. GILBERT,
Field Service Engineer and
RICHARD L. UHRIK, Head,
High Power Transmitter
Dept. III, Texas Div., Col-
lins Radio Company (To be
presented by Mr. Uhrik)

VTX-SLOW MOTION VIDEO TAPE (4:30-5:00 p.m.)

by: ALBERT W. MALANG,
Chief Video Facilities Engi-
neer, American Broadcast-
ing Company)

New Bowling Series Bows at Convention

Bowling star Don Carter will present the premiere of his film series, "TV Bowling Tips" at the NAB convention.

The series is made up of 65 programs, cued so that they may be run as 5-minute or 15-minute segments. Saturn Productions, Buffalo, produced the series for Carter. It features special photography techniques, including slow motion, time lapse and animation to demonstrate best principles.

Howard Johansen Joins WHIM as Sales Exec

Providence — Howard N. Johansen has joined WHIM, Providence, as national sales manager. The station is owned and operated by the Buckley-Jaeger Broadcasting Corp.

Prior to joining the station, Johansen had been general manager of WENE, Binghamton-Endicott, N. Y.

WEDDING BELLS

Ward-Harlan

Constance Ann Harlan, WTOL-TV's Romper Room teacher, and Gordon Lee Ward, newscaster for the station, have announced their engagement with plans for a mid-June wedding.

RCA TV-Set Sales Continue Canadian Rise

Montreal—Sales of RCA Victor Co., Ltd., TV sets in February increased 25 per cent over last January and 60 per cent over February, 1961. For the first two months, sales of TV sets were up 30 per cent over the like period of last year, and 35 per cent over the same period of 1960.

Steve Allen Produces Jazz Syndie Series

Steve Allen's Meadowlark Productions begins filming this month in Hollywood and New York on "Jazz Scene U.S.A.," a half-hour TV series featuring the top contemporary jazz artists.

There will be 39 segments, aimed for syndication both here and abroad.

A Star Is Born—on Camera

Cleveland — The actual birth of a girl, taped by a WJW-TV production crew Jan. 11 at a suburban hospital will be shown Thurs. on "Siveland Report."

The cameras followed the mother from the time she entered the hospital until she gave birth 25 hours later by Caesarian section. The tape was edited into a half-hour program, covering the important facets of modern hospital life.

Alberto-Culver Ups Night TV Schedule

Alberto-Culver, manufacturers of cosmetics and hairsprays, has signed its first agreement for evening commercials on CBS-TV. Alternate half-hour sponsorship of "Gunsmoke" and weekly one-third sponsorship of the Alfred Hitchcock show will begin next Fall. Compton Advertising is the agency.

In addition, commercials are to be presented through April on "Pete and Gladys," "I've Got a Secret," "Password" and "Gunsmoke."

Using TV Medium Since '55

The company has advertised on TV since 1955, and has maintained strong evening schedules on both ABC-TV and NBC-TV, but up till now has used only daytime ads on CBS-TV.

Variety Club Lunch For Dublin's Briscoe

Dublin Lord Mayor Robert Briscoe will be guest of honor Apr. 25 at a special Spring luncheon meeting of New York Variety Tent No. 35, it has been announced by Charles A. Alicoate, club barker.

Luncheon chairman Jack H. Levin has invited a score of Irish diplomatic and theatrical personalities to attend the affair.

The club meantime has named Charles Smakwitz chairman of this year's "Big Night at the Races," proceeds of which go to the Bill Corum Fund for handicapped children.

New WNOR Building Cited as Work of Art

Norfolk—WNOR's new broadcasting studios and offices are turned up on a list usually reserved for college structures and other public buildings.

The Virginia Museum of Fine Arts has chosen the WNOR studios from 400 entries as one of the works of architecture in the state to be included in a 1962 exhibit.

The studios were designed by Louis A. Oliver and Herbert Smith of Norfolk.

STORK NEWS

Jim Kelly, radio-TV time buyer at Fletcher Richards, Calkins Holden, Inc., and his wife, Yolanda, parents of their fifth child, a girl, Kerry.

Mr. & Mrs. Herb Ornstein came the parents of a boy, Steven Ian. Father is assistant budget director for the CBS-TV Station Division.

It's a girl, Wendy, for Mr. & Mrs. Samuel Nylen. Mother formerly with CBS-TV press information.

Their sixth child, a girl, born to Mr. & Mrs. Barrie Ardson. Dad is manager of photo unit, CBS-TV press information.

Steve Allen's 1st Novel To Be Published by G

Steven Allen's first novel, "Ever Is a Long, Long Time," will be published by Bernard G. Associates. He has had seven published in the areas of stories, humor and autobiography. He currently is working on a Broadway show, "Sophie," which he is writing the music lyrics.

HOW TO SUCCEED IN RADIO WITHOUT REALLY TRYING

*... Get to the R. C. I.
Hospitality Suite First!*

Here's why:

- * You'll find out about the brand-new RCI feature package. *It won't sit on your shelf!* Armed with RCI creativity, your salesman can make you *dollars at penny cost!*
- * You'll find out about the first radio station breaks that are actually *visual* in scope — *visual* in retention value — *visual* in promotion value!
- * You'll learn about the creative-concept sales plan that brought \$3½ million in local sales from the hard-to-crack key accounts for RCI affiliates in 1961.

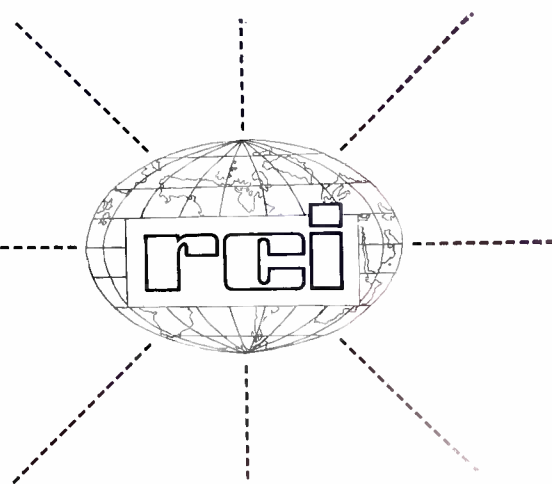
The single most important call you can make at the convention! Suite 1135-A, Conrad Hilton Hotel.

If not at the convention, call, wire, write or visit

RADIO CONCEPTS, INCORPORATED

236 West 55th St., New York 19, N. Y. • PLaza 7-5300

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**BIS presents another special program
in the BRITISH CALENDAR
TELEVISION SERIES**



MONTE CARLO RALLY

BRITISH CALENDAR focuses on the excitement and drama of this year's Monte Carlo Rally — three hundred and forty nine cars competing from eight starting points in Europe to test both cars and drivers to the limit in their journey to the Mediterranean.

From Oslo, Glasgow and Paris we see the drivers set out on their gruelling course. The Rally is not a test of speed, but of endurance and skill; we see the cars going through the snow and ice of the Alps and then heading down towards the sun of Monte Carlo.

At Monte Carlo Prince Rainier, with Princess Grace looking on, presents the prizes to the outright winner, Swedish Erik Carlsson, the team award to a British team and the Coupe des Dames to Pat Moss and Ann Wisdom.

16 mm

13.12 minutes

Black and White

Sound on film

AVAILABLE FOR BOOKING NOW.

BRITISH CALENDAR, a series of up-to-date quarter-hour films featuring a variety of events in the news in Britain and the Commonwealth, is available every two weeks on a continuous basis. The series is also available for programming on a weekly basis using 13 or 26 issues.

FREE EXCEPT FOR TRANSPORTATION CHARGES

NEWS DIVISION

BRITISH INFORMATION SERVICES

45 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

CI 6-5100

RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Established February 9, 1937

90, NO. 64

TUESDAY, APRIL 3, 1962

TEN CENTS

SUPREME COURT 'ACCESS TEST'?

Scene at the Convention

Hal Hough, beloved veteran of the industry, surrounded by a host of friends greeting him on arrival at the hotel. Hal carried his iconic "landmark"—that famed hat, 10-gallon hat... WGN news director Jim Hanlon spotted currying through the halls at the Hilton, making last-minute adjustments. (Continued on Page 14)

Broadcasters Resent 'Fishing' Quiz

Chicago — When the hearings on local TV service are concluded at the end of this month, according to the findings will be limited to a summary report by FCC commissioner Robert E. Lee, who is expected to... (Continued on Page 26)

EC Detroit, S.F. O-O's

A \$1-Mil. SG Film Buys — To ABC-TV O-O's — WXYZ-TV, Detroit, and KGO-TV, San Francisco — have concluded deals for Screen Gems for the purchase of... (Continued on Page 10)

State Senate Cheers R.I. TV Stations

Providence — WPRO-TV and WJAR-TV have been commended by the Rhode Island Senate for their constructive contributions to the improvement of the state and for providing a better understanding among the people they serve. A resolution, particularly noting their public service and news programming, was filed by Robert James (D., Providence).

Highest Bench Urged To Set U.S. Example On R-TV Coverage

Chicago—Slicing through a hard core of resistance by all levels of judicial legislative and executive branches of government to Radio and TV coverage of public proceedings, NAB president LeRoy Collins yesterday proposed that the U. S. Supreme Court set an example for the whole nation by allowing the electronic media to broadcast selected cases dealing with issues of transcending significance. It would allow the people, he... (Continued on Page 25)



COLLINS

Edie Adams Stars for Muriel

Edie Adams, widow of Ernie Kovacs, will star in a half-hour musical variety show Monday night on ABC-TV, sponsored by the Consolidated Cigar Corp. for Muriel cigars, via Lennon & Newell. Miss Adams is a musical comedy veteran, having starred on Broadway as Eileen in "Wonderful Town" and as Daisy Mae in "L'il Abner." She appeared in the movies "The Apartment" and "Lover Come Back." The Edie Adams show will be produced by David Oppenheim and directed by Barry Shear for ABC-TV. This will be the star's first appearance on TV since the death of her husband, who had been under contract to Consolidated Cigar for a number of half-hour specials on ABC-TV.

Stations-ASCAP Hassle May Go to Top Judiciary

Chicago — That interminable bargaining and legal struggle to resolve the multi-million-dollar-a-year matter of broadcasting fees for music now centers on the issues of whether the U.S. Southern District of N. Y. Court will rule in favor of "clearance at the... (Continued on Page 38)

Mullins Names Flanagan To Helm Denver Channel

Denver — Alvin G. Flanagan has been named VP and general manager of Mullins Broadcasting's KBTV. He assumes his duties tomorrow, replacing Joe Herold who has become an executive with the Hawaiian Broadcasting Co. Flanagan formerly was with KCOP-TV, Hollywood, as president of Nafi Broadcasting, general manager of KFMB-TV, San Diego, and program director for the Western division of ABC-TV.

We Invite You to Register at —
RADIO-TELEVISION DAILY SUITE 906
(Conrad Hilton Hotel)
You could be the WINNER OF A BEAUTIFUL WESTINGHOUSE TELEVISION SET . . . All you have to do is sign our registration book.
ONE SET A DAY will be offered as a PRIZE TO THE LUCKY REGISTRANT.

DYNAMIC RADIO BEGINS WITH BALABAN WIL ST. LOUIS WRIT MILWAUKEE KBOX DALLAS
Represented by Robert E. Eastman & Co., Inc. Represented by The Katz Agency
In Tempo With The Times / John F. Box, Jr., Managing Director



Established Feb. 9, 1937

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ARTHUR PERLES : : : Editor

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Box 3485; Telephone: 3-2750. FAR EAST BU-

REAU: Glenn F. Iretton, Manager. Office: 58

Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone

46-4324. MADRID OFFICE: Bobby Deglane. Edi-

ficio Espana, Grupo 4, Planta 14.

Toy Makers Buy Big On ABC's 'Discovery'

Six months before it goes on the air, ABC-TV's "Discovery" series for youngsters is already over half sold out, Edward Bleier, ABC vice president in charge of TV daytime sales, reported.

Sponsors already signed for the show include Binny & Smith, Inc. through Chirurg & Cairns, Inc. for crayons; Mattel, Inc. through Carson-Roberts, Inc. for games; Kenner Toys through Leonard M. Sive and Associates, Inc., for construction sets, and Transogram Company, Inc., through Mogul Williams & Saylor, Inc. for the variety of toys it produces.

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

SHIRLEY EDER, interviewer-commentator for WJBK-TV, Detroit, to L. A. tomorrow to cover Academy Award ceremonies on Apr. 9.

MILBURN McCARTY of Milburn McCarty Associates, returns from a business trip to the Republic of the Congo.

TENNESSEE ERNIE FORD, due to arrive in L. A. today.

HUGH DOWNS has arrived in Los Angeles.

LARRY HARMON, producer, has left St. Louis for Hollywood.

Banner Film Distribs 'Crime, Punishment'

Banner Films, Inc., has acquired world-wide distribution rights to the Collier Young series, "Crime and Punishment," a new first-run syndicated property consisting of 39 half-hour episodes on film. The deal was concluded by Collier Young of Collier Young Associates and Charles McGregor, president of Banner Films.

Series has already been sold to, KTLA, Los Angeles; WFAA-TV, Dallas; WNEW-TV, New York; WTTG, Washington; WT-TV, Bloomington, Ind.; KOVR-TV, Stockton, Calif., and WTVH, Peoria.

A new programming concept, "Crime and Punishment" is an open and frank discussion with inmates of California penal institutions, interviewed by Clete Roberts with the cooperation of the Department of Corrections. Each episode carries a commentary by Richard A. McGee, distinguished criminologist and long time director of corrections for the State of California.

Pre-Oscar Universal Spot Hypos 'Spartacus' in L.A.

West Coast Bureau of RADIO-TV DAILY Hollywood—Universal Pictures has purchased TV spots immediately preceding the Academy Awards presentation Monday on KABC-TV, as part of the hefty advertising campaign Universal is employing to promote the multiple-theatre launching of "Spartacus" on Apr. 18.

NAACP Hails Effort Of WLIB General Mgr.

WLIB general manager Harry Novik has been honored by the NAACP New York chapter for his efforts in the cause of civil rights.

RCA's Marek to Talk At Music Trade Fair

George R. Marek, an RCA vice president and general manager, will be the featured speaker at the opening luncheon of the 1962 Music Industry Trade Show and Convention, June 25, at the Hotel New Yorker. Marek's subject will be "The Music Merchant's Responsibility to Music."

Chairman of the luncheon will be Ted Korten, president of the National Association of Music Merchants, the show's sponsors. Honor guests at the speakers table will include officers of NAMM as well as officers and industry trustees of the American Music Conference.

A special feature of the luncheon will be the coronation of the Music Queen of 1962, selected by a panel of celebrity judges — Bing Crosby, Mitch Miller and Jose Melis.

Canada Commercial Net Names Weed U.S. Reps

Special To RADIO-TV DAILY Toronto — CTV, Canadian commercial TV network has appointed Weed & Co., New York as exclusive U. S. representatives.

FINANCIAL

(April 2)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	177/8	173/4	173/4
ABPT	37 1/2	36 1/2	36 5/8
A. T. & T.	129 3/8	128 3/4	129 3/8
AVCO	27 1/8	26 3/4	26 7/8
CBS	42 5/8	42 1/8	42 1/2
Columbia Pic.	25 3/8	24 5/8	24 3/4
Crow-Coll	40 1/4	38 7/8	39 1/4
Decca	50 1/4	49 1/2	49 1/2
Disney	37 3/4	37	37
East. Kodak	112 1/4	110 1/2	110 1/2
Gen. Prec.	45 7/8	45	45 1/4
Gen. Tel.	25 1/4	25	25
Hazeltine Corp	24 1/8	24	24
Loew's Thea.	45 1/4	44 5/8	44 5/8
Magnavox	45 3/8	45	45
MCA	66 1/2	64	65 3/4
NAFI	27 1/2	26 5/8	26 7/8
Plough	79	78 1/2	79
RCA	61 1/4	60 1/2	60 3/4
Storer	32	31 5/8	32
20th-Fox	30 1/2	30 1/4	30 1/2
United Artists.	33	32 1/2	32 1/2
Warner Bros.	17 1/2	17 1/4	17 1/2
Westinghouse	35 1/4	35	35
Zenith Radio.	72 1/2	71 1/4	71 1/2

AMERICAN STOCK EXCHANGE

Capitol Cities.	18 1/4	18 1/4	18 1/4
Desilu	10 3/8	10 1/4	10 3/8
Esquire, Inc.	127 5/8	127 1/4	127 1/8
MPO	11	10 3/4	10 3/4
Reeves Sound.	6 1/8	6	6 1/8
Technical	18 3/4	18 1/4	18 3/4
TelePromTer	14 1/2	14 1/2	14 1/2
TV Industries.	2 5/8	2 1/2	2 1/2
Trans-Lux	16 1/4	16	16 1/4

* OVER THE COUNTER

	Bid	Ask
Jerrold	7 7/8	
Meredith	33	
Metromedia	16 5/8	
Official Films	17 1/8	
Scranton	7 1/4	
Sterling	2 1/2	
Taft	20	
Transcontinent	10 3/4	
Wometco	25	



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BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building
Atlanta: Hedley Bldg.

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

SEVEN ARTS' "FILMS OF THE 50's"

spark sales for sponsors

WICU-TV, Erie, Pa., reports explosive viewer response to such diverse items as "Mustang Homes" and Direct Distant Dialing services.

Sponsors of WICU-TV's Local TV Specials credit Seven Arts feature films with outstanding success of newly launched promotions.

George Harris, president of Harris Homes, states that his sponsorship of a Local TV Special over WICU-TV was directly and traceably responsible for the sale of 30 houses in his "Mustang Homes" tract.

And a company spokesman for General Telephone of Pennsylvania said sponsorship of just one of the Seven Arts films had contributed materially to customer acceptance of direct long-distance dialing service inaugurated the day following the program.



Robert Lunquist, Sales Manager, WICU-TV, Erie, Pa., says:

"We bought Seven Arts packages to beef up our movie schedule; to get a bigger audience and results for our advertisers. These fine feature films did both."

You are cordially invited
to join Seven Arts
at the NAB Convention.
April 1st through 4th.
Suite 800
at the Conrad Hilton Hotel

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



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

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

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

First Bushel of Grass Wins Free Mowing

Lockport, N. Y.—WUSJ is kicking off a campaign this Spring for a general clean-up, paint-up, fix-up within this city. As an incentive, the first listener who mows his lawn and brings into the studio a bushel of cut grass will win a complete lawn improvement job, fertilizer, weed killer, etc. And for one month his lawn will be kept mowed by WUSJ personalities.

Engineering Conference

TUESDAY, APRIL 3 TECHNICAL SESSION RADIO

9:00 a.m.—Continental Room
Presiding: LESLIE S. LEARNED,
Director of Engineering
Mutual Broadcasting System, Inc.
Session Coordinator:

WILLIAM B. HONEYCUTT,
Chief Engineer, KRLD AM-FM-TV, Dallas, Texas

A SOLID - STATE DIRECT FM SYSTEM FOR MONO, STEREO, AND SCA BROADCASTING
(9:00-9:25 a.m.)

by: ROBERT J. HIRVELA, and FRANK D. McLIN, Project Engineer, Collins Radio Company (To be presented by Mr. McLin)

UTILIZING A 950 MC STL FOR REMOTE CONTROL OF AM OR FM TRANSISTORS
(9:30-9:55 a.m.)

by: JOHN A. MOSELEY, President, Moseley Associates, Inc., Santa Barbara, Calif.

AUTOMATIC STEREOPHONIC PHASER
(10:00-10:25 a.m.)

by: BENJAMIN B. BAUER, Vice President for Acoustics and Magnetics, CBS Laboratories, Stamford, Conn.

IMPORTANT NOTE TO REGISTRANTS

Red Badges: Issued to delegates who have been accredited by owners or managers of active members and good for admission to all sessions, luncheons, and exhibits.

Blue Badges: Issued to all other delegates and good for admission to all sessions, luncheons, and exhibits except sessions designated as closed in the program.

There is no Convention programming on Tuesday afternoon to permit all registrants the fullest opportunity to visit the Exposition of Broadcast Equipment and meet with other Associate Members whose Hospitality Quarters have been in the Directory.

MANAGEMENT AGENDA Tuesday

10:00 a.m. to 12:00 Noon

RADIO ASSEMBLY Grand Ballroom
Presiding: John F. Meagher, Vice President for Radio, NAB
Radio Month Rally
RAB Presentation
(to be announced)

8:30 a.m. to 12:00 Noon

TELEVISION ASSEMBLY Waldorf Room
Continental Breakfast

Presiding: Dan W. Shields, Special Assistant, Television, to the Executive Vice President

Seminar for TV Stations in Secondary Markets

Moderator: Robert F. Wright, WTOK-TV, Meridian, Mississippi; Member, NAB Television Board of Directors

"How to Save Money"

Stanley Deck, KDIX-TV, Dickinson, North Dakota
Stuart T. Martin, WCAX-TV, Burlington, Vermont
Robert E. Schmidt, KAYS-TV, Hays, Kansas

"How to Get More Sales"

Norman "Pete" Cash, President, TvB
John B. Soell, KTVE, El Dorado, Arkansas

10:00 a.m.

Coffee Break

10:15 a.m.

"Crises of the Past & in the Future"

Dwight W. Martin, WAFB-TV, Baton Rouge, Louisiana;
Chairman, NAB Television Board of Directors

"A New View of Old Problems"

Robert D. Swezey, Director, NAB Code Authority
Members

NAB TV Code Review Board

NAB TV Code Staff

"The Television Code"—slide presentation—Roy Danish,
Assistant Director, TIO

Status Report — All-Industry Television Station Music License Negotiating Committee

Hamilton Shea, WVA-TV, Harrisonburg, Virginia; Chairman

12:30 p.m. to 2:00 p.m.

MANAGEMENT CONFERENCE LUNCHEON

International Ballroom
Presiding: J. M. Higgins, WIBC, Indianapolis, Indiana; 1962
Convention Co-Chairman

Invocation: The Reverend Kenneth Hildebrand, D. D. Central Church of Chicago

Introduction of the Speaker: LeRoy Collins, President, NAB
Address: The Honorable Newton N. Minow, Chairman, Federal Communications Commission

2:00 to 5:00 p.m.

NO SCHEDULED SESSIONS

This period is not programmed, so as to permit delegates to visit exhibits and hospitality quarters.

CARTRIDGE TAPE PROGRAMMING TECHNIQUES
(10:30-10:55 a.m.)

Presiding: FRANK MARX,
Vice President for Engineering,
American Broadcasting Company
Session Coordinator:

GEORGE L. McCLANATHAN,
Director of Engineering, KPHO &
KPHO-TV, Phoenix, Arizona

NEW APPROACH TO TV STUDIO LIGHTING LEVELS
(9:00-9:25 a.m.)

by: ROLLO G. WILLIAMS, Director of Color Research, Century Lighting, Inc.

CHARACTERISTICS AND MODE OF OPERATION OF IMAGE ORTHICONS

(9:30-9:55 a.m.)

by: R. G. NEUHAUSER, Engineering Leader, Camera Tube Design, Electron Tube Division, Radio Corporation of America

TV AUTOMATION EXPERIENCE AT KYW-TV
(10:00-10:25 a.m.)

by: SIDNEY STADIG, Chief Engineer, KYW-TV, Cleveland, Ohio

INTERLEAVED SOUND TRANSMISSION WITHIN THE TELEVISION PICTURE
(10:30-10:55 a.m.)

by: J. L. HATHAWAY, Engineering Department, National Broadcasting Co.

Canada Net Skeds Sp On Life of Valentino

Toronto — The CTV network Apr. 23 will present "The Legend of Rudolph Valentino," a special documentary on the life of Hollywood's most famous actor. Clips from newsreels and silent movies will be shown.

Engineering Conference

NEW CONCEPTS IN THE EVALUATION OF TELEVISION LENSES

by: RALPH L. HABERSTOCK, Senior Audio Engineer, Gates Radio Company

TECHNICAL ASPECTS OF EMERGENCY BROADCASTING FACILITIES

(11:00-11:25 a.m.)
by: JAMES E. GRAY, Chief Engineer, WYDE, Birmingham, Alabama

IMPROVING QUALITY OF BROADCASTING STATIONS
(11:30-12:00 N)

by: FRANK McINTOSH, Consulting Engineer, Washington, D. C.

TECHNICAL SESSION TELEVISION

9:00 a.m.—Upper Tower
(11:00-11:25 a.m.)

by: DR. FRANK G. BACK, Search Director, Zook Inc.

SEVEN YEARS OF SIGNIFICANT COLOR TELEVISION RECEIVER PROGRESS
(11:30-12:00 N)

by: CLYDE HOYT, Manager, TV Receiver Engineering, Home Instruments Division, Radio Corporation of America

ENGINEERING LUNCHEON

12:30—Williford Room
Presiding: ORRIN W. TOWNE, Director of Engineering, WHAS, Inc., Louisville, Kentucky
Invocation:

THE REV. ROSS A. WEST, The Unitarian Church of Evanston, Illinois
Speaker: DR. J. R. PIERCE, Executive Director, Research Communications Principles Division, Bell Telephone Laboratories

NO SESSIONS SCHEDULED AFTER LUNCHEON

This period is not programmed to permit delegates to visit exhibits and hospitality quarters.



Everybody leans towards Groucho

In Baltimore and Boston and Detroit and Minneapolis-St. Paul and New Orleans and Seattle and Washington, D.C., and all around the country—bigger and bigger audiences are leaning towards “The Best of Groucho.”

■ Take Seattle—from December to January in ARB, Groucho's rating upped 11 points, from 16 to 27! He tightened his first-place hold on Boston when he rose to 22. He's the new leader in New Orleans with a three-point gain. And in Washington, D.C., he added 66% to his rating. ■ “The Best of Groucho” gives you 250 of the very best from Groucho's 11-year network comedy hit. And by what's happened to date, it makes a powerhouse series for daytime stripping! Give the people in your area a chance, and they'll tilt Groucho's way too. In big numbers! Get the details from . . .

NBC FILM 

How **BMI**-Licensed Music is Used in Regularly Scheduled TV Network Programs and in Syndicated Film Series

51.1% or 90 out of All 176 Regular Network Productions
Use BMI-Licensed Music in **Every Episode**

30.1% or 53 out of All 176 Regular Network Productions
Use BMI-Licensed Music in **Some Episodes**

18.8% or 33 out of All 176 Regular Network Productions
Use No BMI-Licensed Music in **Any Episode**

81.2% or 143 out of All 176 Regular Network Productions
Use BMI-Licensed Music in either **All or Some Episodes**

58.0% or 175 out of 302 Syndicated Film Series Telecast Locally
Use BMI-Licensed Music in **Every Episode**

18.2% or 55 out of 302 Syndicated Film Series Telecast Locally
Use BMI-Licensed Music in **Some Episodes**

23.8% or 72 out of 302 Syndicated Film Series Telecast Locally
Use No BMI-Licensed Music in **Any Episode**

76.2% or 230 out of 302 Syndicated Film Series Telecast Locally
Use BMI-Licensed Music in either **All or Some Episodes**

11 of the top 15 Shows in the Nielsen Ratings
Use BMI-Licensed Music in **Every Episode**

Wagon Train 35.1%—NBC
Bonanza 31.9%—NBC
✓ Hazel 29.6%—NBC
✓ Andy Griffith 29.3%—CBS
✓ Danny Thomas 28.8%—CBS

✓ Dennis the Menace 28.5%—CBS
Ed Sullivan 27.7%—CBS
✓ Candid Camera 27.5%—CBS
✓ Perry Mason 27.2%—CBS
✓ Gunsmoke (10:30 PM) 27.1%—CBS

✓ Garry Moore 26.6%—CBS
✓ Gunsmoke (10:00 PM) 26.4%—CBS
✓ Dr. Kildare 26.3%—NBC
✓ Lassie 26.3%—CBS
Henry Fonda and Family (special) 26.2%—CBS

LISTED BELOW ARE ONLY THOSE REGULAR PROGRAMS WHICH USE BMI-LICENSED MUSIC IN EVERY SHOW

CBS

Andy Griffith (weekly)
Brighter Day (daily)
Calendar (daily)
Candid Camera (weekly)
Captain Kangaroo (daily)
Checkmate (weekly)
Danny Thomas (weekly)
Defenders (weekly)
Dennis the Menace (weekly)
Dick Van Dyke (weekly)
Dobie Gillis (weekly)
Father Knows Best (weekly)
Garry Moore (weekly)
Gertrude Berg Show (weekly)
Gunsmoke (weekly)
Have Gun, Will Travel (weekly)
Hennessey (weekly)
Ichabod & Me (weekly)
I Love Lucy (daily)
I've Got a Secret (weekly)
Jack Benny (weekly)
Lassie (weekly)
Magic Land (weekly)

Marshall Dillon (weekly)
Mighty Mouse (weekly)
Mr. Ed (weekly)
Perry Mason (weekly)
Pete & Gladys (weekly)
Rawhide (weekly)
Route 66 (weekly)
Tell It to Groucho
This Wonderful World of Golf (weekly)
To Tell the Truth (weekly)
What's My Line (weekly)
Window on Main Street (weekly)

ABC

Adventures in Paradise (weekly)
Alcoa Premier (weekly)
American Bandstand (daily)
Bachelor Father (weekly)
Bus Stop (weekly)
Calvin and the Colonel (weekly)
Donna Reed (weekly)
Expedition (weekly)

Fight of the Week (weekly)
Flintstones (weekly)
Follow the Sun (weekly)
Hathaways (weekly)
Jane Wyman (daily)
Leave It to Beaver (weekly)
Margie (weekly)
Matty's Funday Funnies (bi-weekly)
My Three Sons (weekly)
Naked City (weekly)
New Breed (weekly)
Ozzie and Harriet (weekly)
Real McCoys (weekly)
Straightaway (weekly)
Target: The Corruptors (weekly)
Texan (daily)
Texan (weekly)
Top Cat (weekly)
Untouchables (weekly)
Yours for a Song (daily)
Yours for a Song (weekly)

NBC

All Star Golf (weekly)
Bullwinkle Show (weekly)

Cain's Hundred (weekly)
Concentration (daily)
David Brinkley's Journal (weekly)
Dick Powell Show (weekly)
Dr. Kildare (weekly)
Fury (weekly)
Hazel (weekly)
Here's Hollywood (daily)
Joey Bishop (weekly)
Laramie (weekly)
Loretta Young Theatre (daily)
Make Room for Daddy (weekly)
Make Room for Daddy (daily)
1, 2, 3, GO (weekly)
Our Five Daughters (daily)
Outlaws (weekly)
Price Is Right (daily)
Price Is Right (weekly)
Say When (daily)
Tall Man (weekly)
Thriller (weekly)
Walt Disney's Wonderful World of Color (weekly)
Young Dr. Malone (daily)
Your First Impression (daily)

SYNDICATED FILM SERIES TELECAST LOCALLY

Adventure Tomorrow
African Patrol
Americans
Aqua Lung
Bat Masterson
Beachcomber
Behind Closed Doors
Bengal Lancers
Best of Groucho
Best of the Post
Big Story
Blue Angels
Bold Journey
Bold Venture
Border Patrol
Boston Blackie
Brave Stallion
Brothers
Buccaneers
Californians
Cameo Theatre
Case of the Dangerous Robin
Casey Jones
Charlie Chan
Cheaters
China Smith
Cimarrón City
Circus Boy
Cisco Kid
City Detective
Code Three
Combat Sergeants
Commando Cody
Confidential File

Corliss Archer
Coronado 9
Count of Monte Cristo
Court of Last Resort
Cowboy G Men
Crossroads
Crunch and Des
Crusader
Dan Raven
Danger Is My Business
Danger Man
Dangerous Assignment
Davey and Goliath
Dayton Allen
Deadline
Debbie Drake
December Bride
Decoy
Deputy
Deputy Dawg
Dial 999
Dr. Christian
Duffy's Tavern
Eddie Cantor
Ellery Queen
Eve Arden
Everglades
Exclusive
Federal Men
Flight
Follow That Man
Frontier Doctor
Funny World
Gangbusters
Grand Jury
Great Gildersleeve

Greatest Headlines
Harbor Command
Hawkeye
High Road
Highway Patrol
Home Run Derby
How to Marry a Millionaire
Huckleberry Hound
Hunter
I Led Three Lives
I Search for Adventure
I Spy
International Detective
Janet Dean, RN
Jet Jackson
Jim Backus
Joe Palooka
Judge Roy Bean
Jungle Jim
Keyhole
King of Diamonds
Kingdom of the Sea
Kit Carson
Klondike
Lock Up
Mackenzie's Raiders
Man and the Challenge
Man Called X
Man From Cochise
Man Without a Gun
Man Hunt
Mark Saber
Martin Kane
Men Into Space
Men of Annapolis

Milestones of the Century
Mr. Adams and Eve
Mr. and Mrs. North
Mr. District Attorney
Navy Log
New York Confidential
Official Detective
One Step Beyond
Our Miss Brooks
Panic
Passport to Danger
Pendulum
People's Choice
Pony Express
Pride of the Family
Public Defender
Quick Draw McGraw
R C M P
Racket Squad
Ray Milland
Ripcord
Rough Riders
Science Fiction Theatre
Sea Hunt
Sergeant Preston
Seven League Boots
Shannon
Sheriff of Cochise
Silent Service
Sir Lancelot
Soldiers of Fortune
South of the Border
Squad Car
State Trooper
Stories of the Century

Supercar
Susie
Sweet Success
Tallahassee 7000
Target
Texas Rangers
This Is Alice
This Man Dawson
Tightrope
Tombstone Territory
Tracer
Trackdown
True Adventure
Tugboat Annie
Two Faces West
U.S. Marshal
Uncommon Valor
Uncovered
Unexpected
Vagabond
Vikings
Visitor
Walter Winchell File
Wanderlust
Wanted
Web
West Point
Western Marshal
Whiplosh
Whirlybirds
Willy
Wyatt Earp
Yancy Derringer
Yesterday's Newsreel
Yogi Bear

BROADCAST MUSIC, INC. 589 Fifth Ave., New York 17, N.Y.

Spot Ads Allow Market Control, Says TvB

'Selectronic' Concept Mark of the 'Pro,' Bureau Tells NAB

Chicago — "The more today's manufacturer knows about the standing of his own product in the market place, the more he knows he must shift his advertising weight market by market, year by year, product by product," the TvB reports in a new spot presentation, "Selectronic Marketing," first shown at the NAB convention here in the Conrad Hilton Hotel.

Advertising Support

"Just as TV defines the market, so spot TV affords the control, the advertising support within and between markets," said TvB. "Control is possible through the selection of commercial length, audience size, schedule frequency, schedule length, etc. This combination of selections, each possible for each market, creates Selectronic Marketing.

"Nielsen shows there are almost no universal products, no equal areas, no static maps," it was pointed out. The plain fact is, "only the advertiser who knows nothing of his products' markets can afford equal advertising weight. But the greater the advertiser's marketing knowledge, the greater the advertising control available.

Not Pattern of Medium

"For product after product, problem after problem, today's modern manufacturer is learning the wisdom of supporting his product rather than attempting to balance it, learning to control his own advertising support and to match his advertising with his market, not with the pattern of the medium," said TvB.

"The only way to do this is through market-by-market advertising decisions — a mark of the advertising professional — which take into consideration the ability to shift advertising weight, to control advertising weight. Control is the mark of the professional, the purpose of selectronic marketing."

British EMI Camera Lauded

West Coast Bureau of RADIO-TV DAILY

Los Angeles — The new British-made EMI cameras recently acquired and put into use by KTTV are made for one of the miracles of the Space Age—electronic filming—according to John R. Vrba, VP-general manager of KTTV Productions. He said it is particularly important that the EMI's 4½-inch tubes can pick up a broader-range gray scale picture

Revue to Make Pilot Of 'Gulliver' Comedy

"Gulliver," a new comedy series created and written by Jerry Layton and Bob Corcoran, has been set with Revue for a pilot. The program centers in a children's home.

Layton, one of TV's pioneer producers, who leaves for the Revue lot next week, said that he and Corcoran, a writer of wide experience, have been devoting the past several months exclusively to the planning and development of fresh ideas for TV. "After 'Gulliver,'" he said, "comes 'Spirits of '76,' a comedy-fantasy designed to 'help in the pursuit of happiness.'" Presentation and first script of "Spirits" are now with MCA who rep them.

In addition, Corcoran and Layton are currently completing the script for a third series: "Dunn — and Howe!" — about two young promoters with overdrive who, most of the time, find themselves splashing around in red ink.

RCA Equipment Sales Promotes Huntington

Appointment of Russell T. Huntington as manager, Government Sales, for RCA's two-way mobile radio activity has been announced by Abraham Fischer, marketing manager, Mobile Communications.

Huntington, whose headquarters are at the home office in Meadow Lands, Pa., will supervise equipment sales to federal government agencies. He was formerly associated with RCA's Missile and Surface Radar Division, Moorestown, N. J., in a marketing capacity.

'Swingin' at the Summit'

Los Angeles — Terry Gibbs and his group will provide the entertainment on KTLA's "Swingin' at the Summit" Friday. Woody Herman and vocalist Mary Ann McCall will join Gibbs.

than the normal 3-inch cameras.

In the electronic filming process, the TV shooting technique is used, but the picture goes directly to 16mm. film. The Tape is used as a back-up.

One of the first stars to take advantage of this new process is Jack La Lanne, who returned to KTTV Monday with his "Jack La Lanne Show." He will be seen Monday through Friday mornings.

Broadcast Educators Urge Internship for College Grad

Chicago — College training for broadcasters was discussed at the NAB convention by a panel of educators and broadcaster executives, with an eye toward establishing a period of internship following student graduation. C. Swartley, Westinghouse Broadcasting VP.

Panelists were Eldon Campbell, VP general manager of WFBM-TV, Indianapolis; Stanley Donner of Stanford Speech Department; Louis Hartman, TIO director, New York; Dr. Glenn Starlin, TV consultant in higher education at the University of the State of New York; P. A. Sugg, executive VP of NBC owned stations and NBC Sales, and Dr. Robert E. Sumner of Texas U.

At Odds on Program

They were in sharp disagreement as to whether a four-year program of industry training was the best possible method to prepare a potential broadcaster in the field.

Hausman said potential broadcasters should have a broad four-year liberal arts course, with emphasis on political sciences and humanities. He said, "A broad overview of the Communications Act to see what can or cannot be done is of prime importance in any course of studies."

Network Aspect Treated

The network aspect of college-trained broadcasters was discussed by Sugg, who said the "current courses in colleges offer professional broadcasting training are not tough enough. Broadcast standards and grading are low."

Sugg said it is the fault of educators that students are not trained in all aspects of communications, since they have allowed them to specialize in particular field. Stations are to blame, he said, since they are willing to settle for talent training in one small area.

A Prize That's Prized—Air Time for Salesmen

Cleveland—WERE has awarded \$3,000 of advertising to 25 salesmen who were winners in station's "Hats Off to Sales Contest." The audience was asked to mail in postcards with the name and line of salesmen. Winners were drawn from hundreds of entries by Richard DeChapman, head of the Greater Cleveland Growth Board. Each winner will receive five one-minute spots to run this month.

'MIGHTY MOUSE' BIG CHEESE AGAIN

Cartoon Star Re-Named To Aid UNICEF Campaign

The United States Committee for UNICEF (United Nations Children's Fund), for the second consecutive year, has selected Mighty Mouse, star of "The Mighty Mouse Playhouse" Saturdays on CBS-TV, as official ambassador for its annual fund campaign.

The flying mouse spearheaded the 1961 UNICEF Halloween "Trick or Treat" drive, in which 3 million boys and girls in some 11,000 communities collected a total of \$2 million. The annual campaigns aid sick and hungry children all over the world.

"Mighty Mouse Playhouse" is now in its sixth year on CBS-TV. The cartoons are produced under the supervision of William Weiss, VP of the Terrytoons Division of CBS Films.

MCA to Syndicate 'Checkmate' Series

The availability of The off-network series, "Checkmate," has been announced by MCA-TV Film Syndication Division. The CBS-TV program, which stars Anthony George, Doug McClure and Sebastian Cabot, is now being sold for local station programming, with 70 hours of the suspense dramas available for syndication.

Each hour of "Checkmate" stars one or more guest artists, including Jack Benny, Charles Laughton, Mickey Rooney, Julie London, Sid Caesar, Tina Louise, Cyd Charisse, Barbara Rush, and many more.

During its debut season on CBS for the 1960-'61 season, "Checkmate" topped all competition, attracting as high as 42 per cent of the national TV audience. It was the first new show to be rated in the Top Ten during that season. In the 1961-'62 TV year, "Checkmate" drew as much as 35 per cent of the national TV audience.

Kingsley at WJRT

Flint—Reporter David Kingsley has joined the WJRT news department. He will handle the "11 O'Clock News."

BECAUSE
MILWAUKEE IS DIFFERENT



**HOW MANY VOICES
 SHOULD SPEAK TO—AND FOR
 1,063,000 PEOPLE?**

Storer Broadcasting Company believes the printed word is not enough to inform, guide and serve 1,063,000 people. Thus, WTTI-TV* is now the authoritative broadcast voice in Milwaukee. It has a vital role to fill! . . . to agree when agreement is proper — to dissent when the occasion demands — to speak without fear or favor — and induce *action* when needed. This is another example of the way Storer suits its programming to the needs of the communities it serves. **IMPORTANT STATIONS IN IMPORTANT MARKETS.**

* Approved by FCC Television Rule, 1st.

LOS ANGELES KCBS	PHILADELPHIA WTRB	CLEVELAND WUW	NEW YORK WJW	TOLEDO WSPD	DETROIT WJLB	STORER BROADCASTING COMPANY
MIAMI WGLS	MILWAUKEE WTTI-TV	CLEVELAND WUW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJLB-TV	

Two ABC O-Os Buy \$1-Mil. SG Pix Packs

(Continued from Page 1)

chase of its Columbia Pictures "Post-'48" package and other major films. Robert Seidelman, SG syndication VP, said the buys, in each case involving "close to \$1 million," are the largest consummated by either station in their histories.

Now on 70 Stations

Included in both major purchases was Screen Gems' 210-title "Post-'48" Columbia Pictures group, the 65-title "Best of Universal" pre-'48s, and other outstanding SG feature films. The two latest purchases brings to 70 the number of stations with the "Post-'48" package.

WXYZ-TV plans to begin airing the features early in May on its late night "Hollywood Theatre," which will go seven-nights-a-week in July. KGO-TV will also slot the SG features in the late evening, with plans calling for an early Fall start.

Seidelman Cites Benefits

In commenting upon the sales to both ABC-TV O-Os SG's Seidelman notes that they come on the heels of the dropping of plans by the network to program through midnight or later for its affiliates. "Affiliated stations are now in a position to acquire programming for their own use and suited to their own market situations," he says.

Ask Storer
Television Sales
why

WJBK-TV

is the

No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • Bob Lawrence, head of Robert Lawrence Productions in New York, one of the busiest shops in the business, flew to Hollywood to talk about more TV commercials to be filmed on the Coast. . . . A tip of the Stetson to WNBC-TV, for continuing Buddy and Beverly Piper's "Bible Story Game" on Sundays . . . Mavis Cain has joined Sullivan, Stauffer, Colwell & Bayles as a copywriter . . . Room at the Bottom in Greenwich Village is trying to persuade TV comedy writer Jack Douglas to appear at the club for three weeks in May . . . Page Morton is cutting another LP shortly, based on the fine response to her first one on M-G-M, "May You Always" . . . Publicist Buddy Basch heading for a drive South (as far as Miami) for promotion on Apr. 5. He'll be gone 11 days.



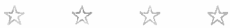
• • • Dirk Fredericks, another Kay Korwin client, is doing the announcing chores on Herb Wolf's "Window Shopping" . . . Have you heard about the exciting new idea Buddy Piper (co-creator of NBC-TV's "Concentration") has for a panel game showing the human side of celebrities? . . . Interesting sidelight on a recent NBC appointment. Seven years ago Bill Schwarz, Mark Olds and Grady Edney were teammates at KYW, Philadelphia, as producer-directors. Today they handle programming for three New York radio stations. Olds is program director of WNEW; Edney is national program director of Storer Broadcasting and responsible for the WHN operation, and Schwarz has just been named program director of WNBC.



• • • Why doesn't somebody investigate the credentials of those gorgeous extras used on big-cast TV shows; Not that we've anything against tasteful beauty but invariably the walk-ons turn out to be friends and confidants of network wheels, sponsors, affluent operators, agency contact men and sundry management nabobs, while legit actresses who need the kale go beggin . . . Established stars of a TV network are miffed that their futures are now in the hands of a former off-Broadway stage manager turned TV brasshat. And that exec has a penchant for suggesting to his bosses that they buy up the long-term contracts of the stars . . . Rip Taylor, the hilarious "crying comic," makes his third appearance on Ed Sullivan's CBS-TV show Apr. 29. His vaks are Taylor-Made . . . Arlene Golonka of "Come Blow Your Horn" and disc singer Howard Beder cozy corner at Bon Vivant.



• • • "If you come up with good scripts," Jackie Gleason told his four-man writing staff with him in the Atlantis Country Club, Lantana, Fla., "I'll send you all home by yacht—one for each of you." Jackie golfs as he works, touring the greens with his comedy crew, playing as much as 36 holes a day. . . . Syd Zelinka, Jimmy Shelton, Will Glickman and Walter Stone are his laugh-lenders . . . Unhappy that the passing from the Broadcasting scene (via retirement) of such a splendid enhancement as Kelvin Keech should go unrecorded by a special radio-TV program of his career highlights.



• • • Dick Rattazzi's son, Doug, who just finished two years overseas duties as an MP with the Marines, brought back the story of the German and Russian fishing on opposite sides of the river dividing the American and Russian zones. After a few hours, the envious Russian asked the German how he could catch so many fishes while he wasn't getting a nibble. "I guess," replied the German, "on your side they're afraid to open their mouths."



• • • Katyna Ranieri, Italy's foremost singing star jetted in from Rome Sunday for a tour of two major cities for Boy's Town of Italy. On Thursday, "Ball of the Year" at the Waldorf, New York City; on Monday at the Eden Roc Hotel in Miami. Katyna was a smash hit at the Persian Room of the Plaza Hotel last October and has been re-signed by Neal Lang, VP general manager, to open the Fall season Sept. 12 for four weeks.

Wolper to Produce 'Passing Yrs.' Skein

West Coast Bureau of RADIO-TV DAILY

Hollywood — Wolper Productions has signed to produce new TV series of 39 half-hour documentaries entitled "The Passing Years" for Ziv-UA.

Each program will deal with a different memorable year, using historical stock footage to retrace news and sports events, the fads and national crazes. The pilot covers 1927, and goes into production immediately.

'Monitor' Exec Named WJRZ News Director

Richard J. Jennings, former assistant managing editor for NBC's "Monitor" series, has joined WJRZ as news and public affairs director.

Lazar Emanuel, station president and also head of the parent Communications Industries Corp., induced Jennings to shelve temporarily a world-travel book return to active news work.

Jennings, with NBC from 1964 until last year, had resigned from "Monitor" following his round-the-world flight with "granddaddy" Max Conrad in a Piper plane order to write a book about Jennings' short-waved and photo observations were aired during the flight.

how i your imag

with y
communi
listen
agenc
advertis
and stock hold

hospitality suite
Pick-Congress Hotel
NAB Convention



W. J. GERMAN, Inc.

Agents for the Sale and Distribution of

EASTMAN FILMS

FOR TELEVISION

We take pride in our service to that large segment of artists, technicians and craftsmen whose skills are fruitful in supplying information and entertainment which speaks the universal language of the motion picture.

We count ourselves fortunate to be part of the great enterprise which enriches the lives of people throughout the world via the screens of television, motion picture theatres, halls, homes and meeting places.

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LONGacre 5-5978

Hollywood:
6677 Santa Monica Blvd.
HOLLYwood 4-6131

Chicago
6040 N. Pulaski Rd.
IRving 8-4064

HTS Boosts Sales Via Stripped Serials

West Coast Bureau of RADIO-TV DAILY

Hollywood — A campaign to have Hollywood Television Service adventure serials played off on a "stripped" basis with no more than 24 or 48-hour intervals between chapters, has won new interest from TV programmers, HTS general sales manager David Bloom said. He explained that the short period "permits the viewer to follow the story line better."

The latest flurry included sales to KAKE-TV, Wichita; KPAC-TV, Port Arthur, Tex.; WKAQ-TV, San Juan, P. R.; KLFY-TV, Lafayette, La.; KCSJ-TV, Pueblo, Colo., and KSWB-TV, Elk City, Okla.

Titles in "Adventure Serial Theatre of the '50s" include "Radar Patrol vs. Spy King," "Invisible Monster," "Desperados of the West," "Flying Disc from Mars," "Trader Tom of the China Seas," and "Zombies of the Stratosphere." The serials generally form part of a daily kiddie hour.

Ad Agency Group Hears 3 Net Credit Experts

Edward J. Roth, manager, Treasurer's Department of NBC; Fred Schaefer, credit manager of CBS-TV, and John J. Murray, credit manager of ABC, addressed the Advertising Agency Financial Group of the New York Credit & Financial Management Association at last week's luncheon meeting.

Topics discussed were billing systems and associated financial problems of interest to the group. Shelby Page of Ogilvy, Benson & Mather, president of the group, led the meeting which was attended by over 80 representatives of leading agencies.

His Own Double

Houston — Glenn Barber is doubling between his regular weekly stand at "Cook's Hoedown," and a featured spot on KIKK on weekends with a country record show. He records for United Artists.

New Chuck Wagon But Same Corral

Washington Bureau of RADIO-TV DAILY

Washington — Steve Allison's WWDC show started remote originations this week from a new spot—The Black Gun restaurant. For the past few years it has originated from The Black Saddle restaurant.

Making Convention Official



A beaming twosome at Official Films' hospitality suite, 3011 Executive House, consists of Seymour Reed (right), president of the TV distributing company, and Russ Raycroft, a VP. Also representing the distributor at the NAB convention are Robert A. Behrens, general manager of syndicated sales, and account execs Allen Ash, Stan Byrnes, Al and Maury Lanken and Chris Remington.

TV ADS ARE BEST GAUGE OF NEW GOODS: SCHWERIN

The use of TV stands out as the most positive constant of all the variables that go into the formula for predicting public acceptance of a new product or innovation, according to Schwerin Research Corp. It reasons that "in reality, this is how most new consumers are introduced to most new products.

Some other methods, says SRC — which itself occasionally uses radio commercials or slide photographs — include showing people pictures, reading them alternative headlines or copy play platforms or placing the product itself in their grasp.

Synthesis Stressed

But TV, the company continues, synthesizes sight, sound, motion and illusion and offers the most complete exposition of the gratification promised by the product.

A new product idea may be pre-tested in any stage of development, even before it is manufactured, SRC claims, by use of the rough commercial technique. In this way even a partial commitment to marketing can be bypassed, with consequent economizing of major proportions. Rough commercials may be structured to pre-test variations of idea, design, or presentation quickly and economically, SRC concludes.

Tops in Maine

Portland — Don MacWilliams, sports director of WCSH-AM-TV, has been named Sportscaster of the Year for Maine by his contemporaries in the state, according to the National Sportscasters and Sportswriters Awards Committee.

ETMA Changes Call Of Ch. 13 to WNDT

Educational TV for the Metropolitan Area has received FCC approval to change Channel 13's call letters from WNTA-TV to WNDT, it was announced by Dr. Samuel B. Gould, ETMA president.

He said WNDT stands for New Dimensions for TV. The station, which will start broadcasting on a regular basis in September, is now experimentally televising test pattern and audio tone daily from 1-8 p.m.

Heffner 'Delighted'

Richard D. Heffner, Channel 13 general manager, said, "We are delighted to have Channel 13 back on the air again as we test our various transmitter strengths and contrasts in order best to serve our entire coverage area. This will enable set owners and TV repairmen to make set adjustments, where necessary, long before WNDT starts regular broadcast service."

Schools Set for ETV

San Antonio — In a combined purchasing program, the San Antonio and Harlandale Independent School Districts contracted for 264 TV sets for use in the KRLN-TV ETV programs, which will begin Apr. 9.

Eager Backers Crow Ernie's Bandwagon

Tennessee Ernie Ford's new daytime series on ABC-TV kicked off yesterday with an ST sponsorship status, according to Edward Bleier, the network's VP for daytime sales.

List of Sponsors

Sponsors signed up before the show even took the air included Bristol-Myers and Johnson Johnson, via Young & Rubicam; Lever Brothers, via Foote, Cone & Belding; Thomas J. Lipton, via Edward H. Weiss & Co.; Remon-Puritan, via Lilienfeld & Co.; Sunshine Biscuits, via Cunningham & Walsh, and Williams Breakfast Vitamins via Park Agency.

Bleier said that bookings to date are in excess of \$2.2 million.

TeleSynd Syndicates 'Ray Bolger Show'

"The Ray Bolger Show," a new network TV series a few seasons ago, will be put into syndication this week through TeleSynd, a Warner Corp. division. Song-and-dance-man Bolger portrays a musical-comedy star.

TeleSynd also syndicates "The Lone Ranger" and has sold the series in 40 markets to date.

STORK NEWS

Bob Anderson KABC newsmen and his wife became the parents of a girl, Laurie Sue.

Mr. & Mrs. Howard Weiss became parents of a girl, Gabrielle Marie. Weiss is an account executive for KNX, Los Angeles.

A boy, Andrew Scott, was born to Bob and Pam Burke. Dad is account executive with Young-T

Sal and Betty Cappello became parents of a boy, David Michael. Father is an announcer at WWC Waterbury, Conn.

KUON-TV Will Salute National Library Week

Lincoln, Neb.—KUON-TV will present "The World of Books" Monday as a salute to National Library Week. A discussion program that will include an anthropologist, a librarian and a graduate student of English literature will cover the importance of books in these fields.

NOW DISTRIBUTING

OVER 1200 FILMS

FOR WORLD-WIDE TELEVISION

INCLUDING

- 169 Post '48 and Post '50 Features
- 74 Post '50 "Action Theatre of the 50's"
- 180 "Adventure Serial Theatre of the 50's"
- 123 GENE AUTRY — ROY ROGERS Library
- 188 Outdoor Action Features
- 40 "THE MIGHTY 40" Features
- 33 Mystery Features
- 26 Comedy Features
- 5 "Shock" Features
- 65 One Hour Features
- 137 "Special" Features

- 85 Half-Hour Serials
- 39 Half-Hour **STORIES OF THE CENTURY**
- 39 Half-Hour **FRONTIER DOCTOR**
- 12 Half-Hour **COMMANDO CODY (SKY MARSHAL OF THE UNIVERSE)**
- 13 Half-Hour **STRYKER OF SCOTLAND YARD**

Many Available in SPANISH, FRENCH, ITALIAN, GERMAN, etc.

HOLLYWOOD TELEVISION SERVICE

A Division of Republic Corporation

4024 Radford Avenue, North Hollywood, California

David Bloom, General Sales Manager



Visit Hospitality

Suite 1124

CONRAD HILTON Hotel

Educators' Survey Proves Magnelism Of Industry Career

Chicago — Men and women in radio and TV are relatively young and well-educated and are happy with their choice of a career, according to an extensive personnel survey which also found that a chief industry problem is locating qualified employees — particularly newsmen and continuity writers of high caliber, and good salesmen.

A 96-page report on the survey, entitled "People in Broadcasting," was released by the Association for Professional Broadcasting Education and the NAB during an APBE meeting.

Conducted jointly by the APBE and NAB, the survey produced answers to questionnaires from 2,345 managers, employees and former employees of both radio and TV stations in all market sizes. Here are some of the findings in the report:

Radio managers average 41 years of age; TV managers, 44 years of age. Radio and TV employees average about 35 years of age. The typical TV manager earns about \$20,000 a year; his radio counterpart about \$12,500 a year. The typical radio employee earns about \$6,500 annually, while the typical TV employee earns about \$8,700 a year.

TV Pay Better

About a third of all general managers in both radio and TV moved into their present jobs from positions of sales managers. One out of five moved up from program manager. Both management and employees were happy with their decision to go into broadcasting as a career. About 99 of every 100 TV managers felt they made a good decision to get into broadcasting. About 93 of every 100 radio and TV employees felt the same about their decisions.

High Education Level

Broadcasting personnel have a high educational level. One-half of the managers graduated from college and another third attended college but did not graduate. All but 6 per cent graduated from high school. The great majority of radio and TV managers finished in the first or second quarter of their classes at all schools attended.

About 94 per cent of all employees also graduated from high school, and about one third graduated from college. The employees also showed high class standings with the great majority placing in the first or second quarters.

Warn of Traffic Snarls

Dallas — Local drivers are being forewarned of traffic snarls on WRR's "Final Traffic Reports."

Scene at the Convention

(Continued from Page 1)

preparations for his stations' tour for conventioners . . . Meyer Shapiro and Hy Reiter of BMI had a few anxious moments on checking in as they tried to locate other members of their official "family" . . . Bill Wyatt, his winter suntan missing, trying to explain how he was able to talk A. C. Nielsen toppers into allowing him a much-needed vacation . . . Billie Banks paging his sister, Dolly, owner and operator of Philadelphia's WHAT . . . Jack Pegler and his son, Bill, hadn't quite set down their bags before they were deep in discussion with some broadcasters on merits of the new Zoomar Lens developments . . . Gordon Gray, retiring president of the Broadcast Pioneers, welcomed by his many friends, helping him recover from the recent shock of his wife's untimely death . . . On a one-day stopover in Chicago: Marty Roberts, former NTA pubrels director, en route to open an office in LA, where his first new account is to be Gadabout Jaddis Productions . . . Fully recovered from a protracted illness, Hal Tate, RADIO-TELEVISION DAILY's Chicago correspondent, accompanied by the missus, doing a bit of handshaking among the incoming convention folks . . . Chris Witting of Westinghouse, Pittsburgh, had a royal welcome awaiting him from BMI chieftains whom he was to join at their organization dinner . . . In the height of fashion, Peggy Stone garbed in a bright-red Parisian outfit, which she advised friends was actually made and purchased by her in Israel.

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Sidney J. Wolf, E. R. Peterson and Charlotte Tucker, Keystone Broadcasting System execs, urgently calling for hotel help to set up their hospitality suite before the mad rush begins . . . Stan Kaplan, president of Mars Broadcasting Corp., holding three station operators enthralled with his soft-sell pitch on his firm's newest offerings . . . N.Y. Herald Tribune radio-TV columnist Dick Doan, checking a list of "must see" network officials after flying to the Windy City via American Airlines . . . Joe Herold breaking the news to lots of his pals that he has resigned from Mullins Broadcasting, Denver, to become general manager of the Hawaiian Broadcasting System, Ltd., Honolulu . . . No one could eavesdrop on that absorbing discussion Walter Schwimmer was having with Tom Davis of Chicago's WAAF . . . Congenial Bill Walker being backslapped in praise by scores of NAB members for his evident hard work in preparing for so much of the convention arrangements.

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Like the really seasoned newsman he is, Oliver Gramling, the Associated Press' distinguished general manager for radio and TV, refusing to be concerned with a broken wrist that had his arm encased in a leather binding to his elbow. Gram insisted on helping Community Clubs Awards prexy John Gilmore with his baggage! . . . Premium-specialist Hy Finkelstein of Logo Ad Co. demonstrating his latest key attraction to a cluster of enthusiastic onlookers . . . With his accustomed aplomb and thoroughness, Mike Foster is frequently spotted directing network publicity aids to get maximum coverage of ABC events . . . Some inside tips on good buys of FM stations, that are in increasing demand, were being offered by R. C. Crisler, a dean of the industry's brokerage field . . . Latest word on radio happenings in St. Louis, Milwaukee and Dallas blows into town with John F. Box, Jr., Balaban managing director, and his gallant crew of executives . . . Is there any special significance in the fact that many of the topmost station rep firms have established headquarters at Executive House, within easy reach of the Hilton.

New 'Demand Radio' Concept Shuns 'Top 40' Programming

Chicago — Radio programming service emphatically not based on "Top 40" is being offered at the NAB convention in Mars Broadcasting's new "Demand Radio," concept, which is being geared to stations in top markets.

Robert V. Whitney, Mars' executive VP, said here that the need for a radically new program service was clearly indicated by changes in rating patterns and the trend toward more polished production.

"There is a vast listening audience available to those stations which do not use Top 40," Whitney said, "and to secure this audience, a station must supply a carefully-constructed sound of its own that is dynamic, well-produced and above all, having a consistent direction. 'Demand Radio' is designed to meet this need with a completely new programming idea, imbuing everything on its client's schedule with a highly-produced sound."

Variety Tent Clears 51 G's in Indianapolis

Indianapolis — The Indianapolis Tent of the Variety Club reported a net profit of \$51,991.38 from its 18-hour telethon last February on WFBM-TV for the benefit of the Crippled Children of Indiana, Retarded Children of Indiana and the Indianapolis Police Athletic League.

The cost of the TV time was donated by the station, except for payment to the production staff for overtime. Local performers were also paid the Equity minimum fee.

Total funds collected were \$78,569.67, but expenses reached \$26,578.36, officials reported. This included a \$5,000 fee to the Pittsburgh PR firm that produced the event, also Actors Equity minimum fees and traveling expenses for the five TV and film stars who appeared and the cost of the telephones installed in the lobby of the Claypool Hotel.

National stars appearing were Lorne Greene, Bruce Yarnell, Tom Kirby, Betty Johnson and Ma Donald Carey. The \$51,991 will be used to send children to Summer camps.

Adlai Program Hosts UN Contest Winners

The three regional winners of the American Association of United Nations High School Contest will appear on "Adlai Stevenson Reports" Apr. 15 on ABC Radio and TV (at different times).

The winner from New York and California originally was scheduled to appear Sunday, but that was postponed by an important discussion UN Ambassador Stevenson had with Sen. Hubert Humphrey (D., Minn.) on program.

The contest, sponsored jointly by the American Association of the UN, ABC and the program was a written exam to determine students' knowledge of the UN and its functions.

Wheeler to KOTV-TV

Tulsa — Dick Wheeler, formerly of WFAA, Dallas, has joined KOTV-TV as news director.

Radio Promo Doubles Vicks Cough-Drop Sales

Wheeling, W. Va. — "Sales of Vicks cough drops were increased by 200 per cent during the 'Vicks Prom' promotion on WWV. Paul Williams, sales manager for Zarnits Brothers groceries said in a report to IGA grocers.

*“There Is Nothing
More Powerful Than An
Idea Whose Time Has Come”*

AL PETKER

Personality Scope

328 South Beverly Drive
Beverly Hills, California

Everyone in Cleveland To Be a Boy Scout

Cleveland—In cooperation with local florists, WJW will award a bouquet of flowers daily from now till the end of June to the citizen who performs a "Deed of the Day." Winning citizen will be selected by the station's newsmen, and his name and the nature of his act announced over the air.

Radio-TV Stars Aid Easter Seal Campaign

Radio and TV is well represented in the entertainment industry's drive to help crippled children in the 1962 Easter Seal Campaign.

TV spots have been released to 475 stations featuring Efram Zimbalist, Jr., star of ABC-TV's "77 Sunset Strip" and singing-dancing headliner Mitzi Gaynor. "Bugs Bunny" will appear in a color spot in a number of TV shows.

The Keystone network is giving full support through use of live spots.

Maureen O'Hara is serving as Easter Seal Campaign chairman for the Crippled Children's Society of Los Angeles County. Debbie Drake, whose daily calisthenics show originates at WISH-TV, Indianapolis, and is carried on 80 stations, is state chairman for Indiana's campaign.

Radio will broadcast almost 1,800 recordings on behalf of the drive. The messages feature Barbara Stanwyck, Victor Borge, Steve Allen, Jayne Meadows, Ronald Reagan, Pearl Bailey, Mitch Miller, Johnny Mathis and FCC chairman Newton Minow among many others.

Changes and Additions

Ft. Wayne, Ind.—Bob Dean has been named news director of WGL, replacing Don Hoyle who has moved to the sales staff. Don Straub, formerly with Ft. Wayne Newspapers, Inc., has joined the station as continuity writer.

'Oh My Aching DJ—' Kennedy Was Right!

Columbia, S. C.—"Kennedy was right," conceded WIS deejays John Wrisley and Dave Wright, after riding a tandem bicycle from here to Lexington, 14 miles away last week. Object of the trip was to show that Americans are not as physically soft as the President has suggested; outcome is that Wrisley and Wright are now convinced he was too, too right.



By PETER C. DAVALLE

• • • BBC Director General Hugh Carleton Greene, currently in the U. S. on a three-week visit, shattered the popular conception of him as a "culture-vulture" before he left London for his trip. The man about whom it had always been thought that BBC's highbrow programs such as "Monitor" and "Panorama" were his favorites, told reporters that he just loved watching Westerns on TV. "I could never see 'High Noon' too many times," he said . . . Mrs. Greene? She is strictly anti-Westerns, preferring information programs such as "Panorama."

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• • • U. S.-born Hannah Fisher, former owner of Britain's defunct Walton Studios and producer of such TV series as "The Four Just Men" and "Robin Hood," has acquired an interest in PayVision, a new system of toll-TV. Her husband John is with her in the venture . . . Equipment is being designed by Marconi's Wireless Telegraph and there's a demonstration in London this week . . . Television signals would be distributed to homes by co-axial cable. System does away with coin boxes, favors payment by account.

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• • • BBC-TV's nationally-networked movie program "Picture Parade" devote a big chunk of their edition next week to Crosby and Hope, and their new screen comedy "Road to Hong Kong," filmed over here . . . Bing and Bob filmed a 10-minute cross-talk act specially for "Picture Parade." The spot ends with the two stars singing "It's Teamwork" . . . Script for the Crosby-Hope routine was specially written by British scriptwriter Denis Goodwin.

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• • • Videotape of the Grand National, the world's greatest steeplechase, run over here on March 31, was made by the American Broadcasting Company and flown by jet to New York immediately after the race. Operations were in the hands of four U. S. TV men, working at the Aintree course, on the program "Wide World of Sport."

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• • • The Ted Heath Orchestra, widely acclaimed during its U. S. tours, will be carrying the banner of British hopes against the rest of the world in the Montreaux TV Festival at the end of April. Their show, "Big Band Concert," to be screened by BBC-TV this week, will be the official British entry (Britain won the Golden Rose award last year with its "Black and White Minstrels") . . . Another big hit in the U. S., British singer Joan Regan (she was at New York's St. Regis Maisonette recently) starred in Val Parnell's Palladium Show on TV on Sunday night.

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• • • ITN newscaster Huw Thomas, "darling" of British women viewers, is in hospital for treatment for a stomach complaint . . . British comic Dibgy Wolfe goes to Hollywood later this year to appear in a new TV situation comedy series . . . American Grand Award-winning series "Medic" makes its British TV bow on Border Television.

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• • • Philip Otten, chairman of Philips the TV and electrical people, says that color TV is still "far from a real take-off" until a completely new TV tube is designed . . . But British color TV systems are still busily being tested over here . . . Latest demonstration was given jointly by Rank Cintel and EMI—a three color vidicon-type camera, connected to a Rank-Cintel color projector which threw a picture on to a six-foot directional screen.

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• • • Granada TV has been refused permission to televise the count at next month's vital Stockton-on-Tees by-election. Reason given: the town hall is too small to take the equipment and cameras. But, say Granada, all the units can be contained on a platform over one of the doors. And the company will go on fighting for permission.

Outlet Goes Shipboard For Seattle Fair

Tacoma — KTNT-TV has contracted to move its studios in the British luxury liner "Dominion Monarch," which will arrive in Seattle in June and be berthed there for the duration of the Seattle World's Fair. The ship will also provide hotel and restaurant accommodation for visitors to the Fair.

Champion Spark Plug Buys Cousino Corp.

Toledo — Controlling interest in Cousino Electronics Corp., Toledo, has been acquired by Champion Spark Plugs Co., it was announced by Bernard A. Cousino, president of the electronics company and Robert A. Stranahan, Jr., the president of Champion.

Pioneer in Development

Cousino Electronics has been a pioneer in the development of an endless, self-rewinding magnetic tape loop for broadcasting of spot announcements or an entire program.

Outside the radio broadcasting area, the company has developed applications of its products in a wide variety of fields including education, music, sales promotion, industry, and missiles.

Fedderson Promotes Judy Specht in Casting

West Coast Bureau of RADIO-TV DAILY

Hollywood — Judy Adkins Specht, casting director for the Fr MacMurray TV show, "My Three Sons," for the past two seasons has been named casting director of Don Fedderson Productions, in charge of talent placement of upcoming company production, including both entertainment and commercial activities.

First chore of Mrs. Specht, her new assignment will be the casting of all roles in next season's "My Three Sons" program.

Arnold Air Society Gives Award to NBC

The Arnold Air Society will honor the TV industry for the first time when the Hoyt S. Vandenberg Award for 1961 is presented to NBC Apr. 13, for "outstanding contributions to aerospace for national security." NBC News correspondent Roy Neal, who has covered many of the nation's major space events, will accept the award for NBC.

Tomorrow Predicts Super TV in 1960s

FROM THE ENTERTAINING WORLD OF MGM TELEVISION

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Less than a year ago, the young man on the cover was known by a few people as a promising new MGM actor. Today, millions call him Dr. Kildare.

Such is the business of television. Richard Chamberlain is one of television's brightest new stars. The Kildare series is one of only four new network shows to reach the top ten in viewer popularity.

And such is the entertainment heritage of Metro-Goldwyn-Mayer. From this unexcelled background of experience, talent and facilities, MGM offers a wide range of programming for all television. Memorable motion pictures and features from over 30 years of production are attracting new audiences on television. New product is created originally for television. Broadcasters can rely upon MGM Television as a source for quality entertainment - attractive to audiences and advertisers - year after year.

A continuous supply of programming material is made available to networks and individual stations. Presented here are those television projects and availabilities current in the Spring of 1962.

New television projects include: The 11th Hour, Zero One, Buttons, 333 Montgomery.

Tuesday Predicts Strong TV 'in Down Weeks'

Tap latch

NETWORK

DR. KILDARE ■ NATIONAL VELVET ■ FATHER OF THE BRIDE ■ CAIN'S HUNDRED



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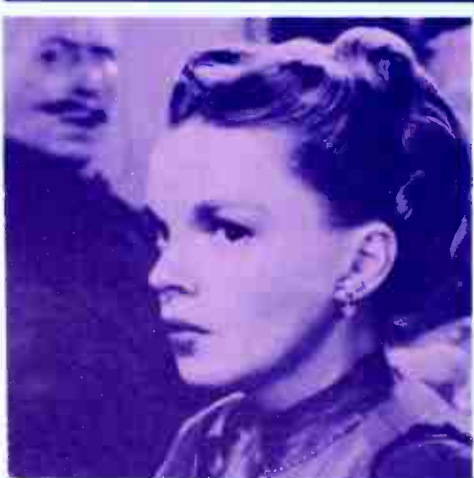
The finest films of the fifties now playing in over 55 markets covering 60% of U. S. Television homes.

30/61

THE ACTRESS
AFFAIRS OF DOBIE GILLIS
APACHE WAR SMOKE
BAD AND THE BEAUTIFUL
BATTLE CIRCUS
BIG LEAGUER
CARBINE WILLIAMS
CHALLENGE TO LASSIE
CREST OF THE WAVE
IN THE GOOD OLD SUMMERTIME
KIND LADY
LADY WITHOUT A PASSPORT
LONE STAR
THE MARAUDERS
MR. IMPERIUM
NEPTUNE'S DAUGHTER
NO QUESTIONS ASKED
PEOPLE AGAINST O'HARA
THE RED DANUBE
REFORMER AND THE REDHEAD
ROYAL WEDDING
THE SCARLET COAT
THE SECRET GARDEN
SKIPPER SURPRISED HIS WIFE
THAT FORSYTE WOMAN
THAT MIDNIGHT KISS
TO PLEASE A LADY
THE WILD NORTH
YELLOW CAB MAN
YOU FOR ME

30/62

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ALL THE BROTHERS WERE VALIANT
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BHOWANI JUNCTION
BORDER INCIDENT
CAUSE FOR ALARM
CONSPIRATOR
CRISIS
THE DOCTOR AND THE GIRL
DON'T GO NEAR THE WATER
FORBIDDEN PLANET
GIRL IN WHITE
HER TWELVE MEN
INVITATION
IT'S A BIG COUNTRY
THE LAST TIME I SAW PARIS
MADAME BOVARY
MOGAMBO
MOONFLEET
THE OUTRIDERS
PAGAN LOVE SONG
PLEASE BELIEVE ME
RIGHT CROSS
ROGUE COP
SCARAMOUCHE
SCENE OF THE CRIME
SMALL TOWN GIRL
SUMMER STOCK
TENSION



Turrow Predicts Space TV in Next Weeks

Tap latch

FEATURE FILMS

OVER 700 PRE '48 FEATURES • POST '48 FEATURES 30/61 • 30/62

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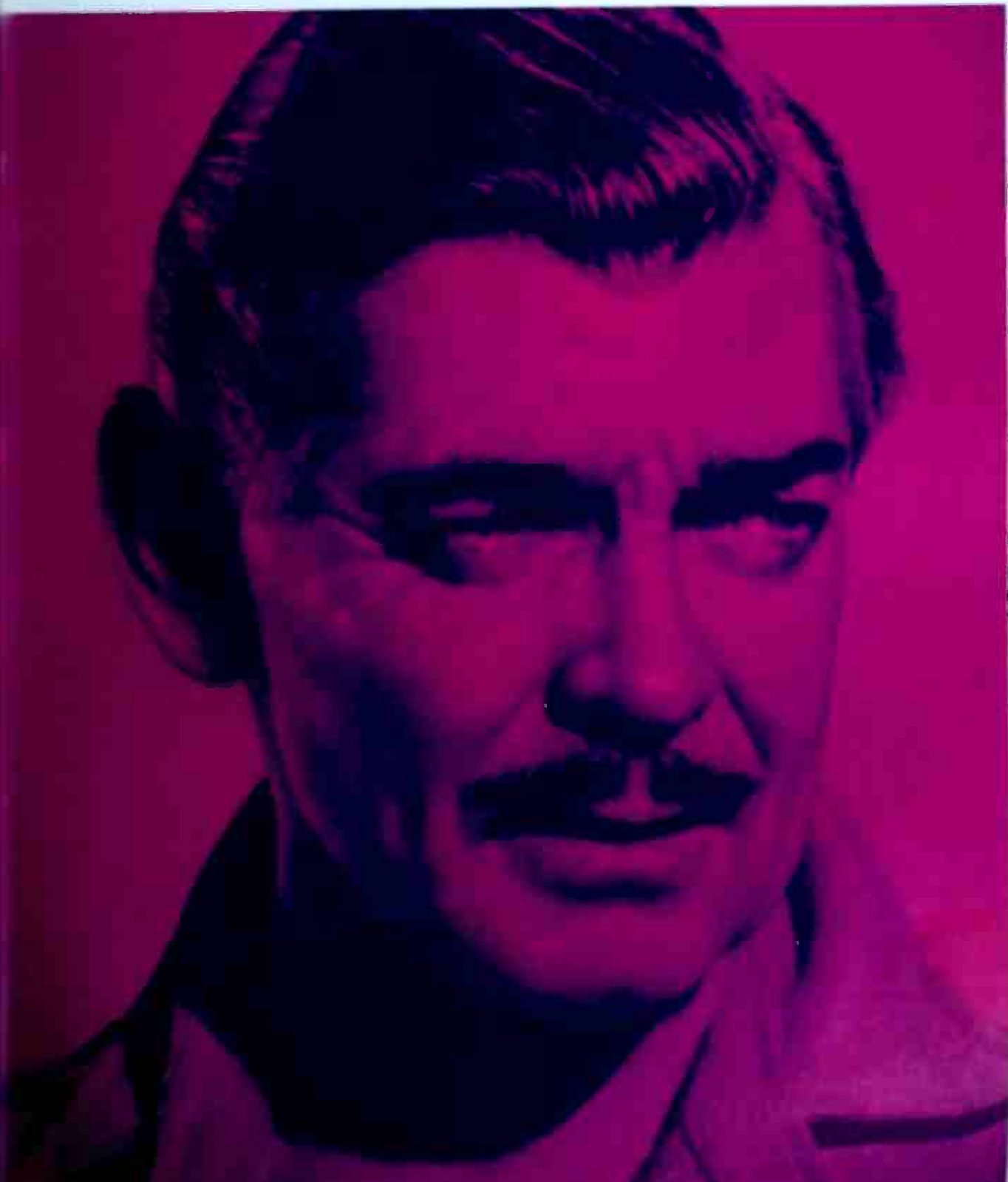
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ANNOUNCEMENT

"Cain's Hundred" now available for fall start. 30 full-hour programs starring Mark Richman.

Tomorrow Predicts Space TV in Next Weeks

Tap latch

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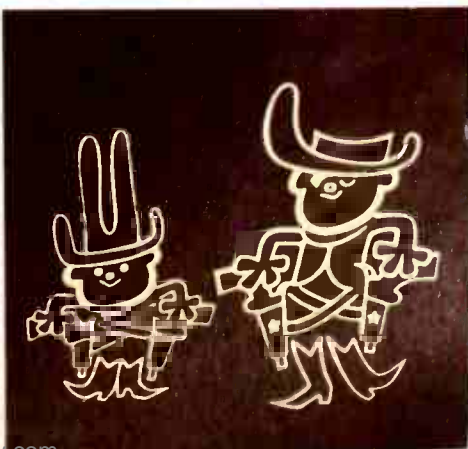
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SHORT SUBJECTS

OUR GANG ■ MGM CARTOONS ■ PETE SMITH ■ THE PASSING PARADE
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Metro-Goldwyn-Mayer Television ■ New York | Chicago | Culver City | Toronto



Murrow Predicts Space TV 'in Bare Weeks'

NAB Chief Reveals Video Satellite Shoot Ready at Canaveral

(Continued from Page 1)

to see "what this court, which is of such great importance to our Democratic system, really like. Let the people hear brilliant arguments of the advocates, see the judges at work, get an exciting experience for the people; what a meaningful this would prove in developing understanding of our government here and all over the world." Earlier in the day, as the NAB's annual convention opened at the Conrad Hilton Hotel, NAB Director Edward R. Murrow told the broadcasters that global TV via space satellites will be a reality "in the matter of a few weeks."

"We shall switch live from Bagdad to Bombay, as easily as we now switch from Boston to Baltimore," he said. "It will mean TV from America, from Europe to the Far East — all simultaneous and instantaneous."

Murrow was the recipient yesterday of the NAB's distinguished service award by Collins as a broadcaster "in the finest and truest professional meaning of the word."

All the broadcasters, assembled from all 50 states and abroad, Murrow declared that the new power to communicate by a space satellite means they must show even heavier responsibilities than they now have.

USIA 'Deeply Involved'

USIA, he revealed, is already deeply involved in forthcoming use of satellite telecasting. Murrow said:

"In the matter of bare weeks, there will fly from the launching pad at Cape Canaveral a missile carrying in its head a small near-spherical capsule which will give us TV in the heaven. We shall beam a signal from the State of Maine to the satellite orbit. That signal will return to earth in Europe, and a new era in communications between continents will be on the way."

Won't Bring Wisdom

Murrow warned his audience that "celluloid is a valuable commodity" in the volatile world in which we live. For those who worry, he said, "we must show concern and consideration for its use." Then Murrow added:

"Global TV will not bring more wisdom to our minds; it will only give wider dissemination to what our minds have to say." He cautioned the Assembly:

Whitney Blake to Reign As N.C. Festival Queen

Wilmington, N. C. — NBC-TV stars Jack Lescoulie and Whitney Blake will be emcee and queen, respectively, of the annual North Carolina Azalea Festival being held here Thursday through Sunday.

"When you put your tapes and your kines in your salesmen's bags you should have regard for what goes into it, as well as for what you hope it brings back."

In his speech at the management conference luncheon, Collins said: "Despite some differences which broadcasters have had with the FCC and other branches of the Federal government, at balance this has been a rather successful year for the NAB in its government relations."

Turning his attention to on-the-air editorializing, Collins called this "one of the most sensitive needs facing broadcasters," and continued:

'Fraught with Danger'

While the field is fraught with danger, and it was made clear that no professionally unprepared station should attempt to editorialize we should take full advantage of this great potential for service to the public and for the enhancement and prestige and influence of broadcasters."

He said there has been a developing understanding for greatly increasing the liaison between the Code Authority staff and the network department responsible for code administration.

The first line of defense against undesirable government interference, Collins told the NAB membership, is the individual broadcasters' own self-discipline. Beyond this comment he added:

"We have the built-in protection of voluntary collective action to encourage and make more certain individual self-discipline. And this we provide with our Codes."

Collins called for immediate action on the problem of "over-population of radio." A new committee, he said, is exploring this vexing matter in depth.

Although the NAB has taken a firm position before Congress in support of all-channel TV receivers, he said, there is "equal firmness" insisting that the broadening of UHF service should not occur in a manner to destroy or diminish the services of VHF broadcasters."

As for hearings such as the FCC

Giant Building Crane on Tap For Camera at Golf Match

Augusta — A TV camera operating at the top of a 100-foot building crane has been added this year to CBS-TV's efforts to cover the Masters' Golf Tournament here Saturday and Sunday. A further refinement will be the use of three-dimensional breakaway maps simulating the last four finishing holes.

RCI Execs Explain 'Total Scope' Plan

Chicago — Radio Concepts' package of custom-created "total scope" features is being presented at the RCI hospitality suite 1135A, Conrad Hilton Hotel here. Founders Al King and Philip Meltzer and exec VP Don Purcell explain how "a station's own salesmen can sell the RCI creativity, enabling the entire profit to go to the station."

"This is one package that will not sit on the shelf," King claimed. "It must build station revenue at a cost of pennies, because it was specifically timed and tailor-designed for sales to local accounts."

Broadcast Bureau Okays New Outlets, Stereo Bids

Washington Bureau of RADIO-TV DAILY

Washington — The FCC's broadcast bureau has granted a new AM station on 1 kw, directional antenna, daytime, to Peter Viotti, Cottonwood, Ariz.; a new AMer, 1 kw, to Radio Centre, Centre, Ala., and a new Class B FMer to Paul Dean Ford, Terre Haute.

The bureau also granted subsidiary communication authorizations on a multiplex basis to Plentywood Broadcasting, Plentywood, Mont.; to WNNJ-FM, Newton, N. J.; to WTVN-FM, Cincinnati, and Aztec Radio, Phoenix.

probe in Chicago, Collins declared:

"It is justified only if there appears substantial cause for the commission to consider revoking or refusing to renew a license . . ."

"It is unfair and unwarranted to bring under question all licenses in a market . . . and subject them to the cost of distraction involved to provide information for the commission to use for some undetermined or undisclosed purpose." The TV Code Review Board has been authorized, he said, to be increased to nine members which will allow for the appointment of one member from each of the networks. NAB now has 2,439 radio and 383 TV members, Collins reported.

2,959 Members, plus Webs

These stations, plus associate membership, now gives the NAB a total of 2,959 members plus the networks—a gain of better than 6.5 per cent overall.

Director Frank Chirkinian, who will cover the event at the Augusta National Golf Club with CBS Sport exec producer Peter Molnar and Bob Dailey, revealed some of the staggering statistics behind the coverage.

There will be 13 or 14 cameras to pinpoint the event's major developments over the large course with most having the latest zoomar lenses. Chirkinian, in the main remote truck at the clubhouse, will have a choice of nine pictures on his monitors. Most of the cables are in underground conduits to prevent on-lookers from tripping.

Cost Half Million

Cost of the equipment exceeds \$500,000. It takes three trucks, housing 40 tons of electronic devices, 72 hours to travel the 800 miles from New York headquarters. Some 90 engineers, technicians, directors and other specialists will collaborate in the production.

The CBS leaders behind the scenes also hire 14 to 16 college boys who know golf, to roam the courses with walkie-talkies, feeding back results hole-by-hole and shot-by-shot. All scores come into a master station and are then fed to various points.

Chris Schenkel, Jim McArthur and John Derr will be the sportscasters. The Travelers Insurance Companies and Arrow Sport Shirts will sponsor the telecasts.

Girl Scout Show Hosts

St. Louis — "Miss Joan," of KTVI's "Romper Room," and Bruce Hayward, public affairs director, have been chosen to host the Girl Scouts' 50th anniversary Fashion Show Apr. 28.

New Campus Kitchen Serves As Bomb Shelter

Seattle — One new aspect of modern college building programs emerged on KING's "Niteline" when host Bill Terry invited members of seven Puget Sound U., Tacoma, fraternities to describe the newly completed \$900,000 housing project on the campus. It was revealed that a kitchen—centrally located underground—can be converted into a bomb shelter for over 1,000 people.



By HAL TATE

NAB delegates unable to make Sunday's tour of the WGN's fabulous Mid-America Broadcast Center will be able to take individual tours during the regular convention . . . TV columnist Bill Irvin of Chicago's American and John Justin Smith, Daily News columnist, were to question NAB prexy LeRoy Collins when he appeared on WGN's "Your Right To Say It" Sunday. . . . While Lee Phillip's forthcoming motherhood precludes her appearing on her regular WBBM-TV stanzas, she's been drafted by CBS's sister AM operation, WBBM, to appear with Paul Gibson in a daily quarter-hour show.

★ ★ ★

Former WMAQ deejay Gus Chan is returning to the midwest today to become "anchor man" at WAAP, Peoria. He's been at KP-RO, Riverside, Calif. . . . Nat Green, predecessor to this columnist in handling "Radio-TV Daily" in Chicago, has just about completed his book, "On the Sidelines," dealing with his many years with Ringling Bros. and other outdoor show business facets. Nat also completed an article on "Circuses and Other Traveling Shows" for the 1962 Encyclopedia Britannica Book of the Year.

★ ★ ★

Skip French, who recently left WGN, will wed Sandy Olson Apr. 21. . . . More than a half-million Chicago Cubs baseball schedules are being printed by WGN for distribution by sponsors. Also 13 illuminated Magikist displays will carry promotion copy as well as 250 Magikist trucks and 10 stores . . . WGN-TV color casts will be promoted at Zenith's Michigan Boulevard salon and via RCA signs at Comiskey Park . . . WGN head Ward L. Quaak has been appointed to the Illinois U. citizens committee.

★ ★ ★

Sterling C. (Red) Quinlan, ABC VP in charge of WBKB, pointed out Monday while addressing the Chicago Society of Fund Raising Activities that the station has donated over \$3 million in spot time for a total of 7,500 public service messages. . . . Thomas Coe has joined the WOOD-TV, Grand Rapids, sales staff.

★ ★ ★

Learning that a two-year-old Chicago boy needed 45 pints of blood following an open-heart operation, WLS deejay Mort Crowley appeal on his early morning show, resulting in the hospital being besieged by donors. The

Kodak Color Films Undergo Trade Tests

Rochester, N. Y. — Eastman Kodak Co. has released an improved color negative film for professional motion pictures for trade tests in New York and Hollywood.

The improved film will be available for commercial sale later in the year, Donald E. Hyndman, manager of the company's motion picture film department, said. The improvements features less grain and better color quality.

The films will be processed in the same solutions as the motion-picture film products now marketed, Hyndman said. Complete details will be given at the SMPTE meeting Apr. 30—May 4 in Los Angeles.

RKO General Names National Sales Chief

Kenneth Lyons, formerly comptroller for RKO General's Washington station, WGMS, has been appointed RKO General national sales division comptroller.

Lyons joined RKO General in 1955 as a WOR employee. He became chief accountant for the station before moving to Washington in 1959.

Chi Broadcasters Resent FCC 'Fishing' Expedition

(Continued from Page 1)

presiding over the sessions, RADIO-TV DAILY was reliably informed here yesterday.

First witness to be called on resumption of testimony in Chicago's Federal Courthouse is to be a representative of the Tribune's Radio and TV stations in this city. Thereafter, spokesmen for one Windy City outlet after another are to present their evidence of broadcast service in behalf of their respective communities.

Speculation was rife around the NAB convention halls at the Conrad Hilton that the city-by-city probe, which began here a couple of weeks ago, will taper off into ponderous volumes stacked among dusty files.

Meanwhile, there was outspoken resentment over the imposition on broadcaster's time personnel and funds devoted to defense of their community servicing in commission hearings, which many of them termed "just a make-work fishing expedition."

quota was met in a few hours . . . William L. Klein, head of the United Film and Recording Studios, has been selected by the Playskoo Manufacturing Co. to produce a library of educational records . . . Announcer Stan Dale has joined Loyola U. as an associate professor of speech.

AGENCY NEWSCAST

By SHELBY COOPER

Gardner Advertising is in process of reorganizing departmental structure in its St. Louis, New York and Hollywood offices. Under the new set-up, instead of having four vertical departments to handle media, research, marketing and creative functions, separate teams composed of personnel from all departments will be assigned to individual accounts.

Bernard Levine, research group supervisor in the New York office, said the change is being instituted in order to bring all agency personnel into closer association with clients, and permit more directly-coordinated handling of various account problems. As part of the reorganization, a number of staff members are being transferred from the St. Louis office to New York.

* * *

John Shima and Paul Roth have been appointed media group heads at Kenyon & Eckhardt. Shima, for the past two years at K&E's Los Angeles office, has returned to New York, and Roth comes to the firm from Benton & Bowles, where he worked on the Procter & Gamble account. . . . Wilson Sporting Goods, via Campbell-Mithun, will air TV commercials for baseball gloves, taped by baseball stars Harmon Killebrew, Bob Allison and Bob Tuttle.

* * *

Hemisphere Research Corp., a recently organized research firm, is launching a marketing-data service called "Latindex," to provide information on urban markets in Latin America. . . . Seven additional products, involving \$560,000 in turnover, have been awarded to Armstrong-Warden, London, by Hudnut-Lambert in a major reshuffle of agencies.

* * *

Eugene A. Griffin has been appointed VP and marketing director of Maxwell Sackheim-Franklin Bruck. . . . Henry Muller has joined Ted Bates as a VP, working on the Boyle-Midway account, a division of American Home Products. . . . Regal Advertising has appointed Laura K. Fliashnick director of premium merchandising and media.

* * *

The following new members have been accepted by the Advertising Federation of America: Erwin Wasey, Ruthrauff & Ryan; Sudler & Hennessey; Doherty, Clifford, Steers & Shenfield; G. M. Basford Co., and Ruder & Finn, all in New York.

Also, Schindler-Howard, Cincinnati; Griswold-Eshleman, Cleveland; D. P. Brother & Co., Detroit, and Sugardale Provisions, Canton, O.

Thought for Today

"The more that live TV is used to record real events, while they are happening, the truer will our picture of the world. A live event in which the participants are wholly absorbed cannot be censored or edited or even fully planned. Books are essentially more censorable than . . . TV"

—Dr. Margaret Mead
for TV Guide

Jim Brassfield has resigned management of WJJD-FM, Chicago, to accept position of ad manager for Nathan Hale Insurance Springfield, Ill. He is being replaced by Ken Nelson, former account exec at the station. James L. Lurie has been appointed a VP at Earle Ludgin & Co. Chicago. . . . Louis M. Leonard a Leland D. Breckenridge has joined N. W. Ayer & Son, in Philadelphia and New York offices respectively.

* * *

Relaxacizor, via Metlis & I bow, has bought three days week sponsorship of the Alfr and Dora McCann show on WC. . . . Massey Ferguson, via Neeham, Louis & Brorby, has begun a 10-week promotion for tractor and farm machinery on KOM Seattle.

Winegard Equipment Sales Up 55% for '61

Burlington, Ia.—"Sales of Winegard TV antenna amplifiers and accessories were up 55 per cent in 1961 over 1960," according to John Winegard, president of Winegard Co., Burlington. Winegard attributed the increase to the development of the first electronic TV antenna, new electronic FM antennas and a complete line of antenna amplifiers and boosters.

Plan Plant Expansion

A new factory was completed in 1961 and is currently devoted only to manufacture of amplifiers, boosters and electronic accessories. Plans for additional expansion for 1962 include an addition to the antenna plant. "Sales for the first two months of 1962 were up 51% over 1961, indicating a continuing upward trend," Winegard. He further stated new products to be introduced shortly should show another sharp rise in sales, adding "1961 has been our record year to date, we expect 1962 to show another 30 to 50% improvement."

Wild's 'Revelation' Red Easter Sunday

"Revelation," an Easter Oratorio by classical pianist-composer Earl and especially commissioned for C-TV, will be presented on "Directions '62" Easter Sunday. The hour telecast, blending dance, music and song, is based on the visions of St. John the Divine.

Produced for the ABC public affairs department by Wiley Face, the oratorio will be performed by the ABC Symphony Orchestra. Soloists and a 25-voice choir will be heard.

The oratorio was adapted from the chapters in the book of "Revelation" by librettist William Lewis, a leading tenor at the Met who will sing the role of St. John. The program is being presented with the cooperation of the National Council of Churches.

'Demand Radio' for KTHT



Stanley N. Kaplan (right) executive vice president of Mars Broadcasting, Inc., Stamford, Conn., looks on as John G. Johnson, chairman of the board of KTHT, Houston, signs as the first customer for "Demand Radio," complete new programming service being offered by Mars. Kaplan is demonstrating "Demand Radio" at the Conrad Hilton, Chicago, during the NAB convention.

State St. Jump Opens Show

Chicago — The hustle and bustle of State Street will be shown on "Polka-Go-Round" Saturday as the program opens with a song and dance there in front of WB-KB's studios by the Chane Dancers and Lou Prohut's Polka-Go-Rounders.

The program is produced and directed by George Paul.

Canadian IRE Sets 2nd Symposium Date

Special To RADIO-TV DAILY

Montreal — The second Canadian IRE Symposium on "Communications" will be held Nov. 16 and 17 at the new Queen Elizabeth Hotel here.

Technical papers are being solicited on any phase of communications, since no restrictive limitations are applicable. Presentations should be limited to 20-25 minutes, with a 5-10 minute discussion period.

A few subtitles for which papers will be welcomed are: "Scatter," "Telex," "Telemetry," "Lunar and Space Relays."

WVRL Expands Plant

WVRL has purchased the building adjoining their present quarters and is constructing new offices, studios and recording rooms to accommodate the increase in traffic brought about as a result of intensifying their efforts in service in behalf of the Negro community it now serves on a 24-hour schedule.

ETV Study from Rural Japan

Buffalo — "Dawn Over the Mountains," an NET "Television International" presentation and winner of the 1960 Prix Italia for documentaries was shown Sunday on WNED-TV.

The program shows results of a survey and experiment conducted

in a rural Japanese school by the Japan Broadcasting Corp. and Dr. Minoru Sumio, of Tokyo U. Addition of ETV programs to the school's curriculum had the effect of galvanizing previously apathetic students, according to the survey's findings.

SEE IT IN THE
RCA EXHIBIT AT NAB



For the first time... **A COMPLETE MOBILE TV TAPE UNIT**
... for under \$50,000!



The Most Trusted Name in Television

This new compact RCA Mobile TV Tape unit comes equipped with an RCA TR-11 TV Tape Recorder—a quadruplex-type compatible recorder meeting all professional TV tape standards. The recorder is self-contained, pre-wired and pre-tested at factory, ready to record and play back wherever it goes. It is mounted on dollies, so that recorder may be used both on location and in studio. Mobile unit is complete with working desks, storage for tape and accessories, air conditioner and heater. Ask your Broadcast Representative. RCA Broadcast and Television Equipment, Department FE-372, Building 15-5, Camden 2, N.J.

WLW-T
CINCINNATI

NATIONAL
COLOR TV
LEADER

... with these
COLOR TV firsts

FIRST NBC color affiliate.

FIRST to colorcast daytime big league baseball on a local and regional basis. Cincinnati Reds.

FIRST to colorcast indoor remotes under normal lighting conditions—with new low-light color tube developed by GE and Crosley Broadcasting engineers. Cincinnati Royals and U. of Cincinnati basketball games.

FIRST to colorcast night-time outdoor remotes, including big league night baseball, under normal lighting conditions. Cincinnati Reds.

... which adds up to about 55 hours of color TV programs weekly on WLW-T, including almost 1/2 of night-time programs in color.

... resulting in more color TV sets in Cincinnati per population than any other city in the U. S. A.!

So call your WLW Television Representative. You'll be glad you did!

The other dynamic WLW Stations

WLW-I Television Indianapolis	WLW-D Television Dayton	WLW Radio	WLW-C Television Columbus	WLW-A Television Atlanta
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Crosley Broadcasting Corporation

CELLOMATIC UNVEILING ANIMATION PROJECTOR

Cellomatic division of Screen Gems is introducing its new, fully automated Futura animation projector at the NAB convention.

The projector is designed specifically for TV stations, and may be operated without special training, according to Milton Rogin, general manager of Cellomatic. "With the Futura, we are able to offer TV stations a simply-operat-

The new game show, "Window Shopping," bowing on ABC-TV Monday, will use a Cellomatic animation projector for visuals in its format.

ed, multi-purpose projector whose uses are limited only by the imagination."

The new projector is being demonstrated in a specially equipped "Cellomobile" theatre trailer which, immediately following the convention, will tour TV stations in the U. S. and Canada through the Summer.

Programatic Handles Sammy Davis Series

Programatic Broadcasting Service has signed with Sammy Davis, Jr., for exclusive world-wide syndication of Davis' daily recorded radio show, "That's Entertainment."

The show is already being aired in 17 Australian markets and on Four West Indies stations. It will immediately be made available to FM stations in the U. S. on an exclusive market basis.

Programatic is owned by Weather Corp. Last week it released another FM program, Johnny Green's "World of Music."

'Topsy Turvy Theatre' Sponsored in 104 Marts

West Coast Bureau of RADIO-TV DAILY Hollywood — "Topsy Turvy Theatre," 5-minute game cartoon series out of Chuck Forman Productions, has been renewed for Summer runs in 104 markets by three regional sponsors. Laura Scudder Products, American Bakeries and Heath Candy are the sponsors.

Minnesota Newsmen Visits Egyptian Homes

Austin, Minn.—KAUS, KMMT-TV news director Christy Hansen has been selected as the 1962 Austin Community Ambassador. As such he will spend six weeks in Egypt, living in Egyptian homes and studying their customs. The Community Ambassador project is sponsored by civic, PTA and church organizations throughout Southern Minnesota. Upon his return he will address these various organizations.

JAZZ FM ASKS LISTENERS FOR \$

Commercial Station Needs \$30,000 to Stay on Air

Fairfield, Conn.—The New York Metropolitan area's first and only all-jazz station, WJZZ-FM is in serious financial difficulty. It was disclosed by Kenneth Cooper, owner and president of Connecticut-New York Broadcasters, Inc.

The station, under the direction of Dave Brubeck, is appealing on the air for help—asking listeners for at least 3,000 gifts of \$10 each by Apr. 30 so that the station can at least break even over the next 12 months.

Said Cooper, "This is a last ditch effort to save our dream of an all-jazz station. If we can't raise \$30,000 by Apr. 30, we'll have no choice but to take the station off the air. We can't continue to take these heavy financial losses that have put us in the red at the rate of \$2,500 a month."

"We are doing our best to present the best jazz has to offer. Our efforts are widely acclaimed. But we are not receiving the support we had expected from Madison Avenue which apparently is not ready to accept the concept of a class medium in a class market," he explained.

Plaza R-TV Withdraws CP Bid for Frisco UHF

Washington Bureau of RADIO-TV DAILY Washington — Plaza Radio and TV has withdrawn its bid for a new construction permit to replace an expired one authorizing a new TV station on UHF Channel 26 in San Francisco.

VISIT US WHILE AT THE N.A.B. CONVENTION

THE Congress Hotel
520 S. Michigan Ave.

R. C. CRISLER & CO. INC.

- Business Brokers in TV & Radio Properties
- Licensed Securities Dealers
- Underwriting — Financing

CINCINNATI:

Paul E. Wagner, 5th/3rd Bank Building, DUNbar 1-7775

LOS ANGELES:

Lincoln Dellar Co., 691 Siena Way, GR 2-7594

NEW YORK:

41 E. 42nd Street, MU 7-8473

NEW MARKETING BLITZ FOR RADIO STATIONS

Entirely Different From Anything Ever Offered Before!

N. A. B.
CONVENTIONERS

Take Home Totally New Concept In Station Promotion.

Visit Our Suite

CONRAD HILTON

April 2-3-4

TELE-SOUND

PRODUCTIONS, Inc.

PENNSYLVANIA BLDG
WASHINGTON 4, D. C.
DI 7-8810

Hartford Execs Enplane



Ridely to enplane for the NAB convention after meeting to discuss plans are six executives of WTIC-TV-AM-FM, Hartford, Conn. In the front row (l to r) Bernard L. Mullins, VP, radio programs; Mr. C. Johnson, VP-general manager, and Leonard J. Patricelli, VP-TV programs. In the second row are (l to r) Harold A. Dorschug, engineering director; Robert S. Tyrol, radio sales VP, and president W. Morency.

Operetta Series Weeks Fall TV Spot

Producer Jerry Hammer has secured Metropolitan Opera star Robert Merrill to host a new series of TV shows tentatively called "Signature Operas." Hammer is negotiating with networks for a Fall airing.

The hour shows feature German marionettes as the actual performers. Voices will be provided by recordings.

Each segment features the talents of top international opera artists backed by orchestras from the U.S. and other countries.

The 13-week cycle, originating from Chicago, will offer "La Bohème," "Rigoletto," "Carmen," "The Butterfly," "Porgy and Bess," "Hansel and Gretel," "The Barber of Seville," "Turandot," and "The Girl of the Golden West."

'Little Sakiki' in Sack

"Little Sakiki," story of a boy born in the Warsaw Ghetto during World War II and smuggled out in a sack of potatoes, will be presented Apr. 15 on NBC Radio's "The Eternal Light."

Keystone's Top Execs Join Broadcast Pioneers

Chicago — Sidney J. Wolf and E. R. Peterson, president and senior VP respectively of Keystone Broadcasting, have become members of Broadcast Pioneers.

Wolf founded Keystone in 1941 and has been owner ever since. Peterson has been with the company for 13 years, and before that served in sales capacities with other networks.

Arthur Simon, RADIO-TV DAILY ad manager, is N. Y. chapter pexy.

How many counties does your station serve?



Take a look at NCS '61 in Nielsen Suite 1000 - Conrad Hilton

Sell More Time! Get More Sponsors! Increase Ratings! Sign Up For The Hottest Merchandising and Promotional Package In Television Today!

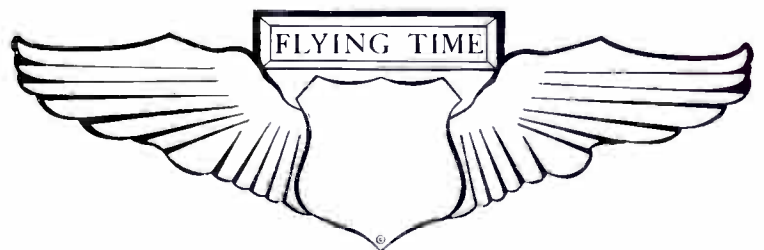


A complete package built around a new and exciting merchandising concept, with a new, terrific appeal to youngsters both as a kid's show and station promotion, together with a whole line of self-liquidating premiums!

The FLYING TIME Norstan Helicopter is a full-size, full-scale, "captive" helicopter that can be "flown" by a youngster of six; carries five youngsters; comes mounted on its own trailer-platform; operates with real helicopter controls. CLIMBS! TURNS! BANKS! HOVERS! DESCENDS!

The FLYING TIME Merchandising Package is the greatest money-making promotion to come your way! Available only on a lease basis with exclusivity in your market!

WIRE TODAY FOR MORE DETAILS!



RIDE IT AT THE NAB CONVENTION!

Visit Our Hospitality Suite at THE CONRAD HILTON HOTEL SUITE 533-534A

PROMOTIONAL SERVICES, INC.

Media Exchange Specialists

743 Fifth Avenue

New York 22, N. Y.

PLaza 2-9550

Exclusive Television and Radio Station Sales

for

COMMONWEALTH AVIATION, INC.

A Wichman Industries, Inc. Product

Broadcasting Needs More Zealots: Tooke

WBC Exec Urges Educators to Instill Dedication in Pupils

Chicago — A call for young people dedicated to broadcasting careers with the same fanaticism with which medicine and law are approached was issued here by Rolland V. Tooke, Westinghouse Broadcasting executive VP, at the annual conference Sunday of the Association for Professional Broadcasting Education.

Tooke urged school curriculum courses in "zeal, basic belief in broadcasting and job hunting," as he reviewed 16 years of TV history.

"There were six TV stations in the world right after the war, with a once-in-a-lifetime chance to get in on the ground floor of an exciting new medium. No line of job applicants ever formed. The pay was miserable, the hours weird, the immediate future beclouded—to everyone except the zealots," Tooke noted "Aren't we producing zealots anymore?"

Needs All 'Shapes and Sizes'

There possibly exists a need, one that approaches a vacuum in some areas, for high-potential 'majors' in dramatic arts, graphic arts, business administration, journalism, electrical engineering and—of all things—liberal arts, with and without a radio-TV veneer," the WBC executive continued. "We need them in widely assorted shapes and sizes but, because of our limited ability to absorb new people, our interest must be centered on quality rather than quantity."

However, he pointed out that "to some degree broadcasters are born and not made. Men who might find success in many other professions could come a re-sounding cropper in broadcasting. One of the most important elements in the success of your schools may be your ability to attract or recruit potential broadcasters."

OSU Games on WLWC

Columbus — WLWC will televise all Ohio State U. basketball games for 1962-63.

Kayle Leaving ITC To Be VIP Net Veep

Milton P. Kayle has resigned as VP in charge of business and legal affairs for Independent Television, in order to accept position as executive VP of the Herald Tribune's VIP network.

Kayle assumes his new duties in mid-April. He was a member of the White House staff under President Truman, and in 1957 joined Television Programs of America as legal counsel. After its subsequent purchase by ITC, Kayle stayed on as general counsel, later became secretary and then a vice president.

Green Stamps Back Dinah Shore in Fall

Sperry & Hutchinson, distributors of S&H green stamps, will sponsor the Dinah Shore show on NBC-TV in the 1962-63 season.

Agency for S&H is Sullivan, Stauffer, Colwell & Bayles. Seawane Productions will produce the show in cooperation with NBC.

The show, to be telecast Sunday nights, begins in October and will be Miss Shore's 12th consecutive year on TV.

Symphony in Stereo

San Francisco — KSFR has begun broadcasting a series of direct pick-ups of the Oakland Symphony Orchestra in multiplex stereo.

BCH AUTOMATED BILLING FOR RADIO STARTS JUNE 1

Chicago — Broadcast Clearing House will begin operations June 1 on centralized radio billing for the first time in broadcast and advertising history, John E. Palmer, president of BCH announced yesterday.

BCH is the first of the three announced companies proposing

1,000 ENGINEERS LEARN LATEST TECH ADVANCE

Chicago — Twenty-five technical papers, ranging in scope from all-transistor-operated radio stations to the licensure of set repair men, are being presented during the three-day annual Broadcast Engineering Conference at the NAB convention.

Who's Paying Phone Bills?

Boston — Mayor John F. Collins will continue his radio reports to WNAC's "Around the Town" audience via transatlantic telephone calls during his current European trip.

He will report from Athens Wednesday. Subsequent reports during the next two weeks will originate in Paris and Dublin.

NBC to Broadcast Glenn's Space Report

An NBC News special on the scientific and medical findings of the three-orbit space flight of Astronaut Glenn Feb. 20 will be presented Friday on NBC Radio.

"Colonel Glenn Reports" will summarize a report by the space pioneer on the findings of his flight. Glenn will deliver his report in the State Department auditorium, Washington, earlier in the day.

WLWT Airls Red Games

Cincinnati—WLWT this season will telecast 53 Reds games, including exhibition tilts, with 16 home contests to be aired in color.

A record turnout of nearly 1,000 broadcast engineers and technicians was scored among the advance registrants.

Color TV sets produced home viewing now have performance characteristics as good as most black-and-white sets on the market today, according to Cl. Hoyt, RCA manager of TV receiver engineering.

The delegates were told NBC will be televising 2,000 hours of color programs during the 1962-'63 season.

This morning, NBC engineer J. L. Hathaway is to describe newly developed TV system puts sound in the picture promises to end that distressing silent period during network radio failure.

James E. Gray, WYDE, Birmingham, today is suggesting every station assigned to Co-

Tapping of tubes and a "juicy" kick of the transmitter good first step toward putting faulty transmitter back on the air according to Rx engineers Riel L. Uhrick and Everett J. Gilbr-

rad should have an emergency system to keep it on the air in event of a power failure.

Frank McLin, Collins Radio engineer of Cedar Rapids, I tell the engineers of a new transistor-powered FM broadcast system for monophonic and stereophonic transmissions.

A more accurate camera picture of colors in a TV studio can be obtained under a new lighting concept, according to Rollo Williams, representing Cer Lighting.

Cartridge tape equipment for radio programming is most useful in taking jams out of the control room, according to Ralph Haberstock, Gates Radio's senior audio engineer.

Zoomar research director Frank G. Back discusses "New Concepts in the Evaluation of TV Lighting" and R. G. Neuhauser, RCA engineering leader, reports on "Characteristics and Mode of Operation of Image Orthicons."

SOUVENIRS — RADIO PROGRAMS THAT FIT THE MODERN TREND

IT'S IDEAS THAT SELL

AIRTIME

Don't Miss The New 5 Minute Mystery That's "Hot As Blazes" Suite 1218 — Conrad Hilton

Harry S. Goodman

PRODUCTIONS, INC. 19 EAST 51ST STREET AT MADISON AVENUE, NEW YORK

THINKING OF SWITCHING?

See EMI/US at NAB

an automated, centralized media billing system to inaugurate actual operations with signed subscriber-clients. BCH's June 1 service will be confined to spot radio at the outset.

The company hopes to be able to include TV by the Fall. "We are not going to try to solve every industry problem in the first month of operation," said Palmer, "We (BCH and Bank of America) have been programming and testing the spot radio accounting-billing operation for almost a year now, and it is ready to present to the industry, perfected to the degree that we know it will work and fulfill the promises we have made"

**RED SPACE FILM
IN MEXICAN TV**

Special To RADIO-TV DAILY
Mexico City—The Soviet Union has sent on 47 documentaries to Mexico, covering Russian space flights, launching of rockets and other scientific experiments. They will be released by commentator Jacobo Zabludowsky on his TV show, "The Truth in Space," which airs Thursday nights. The Russian material being broadcast in Mexico is first outlet of the documentaries on the American continent. Zabludowsky has gone to Cape Canaveral to cover Astronaut Glenn's flight.

**National Gridcasts
CBS NCAA Sked**

The contests to be broadcast coast-to-coast and 15 to be telecast on a regional basis make up the schedule of NCAA football games to be presented in the Fall on CBS-TV. William C. MacPhail, CBS-TV sports VP, said they represent 37 schools. Coverage of NCAA football will begin Sept. 15 and continue through Dec. 8. All games will be telecast on Saturday afternoons except one to be seen nationally on Thanksgiving Day.

**Keyes Will Never
Open That Door Again**
When the director-general of Irish TV visited the U. S. recently, Joe Keyes, of TV Guide, was dejected to give him the red carpet treatment. But after Keyes had put his guest aboard a flight at Ldewild for return to Dublin, somehow he walked through a wrong door and learned he was in the quarantine zone. Facing forty days and forty nights detainment until he could prove he didn't have smallpox, Keyes talked fast. He was finally released after signing a statement agreeing not to blame anyone if he comes down sick.

**IT'S SPRING BUT AT NBC
ELECTION PLANS SPROUT**

With Spring only in its infancy, the first harbingers of Fall have echoed from the towers of Radio City as NBC News announced extensive plans for coverage of the 1962 elections on Nov. 6.

**Sorry Sir, But That's
Not a Fair Question**

Visitors to New York's '64-'65 World's Fair will receive directions in six languages via a closed-circuit TV - telephone arrangement. Throughout the Fair, 150 Videoguides will be placed consisting of 19-inch TV screens, phone handsets, loudspeakers and language-selector buttons. An attractive young lady, seated before a map of the Fair, will appear on the screen and route the visitor to his desired location. Only queries regarding Fair locations will be answered. Video Information Service signed the lease.

**NET Psych Series
On Tap for Next Year**

Mayer-Sklar Productions, under a grant from the National Science Foundation, is producing "Focus on Behavior," a series of four half-hour shows on psychology to be presented next Fall and Winter on the NET network.

The series is being prepared in cooperation with the American Psychological Association, and host will be Dr. John G. Darley, executive officer of the association.

**NIGERIAN TV DEBUT
HI-LITES LOCAL TALENT**

Special To RADIO-TV DAILY

Lagos, Nigeria — The Nigerian Television Service was inaugurated here Sunday. NBC International, managing agents message to the Honorable T.O.S. Benson, Federal Minister of Information, on his country's achievement.

Robert W. Sarnoff, NBC board chairman, sent a congratulatory

William R. McAndrew, NBC News executive VP, again will feature Chet Huntley and David Brinkley on the TV net, supported by a special staff of 1,000 and backed by a brigade of RCA computers.

McAndrew Supervises

McAndrew will supervise coverage, assisted by Julian Goodman, NBC News VP, and Elmer W. Lower, news-public affairs director. TV coverage will be produced by Reuven Frank and radio by Russell Tornabene.

The computers will be watched over by RCA VP John E. Johnson. RCA project manager Arthur Katz and NBC News editor Sam Sharkey.

Newsmen in the Field

NBC newsmen in the field will be: for the Northeastern states, Edwin M. Edwin; for Pennsylvania, Irving Margolin of WRCV-TV, Philadelphia; for the Southeastern states, Bert Ivry, NBC News, Washington; for the Midwest, Frank Jordan, manager of NBC News, Chicago, and for the Far West, John Thompson, manager of NBC News, Los Angeles.

This informational galaxy will orbit around NBC's studio 8-H in New York.

If You're Smoking More Now But Enjoying It Less*

Maybe it's because you haven't found us. We feature top quality musical spots at prices you can afford. Our creative staff has produced many of the most successful national commercials and station packages on the air. Come in and get the whole story.

For Stations — Musical Images and Promos. Packages for Up-Beat, Middle-of-the-Road and Good Music Stations. (Two of them currently being broadcast in New York City).

For Local & Regional Advertisers — Musical commercials that are liked and remembered. Produced with the same creativity and production know-how that national advertisers insist on and get.

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For Full Details, Contact Everett Goodman.

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RAHALL RADIO
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1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP
RADIO 132
Allentown - Bethlehem - Easton

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

WLCY
RADIO 138
Tampa - St. Petersburg, Fla.

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

WWNR
RADIO 62
Beckley - W. Virginia

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

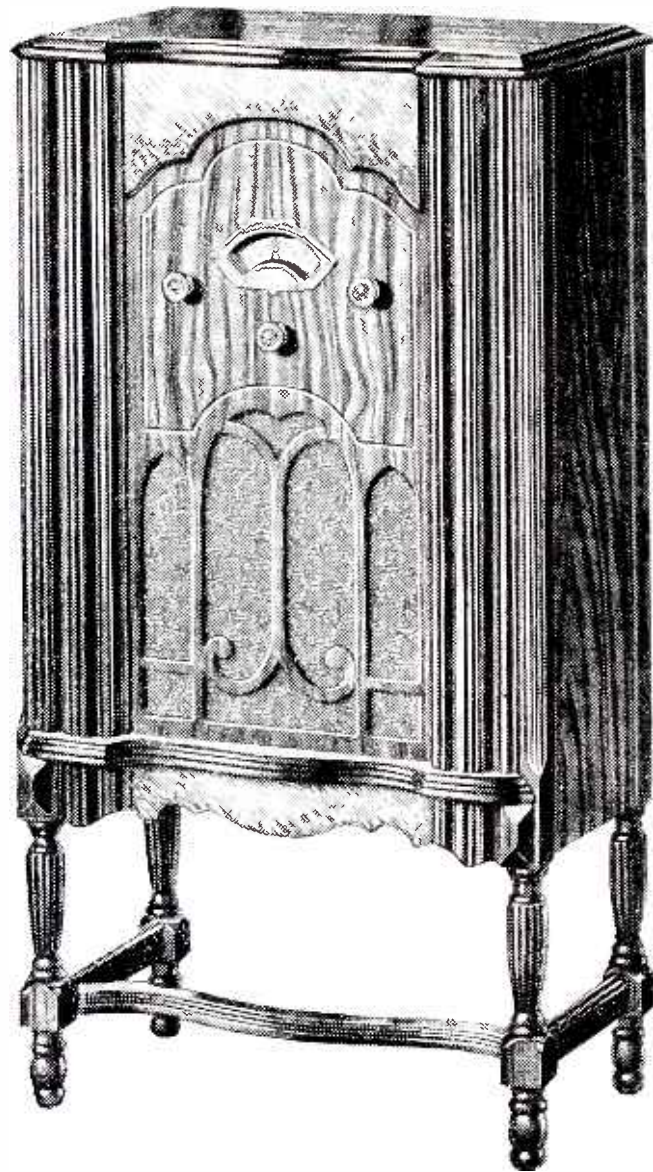
WNAR
RADIO 111
Philadelphia Area

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

WQTY
RADIO 122
Jacksonville - Florida

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

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ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.



In 1937, approximately 40,000,000 radios were entertaining the American public. Television was a gleam in the eye of the broadcasting industry. In 1962, more than 170,000,000 radios are in use, and television is part of our culture. ■ In 1937, only 1 in 7 persons was cured of cancer. Today, 1 in 3 is being saved. ■ Your progress helped make our progress possible. The vast strides made in broadcasting, the huge audiences reached, enabled us to bring life-saving information and research needs to the eyes and ears of millions of people. ■ Despite the tremendous gains in controlling cancer since the American Cancer Society launched its first national public education and fund-raising campaign in 1937, we are still far from total victory. ■ Please help us go the distance. During 1962, Cancer Progress Year, be especially generous in donating time to the American Cancer Society, and bringing its life-saving messages to your audiences.

AMERICAN CANCER SOCIETY



o. Benson Named lcomco Gen. Mgr.

lective Communications Corp. (comco), new radio and TV production firm specializing in business news, has appointed manager George M. Benson general manager.

He formerly had been associated with Educational TV for the Metropolitan Area, Inc., New York, as consultant on financial and business affairs. Prior to that, he was Robert Saudek Associates' general treasurer.

Elective Communications is presently offering "Business World," a 15-minute dramatization of business news to stations and local advertisers on a syndicated basis. Firm also is doing special feature dramatizations for CBS' daily radio show, "Flair."

WJAS to Broadcast Recorded Romney Speech

Pittsburgh — A major address by George Romney, American Motors Corp. vice chairman, which was given here Sunday for the United Negro College Convocation will be broadcast this evening by WJAS. The NBC recording of the speech as it was being delivered in the Syria Mosque for broadcast on "Profile Pittsburgh."

PTA Booklet Gives R-TV Guidelines

In a new publication, "Mass Media and the PTA," the National Congress of Parents and Teachers offers some "action guidelines" to combat "the dangers of comics, motion pictures, radio and TV programs that portray violence, intrigue and exploitation as ways to solve human problems." The booklet also notes that the PTA "recognizes the power for good in mass media when they offer programs that contribute to wholesome development."

Gagwriters Hold Workshop

A mass meeting of comedians and gagwriters will be held at the Gagwriters-Comedy Workshop in New York to discuss plans for improving comedy development techniques as part of the observance of the 18th Annual National Laugh Week (Apr. 1-8).

Over 100 young laughmakers will exchange ideas on the best ways to create a career in comedy.

On the agenda will be discussions of the problems, markets and outlets for the future funny-men of America. In addition, the new laughmakers will exhibit spring styles in comedy.

There is no charge for admission and comedy-minded radio-TV executives are invited to participate.

San Antonio Bid for CP

San Antonio — National Enterprises has applied to the FCC for a construction permit for a new station to operate here on 1110 kc, one kilowatt, daytime.

Canada Takes Look At Its National Sport

Toronto — Canada's national sport comes into focus on CBS-TV when Camera Canada presents "Hockey: An Affectionate Look" on Monday. Scott Young wrote this warm tribute to a national fever in which 14-year old Billy Young from Cypress River, Manitoba, portrays all the young hopefuls ever to strap on skates.

Two KNX Salesmen Take to Road This Week

West Coast Bureau of RADIO-TV DAILY
Hollywood — Jim Ingraham and Frank Oxarart, both of the KNX sales staff, will be on out-of-town sales junkets this week. Ingraham will be in New York Apr. 6-10, and Chicago Apr. 11-14. Oxarart will be in San Francisco Apr. 4-5. Both can be contacted at CBS Radio Spot Sales in the respective cities.

NBC Films Rigs Up For Sales Expansion

NBC Films, moving toward expansion of its sales services, has promoted Robert Blackmore to Central States sales executive and appointed Con Hartstock as Southwest sales executive, according to national sales manager Bill Breen.

Blackmore, formerly NBC Films rep in San Francisco and the Northwest, will now supervise sales operations in Illinois, Iowa, Wisconsin, Minnesota, Missouri, Nebraska and the Dakotas. Hartstock, who joins the company from Screen Gems, will coordinate activities in Texas, Arkansas, Louisiana, Oklahoma, Kansas, New Mexico, Colorado, Wyoming and Montana.

Territory Divided

In addition, NBC Films has redivided the Central States territory to increase services to individual markets, with Bill Wineberg heading sales campaigns in Kentucky, West Virginia, Michigan, Ohio and Indiana.

Other NBC Films regional sales supervisors now include Cliff Ogden in the West; Hank Prefenius in the South, and Bob Brenner in the East.



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Our Thought for Today

What this country needs is a good 5¢ nickel.

Ed Wynn

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DAVID EDELL
ROBERT A. CONN

TONIGHT

Twenty-first Annual Banquet
of the

BROADCAST PIONEERS

will be held in the
GRAND BALLROOM
CONRAD HILTON HOTEL

If you have not yet purchased your table or tickets, you will find some available at the Pioneers' booth adjoining the NAB.

Registration desk at entrance to exhibition hall.

You need not be a Pioneer member to attend. Join your friends and enjoy the evening of the week!

'Future Beauty' on Tap In Dept. Store Spec

Philadelphia — "Hess's Beauty Preview, 2000 A. D.," will be produced Saturday night on WFIL-TV by Max Hess, Allentown, Pa., retailer. Surrealistic coiffures by Paris hair-stylist Mark Traynor will highlight the show, and host and hostess will be the station's Rex Morgan and Yvonne Burbage, fashion coordinator at Hess's Allentown department store.

NBC Exec to Spain For Space TV Talks

Elmer W. Lower, news-public affairs director for NBC News, leaves today for Seville, Spain, to represent NBC News at a meeting that will outline plans for the first live TV broadcast between Europe and America. The meeting was called by members of the European Broadcasting Union to work out their part of an exchange of live TV programs by means of a communications satellite.

Launch Due

The satellite, called Telstar and developed by AT&T, is expected to be launched in the near future by the NASA.

Attending the meeting with Lower are Gearhardt Stindt, chief, NBC News Film, Central Europe, and George Vicas, NBC News producer based in Europe.

Three Webs Producing

The first broadcast from this country to Europe via Telstar will be produced by the three major TV networks. Irving Gitlin, executive producer, creative projects, for NBC News, will represent NBC on the program committee which will produce this program.

Following the five-day meeting in Seville, Lower will visit NBC News offices in Paris, London and Geneva, the latter for a survey of TV requirements for any future summit conferences in that city.

CBS Films Captures 'Aba of the Jungle'

Chicago — "Aba of the Jungle," new, 39-episode film series, and a package of 41 hour shows from "The Investigators," "Gunslinger" and "The Lineup" will be released for syndication this Fall by CBS Films.

The total of new programs to be offered by CBS Films next Fall amounts to 172 half-hours, with more slated.

"Aba of the Jungle," to be produced by Albert C. Gannaway of the Colorvision Corp., will introduce a new personality, Aba, whose jungle adventures will be shared by a baby elephant, a chimpanzee, a spider monkey, a baby bear and a cheetah.

The 39 programs, aimed to attract a family audience, will be filmed on location in Mexico, Guatemala and on the Amazon River in Brazil.

Clayton Willis Joins UP Movietonews Staff

Clayton Willis, former script writer for NBC's "Tex and Jinx" radio show, and most recently a staff writer for Newsweek, is now a writer for United Press Movietonews based in New York. Willis is a member of the Overseas Press Club, the National Press Club and Sigma Delta Chi, the professional journalism fraternity.

Mexican Videofile

By PEDRO MARIO AMARO

The Mexican-American radio broadcasting pact, regulating stations on both sides of the border, has now been ratified by signatures of President Adolfo Lopez Mateos. Chief purpose of agreement is to reduce interference between stations to a minimum and provide for a greater use of the medium. The pact stipulates bases for establishment and development of respective facilities in normal wavelengths, and maintenance and protection of these services, in a bid for "harmonious broadcasting development and progress between both nations."

Channel 2, owned by a brother of Panama's president will go on the air early this month. Robert F. Chiari, owner of the new channel, used the same Mexican technical people who last year set up Panama's other outlet, Channel 4.

A special confidential news report on subscription basis is scheduled to begin functioning here soon, giving information on business, financial opportunities, official, world news, international affairs, etc., limited to 1,000 subscribers only, with transmissions on very high frequency wave lengths necessitating special apparatus.

GAB 'PRESTIGE' AWARDS TO BOW AT '62 MEETING

Atlanta — The Georgia Association of Broadcasters is inaugurating three annual "prestige awards" for broadcasting and public service achievement, and a special "Georgian of the Year" award to a non-broadcaster for outstanding service to the state. GAB President H. Randolph Holder said the first awards will be presented at the organization's 27th annual convention Aug. 5-7 at Jekyll Island. Deadline for entries is June 1.

Holder listed the "prestige awards" for broadcasters as Broadcaster-Citizen of the Year, to be given the member with the year's most outstanding record of civic achievement and public service; Promotion of the Year, for a member station presenting the most effective, imaginative, creative and successful promotion campaign, either commercial or public service, and Radio-TV Station of the Year, for the member station best exemplifying the finest standards and practices of his profession.

The "Georgian of the Year" award will be presented to a non-broadcaster for a singular outstanding job in improving and promoting Georgia. Nominations for this award will be made by GAB member stations. A five-man judging committee consisting of leading radio-TV journalism educators, ad agency officials and reps of large Georgia business firms will select the winners.

ABC Radio Affiliates Hear of Web's Gain At Pre-NAB Meeting

Chicago — Spectacular sales gains, increases in station clearance, the addition of new stronger affiliates, the inauguration of several new news programs and important improvements in news coverage were stressed in ABC Radio's optimistic progress report to over 500 representatives at its pre-NAB affiliates meeting here yesterday. It was conducted by Robert Pauley, president of the network.

Total segmented program sales for the first quarter 1962 was reported 46 per cent higher than the corresponding period of 1961—and 57 per cent over the first quarter, 1960. The number of ABC Radio affiliates increased to 71 during the past year, with the network now having a total of 140 stations.

ABC Radio programming manager William Rafael revealed that during this month, all network music shows are being offered to stations on a co-op basis, permitting local advertisers to sponsor network shows on a regular basis. He also said the network will make its announcers available for local commercials.

ABC-TV affiliates were issued a statement yesterday in which the network "expressed its determination to implement a newly elevated pre-eminence on the network front." It came out of a meeting of the Board of Governors of ABC-TV Affiliates Association with the newly constituted management team of the network. John F. Dille, re-elected to a second term as affiliate board chairman.

ABC Radio sales VP Jim Dille pointed to growing sponsor acceptance of "Flair" for much of the network's gross sales increase. "Flair" sales for the first three months are up 101 per cent. Other substantial increases were recorded in week-end news, up 76 per cent; week-day and week-end sports, up 70 per cent; week-end news, up 57 per cent, and "Breakfast Club," up 55 per cent.

Pauley said that Notre Dame Football has already been chased for 1962 and that the network would again present its radio-productions of the Orange Bowl game and of the College All-Star Football game.

Pauley said the network's solidated position in a fresh

Sales "Multiply" with
Radio-TV Representatives, Inc.

CONVENTION HEADQUARTERS
CONRAD HILTON HOTEL
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OF
SWITCHING?

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RADIO TELEVISION DAILY

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INTERNATIONAL
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OF
RADIO & TELEVISION



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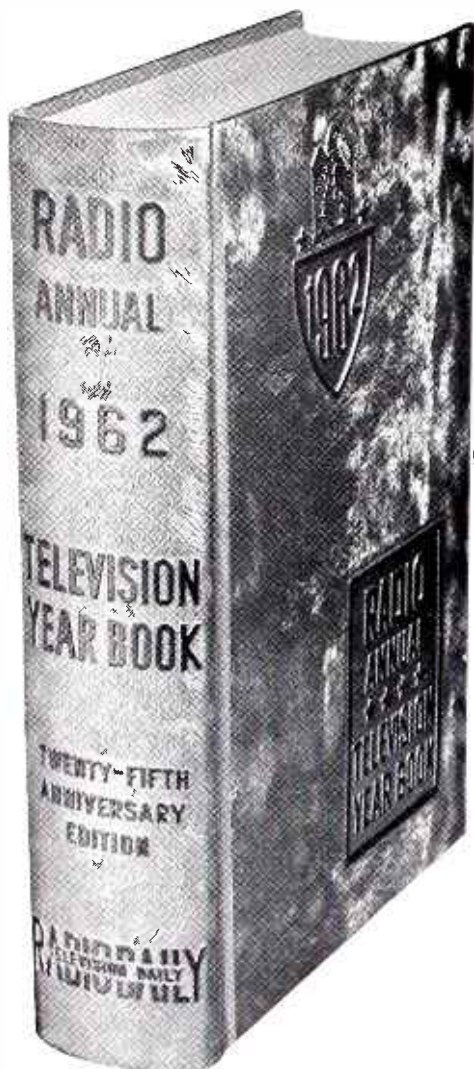
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FRANCES CLOW

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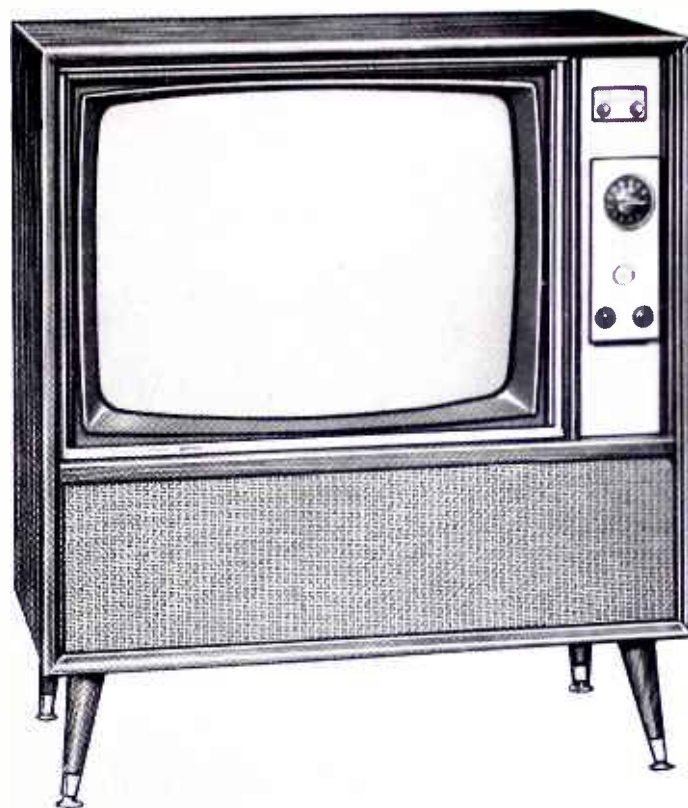
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And have this BEAUTIFUL SET delivered to your home or office by registering at the

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All you have to do is come up and sign our registration book.

ONE SET A DAY WILL BE OFFERED AS A PRIZE to the lucky registrant.

☆ ☆ ☆

Employees of Radio-Television Daily, Westinghouse Electric Corporation, Westinghouse Broadcasting Company and their advertising agencies are not eligible to participate in the drawings.

ASCAP Fight May End in Highest Court

(Continued from Page 1)

source." proposed by the All-Industry TV stations Music Licensing Negotiating Committee.

This belief, expressed by a well-informed reliable source, was imparted to a RADIO-TV DAILY representative yesterday at the NAB 40th annual convention here.

If Judge Sylvester Ryan, presiding through the years over these substantial legal problems, declines to act on the proposal, there is almost inevitable likelihood that the All-Industry Committee will be obliged to carry the matter of appeal to the U. S. Supreme Court.

With some \$28 million of ASCAP's \$32 million annual gross income derived from broadcasting, and with radio and TV station operators quite apparently unwilling to divest themselves of BMI stock, the certainty grows that the fight is a long way from being over.

How much of the foregoing will be substantiated by Hamilton Shea, WWSA-TV, Harrisonburg, Va., chairman of the Industry Committee, when he gives his status report this afternoon at the NAB is only a guess at press time.

Detroit Outlet to Air Daily Book Review

Detroit — Concurrent with this year's National Library Week, WJBK-AM-FM Sunday begins a continuing series of brief book reviews, produced in cooperation with the Public Library. Jim Dance, of the library staff, will deliver the reviews, which will cover a wide range of literature and be aired at various times daily.



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BRITISH OVERSEAS AIRWAYS CORPORATION
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Knows His Do-Re-Mi's

Washington, D.C. — Norman Plotnick has been appointed music librarian for WWDC. He was previously with WWDC in 1952-55 as station librarian before resigning to enter military service.

Managing Arizona Outlets

Phoenix — Joe Thompson has resigned as station manager of KHAT to become managing director of KTPM-FM, Sun City; KAKA, Wickenburg, and KCAC, Phoenix.

KGO-TV Staffer

San Francisco — Jeanne Barrett has joined KGO-TV's promotion department to handle ticket distribution for the "Tennessee Ernie Ford Show" and other promotional activities. She was formerly with Ladies Home Journal in Philadelphia.

7th Award for Series

Jacksonville — WJXT's documentary series, "Project 4," has been awarded a certificate of merit by the Woman's Club of Jacksonville. This is the series' seventh award.

Murray Announcing

Ft. Worth — Jack Murray has joined KFJZ as an announcer. He comes from KOIL, Omaha.

KTVU News 'Manned'

San Francisco — As a first step in a planned expansion of news coverage, KTVU-TV has added Claude Mann to its news staff. Joining Al Helms and Ray Jacobs, Mann writes and delivers a 5-minute special report on the "10 O'Clock News," which focuses on one item of international news, giving a close look at the event for better viewer understanding.

Souers Promoted

Indianapolis — Bernie Souers has been appointed local sales manager of WTTV. He has been with the station as account executive since January, 1957.

Voices IOF Film

Los Angeles — Hugh Douglas of KNX has narrated a one-hour film for the Independent Order of Foresters. The film is a chronology of the travels of the Foresters' 150-piece Robin Hood Youth Band through Europe.

Chauncey Rings Up Award

Phoenix — Tom Chauncey, president of the Arizona Broadcasting Network, has received a personal School Bell Award from the Arizona Education Association for his efforts in the field of TV on behalf of education.

Hecho-en-Mexico TV Series Taking Hold in Homeland

Special To RADIO-TV DAILY

Mexico City — American Studios, sound stage facilities for the production of shorts and TV material, has marked its fifth anniversary, having turned out 267 episodes for 28 series since its inception, according to Victor Parra, head of the studios. He added that Mexican release of part of this material has been in motion picture theatres.

Current Pacts Impediment

Release of Mexican series on TV has been hindered by distribution pacts now in existence with American distributors, Parra said, but noted that by the end of this year a major part of series will be transmitted by principal Mexican TV outlets throughout the republic.

The production budget for the 267 episodes came to over \$560,000 or approximately \$2,000 each, Parra said. Approximately 1,000 songs were waxed for the shorts and a staff of 2,500 actors, technicians, directors, writers, musicians, composers, and extras

were used in making them.

America Studios has five large and three small sound stages, plus dressing rooms, cutting and editing rooms, warehouses, offices, a restaurant and other necessary facilities, occupying a total area of 30,000 square yards. Parra said only half of the area presently contains buildings, and it is planned to expand in the near future to utilize all the space.

NLRB Aide Orders KXTV-AFTRA Meet

West Coast Bureau of RADIO-TV DAILY
Sacramento — In a recommended order, NLRB trial examiner Maurice M. Miller has ordered Great Western Broadcasting, KXTV, Sacramento, to stop refusing to bargain collectively in good faith with AFTRA. The TV station is also ordered not to interfere with, restrain or coerce its employees in their right to self-organization.

The order is subject to appeal to the full NLRB.

More Outlets Than \$, NAB Radio Men Told

Chicago — A basic problem of radio is over-population, George C. Hatch, of KALL, Salt Lake City, yesterday told the radio assembly at the NAB 40th convention.

"There are too many stations with too little revenue," said Hatch. "Thirty-three per cent of all AM stations in the country showed a loss in 1961." He added that this year the NAB plans to seek ways to reduce station operating costs.

In addition, Hatch said, the NAB has unanimously approved hiring of a top research firm to measure the extent of automobile radio listening.

Get Behind Code

At the same meeting, NAB Code Authority director Robert E. Swezey warned that "we are emphasizing the trouble spots in our code situation. If we get behind the code, we can make work."

Cliff Gill, of KEZY, Anaheim, Calif., chairman of the Radio Code Board, reported that 94 per cent of AM stations conformed to the Code last year. Eight important subscribers were reported to have resigned from the NAB in objection to the decision to bar ads for personal hygiene products.

Other Speakers

Other speakers during the two-hour afternoon radio session included John F. Meagher, NAB radio VP; Ben Sanders, KICI, Spencer, IA.; Frank C. McIntyre, KLUB, Salt Lake City; Elmo Willis, WDB, Atlanta, and Richard Cheverton, WOOD, Grand Rapids, Mich.

The talks were followed by meeting of the Station Representatives Association, attended by Lawrence Webb, managing director of SRA; Lewis A. Avery, Avery-Knodel; Clifford Barbock, Better Broadcast Bureau, and Adam Young.

KING Exec Elected Regents Board Prexy

Seattle — Mrs. A. Scott Bull King Broadcasting Co. chairman is the newly elected president of the Washington U. board of regents. The company operates Pacific Northwest's Crown stations: KING-AM-FM-TV, Seattle; KREM-AM-FM-TV, Spokane, and KGW-AM-TV, Portland.

THINKING OF SWITCHING?

See EMI/US at NAB

HOW TO SUCCEED IN RADIO

WITHOUT REALLY TRYING

*... Get to the R. C. I.
Hospitality Suite First!*

Here's why:

- * You'll find out about the brand-new RCI feature package. *It won't sit on your shelf!* Armed with RCI creativity, your salesman can make you *dollars at penny cost!*
- * You'll find out about the first radio station breaks that are actually *visual* in scope — *visual* in retention value — *visual* in promotion value!
- * You'll learn about the creative-concept sales plan that brought \$3½ million in local sales from the hard-to-crack key accounts for RCI affiliates in 1961.

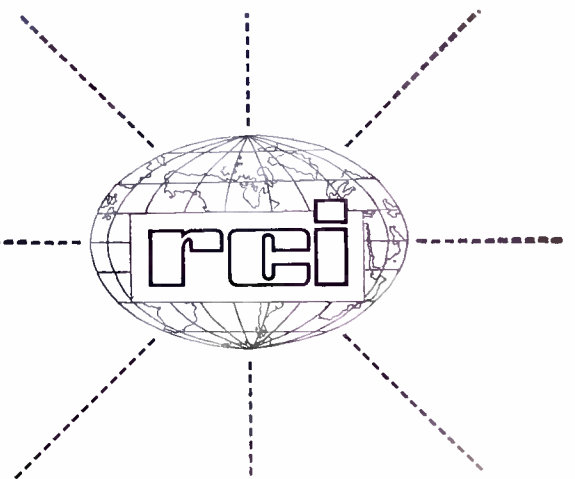
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Or, is it man's adventure into space?

Is it the exploration of the unknown depth of the oceans?

Or, is it the population explosion that has tripled the number of people on earth in the last century?

British historian, Arnold Toynbee says:

“Our age will be remembered, not for its horrifying crimes nor its astonishing inventions, but because, for the first time since the dawn of history, it dared to believe it practicable to make available the benefits of civilization to all mankind.”

This program especially produced for American television by the C.O.I., London, with Film Authors, Inc., New York, tells simply and dramatically what is “The Greatest Revolution of Our Time.”

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RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



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WEDNESDAY, APRIL 4, 1962

15 CENTS

MINOW PUTS } 'THE EYE OF A HURRICANE' RADIO, TV IN }

Board Ups Jaffe, Gams and Schneider

The Board of Directors of Screen Gems announces three appointments as a result of yesterday's elections in New York. Arthur Jaffe, formerly first VP and treasurer, has been appointed first VP and chairman of the Finance Committee; Jerome Hyman, formerly VP and general manager, has been elected executive VP and will continue as general manager, and Bert Schneider, formerly business affairs director, has been elected treasurer.

Jaffe has been an officer and director of Screen Gems since its incorporation into the Columbia Pictures. (Continued on page 16)

ABC Promotes Conley in Nat'l Station Sales

James Conley has been named executive VP and general manager of ABC-TV National Station Sales, taking over the responsibilities of Theodore F. Shaker, the division's president. Shaker last week was elected president of the NAB O-O TV stations.

Stanton Glad His Web Attracts Ex-Employees

Chicago — CBS President Frank Stanton got a rousing round of applause in his closing remarks at the Web's banquet Monday evening in the Ambassador West Hotel. Obviously referring to recent personnel changes, he quipped: "It's nice to work with a company where people are coming back instead of leaving." Stanton, it was generally interpreted, was referring to the return of Hubbell Robinson Jr., overall programming VP.



THERE'S NOTHING LIKE SOTHERN APPEAL—ANN Sothern, that is! Your viewers' favorite comedienne is prettier and wittier than ever, in '62's ONLY NEWLY-SYNDICATED SITUATION COMEDY: "The Ann Sothern Show"! Her hilarious adventures as a boss-lady are a proved success with sponsors. We'll be waiting to tell you more. at ECONOMEETV's Hospitality Suite 1900, Conrad Hilton Hotel. Advt.

House Bill Re-words Sports-Telecast Rule

Washington Bureau of RADIO-TV DAILY
Washington—A bill to change the authority for sports leagues to enter into collective TV contracts has been introduced by Rep. Melvin R. Laird (R., Wis.).

The bill would substitute for present language "except within the home territory of a member club of the league on a day when such club is playing a game at (Continued on page 2)

Fraudulent U.S. Ads Eyed on Mexican TV

Washington Bureau of RADIO-TV DAILY
Washington — The FCC's monitoring unit cooperated with the Post Office in making recordings of fraudulent advertising placed on Mexican radio stations by Americans in order to evade the restrictions under which U. S. broadcasters operate, the field engineering and monitoring staff reported yesterday. One of the Mexican sta- (Continued on page 22)

FCC Chief's Speech Certain to Increase NAB Code's Roster

By ARTHUR PERLES
Chicago — In a speech all the more remarkable for its mildness than its content, FCC Chairman Newton N. Minow was in his most benign form yesterday as he addressed the NAB conventioners at luncheon in the Conrad-Hilton Hotel.



MINOW

Even the widely touted expectancy of a blistering attack on radio, sim- (Continued on page 13)

16 Broadcasters Cited As 'Ambassadors'

Chicago—NAB president Collins has presented certificates of appreciation to sixteen U. S. broadcasters who earlier this year made a 23-day good-will tour of Latin America. The framed certificates conferred on the following broadcasters the honorary title of "NAB Ambassadors."

Mrs. Helen Sduhamel, KOTA, Rapid City, S.C.; Herbert E. Evans, The People's Broadcasting Corp., (Continued on page 16)

Outlet Marks 15 Years Below Sea Level

El Centro, Calif. — KICO, only ABC Radio affiliate below sea level, celebrates its 15th birthday Sunday. More than 100,000 of the station's listeners live below sea level, in California's Imperial and Calexico valleys.

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RADIO-TELEVISION DAILY SUITE 906
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In Tempo With The Times / John F. Box, Jr., Managing Director



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Cellomatic Names Rogin, Howell, VPs

Milton Rogin and Thomas Howell have been named VPs of the Cellomatic division of Screen Gems, which has also added Bradley L. Gould as an account exec.
Rogin and Howell were president and executive VP respectively of Cellomatic Corp., before its purchase in January by Screen Gems. The two men founded the firm in 1951, and both are now under long-term contracts to head the division.
Gould joins the firm after serving as an account executive with Wilding Picture Productions.

Logo with eye and 'A DOMINANT VIEW' text, and 'WDBU-TV' logo with 'scranton-wilkes barre and WGBI represented by H-R' text below.

COMING AND GOING

JOHN L. KOUSHOURIS, PETER J. SMITH and DOUGLAS M. SCHUSTEK, of VHF, Inc., to Chicago for BBDO General Electric meetings.

JAMES M. DOLAN, CBS Radio sports director, to Augusta, Ga., for the network's coverage of the Masters Tourney.

LOTTE LEHMANN, opera star, is in N. Y. en route to Canada on TV business. She is staying at the Savoy-Hilton Hotel.

TOM PAYNE, midwestern sales rep for the National TV Co. back to Denver from Texas.

JERRY LEWIS is in town from the Coast to attend the Boy's Town of Italy's Ball of the Year.

AL PERLMUTTER, TV producer, to Washington to meet with USIA director, Edward R. Murrow.

JOEL KANE, head writer for the "Dobie Gillis Show," to N. Y. and Westport, Conn., for business conferences.

CHARLES SCHULTZ, executive producer of programming for ETV Channel 13, and his wife, NANCY MARSHALL, Broadway actress, have arrived in N. Y.

NBC Films Pipes 'Hennesey' Aboard

NBC Films will introduce "Hennesey," the CBS-TV series, to the syndication market. The 96 half-hour episodes, starring Jackie Cooper, will be available to local stations for Fall scheduling, opposite CBS-TV's "Thriller" and ABC-TV's "Ben Casey."

Morris Rittenberg, President, NBC Films, said: "Acquisition of 'Hennesey' indicates NBC Films activity in the TV syndication field. Our interest in top quality network fare has led to this crossover of company lines."

Negotiations for the transfer of "Hennesey" from CBS-TV to NBC Films were handled by Leonard Kramer for William Morris Agency. Overseas distribution goes to NBC International.

Scranton Station Starts Spring Drive for Safety

Scranton-WEJL has begun the Spring phase of its "Safety and You in '62," a year-round promotion of good safety practices. The station has been cited for each of the past six years by the National Safety Council.

OBITUARY

Mrs. George M. Burbach

St. Louis - Funeral services were held Saturday for Mrs. George M. Burbach, 76, widow of the former general manager of Post-Dispatch stations KSD and KSD-TV. She died Thursday night of a heart ailment after a brief illness. Mrs. Burbach was a native of Jerseyville, Ill. Her husband, who died in 1959, retired in 1958 after 44 years with the Post-Dispatch and its radio and TV stations.

THINKING OF SWITCHING?

See EMI/US at NAB

WNAB ASSISTS SINKING RIVAL

Editorial 'Mayday' Aids WJZZ's \$30,000 Need

Bridgeport, Conn. - WNAB general manager Alton J. Lenoce has broadcast an editorial encouraging "everyone regardless of their programming preference to support" WJZZ, WNAB's competition here.

The latter station, the FM affiliate of WICC, has stated that "We are in serious financial difficulty, and unless we can raise \$30,000 by Apr. 30, we will have no choice but to go off the air."

The editorial said: "We at WNAB feel that to deprive the area of a station of WJZZ's magnitude would be a great loss to the community as well as the broadcasting industry. We sincerely hope that WJZZ is successful..."

House Bill Re-Words Sports-Telecast Rule

(Continued from Page 1)

home," the following language, "except where such an agreement restricts any telecasting station having a transmitter within 75 miles of the game site from televising a game played by a member club of the league, when such club is playing a game at home."

FINANCIAL

(April 3)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Aske. Lists stocks like Filmways, Capital Cities, Desilu, Esquire, Inc., etc.

* OVER THE COUNTER

Table with columns: Bid, Aske. Lists stocks like Jerrold, Meredith, Metromedio, etc.

* Courtesy of National Association of Security Dealers.

Laurence Harvey Signed To Narrate 'Noah' Debut

Hollywood - CBS-TV has signed Laurence Harvey to narrate the world ballet debut of Igor Stravinsky's New York, "Noah at the Flood," which will air on the network Apr. 14 choreographed by George Balanchine. Jack Ricardson wrote the narration.

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VOL. 3—"FILMS OF THE 50's"—NOW FOR TV

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

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover 3PDS (Spot TV Rates and Data)

YOUNG MAN WITH A HORN!

Three Film Winners Enter TV Syndication

Sterling Television Co. has acquired three award-winning film properties from "The George K. Arthur Prize Package" for inclusion in the company's forthcoming syndication series, "The Special of the Week."

Integrated into a single hour program will be "The Stranger Left No Card," a first-prize winner at Cannes; the Academy Award-winning "Glass," and Barnaby Conrad's film essay, "The Day Manolete was Killed," Grand Prize winner at the Tours Film Festival.

The special, featuring "contrapuntal themes of rhythm drama and violence," will be hosted by Arthur, himself. Twenty-five hour-long programs on a variety of topics make up the remainder of the Sterling package.

KING-FM Series Features Haydn's 'Unknown' Music

West Coast Bureau of RADIO-TV DAILY
Seattle — "The Unknown Haydn," a series of five programs featuring music written by Haydn from 1768 to 1799, will begin Tuesday on KING-FM. The programs will present excerpts from "Il Mondo della Luna," "L'Anima del Filosofo," a concerto and a notturno written for the king of Naples; two symphonies, a cantata, and a number of piano trios.

Lenten Talk on WPIX

Progresso Italian Quality Foods, Apr. 20, will present a special Good Friday TV address by Bishop Fulton J. Sheen on WPIX. The order, placed through Carlo Vinti Advertising, relinquishes the usual commercial announcements in order to present the special Lenten message without interruption.

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By TED GREEN

• • • As a direct result of its trade paper ads, nearly 2,000 combat veterans of the Normandy invasion have contacted Wolper Productions and offered aid in its preparation of the TV documentary, "D-Day," which David L. Wolper is producing as an NBC-TV "Du Pont Show of the Week." . . . Johnny Mathis, inactive since last Dec. 24 because of a back ailment, will return to work Monday on the Academy Awards telecast. He'll sing "Love Theme From 'El Cid,'" one of the year's "Oscar" nominees. . . . Mel Allen has been renewed for another year as host of "Monitor" Saturdays on NBC Radio. He interviews celebrities, provides news and feature tidbits and introduces recordings during this period. . . . Comedian Phyllis Diller visits with pinch-hitting Bill Randle on the WCBS Radio "Kenneth Banghart Show" this week. . . . Newsman Allan Jackson of CBS has accepted an invitation to address the journalism classes at Abilene Christian U. in Abilene, Tex., and TCU in Ft. Worth next month.

☆ ☆ ☆ ☆

• • • Gloria Okon has been named to assist John Tillman in reporting the gala Easter Parade on WPIX Apr. 22. This is the third year in a row for Gloria. . . . CBS Radio producer Hank Miles is back at his desk following a short vacation in Nassau. Hank produces "The Jack Sterling Show" on WCBS and "The Richard Hayes Show" on CBS Radio. . . . Singing personality Julia Steele is at Long Island Jewish Hospital recuperating from an auto accident she suffered last week. Send get well wishes. . . . Sidney Frey, president of Audio Fidelity Records and creator of the first stereo record, along with Milton Berle, received Institute of High Fidelity awards for their achievements and contributions to the music industry. . . . Looks like Les Keiter and WINS are close to a contract for a complete broadcast schedule home and away for the New York Knickerbockers and New York Rangers games next season. . . . Charles Barclay and Robert F. Briody have been upped to Veepee's at Raymond Scott Enterprises.

☆ ☆ ☆ ☆

• • • Goings on at Decca: Burl Ives' "Funny Way of Laughin'" is headed in the same direction as his "Little Bitty Tear"—Hitsville! . . . Charlie Manna returns to San Francisco's hungry i for four weeks beginning Apr. 23. His new Decca LP, "Manna—Live," is orbiting. . . . Red Foley is headed for his biggest hit since "Chatanooga Shoe Shine Boy" with his disk, "The Happy Song" coupled with "Those Wasted Years" . . . Charles K. L. Davis, doing a series of concerts in the Chicago area, is becoming Hawaii's newest good-will ambassador. . . . Decca brass is predicting stardom for Joyce Smith, whose "Leaving On Your Mind" platter is spreading in sales and spins across the country. . . . Atlanta, Dallas and Cincinnati are leading the cheering section for her. . . . Phil Lang's "Marching Down Broadway" album has the customers marching into stores.

☆ ☆ ☆ ☆

• • • The original script of Eddy Manson's "U. S. 1 Suite," written for the "U. S. 1 American Profile" special on NBC-TV has been chosen for display at the Tenafly Art Exhibit in New Jersey, May 11-13. . . . Singer Brook Benton, whose latest recording, "A Walk on the Wild Side," is his 21st consecutive hit, taped a radio program. . . . Syracuse U. singing discovery Jeff Low has Tribute Records excited. His first release for the label is titled "Won't You Return," and the initial reaction is tremendous. Keep your eye on this handsome lad. . . . Things We Can Do Without: Those video commercial announcers who always claim: "for the very best, buy our sponsor's products" . . . The comedian always telling TV audiences: "A funny thing happened to me on the way to the theatre" . . . Guest celebrities tossing in an ad lib "Twist" dance while appearing on an interview program. . . . Thoughts While on the Air: A person with a closed mind can get by nicely if he doesn't open his mouth. . . . Poise is that quality which enables you to buy a new pair of shoes while ignoring a hole in your sock. . . . Honesty is the best policy, but some people still feel they can't afford the best. . . . You know you're middle-aged when the girl you whistle at thinks you're trying to signal your dog.

Ideal Toy Purchases Series in 11 Markets

Ideal Toy Corp. has been signed for multi-market programming by Independent Television Corp. The deal follows closely on the heels of the multi-market sale to American Doll & Toy Corp. and to Remco, Inc., both on "Superpercar."

The Ideal sale, through Gross Advertising, is for 11 metropolitan markets on the "Jeff's Collie" series, now seen in 117 markets — in many cases for the second and third times.

\$3.5 Mil in New Biz Via Radio Concepts Plan

Chicago — The Radio Concepts Inc., "creative concept selling plan" brought over \$3.5 million in new accounts to local radio stations last year, according to Al King and Phil Meltzer, pioneers of the RCI plan.

They emphasize that the key to their success in helping stations to sell is creativity, which helps explain RCI's usage by stations throughout the U.S., Canada and Australia.

King and Meltzer noted, as an example, that the RCI plan brought more than \$302,000 in new accounts to the Taft radio chain.

UAA Closes 1,000th Deal On Post-'48 Pix Leases

United Artists Associated has closed its 1,000th syndicated deal for post-'48 features, with the lease of 32 UA features to KMBC-TV, Kansas City, according to executive VP Erwin H. Ezzes. The lease covers the A-OK group currently in 75 markets, he noted.

A total of 325 post-'48 RKO, Warner Bros. and UA pictures now being released in small groups by UAA, Ezzes said adding that a change in programming attitude is contributing to more widespread buying of features next season.

Heavy Sked for Jason

Jason Robards, Jr., who stars a TV script writer in "A Thousand Clowns," opening tomorrow Broadway, Friday will begin rehearsals for his role in "The Where the Town's Going!" Apr. on CBS-TV.

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Pictured here, Model J3375H, The Piedmont, Zenith Transistorized Space Command® Remote Control TV. In Italian Provincial Cabinet with genuine Cherry Fruitwood veneers and select hardwood solids. \$575*. Zenith Handcrafted Quality TV starts as low as \$149.95*.

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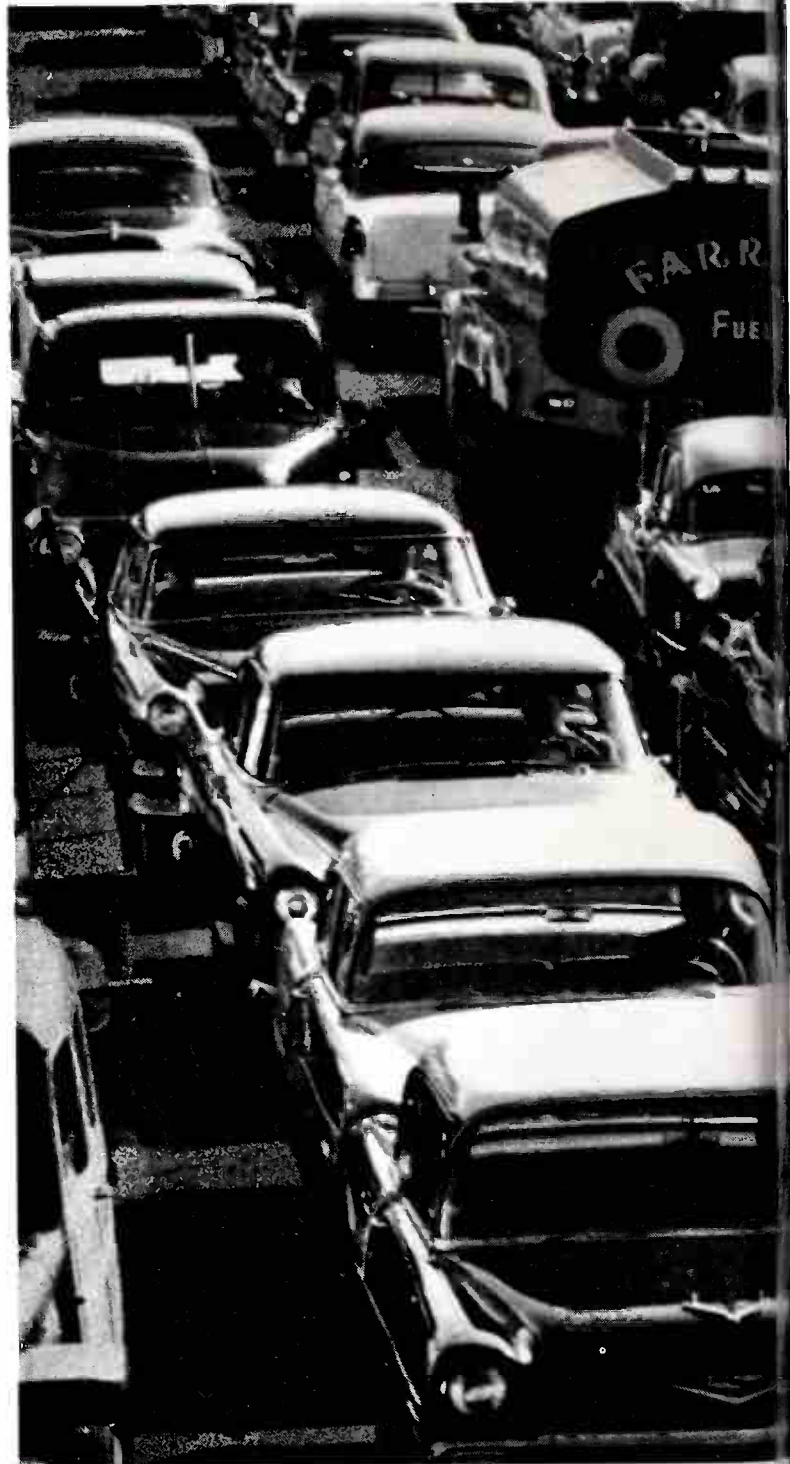
Aware of their unique ability—and responsibility—to communicate en masse, last year (as in years past) the five CBS Owned television stations originated an impressive number of locally-produced prime-time “specials,” whose contents ranged widely, and incisively, across community, national and international affairs.

There was, for example, WCBS-TV's “Junkyard by the Sea,” an indictment of drug trafficking in the nation's largest city; WBBM-TV's “The Other Americans,” a two-part exposé of Communist activity in Latin America; KNXT's “Meet the Officer,” a candid study of local law enforcement in action; WCAU-TV's “Dead End 1975,” an eye-opening report on today's steadily-worsening traffic crisis; and KMOX-TV's “The Concrete Curtain,” which dramatized the importance of increased civil defense in an atomic age. And there were many more!

In 1961, the five stations devoted almost 15 million dollars' worth of station time and facilities to non-network public affairs programs and announcements. This amount—an all-time high!—is one more example of exceptional service rendered to communities for whom the words “CBS Owned” have always signified something special!

◎ CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc.
Operating WCBS-TV New York, KNXT Los Angeles,
WBBM-TV Chicago, WCAU-TV Philadelphia and
KMOX-TV St. Louis





Oscar Homolka Signed For Two Disney Leads

Oscar Homolka has been signed to star as a first mate in the Walt Disney two-part presentation of "Graveyard of Ships and "Moon's Cussers" in color on NBC-TV on some Sunday during the 1962-'63 season. Taping will be completed later this month.

Engineering Conference

WEDNESDAY

TECHNICAL SESSION

9:30 a.m.—Continental Room
Presiding: JAMES D. PARKER, Director, Television R-F Engineering, CBS Television Network
Session Coordinator: VIRGIL DUNCAN, Chief Engineer, WRAL-TV, Raleigh, N. C.

INTERIM REPORT ON WUHF (9:30-9:55 a.m.)

by: E. W. ALLEN, Chief Engineer, Federal Communications Commission

POWER GAIN MEASUREMENTS ON AN INSTALLED TV ANTENNA (10:00-10:25 a.m.)

by: ANDREW ALFORD, President, Alford Manufacturing Co., R. E. FISK, Specialist, Antenna Engineering, General Electric Company, and OGDEN L. PRESTHOLDT, Director of Engineering, CBS Radio Network (To be presented by Mr. Prestholdt, formerly of CBS Television Network, Engineering Dept.)

A COMPARATIVE ANALYSIS OF TRANSVERSE AND HELICAL SCAN TELEVISION TAPE RECORDING TECHNIQUES (10:30-10:55 a.m.)

by: MR. CHARLES GINSBERG, Vice President and Manager, Rotary Head Recording Advanced Technology, Ampex Corporation

PROBLEMS ENCOUNTERED IN THE CONTROL OF HEAT AND DUST ON TRANSMITTER PLANTS (11:00-11:15 a.m.)

by ALBIN R. HILLSTROM, Chief Engineer, KOOL AM-FM-TV, Phoenix, Arizona

THE SUCCESSFUL LICENSE LAW FOR TV AND RADIO SERVICE TECHNICIANS IN LOUISIANA (11:15-11:30 a.m.)

by: J. D. BLOOM, Director of Engineering, WWL-TV, New Orleans, La.

MANAGEMENT AGENDA Wednesday

9:15 a.m. to 10:15 a.m.

LABOR CLINIC—(Closed Session) Grand Ballroom
Participants
Charles H. Crutchfield, WBT, Charlotte, North Carolina
William C. Goodnow, WISN, Milwaukee, Wisconsin
Harold C. Sundberg, Jr., WMBD, Peoria, Illinois
James H. Hulbert, NAB
David L. Doughty, NAB

10:30 a.m. to 12:00 Noon

RADIO ASSEMBLY Grand Ballroom
Presiding: John F. Meagher, Vice President for Radio, NAB
"Heroes and Dollars, Too"
Miss Katherine Peden, Station Director, WHOP, Hopkinsville, Kentucky
Presentation of the NAB Broadcast Personnel and Economics Department.
"Broadcasting's Role in Civil Defense?"
Moderator: Vincent T. Wasilewski, NAB

10:30 a.m. to 12:00 Noon

TELEVISION BUSINESS SESSION Waldorf Room
Television Board Elections
Presiding: Dwight W. Martin, WAFB-TV, Baton Rouge, Louisiana; Chairman, NAB Television Board of Directors

12:30 p.m. to 2:00 p.m.

MANAGEMENT CONFERENCE LUNCHEON
International Ballroom
Presiding: William B. Quarton, WMT-TV, Cedar Rapids, Iowa; 1962 Convention Co-Chairman
Invocation: Rabbi Philip L. Lipis, President, Chicago Board of Rabbis
Introduction of the Speaker: LeRoy Collins, President, NAB
Address: James E. Webb, Administrator, National Aeronautics and Space Administration
The Annual NAB Business Session

2:30 p.m. to 5:00 p.m.

GENERAL ASSEMBLY Grand Ballroom
Presiding: J. M. Higgins, WIBC, Indianapolis, Indiana; 1962 Convention Co-Chairman
Panel Discussion
FEDERAL COMMUNICATIONS COMMISSION
Hon. Newton N. Minow, Chairman
Hon. Rosel H. Hyde
Hon. Robert T. Bartley
Hon. Robert E. Lee
Hon. T. A. M. Craven
Hon. Frederick W. Ford
Hon. John S. Cross
Moderator: Clair R. McCollough, Steinman Stations, Lancaster, Pennsylvania, Chairman, NAB Board of Directors

7:30 p.m.

ANNUAL CONVENTION BANQUET
International Ballroom

EXPERIENCES IN MOVING A TV TRANSMITTER WITHOUT LOSS OF AIR TIME (11:30-11:45 a.m.)

by: ROBERT W. CROSS, Chief Engineer, KROC, KROC-TV, Rochester, Minn.

THE TRANSITION TO TRANSISTORS IN TV (11:45-12:00 N)

by: JOHN H. DeWITT, JR., President, WSM, Inc., Nashville, Tennessee

ENGINEERING LUNCHEON

12:30 p.m.—Williford Room
Presiding: JACK PETRIK, Chairman, Broadcasting Engineering Conference Committee

Presentation of NAB Engineering Award to: RALPH N. HARMON
by: GEORGE W. BARTLETT, Manager of Engineering, NAB

Speaker: DR. GEORGE BROWN, Engineering Vice President in charge of Research, Radio Corporation of America

GENERAL ASSEMBLY 2:30-5:00 p.m.—Grand Ballroom

ANNUAL CONVENTION BANQUET 7:30 p.m.—International Ballroom

Stations Broadcast Fishing News, Weather

WWRL and WRFM have been broadcasting Ray Adell's comprehensive fishing reports and fine weather forecasts. WWRL airs the news weekdays at 6 AM; WRFM, Monday through Saturday at 6:45 AM.

GENERAL INFORMATION

(All NAB convention and staff offices are located on the Third Floor of the Conrad Hilton Hotel, unless otherwise designated)

NAB CONVENTION OFFICES
Convention Manager Room
Everett E. Revercomb, Secretary-Treasurer
Convention Program Room
Howard H. Bell, Vice President for Industry Affairs
Engineering Conference Room
George Bartlett, Manager
Convention Exhibit - East & West Exhibit Hall
George E. Gayou, Exhibit Director
Edward L. Gayou, Assistant Exhibit Director
Registration Desk - Lower Lobby
William L. Walker, Assistant Treasurer
Convention News Room
John M. Couric, Manager
Public Relations

NAB STAFF OFFICES
Executive Vice President Room
Vincent T. Wasilewski
Radio Room
John F. Meagher, Vice President
Television Room
Dan Shields, Special Assistant for Television
Station Relations - Lower Lobby
William Carlisle, Vice President for Station Services
Broadcast Personnel and Economics Room
James Hulbert, Manager
Government Affairs Room
Hollis Seavey, Manager
Legal Room
Douglas Anello, General Counsel
Code Authority Room
Robert D. Swezey, Director
Edward H. Bronson, Manager for Television
Charles M. Stone, Manager
Radio
NEWSROOM Astoria Room
BANQUET EXCHANGE DESK Lower Lobby

ANNOUNCEMENTS

Anyone having an announcement which he wishes brought to the attention of the Management Conference should bring it to Howard H. Bell in Room 4. Announcement for the Engineering Conference should be brought to George Bartlett in Room 1 of the Conrad Hilton Hotel.

'GREATEST CAFE ENTERTAINMENT BROADWAY HAS EVER SEEN'

It Happened Last Night

By Earl Wilson

We've seen Liberace stampe 10,000 fluttery females in Madison Square Garden. We've witnessed him in London, rock the rafters of the Palladium with his Pianonsense. We've seen him cast an aura of conviviality in Miami Beach, Chicago and Los Angeles night clubs and even lift Las Vegas losers out of the dumps and make them shout 'Bravo'. But we've never seen Liberace wrap an audience around his diamond-encircled little finger like he did Wednesday night at the Latin Quarter. If Distinguished Service Medals were awarded for Liberace would be wearing one, mit clusters

SHOWMANSHIP
BY GARDNER CALLING

I am telling you here and now that never have I observed such **SHOWMANSHIP** musical talent and such a complete sway over an audience in a nightclub.
What's On? by BEN GROSS

A Master **SHOWMAN** nobody can hold a Candelabra to Liberace
ARTHUR ALPERT
- N.Y. World-Telegram and Sun

About as great and versatile a **SHOWMAN** as we have in the entertainment world today—
New York Cavalcade
by LOUIS SOBOL

He lit them all with the genius of his **SHOWMANSHIP** ... a Latin Quarter Wow!
THE KNIGHT WATCH
by GENE KNIGHT

... A genius for **SHOWMANSHIP** ... he gets more whoops and yells than any entertainer I've ever seen—
On the Town
by CHARLES MCHARRY

1962 is the year of



"MR. SHOWMANSHIP"

Personal Management:
DICK GABBE SEYMOUR HELLER
New York Beverly Hills

Business Management:
JOHN R. JACOBS, JR. International Artists, Ltd., Hollywood, Calif.



Public Relations:
BILL WATTERS & ASSOCIATES

ED SULLIVAN SHOW
APRIL 15th

Near East Fears U. S. Style of TV: Sarnoff

Nations Considered Glenn Coverage Fine, But Above Our Norm

NBC board chairman Robert W. Sarnoff, having returned from a self-described "scouting expedition along the TV frontier — Greece, Turkey, Lebanon, Israel and India," has observed that "the sense of exciting anticipation" of TV in the Near East is mingled with "a kind of fear of TV, based on misconceptions and distortions about TV in the U. S."

At one point in the trip, a government head told Sarnoff that NBC's Radio's coverage (through BBC's overseas service) of Astronaut Glenn's historic orbital flight was "just marvelous." But, the leader added, he regarded the Project Mercury coverage as totally untypical of U. S. broadcasting, which "consists of nothing but escapist trivia, much of it pernicious."

Effort-to-Learn Lacking

Sarnoff stated that "whenever I encountered this view, I readily established that it sprang not from firsthand observation of TV in the U. S., nor from exposure of American TV exports to other parts of the world, nor from any genuine effort to learn what TV is like in this country."

"The view was clearly formed by what these foreign gentlemen had read, mainly in internationally circulated American publications, offering and quoting sweeping domestic criticism of this country's TV service."

The NBC exec suggested that "critics and spokesmen whose voices can reach overseas have a particular obligation to present a more accurate and balanced view of U. S. TV as it really exists, because — through no fault of American telecasters — our cultural and informational programs do not attract as much attention from prospective foreign TV outlets as we would like."

"Please don't get me wrong," Sarnoff exhorted. "This is no appeal for a moratorium on criticism, or for presenting to the world a picture disguising our faults. My point is that, for the most part, the depiction of American TV by its domestic critics gives a false impression abroad by ignoring its virtues and magnifying its faults."

Latin American Actors Sign Reciprocal Pacts

Mexico City—Actor's unions in Venezuela, Colombia and other Latin American countries are preparing to sign reciprocal agreements with Mexico for collection of royalties on exhibitions of Mexican video tapes in the respective countries.

Irish Economy Boom Spurs Commercial TV Ad Growth

Special To RADIO-TV DAILY

Dublin—The present boom in the Irish economy is spurring the development of Irish TV. With the volume of personal expenditure up 11.5 per cent, the gross national product up 15.5 per cent and volume of production up 28.5 per cent, Irish TV offers the newest and most powerful selling medium in a thriving market, states Edward J. Roth, director-general of Irish TV.

On the issue of government controls versus self-regulation through the code of standards, Roth said that both President Eamon de Valera and Prime Minister Sean Lemass were of one mind.

At the inauguration of Irish TV, de Valera said "Now, it is you, the people, who will ultimately determine what the programs in Irish TV are to be. If you insist on having presented to you the good and the true and the beautiful, you will get these."

Lemass, speaking on the same day, stressed the desirability of self-regulation, saying "We de-

ecided on that course (self-regulation) because we became convinced that whatever risks it involves are less serious than those of a service which would be directed by a government department."

Irish TV programs over 42 hours a week between 5-11:15 PM. It is the first TV station in the world to transmit continuously both 405 and 625 line pictures.

Maximum advertising is seven and one half minutes an hour. Among the larger American advertisers are Lever Bros., Colgate-Palmolive, American Home Products, Kellogg Co., Nestle Co., Ford Motor Co. and Max Factor.

Several American series are seen weekly including "You Are There," "Boris Karlof Theatre," "Medic," "The Red Skelton Show," "Science Fiction Theatre," "Have Gun Will Travel" and "Father Knows Best."

Director-general Roth was with NBC for several years as a TV management consultant before joining Irish TV.

Japan Broadcasters Send NAB Message

Chicago—Tadashi Adachi, president of the National Association of Commercial Broadcasting Japan, has sent the following message in part to the NAB convention.

"The most important and intimate object of broadcasting to promote world peace. We, this industry, are always conscious of it and proud of our responsibility. At the festival, association declared that we, broadcasters, should do our best to protect freedom of information, maintain the impartiality and dignity of programs, and promote the progress of broadcasting cultures while at all times examining ourselves."

Valuable Aid from U. S.

"Commercial broadcasting in Japan, since its very start, has been bestowed with material and spiritual guidance and support from a league in the United States. We expect these ties of friendship and cooperation will be all the more strengthened, and through cultural exchange between us, broadcasters of both countries we wish to be good companions seeking our common goal, which is peace for the world."

INDUSTRY CALENDAR CHECKLIST

- Apr. 4-6—Association of National Advertisers West Coast meeting, Del Monte Lodge, Pebble Beach, Calif.
- Apr. 4-6—American Institute of Electrical Engineers South Central District meeting, Hotel Peabody, Memphis.
- Apr. 6-7—National Association of Educational Broadcasters, region II (southeastern) conference, Georgia U. Adult Center for Continuing Education, Athens.
- Apr. 7—Intercollegiate Broadcasting System annual convention, Yale U., New Haven, Conn.
- Apr. 10—RTES, Time Buying and Selling seminar: "Using Research," CBS Radio, New York.
- Apr. 11-13—Institute of Radio Engineers Radio & TV Association Spring meeting, WNED-TV, Hotel Lafayette, Buffalo.
- Apr. 11-13—Institute of Radio Engineers Southwest Conference and electronics show, Houston.
- Apr. 12-13—Advertising Club of Memphis second annual Mid-South Advertising Institute, Peabody Hotel, Memphis.
- Apr. 18-20.—International Advertising Association 14th World Congress, Sheraton-Chicago Hotel.
- Apr. 26-28—Pennsylvania AP Broadcasters Association, Philadelphia.
- Apr. 26-28—American Association of Advertising Agencies annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

JFK Compliments NAB for 'Fresh Spirit'

Chicago—President Kennedy transmitted greetings to the 40th annual NAB convention here, saying, in part: "As a fellow citizen, listener and viewer, I'm aware of the fresh spirit that your association has displayed in meeting the enormous challenges of a public responsibility. And as President of the United States, I am sure I speak for all Americans in extending my appreciation for your very special services to the nation this year. You are furnishing vigorous proof that broadcasting serves America."

Storer Bid Dismissed On WJW Power Boost

Cleveland — The FCC has dismissed a bid by Storer Broadcasting to increase daytime power of WJW here to 25 kw because Storer didn't offer the necessary engineering proof that such an increase wouldn't interfere with WHAS, Louisville, in the event the latter is permitted to go to 750 kw power.

While the FCC said that a view of material on file indicated that interference would be caused, Storer still has the opportunity to re-submit its application with the required engineering showing. Opposition to the Storer request by WHAS was declared "moot."

Desilu Sales Syndicates Canadian Film Specials

Chicago—Desilu Sales, Inc., will act as a syndicator in the U. S. for one-hour special documentaries produced by the National Film Board of Canada. One special covers the suffrage movement for equal status movement, which had for its purpose the obtaining of equal voting status for women of the Dominions.

NBC SETS FALL BOW FOR NEWSHAWK DRAMA

"Saints and Sinners," a new weekly series based on adventures of a fictional New York newspaper reporter, will bow in the autumn on the NBC-TV network.

Stars will be Nick Adams and Ann Larkin, with Ann Blyth as a frequent guest star. Regular supporting cast will include Robert Non and Russell Thorson. The series will be produced for NBC by Four Star Television, and filmed in both New York and Hollywood.

Creator of the series was Adrian Jones. The pilot was produced by Everett Chambers and directed by Kurtz Kulik.

For the Real Criminal, When Video Doesn't Pay

Orlando, Fla. — Prisoners at a city jail here were stars of a WLOF-TV documentary on the prevention. Part of the show was filmed inside the jail, with prisoners describing their own techniques and modus operandi for the benefit of community citizens. The actors' reward? They were allowed to watch the show on television when it was eventually aired.

CANADIANS THINK DEMOCRACY SAFE

Toronto— Although one quarter of the Canadian public thinks that democracy is not too safe in Canada today, two out of three people say a dictator couldn't take over in this country. A slim margin of people think that there is a world trend towards dictatorship. These are the results of "Telepoll," national public opinion survey taken every week following a TV presentation.

Eight people in 10 know sex-charged novels are readily available and every sixth person thinks this affects rising juvenile delinquency. A further 66 per cent of the public think we prosecute the wrong kind of fiction.

"Telepoll" is seen Sunday night in Halifax, Montreal, Ottawa, Toronto, Winnipeg, Calgary, Edmonton and Vancouver on the CTV network.

MGM Lab Services For TV Producers

Hollywood — Metro-Goldwyn-Mayer Laboratories, which has previously serviced only its own productions and independent productions, is expanding operations to make its full services available to all TV commercial, motion picture and industrial producers and producing companies.

Under the guidance of Alan Jackson, in charge of M-G-M Laboratories, the move includes acquisition of additional space and rebuilding and modernizing developing and printing machines in accordance with latest photographic engineering methods.

Services now being made available include precision processing of 35mm., color, and black-and-white negative and intermediate film and accurate scene-to-scene color-balanced and density-corrected prints in 35mm. and 16mm.

Popeye on TV to Aid U.S. Forest Service

The Forest Service of the U. S. Dept. of Agriculture has ordered 32 color prints of King Feature TV's "Popeye in the Woods" for use in the 1962 Smokey Bear campaign against forest fires. The segment shows Popeye and Wimpy involved in a forest fire.

National Drug Firm Eyes TAC Program

Chicago — TV affiliates Corp.'s Broadcasters Advisory Committee revealed it has unanimously approved proposed sponsorship of its public affairs programs by a national drug firm.

Flexibility of marketing through TAC and its affiliate stations from coast to coast was sighted as playing a large role in the drug agencies ultimate decisions.

Within the past two weeks, WDBJ-TV Roanoke, Va.; WCSC-TV, Charleston, S. C., and KOTA-TV Rapid City, S. D., joined the TAC station line-up, now comprising 27 outlets.

Special TV Web Covers 'Junior Miss' Finals

Mobile — A special, 25-city TV network which covered the finals of "America's Junior Miss of 1962" Pageant here, was sponsored by the bottlers of Coca-Cola. Winner, a Providence R. I., student, received a \$6,000 college scholarship among other prizes. More than 18,000 high school seniors entered the contest, which has become an annual event attracting nation-wide attention.

SEE IT IN THE
RCA EXHIBIT AT NAB



For the first time... **A COMPLETE MOBILE TV TAPE UNIT**
... for under \$50,000!



The Most Trusted Name in Television

This new compact RCA Mobile TV Tape unit comes equipped with an RCA TR-11 TV Tape Recorder—a quadruplex-type compatible recorder meeting all professional TV tape standards. The recorder is self-contained, pre-wired and pre-tested at factory, ready to record and play back wherever it goes. It is mounted on dollies, so that recorder may be used both on location and in studio. Mobile unit is complete with working desks, storage for tape and accessories, air conditioner and heater. Ask your Broadcast Representative. RCA Broadcast and Television Equipment, Department FE-372, Building 15-5, Camden 2, N.J.

'Cannibals' Halt Radio Growth RAB Prexy Tells Convention

Chicago — "Radio now has the facts and the selling techniques capable of making us a billion-dollar medium in a relatively few years," RAB President Kevin B. Sweeney yesterday told the NAB members here.

"The only matter undecided is what is radio going to do about them," he said. Despite "great improvement made in the product—what we broadcast to our listeners"—and despite "unchallengeable proof that we are a superior buy," radio's progress in billing growth has been slow, Sweeney said.

He scored division within the radio industry itself as "cannibalistic" and the major deterrent to radio achieving its growth potential. This is part of the self-portrait he drew for the assembled broadcasters:

Ahead of Other Media

"The other media—nowhere near us in advertising efficiency and productivity—roll up huge increases while we go from agency to agency repeating our battle cry, 'I got considerably more audience than station B.'

"Some managers sit in their offices and say, 'This business used to be a good business before they let in so much riff-raff,' or worse still they make a speech that says that."

Sweeney said that unless broadcasters find the way to work together successfully they would not achieve what he saw as an otherwise practical goal—to go from a \$700,000,000 industry to a billion dollars in billing in less than four years.

'10 Years Later'

Titled "Radio Ten Years Later," the RAB presentation ranged over both radio's progress since 1952 and its possibilities in the decade ahead. Speaking of radio's future, Sweeney asked the broadcasters:

"Is radio going to be—to play on chairman Minow's phrase of last year—an advertising wasteland"?

'Common Market' Seen In Latin American TV

Mexico City—A common market in Latin American TV is shaping up, aided by Latin American tours by Rene Anselmo, of Teleprogramas de Mexico and Rodolfo Landa, head of the National Association of Actors. Labor unions have ratified interchange agreements and plan to step up local production of videotapes. Meanwhile, deals for reciprocal pacts continue, with Aurelio Perez, manager of Channel 4, going to Argentina to conclude a pact with that country.

Today's Personality

• • • **MORT BASSETT**, who has been in radio and TV for more than 26 years, has opened his own radio and TV representative firm in New York. It is called Mort Bassett & Co. Bassett's first job in broadcasting was with NBC in 1936. Following that, he was with John Blair & Co. as an executive for 10 years. He then moved to Florida to become owner-manager of WROD, Daytona Beach. Bassett later returned to New York as VP and office manager of Robert E. Eastman & Co.



BASSETT

Sig Sakowicz to Cover Emmycast for Chi Air

Chicago—For the fourth straight year, Sig Sakowicz will cover the "Emmy" Awards and play tapes of interviews with winners and also-rans on both his WGN and WTAQ shows for listeners in the Chicago and La Grange areas.

Sig starred in a short film recently which featured other TV-radio personalities in town, including Jim Lounsbury and Jimmy Featherstone. Called "Dance Craze," the film will be distributed by American-International Pictures.

'We're Gonna Win' Spec Opens Tiger TV Coverage

Detroit—WJBK-TV on Sunday will inaugurate its Tiger coverage with a half-hour special, "We're Gonna Win," hosted by sportscaster Ray Lane who recently returned from the club's Spring training camp with filmed interviews. Co-produced by Dick Meyers and Pete Hollis, the show will air just prior to the Tiger-Senator game from Washington.

WBKB Lists Antidotes

Chicago—WBKB, to date, has received 10,500 requests for a concise chart citing emergency antidote measures.

Programming, Sales Win Affils' Plaudits For NBC Radio Web

Chicago — The executive committee representing radio stations affiliated with NBC yesterday praised that network for "maintaining its dominant position in programming and sales" and indicated that the 197 stations were especially proud of its reputation as the news and public affairs network. William Grant (KOA, Denver), chairman of the NBC Radio Affiliates executive committee, spoke for the group.

Radio network executive vice president William McDaniel said that NBC had more than half of the sponsored time on network radio today and was constantly striving to improve in these areas even though it holds a dominant position.

Gross Billings at 10 Year High

He said that since January of this year, 52 hours of special news and public affairs programming had been aired, most of which had national sponsors. He said gross billings in 1961 were the highest since 1951.

News VP Julian Goodman said that additional news programs, especially those of interest to youngsters, were being developed and the close working conditions between the news and public affairs departments at stations and the networks were being augmented.

Sarnoff, Kintner Co-Host Dinner

At the annual affiliates dinner in the Drake Hotel, NBC board chairman Robert W. Sarnoff and president Robert E. Kintner were co-hosts. "Sing Along with Mitch" Miller and Johnny Carson, new star of NBC-TV's "Tonight" show entertained. "Harry Bannister was toastmaster.

On the Dais

On the dais were: Walter D. Scott, exec VP, TV, NAB president LeRoy Collins, Thomas Knode, VP, station relations, Sarnoff, Kintner, McDaniel, Carson, Miller, Grant, and Jack Aris, KPRC-TV, Houston, chairman on TV affiliates board of delegates.

The affiliates generally reflected their pleasure with NBC's strong programming and sales position for the 1962-63 season. Although it is six months before the start of next year's TV season, NBC's night time schedule is firmly set and five nights are virtually completely sponsored.

Peruvian Radio to Cover Academy Awards Dinner

Mexico City — Pepe Ludmir, Peruvian radio exec, is preparing a trip to Hollywood to install microphones for coverage of the "Oscar" Awards Dinner.

DON'T OVERPLAY CODE'S IMPORT

Standards Just Guide,
Swezey Tells TV Assembly

Chicago — Robert D. Swezey, NAB Code Authority director, yesterday told the TV Assembly here, "We spend a lot of time sermonizing the Code because we feel it is necessary. But we don't want it to be blown out of importance."

Swezey also said that new liaison between the Code Authority and the networks are being worked out and that they are approaching closer understanding with the networks in New York and Hollywood.

He said that there will be some revisions in two or three sections of the Code. Swezey stated that the Code will be a working manual and will include annotations, modifications and not to help the subscriber broadcasters.

RKO Earnings Down In First '62 Quarter

Akron, O.—Earnings of RKO General, radio and TV subsidiary of the General Tire and Rubber Co., were only \$1.2 million for the first quarter of this year, against \$1.8 million for the same period last year.

M. G. O'Neill, president of the parent corporation, revealed information yesterday at the annual stockholders meeting that Earnings of General Tire also declined from last year. O'Neill reported. He attributed this to competitive price situations in the tire industry.

Stock Increase

Shareholders at the meeting voted approval of an increase in the authorized common stock to 22.5 million shares from 7.5 million, of which there were 5.4 million outstanding last December. The additional stock will be distributed about the end of the month.

Stockholders also approved an increase of voting power of cumulative preference stock from one third vote per share to one vote per share when voted jointly with the common stock.

Military Comedy on Tap

"McKeever and the Colonel" has been assigned to the Saturday time from 6:30 to 7 P.M. on NBC-TV, starting Sept. 23.

The new series set in a military school, stars Allyn Joslyn as a colonel and Scott Lane as a cadet, McKeever, a mischievous cadet.

Achieve Self-Discipline on Ad Use: Minow

Frequency, Loudness May Bring FCC Regs

(Continued from Page 1)

to his TV blockbuster at last year's association conclave in Washington, failed to materialize. Instead, he proposed an informal art-sleeves conference between radio broadcasters and the FCC to solve the medium's most pressing problems which Minow presented as a "simple but depressing equation; more people, more radios, more stations—but smaller audiences and profits."

See Minow, Collins Reverse
After the NAB president's long stand the day before against the tide pulling broadcasters toward increased government regulation and pressures — another sharp contrast to Collins'

Minow expressed deep concern for the future of the radio networks, saying: "The networks remain the stalwart backbone of radio's own national and international news-gathering organizations. Would the networks be encouraged to expand, rather than contract their services if they were permitted to own more radio stations?"

and tone in '61, Minow's address seemed to veteran broadcasters with a total switch in roles by the two men.

FCC Discipline Possible

Perhaps his strongest words and tone were reserved by Minow for the frequency, and volume of, on-the-air commercials. He told the NAB audience that "if you are unable to achieve self-discipline," the FCC might have to adopt new rules governing the matter.

Quoting NAB Code director Elbert Swezey's "put-up or shut-up" statement on self-regulation,

Minow declared: "To those who would ask what limits would be set, I say perhaps the NAB Code provisions could be a guideline. If our studies show prospect of

In his introduction, praising Minow, Collins may have pulled one of the best cracks of the entire convention, saying: "He comes to us from the federal wastland."

improvement in the broadcaster's economic position, I believe it would be in his interest, and clearly in the interest of the listening public, to consider some reasonable regulation imposing clear and certain limits on commercial time."

Many Increase Code Members

This portion of his comment was interpreted by seasoned broadcasters as certain to drive a large number of non-member stations into the protection of the NAB Code which, Minow pointed out, affect at present only 32 per cent of the radio industry. Again

"Are we kidding ourselves when we expect a tiny AM station with a staff of a combo man and the owner to serve as communications medium in the public interest?" Minow queried rhetorically. His own answer to this question follows: "We must face up to it; a high standard of public service cannot be maintained by an understaffed station operating at a loss."

he inserted the critical needle under the skin of his audience by quoting Swezey's observations:

Public Often Victimized

"The public is still being victimized by the poor programming and shoddy practices of a large segment of the industry which has no interest in standards and

feels no compulsion to observe them."

Minow said he saw radio and TV as the center of "a great debate appraisal of the service being rendered by all means of communication." He said: "Everything you do well — and everything at which you fail — is the object of enormous attention . . . you are in the eye of a hurricane."

He lavished praise on the broadcasters for their coverage of Col.

Commenting on the FCC hearings in Chicago, Minow said: "Legislative inquiries—such as this one and the network investigations that we have been conducting—are the sort of function for which Congress created an administrative agency, instead of a communications court. No responsible broadcaster should fear the public he is licensed to serve. No responsible broadcaster should tremble and wilt under the criticism instead of listening to the good and rejecting the bad."

Glenn's space flight, admitting with consummate grace:

"Broadcasting made it possible for every American to share in Col. Glenn's new perspective of our planet. Through radio and TV, you made every one of us a partner in the encounter and science in outer space.

"And you put every one of us in debt for this service in the public interest."

'In Your Hands . . .'

His concluding words were: "You shape the national conscience, you guide our children and you have it in your hands and power to shape history . . . Am I guilty of asking too much of broadcasters? or, are you guilty of asking too little?"

Radio Has Listeners, But All Isn't Rosy

Chicago — Reports and predictions a year ago that radio was doomed to oblivion were grossly exaggerated, Minow told the NAB membership in the course of his midday speech yesterday.

TV, he said, drove radio from the living room, but with its "characteristic flexibility," the FCC chairman continued, "radio quickly headed for the kitchen, the bedroom, the study, the workbench, the office, the automobile, the outdoors," and "with the development of the pocket radio, to the garden, the grandstand, the subway, the fishing camp, and the mountain trail."

'Too Many . . . Lose Money'

Radio, he observed, has survived TV because of its unique gifts which he defined as "intimacy, immediacy, accessibility and portability."

Turning to the fiduciary side of the national radio picture, Minow said:

"Obviously, some of you broadcasters — too many of you — are losing money. Specifically, in 1960, the last year for which we have complete figures, about one-third of the radio stations reported a loss. Further, of those stations showing a profit, almost 30 per cent were in black ink, reporting a profit of less than \$5,000."

Despite this, he saw the paradoxical situation of the prices of stations continuing to spiral upward."

From praise for a large measure of radio programs, he turned on the heat for a few moments, saying:

'Casbah of Pitchmen'

"In too many cases, the results are incredibly bad. In too many communities, to twist the radio dial today is to be shoved through a bazaar, a clamorous Casbah of pitchmen and commercials which plead, bleat, pressure, whistle, groan and shout."

Dizzy Dean Back in Booth For Baseball on CBS-TV

"Dizzy" Dean, Baseball Hall of Fame member, Apr. 14 begins his eighth season as play-by-play announcer on CBS-TV's "Baseball Game of the Week."

Dean has successfully traveled the road from itinerant cotton picker through baseball star to TV personality. He began picking cotton at the age of 10, joined the Army at 16, became a big-league ball-player with the St. Louis Cardinals and after an injury which terminated his baseball career, a radio announcer.

His sportscasting partner this year will again be Pee Wee Reese.

'Fair Exchange' Vies for Fall Slot on CBS

One-third sponsorship of the bur comedy series, "Fair Exchange," has tentatively slotted the show on CBS-TV as a Wednesday night feature, beginning sometime next September. Before "Fair Exchange" gets a definite spot, however, the other two thirds will have to be sold, according to CBS-TV officials.

A Desilu Productions filmed how, it stars Eddie Foy, Jr., and concerns an agreement by an American family and one in England to swap their 18-year-old daughters for a year, and events that befall their offspring in the strange environments. Each family also has an 11-year-old son.

Chet-Nation's New Pen Pal

Like Perry Como, NBC News' Chet Huntley gets "letters, lots of letters"—about 300 a week, he says. Some are from people with strong opinions on international affairs, some with strong opinions on Huntley, some offer marriage, poems, money, watches (few that work), and once he received a two-foot-long hobby horse.

One of the funniest letters came from a nurse. She asked Chet to write her boy friend to encourage him to buy her a car. The car thus would afford her a ride to work and ease her sore feet. It seems the couple was engaged and the young man had promised to buy his betrothed an auto. However, riding to work on a subway one day, the young man saw Huntley.

The young man told his girl if the subway was good enough for Huntley, it was good enough for her. And so, no car. The nurse appealed to Chet, who wrote her and supported her boy friend. He contended it is much easier to travel in New York City without a car.

Holidays Bring Gifts

The hobby horse came from the Far West. It was passed from hand to hand across the country and simply bore a request for Chet's autograph. He complied.

Four people write Chet every day, for no particular reason other than to be writing Chet Huntley. And on Valentine's Day and at Christmas time his desk is covered with cards and gifts, most of which he stores.

CONCERT NET'S HASTINGS ELECTED FM ASS'N PRES.

Chicago — T. Mitchell Hastings, president and founder of the Concert Network, has been elected president of the National Association of FM Broadcasters, which now has 190 members. The outgoing administration reported the largest cash balance yet.

Hastings told the FM broadcasters assembled here that a campaign will be conducted to enlist further support from manufacturers and station operators to reach the public with a message of the medium's benefits.

Other officers and board members elected with Hastings are: Arthur K. Crawford, KCBH, Beverly Hills, VP; W. C. Baird, Jr., W F M B, Nashville, Secretary; Abe Voron, WQAL, Philadelphia, Treasurer.



HASTINGS

Regional Directors Listed

Board members are, Region No. 1, David H. Polinger, WTFM, Fresh Meadows, N. Y.; Region No. 2, Stan Hamilton, WMAL-FM, Washington; Region No. 3, Hugh E. Trotter, WSEV-FM, Severeville, Tenn.; Region No. 4, Fred L. Beard, WJDX-FM, Jackson, Miss.; Region No. 5, Paul F. Braden, WPFB-FM, Middletown, O.; Region No. 6, Ted Leitzell, WEFM, Chicago; Region No. 7, Lynn Christian, KODA, Houston; Region No. 8, Gary Gielow, KPEN, San Francisco, and Jack R. Kennedy, CFRB-FM, Toronto.

WLIB Youth Panel Airs Community Problems

A new series of discussion programs designed to explore community problems affecting youth has begun on WLIB as a weekly Sunday feature. Entitled "Community Youth Speaks", the series is produced by the Public Affairs Division of WLIB.

Tele-Sound Unveils New Sales Concept

Chicago — Telesound Productions Inc., nationwide distributor of radio sales aids, unveiled a new concept to NAB conventioners that solves the problem of rate-cutting.

In a statement issued at the NAB convention, Bill Devries, vice president for sales of Telesound, blasted radio stations for indiscriminate ratecutting. "We have seen literally hundreds and hundreds of stations both in large and medium markets that use rate-cutting as their only 'creative' sales tool. Everybody loses on this type of sale.

'Deal' as Final Gesture

"The reason for rate-cutting is that the typical local time salesman is not prepared to really sell radio. Most of his time is spent servicing established accounts who are receptive to radio. Consequently, he is illprepared to make a full scale, dynamic presentation to the nonbelievers. Therefore he often offers a 'deal' to the nonbelievers as a closing gesture.

"Tele-sound's new sales plan stacks the deck in favor of the salesman from beginning to end, to win big, long term, ad contracts on rate card."

What's Baseball Got? Topic of Smith Inquiry

News commentator Howard K. Smith will turn from the earthshaking problems of the world to "What Has Baseball Got That the Others Haven't?" in his news and comment show Apr. 11 on ABC-TV.

Video viewers will be shown films of early baseball, and interviews with former players and baseball writers.

Scene at the Convention

CBS Radio Press Chief Syd Garfield blew into "Convention City" nursing a bad cold . . . CBS Films boss Sam Cooke Diggs showing off his lovely new frau to some of the CBS brass in their hospitality suite on the 23rd floor of the Hilton . . . Harry Feeney, CBS-TV trade press manager, and Jim Kane, the net's O & O press mgr., checked in dressed in somber attire, ready for the evening's festivities . . . WLIB boss Harry Novik and his charming wife telling a group of broadcasters all about his new building . . . Jim Weathers of Ziv-UA holding up the line entering the ABC party.

☆☆☆

CBS Radio prexy Arthur Hull Hayes arrived a day late, having fought off a cold . . . CBS-TV station relations manager Gordon Hayes seeking a band-aid after cutting his thumb whilst directing traffic to the CBS headquarters . . . Stormy weather in N. Y. delayed the arrival of a number of CBS-TV executives here Sunday. Sales VP Bill Hylan, after a six-hour delay, decided to wait around till Monday morning before taking off.

Gross Telecasting Elects; Board Declares Dividend

Lansing, Mich. — Shareholders of Gross Telecasting, Inc., WJIM-AM-FM-TV owner-operator, have reelected all directors at their annual meeting.

At the following board of directors meeting quarterly dividend of 40 cents a share was declared on the common stock, payable May 10, 1962, to shareholders of record at the close of business Apr. 25, 1962. The quarterly dividend of 7½ cents a share was also continued on Class B shares.

President Harold F. Gross indicated that the quarter ending Mar. 31, 1962 would compare "satisfactorily with the previous year."

Station Awards Free Ads In FM Stereo Contest

Radio time buyers can win free advertising schedules for their clients and hi-fi stereo consoles for themselves in WTFM's first annual "Stereo Spectacular" contest, which closes Apr. 15. Entries are being judged on the extent to which they capitalize on the multi-dimensional effects of stereo broadcasting, and imaginative use of the physical separation of voices, sound effects and music.

RTN Reaches Public Via 'Common Chord'

Chicago — One radio package firm believes "uplifting" programs have an immediate potential audience builders and sales value for advertisers.

The firm, RTN Broadcast Features, Inc., organized April by Lud Richards in association with Sherril Taylor and Jory Noland of Taylor/Nodland, Ltd., has found agencies talking about and deeply interested in its release, "Personally Speaking" featuring nationally syndicated columnist Sydney J. Harris.

"Just as a comedian, or 'adult Western' or a popular disc jockey strikes a common chord with the public, so does an astute observer of people such as Harris who evokes such reactions 'that's exactly what I've been thinking' . . . or 'I've never thought of it that way, but right,'" Richards said. "The result is simultaneously 'uplifting' and entertaining."

Several Top Programs

Taylor/Nodland produces a package NBC-TV's "Kukla and Ollie" program, "The Best of Roger Williams" and several other packages that RTN plans for the near future.

In its first week of operation RTN has developed interest in the Harris series by several regional clients, in addition to a station in Detroit where Harris will broadcast on WJR. RTN is a subsidiary of Taylor/Nodland, Ltd. With offices in New York, Chicago and Los Angeles.

Harold Niven Elected By ABPE in Chicago

Chicago—Dr. Harold Niven of Washington U., Seattle, has been elected president of the Association of Professional Broadcasters Education, succeeding Dr. Bruce Linton of Kansas U.

W. C. Swartley, WBZ, Boston and W. Earl Dougherty, KXII, Mexico, Mo., were re-elected secretary-treasurer respectively. Howard H. Bell, NAB VP in charge of industry affairs, continues as executive-secretary.

NIGHT TIME RADIO?

We'll show you how to sell it. We have the PROOF

Don't Miss Seeing This PROOF.

For The World's Largest Selection of Transcribed Shows — SEE HARRY at Conrad Hilton — Suite 1218.

Harry S. Goodman

PRODUCTIONS, INC.

12 EAST 53rd STREET AT MADISON AVENUE - NEW YORK

HERBERT LEROY RICE AGENCY, INC.

RCA Building—New York City

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PERSONAL INSURANCE COMMERCIAL

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Learning ABC's for NAB



Meeting together to plan activities for ABC Films at this year's NAB convention in Chicago are (l to r) Harold J. Klein, vice president and manager of world-wide sales; president Henry J. Plitt, and John F. Plitt, vice president and domestic sales manager.

PERSONNEL GETS THE MESSAGE

Sponsor Mails Postcards From Program's Stars

Cities Service, national oil refining company, is mailing a series of five-color postcards from Hollywood — containing personal messages from TV and film stars — to the firm's dealerships, distributors, salesmen, service personnel and division heads.

The postal activity will continue until Easter Night, when Henry Jaffe's "Highways of Melody" is telecast on NBC-TV, which Cities Service is sponsoring.

The promo, for the Henry Jaffe Enterprises production, was designed by Lennen & Newell. The portraits include Janet Blair, Hugh O'Brien, Juliet Prowse, Michael Landon, and Gordon and Sheilah MacRae.

ABC Radio Enlists Harmon on Sports For United Motors

Chicago — Tom Harmon, former Michigan football All-American, sportscasting for 12 years on CBS, will join ABC Radio with United Motors Service as his sponsor. ABC network is bidding for exclusive broadcast rights to the Floyd Patterson-Sonny Liston world's heavyweight championship bout scheduled for June.

ABC Radio claims it will have the only network news director working exclusively on the sound-only medium with the appointment of Tom O'Brien by VP Jim Hagerty.

These were the three big ABC Radio stories that developed after the ABC-TV affiliates' dinner meeting Saturday night at which FCC chairman Minow and NAB president Collins were guests.

Calls It 'Best Meeting'

Fred Houwink, general manager of WMAL-TV, Washington, expressed the unanimous opinion of the video net affiliates: "The best meeting in ABC-TV history." He added, "We are excited about ABC-TV's presentation for the 1962-'63 schedule." He was seconded by Bill Waldrige of KTRK-TV, Houston, Mike Shapiro, WF-AA-TV, Dallas; Ben West, KOCO-TV, Oklahoma City; Burton Ladow, KTUK, Phoenix; David Crockett, KOMO-TV Seattle, and John Mullins, KBTR-TV, Denver.

Redd Gardner, general manager of KCRG, Cedar Rapids, said the radio meeting "has reinforced belief that the network is on the go." Similar expressions were heard after meetings held by Leonard H. Goldenson, AB-PT president, with the ABC o-o's. Ted Shaker, newly elected company stations' president, and Stephen Riddleberger, president for ABC's radio outlets, presided over separate sessions.

WPXI News Is SRO With Bromo Renewal

Warner-Lambert Pharmaceutical Co., Morris Plains, N. J., on behalf of Bromo-Seltzer this week renewed sponsorship of WPXI's daily news program, "World News with Kevin Kennedy." The two-week contract was placed through BBDO.

The program, now in its 10th year on the station and completely sold out, not only continues to attract major national sponsors, but draws a vast segment of the New York-metropolitan area audience. The latest Nielsen ratings (February, 1962) indicate "World News" reaches 3,130,200 viewers, attaining a 6.7 average rating.

The program is produced by WPXI news and public affairs department and is directed by Frank Felice.

40th Birthday for WAAF

Chicago — WAAF, this city's oldest radio station, celebrated its 40th birthday on Sunday, with its current music format billed as pop-standard, salted heavily with jazz and semi-classical. The station began operations as a supplemental service of Drovers Journal, a cattleman's trade magazine, by broadcasting three hours of weather and market reports from the stockyards on Chicago's south side.

At its inception, WAAF was a one-man operation run by Carl Ulrich, WAAF's chief engineer today. In 1929, WAAF began taking full advantage of its daytime license and expanded to complete commercial programming.

Through the early thirties, most of the music was classical, and the feature was live entertainment including hour dramas by Chicago theatrical groups. WAAF has never affiliated with a national network since its inception.

The only major interruption in WAAF's 40 years of broadcasting came with the stockyards fire of May, 1934. The blaze gutted the Exchange Building and with it, WAAF's studios, transmitter and tower.

Jesse Owens, the Olympic track star of the thirties, has a strong following as WAAF's morning disk jockey. Marty Faye, another WAAF personality has built a reputation as a respected political commentator as well as a top deejay. General manager Tom Davis joined WAAF 11 years ago.

Seattle Channel to Eye World's Fair Fountain

West Coast Bureau of RADIO-TV DAILY
Seattle — The spectacular \$350,000 International Fountain, one of the outstanding showpieces of the Seattle World's Fair, will be the subject Monday on the third of KING-TV's 20-program series on highlights of the Fair—"World of Tomorrow."

Feature of the program will be the first public demonstration of the complete "fountain show" which will be programmed during the fair. The story of how this unique work of art came to be will unfold as program host Bill Neilson talks to the designers and construction people responsible for the fountain.

The KING cameras will also explore the little known story of the complex control units which make the fountain's "sculpture in water" possible.

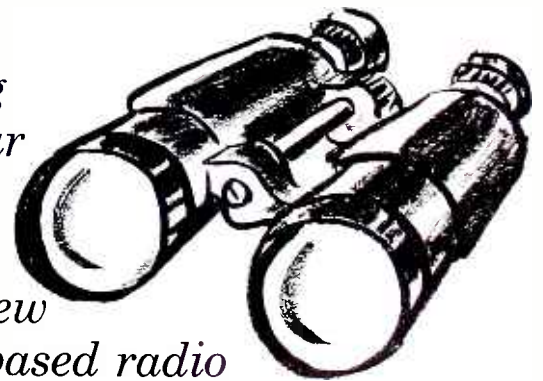
Fiends Remember 'Papa' Farewell to Hemingway

Dorothy Parker, Lillian Hellman and others will be heard on WBAI Monday in "A Farewell To Hemingway." The documentary, produced by the BBC, is opened by Eric Linklater who introduces some of Hemingway's friends and contemporaries: Archibald MacLeish, Allan Tate, Lillian Ross, John Dos Passos, Sydney Frankin and Gerald Hanley among others.

THINKING OF SWITCHING?

See EMI/US at NAB

How big is your market?



For new census-based radio and tv counts visit

Nielsen Suite 1000 - Conrad Hilton

U.S. TRY FOR CANADA AIR IRKS CHAIRMAN OF BBG

Montreal — Dr. Andrew Stewart, chairman of the Board of Broadcast Governors, said to the Canadian Association of Broadcasters' annual meeting here that U. S. pressure to acquire use of unused radio frequencies and TV channels allocated to Canada by international agreement may present problems for Canada.

He said the BBG is following with interest the current situation in the U. S. A wide-open U. S. policy of issuing licenses for commercial broadcasting could accentuate the pressure on Canada, said Dr. Stewart.

But, declared the chairman of the board which regulates broadcasting — public and private — in Canada, the board would not wish to recommend additional licenses merely for the purpose of protecting frequencies. Other means, he said must be sought to this end.

By "other means" Dr. Stewart said it was "firmer negotiations by the Canadian Department of Transport at an international level."

Concern over Content

Dr. Stewart also spelled out again the board's concern over "Canadian content," by broadcasters.

Private television stations, granted licenses on the basis of agreements to schedule 55 per cent Canadian content of programs, have nevertheless experienced difficulty in meeting this obligation. Dr. Stewart said, "Ways and means will always be received and considered by the board, but the BBG cannot be expected to relax its efforts to protect what has been accomplished." Nor, he added, could the BBG relax efforts to further the basic objectives.

Dr. Stewart gave a pat on the back to the Canadian Association of Broadcasters' projected radio program exchange, a plan by which private radio stations would produce and exchange meritorious shows. It has been described as "a network on tape."

16 Broadcasters Cited 'NAB Ambassadors'

(Continued from Page 1)

Columbus, Ohio; Robert Ferguson, WTRS-TV, Wheeling, West Va.; John Fetzer, Fetzer Broadcasting Co., Kalamazoo, Mich.; Kenneth Gidens, WKRK-AM-FM-TV, Mobile, Ala.; George C. Hatch, KALL, Salt Lake City, chairman of the NAB radio board.

Rex G. Howell, the Rex G. Howell Stations, Grand Junction, Colorado; and Wilber Kidd, WAYB, Waynesboro, Va.; Daniel W. Kips, WAVZ, New Haven, Conn., and WTRY, Troy, New York; Worth Kramer, the Goodwill Stations, Detroit, Mich.; Philip G. Lasky, Westinghouse Broadcasting, San Francisco.

Robert T. Mason, WMRN, Marion, O.; D. L. Provost, The Heart Corp. Radio TV division, N. Y.; Jose Quinones, WAPA, San Juan, Shroeder, WOOD, Grand Rapids, Michigan.

Saratoga Station Folds

Saratoga Springs, N. Y.—WRS-A has turned in its license to the FCC and gone off the air. The FCC has accordingly deleted its call letters in compliance with the request by owners of the station.

AIRBORNE ETV AIDS TINY SCHOOL

Lafayette, Ind. — A tiny school on an island has become the first to sign up as a member of the six-state Midwest Program on Airborne TV Instruction.

Kelleys Island, Ohio, 12 miles out in Lake Erie and midway between Toledo and Cleveland, has registered its only school consisting of 12 grades and 25 pupils in MPATI.

The school will receive courses in arithmetic, English, music, science and history via TV. The courses, recorded on videotape, are broadcast by MPATI five hours a day, four days a week from a high-flying aircraft circling over north central Indiana.

NTA Creates Cartoons For Color, B-W Airing

Chicago — "Tintin," a new all-color cartoon series, is being introduced by National Telefilm Associates to delegates attending the NAB convention.

Pete Rodgers, NTA vice-president, said the cartoons have been produced especially for TV and prints will be available immediately, either in color or black and white.

"Tintin," which is fully animated, lends itself to integration in existing children's shows or to programming as an individual series. An intensive advertising and promotion campaign will back up its introduction.

Closed-TV Viewer Worn Atop Head

A featherweight TV receiver worn comfortably on the head and providing the viewer with picture appearing up to eight inches in diameter, was demonstrated here yesterday by scientists of the Hughes Aircraft Co., Fullerton, Cal., developers and manufacturers of the revolutionary invention slated primarily for operation via closed-circuit systems.

The device, called Electroocular, resembles a small L-shaped flashlight with a monocle at one end. The monocle is a transparent mirror positioned 1½ inches in front of the eye by a tubular L-shaped housing. The housing contains a miniature cathode ray tube in the long leg of the L and a mirror in the short leg to reflect the tube's image onto the viewer's eyepiece.

Military and Civilian

"Electroocular is designed for a multitude of situations, both military and civilian, that require a principal decision maker to draw his attention among a number of tasks. The device can furnish him with complex visual information from a number of sources simultaneously meanwhile permitting him to move about freely in performing other necessary work." Dr. Nicholas A. Begovich, Hughes vice president, said.

Dr. Begovich said that the miniature "closed circuit TV" device, he believes, could be used in the following areas: military aviation, space exploration, industry and medicine.

TV Best Step to Stardom

West Coast Bureau of RADIO-TV DAILY

Hollywood—TV is the swiftest springboard and best training ground for movie stardom, producer Arthur Nadel of "Robert Taylor's Detectives" asserts. Stating that "a new talent can get a national following in one or two seasons," he pointed to the sudden rise of Dick Chamberlain, Steve McQueen, Vincent Edwards, Gard-

ner McKay and Edd Byrnes among others.

"The old-time greats of motion pictures had fame built over years of growth," Nadel said. "They had studio millions poured into their deserved glorification. Today's independent producers make no such investment, living from picture to picture.

"It's up to the star to invest in his own buildup," Nadel suggested, publicizing his own career, insisting on roles in features and guest-star spots that will build his reputation. Cliff Robertson is a good example of shrewd role-picking."

Ring Three Three's, Stand by for Confusion

Baffled delivery-men trying to reach a family in a New York apartment house by ringing "three longs, three shorts, pause, and then three intermittents" will highlight "Candid Camera," Sunday on CBS-TV.

Jaffe, Hyams, Schneider In New SG Board Posts

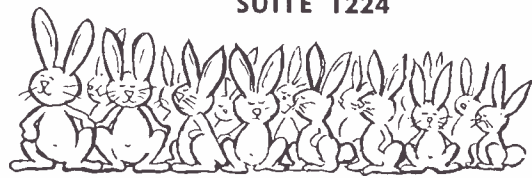
(Continued from Page 1)

Hyams began his film career in 1934 and was associated with Hygo TV Films until he sold Hygo Corp. to Screen Gems. In 1956, he became SG's syndication sales director. In 1959, Hyams was named a VP and general manager.

Schneider joined Screen Gems in 1954 after serving as a production assistant for Columbia Pictures. He served in SG's business affairs department for four years before being named assistant to Jerome Hyams and later, business affairs director.

Sales "Multiply" with Radio-TV Representatives, Inc.

CONVENTION HEADQUARTERS CONRAD HILTON HOTEL SUITE 1224



NEW YORK BOSTON CHICAGO LOS ANGELES SAN FRANCISCO

THINKING OF SWITCHING?

See EMI/US at NAB

Welcome

RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



*The Only Daily NEWSpaper Devoted
Exclusively to Commercial Radio and Television*

Welcomes

ALL BROADCASTERS

To The

**40th ANNUAL
NAB CONVENTION**

*And Extends a Cordial Invitation
to Visit Our Hospitality Suite*

906

CONRAD HILTON HOTEL

At Your Service

CHAS. A. ALICOATE
Publisher

MARVIN KIRSCH

ARTHUR PERLES

ARTHUR SIMON

HAL TATE

FRANCES CLOW

At the RADIO-TV DAILY SUITE you could be the WINNER OF A BEAUTIFUL WESTINGHOUSE TELEVISION SET . . . All you have to do is sign our registration book . . . ONE SET A DAY will be offered as a PRIZE TO THE LUCKY REGISTRANT.

Eastman's Viscomat Is Adapted by RCA TV Film Recording

Chicago — Eastman Kodak is displaying a new Viscomat motion-picture film processor, to be operated in tandem with the new RCA TFR-1 TV film recorder, at the convention here.

The new Viscomat operates in a closed-loop link with the TFR-1, processing film to a dry, ready-to-project condition in approximately 70 seconds. The Viscomat has been fitted with a light-tight feed input which enables it to accept film directly from a similar film transfer adapter built into the camera of the RCA recorder.

Through its new method the Viscomat is able to deliver film processed to commercial laboratory standards in a space approximately equal to a four-drawer file cabinet. In a conventional operation, the processed film would be wound onto 1,200-foot reels by the Viscomat for review and/or editing prior to projection.

L.A. Outlet Pondering High-School Drop-Outs

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KABC-TV will hold a luncheon Apr. 18, at which plans will be unveiled for combating high-school drop-outs.

SCHOOLS REQUEST MORE TV FILMS

Columbus, O. — WTVN-TV last month received requests from 20 area elementary schools for private showings of the station's "Perspective on Greatness" films, the highest number since the loanout plan started last December.

WTVN-TV, in cooperation with the Humble Oil & Refining Co., routes each documentary film for a full month after its telecast at no charge to the schools.

The next "Perspective on Greatness" presentation will be the Franklin D. Roosevelt documentary on Apr. 15.

3 were in "Oscar" Show

West Coast Bureau of RADIO-TV DAILY

Hollywood — Cyd Charisse, Glynis Johns, Rod Taylor and Shelley Winters have joined the star lineup on the 34th annual "Oscar" show, Monday, April 9, it was announced yesterday by Arthur Freed, producer of the program for the Academy of Motion Picture Arts and Sciences. ABC and Canadian Broadcasting Co. radio and TV networks will carry that event starting 7:30 P.M. (PST).

AP Execs Plan Activities



Oliver Gramling (center) assistant general manager of The Associated Press, discusses NAB plans with other AP executives. AP headquarters are at the Sheraton Room, first floor of the Sheraton-Blackstone Hotel. Shown with Gramling, from left, are Burl Ely, Fr Strozier, Louis J. Kramp and Tom Coleman.

SPORTS NETWORK BUYS COLOR TV MOBILE UNIT

Chicago — Another significant development in the rapid advance of color TV was revealed here yesterday. It can be seen with words that Sports Network Inc., has just purchased an RCA 4-camera color TV mobile unit.

Video Ad Claim Test Is 'Reasonable Care'

Chicago—So long as a TV broadcaster exercises "reasonable care" in substantiating advertising claims, he has met his responsibilities to the public interest, spokesmen for the FTC and FCC declared, at a panel session of the NAB's Management TV Assembly.

Public Comes First

Kenneth A. Cox, chief of FCC's Broadcast Bureau, said: "The test is reasonable care." If a station has conscientiously checked claims and guarantees made in advertising copy, it has performed its duties toward meeting the public interest provision of the FCC regulations. He added that "it is not our desire to interfere with your essential revenues, but we must protect the public interest."

To Keep Pressure On

Charles Sweeny, FTC Food and Drug Advertising Branch chief, said the FTC intends to "keep the pressure on for more truthful advertising, not slack off. We hope to be more effective in protecting the public, not less. Some advertisers become impatient—argue that 90 per cent of the people understand an advertisement and that it is an unfair burden to have to advertise so that everyone will.

"I should like to remind you . . . that when a TV commercial is viewed by millions, that other 10 per cent represents a great many victims, otherwise helpless, who look to us for protection."

Richard Bailey, Sports Network president, attending the NAB 40th annual convention at the Conrad Hilton Hotel, declared that he intends putting the mobile color unit in operation immediately for both program and commercial, live or tape.

First in East

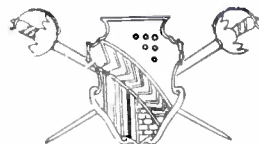
RCA officials said the Sports Network acquisition will be the first such equipment based in the Eastern portion of the country. Charles H. Colledge, division vice president and general manager, RCA broadcasting and communication, said "So much enthusiasm has been evidenced in the sports world over the advantages in viewing color tests in full color that we are confident of steadily rising orders for all types of color broadcasting equipment in which RCA has universally acknowledged leadership."

Last Year's Sports

Bailey's firm has broadcast more than 500 sports events the past year. These have included all major league "away" games, "Big Ten" basketball in the Midwest and a heavy schedule of polo hoop contests.

New Distributorship Lines Up Label Stable

Big Town of Cleveland, a new distributorship, will handle Uni Artists Records, Vee Jay, Reprise Stereo Fidelity, Ascot and Vanguard. Jim Toppel is sales manager. Henry George, general manager.



DUNNAN & JEFFREY, INC.

Cordially invite radio and television broadcasters attending the NAB Convention

to their

Hospitality Suite at the Conrad Hilton —

phone the Conrad Hilton switchboard for our number

Our Thought for Today

What this country needs is a good 5¢ nickel.

Ed Wynn

DUNNAN & JEFFREY, INC.

730 Fifth Avenue, New York 19, New York

MARTIN HIMMEL
DAVID EDELL
ROBERT A. CONN

Golden Gate

and its environs

By BILL SHEA

San Francisco — KSFO person- Jim Lange always signs off daily "Commute Club" show a cheery "let's have lunch time" and the oft-reiterated phrase finally paid off for Golden Gate working girls. Took them to lunch en masse at the Village, where they were accorded a VIP treatment, received gifts and viewed entertainment by Frankie Laine, the Brothers and other top performers. The lucky ones were selected from more than 3,000 entrants who sent in letters from as far away as San Jose, Novato and Walnut Creek.

Complete sponsorship of KPIX Westinghouse's late movie, Monday through Friday, has been increased for 13 weeks by General Motors Chevrolet, largest purchase of its kind in Bay Area TV history. KPIX sales manager William G. Hunefeld said the move will allow for fewer interruptions in the late movie because the sponsor has specified only two commercial breaks.

Ann Holden, familiar personality on Golden Gate radio for 39 years, is retiring from broadcasting. Ann, who off the air is Mrs. Frances Minton, began her radio career as a musician with KPO (now KNBC). In 1924 she moved to KGO on her own mike with "Women's Magazine of the Air," which later became the "Ann Holden Show" and featured a daily talkfest with celebrities and other interesting conversationalists. One of her last guests for a chat on the vagaries of trade publications was an odd fellow by the name of Bill Shea. Adios, Ann, and that goes with love in this trade paper, too.

Ken Hansen, formerly in publicity for KPIX here and KNTV, in San Jose, has been appointed to the promotion staff of the Seattle World's Fair.

SMPTE to Convene Apr. 30-May 4 in L.A.

Los Angeles — SMPTE will hold its annual convention at the Ambassador Hotel here Apr. 30-May 4. Ralph Lovell, chairman of arrangements, has named Ira Gowen, former RCA patent attorney, as registration chairman, and Cecil N. Batsel, retired RCA sales engineer, as vice chairman. They succeed Art Jacobs and Robert Leamer, who resigned because of production schedule conflicts.

AGENCY NEWSCAST

By SHELBY COOPER

Fuller Paint Co., via Fletcher Richards, Calkins & Holden, has purchased a heavy schedule of radio announcements on KCBS, San Francisco. The ad copy will strive to create mental images of a product usually depicted in color publication ads, and count on the listener's own imagination to visualize his home painted in a favorite color.

P. Lorillard Tobacco has begun sponsoring "Byline U.S.A.," a new series of 45 one-minute drop-ins per week for stations in the MBS net. Agency is Lennen & Newell. Nine drop-ins each will be delivered weekly by Leo Durocher, Hy Gardner, Elsa Maxwell, Lee Mortimer and Sidney Skolsky, on topics in their respective fields of knowledge.

Dennis J. O'Neill, former VP at D'Arcy Advertising, Cleveland, has formed his own agency. William H. Millard has been elected president of Applegate Advertising, Muncie, Ind. Ray Applegate, former president, will retain chairmanship, of the board.

Morton B. White, formerly general manager of Sterling Information Services, has been appointed a campaign manager of the Advertising Council, succeeding Col. Robert P. Keim, who resigned to become advertising officer of Chase Manhattan. Edgar S. Stemmler has joined R. C. Chase & Associates, St. Louis.

Jacqueline Cochran Cosmetics has appointed Reach, McClinton to launch a major ad campaign on TV, radio and magazines, beginning in May. Bay Area Rambler dealers, via Beaumont, Hohman & Durstine, San Francisco, are conducting an intensive spot campaign on KRON-TV.

Sam Krupnick, head of Krupnick & Associates, St. Louis, has been cited as "Boss of the Year"

by the National Secretaries Association. . . John J. P. Odell, Chicago ad exec, joins Leo Burnett Apr. 16 as account supervisor.

Wermen & Schorr, Philadelphia, has announced the following staff additions: Eugene Anderson, as comptroller, a new position; Stella Porter, formerly at Bauer & Tripp, as timebuyer; Stanley Ogen, and Maryann Keelor. In addition, Nancy Pilla has been promoted to the position of estimator.

Dancer-Fitzgerald-Sample is now 100 per cent sold on the 5:30 PM Sunday time offered by NBC for "The Bullwinkle Show." An agency spokesman said offers from other networks are being considered. Agency is currently buying time for 19 shows, with more to come, and so figures it has good bargaining power. The agency is looking for a better lead-in than the present Sunday night time affords, anticipating better ratings.

'Logo' Ad Co. Formed By GTH's Finkelstein

Hy Finkelstein of GTH Enterprises, originator of the "Mike" Pen, "Mike" Key, and other custom-made promotional items, has announced the formation of "Logo" Ad Co. He instituted using the clip of a pen for publicity and promotion a little over a year ago.

The Logo Pen, utilized by stations throughout the country as a useful, eye-catching promotional item, reproduces call letters and spot-on-the-dial in three-dimension on a pen's clip.

Finkelstein is at the NAB convention and is welcoming all to his hospitality suite at the Sheraton-Blackstone Hotel.

Quaal Picks 'Em



Ward L. Quaal, executive vice president and general manager of WGN, Inc., Chicago, picks out the name of Fred Muhlstedt of CBS Films, New York City, as the winner of Monday's drawing for the Westinghouse TV set given away each day of the NAB convention by Radio-Television Daily.

D.C. Jazz Festival To Aid JFK Program

Washington Bureau of RADIO-TV DAILY

Washington — Eleven programs will make up the First International Jazz Festival here May 31—June 3, under sponsorship of President Kennedy's Music Committee of the People-to-People program.

Included are eight concerts exploring various facets of jazz; a specially planned exhibit of paintings, instruments, manuscripts, charts and other graphic arts; a jazz film documentary, and an illustrated lecture on the history of jazz.

Mrs. Jouett Shouse, Music Committee chairman, said revenues from the festival will further the committee's contacts with people in 101 foreign countries.

Non-Talk Telethons Growing

Pittsburgh — Telethons are taking a new twist, according to Harry Kodinsky, head of one of the largest telethon producing companies, Public Relations Research Service Inc. He said entertainment spectaculars rather than marathon talk shows has resulted in what is believed at this time to be a record breaking series of telethons.

Kodinsky noted that PRRS has just concluded nine telethons in

seven successive weeks in every section of the country, raising nearly \$600,000, and attributed the success to a new emphasis on showmanship.

"We try to give the public the most worthwhile entertainment as well as the satisfaction of giving to a worthy cause," he said. He also credited the stepped-up use of radio and cable systems as well as simulcast for increased successes.

CREATIVE IDEAS
EXPERT TECHNIQUES
LOWER COSTS

CRISTAL ANIMATION, INC.
17 East 45 St., New York TN 7-3480

Airline Turns to FM For Literature Promo

Eastern Airlines, already a heavy user of AM radio, this month will launch an eight-week saturation spot schedule on WB-FM, to promote their booklet, "Happy Holiday Vacation." Agency is Fletcher Richards, Calkins & Holden.

Len Hornsby Heads CCA's Coast Division

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Len Hornsby has been named Community Club Awards West Coast division manager. He formerly was in charge of the New York City sales development office of the Westport, Conn.-based firm.

Hornsby will head the newly established office here in order to spearhead a concerted sales effort and to better coordinate and service activities of CCA's franchised radio and TV stations on the West Coast. He also will coordinate CCA activities with national accounts, ad agencies and clients.

CCA radio and TV campaigns, conducted in 49 states and Australia, Canada and Puerto Rico, are made up of women's clubs in the stations' marketing areas which vie for cash through proof-of-purchase plans of the stations' advertisers.

Over 750 campaigns have been conducted in 550 markets in seven years.

MGM-TV Signs Calvelli To Script 'Sam Benedict'

West Coast Bureau of RADIO-TV DAILY
Hollywood — MGM has signed writer Joseph Calvelli as associate producer of the new TV hour series, "Sam Benedict," on NBC-TV in September.

Executive producer Don Feddersen has completed production staff assignments for the third season of the Fred MacMurray starrer, "My Three Sons," with Edmund Hartman and Fred Henry previously announced as producer and associate producer respectively; John Stephens production supervisor; Sid Sidman assistant director; Duncan Cramer art director, and Don Bernaducci construction coordinator.

Filming for the new season gets under way in June at Desilu Gower. Director for the series has not yet been named.

'Kangaroo' in Concert

Chicago — "Captain Kangaroo" will give a good music concert again (his concert last year was a smashing success here) at McCormick Place sponsored by Dean's Country Milk.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Dorothy Loudon, at the Sahara in Las Vegas for three weeks starting May 7. Sherwin Bash of NRB Associates repped the singer-comedienne . . . Bill Dana Productions packaged the show that opens at the Crescendo tonight featuring Bill Jose Jimenez Dana, Bud Dashiell and the Kinsmen . . . KTLA's "Celebrity Showcase" visits the home of David Rose April 12.

☆ ☆ ☆ ☆

• • • Richard O. Linke & Associates Inc., has signed Ronnie Schell to a personal management contract. Robert Maxwell and Rudy Abel have negotiated a promotional tie-up involving "National Velvet" and Burlington Mills. Deal is to market a new line of girls' headbands.

☆ ☆ ☆ ☆

• • • Steve Allen flew to New York yesterday for meetings with Hal Grossman and Len Bedson, producers of "Sophie," Broadway musical for which he is writing the music. He will also conduct production discussions covering his two TV shows, "The Boomers" and "Jazz Scene U.S.A."

☆ ☆ ☆ ☆

• • • KTTV presents outstanding sports coverage, but the televising of the Baseball Writers dinner Sunday night was pretty sad. This type of affair is difficult enough to handle but there is no excuse for lopping off Bob Newhart just as he starts his routine and feeding the viewing public a Chesterfield commercial in place of the widely advertised comedian. When the commercial was over, Newhart was already off stage. The funniest routine of the evening was "A Diamond Is A Man's Best Friend," sung by Sandy Koufax, Don Drysdale and Willie Davis. The lyrics written by Jack Brooks and Martin Ragaway were very clever. Danny Thomas as emcee was not in his best form, although he scored several times. Walter Alston displayed a dry humor that drew a number of guffaws.

☆ ☆ ☆ ☆

• • • This will understandably cause a gnashing of teeth. Young actress Davey Davison arrived in Hollywood last July knowing only one person, a writer. By Aug. 15 she was co-starring in "Shannon." Within the past six months she has had nine co-starring roles in such shows as "Hazel," "Route 66," "The New Breed" and "This Is the Life."

☆ ☆ ☆ ☆

• • • Bill Scott, co-producer of Jay Ward's "Fractured Flickers," has completed purchase of silent films in this country and Great Britain for use in the comedy series. Stars include Rudolph Valentino, Douglas Fairbanks, Nazimova, John Barrymore, Elmo Lincoln, Ivor Novello and many other British and American stars of the silent days. "Fractured Flickers" are re-vamped and shortened versions of silent movies with comedy dialogue added.

☆ ☆ ☆ ☆

• • • The color films of Jackie Kennedy's recent trip to India were magnificent on NBC Sunday. This type of off-the-cuff photography is difficult at best but the cameramen responsible for the photography deserve the thanks of all who were privileged to see the film.

☆ ☆ ☆ ☆

• • • James V. Kern has been re-signed to direct the "Joey Bishop Show" next season. When he completes the final show of the series this week he will have directed a total of fifteen this year. The final show, to be filmed this week at Desilu Cahuenga, has Milton Berle as guest star and introduces the new format for next year . . . Ann-Margret, back from a nationwide PA tour for "State Fair," will appear Apr. 27 on Canada's top-rated TV variety program, "The Tommy Ambrose Show," in Toronto. She will sing two numbers from the picture and appear in skits with the star.

☆ ☆ ☆ ☆

• • • KLAC and Pacific Southwest Airlines are planning a junket to San Francisco Apr. 17 to celebrate the heavy schedule bought on the station by PSA. Trip will include a Dodger-Giant game at Candlestick Park . . . James Komack, a regular on "Hennessey," has sold an original story to Four Star for their new series, "The Adventures of Adam Fable" . . . James Philbrook, who starred recently in the CBS-TV series, "The Investigators," will guest on "Bonanza" Apr. 15.

N.Y. Outlet Presses Voting-Rights Appeal

WMCA has filed an appeal with the U. S. Supreme Court, asking an order to the New York State legislature for more equitable representation of city and farm voters. The station's complaint was filed last May with the U. S. District Court, which rejected but it is being reactivated in light of the recent Supreme Court decision that federal courts have jurisdiction in the matter.

Hues, Transistors Top New Radio, TV Sets

Chicago — A multi-hued panorama of electronic progress has been unveiled at the NAB convention where 70 exhibitors put their latest broadcasting equipment on display. The trend toward new colors of cabinets has introduced lighter, brighter and more eye-pleasing shades of green, browns and whites.

There are innovations in transistorized radio and TV equipment which has been diminishing in size. Transistors are being more widely used in TV equipment indicating improved stability and acceptance of the solid state amplifiers.

Tape in All Sizes

Tape abounds in profusion ranging in size from ¼-inch magnetic auto tape to 2-inch videotape for both color and black-and-white. There is tape, too, for automation of radio and TV stations, including operations, station accounting and scheduling procedures.

The accent on color TV attracted convention delegates to more than a dozen booths, where pictures in color are taken on cameras designed with both transistor stages and color definition. Both live and tape are demonstrated on color TV sets, with pictures ranging up to a 30-inch screen.

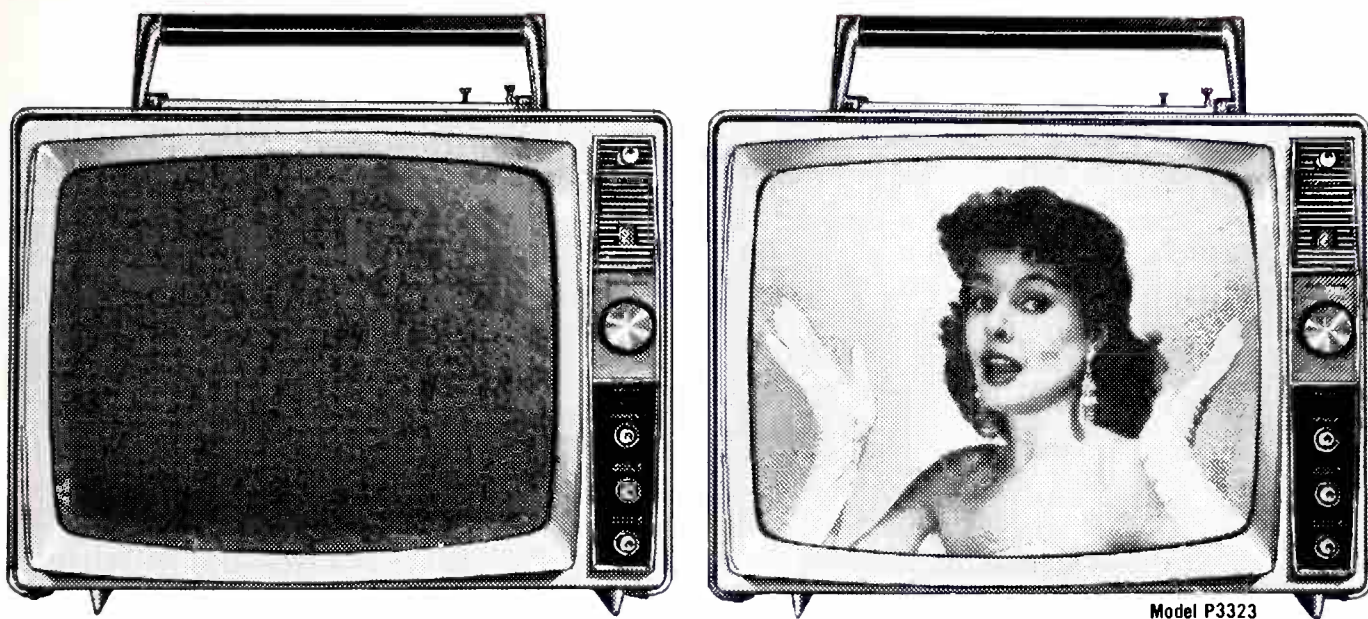
Radio equipment also shows signs of a revolution in design. Everything, from microphones to transmitters, gleam with chrome mixed with chrome.

In FM stereo, nearly every major manufacturer offers improved transmission and reception to recently approved radio broadcast service.

Parts Distributor Show Attracts Record Advance

Chicago — According to executive secretary Ken Prince, advance registrations indicate a record breaking turnout for this year's 1962 Electronic Parts Distributors Show and Conference which will be held at the Commodore Hilton on May 21-24.

“INSTANT ON”



**new engineering exclusive by
Westinghouse! TV with instant
picture...instant sound...as soon
as you turn on the set!**

Now, when you turn on TV, there's no waiting and waiting for the picture. You get picture and sound instantly . . . with no delay, no need to readjust tuning after set warm-up. Exclusive "Instant On" Portable TV has other advantages, too. The chassis is always free of humidity condensation. That means increased reliability and dependability of all components. And exclusive new Westinghouse "Instant On" TV provides longer operating life for all tubes. Full 19" chassis mounted picture tube with 17 sq. in. of bright viewable picture.

AND YOU COULD BE THE WINNER

And have this BEAUTIFUL WESTINGHOUSE SET delivered to your home or office By Registering At The

RADIO TELEVISION DAILY Suite 906

CONRAD HILTON HOTEL

Winner of Tuesday's Drawing

BEN HOBERTMAN

V.P. and General Manager
KABC, LOS ANGELES

Employees of Radio Television Daily, Westinghouse Electric Corporation, Westinghouse Broadcasting Company and their advertising agencies are not eligible to participate in the drawings.

Symphony Mgr. Tunes Up



Discussing the "extremely favorable" station reaction to Seven Arts Associated's new series of 13 TV specials featuring the Boston Symphony are (l to r) Robert Rich, Seven Arts VP and general sales manager; Harry Kraut, assistant manager of the Symphony, and Donald Klauber, Seven Arts VP and national sales manager. Kraut is at the NAB convention to help promote the new series.

FCC ENGINEER REPORTS TV ANTENNA TEST WORK

Chicago — TV Stations and antenna manufacturers are conducting extensive antenna research for home viewing. Such an experiment is now in progress in New York and another was conducted in St. Louis. E. W. Allen, FCC Chief engineer, told delegates of the broadcasting conference here that preliminary results from WUHF, on Ch. 31 in New York City, show good quality reception up to 25-miles.

A comparative check between New York's VHF stations and the

experimental WUHF has shown no outstanding weakness in the UHF signal, but, Allen pointed out, "it is believed to be early to draw definite conclusions on the basis of the trend exhibited by the small quantity of data analyzed so far."

KMOX-TV Cited

In another antenna measurement survey—the power gain of KMOX-TV St. Louis—a helicopter was used to take readings around the perimeter of the coverage area.

To simulate the existing KMOX-TV antenna, a scale-model laboratory antenna was built. To simulate the comparison antenna, a scale of that was also built. The full-size comparison antenna was hoisted to the center of the existing KMOX-TV tower and fastened to its tallest height, just below the regular antenna.

Mobile Unit Utilized

Measurements were made by a mobile unit with the antenna set at about the height of an average home. Because reflection from ground obstructions prevented a complete and accurate survey, a helicopter was used to take readings in various stages of elevation and various distances from the tower.

With a comparison antenna strength noted, it was mathematically possible to measure the difference between the regular antenna and the reference antenna and compute the power strand.

BAT & MIKE

Chicago — WGN-TV this season will present 125 colorcasts of Cub and White Sox home games, plus 18 nighttime road tilts in black-and-white, with Jack Brickhouse handling play-by-play assisted by Vince Lloyd. They will also handle pre and post-game shows. WGN Radio will begin Cub coverage Tuesday, with Jack Quinlan and Lou Boudreau doing play-by-play, color and pre and post-game.

WPIX will feature Mel Allen, Red Barber, Jerry Coleman and Phil Rizzuto on a rotating basis in a special series of 15-minute pre and post-game programs around Yankee game coverage, beginning Tuesday. Jack Murphy will direct the cameras. Sponsors include the Ford Dealers of N. Y., N. J. and Conn., via J. Walter Thompson, and General Mills for Wheaties, via Knox-Reeves, Minneapolis.

Montreal — The CBS French TV Network will present 20 major league baseball games on Saturday afternoons this season, through an arrangement with CBS-TV. Providing French commentary will be Rene Lecavalier and Louis Chasse.

Minneapolis — WTCN-TV will cover 50 Twins games this season, beginning Tuesday, handled by sportscasters Ray Scott, Halsey Hall and Herb Carneal. Twins slugger Harmon Killebrew and Scott will each conduct pre-game programs, and Frank Buetel will handle the post-game "Scoreboard Show."

Cleveland — The Lawson Milk Co. will sponsor WJW-TV's half-hour special, "Our New Indians," tomorrow and again Saturday, featuring a behind-the-scenes look at the team in Spring training. The film was made by sportscaster Bob Neal, WJW-TV public affairs director Bob Huber and chief photographer Cook Goodwin.

Boston — WHDH-TV will begin its 56-game coverage of the Red Sox Apr. 14, featuring Curt Gowdy, Ned Martin and Art Gleason. The "Wheaties Scoreboard" with Johnny Most, in color, will follow each telecast of a game. On Sunday the station will present "Boston's Own Red Sox," a half-hour film in color narrated by Gowdy and produced by the Coca-Cola Bottling Co. of Boston. It was filmed by Dick Borden.

Segal Visiting Seattle

West Coast Bureau of THE FILM DAILY
Seattle—Dave Segal makes his first visit here this week-end. He hopes to be on the air Sept. 1 with his new station in Kirkland, for which he is still trying to find a manager.

Food, Toiletries Top '61 Net TV Spenders By \$265-Mil. Outlay

Food and food products, toiletries and toilet goods were the leading product classifications on network TV in 1961, counting for more than \$265 million in gross time billings, TvB reports.

Billings for food and food products last year were \$138,297, a rise of 20.5 per cent over 1960's \$114,745,780, while toiletries and toilet goods' billings were \$119,635,86, an increase of 14.3 per cent from 1960's \$111,096,951.

Product classes showing biggest gains last year on network TV were building materials up 110.1 per cent at \$4,605, and sporting goods and toys, increase of 79.4 per cent at \$766,104.

Leading network advertisers in the fourth quarter of 1961 were Procter & Gamble Co. with gross time billings of \$11,764,295; American Home Products Corp., \$9,192,7, and General Motors Co \$7,667,543.

Top brands in the fourth quarter were Anacin, \$3,080,794; Camel Cigarettes, \$2,381,310, and Chevrolet, \$2,349,045.

Network TV billings are compiled by Leading National Advertisers-Broadcast Advertisers reports and released by TvB.

SG's 'Post-'48' Film Reach 73 Markets

WTAR-TV, Norfolk; KSBW-Salinas, Calif.; WTVW-TV, Asheville, Ind., and KHSB-Chico, Calif., have purchased Screen Gems' "Post-'48" Columbia Pictures feature film pack during the last two weeks.

The sales bring to 73 the number of stations to have purchased the 210-title "Post-'48" Columbia group since it was placed on market by SG a year ago.

Wald Signs With Wolper

West Coast Bureau of RADIO-TV L
Hollywood — Malvin Wald the first writer signed by producer David L. Wolper since per signed with the Writers Guild of America. Wald's first assignment is "D-Day," which will telecast June 3 on NBC-TV's Pont Show of the Week."

Cabot Gunther's Guest

West Coast Bureau of RADIO-TV L
Los Angeles—Gunther Les "Checkmate" star Sebastian Cabot as his guest Monday on KTLA's "World Adventures." Topic: difference in theater between America and Britain and why Cabot came to the U.S.

Fraudulent U.S. Ads Eyed on Mexican TV

(Continued from Page 1)

tions has since gone off the air.

Elsewhere, staff activities pointed up the fact that Americans are unhappy if they have to do without their TV and radio.

A large rotating time-temperature sign in Los Angeles caused serious interference to TV sets, with the usual storm of protest. In this case, installation of chicken wire on the sign acted as a directional antenna directing the interference up into outer space and more earthbound TV viewers were made happy.

Boys In-and Out-of Industry

Then there is the inevitable story of a youthful illegal radio station. This time the one uncovered by FCC sleuths was being operated in a school science laboratory by two 10th grade boys knowledgeable in technical radio and electronics. They went out of the radio business.

HOW TO SUCCEED IN RADIO WITHOUT REALLY TRYING

*... Get to the R. C. I.
Hospitality Suite First!*

Here's why:

- * You'll find out about the brand-new RCI feature package. *It won't sit on your shelf!* Armed with RCI creativity, your salesman can make you *dollars at penny cost!*
- * You'll find out about the first radio station breaks that are actually *visual* in scope — *visual* in retention value — *visual* in promotion value!
- * You'll learn about the creative-concept sales plan that brought \$3½ million in local sales from the hard-to-crack key accounts for RCI affiliates in 1961.

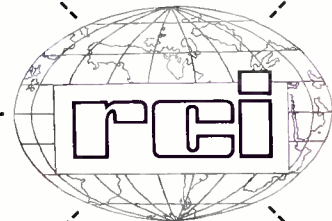
The single most important call you can make at the convention! Suite 1135-A, Conrad Hilton Hotel.

If not at the convention, call, wire, write or visit

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**BIS presents another special program
in the BRITISH CALENDAR
TELEVISION SERIES**



MONTE CARLO RALLY

BRITISH CALENDAR focuses on the excitement and drama of this year's Monte Carlo Rally — three hundred and forty nine cars competing from eight starting points in Europe to test both cars and drivers to the limit in their journey to the Mediterranean.

From Oslo, Glasgow and Paris we see the drivers set out on their gruelling course. The Rally is not a test of speed, but of endurance and skill; we see the cars going through the snow and ice of the Alps and then heading down towards the sun of Monte Carlo.

At Monte Carlo Prince Rainier, with Princess Grace looking on, presents the prizes to the outright winner, Swedish Erik Carlsson, the team award to a British team and the Coupe des Dames to Pat Moss and Ann Wisdom.

This program especially provided for American television by the C.O.I., London, in cooperation with Film Authors, Inc.

16 mm

13.12 minutes

Black and White

Sound on film

AVAILABLE FOR BOOKING NOW.

BRITISH CALENDAR, a series of up-to-date quarter-hour films featuring a variety of events in the news in Britain and the Commonwealth, is available every two weeks on a continuous basis. The series is also available for programming on a weekly basis using 13 or 26 issues.

FREE EXCEPT FOR TRANSPORTATION CHARGES

NEWS DIVISION

BRITISH INFORMATION SERVICES

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CI 6-5100



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Vol. 90, NO. 66

THURSDAY, April 12, 1962

TEN CENTS

NO 'CHI-STYLE' RADIO HEARINGS!

AP-R-TV Members Total Record 2,263

Associated Press broadcast membership continued making fine strides in 1961 says Frank J. Stetzel, general manager of The Associated Press, in his annual report to members of the news cooperative. Membership among domestic radio and TV stations rose by 141 during the year to a record high of 2,263, Stetzel said. Broadcast membership rose by 10 in 1960 and 164 in 1959.

Stetzel reported striking overall expansion of AP membership in services at home and abroad during the year, including a 75 percent rise in the radio-TV field abroad in a single year.

The general manager also noted that President Kennedy, even before taking office in January, (Continued on page 2)

TV Translator Licenses Now on Staggered Basis

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has revised its rules to license TV translator stations for three-year periods on a staggered basis, the same as radio and TV stations are licensed, in place of the present one-year renewals. The commission said the change is necessary because there are now about 100 VHF and 400 UHF translators in operation, 300 new applications pending and the prospect of a grand total of 1,600 by the end of this year.

Solon Would Ban Boxing Broadcasts

Washington—A bill to ban radio and TV broadcasts to prize fights has been introduced following the death of Benny Paret after a nationally televised fight. Author is Rep. Abraham Multer (D., N. Y.). Multer said that if the states can't see that precautions are taken to stop "this legalized murder," then the Federal Government must act. He added that the only thing the Federal Government can do would be to ban broadcasts, "and thus take some of the profit out of it."

J. Cagney to Narrate Film on Communism

James Cagney has been signed to narrate a 45-minute documentary film on the history and objectives of communism, which CBS Films is producing for the U. S. Department of Defense.

The documentary, tentatively titled "The Road to the Wall" and one of the projects of a long-range, three-year military information program by the Defense Department, is being produced by Robert Saudek. The script was written by Don Mankiewicz. Executive producer is Robert F. Lewine.

NBC Gets Low-Power OK

NBC has been given FCC permission to use its low-power remote pickup stations without the required two-day advance notice to the commission, where such notice is impractical due to unforeseen circumstances. But notice must still be given prior to operation of the equipment.

Dodd Sets Open Meet On TV's Youth Effect

Washington Bureau of RADIO-TV DAILY
Washington — The Department of Health, Education and Welfare will act as sponsor for a conference on the impact of TV crime and violence on children, Sen. Thomas J. Dodd (D., Conn.) revealed yesterday. It appeared to be a case of a conference which would have been held in any case, with HEW secretary Abraham Ribicoff apparently agreeing to nothing more than to provide space and secretarial help as well as nominal sponsorship.

Dodd said the conference will be in two stages, beginning around May 1, and bringing together leaders of the TV industry with researchers in the field of alleged effects of TV on children. They will discuss necessary research remaining to be done in this field, problems of programming for children and how programs for children may be improved, according to the (Continued on Page 5)

Pubservice Inquiries Seen as Unnecessary For Sound Medium

By ARTHUR PERLES

Chicago — Radio network and station operators may now relax. There is practically no likelihood that the FCC will extend to radio its current "pilot" TV Chicago hearings on TV's community public service.

This was quite definitely established by Commissioner Robert E. Lee, sitting with his six associates yesterday in a Q. and A. session here, closing the business portion of the successful three-day 40th annual convention of the NAB, held in the Conrad Hilton Hotel, with an official registration in excess of 3,000 persons.

The question was propounded (Continued on Page 3)

President Kennedy Hails Winners of BMI Awards

Chicago — President Kennedy has wired his congratulations to the radio and TV stations that won respective American History Awards in a contest sponsored jointly by BMI for Broadcast Music Inc., and the American Association for state and local history it was learned here yesterday.

The congratulatory messages from the White House were addressed to Norman Bagwell, VP and General Manager of WKY-TV, Oklahoma City, and J. Leonard Reinsch, executive director of WSB, Atlanta.

Text of the wire to Bagwell follows (Continued on Page 3)

ALL-CHANNEL BILL GIVEN 50-50 CHANCE FOR '62 OK

Chicago — Dwight W. Martin, WAFB-TV, Baton Rouge, estimates there is a 50-50 chance that Congress will pass legis-

has taken the position that the FCC should be precluded from deleting any VHF channels when and if the move is made to open up UHF channels. He said that UHF and VHF should complement each other and "we are strongly opposed to getting out of VHF."

Detailing problems of channel allocating, Martin said the NAB

Martin stressed the need was (Continued on Page 6)

Polly Bergen to Head Women's MS Committee

Polly Bergen has been appointed Chairman of the Women's Activities Committee by the National Multiple Sclerosis Society, marking her third successive year in this campaign post. She joins Mrs. John F. Kennedy and Mrs. Shirley Temple Black, who are spearheading the 1962 MS Hope Chest campaign, which extends from Mother's Day, May 13, through Father's Day, June 17.

WSOC-TV to Award Edison Scholarship

Charlotte, N. C. — The \$1,000 scholarship awarded to WSOC-TV by the Thomas Alva Edison Foundation will be given to an outstanding high school senior in the Charlotte area in May. The winner of the scholarship, given to WSOC-TV as "The Television Station That Best Served Youth in 1961," will be named by Dr. E. Garinger of the Charlotte-Mecklenburg Schools.



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All 98 NFL Contests To Be Telecast by CBS

All 98 games of the National Football League schedule will be broadcast this autumn on CBS-TV.

This will be the first time a single network will present the complete schedule of games. Exclusive rights to broadcast all games in 1962 and in 1963 were granted CBS-TV at the league's annual meeting in January at Miami Beach.

Three of the games will be broadcast coast-to-coast, with the others being presented Sundays on a regional basis. Two-man teams of sportscasters will cover action in each area.

PROMOTION AND/OR ADVERTISING MANAGER
Top notch girl with twelve years experience in all phases of broadcast advertising, sales promotion, public relations, market and rating research. Have worked at both station and corporate levels. Well known in advertising and trade press. Would accept right position as assistant.
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COMING AND GOING

THOMAS Y. GORMAN, WEEL (Boston) general manager and CBS Radio VP, has returned from a 5-day visit to Strasbourg, France, as part of our country's people-to-people program.

MARSHALL STONE, executive producer of Filmex, to the Ft. Lauderdale, Fla., office for location filming.

MILTON ROGIN, VP of Cellomatic, division of Screen Gems, Inc., has returned from the NAB convention in Chicago.

SAM MENACKER, "Big Time Wrestling from Calgary" commentator, to Denver on business.

GENE McCABE, executive producer of the "True Adventure" series, to Mexico to choose location sites for upcoming programs.

BUDDY BASCH, publicist of the Buddy Basch Office, leaves today on a promotion swing through the South.

WTVW, KKJO Revert To Original Owners

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has approved reversion of WTVW, Evansville, Ind., and KKJO, St. Joseph, Mo., to their original owners. The KKJO case involves mortgage foreclosure by George and John Marti. Douglas H. McDonald, WTVW trustee, is turning the TV station back to Evansville Television, Inc.

The Commission also approved sale of KPIG, Cedar Rapids, by Cedar Rapids Broadcasting to Black Hawk Broadcasting for \$195,000, plus agreement not to compete for seven years, with chairman Minow and commissioners Bartley and Ford dissenting.

AP Broadcast Members At Record High of 2,263

(Continued from Page 1)

1961, set a swift pace for newsmen and that AP kept in step by intensifying coverage. "At the White House the news and photographic staffs were doubled on a regular basis, and enlarged still more on many days of the year.

"One Kennedy innovation — news conferences broadcast live on TV and radio — required the Washington bureau to mobilize as many as 35 persons to cover all angles at the speed demanded. This meant writing first bulletins and leads from TV in the bureau — while reporters in the presidential conference room were still locked up. It meant additional newsmen, monitors, deskmen, dictationists, photographers, motorcycle couriers."

Last of Wagner Chats

Major bills passed or rejected by the state legislature and affecting New York City were reviewed by Mayor Wagner last night in the last of his biweekly series of talks on WCBS-TV.

'Morton Show' on WOR

New York—Beginning Apr. 21, "The Page Morton Show" will be heard each Saturday on WOR. Tony Marvin will host.

POLICE ARREST BUNCO SCHEMER

Officials Say He Bilked Aspiring TV Thespians

William Stockton, alleged mastermind of a bunco scheme which defrauded scores of would-be actors and actresses of tens of thousands of dollars, has been apprehended in Poughkeepsie, N. Y., and will be returned to Los Angeles for trial when the New York authorities release him. California Gov. Brown has signed an extradition warrant for Stockton, with bail set at \$10,000.

An eight-count felony charge accuses Stockton and Jack Montgomery, former actor's agent who is also the object of a nationwide search, of defrauding aspiring young thespians by promising that they had been selected for roles in a filmed TV series and then collecting from each victim \$215 which they said was for Screen Actors Guild initiation fees and dues.

The Guild, which authorizes no person outside of its office to collect money for it, learned of the racket and called in the Sheriff's office.

William Wester Upped To WOHO Sales VP

Toledo—William C. Wester, has been named vice president in charge of sales of Midwestern Broadcasting Co., owner and operator here. Before joining the station as sales manager in 1953, he was with F. W. Ziv Co. for five years.

OBITUARY

Parker Willson

Fort Worth — Services have been held for Parker Willson, 53, who died here after a lengthy illness. His broadcasting career started in the 1920's when he was a staff announcer for local stations. A year ago, illness forced him to give up operating his own advertising agency. He was a native of Taylor, Tex.

FINANCIAL

(April 4)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Capital Cities, Desilu, Esquire, Inc., Filmways, Movielab, MPO, NTA, Reeves Sound, Technicolor, TelePrompTer, TV Industries.

* OVER THE COUNTER

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

* Courtesy of National Association of Security Dealers.

Gallagher Joins Staff Of Sports Network, Inc

Joseph Gallagher has the production staff of Network, Inc. He has previously been with the sports department of CBS, and before that a statistician for three years with the New York Yankees.

we are looking for a top FILM SALES REPRESENTATIVE

experienced selling syndicated children's film properties. Energetic, aggressive, self-motivated individual who can close a deal. If you meet these qualifications write, giving full particulars.

Box No. 169, RADIO-TV DAILY 1501 Broadway, New York

WSB Aides Get BMI Award



coveted BMI American History Award is presented in Chicago (to r) Elmo Ellis and Carl Haverlin to Leonard Reinsch and Gaither of WSB, Atlanta, which was singled out for the honor annual national competition.

President Kennedy Hails BMI Winners

(Continued from Page 1)

... lows, in part: "Congratulations to you and your staff . . . for 'The Run,' the great story of the Oklahoma land rush. It is this sort of programming that advances the cause of American History and I commend you for this service."

The President's wire to Reinsch follows in part: "I learned with great pleasure that the WSB entry, 'Henry W. Grady,' has for the third time won the Radio award . . . it's programming of this nature which adds to the stature of the industry which you have served so well for so many years."

Howard Cosell Named ABC Radio Sports Mgr.

Howard Cosell has been appointed sports manager for ABC Radio. He has been with the network for nine years, debuting as host of "Little League Clubhouse" in May, 1953. He inaugurated his current "Speaking of Sports" series in April, 1956.

In addition to numerous sports interview-news shows for both ABC Radio and ABC-TV, Cosell has been commentator or color commentator for boxing, football and racing events.

'CBS Reports' Airs Saga Of 'The Taxed American'

"CBS Reports: The Taxed American," a timely tribute and explanation of the tax system, will be broadcast on CBS-TV in two parts, Apr. 12-19, both before and after the deadline for filing federal income tax returns. CBS News correspondent Harry Reasoner will be the reporter.

The report will be a TV primer on the whos, whats, whys, wheres and hows of the U. S. Internal Revenue Service, which last year collected \$94 billion in taxes. By Apr. 15 of this year it is estimated it will have collected \$100 billion from individuals and corporations for the fiscal year 1961.

Net News Chiefs Speak At Overseas Press Club

Julian Goodman, vice president, NBC News, will participate in a panel discussion on "Television News in the Satellite Age" tonight at a dinner meeting held by the Overseas Press Club in New York.

The other speakers will be James C. Hagerty, vice president, News, Special Events and Public Affairs, ABC, and Blair Clark, general manager and vice president, CBS News. Alvin H. Perlmutter will be moderator.

Queries Answered by FCC

(Continued from Page 1)

Joseph Rahall, radio stations Lee advised the capacity here that because of the diversity of service in radio there wasn't any need for local inquiries as there appears to be in the case of TV, the number of available stations in each community is limited.

more in engineering than economics.

The Federal Government has no intention of operating any clear channel stations. It was clearly stated that this is contrary to Kennedy administration policy.

The Commission believes broadcasters are doing "fine work" (Minow) in public service announcements, with the aid and cooperation of the Advertising Council. While encouraging more of this, the FCC will continue closely to scrutinize the ratio of total commercial time to program content time.

At Odds on Fees

There's a 4-to-3 split in Commission ranks on the proposal calling for a sharp increase in licensing fees, with the issue hanging on whether a Federal regulatory agency has to be self-financed.

Conelrad is "pretty close now" to the two latest White House goals: for the President to be on the air within five minutes, and for each state to have at least five pickup points for a Presidential announcement in the event of a national emergency.

About the best way to avoid problems with the Commission on duration and frequency of commercials is to join the NAB and subscribe to its codes for radio and TV.

Attorneys Not Necessary

A licensee, especially in the case of a small station operator, doesn't have to rush to his lawyer, and thus incur a legal fee everytime he gets a call from the FCC; most of these are routine matters which can be answered in common-sense, straightforward style.

Minow Sees Improvement

FCC Chairman Newton N. Minow reiterated a statement he made earlier in the day that he thinks there has been "lots of improvement" in TV programming over the past year, implying a questioner that the term "wasteland" no longer applies. Jocosely, he reminded broadcasters that he, Minow, had said "it is you who have made national catch-phrase."

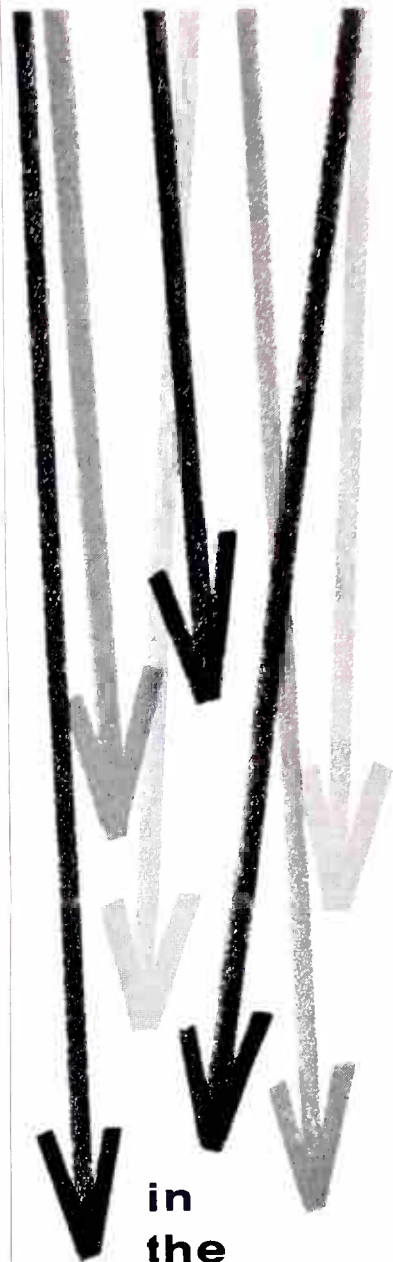
In response to other questions about the two-and-a-half-hour program, the commissioners re-

There will be sufficient time for operators to adjust their programming to handle new program logging form requirements of FCC.

Use of Mails a Factor

In the matter of double billing, it is the very grave danger that the government would prosecute on grounds of using the mails to defraud, with a five-year term as a consequence. Similar practices by other media will get little or no protection under the law.

The answer, he said, lies in now's concern over radio's "over-population" is not in direct action or applicable to the drive for most station competition in the industry.



in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative MEEKER

What'll St. John Do With All Those Goats?

Jacksonville—St. John's Mobile Homes advertised for several months on "Bob Poole's Gospel Favorites" show on WFGA-TV, with the slogan, "We Trade Anything From Battleships to Billy-goats." Last week Mr. and Mrs. George Mazer took them up on it, appearing on the program one Sunday morning and trading their goat farm for a mobile home.

Radio Ads Promote Use of Medium Itself

"Nearly every advertiser is a radio listener, be it at home, while driving or in the office," is the conviction of Carl L. Schuele, president of Broadcast Time Sales. With this in mind, BTS has created 12 one-minute radio announcements to sell the advantages of the medium itself to advertisers.

More than 40 radio stations around the country are now using the BTS spots, according to Schuele. Mutual Broadcasting System' president Robert Hurleigh has said he will run the announcements on the MBS Network, and will feed the entire package to all stations via closed circuit, to be taped for their own use.

Users from Coast to Coast

Individual stations now using the spots include: WEAM, Washington; WJMJ, Philadelphia; KR-KD, Los Angeles; WQTE, Detroit; KGON, Portland, Ore.; WCRB, Boston; WAYS, Charlotte; WCOG, Greensboro; WKLM, Wilmington; N. C.; WISE, Asheville; WHIM, Providence; WCSH, Portland, Me.; WLBY, Bangor; WRDO, Augusta, Me.; WVCG, Miami; WMNI, Columbus, O.; WKYW, Louisville; KMEO, Omaha; WHP, Harrisburg, Pa.; WLAN, Lancaster, Pa., and KJEM, Oklahoma City.

Walter Kay in Exec Post For Negro UHF in D. C.

Washington Bureau of RADIO-TV DAILY
Washington — Walter Kay has been named local sales manager and executive producer for WO-OK-TV, UHF station to specialize in Negro programming and due to go on the air in mid-Summer, according to John Panagos, executive vice president of United Broadcasting Co.

NLRB Tells Fetzer TV To Bargain with NABET

Cadillac, Mich. — The NLRB has ordered Fetzer Television here to bargain collectively with NABET. The broadcasting union had alleged refusal to bargain.



By TED GREEN

• • • Worried about the Cold War? Here's one instance where we have a decided edge — the Free World nations abroad now have 819 TV stations, compared to 166 for the Communist-bloc. (The Free World has gained 2.2 million TV sets since last April for a total of 24 million, while the Communist bloc, with a gain of 200,000 sets during the same period, has a total of 4 million. . . . Jazzman Lionel Hampton will be on the "Ed Sullivan Show" Apr. 8, has "Rooftops of New York," the short film for which Hamp provided the background music, up for an "Oscar." . . . Overheard at Rattazzi's: "A stinker is a competitor who takes two clients from us while we're only taking one away from him."

• • • Dorothy Dandridge planning to star in a TV musical version of "Rain" shortly? . . . Producer Irving Mansfield huddling with singing-owner Leo Fuld at his Israeli Cafe Sahbra nightclub to do an hour video musical special on a major network in May, saluting the 14th anniversary of the State of Israel. . . . TV actress Tamar Harari and actor Reuben Singer of "Milk and Honey" merged. . . . Songstar Connie Francis is taking dramatic acting lessons from Stella Adler which Connie will put to use in her next film, "Follow The Boys," rolling in May.

• • • Meet: Channing M. Hadlock, new VP and radio-TV director of Chirurg & Cairns, New York and Boston ad agency, joined James Thomas Chirurg Co. in 1959, prior to its merger with Anderson & Cairns. Before joining the Chirurg agency, Hadlock was a VP and radio-TV director with Rose-Martin Advertising, New York. Earlier he served Quality Bakers Advertising (N. Y.) as account exec and Cunningham and Walsh (N. Y.) as radio-TV producer. Other affiliations included Parents' Magazine, as PR director, and NBC (Hollywood), as press news editor. During World War II, Hadlock was a staff correspondent for "Yank" and also served with the N. Y. Office of the Army News Service. Hadlock is a member of the Overseas Press Club, the Radio and Television Executives Society, the Academy of Radio and Television Arts, the Writers Guild-East and the Directors Guild.



HADLOCK

• • • Len Gochman (one of the nicest guys in the Industry), formerly with Pat Boone's TV production company and now building a fast-growing PR firm, has just completed a pilot film of a children's show, which he's peddling in town and receiving excellent response. Good Luck, Len. . . . Producer Bill Hobin returned from a christening of a new addition to the family. No, not what you'd suspect. This baby is a 35-foot ultra-modern sailing sloop, built for him at Annapolis. He'll sail it to Westchester this month. . . . Actress Nancy Tribush receiving top offers for stock work since her tremendous success in the road company of "Bye Bye Birdie." . . . Fred Robbin's, "Assignment Hollywood" interviews are now being carried by Photoplay Magazine—once a month—under the title "From Tape to Type." His show is now also heard in Canada. . . . Don Morrow, talented host of ABC-TV's "Camouflage," at the charming place of the Coppings in Chester, Vt. . . . Radio-TV-announcer Chet Gould just finished a number of commercials for Ideal Toys, thru the Grey Agency. . . . Playwright Dale Wasserman working in Jamaica on a new property to star Kirk Douglas. . . . Producer Jerry Hammer back in town after a one-week stay in Hollywood. . . . Gil Cates ready with his new art picture, "The Painting," to be shown in New York this month.

• • • Goings on at NBC . . . Len Allen, manager of NBC News, now overseas heading the news coverage of Mrs. Kennedy tour in India, had spent many days casing three cities for camera coverage. Mrs. JFK then canceled her visit to all three cities. . . . Producer Reuven Frank went to Geneva last week in place of Eliot Frankel, who remained here to handle the Huntley-Brinkley shows. . . . News correspondent George Clay, who has lived in and covered Africa most of his life, says he can't wait to get away from Geneva. He says he's freezing there.

Take Noxon and Add Strawberries & Cream?

All that WINS' listeners have to do between now and Apr. 15 to win a food freezer filled with \$500 in "cold cash" is to send a new way to use Noxon Me Polish. Best idea, as judged by the firm, wins.

John E. Fetzer Wins Muzak's Golden Ear

Chicago — John E. Fetzer, president of four broadcast corporations operating nine Midwest radio and TV outlets and president of the Detroit Tigers baseball team, today will receive Muzak Corporation's Golden Ear Award for 1961 at a Hotel I Salle luncheon here.

NAB exec VP Vincent T. Wilekswi will make the presentation to Fetzer for his "valuable contributions to public service in communications on the national and international level." FCC Commissioner Robert E. Lee also will speak.

For Public Service

The Golden Ear is presented by Muzak franchisers annually to the franchiser whose achievements in the area of public service have made him an outstanding Muzak member. Fetzer, long prominent in international broadcast circles, recently completed good-will visit to Latin American broadcasters.

Fetzer's stations are WKZ AM-TV, Kalamazoo, WJEF-AM, Grand Rapids, WWTW-AM, Cadillac, and WWUP-TV, Michigan, and KOLN-TV, Lincoln and KGIN-TV, Grand Island, Nebraska.

Sports Reporters Honor Red Smith and Nelson

Salisbury, N. C.—The National Association of Sportswriters & Sportscasters was formed at its third annual dinner here of group's members, with temporary officers headed by the New York Herald-Tribune's Red Smith, president, and Lindsey Nelson, the New York Mets' air team vice president. Nelson was honored as the nation's top sportscaster, and Smith as the top sportswriter.

Other temporary officers: Frank Spencer of the Winston-Salem (N. C.) Journal, secretary, and Mort Lerner, Salisbury businessman, treasurer. Directors: John Ferguson, WRBZ, Baton Rouge; Fred Leo, KBTW, Denver; Furman Bisher, Atlanta Journal; John Carmichael, Chicago Daily News; Mel Durslag, Los Angeles Examiner; Fred Russell, Nashville Banner, and Spencer.

SA's Web Tells of Broadcast Ideas

Chicago — The nation's vigorous broadscale scientific investigations in space were outlined in detail yesterday at the opening day's luncheon at the NAB by NASA administrator James E. Webb.

Admitting that dramatic achievements in manned and unmanned flight programs may overshadow in public awareness the significant progress being made in the space sciences fields, Webb declared: "The origin and history of the solar system are among the most intriguing unanswered questions for which scientific devices or unmanned space craft are giving answers."

Capacity Inadequate
Referring to his belief that "the needs greatly expanded communications facilities," Webb said: "The capacities of undersea cables and high frequency radio channels are inadequate to meet projected future demands. Communications satellites provide one part of a solution. At present we are in the stage of research and development with communications satellites. There are several types. We are testing them to determine the nature of the eventual operational system cannot yet be determined."

Dr. J. R. Pierce, executive director of Bell Telephone Laboratories, research and communications principles division, said that the nation's proposed satellite communications network should not only be efficient but also self-maintaining. Although much attention has been accomplished toward making a satellite communications system a reality, it is still in the experimental stage, he said.

Frank Berlin Named WJAZ Sales Executive

Newark — Frank Breslin, former vice president and general manager of WEOK-AM-FM, Newark, N. Y., has been named commercial sales manager of WJAZ-AM-FM, Newark. All Communications Industries Stations.

Former "Sonny" Fields has been appointed local sales manager of WJAZ's New York sales office. It will be staffed by two WJAZ executives, Howard Rothenberg, national sales representative and John T. Valdes.

Essay on Pasternak

Boris Pasternak, late Russian poet and novelist, is subject of "TV Essay" to be rebroadcast Saturday on CBS-TV. James Manning is host, Don Kellerman producer.

Rahall Leaders Gather



Getting together at the NAB convention for the first time since the event got under way are Rahall Station executives (l to r) C. Frank Cordaro, engineering VP; O. R. Darvas, general manager, WKAP, Allentown, Pa.; Farris Rahall, VP, WLCY, St. Petersburg; N. Joe Rahall, president of the regional network; Tony Gonzalez, manager, WWRN, Beckley, W. Va.; Mort Bassett, Rahall national sales consultant, and Sam Rahall, president of WTSP-TV and general manager of WLCY.

Radio Documentaries Expand

Boston — Broadening opportunities for specialists in the Radio Documentary were predicted by a WBZ Radio Programming Executive.

Dodd—HEW Conference To Study TV's Effect

(Continued from Page 1)

Senator Dodd announcement. Dodd heads the Senate Juvenile Delinquency Subcommittee which has been probing sex, violence and crime on TV. He said the conference was the idea of Dr. Ralph J. Garry, Boston U. School of Education, who has been acting as special consultant to the Juvenile Delinquency Subcommittee in its TV probe.

Fairness of Income Tax Discussed on 'Open Mind'

Assistant Treasury Secretary Stanley Surrey will join "Open Mind" moderator Eric F. Goldman in a discussion of "The Income Tax: How Fair and Sensible Is It?" on WNBC-TV Sunday. The program will be re-broadcast on WNBC Radio.

Other on the panel are Brendon Sexton, special assistant to UAW president Walter Reuther; Lawrence Fertig, New York World Telegram & Sun columnist, and Martin Roeder, attorney specializing in tax matters.

'Life of Schechter'

Philadelphia — "The Life and Work of Solomon Schechter," scholar and teacher of Rabbinics, will be the subject of the concluding program Sunday in WRCV-TV's "Faith of Israel" young people's religious series.

Burkhart Named GM Of Esquire's WQXI

Esquire Inc., has promoted Kent Burkhart to general manager of WQXI, its Atlanta station, where he had been program director. Replacing him in the latter post is Red Jones, who also conducts a daily three-hour show. Other appointments at WQXI include Bob Mann as news director; Phil Davis to the news staff, and Mike Holliday as a personality.

Burkhart, at WQXI since 1961, has also been at KLBS, Houston; KXOI, Ft. Worth; WNOE, New Orleans; KOWH, Omaha, and WQAM, Miami. At one time he also owned KTXL, San Angelo, Tex. Jones joins the station from KILT, Houston, and has also been with KVET, Austin, Tex. Mann, prior to coming to WQXI, was with UPI's Fox Movietone division. He also worked at WNYC, New York.

Davis was an Atlanta newscaster before joining Esquire, and before that was with WCNH-AM-TV, Quincy, Fla., and WTAL, Tallahassee. Holliday was formerly with WJJD, Chicago.

Joey Bishop Casts Mold For New Role in Series

"The Joey Bishop Show"—with Joey Bishop cast in a new situation comedy role as a TV comedian — will return to NBC-TV in a new time period Sept. 8.

The program will be broadcast in color when it starts its second season. It is currently seen in black and white.

Bishop, in his second season on NBC-TV with his own show, will continue to play the role of Joey Barnes. "However," he said, "now I'll be able to dip into 23 years of comedy experience. I couldn't do that before."

The program will be directed during the 1962-'63 season by James V. Kern. It will be written by Iz Ellinson, Fred S. Fox, Stan Dreben and Harry Crane.

TIO Course to Hear Talk By WABC-TV's Pollock

Lawrence Pollack, WABC-TV research and sales development director, will speak today on TV and advertising at the TIO course for school teachers given at the Donnell Library. He will discuss the growth of TV and increase of advertising since the end of WW II and outline the functions of TV advertising from an agency, client and station viewpoint.

Berns in 'Focus'

Miami—Hendrik J. Berns has joined WGBS' Total Information News service and will head a new program, "Focus."

Parents Say Offspring Benefit from Video

Behavior, Education Among Aids Cited In Milwaukee Study

Milwaukee — A great majority of area parents believe that TV exerts a beneficial influence on their children's behavior and education, according to the results of a special survey conducted in conjunction with the 1962 Consumer Analysis of The Milwaukee Journal. On the other hand, slightly more than half the parents report they have also sometimes noticed undesirable behavior in their children which they attribute to TV.

885 Parents Queried

The survey, conducted late last year, queried 885 parents of children under 18 years of age. Results were analyzed by Dr. Wilbur Schramm, of Stanford U. S. Institute for Communication Research.

Among specific examples of beneficial aspects of TV the parents listed: learned games and learned better manners and habits (13 per cent listed each); improved vocabulary (11 per cent); gained knowledge of science (8 per cent); gained knowledge of travel and foreign countries, broader general knowledge and familiarity with current events (5 per cent each), and learning sports, obedience, prayer and concentration and learning about animals, history, music, government and literature (each less than 5 per cent).

Education Status Studied

The survey also showed that the higher the level of the parents' education, the more concerned they were about the influence of TV and the more good and bad effects they noticed. Parents of older children, particularly of children over 12, felt TV had less of an undesirable effect on their children than did parents of younger children.

Other significant findings:

75 per cent of parents reported that they sometimes have seen their children exhibit desirable behavior which the parents attribute to TV, with 8 per cent saying they often have seen such desirable behavior; 52 per cent said they noticed undesirable behavior in their children that they could attribute to TV.

School Records Aided

55 per cent said TV had been good for their children's record in school, while only 5 per cent felt TV had been detrimental to school records (35 per cent said they did not know and 5 per cent did not answer the question); 76 per cent said TV had been good for their children's home life, while only 5 per cent felt it had been bad (and 19 per cent did not know).

GAB Lauds Minow 'Shirt-Sleeves' Call

Chicago — The Georgia Association of Broadcasters yesterday became the first state group to hail FCC chairman Newton Minow's call for a shirt-sleeve national radio conference.

In a telegram sent here to NAB president LeRoy Collins and Minow, GAB president H. Randolph Holder, WGAU, Athens, said, "We applaud the suggestion for a new federal radio conference and pledge our assistance to the NAB and the FCC in organizing and conducting such a meeting."

Holder said that "grass-roots, shirt-sleeves meetings between the broadcasters and the FCC can be more valuable in common efforts to serve the public interest.

Recalls Radio-TV Seminar

"The Southeast Radio-TV Seminar (SERTS) held in Atlanta last September at the height of the logging controversy proved the value of informal meetings between the small broadcasters and commission officials. We know a similar meeting on a national level will be very helpful."

The GAB also backed Collins' call for a conference of state broadcasting associations. Holder, in a telegram which he sent to Collins, invited the NAB to hold the proposed meeting in Atlanta.

All-Channel Bill Given 50-50 Chance for '61 OK

(Continued from Page 1)

spelling out the length of time which should be set aside as a moratorium before any movement of commercial TV to UHF channels is scheduled. In his opinion nine years would be ample time for such a moratorium. As for community antenna TV operations, Martin said these have become a problem to broadcasters not only in small markets but in two-station and three-station markets as well. He said the board is not opposed to CATV except in those cases where it is harmful to local commercial stations.

Martin defined the NAB's position as follows: that the FCC should regulate CATV operations by prohibiting the repeating of programs carried on local stations and by safeguards against any degradation of local station signals. Martin said he doubted that any legislation would pass this year on the CATV question because of the relatively short time remaining in this Congressional session, plus the forthcoming election campaigns.

In any event, he concluded, CATV is going to become "a crisis area in the future."

PUBLIC'S OK OF GOOD TV PRECLUDES TOTAL AIRED

Montreal—"There is a quite pronounced tendency to judge broadcasting's success more on the basis of the amount of good material provided than on the extent of its acceptance by the public," Don Jamieson of CJO, St. John's, Nfld., declare after his re-election as president of the Canadian Association of Broadcasters for 1962-63.

Bishop Cites Industry As Social Unity Force

Pittsburgh—The Bishop of the Pittsburgh Catholic Diocese has cited the potential of radio and TV in bringing people together and has called for increased attention to the "know-why" as well as the "know-how" of the electronic media.

Bishop John J. Wright made his observations on broadcasting at a luncheon of the Pittsburgh Radio and TV Club at the Penn-Sheraton Hotel. He has been doing "A Visit with the Bishop" Sundays on KDKA since coming to Pittsburgh three years ago.

In his talk, Bishop Wright said that people in radio and TV "have the most fantastic potential for producing that which most our civilization needs at the moment"—on the religious, political, cultural, social and economic fronts. That great need, he explained, is "the sense of solidarity of a people in a single community."

'Most Impressive Gadgets'

Calling radio and TV "the most impressive gadgets" of all the electronic ones in this "gadget civilization," Bishop Wright declared that they can "bring to pass a sense of community in this divided nation, in this divided city, in every divided level of our national life such as no other medium can now hope to contribute. Most all other media are mostly fatally divisive."

For hours each day, he said, air media pull together people of many interests and locations.

Cinema-Vue Distributing Pathe Educational Films

Cinema-Vue Corp., New York, has been appointed world-wide distributor for the Pathe Educational Films. Primarily treatments of American History, the Arts and the Sciences, they have won commendations from prominent educators and awards from the Freedoms Foundation.

Recent sales of the series were to KRON-TV, San Francisco; WB-KB, Chicago; KTRK-TV, Houston; WHDH, Boston; KGLO-TV, Mason City, Ia; WHIO-TV, Dayton; WKZO-TV, Kalamazoo; WF-MZ-TV, Youngstown, and WHIZ-TV, Zanesville, O.

"The objectives of national broadcasting are not served by merely putting more of what some call good programming on the air," Jamieson said, adding: "Yet so many have a preoccupation with the importance of making such material available that the factor of public acceptance, or the lack of it, has been given hardly any study, even though in many respects this is the only proper yardstick by which to measure the real value of broadcasting's accomplishments."

Lauds Private Groups

Jamieson saw an important role for private broadcasting in Canada, saying "To attack private broadcasting on grounds that it depends on advertising revenue is an insult to a group of highly responsible Canadian citizens."

Other officers named at the CAI meeting were Allan Waters, CHUM, Toronto, vice president (radio); J. A. Pouliot, CFCM-TV, Quebec City, vice president (TV).

ABC's Shollenberger Named ATAS Trustee

Washington Bureau of RADIO-TV DAILY

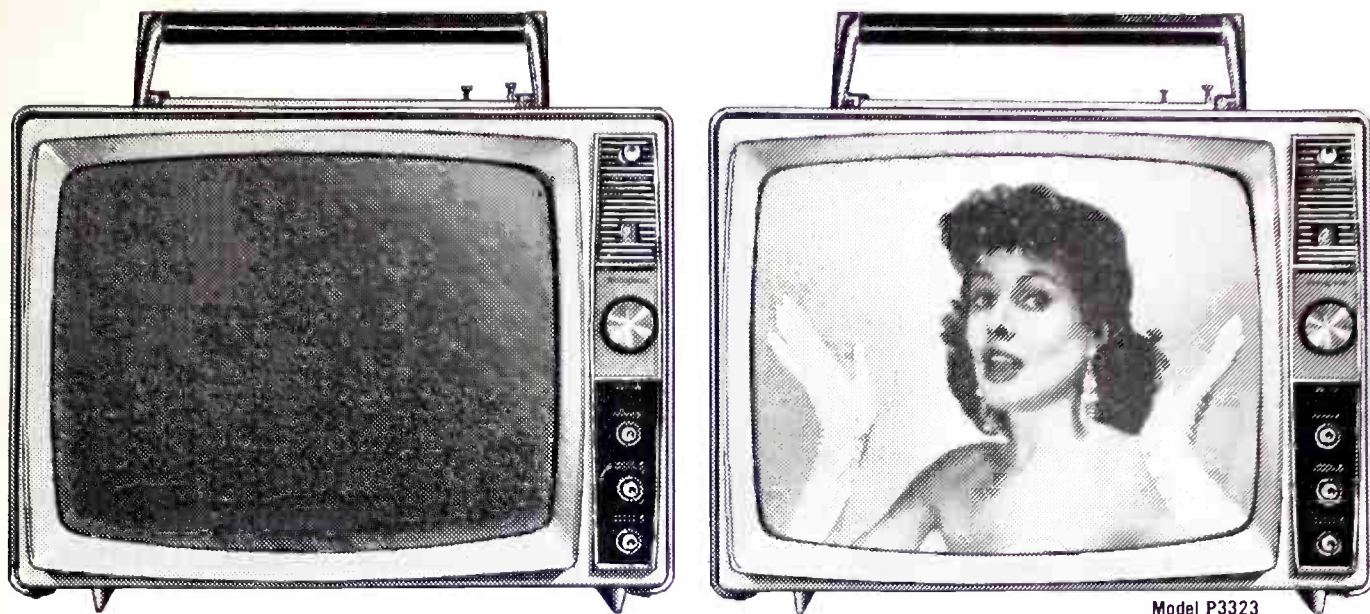
Washington — Lewis W. Shollenberger, ABC news and special events director in Washington has been elected unanimously to membership on the Board of Trustees of the National Academy of Television Arts and Science WRC-TV program manager Weston Harris was also unanimously elected a member of the D. C. chapter's Board of Governors.

Shollenberger is the second trustee elected to the National Board of Trustees by the D. C. chapter. WTOP publicist Robert M. Adams was the first.

Communications Student To Hear WCAU-TV Exec

Philadelphia — John A. Schneider, VP general manager of WCAU-TV, will deliver major address on local station management today before students of Pennsylvania U's Annenberg School of Communication. He will discuss programming problems and policies and will pinpoint examples of public reaction to them.

“INSTANT ON”



**new engineering exclusive by
Westinghouse! TV with instant
picture...instant sound...as soon
as you turn on the set!**

Now, when you turn on TV, there's no waiting and waiting for the picture. You get picture and sound instantly . . . with no delay, no need to readjust tuning after set warm-up. Exclusive "Instant On" Portable TV has other advantages, too. The chassis is always free of humidity condensation. That means increased reliability and dependability of all components. And exclusive new Westinghouse "Instant On" TV provides longer operating life for all tubes. Full 19" chassis mounted picture tube with 17 sq. in. of bright viewable picture.

**WINNER OF WEDNESDAY'S DRAWING
FOR THIS BEAUTIFUL WESTINGHOUSE SET
AT THE RADIO-TELEVISION DAILY
HOSPITALITY SUITE**

WILLIAM BROWN
SCOPE ADVERTISING AGENCY
New York City

Rutgers U. Forum Hits 800

New Brunswick, N. J. — Although program producer Arnold Zucker admits there were times they almost didn't make it," the weekly "Rutgers University Forum" went on the air Tuesday, as scheduled, for the 800th time.

Guest was H. Mat Adams, N. J. Department of Conservation and Economic Development commissioner. The program is recorded Tuesdays and broadcast on 35 New Jersey stations throughout the week, according to local scheduling.

The first broadcast was in 1946 on Newark's WAAT (now WJRZ). Today, coverage includes about 90 per cent of all New Jersey stations, making "Forum" the closest thing to a statewide network program.

The program is designed to provide listeners with information about people, problems and state issues, although it sometimes considers subjects of national scope.

FTC Hits Motorola Ads

Motorola has been charged by the FTC with exaggerating the merits of its radio and TV sets and replacement parts and with failing to reveal adequately when parts come from Japan. The company has 30 days in which to answer.

Coast-to-Coast Flashes

Symphony Soloist

St. Louis—Russ David, pianist and KSD-AM-TV personality, will be a soloist with the St. Louis Symphony Orchestra tomorrow at the Chase Hotel in a benefit for the orchestra's maintenance fund.

Africa Politics Explored

New York—The evolution of political parties and congresses in modern Africa will be among the subjects of Dr. Elliot F. Skinner's lectures in "Changing Institutions of Contemporary Africa" on "Sunrise Semester" during the class week beginning Apr. 10 on WCBS-TV.

Discuss Price-Fixing

Cleveland—On Sunday, Lewis Bernstein, chief of the special litigation section, Anti-Trust Division of the Justice Department and Norman Seidler, assistant chief of the Cleveland Field Office, will join WJW newsmen Michael Prelee and Dean Griffin on Sunday in a review of policies of the Department in the price-fixing area.

Eliot USAF Liaison Officer

Detroit—WWJ-AM-TV weathercaster Sonny Eliot (Capt. Marvin Eliot) has been named U. S.

Freedman to Produce 7 Du Pont Dramas

TV producer and director Lewis Freedman will produce seven dramas in color for NBC-TV's new Du Pont series during the 1962-63 season. Franklin Schaffner and Fielder Cook, between them, also will produce and direct seven. The dramas will be telecast Sunday nights beginning in September.

Credits Are Impressive

Freedman, who is producing five of the current "Du Pont Show of the Week" programs, produced more than 40 syndicated presentations of the "Play of the Week" TV series. These included "The Iceman Cometh," "The Dybbuk," "Rashomon" and "Simply Heavenly."

As a director, Freedman's TV credits include "The Garry Moore Show," "Open End" and "Eye on New York."

"Du Pont Show of the Week" is sponsored by the Du Pont Co. through BBDO.

Air Force Academy liaison officer for the 1st Congressional District. He will be attached to the Candidate Advisory Service, which is responsible for advising and counseling prospective Academy candidates.

WIBC Plans Expansion

Zionsville, Ind. — WIBC has bought an 83-acre site for the construction of new radio transmitters sometime within the next five years. Richard Fairbanks, president, said the studios would remain in Indianapolis.

KMBC-TV Revamps AM Sked

Kansas City — KMBC-TV has revamped its morning schedule with the introduction of two new programs, "Columbia Lecture Series on International Studies" and the "Tennessee Ernie Ford Show." Other changes include expanded morning movies, combined children's shows and an additional newscast.

Worsham Moves Up

Wichita — Sam Worsham has been appointed assistant general sales manager for KTVH. He had served as account exec since joining the station in September, 1959.

AGENCY NEWSCAST

By SHELBY COOPER

Top advertisers and agencies have been invited to send representatives to participate in AFA's fourth annual Harvard Seminar for Advanced Management in Advertising and Marketing, to be held in Boston during the last half of July. Purpose of the seminar is "to help develop a better understanding of the overall marketing function," according to W. Barry McCarthy, chairman of the seminar committee and BBDO veep. In past years, 134 executives have attended the seminar.

Thought for Today

"In a free society there ultimate substitute for free communication and its benefits."

—Bert Herron,
Ad director,
Owens-Illinois Glass

Douglass L. Allgood has joined the Detroit staff of BBDO as marketing account rep and media specialist. For the last two years he has been merchandising director at WCHB, Detroit, and previously was with the Seymour, Leatherwood & Cleveland agency there . . . Charles E. Claggett, president of Gardner Advertising, St. Louis, has been appointed to the board of trustees of Barnes Hospital.

Melvin S. Hattwick, director of advertising, Continental Oil, has been elected a director of the Advertising Research Foundation

. . . Muller, Jordan & Herrick named Andrew J. Lazarus, director, and DeWolfe Hotchkiss director for audio-visual program.

Joseph P. Creaturo and J. G. Sherman have been appointed executive art directors at Maham, Louis & Brorby. Dani Kelly has also joined the agency creative department as a writer . . . Alvin Q. Ehrlich, executive VP of Kal, Ehrlich & Merrick Advertising, has been named to board of directors of the national magazine, "Business Monthly" . . . Ketchum, Mac & Grove, Houston, has been retained by Bonner & Moore Associates.

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS



Indiana University Library
Bloomington Ind

Established February 9, 1937

CL. 90, NO. 67

FRIDAY, APRIL 6, 1962

TEN CENTS

FCC STILL A 'FRIENDLY ENEMY'

RCA Charges Philco Impedes Color TV; Asks \$174,000,000

Philadelphia—In a counterclaim in answer to the Philco Corpn. Radio Corporation of America's \$150,000,000 anti-trust suit, RCA has charged Philco with unreasonably impeding the progress of color TV and asks damages of \$174,000,000, representing three times the total of the \$58,000,000 which RCA alleges it suffered. The action was filed by RCA in the U. S. District Court for the Eastern District of Pennsylvania. RCA also charged in its counterclaim that Philco has sought to slow the marketing of RCA
(Continued on page 2)

John Shaw Is Elected Mobile Video Tapes Pres.

Los Angeles Coast Bureau of RADIO-TV DAILY Beverly Hills — John Shaw has been elected president of Mobile Video Tapes, Inc., effective April 1. He has served as president of Western Lithograph Co., Los Angeles, for the past six years. Mobile Video Tapes, organized in 1959 to develop and operate mobile TV recording stations, recently has diversified into the graphic arts field.

Operator Regs Amended

Washington Bureau of RADIO-TV DAILY Washington — The FCC has amended its rules to prohibit the duplication, alteration and misuse of commercial radio operator licenses. The new prohibitions are in addition to present ones against obtaining a license by fraud.

Filmways, Magnum Join Up

In an unprecedented alliance in the field of TV film production, Filmways, Inc., a leading producer of commercial films, has established a creative affiliation with Magnum Photos, Inc., an international cooperative picture agency. The announcement was made jointly by Fred Raphael, Filmways

BIG BUYS SOAR ON CBS RADIO

Recent Sales Hit \$2 Mil.
With Many Renewing

Major radio advertisers of long standing as well as firms which have increased their use of radio in recent years have contracted with CBS Radio for sponsorships and participations totaling some \$2 million in new business and renewals during recent weeks. Many of the commitments are for 52-weeks.

Signers of long-term contracts include Philip Morris, Inc.; Standard Brands, Inc.; Bristol-Myers Co. (for Mum and Ammens); Amana Refrigerating, Inc.; Warner-Lambert Products (Bromo-Seltzer); Corn Products Refining Co. (Mazola Oil and Margerine); and Mennen Co.

One result of these and other
(Continued on Page 4)

Cap. Cities Earnings Over \$1 Million in '61

Capital Cities Broadcasting Corp. reports 1961 earnings of \$1,088,197, compared with \$800,285 in 1960, while sales increased from \$8,421,321 in 1960 to \$11,803,781 last year. Frank M. Smith, president of Capital Cities, said earnings per share increased from 70 cents to 93 cents, with cash flow increasing from \$1.33 to \$1.61 per share.

Smith also announced the acquisition by Capital Cities of a substantial interest in New York
(Continued on Page 6)

Sweeney Resigning As President of RAB After 7 Years at Helm

Kevin B. Sweeney, president of Radio Advertising Bureau, has submitted his resignation as president of the broadcasting trade association, effective Feb. 28, 1963. President of RAB since 1954, he advised the Bureau's directors of his desire to step down as president in a letter last August.



SWEENEY

Since last October, a selection committee under the chairmanship of Frank Fogarty, Meredith Broadcasting, chairman of the RAB board of directors, has been at work to choose a replacement. Other members of the selection committee are Harold Krelstein, Plough Stations, chairman of the RAB finance committee, and Weston C. Pullen, Time-Life Broadcast, chairman of the RAB executive committee,
(Continued on Page 6)

Geno Cioe Named Head Of H-R Offices in Detroit

Geno Cioe, for the past two years national sales manager of KNORR Broadcasting Corp., has been appointed head of the Detroit office of H-R Television, Inc., H-R Representatives, Inc. Prior to his tenure at KNORR, he was a senior account man with Headley Reed in Chicago, and also headed up sales development for Headley Reed in New York.

AA Offers 'Bowery Boys'

West Coast Bureau of RADIO-TV DAILY Hollywood — Allied Artists Television Corp. has announced that a TV package of 48 of the Bowery Boys feature film comedies starring Leo Gorcey and Huntz Hall have been made available for TV effective April 16.

No Policy Changes Seen Despite Tone Of Officials at NAB

By HARRY LANDO
Washington Bureau of RADIO-TV DAILY Washington — There will be no softening at the FCC following what appeared to be an almost friendly get-together between chairman Newton Minow and the broadcasters at the NAB convention.

The policy line, which saw the license of one major market radio station canceled because of allegedly rigged contests and misrepresentations to the FCC, will continue and probably harden. As a matter of fact, the commission majority looks on the present
(Continued on Page 5)

Temmer Buys out Michael In Gotham Audio Corp.

Stephen F. Temmer, formerly a 50 per cent stockholder in Gotham Audio Corp., exclusive U. S. rep for many recording and broadcasting equipment manufacturers, has acquired all of the outstanding stock interest formerly held by Hal Michael. The firm handles Neumann, Beyer, Lyrec, Bogen-Germany and Vierling, among others.

Four Outlets Go Off Air With Commission's OK

Washington Bureau of RADIO-TV DAILY Washington — The FCC's Broadcast Bureau has given permission for KPSD-FM, Dallas, and WOXR-FM, Oxford, O., to remain off the air until June 1, for KQTE, Missoula, Mont., to stay silent until June 26, and KETO, Seattle, to stay off the air until June 30.

WIL's Box Elected To NAB Radio Board

St. Louis — John F. Box, Jr., managing editor of WIL, has been installed as director-at-large of the NAB's radio board. Box was elected to the position by member stations throughout the country, and will serve until April 1964.



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CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

Mobile Transmitter Use Sought as Relay Stations

Washington Bureau of RADIO-TV DAILY
Washington—The FCC, at the request of WOAI-AM-TV, San Antonio, has asked for written arguments by Apr. 20 on a proposal to change the rules to permit mobile pickup transmitters to operate as automatic relay stations for pocket transmitters used at the scene of remote broadcasts.

WOAI, with FCC permission, tested use of a small pocket radio transmitter in places where it would be impractical to take the usual mobile unit. The requested rule change would involve unattended operation of the mobile pickup transmitter in many cases, something not now permitted.

we are looking for a top FILM SALES REPRESENTATIVE

experienced selling syndicated children's film properties. Preter young, aggressive, sales-minded individual who can close a deal. If you meet these qualifications write, giving full particulars.

Box No. 169, RADIO-TV DAILY
1501 Broadway, New York 36

COMING AND GOING

HENRY ARMSTRONG, president and pastor of the Radio Church of God, who broadcasts "The World Tomorrow," has left for Le Havre.

BURT SCHULTZ, president of Burt Schultz & Associates, and his wife to Washington today on a combined business and pleasure trip.

ISABELLE FISCHER, publicist with Burt Schultz & Associates, to Washington this week-end on business.

MAURIE WEBSTER, VP and general manager, and RALPH GLAZER, eastern sales manager, of CBS Radio Spot Sales, returned from Chicago today.

JOAN FREIDIN, of the WNEW-TV publicity department, to Puerto Rico on business.

CHUCK BARCLAY, manager of Raymond Scott Enterprises, to Birmingham to address the Advertising Club there.

Philip Morris in Major Radio

Philip Morris Inc., via Benton & Bowles, has purchased a strip of four Monday-through-Friday, five-minute news shows, plus a package of seven, five-minute news shows on Saturday, to be heard on the Mutual Broadcasting System.

This latest purchase of radio time, which was for the company's Alpine, Parliament, Marlboro and Philip Morris brands, gives Philip Morris blanket coverage on all four radio networks through a total of 1,017 stations.

Earlier, Philip Morris had announced purchases of radio time on the CBS, NBC, and ABC networks. On both CBS and ABC the Philip Morris shows are five-minute casts heard in all time zones during peak morning and evening driving periods as well as other times. In the case of NBC, Philip Morris is participating in the weekend "Monitor" show with three features to be heard eight times in all time zones on Saturday and once on Sunday.

RCA in Counterclaim To Philco 'Trust' Suit

(Continued from Page 1)

equipment in the color-TV field, in violation of the Sherman Anti-Trust Act. Philco was purchased last year by the Ford Motor Co., now one of the principals in the current legal contest.

In the original suit, Philco had charged RCA, the American Telephone and Telegraph Co. and General Electric Co. with monopolistic practices in the operation of an electronics patent pool. The RCA counterclaim, filed yesterday, results from the facts and figures obtained by the RCA attorneys in preparation of their rebuttal to the Philco suit.

Dr. Mays Teen Guest

Pittsburgh — Dr. Benjamin E. Mays, president of Morehouse College in Atlanta, and a representative of the United Negro College Fund, will guest on WIIC-TV's "Twixt Twelve and Twenty" program tomorrow.

Blue-Chip Cereals Nourish KTLA Sales

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Peters, Griffin, Woodward, national sales rep for KTLA here, has negotiated buys from two blue-chip advertisers for the station.

General Foods Corp., on behalf of Post Cereals and through Benton & Bowles, placed a \$250,000, 52-week order for participations in kid shows. They include "Skipper Frank's Cartoon Carousel," "Adventures of Popeye," "Bozo," and "For Kids Only."

General Mills, for the second consecutive year, has placed all Wheaties spots in the area on the station. The Class A and Class B buy is for 26 weeks. Agency for General Mills is Knox Reeves Advertising.

Film Demo, Discussion Skedded by SMPTE

The Society of Motion Picture and TV Engineers will present a film-showing and discussion of public information techniques Wednesday evening at the Carnegie Endowment Center.

The film will be the Atomic Energy Commission's "Atoms at Work." Speakers following it will be Al Woods, of Woods & Ramirez; Francis Thompson, producer of the film, and Boyce Nemer, of Reevesound, Inc.

STORK NEWS

Lenny Sheer and Mrs. Sheer are parents of a girl, Lisa Karen. Sheer is in charge of single record sales for MGM, Verve, Cub and Choreo records.

It's a boy, Eric, for the Gil Anderson's. Dad is chief engineer for WJW-TV, Cleveland.

FINANCIAL

(April 5)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

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

OVER THE COUNTER

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

* Courtesy of National Association of City Dealers.

WSTC Panel Program Observes Library Week

Stamford, Conn. — WSTC kickoff National Library Monday night with a discussion of contemporary literature reflects contemporary life "Community Affairs."

The program is moderated produced by Ethel Kveskin associate producer, Paula Ep Panelists will be local residents well-known outside the community: Peg Lynch, Howard White and Richard L. Tobin.

Miss Lynch is "Ethel" of "Ethel and Albert" comedies. She created the program has been writing it for radio TV for 18 years. Whitman's book is "The Sex Age." The author's writings on social problems has won awards from Pe Magazine and other organizations. Tobin is Saturday Review of literature's managing editor.

Ads on TV have Best Impact, Scope: Pollock

DISNEY SHOW CREDITED FOR COLOR TV SET BOOM

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Walt Disney's "Wonderful World of Color," NBC-TV, has been credited with playing a major role in current upsurge of RCA color TV set sales. Jack Williams, advertising and sales VP of the Los Angeles Advertising Agency, said that "... reasons for successful sales of a product are not pinpointed, but in this instance it was obvious the new program had an important influence on color TV business. Williams said RCA and its agent, Walter Thompson, began the ad campaign more than a year before it was kicked off last September. A major part of the campaign was an effort to sell RCA's own distributors and dealers on the program, so they would be ready to take advantage of it.

Special Easter Skeds on CBS-TV, Radio

Special programs in observance of Easter and Passover will be presented this Sunday and the following ones on CBS-TV. In addition, the traditional Easter Sunrise Services from the Hollywood Bowl will again this year be carried on CBS Radio, Apr. 22. Ministers representing three Protestant denominations will participate in the services, and Charles Heston and Mary Pickford will read appropriate religious texts.

Miracle Play Slated

First of the Easter programs on CBS-TV will be the pre-Easter special, "Laudes Evangelii," a British-produced miracle play depicting the Annunciation, the Nativity and the Crucifixion. Subsequent programs will be "The Open Door," Apr. 15, a program of Passover music with Metropolitan Opera tenor Jan Peerce and the New York Symphony Orchestra; and programs on Easter Sunday, including "The Hound of Heaven" and a Protestant Easter service from Trinity Lutheran Church, Long Island City.

WEDDING BELLS

McDaniel-Ellis

William K. McDaniel, NBC Radio Network executive VP, and Susan Sherman K. Ellis, Jr., of Hartsdale, N. Y., were married on Apr. 26 in Arlington, Va.

Gulf Backs NBC-TV's Hour Spec on Glenn

The Gulf Oil Corp., via Young & Rubicam, has purchased full sponsorship of "Friendship 7," a special NBC-TV hour colorcast on Monday presenting official film of Lt. Col. John H. Glenn Jr.'s three-orbit flight. The special will be aired by CBS-TV as "Friendship 7 and John Glenn" earlier the same evening, without a sponsor.

The program, on which Glenn will appear and introduce "Friendship 7," will show film produced for the NASA and provide an inside look at his flight — as seen from the interior of the space capsule and Mercury ground stations at Cape Canaveral and at other points around the world.

Full Report Planned

The special film follows Glenn from the early morning hours of Feb. 20, when he suited up for his flight, to his safe arrival aboard the U. S. Carrier Randolph later the same day. Glenn is also shown during the period of re-entry when his radio contact with ground is shut off and his face is lighted up by what he calls the "real fire-ball" heat of re-entry.

Phillips Agency to Aid Kennedy Trade Campaign

Washington Bureau of RADIO-TV DAILY

Washington — The White House has appointed Hal Phillips & Associates, Los Angeles, to assist in obtaining public support for the President's international trade program.

The agency will have responsibility for setting up meetings between White House representative Carl Levin and groups of businessmen on the West Coast.

KTTV Syndicated Series For Regional Sponsors

West Coast Bureau of RADIO-TV DAILY

Hollywood — John Vrba, vice president and manager of KTTV's videotape and film production division, has announced that the station will syndicate a series of hour-long musical specials, featuring top dance bands and concert orchestras.

First in the syndication hopper are "The Stan Kenton Show," aired several weeks ago on KTTV, and "The Les Baxter" show which is already completed.

Programs will be videotaped and recorded simultaneously on film, utilizing KTTV's new EMI equipment, and will be available to regional sponsors on both film and videotape.

200 Teachers Told By WABC-TV Exec Of Video's Import

"No advertising medium known to man appeals to so many of man's senses as TV, which delivers an advertiser's message to the public with impact and scope never before possible," some 200 New York school teachers were told yesterday by Lawrence Pollock, WABC-TV research and sales development director, during TIO's in-service course for the educators at the Donnell Library here.

Pointing out that "TV has sight, motion, sound and above all, a feeling of instantaneous and personal communication," he said the basic reason for the product revolution which has changed the complexion of the national scene over the past 17 years is TV and advertising. "This has been a powerful stimulus to the increasing change and improvements marking the nation's economy," Pollock emphasized.

Clarifies Difference

He said that although advertisers long ago discovered that the function of TV advertising, like all advertising, is to make the story known to the greatest number of prospects possible, at the least cost, in the most persuasive manner... TV advertising, like itself, is after all a recent phenomenon.

"No doubt there will be changes in TV advertising along with new concepts of programming. Generally speaking, entertainment fare will probably remain the basic ingredient in the overall programming mix, but there is little doubt that there will also be an upsurge in what we all might consider higher quality programming," said Pollock.

Sees Pubserv Increasing

Public service programming, such as coverage of news events and documentaries, are definitely on the increase, he said.

Pollock used films and slides of various type commercials as illustrations in citing the growth of television advertising. He also discussed the financial advantages which TV advertisers have as compared with other media, cited examples of various network and spot announcements, the reasons which an advertiser and agency use when buying TV time and programs, and network program costs.

Gets FCC OK

Denver — The FCC has approved Metropolitan TV Co.'s request for a change of call letters of KCSJ-TV in Pueblo, to KOAA-TV.

TODAY'S PERSONALITY

• • • MEET: PERRY S. SAMUELS, 32-year-old newly appointed



SAMUELS

general manager of WPTR, Albany, N. Y., owned and operated by Schine Enterprises, Inc. A graduate of Illinois U., he has been associated with the Straus Broadcasting Group as general manager of WBNY

(now WYSL), Buffalo, and as account executive for WMCA, New York, for the past seven years prior to his present post. Samuels' wife, Doris, and three children, will soon join him in Albany.

Intertel to Examine U.S.-Canada Ties

Special To RADIO-TV DAILY

Toronto — Canada's relationship to the U. S. in commerce, defense, culture and the way we live is examined in "Living with a Giant," an Intertel production to be telecast Wednesday night on CBC-TV. Lord Boothby is the narrator.

Intertel is a four-nation, five-company group which produces programs "dedicated to the better understanding of world affairs." It is composed of The Canadian Broadcasting Corp., Canada; Associated-Rediffusion, Ltd., Great Britain; the Australian Broadcasting Commission, Australia; the National Educational TV and Radio Center, and Westinghouse Broadcasting Co., both U. S.

Digges on Mental Health

Sam Cook Digges, CBS Films administrative VP, will be the principal speaker at the 10th annual luncheon sponsored by the Community League for Retarded Children tomorrow at the Biltmore Hotel. His topic will be "Advances in the Treatment of Mental Retardation."

L.I. Station Wins National Safety Award

WHLL, Hempstead, L. I., has won the National Safety Council's annual "Public Interest Award for Exceptional Service to Safety in 1961" for the Long Island area. Other winners in New York State include WNBC, WABC, WCBS, WMCA, WNEW in New York and WEBR in Buffalo. The awards were established by the National Safety Council in 1948 to honor leadership, initiative and originality in promoting accident prevention through communication.

Top Clients Swell CBS Radio Sales

(Continued from Page 1)

sales is that CBS Radio has been obliged to hang the SRO sign on its schedule of current sports programs.

Phil Rizzuto's Monday through Saturday "It's Sports Time" strip is sponsored by R. J. Reynolds and the Hastings Manufacturing Co. Jerry Coleman's 10 weekend broadcasts, "Coleman on Sports," are underwritten by R. J. Reynolds and Mennen. The network's new "Sports - A - Rama" series, with Red Barber, is being sponsored by The Gabriel Co., manufacturers of shock absorbers.

CBS Radio's Monday through Friday "House Party" with Art Linkletter is close to the sold-out point. Current sponsors include Wm. Wrigley, Jr., Co., Ralston Purina Co. (Ry Krisp), Kiwi Polish Co., Burlington Industries, Inc. (Support Stockings), and Bristol-Myers Co. (Mum).

Renewals Numerous

Also approaching full-up status is CBS Radio's weekend lineup of news, sports programs and "Dimension" features, with commitments and renewals embracing Philip Morris, Inc.; Kraft Foods Co.; Wm. Wrigley, Jr., Co.; P. Lorillard Co.; Mennen Co.; R. J. Reynolds Tobacco Co.; Hastings Manufacturing Co., and Foster-Milburn Co.

Gordon Oliver in N.Y., Seeking TV Properties

Gordon Oliver, president of the newly formed Gordon Oliver Productions Co., will be in New York through Thursday negotiating for the acquisition and packaging of TV and theatrical properties. Formerly an officer of Spartan Production Co., he served as executive producer of the "Peter Gunn" and "Mr. Lucky" series. Oliver Productions will be based in Los Angeles.



By TED GREEN

• • • The Radio Newsreel Television Working Press Association being swamped with calls for invitations to its annual installation dinner Apr. 24 at the Park Sheraton Hotel. Highlight of the evening will be a gag reel produced by the association and put together by Bill Kling and Larry Racies. . . . Elizabeth Morgan doing a beautiful job with her "talk show" on WSRZ. Tremendous listener response via mail pouring in attests to her popularity. . . . Al Kelly addressed the Congressional Party for the National Press Club in Washington, attended by over 600 congressmen and senators and Vice President Johnson. Al was introduced as a Harvard professor, and the press boys threw questions at Al on various topics. Al's speech was nothing new to solons—these boys have been doing it for years. . . . My Stetson's off to Everett Taylor Martin, ad veep Jaguar Cars, Inc., for selecting Sigrid Nelsson (a real talented beauty) as the Jaguar Image for the forthcoming Automobile show at the Coliseum. . . . Vendamation has named The Metlis & Lebow Corp. to handle its national and trade advertising.

• • • Meet: Clifford J. Barborcka, Jr., president of the Better Broadcast Bureau, Inc., a chief advocate of the "imaginative" school of radio selling. His favorite premise upon which he bases many of the medium's present national sales ills: "Radio is overly researched instead of creatively considered." As head of his new national radio sales and counseling organization, Barborcka sees healthy days ahead for spot radio, provided the medium faces up to the challenge of idea selling. He believes agencies and advertisers are interested in radio, but want to be shown fresh ways to use it. Barborcka, who last Spring completed nine successful years with John Blair & Co. as creative and marketing services VP, is a native of Chicago. He started in broadcasting with NBC Spot Sales and then moved to Blair, becoming VP and manager of the Chicago office. Before broadcasting, he was with the sales consultant firm of B. F. Bills & Co. and taught salesmanship at Northwestern U. He started his career with Lever Bros., working as test market salesman for the Pepsodent division.



BARBORCKA

• • • Toured the new production center of Filmex on E. 45th and Bob Bergmann is to be congratulated for creating one of the most complete and modern film centers right in the heart of ad row. Occupying its own building, it even has a drive-in ramp to the enormous sound stage. Filmex also maintains a production office at the Everglades Club in Ft. Lauderdale. . . . Alan King, one of the busiest TV performers these days, has turned author. After reading Alan's book, "Anybody Who Owns His Own Home Deserves It," Garry Moore offered this enthusiastic endorsement: "Alan King is one of the few wits now practicing, and this book is a distillation of Alan at his best." . . . TV row is mighty proud of one of its ablest directors, Leo Seltzer, who is back from India and Pakistan laden with accolades as a result of the two color documentaries he did covering Mrs. John F. Kennedy's trips through those two countries. Hope they show them over here this Fall. Understand Nehru thinks they contain the best photography ever done in India. Seltzer's top-notch work is also on display on CBS-TV's "Twentieth Century" and NBC-TV's "David Brinkley's Journal."

Afro-Asian Youths Air Problems of Homelands

Teen-age representatives from Ceylon, Ghana, Indonesia, Nigeria, Tanganyika and Viet Nam will discuss the major problems of their nations on "Young Worlds '62" tomorrow afternoon on WCBS-TV. The young people will examine the needs of their respective countries in the areas of health, economy, education, industrialization and politics.

WNBC-TV to Present Rome Opera's 'Rigoletto'

Giuseppe Verdi's "Rigoletto," starring Tito Gobbi, and Lina Pagliughi, and featuring Tullio Serafin conducting the Rome Opera House Orchestra, will be presented on WNBC-TV, Sunday. Filmed in the Rome Opera House with singers from La Scala of Milano, the opera is presented with an English synopsis. Progresso Foods is sponsor.

Texas Outlet Launches 'Man in Space' Series

Houston—KPRC-TV is beginning a new series of programs "Man in Space," to be telecast each Sunday. Astronauts J. Glenn, Gus Grissom and D. Slayton will appear on the program and discuss the preliminary activities of Gemini Apollo, space projects to be organized and directed here by NASA.

WPIX to Telecast Israel Documentaries

"Years of Destiny," to be telecast on WPIX Apr. 24, will cover the creation of the State of Israel from the dreams of its founder, Theodor Herzl in 1860, to its fulfillment by Premier David Ben-Gurion's formal declaration in 1949. The half-hour documentary will be narrated by Alexander Scourby and hosted by John T. man.

Using stop-action photographic technique, the film presentation defines the role of the early Jewish settlers who immigrated from Russia and Eastern Europe in 1904 led by a young idealist David Ben-Gurion; the beginning of the new city Tel-Aviv in 1909 when the Turks were in control of Palestine; the Balfour Treaty and control of the region by the British; the emergence of a new middle class society due to the influx of Jews from Germany, Austria and Western Europe in 1933, the greatest mass immigration; the rehabilitation of young European children while their parents were being ground under the heel of Nazi hatred.

Year in the Making

"Years of Destiny" was recently completed after a year in production. It was produced and directed by Lasar Dunner and probed photographic archives of the French, Austrian, British and Israeli governments. The script was written by Marc Siro.

New Zealand Ambassador To Guest on 'Youth Forum'

George R. Laking, New Zealand Ambassador to the U. S. will be a guest on WNBC-TV's "Youth Forum" Sunday, a panel of high school students will discuss the topic: "What is our challenge in Southeast Asia?"

Posts to Long, Coleman

San Antonio—WOAI-TV men Jack Long and Ralph Coleman were named president and treasurer, respectively, of the San Antonio Press Club for the coming fiscal year.

Disk Spinning

National Association of Merchandisers will hold its annual convention at the Roc Hotel, Miami Beach, Fla. through Thursday. MGM records will be represented by president Arnold Maxin, marketing director Andy Miele and publicity director Sol Berger.

MGM-TV's "Dr. Kildare" theme has been recorded by King, Mercury and Liberty diskeries. In the dept., MGM Records classification will begin distribution of eight new Deutsche Grammophon albums this month.

Command Records A&R head Ed Light said The Ray Charles' second album will be re-recorded on 35mm. magnetic film. A 16-voice chorus accompanied by happy ork.

Columbia Records has promotion president Roy Friedman to New York to head the recording Studios manager. The Nigerian-born percussionist Michael Babatunde Olajide will make his Carnegie debut tomorrow night with the Eums of Passion Company.

Mercury Records this month has issued "Classical Arias and German Lieder" and "Irish Songs and Ballads" by the late Irish tenor John McCormick. Issues in the "Great Recordings of the Century" series.

King Cole's new K. C. Records has named 12 exclusive, international and Southern-area distributors. Erroll Garner's recorded works will be released exclusively in all foreign markets by Cave Records, Inc. (through a pact calls for three albums a year for seven years. The discs will be sold only through retail outlets. Newest Bob Sande and Larry Greene Reprise LP is "Calliope Man Visits a German Hofbrau."

Attention Airs Met Tenor 'Passover Seder' Disk

Pittsburgh — WWSW-AM-FM present the just released Columbia recording: "Passover Seder Festival," sung by Metropolitan Opera tenor Richard Tucker April. The service, based on traditional Hebrew themes, was composed and conducted by Sholom Secunda. It features his choral ensemble an Alexander D. Richerson at the organ. Narration is by Ben Irving. The Seder symmetrically reenacts the exodus of the children of Israel from Egypt.

FCC Seen Keeping Present 'Hard' Policy Despite Tone at NAB

(Continued from Page 1) regulatory status as a form of breathing spell.

In the near future are reports on programming, a decision on whether to ban network option time on public interest grounds (and if the FCC decides to permit the practice on these grounds, the Justice Department may challenge option time as an alleged violation of antitrust laws). Also, adoption of a new program section for application forms and new logging requirements.

The breathing spell thought is prompted by the fact that some 14 broadcasters received short-term license renewals because of alleged departure from programming promises made when previous licenses were secured. This is supposed to put the industry on warning, and at some stage short-term renewals are expected to give way to outright cancellation of licenses.

Veiled Threat Seen

Even in Minow's invitation for the radio industry to come in and talk-over such problems as overpopulation of stations, there could be a threat. Some radio broadcasters have felt that the large number of radio stations breeds cutthroat competition, loss of profits for all and poor programming for the public. They have believed the faucet should be turned off, and grants for new stations awarded only with utmost care.

Others in the industry have been impressed by warnings from Rosel Hyde — strongest advocate of a government hands-off policy — to the effect that protection against competition would inevitably mean much tougher government regulations.

This will undoubtedly be in the minds of those industry people who will participate in the FCC-industry conference on radio industry problems. Nobody doubts that the conference will eventually take place.

Soifer Forms Record Co.

Stan Soifer, formerly with Laurie Records, has left that indie label to form his own diskery, Poplar Records Co., headquartered in New York. He's currently looking for masters, material and artists.

Racing Show Co-Host

New York — Sportscaster Lou Boda has joined Woody Lawliss as co-host of WOR-TV's weekly "Harness Racing Show" from Roosevelt Raceway. They will handle the color commentary and interviews.

AGENCY NEWSCAST

By SHELBY COOPER

Dominion Electric, Mansfield, O., manufacturer of portable hair dryers, has announced doubling of its TV advertising schedule for 1962, as a result of successful TV promotions last year. Three saturation campaigns will be conducted in the Spring, early Fall and Christmas seasons on NBC-TV's "Today" and "Tonight" shows.

"Announcements delivered live by Hugh Downs on the Jack Paar show last year produced immediate sales increases in stores all over the country," Sheldon Shaffer, executive VP in charge of marketing, said. Agency for Dominion is Howard Swink, Marion, O. Regional tie-ins will include taped video commercials which may be run by dealers on their local TV stations.

Vichy of France has purchased a nine-week schedule of daily one-minute spots on WJRZ's "Elizabeth Morgan Show," to advertise Vichy Celestins mineral water. Agency is Wunderman, Ricotta & Kline.

Key Food Stores has contracted with WWRL for merchandising service in conjunction with its accounts advertising on the station. Playhouse Pictures, Los Angeles, has produced a one-

Thought for Today

"As the years have progressed, the Federal Trade Commission has become immersed in a multitude of petty problems. . . . The commission has largely become a passive judicial agency, waiting for cases to come up on the docket, under routinized procedures, without active responsibility for achieving statutory objectives."

—Philip Elman
FTC Commissioner

minute animated TV commercial for Metropolitan Pontiac Dealers. . . . The Foxboro Co., Foxboro, Mass., has appointed Reach, McCClinton & Humphrey, Boston, its ad agency. Account execs will be Joseph T. Coenen and Richard C. Clark.

Henry J. Kaufman Associates, Washington, has been named advertising rep for Vim Laboratories, Adamstown, Md. . . . Paul Dictor has been named traffic manager at Fuller & Smith & Ross.



AIRLINE TICKETS — Los Angeles, Chicago, New York



PRIZES for your important Radio and TV promotions.

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730 Fifth Avenue, New York 19, N. Y. PLana 7-9500
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We represent wholly owned subsidiaries and corporate affiliates

Int'l TV Fair on Tap For Sept. in France

Lyons, France — The Lyons International Fair commission, in cooperation with Radiodiffusion-Télévision Française, has announced an International Television Program and Equipment Fair, to be held in September.

The fair will be of a strictly professional nature, and exclusively reserved to TV. State-owned and private TV companies throughout the world have agreed to participate.

The fair will be divided into two major aspects: markets for TV programs and films, and exhibitions of equipment. New York representative for the fair is Henri Goldgran, International Entertainment Productions.

Capital Cities Earnings Top \$1 Million for 1961

(Continued from Page 1)

Subways Advertising Co., from Walter O'Malley, former owner of the Brooklyn Dodgers. The newly acquired transit advertising company will be operated by Capital Cities' associates in the venture, O'Ryan & Batchelder, the nation's largest transit advertising organization.

Smith noted that during 1961 the company acquired WPAT-AM-FM, serving metropolitan New York City, and WKBW-AM-TV, serving Buffalo and the Niagara Frontier.

He said unaudited first quarter 1962 earnings indicate that the newly acquired properties have already shown substantial improvement over a similar period last year, and overall company sales and profits for 1962 look excellent.

Dick Van Dyke Re-signed For 26-weeks of 'Flair'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Dick Van Dyke has been signed for his second 26 weeks as emcee on ABC Radio's "Flair," serviced to 300 stations across the country. The five-day-a-week show started last April.

The actor's "Dick Van Dyke Show" on TV was also renewed for a second season this month, and he has started rehearsals for his co-starring role with Janet Leigh in "Bye, Bye Birdie."

'Biography' Shows Story Of 'Black Jack' Pershing

The story of Gen John J. Pershing, the man who didn't want an army career but who became the first man since George Washington to bear the title, "General of the Army," will be presented on WNBC-TV's "Biography" series tonight.



By PETER C. DAVALLE

• • • The "father" of the British documentary film, Dr. John Grierson, is currently in the U.S. He's already fulfilled his principal date—a lecture at North Carolina U.—and on Wednesday will be at Columbia U. Since Dr. Grierson was in the U.S., he wasn't able to watch the screening in Britain of his 200th "This Wonderful World" on the ITV network. While in the States, Dr. Grierson will be looking for material for future programs; as always, he'll put the accent on the off-beat.

• • • It's a whirlwind British tour for America's 17-year-old Brenda Lee, with TV and theatre dates all the way. On Sunday night, she topped the bill in ATV's Palladium Show and she joins the "Juke Box Jury" panel on BBC-TV this week. Britain's own teenage pop princess, Helen Shapiro, told me she thought Brenda was the greatest female 'rock' singer. While over here, Brenda plans to meet British top singer Tommy Steele, whom she thinks is 'just great.'

• • • Add to U.S. TV series now running in Britain: "National Velvet," which will air on ARTV's network. Other networks are watching to see how the series fares in the ratings. My bet is that the series will be pretty solidly booked. New series of BBC-TV's "Maigret" hour-long films—one of the WEB's most important prestige productions and one of its highest-rated programs—has gone into production. BBC is still aiming for a "Maigret" booking in the U.S.—and still stressing that it's either a worthy deal (money-wise and slot-wise) or nothing.

• • • Names in the news: It's a peerage (seat in the House of Lords) for TV commentator and journalist Francis Williams, the pipe-smoker with the pungent approach . . . Actress Ellis Powell, star of BBC Radio's twice-a-day serial, "Mrs. Dale's Diary" (14 unbroken years on the air), is seeking a divorce from husband Ralph du Vergier Truman after 30 years together . . . Charles Wheeler, BBC correspondent in India, will wed lovely Sikh girl Dip Singh.

• • • Sir John Gielgud makes his BBC-TV drama debut in his own version of Chekhov's "The Cherry Orchard" on Apr. 13. Dame Peggy Ashcroft and Dorothy Tutin will co-star in this Royal Shakespeare Company production . . . The BBC-TV screening of the CBS film, "First Lady at Home," tied-in very neatly with Mrs. Kennedy's visit to London. Most TV critics liked the film . . . American Embassy in London is holding public screening of that CBS film and of "The Will Rogers Story."

• • • Recently, we gave details of PayVision, the pay TV system being readied by U.S.-born Hannah Fisher. Now comes news of an associated company, Payvision Programmes, with several Americans on its advisory board, which will help prepare and choose programs. They include Larry Adler, Carl Foreman, Nunnally Johnson and Joseph Losey.

• • • Britain's movie companies are pleased with the way in which CineVista, a company which makes 15-second, 30-second and 60-second trailers for showing on TV, is doing its job. Head of CineVista is John Simmons, former TV chief for the John Hobson agency. He's already initiated more than 2,000 TV campaigns. Simmons is a great admirer of America's Saul Bass and, though there are touches of Bass about his work, the trailers are startlingly different and dynamic.

Viewers to Quiz Chief Of Intergroup Relations

Stanley H. Lowell, New York Commission on Intergroup Relations president, will answer viewer's questions on discrimination and race relations Sunday on WNBC-TV's "Direct Line." The League of Women Voters will answer the telephones.

FCC Grants New UHF To Geneco Broadcasting

Washington Bureau of RADIO-TV DAILY
Washington — The FCC's Broadcast Bureau has granted a new TV station on UHF Channel 31 to Geneco Broadcasting in Marion, Ind., and Elton H. Darby has applied for a new TV station on Channel 47 in Tusculumbia, Ala.

Sweeney Resigns As President of RAB

(Continued from Page 1)

with Mr. Sweeney an ex-member.

In a statement, Sweeney commented:

"RAB has been the most rewarding experience in my business life. Being president of RAB is the most challenging and satisfying — in short, the best — in radio.

"Two years ago I signed a five-year contract with the understanding that I would serve firm part of the contract, two years. In that time I hoped I could accomplish four major goals we had set for ourselves.

"We hoped to develop a technique to develop national business, to make a major breakthrough on business from local retailers, to develop an integrated system of supplementary service and to buy some permanent housing for RAB. We are close to achieving all these objectives it's time to put down the sheet.

"Because the directors believe as firmly as I do in orderly transition, the selection committee began work on finding my successor six months ago. Our hope is he can report by mid-Summer that he will be fully briefed Feb. 28, 1963, when I leave."

John Reed King Adds 2nd KDKA News Strip

Pittsburgh — John Reed King, nationally known broadcast personality now living in Pittsburgh, has added a second news strip to his current schedule KDKA.

King is being heard on 8:30-8:35 A. M. newscast Monday through Saturday within the "Radio and Company" show. TV advertising agency, is the sponsor.

King also is doing the 12:15 P. M. news three days a week on KDKA for Jiffy Station. His own audience participation show is presented weekday mornings from 9:30 to 10 on KDKA which brought King here this summer.

Travel Experts to Give Views on 'Off the Cuff'

Chicago — Host Norman and guests will explore "Off the Cuff" on Sunday. Participants include Voit Gilman, U.S. Travel Service director Myron D. Sutton, National Service Ranger; Judy Little, Immigration and Naturalization Service, Los Angeles, and several others.



THANK YOU - AND I
LOVE YOU XOXOX
DEBBIE SUE

WSOC-TV Celebrates Two Anniversaries

Charlotte, N. C. — WSOC-TV this month celebrates two anniversaries. On Tuesday, Earl J. Gluck, founder of WSOC-TV and radio, marks his 40th year in broadcasting; and on the 28th of the month, WSOC-TV celebrates its fifth year on the air.

Gluck, 61, entered commercial broadcasting in 1922 with WBI here. Eleven years later he organized a company that purchased WSOC in Gastonia, N. C., and moved it here. In 1957, he organized WSOC-TV, which was sold along with WSOC to the Cox Enterprises two years later. He now is public relations director for the stations.

Station execs are J. Leonard Reinsch, president; Larry Walker, exec VP and general manager; C. George Henderson, general sales manager, and William M. Scruggs, Jr., national sales manager.

Joint Ventures Planned By Filmways, Magnum

(Continued from Page 1)

Magnum Photos will be assigned to directorial and editorial capacities for specific Filmways productions.

Simultaneously Magnum Photos will, under this non-exclusive working agreement, expand its distinctive activities in the other traditional fields of photo journalism.

Magnum Photos was founded in 1947, and work of the organization's 20 members and associates is published regularly in the world's major magazines, books, newspapers and other publications.

Filmways has been a producer of commercial films since 1952. Its expansion in recent years has included a TV program production division and a feature-length film production division.

Irv Kupcinet Interviews Top R-TV Industry Execs

Boston — The program which thrives on controversy and timely items of interest, "At Random," with host Irv Kupcinet, will bring together some of the more notable figures connected with the U. S. TV Industry Saturday, on WHDH-TV.

This week's guest includes FCC chairman Newton Minow; NAB president LeRoy Collins; president of Desilu Productions, Desi Arnaz; TV Producer Arthur Cantor; radio-TV executives Leonard Reinach and Clair McCollough; and attorneys Theodore Pierson and Perry Fuller.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • "The Untouchables," renewed for the fourth year on ABC-TV, switches to Tuesday at 9:30 PM in the Fall. Robert Stack continues in the starring role.

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• • • KCOP has scheduled "Roller Derby," videotaped in San Francisco, as a two-hour telecast Saturday nights starting tomorrow. It will be aired from 10-11 PM and from 11:15-12:15. "The Mike Stokey Show" is set for 10:30 PM till midnight Monday thru Friday.

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• • • Spring Byington gets the Genii Award from the Radio and TV Women of Southern California this year. Presentation will be made at a dinner in the Palladium May 3, hosted by Ralph Edwards. The Carrolls Agency has been appointed to handle PR for Pacific Ocean Park for the '62 season.

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• • • KMLA-FM does a two-hour remote tomorrow from the open house celebrating the first anniversary of Woodland Savings & Loan Ass'n . . . John Resko, whose autobiography was made into "Reprieve" by Allied Artists, taped a guest appearance on Art Linkletter's "House Party" yesterday. It will be aired on CBS-TV Apr. 19. This is recommended viewing if you can get to a TV set during the day. Resko not only has an engaging personality, but his story of serving 18 years on a murder conviction, after a narrow escape from the electric chair, is a gripping one.

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• • • Robert Sullivan, assistant financial editor of the Los Angeles Times, has taken over the twice-daily market and business news programs on KABC Radio. The programs originate on the floor of the Pacific Coast Stock Exchange in Los Angeles . . . Ralph Edwards aids the New Orleans Cancer Drive this week with pictures and press interviews.

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• • • Animation, Inc., has come up with two cartoon characters, Little Bub and his sister, who will sell Bactine on TV for Miles Laboratories. The characters were developed by Wade Advertising and designed by Animation, Inc. . . . 500 Cub Scouts will be the guests of the cast of "Hazel" at a special screening of "Three Little Cubs" this afternoon at the El Rey Theatre. The segment will be aired on NBC-TV Apr. 12.

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• • • Wolper Productions has obtained a pledge of cooperation from the National Archives in Washington for its TV documentary, "D-Day," which David L. Wolper is producing for "Du Pont Show of the Week." The first footage selected consisted of three reels of pictures of Field Marshal Erwin Rommel, which will be seen for the first time.

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• • • If you see somebody with a stack of Apr. 2 issues of RADIO-TELEVISION DAILY under his arm, one will get you three that it's Jack Lloyd, special material writer on the "Red Skelton Show." Jack was the writer of the words of the "Mañana" parody sung at the RTES anniversary dinner honoring Dr. Frank Stanton. RTD reprinted the lyrics in their entirety in the issue of Apr. 2.

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• • • MGM-TV is piling up impressive sales for "The Asphalt Jungle" and "The Islanders," now in syndication. They have been licensed in a combined total of 25 markets and seven foreign countries. Cities in which both series have been sold include Los Angeles, San Francisco, Phoenix, Indianapolis, Minneapolis, Ft. Worth and Miami.

KATC-TV to Join ABC As Primary Affiliate

KATC-TV, Lafayette, L. I., station which goes on the air about Sept. 1, will be an ABC-TV primary affiliate. Operating on Channel 3, it will be the city's second TV outlet.

Robert L. Coe, ABC-TV station relations VP, said, addition of KATC-TV gives the network coverage of "the important Gulf Coast Territory between New Orleans and Beaumont."

Wash. U. Music Director On 'Meet the Professor'

Dr. Stanley Chapple, director of the school of music at the University of Washington, will appear on "Meet the Professor" Sunday on ABC-TV.

"Meet the Professor" is being presented by the Public Affairs Department of the American Broadcasting Co. in cooperation with the Association for Higher Education of the National Education Association.

ARB Digest Outlines Market Information

The American Research Bureau has issued a comprehensive index of markets and market information entitled the "ARB Digest."

Market Digest includes household counts by state, counties from the January ARB estimates, station and market rankings by various criteria and individual market information including coverage data.

Emphasis has been placed on marketing aspects crucial to market analysis and TV time decisions. In line with this emphasis, a "marketing area" has been geographically defined. In addition, total retail sales on the latest available figures included for both the metropolitan and total area of the marketing area.

The Market Digest has been designed to provide important data for the rating bones," data use with the ARB Local Market Reports.

Court Upholds ABC Bid Against FCC FM Grant

Washington Bureau of RADIO-TV

Washington — American Broadcasting should get a hearing on its charges of interference with WENR-FM, Channel 234, Chicago arising out of FCC grant with hearing of application for WJFM on Channel 236 in Aurora. The Appeals Court decided today.

The court pointed out that WJRO had originally applied for Channel 300, which would have involved interference with NR-FM, and it said the FCC's reasons for allowing the shift to Channel 236 were "completely explored."

The case could be appealed to the Supreme Court, but the court doesn't follow a practice of appealing simple remands for further hearings, as in the present case. The Appeals Court doesn't direct approval or disapproval of the WMRO application, but merely directs new hearings on the question of interference.

Jersey Panel to Discuss Drinking by Teenagers

WJRZ, Newark, will present a special program Sunday on problems of "New Jersey's muting Teen-Age Drinkers."

Panelists will include a gresswomen, a county prosecutor, a safety coordinator and a group of teenagers. Gov. Richard J. Hughes has indicated he also participate.



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90, NO. 68

MONDAY, APRIL 9, 1962

CENTS

FCC IN PUBAFFAIRS FLIP-FLOP?

BRITAIN'S PRIVATE WEBS LAUNCH VIOLENCE PROBE

Special To RADIO-TV DAILY

London — A \$560,000 government inquiry into the effects on Britain of TV "violence" — as well as other TV influences for a year — will be financed by Britain's Independent Television Authority, the commercial networks' governing body. Although the BBC will aid the investigation, it will advance no money. The first step will be to set up a committee representing the ITA, BBC and the Home Office.

Coincidentally, news of the inquiry came at a time when the ITC was under fire in the House of Commons for showing-in-detail the murder of Nancy by James Earl Ray in its serialization of "The Assassination of Dr. King" (Continued on Page 8)

Italy 1962 Open To J.S. Broadcasters

The radio and two TV U. S. stations are open in the Prix Italia 1962, it was announced today by the Broadcasting Foundation of America. NET's International Division. BFA, for the third consecutive year, has been named official American representative of the Prix Italia. This year's competition will take place from April 10-25 at Verona, Italy.

N.Y. Educators Confer

Buffalo — Dr. Keith M. Engar, chief of the FCC's newly-formed National Broadcasting Branch, will address members of the New York State Educational R-TV Council at their Spring meeting banquet Thursday.

San Francisco Station Exposes Sex Traffic

San Francisco — "Prostitution, Past and Present," in the Bay Area, first of the new "Probe" series on KKHI will be heard on radio broadcasts tomorrow, Wednesday and Thursday. Each of the 20-minute programs will be repeated three times daily.

License Crackdown For 'Deceitful Acts' K.O.s Dakotan Outlet

Washington Bureau of RADIO-TV DAILY

Washington — Alleged unauthorized transfer of control, misrepresentations to the FCC and other violations have resulted in a sharp crackdown on a North Dakota station. It was another portent of things to come as Commission officials dig into their files.

The station, KBOM, of Mandan, (Continued on Page 8)

WPAX Sold for 105 G's To Four-Station Owner

Washington Bureau of RADIO-TV DAILY

Washington — WAPX, 1 KW full-time, Montgomery, Ala., has been sold subject to FCC approval for \$105,000, according to national media brokers Blackburn & Co., who handled the deal. Ralph W. Allgood is selling to Leon S. Walton, who already owns KMBL, Monroe, La.; KJET, Beaumont; KCIU, Shreveport, and WNOO, Chattanooga.

Keld Helms All Sales In New MGM-TV Post

Herman Keld, named to the newly created post of MGM-TV sales coordinator, will be responsible for coordinating, planning and marketing strategy on all feature film sales and all syndicated and network program sales. He has been in research with the company since 1960, after nearly four years with NBC.

'MAN AND BOY,' PIVAL IS TOPS

Detroit — They're polishing up the "Man and Boy Award" here for John F. Pival, WXYZ, Inc., president. He's to receive the coveted prize Wednesday at a luncheon of the Boys' Clubs of Detroit.



PIVAL

Adcraft Club executive Lee H. Wilson will read the citation honoring Pival for "outstanding efforts on behalf of youth in making Detroit a better place in which to live."

Lestoil Harnessing Coast 'Beautycasts'

Holyoke, Mass.—For the third consecutive Summer, Lestoil Products, Inc., will co-sponsor the International Beauty Congress TV special in Los Angeles. The beauty contest telecasts are scheduled

(Continued on Page 6)

'Triple Threat' Jack Webb Due Back in Fall for GE

Jack Webb is due to return to TV this Fall in a new series of factual dramatic shows sponsored by General Electric on CBS-TV Sundays at 9:30 P.M., beginning Sept. 30. Webb will serve as host and narrator, star in about a third of the shows and direct many. The series will be produced by Webb's Mark VII Productions at Warner Bros. Studios.

J. Stanford Smith, GE marketing VP, paid tribute to the contributions over the past eight years by Ronald Reagan and the "GE Theater," which will continue until Sep. 16.

Affiliates' 'Blackouts' Of Majors' Programs Reported As 1 in 4

If there was one dominant theme sounded for stations by the FCC at last week's NAB convention, it was undoubtedly "Public Service."

If there is one sure way to keep the Commission content with a particular station's report, the Chicago conventioners had it drummed into their collective consciousness, it is "Public Service" — more and more.

Following this "revelation" (a leit-motif of the Washington agency for months past), comes a clinical study, "Local 'Blackouts' on Public Affairs TV," being released today in a new quarterly, Review, by Columbia University's Graduate School of Journalism (Continued on Page 5)

White House Adds Saudek To National Arts Group

Washington Bureau of RADIO-TV DAILY
Washington — Robert Saudek has been named a member of the Advisory Committee on the Arts for the National Cultural Center, the White House announced. Saudek, NBC administrative executive from 1938-'42 and ABC VP from 1943-'51, has since been president of Robert Saudek Associates in TV and director of the Ford Foundation TV Workshop.

5 Weeks of Silence

Gadsden, Ala. — The FCC's broadcast bureau has granted WETO here permission to remain off the air until May 15.

Nerves a Hazard, Too As TV Eyes Surgery

Twelve NBC-TV cameras and crews had themselves swabbed down with antiseptic and dressed in surgical gowns and masks, to tape open-heart surgery for the Apr. 23 special, "Breakthrough: Heart and Artery Surgery." Not only concerned with sterility, cameramen had to watch a series of similar operations ahead of time, to insure a steady hand on the camera during taping.



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CBS Lensman Scores Thrice

CBS protographer Irving Haberman has won three awards in the current exhibit of the New York Press Photographers Association.

The exhibit presents the best shots of working-press photographers for the past year. Haberman, a staff member at CBS-TV for 14 years, has a special exhibit of photos he made while covering the orbital flight of John Glenn at Cape Canaveral.

His three awards are: U. S. Steel Award in the picture story class; After-Six Award in the feature class, and the Portrait and Personality award.

Chandler on KPRC

Houston — Chris Chandler returns to TV here as weatherman for KPRC-TV, and will be seen on the Monday-Friday weekday 10:15 PM weathercast.

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

Three Sponsors Back All-American Game

Sponsorship in NBC-TV's coverage of the All-America football game, to be broadcast June 29 from War Memorial Stadium, Buffalo, was purchased by Phillips Petroleum, Carter Products and Bristol-Myers.

The Phillips Petroleum order was placed through Lambert & Feasley, the Carter order through Sullivan, Stauffer, Colwell and Bayles and the Bristol-Myers order through Doherty, Clifford Steers & Shenfield.

The All-America game, now in its second year, features outstanding performers of the 1961 college football season. It is conducted by the American Football Coaches Association in cooperation with the Buffalo Evening News.

'American Image' Series Receives JWV Award

Philadelphia — WCAU-TV's series for young people, "The American Image," and its producer, Dr. Margaret Mary Kearney, have received the Public Service Award of the Philadelphia County Council, Jewish War Veterans. Dr. Kearney is the station's educational director. The series explored, through the thoughts and questions of young people, America's image at home and abroad.

'Oscar' Program Tonight Over ABC and CBC Webs

West Coast Bureau of RADIO-TV DAILY
Hollywood — From the Civic Auditorium in Santa Monica, the motion picture industry tonight will parade its best for the more than 100,000,000 people expected to tune in for the 34th annual Academy Awards presentation which gets underway at 7:30 PM (PST) and will be carried over the combined radio and television networks of the American Broadcasting Company and the Canadian Broadcasting Company.

RAB Joiners Set New Record

More radio stations — 124 — joined Radio Advertising Bureau in the first three months of 1962 than in any quarter in its 11-year history, Patrick E. Rheume, member development director, said. Previous record was set in the 1959 first quarter.

Rheume predicted that "intense reaction from stations would carry over into the whole of 1962." He cited three factors as contributing substantially to station enthusiasm:

- 1) RAB's radio test plan, the bureau's major effort with national TV, "which is winning strong support all across the country";
- 2) A new portable presentation and easel being furnished exclusively to RAB members, and
- 3) A comprehensive new man-

COMING AND GOING

BOB LAWRENCE, head of his own firm, has returned from the Coast meetings.

BOB DENVER and MAYNARD G. KREBS of the "Dobie Gillis Show," to Macon, Ga., Thursday, for special appearances.

ROBERT RICH, VP and general sales manager, DONALD KLAUBER, VP and national sales manager, HERBERT G. RICHEK, director of operations and HARVEY CHER-TOK, publicity and advertising director, return today from Chicago.

BOB KEESHAN, CBS-TV's "Captain Kangaroo," was in Kansas over the week-end for a "Fun With Music" concert with the Topeka Symphony.

WALTER CRONKITE in Boston to speak at the 41st Annual Safety Conference luncheon.

MONA BRUNS, featured in "The Brighter Day," in town to play the mother of Fred Astaire in a sketch for the Fred Astaire Gambol of the Lambs Club.

Mexico Fetes California Star

West Coast Bureau of RADIO-TV DAILY

Fresno — Luis Gomez, Central California Mexican TV personality, has returned from Mexico City where (as Cantinflas' guest) he received numerous Mexican awards for his contributions to Spanish-speaking TV programming in California.

He was accompanied by Jim Bentley, KJEO-TV program manager here and producer of the "Luis Gomez Show" on the station; Mario Rossi and Malcolm Daniels.

Gomez was the guest of Emilio Ascarraga at the TV studios, was honored at the Bullfights, and received special tribute on the "Reportero Internacional" TV program. He also received the "Asociacion Nacional de Actores" Award from the Mexico motion picture industry.

ual devoted to radio advertising for major retailers, "containing much data never before available, based on information developed by RAB when it guided radio advertising for the Higbee Company, and other major department stores."

COMMERCIALS — TV & RADIO

Experienced free-lance writer. Effective ideas and copy for product, service and institutional advertising. Flexible rates.

BOX 170, RADIO-TV DAILY
1501 Broadway, New York City

Name Richard Gray WTAG Senior Exec

Worcester, Mass. — Richard Gravel has been named managing director of WTAG-FM and assume all responsibilities for agency modulation sales and programming.

Herman H. Kramer has been named sales manager for the station.

Gravel has been with WT since 1944 as sales rep and is sales manager, and in 1959 became commercial manager.

'Profile of a Cancer'

Jacksonville — Lung cancer will come under the scrutiny WJXT's "Project 4" documentary series today, in a production titled, "Profile of a Cancer."

COVER
AUGUSTA, GA
AREA with
WRDW-TV
Ch. 12

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is only area station with SHOPPER-TOPPER

SHOPPER-TOPPER guarantee

- complete area direct-mail service
- in-store displays, placement of point sale material, shelf stocking, check competitors in 32 high volume supermarkets
- product highlighting on WRDW-TV
- activity report every 13 weeks

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67 full hours fresh off NBC Network

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New York WPIX
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Ft. Wayne WPTA-TV
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Odessa KOSA-TV
Amarillo KVII-TV

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere





Well, our Sales Hero, Ken Hildebrandt, is off on his Grand Tour of the mid-West and the East, armed only with the latest issue of Playboy and crisp new color prints of ACROSS THE SEVEN SEAS. We turned out in force at the airport, singing songs and waving banners, and doing all of the things Dale Carnegie says one must do. It was kind of sickening, but I'll have to admit it impressed the natives. Ken wore his rhinestone-studded sun glasses which he reserves for these special occasions, and it drove the bystanders crazy trying to place him as a movie star!

Jack Paar's "Farewell Forever, But Only Until Fall" show was also a dilly. It served to remind me, however, that Paar is the ONLY performer in the history of broadcasting who "took on" the American press in mortal combat, and gave better than he received. I'm not suggesting that he was right or should be commended; I am merely noting a fact. His most potent weapon, I believe, was saturation — he could pursue his target five nights running if he so desired. Newspapers and magazines, on the other hand, could hardly be expected to rehash and reprint on a continuous basis. What happens in the Fall, when Paar has only one "shot" per week, may spell a different story.

The stock film libraries in Hollywood are reaping a harvest peddling old newsreel clips to biographical TV shows now in preparation. Well, I wish these old-newsreel shows a lot of luck, but they may be in for tough sledding. It seems to me that local TV stations can and do produce this type of product with relative ease, and without Hollywood's help. Also, with the color boom approaching hurricane proportions, I wonder at the sanity of people who will invest money in programs based on old and scratchy black and white film.

Thanks to that crazy peacock, we at our house are back to watching television as in the old days: eating most of our meals in the den, glued to the color set. The big special, a week ago Sunday, was "Jacqueline Kennedy's Journey." The color, the coverage, the script and narrative were excellent. But the monotony of the SINGLE piece of background music used during virtually the entire hour nearly drove us insane. It is this kind of unbelievably bad production judgment that prompts the average TV viewer to think that he CAN produce better television shows than you and I. But oh my, how television comes into its own when it focuses its cameras on such an important event. And as usual, the President's lady had 'em cheering all the way. If you missed it, you missed a hunk of a show. I wonder if NBC will consider re-running this and similar specials during the Summer as a series of hour-long special repeats? (The White House Tour, the John Glenn space shot, the Paar interviews with Nixon and Billy Graham, etc.)

— JACK DOUGLAS

Advt.



By TED GREEN

• • • Hal Gold seen bustling around Newark's City Hall on half of WJRZ . . . William DeMayo, general fleet manager, Broad Maintenance Corp., will appear on radio soon to describe his method for eliminating smog. DeMayo has done research since 1946, on problem of air pollution . . . Bee Arkin, Press Wire Services, one of the busiest persons at the NAB confab.

★ ★ ★ ★

• • • Gabe Pressman (WNBC-TV newscaster) is being considered for another award. . . . The Newspaper Guild of New York will give its annual Page One Ball Apr. 27. . . . Carl Dobrin, ex-NY Journal American, seen visiting Dow Jones News Service on lower Broadway. . . . Laura Stump, formerly with Pan American PR, is now with Fairchild Publications. . . . Things you might like to know: New York used for radio and TV advertising signs, is a rare gas in the hell family, and was first discovered in 1898. The first advertising sign, 1923, was on the marquee of the Cosmopolitan Theatre. . . . Chino bikini, designed by Allen Grant, cost \$500 per set.

★ ★ ★ ★

• • • Meet: Jeff Low, discovered at Syracuse U. by personnel manager Beverly Schecter, has signed an exclusive recording contract with Eddie Heller's Tribute label. His first disk, "He Gives" b/w "Won't You Return?" was released last week. Jeff is majoring in interior architecture at Syracuse, where he expects to graduate next January. He made his show business debut in a Summer stock production of "Primrose Path," which starred Lillian Roth. In addition to singing, Jeff also plays the oboe, violin and drums. Furthermore, he is on the Dean's List at Syracuse. Jeff's hobby is collecting vests from all over the world. He's never seen in public without one.



LOW

★ ★ ★ ★

• • • Sandy Metlis of Metlis & Lebow can stop pacing the streets. His wife presented him with a baby girl on Wednesday morning. Congratulations! . . . Happy ninth birthday to TV Guide. Starting '53 with 10 editions and 1.5 million circulation; today boasting 15 editions and close to 8.5 million circulation. . . . Now hear this: Bill Britten (Bozo the Clown) is an honorary "Brownie," in recognition of the fun and entertainment his show provides for girls as well as boys. Incidentally, Bill is welcoming Post Cereals, Marx Toys and Tastykake Cakes as new sponsors. . . . Golden Circle ticket holders to the Apr. 17 benefit premiere of Paramount's "The Count of Monte Cristo" at New York's DeMille Theatre, will be guests of the United States Press Club at a post-opening champagne party.

★ ★ ★ ★

• • • Producer Herb Wolf dood-it-again with another "Window Shopping," on WABC-TV. Bob Kennedy (no relation to you know who), emcee of "Window Shopping," is a real talented fellow who keeps your good eye on this lad. . . . The Jan Murrays having a good time on their month's tour of the Far East. Meanwhile, Steve Lawrence will fill in this week for Jan on NBC-TV's "Candid Camera" program. . . . The tall gentleman with the impressive mustache, snaring the eyes of all at the Hostaria was Finland's ambassador to the UN, Ralph Enkell, a powerful radio and TV speaker both in his own country and in the U. S. . . . Hal Jackson, WWRL personality, served as master of ceremonies at a performance of the Hampton Institute Choir in the Henry Hudson Hotel for the United Negro College Fund.

Another Score, Halifax For 'Big Time Wrestling'

Special To RADIO-TV DAILY
Halifax — CJCH-TV has purchased "Big Time Wrestling From Calgary" for Monday-night viewing. The show is produced on tape by CFCN-TV, Calgary; syndicated by Foothills Athletic Club.

MGM Signs Silverstein For 6 More 'Kildares'

MGM-TV has signed Silverstein to direct six more episodes in its "Dr. Kildare" series on NBC-TV. He has already directed seven segments of the series this season.

Equity Ends Five-Months' Strike; Acting Fees Rise

Special To RADIO-TV DAILY
London — Compromises by union and employers ended the five-month-old strike by Equity, the actors' union, against the independent TV companies. As a result of the settlement, half the actors on ITV will get their earnings and 20 per cent will get double. The peace deal will cost the TV companies more than \$5.5 million a year in acting fees.

Equity will demand higher rates from BBC TV and talks between the union and the corporations have already been fixed.

In the strike settlement, production can now start again on the film series which the Independent Television Corporation had abandoned back in November.

appeared for a while as if the Corporation's \$5.5 million production schedule might have to be scrapped.

ABC in San Antonio Comes ABC Affiliate

San Antonio—KAPE has joined the ABC network as the local affiliate. News broadcast and commentaries will be featured, as well as special programming from the network, according to Sam Riklin, president of the station.

'TORTURE' ADS A BREEZE FOR MGM TELESTUDIOS

MGM Telestudios has completed taping one of the most complex commercials it ever attempted, and under adverse weather conditions, demonstrating the U.S. Rubber Co.'s new Catalytic Vulcanizing Compound which bonds rubber to the tire cords and now reinforces all U. S. Rubber tire products. Fletcher Richards, Calkins & Holden is the agency.

SMITH TO SHOW BERLIN SPECIAL

WOR-TV Documentary
Studies 'The Other Walls'

Howard K. Smith will be featured on WOR-TV Apr. 20 in "The Other Walls," a special documentary study of the wall surrounding West Berlin and the conditions, past and present, which precipitated its building.

"The Other Walls" was written and produced by Howard A. Enders, RKO General public affairs director.

AWRT Conference To Hear FCC's Ford

Ithaca, N. Y. — Frederick W. Ford, former chairman and present member of the FCC, will be among the speakers at the Spring meeting of the Central New York Branch of American Women in Radio and Television Saturday, at Cornell U. here. Conference theme is "Sound of the Future."

Ford will participate in the morning panel entitled "To Tell the Truth." He will discuss "The Broadcaster's Responsibility and the FCC."

Featured in the commercial are experiments showing the strength of the compound—even under extreme stresses—utilizing a piano, two-ton cement blocks and four half-ton safes to submit the tires to hardships which might be encountered in general use.

Work was done on location at U. S. Rubber's proving grounds in Lancaster, Pa., with MGM Telestudios using its mobile videotape unit. Despite bad weather, MGM said the videotape process "responded perfectly," enabling crews to shoot with minimal lighting and in the rain. Brightness and contrast, controlled electronically, were technically perfect.

Completed in three days, the commercials were first shown to U. S. Rubber sales execs in Detroit, then broken down into one-minute spots for nationwide use. They will be used in an intensive merchandising and ad campaign starting Wednesday. Dealers saw the commercials last week via a 25-city closed-circuit telecast. The on-air campaign will include three 60-second "torture test" commercials used extensively on NBC-TV and ABC-TV.

Rejections of Pubaffairs Programs Studied

(Continued from Page 1)

School of Journalism, which reports that:

A total of approximately 2,000 decisions, when stations of the major networks were asked to provide time for public affairs programs, 500—one out of four—brought negative responses from the affiliates.

The study was based on programs broadcast during January, all listed by the industry's Division Office of Information.

Only half of the 543 stations related with networks are in cities having three or more video stations, the researchers point out, and therefore the big skeins must compete "for time, not only with each other for local and syndicated programs, but with each other."

Rejecting the assumption that the substitute for the network program was necessarily inferior, college editors conclude on this note:

"What is clear is that there is material the TV industry itself deems is meritorious . . . not being

seen or judged by viewers in many parts of the country. Because this is a time of high profits in nearly all TV markets, there must be at least a suspicion that many stations could afford more material that might not help the balance sheets. Indeed there is evidence that the situation is improving."

Information furnished by stations refusing clearances was described as "scanty," with notations reading "local programming" or "time change."

Difficulty on Sundays

All Sunday interview programs were said to have had rough going: CBS' "Washington Conversation" was carried by fewer than half of the 203 outlets; "Meet the Press," despite its provision for local sponsorship, lost out on more than 40 stations.

Even the network sponsored programs didn't have clear sailing, especially those requiring week-by-week commitments: "CBS Reports," "Chet Huntley Reporting" and "David Brinkley's Journal" ran into reluctance rang-

ing from 25 to 27 per cent.

The Columbia report shies from casting the weight of accusation on local stations, contending that "except in a few rather clear cases, no such conclusion is merited."

FCC Seen on Fence

In the entire matter, the FCC is seen as giving "aid and comfort to both sides." Its promises to examine public-service programming in renewing licenses have created pressure for greater acceptance of network offerings. Yet, the article states, the FCC has "also cut down and threatened to abolish option-time arrangements, which permit the network, by contract, to order affiliated stations to clear time for programs." Then Review comments:

"At the recent hearings on network regulation, the FCC again leaned to the local side, when its counsel tried to demonstrate the stations had little knowledge or control of network programs."

Editor's note — Any wonder broadcasters sometimes get a bit confused?

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

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

WKAP
RADIO 132
Allentown - Bethlehem - Easton

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

WLCY
RADIO 138
Tampa - St. Petersburg, Fla.

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

WWNR
RADIO 62
Beckley - W. Virginia.

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

WNAR
RADIO 111
Philadelphia Area

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

WQTY
RADIO 122
Jacksonville - Florida

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

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

Tidewater Oil Buys Four 'CBS Reports'

Hollywood — Tidewater Oil Co., via Foote, Cone & Belding, has purchased four hour "CBS Reports" TV shows to be aired Apr. 26, May 24, July 5 and an unannounced date in October. This is the first time in its history that Tidewater has sponsored network TV on a national basis.

'62 Headliner Award For Carla Coverage

Houston—KHOU-TV, Corinthian outlet here, has received the 1962 National Headliner Club Award "for public service by a TV station as exemplified by its thorough coverage of Hurricane Carla." The 28th annual awards program will be held later this month.

Last September, KHOU-TV suspended commercial programming and announcements and remained on the air continuously with direct telecasts from the U. S. Weather Bureau in Galveston as the eye of the storm approached the Gulf Coast.

As a result, the Washington Bureau reports it has initiated study of a new system for communicating weather emergency and/or other national disaster news to the public via TV.

'Beautycasts' to Lestoil

(Continued from Page 1)

from August 8 to 18, and will be fed by KTTV to a statewide California network. The Holyoke household products firm, through Sackel-Jackson, Boston, will share the tab with Butter-Nut Foods (Tatham-Laird) and Liggett & Myers (J. Walter Thompson).

It was via the IBC programs, that Lestoil first broke into the Coast market with its Lestare brand in August, 1960. At the time, Lestare co-sponsored IBC with P. Lorillard (Newport cigarettes). Last summer, Lestare was the sole sponsor, with KTTV selling off available spots to local advertisers.

The \$60,000 purchase represents an added plus to Lestoil's already extensive air schedule, which now includes participations in six NBC and ABC nighttime programs, five NBC daytime programs and spot TV.

ABC Aide at Phila AWRT

Philadelphia—The Philadelphia Chapter of American Women in Radio and Television will hold its monthly dinner meeting for Apr. 17 at the Sheraton Hotel, with the guest speaker to be Ted Douglas, sales manager of the ABC Radio Network.

HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KTLA is the only West Coast television station among the 21 winners of the 28th annual awards of the National Headliners Club released Friday. KTLA was the unanimous choice for the station's coverage of the Bel Air fire. S. L. Adler will accept the award at the annual awards dinner in Atlantic City May 5 . . . Joe Laitin will make his predictions of "Oscar" winners on Flair (ABC) this afternoon . . . Nick Troy, owner of Troyden Studios of Ballroom Dancing, is preparing a five-minute, TV pilot of dancer instructions for use as a morning and evening strip on a local outlet.

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• • • Richard Boone will film five segments of "Have Gun, Will Travel" in Tucson from May 8 through 26. William Conrad and Andrew McLaglen will direct. "Have Gun" has been sold for showing on government-owned KBS-TV in Seoul, Korea . . . Animation, Inc. has won citations, two from the Art Directors of Los Angeles and one from the Cleveland Art Directors Assn.

☆ ☆ ☆ ☆

• • • The abrupt cutting-off of Bob Newhart's stint in the KTTV telecast of the Baseball Writers' dinner was not the station's fault. It seems that it was cut at Newhart's request because the routine is to be used on his regular show . . . The station airs "Baseball '62—National League" tomorrow afternoon. This filmed report was compiled by a crew that traveled from California to Arizona, to Florida and talked with more than 400 ballplayers, coaches and managers to get the inside story on the upcoming season.

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• • • Ken Murray has registered the title "The Private Life of Hollywood," for his next one-hour TV special. Ken will produce it independently as a follow-up to his "Hollywood, My Home Town" show which produced top Nielsen rating of the season on the "DuPont Show of the Week." NBC has made a deal for re-runs of the first spec which will air late this Summer, and MCA will handle the foreign distribution.

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• • • Comic Guy Marks, currently at the Coconut Grove, will guest in an upcoming episode of "Route 66" for director Bob Gist. Ralph Baruch, director of international sales for CBS Films Inc., addresses the Hollywood Ad Club at the Roosevelt Monday. The Apr. 16 meeting will be moved to Le Crazy Horse for a fashion show.

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• • • Olivia de Havilland joins Cyril Ritchard, Shelley Berman and Donald O'Connor on "Open End" with David Susskind on KTTV Sunday night for a discussion on "No Business Like Show Business" . . . The first annual Las Vegas Jazz Festival will be held July 7 and 8 at the new \$6.5 million Convention Center. Proceeds from the estimated attendance of 30,000 to 40,000 will go to the Musicians Club of Las Vegas.

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• • • A contractor's crew accidentally severed a Pacific Telephone cable last Thursday, knocking out 140 business phones and putting KGBS off the air by severing the lines between the studios and the transmitter. It didn't take long for a crew from the phone company to repair the damage and put the station back on the air . . . Merv Griffin has set up an interview on NBC's "Tonight" show with World War II spy Eric Erickson, whose exploits are portrayed by William Holden in Paramount's "Counterfeit Traitor." Show will air the first week in May.

☆ ☆ ☆ ☆

• • • Bill (Jose Jimenez) Dana gets the annual Headliner Award of the Boston Press Club on May 1 at Hancock Hall . . . Gardner McKay will do the guest-star bit in Rick Spalla's "Guest Shot" series segment for Trans-Lux Television Corp. . . . The orchestras of Bernie Richards and Manny Harmon will provide the dance music for the Post-Academy Awards Ball at the Beverly Hilton.

New Hartford Channel Bid for by Conn. ETV

Hartford, Conn. — Connecticut Educational Television Corp. has applied to the FCC for a new non-commercial ETV station on UHF Channel 24 here.

Edward Binns To Guest In 'Cain's Hundred' Seg

Edward Binns has been signed by MGM-TV as guest star in the "Quick Brown Fox" episode of "Cain's Hundred." He last guested on the "Dr. Kildare" series.

D.C. Station Launches Crusade Against VD

Washington—Following disclosure of a 400 per cent increase in syphilis among teenagers, WWDC has embarked on a series of editorials examining reasons for the upsurge in venereal disease, and suggesting measures which may be undertaken to reverse it.

Many Groups Seek Peru Indian TV Film

Charlotte, N. C. — WSOE news director Carroll McGaughey has received widespread response to his recent documentary on work of the Wycliffe Bible Translators in the deep jungle of Peru. The documentary was titled "And Teach All Nations."

And Teach All Nations was produced by McGaughey while on a goodwill tour to Peru with Charlotte mayor Stan Brinkshire. When other members of the party came back to Charlotte after the tour, he flew into Peruvian jungle where he spent a week with a missionary group working with the Machigueta Indian Tribe.

ABC Radio Airs Recital By Boston Youth Ork

"Salute to UNICEF," a musical tribute by the Greater Boston Youth Symphony at New York Carnegie Hall Apr. 19, will be presented on ABC Radio. Works include those of Dvorak, Bach, Sibelius, Copland and the world premiere of a specially commissioned work by a young American composer, Stanley Silverman.

The 104-piece orchestra consists of 12 to 18-year-old boys and girls selected from the public, private and parochial schools in the Boston area. Milton Cross is the commentator.

A.D. Ring Chairs New Delta Electronics Firm

Delta Electronics, a new firm which will make antennas for VHF and UHF, radio frequency transmitting and receiving equipment and other electronic products, has been formed with A. D. Ring as chairman of the directors.

Ring, a former chief engineer at FCC and currently senior engineer in the consulting radio engineering firm of A. D. Ring Associates, will have with other members of that firm the resigning chief engineer of Radio Liberty Network, Kerwin Owen, who will be vice president and general manager.

Media Awards Lunch Thursday at Waldorf

Annual Media Awards for representation luncheon will be Thursday on the Starlight of the Waldorf-Astoria. Awards are given each year to persons and organizations in recognition of creative thinking and contributions to better evaluation of ad media. Last year 16 awards were presented, in three categories: public statements, research and media technical.

General chairman this year is E. Matthews, director of brand planning at Young & Rubicam.

4A Lecture Dates for 50 This Year

Two most recent speaking assignments approaching 50 the number of assignments arranged for the public information lecture and service bureau of the Academy of TV Arts and Sciences' New York Chapter.

Henry Levinson, ABC-TV sales and promotion manager, today will discuss NYU station management techniques that services the local stations obtain through their relationship with a broadcasting network.

On Thursday night, Phillip Gelboin, a U. S. guest lecturer, will present a Milltown, N.J., PTA program at the Joyce Kilmer Center. His topic, "Your Child and TV," considers the influence of television in determining the viewing habits of children.

ABC-TV Productions to Music Frat Awards

The NBC Opera Company's TV production of "Boris Godunov" and NBC Special Projects' TV production of "Oscar Hammerstein II: An Appreciation" are twinners of the 1961 annual of the national music fraternity, Sigma Alpha Iota. The poll was conducted among the 3,500 members of the organization. Awards will be presented to NBC Mrs. Jeanette Kirk, national president of Sigma Alpha Iota.

Maybe They're Training to Become Policemen

By Nunn of WJRZ's weekday program "Eye-Opener" feature, of the French broadcaster is to do a special piece on hoodlums, who received this year from French Army HQ. "I cannot answer your request. Research material on flat-top French Army highly classified information."

AGENCY NEWSCAST

By SHELBY COOPER

Max Factor Cosmetics has appointed Geyer, Morey, Madden & Ballard to handle advertising for a number of its major lines. As a result, GMM&B is expanding its Los Angeles offices. Products include Treatment Line, Erace, Creme Puff, Pan-Stik, Pancake Make-Up, Swedish Formula Hand Creme, Hi-Fi Fluid Make-Up and several new products now in the development stage.

Carson/Roberts will continue to handle the company's men's line, several perfumes and lipsticks, and in addition have been given the accounts for Sheer Genius, Case-Mates, and Hypnotique and Primitif perfumes.

The 4A's has scheduled its second International Meeting of advertising agency leaders for Apr. 23 to May 4, in the Waldorf-Astoria Hotel. Sessions will deal with marketing developments and challenges in Latin America, in the European Common Market, in the U.S. and in the Far East. Some 90 ad agency leaders from more than 40 countries are expected to attend.

U. S. Rubber, via Fletcher Richards, Calkins & Holden. Wednesday kicks off a six-week ad campaign for its new U.S. Royal tire with participations on ABC-TV and NBC-TV. Tests, videotaped by MGM Telestudios, will be shown to demonstrate toughness of the tire.

John Orloff, former ABC-TV producer and director, has joined the production staff of Guild, Bascom & Bonfigli, in its Hollywood offices. Copy group heads Barbara Bender and Samuel Abelow have been named VPs at Grey Advertising. Edmund R. Dewing, Jr., has been elected a VP at Harold Cabot & Co., Boston.

James M. Gaines, president of WOAI and WOAI-TV, San Antonio, has been chosen to receive the Silver Medal award of the advertising club there. Gaines was formerly a VP of NBC.

Krupnick & Associates, St. Louis, have been named to handle ads for GEM stores. Philip R. Warner, recent addition to the staff of BBDO, has been named a VP. He came to the agency from Renton & Bowles, where he had been an account supervisor. George Hunter has joined the Chicago office of Don Kemper, to handle the Staley Manufacturing account.

First Jersey Securities has purchased a schedule of daily one-minute spots, to run indefinitely, on WJRZ's "Elizabeth Morgan Show." Purchase was made through

Thought for Today

"... there has occurred to me the possibility that the more sophisticated who are restless with the type of entertainment that appeals to others may need a rededication of faith in that hopeful experiment that is our democracy."
—Dr. Frank Stanton
President of CBS

Metlis & Lebow... Hickok men's belts, Rochester, N. Y., has appointed Reach, McClinton its ad agency. Jack R. Houlette, chemical products ad manager for Goodyear Tire, Akron, has been promoted to assistant manager of the company's media section. He is succeeded by Lothar Gumberich, member of the staff since 1958.

Casper S. Yost, president of Ridgway-Hisch-French, has been elected chairman of the board of governors of the St. Louis council of the 4A's. He succeeds Melvin F. Roman.

Alvarado TV Names Vance General Mgr.

Tucson, Ariz. — Fred L. Vance, KVOA-TV station manager, has been named general manager of Alvarado Television Co., owner of KVOA-TV and KOAT-TV, the latter station one of the three outlets of Albuquerque, N.M.

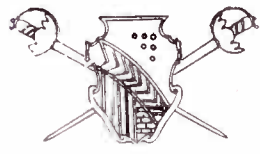
Clinton D. McKinnon, Alvarado president, said that Max Sklower will continue as KOAT-TV station manager.

KVOA-TV is an NBC-TV affiliate; KOAT-TV an ABC-TV affiliate.

'Our Lady's Hour' Begins 14th Year on Pa. Radio

Scranton — "Our Lady's Hour," a special religious broadcast for the Diocese of Scranton, has been its 14th year on the stations of Our Lady's Hour Network in northeastern Pennsylvania. The half-hour weekly program originates in the studios of WEJL here, and is carried by four other regional stations.

The broadcasts are produced and directed in the WEJL studios by the diocesan radio-TV director, the Rev. Kenneth J. Dolan, S.T.L., who has been in charge of them for 10 years.



He that never changes his opinions never corrects his mistakes, and will never be wiser on the morrow than he is today.

Tryon Edwards

—A Thought For The Day—

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

KING-AM-TV DIGS IN FOR FAIR IN SEATTLE

Seattle — During the Seattle World's Fair, KING-TV will originate daily, live colorcasts, and KING Radio will broadcast 24-hours a day direct from the Century 21 Coliseum, as the main feature of a major exhibit by RCA.

Fairgoers not only will see color TV shows produced live, but also will view transmitted versions of these shows on 10 color-TV receivers throughout the 8,000-square-foot exhibit. Augmenting these telecasts on the monitors will be all of NBC's regularly scheduled color network programs—over 30 hours weekly.

Special or preview screenings of such color presentations as Walt Disney's "Wonderful World of Color" and outstanding documentary and industrial films also will be shown closed-circuit on the RCA Victor color sets. Another attraction will be "see-yourself-on-color-TV" sessions for the public.

The exhibit was constructed by NBC.

U. K. Webs Eye Violence

(Continued from Page 1)

"Oliver Twist" on children's programs.

Following a Labor MP's statement that three boys had been found hanged during the past 18 months after watching scenes of TV violence, the BBC this week dropped from its final "Oliver Twist" installment the scene where Sykes hangs himself. It also decided against a newsreel film showing Benny Parret's fatal boxing bout.

TV has its supporters too, however, one of whom is Sir John Wolfenden, ITA's children's advisory committee chairman. In a publication, "The World's Children," this week he declared that fist-fights and bloody battles in TV Westerns rarely have a brutalizing or frightening effect on child viewers.

Are Broadcasters, CATV Working in Harmony?

Washington — Broadcasters, once full of complaints about community TV antenna systems, now are working in harness with the CATV systems, Sen. Hugh Scott (R., Pa.) has informed the Senate. He noted that there are 204 CATV systems known to be in operation in his State of Pennsylvania, and said "The areas where friction existed have largely disappeared, because local broadcasters and CATV operators have resolved their differences of their own free will."

Weatherman Staking Reputation on Steak

Cleveland — WJW-TV newscaster Jim Doney and "Weather-vane" host Howard Hoffman got into a friendly argument recently, when Hoffman predicted a cold weekend with three to six inches of snow and Doney followed on his news show by forecasting sunshine and warm temperatures. Said Doney, "When I'm proven right, it will cost Hoffman a steak dinner." But he didn't say whether it would have to be cooked indoors or outside.

TV Teaches Driving To High School Pupils

St. Louis — The St. Louis Board of Education has approved a plan to offer driver training to high school students on TV and in summer-session driving lessons. This proposal replaces the driver education program held in the regular school year.

More than \$114,000 yearly can be saved by charging tuition for the summer sessions. The new program will effect a reduction in the number of teachers needed for the courses.

Driver theory courses will be offered on KETC, an ETV outlet, in the second semester of the year. "Behind-the-wheel" phase of the course will be held in Summers, and will be available to students from other school systems.

N. D. Outlet Penalized By Loss of License

(Continued from Page 1)

had its license canceled by hearing examiner Charles J. Frederick, who rejected the defense argument that control had subsequently been relinquished and innocent stockholders would be hurt by the revocation of the permit at this time.

Frederick told the station his decision could be appealed to the full FCC, but emphasized: "The commission cannot condone corporate irresponsibility. Consequences of deceitful acts may not be escaped by a corporation merely because not all its stockholders participated. The overriding public interest consideration of refusing to temporize or compromise with deception must be controlling."

KLFY-TV Analysis Cites Viewer Income

Highlighting the wealth of the Southwestern Louisiana TV market, a comprehensive market study titled "Your Guide to Profit in the Southwestern Louisiana TV market of KLFY-TV" is being given wide distribution to national advertisers and their agencies by Avery-Knodel Inc., station reps.

The CBS affiliate currently is the only TV outlet in the Lafayette, La. market.

The report calls attention to the fact that almost 500 companies associated with the oil industry maintain offices in the Lafayette area for the purposes of exploration and production. Consumer spendable income per household of \$7,029 is noted as well above the average for the nation as a whole.

NET Boosts Sandberg To Relations Post

Donald L. Sandberg, NET distribution director since 1957, has been appointed station-relations associate. The new assignment will move him from NET's Ann Arbor, Mich., office, to the main office in New York.

Step Up to the Mik And Dunk a Doughn
Omaha — The KMEQ "Klub," hosted by Bill Delzell morning from the Bra Crossroads Room, offers free and doughnuts to show who stop by to discuss topics the day, celebrate birthdays meet celebrities. In addition, prizes are awarded to winners of daily contests conducted at the "Klub."

'Close-Up!' Examines 'Ally on the Verge'

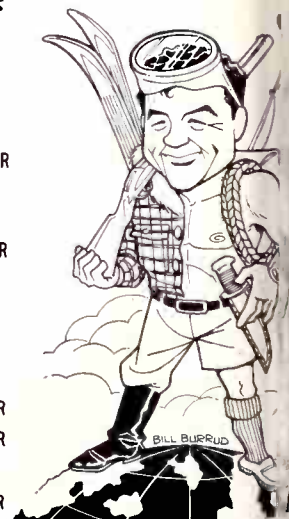
"Britain: Ally on the Verge" a study of Britain as she makes some of her most important political, economic, military and social decisions in a thousand years, to be seen on ABC-TV Apr. 2 "Bell & Howell Close-Up!" It produced by the ABC News Special Projects Division.

Many of Britain's leaders plus many of her private diverse citizens — will appear in the program, which was produced and reported by H. Jean Rogers, producer-director of this season's "The Remarkable Comrades," a study of the Communist Party and its opponents in Italy.

"TRUE ADVENTURE"

Bought by:

STATION	CITY	TIME	DAY
WFBG-TV	ALTOONA	7:00	Tuesday
WNBF-TV	BINGHAMTON		
WLW-TV	CINCINNATI	7:00	Wednesday in COLOR
KRDO-TV	COLORADO SPRINGS	6:30	Wednesday
KBTW	DENVER	6:30	Wednesday in COLOR
WJBK-TV	DETROIT	6:30	Sunday
KLAS-TV	LAS VEGAS		
KFRE-TV	FRESNO	7:00	Saturday
WLYH-TV	LEBANON		
KCOP-TV	LOS ANGELES	7:00	Thursday in COLOR
WNHC-TV	NEW HAVEN	7:00	Wednesday in COLOR
WPIX-TV	NEW YORK	9:30	Tuesday
WFIL-TV	PHILADELPHIA	6:30	Wednesday in COLOR
KTAR-TV	PHOENIX		in COLOR
KGW-TV	PORTLAND	7:00	Wednesday in COLOR
KOGO-TV	SAN DIEGO	7:00	Saturday in COLOR
KRON-TV	SAN FRANCISCO	7:30	Monday
KIRO-TV	SEATTLE	7:00	Saturday
KREM-TV	SPOKANE		
WWLP-TV	SPRINGFIELD	7:30	Monday in COLOR



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Senate Hearings On Compromise Bill for Satellite System

Washington Bureau of RADIO-TV DAILY
Washington—Hearings before the Senate Commerce Committee on a bill presenting a compromise between the White House standing broad-scale private ownership of an international communications satellite system, and the FCC's proposal that ownership be limited to international communications common carriers. To be considered is a bill by Sen. Estes Kefauver (D. Tenn.), chairman of the Senate Trust and Monopoly Subcommittee.
(Continued on Page 4)

Welstead Appointed GM of WLBW-TV in Miami

Miami—Charles H. Topmiller, president of L. B. Wilson, Inc., and WLBW-TV, has announced the appointment of WLBW-TV vice president and national sales manager Thomas A. Welstead as general manager of the station, and promotion of program director Lin Mason to station director. L. B. Wilson Co. took over operation of Channel 10
(Continued on Page 9)

Sinatra Plays Benefit South of the Border

Mexico City—Taped highlights of Frank Sinatra's two-hour benefit performance for the Mexican Rehabilitation Institute were telecast on Channel 4 here a day later. The tape, which may be repeated here in May, also may be telecast in Monterrey, Guadalajara and other facilities. This was the singer's second benefit performance here.



local delivery
Six Sylvania awards proclaim wpix-11 does the best job of delivering News and Special Events to New Yorkers. Two Emmy awards and the Headliner award confirm it.



NEW YORK'S PRESTIGE INDEPENDENT

Advt.

'3-Bagger' at NAB Initiates Boston Orchestra TV Sale

Three sales of its Boston Symphony Orchestra specials, concluded at the NAB convention last week has Seven Arts Associated Corp. off to a flying start in its selling campaign for the 13-hour quality TV concerts, recently added to the company's portfolio. The special deals were transacted with WTRF-TV, Wheeling, W. Va.; KFSA-TV, Fort Smith, Ark., and KOLO-TV Reno.

Another trio of sales wrapped up by Seven Arts at the Windy City conclave were: with WSAU-TV, Wausau, Wis., for 13 post-'50 features, including Vols. 1, 2 and 3 of Warner Brothers' "Films of the '50s" and 11 Seven Arts special features; with KOGO-TV, for the
(Continued on Page 9)

Initial Decision Favors AMer in Roswell, N.M.

Roswell, N. M. — FCC hearing examiner H. Gifford Irion has issued an initial decision favoring application of Neil N. Levitt for a new AM station here on 960 kc, 1kw, daytime.

Dodge Radio Spots Saturate 75 Maris

Detroit—Dodge kicks off a saturation three-week spot radio campaign Thursday in more than 75 major metropolitan markets, involving more than 300 radio stations.

Four different 60-second commercials will be used for the Lancer, Dart, Custom 880. The final air blurb is of an umbrella nature, stressing availability of all three cars at Dodge dealerships. A single musical background is set for the three.

In its last national broadcasting campaign. Dodge found repetition of the same musical theme increased the impression and memorability of the company's commercial message.

Clear Sailing Seen As Snags Disappear In KLAC, WINS Deals

Two prime station deals in New York and Los Angeles yesterday were reliably reported well under way with Westinghouse Broadcasting Co. as the would-be purchaser and a combined price somewhere in the \$15-million range. Both negotiations are expected to be wrapped up by the end of the week by WBC president Donald H. McGannon.

Sales of the outlets, both of which had previously struck snags within the FCC, are expected to go through the commission smoothly this time. They involve WINS, in New York, with a reported sales tag of approximately \$10-million, and KLAC, Los Angeles, which is best-guessed by Coast industry folks as a \$5-million item.

There were evidences at the
(Continued on Page 3)

Len Reinsch Keynote For Arizona 'Casters

Phoenix — The annual Spring meeting of the Arizona Broadcasters Association, is set for Friday, at the Hiway House Hotel in Tucson. Keynote banquet speaker will be J. Leonard Reinsch, executive director, WSB AM-TV Atlanta.

RCA Again Stepping Up Its Color Tube Output

RCA has revealed plans for the second major addition to its color TV picture tube production facilities this year to meet industry demand. A \$1.7 million program
(Continued on Page 4)

Lehr Arrives in London For New Latin Skein

London — Milton H. Lehr was due to arrive here yesterday to begin production of "Broadway Goes Latin," a filmed TV series scheduled for Fall release and featuring Broadway music adapted to South American tempos. Guest stars will be flown over weekly from the U. S. and Mexico.



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ficio Espana, Grupo 4, Planta 14.

COMING AND GOING

SAM FLEISHMAN, president of Bomarc Films, Ltd., is back from business meetings in Albany, Providence and Springfield.

ERIC ROBINSON of the BBC, arrives in town today from London.

JOE LEIGHTON, head of his own PR firm, and his actress-wife, Linda, leave today on a four-week trip to Europe.

GEORGE P. PONTE, PGW radio account executive, departs Saturday on a tour of radio and TV stations in Scandanavia and the Soviet Union.

BOB KEESHAN, CBS-TV's "Captain Kangaroo," to Abilene, Texas, Saturday for three children's concerts with the Abilene Philharmonic Orchestra.

WMAQ IS 40 ON FRIDAY; HAD FLYING SPOT IN '30

Chicago—WMAQ, which celebrates its 40th anniversary on Friday, introduced TV to Chicago some 20 years before the 27-inch screen became a household fixture. On Apr. 12, 1922, the first experimental radio signal of WMAQ (then WGU) was aired to the first thousand receivers. The following night the station officially went on the air. In October, 1922, it increased power from 250 to 500 watts and changed its call letters to WMAQ.

Now NBC O-O

Originally owned jointly by the Chicago Daily News and the Fair store, the Daily News in 1923 became sole owner, and in 1931 the station was purchased by NBC.

In early years, WMAQ's broadcast schedule amounted to a few hours a day, but in 1925 it was increased to eight hours a day (with Monday nights observed as "silent night" to permit crystal set fans to tune in such distant points as St. Louis). In 1927, WMAQ began an early morning to late evening schedule, which has never lapsed since.

First TV in 1930

On Aug. 27, 1930, WMAQ produced its TV first on experimental station W9XAP. A "flying spot scanner," creating an eye-straining 45-line picture (as compared to today's 525-line picture) was viewed on perhaps three or four experimental TV receivers.

Talent on the telecast included WMAQ's then chief announcer, Bill Hay, of Amos 'n' Andy fame; sportscaster Hal Totten and Ken Murray, who was starring on the Palace vaudeville bill.

Following this telecast, which probably boasted the lowest rating in TV history, the screen went black in Chicago for almost a decade.

Freeman Exec Producer Of '62-3 'Untouchables'

Hollywood—Leonard Freeman been signed as executive producer of Desilu's "The Untouchables" for the 1962-63 season. He was formerly producer of "Route 66."

Foreign Jazz Stars Signed for Festival

Washington Bureau of RADIO-TV DAILY
Washington — Foreign jazz groups and soloists will join a long list of top U.S.A. talent at the May 30-June 3 International Jazz Festival here. Musicologists from several countries in Europe will attend, some on State Department grants which means that they will have an opportunity to visit other cities and observe music education and activities at the school, college, and city levels.

The 15 events listed by the International Jazz Festival's Planning Committee will focus attention of our government on the wide range of influence our jazz music, musicians and composers have had on U.S.A. foreign contacts at the people-to-people level.

The program of jazz symphonic works' combos playing traditional, progressive and third stream jazz will include seven works especially commissioned for the festival.

Hopkins, Head of KTVT, Named KCOP President

West Coast Bureau of RADIO-TV DAILY
Hollywood—John Hopkins has been named president and general manager of KCOP, Channel 13, Hollywood, effective immediately. He will continue as president and general manager of KTVT, Channel 11, Fort Worth, Tex., pending FCC approval of the purchase of KTVT by station WKY.

KTVT is owned by NAFI Telecasting, Inc., wholly-owned subsidiary of NAFI Corp.

FINANCIA

(April 9)

NEW YORK STOCK MARKET

	High	Low	Clas
Admiral Corp.	177/8	171/2	173/4
AB-PT	355/8	351/4	351/2
A. T. & T.	129 3/4	129 1/8	129 3/8
AVCO	26 3/8	26	26
CBS	42 1/8	40 3/4	41 3/8
Columbia Pic.	23 7/8	23 1/4	23 1/2
Crow-Coll.	39 7/8	39 1/8	39 1/4
Decca	51 1/4	49 1/2	50
Disney	37 3/8	37 1/8	37 1/4
East. Kodak	112 1/8	111	111
Gen. Prec	46 3/8	46	46 1/4
Gen. Tel	27 1/4	27 1/4	27 1/4
Hazeltine Corp	24 3/8	23 3/4	24 1/8
Loew's Thea.	42	39 3/8	40
Magnavox	45 5/8	45	45
MCA	64 7/8	64 3/4	64 7/8
M-G-M	41 5/8	40 1/4	40 3/8
NAFI	27 7/8	27 1/8	27 1/2
Nat. General	8 3/4	8 5/8	8 5/8
Plough	73 3/4	73	73
RCA	59 1/8	58 1/2	58 5/8
Storer	32	31 5/8	32
20th-Fox	29 5/8	27 5/8	27 5/8
United Artists	33 1/4	32 5/8	33 1/8
Warner Bros.	17	16 3/4	16 7/8
Westinghouse	35 7/8	35 1/4	35 1/2
Zenith Radio	69 1/2	68 1/2	69 1/8

AMERICAN STOCK EXCHANGE

Capital Cities	18 1/2	18 1/2	18 1/2
Desilu	10 1/8	10 1/8	10 1/8
Esquire, Inc.	12 1/8	12 1/8	12 1/8
Filmways	9 1/8	8 7/8	9 1/8
MPO	10 1/2	10 1/2	10 1/2
NTA	2	1 7/8	2
Reeves Sound	5 5/8	5 1/2	5 1/2
Rollins	11 1/4	11 1/4	11 1/4
Screen Gems	19 7/8	19 3/4	19 3/4
Technicolor	18 1/8	17 5/8	17 5/8
TelePrompTer	15	14 3/8	14 3/8
Trans-Lux	16 1/8	16	16 1/8
TV Industries	2 1/2	2 1/2	2 1/2

* OVER THE COUNTER

Jerrold	Bid	7 7/8
Meredith		32
Metromedia		15 3/4
Official Films		17 1/8
Scranton		7
Sterling		2 1/4
Taft		19 3/4
Transcontinent		10 1/2
Wometco		24 1/2

* Courtesy of National Association of Dealers.



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Phila. Outlet Backing Mental Health Drive

Philadelphia — WPBS-FM has begun a series of six five-minute chats on mental health, in support of the Tri-County Fountain Center at Lansdown, Pa.

The Tricounty Fountain Center is a project to establish a temporary home and rehabilitation center for former mental-hospital patients.

Last Talk May 1

The talks will be given at various times throughout the month, the last one being scheduled for May 1. Harry L. Starr, psychiatric social worker, and Dr. Howard Page Wood, of Pennsylvania U. hospital, will be the speakers for the series.

Series Ponders Fame Factor

A USC psychology professor will examine the lives of famous men and attempt to analyze the factor that made them great in "Touch of Fame," a new weekly series beginning Sunday on WCBS-TV.

Dr. Herman Harvey, of the USC Psychology department conducts the series produced jointly

by the university and KNXT, CBS-owned TV station in Los Angeles.

Subject of the first program will be the late Albert Einstein. Subsequent persons whose lives will be discussed include Vincent Van Gogh, Ghandi, Ludwig von Beethoven, Oscar Wilde and Buffalo Bill.

Missouri Broadcasters Laud Collins Regime

NAB Pres. Acclaimed for His Firm Stand at Convention Talk

St. Louis — NAB president LeRoy Collins has been acclaimed by the Missouri Broadcasters Association for "his outstanding leadership, leadership and vision" in a resolution praising the industry leader for the firm stand he took in behalf of broadcasting during his address at the NAB convention.

NAB president Robert Hyland, general manager of KMOX, said the resolution, as approved by the association's board of directors, reads as follows:

Leadership Seen Vital
 The MBA "believes that strong positive leadership has never been more urgently needed in the broadcasting industry, and only through such leadership can the public at large and those in public office be made fully aware of the positive values to be derived from a free and unfettered broadcasting industry."
 The association further holds that "only through enlightened leadership will broadcasting win the opportunity to serve the public as fully through free and equal access to the judicial processes of our government at all levels, and... enlightened industry leadership can be a major factor in bringing the self-discipline that will deter unwarranted governmental control and interference."

D.C. Station Editorial Endorses Candidate; News to Be Neutral

Washington Bureau of RADIO-TV DAILY
Washington — WWDC has editorially endorsed the candidacy of David Hume for governor of Maryland in the Democratic primary, the first time the station has editorially given its support to a political candidate. WWDC has been airing editorial opinions on controversial issues since March, 1958.

In the editorial broadcasts endorsing the candidate, WWDC president Ben Strouse says the station is supporting Hume because he has been a forthright opponent of the slot machine evil in southern Maryland, an issue many candidates for statewide office avoid.

Impartiality Assured

He added that though Hume will be supported editorially, the regular WWDC newscasts will be handled in the usual manner, with fair treatment for all the candidates.

News Director Robert Robinson has cautioned all WWDC reporters to "Lean over backwards in seeing that all candidates get equal coverage in all newscasts. Regardless of station editorial policy, our news must remain strictly neutral."

Midwest Airborne TV Gets Grant of \$7,500,000

A new grant of \$7,500,000 has been made by the Ford Foundation "as partial support" for continuance of the Midwest Program on Airborne Television Instruction, Inc. It will be used for four years to implement plans for placing the "flying classroom" program on a long-term basis in the six-state region covered by the airborne transmitters.

The grant clears the way for schools and colleges in the next few years to take over the management, ownership and complete financing of the program.

'CHICKEN FAT' ENRICHES AIR

New Willson Song Aids Youth Fitness Council

The nation is being flooded with "Chicken Fat" but there's no cause for alarm. This "Chicken Fat" contains no calories and, if taken as directed, will reduce mid-section bulge and firm up muscles. "Chicken Fat" is a fitness song composed by Meredith Willson for The President's Council on Youth Fitness.

Willson, composer of the Broadway hits, "Music Man" and "Unsinkable Molly Brown," wrote "Chicken Fat" as his contribution to the Youth Fitness program. Robert Preston, who starred in "Music Man," recorded it and the Stuart Co. produced it.

The idea of a physical fitness song originated at Young & Rubicam, volunteer ad agency for the Youth Fitness Council. After Willson agreed to compose both words and music. Capitol Records contributed the orchestra, the chorus, the studio and facilities for recording and manufacturing the records.

To promote the Physical Fitness Program, copies of "Chicken Fat" are being distributed this week to radio and TV stations, Dee-Jays and newspaper entertainment editors throughout the country.

First Pro Weathercaster Joins Baltimore Channel

Washington Bureau of RADIO-TV DAILY
Baltimore—The TV market here got its first truly professional weather forecast yesterday when Jim Smith began his "Eyewitness Weathercast" on WJZ-TV, airing it three times daily Monday-Saturday and twice on Sunday.

He will use a complete set of weather instruments recently purchased from Texas Electronics Co., including an anemometer (measurement of wind velocity), a wind-direction indicator, a rain gauge, hygrograph (measurement of humidity), barometer and thermometer.

CBS-TV O-Os Swap Pubaffairs Programs

"Jeanne D'Arc: The Trial," an original TV drama recounting the final day of the trial of Joan of Arc, will be the premiere program on "Repertoire Theatre" Saturday on WCBS-TV.

"Repertoire Theatre," an experimental workshop designed to introduce new talent, is one of four series debuting on WCBS-TV next weekend as part of the public affairs program exchange among the five CBS-owned TV stations.

The author of Saturday's play is listed as Kent Blair Alderman, which is the pen name of three young Chicago housewives — Peggy Kent, Virginia Blair and Shirley Alderman. It is their first script to be produced on TV.

Other programs in the series will include American Negro music, Japanese pantomime, scenes from plays by Shaw and Shakespeare and William Saroyan's "Hello Out There."

"Repertoire Theatre" is produced by WBBM-TV, Chicago.

Westinghouse Pushes Deals

(Continued from Page 1)

Chicago NAB convention of a McGannon get-together with J. Elroy Law, owner of the New York station; the rumors then afloat, of course, gained considerable substance since. RADIO-TV DAILY learned that McGannon would probably show up in Los Angeles today to conclude his transaction with Mortimer Hall, owner of KLAC and son of New York publisher Dorothy Schiff.

Action Delayed by FCC
 Westinghouse's attempt to enter the New York market originally delayed until several weeks ago with the FCC holding up action pending the outcome of the trust litigation against the parent company. WINS' efforts to effect a buy-out also were hampered by the recent payola inquiry.

Now, with more than a clean bill of health from the FCC—a commendation for its fine programming—the Westinghouse chain has road-blocks removed for the last city outlet it has been eagerly eyeing for some time.

The New York negotiation opens

an interesting train of speculation on what will happen to Mutual Broadcasting System's flagship arrangement with WINS, once the station purchase becomes a fait accompli. It is believed that the Mutual service stands a good chance of continuing over WINS, at least until the end of the year, when another New York key station may fly Mutual's gonfalon.

Still another area for "Chinese firecrackers" contemplation is what happens in the existing Westinghouse lineup when WBC has to divest itself of one outlet to stay within the station limit imposed by law. Lowest on the WBC market-size totem pole are said to be its Portland, Ore., and Ft. Wayne, Ind., stations. Is one of these likely to walk the sell-off plank, or will its Springfield, Mass., WBZA outlet, linked with WBZ, Boston, be the sacrifice hit? That's the kind of guessing-game the industry will be playing today and it's guaranteed to provide more than a few anxious moments for literally scores of personnel on executive and operating levels.

Senator Praises Outlet In Congressional Record

Washington—Sen. Edward Long of Missouri inserted praise of KMOX-TV, St. Louis, in the Congressional Record last week, for its literacy series teaching adults to read and write.

Barbara Cook to Star In 'U.S. Steel Hour'

"The Go-Between," a comedy about an American girl working in Tokyo who becomes entangled in an old Japanese marriage custom, will star Barbara Cook and John Lupton on "The U. S. Steel Hour" Apr. 18 on CBS-TV.

The live teleplay, also starring Keefe Brasselle and Cely Carrillo, was adapted by Bob Van Scoyck from a play by Lois Hire.

"The Go-Between" will be directed by Paul Bogart. "The Steel Hour" is produced by the Theatre Guild.

Youngstown ETV Try Blocked by FCC Regs

Youngstown, O.—The city of Youngstown cannot legally operate an educational TV station, though it may take the lead in organizing a special authority to do so, according to city law director Russell G. Mock.

He said a city which has a separate authority handling the schools (Board of Education) cannot become the owner of a non-commercial educational TV outlet, under FCC regulations.

This opinion came in response to a suggestion that the city study the possibility of converting Channel 45 to an educational outlet. Owners of WXTV announced early in March that they were suspending operations.

RCA Again Stepping Up Its Color Tube Output

(Continued from Page 1)

has been approved to inaugurate color tube production at the plant in Marion, Ind.

Three months ago, RCA announced plans for a \$1.5 million expansion of its Lancaster, Pa., color picture tube manufacturing plant.

Douglas Y. Smith, vice president and general manager, RCA Electron Tube Division, said the company expects to have two color tube lines in operation at the Marion plant before the end of this year. This plant also will continue to make more than 100 different types of black-and-white TV picture tubes. RCA's color tube output has more than doubled in the past twelve months.



By TED GREEN

• • • Ginger and Lanny Grey's "jingles that don't jangle!" are jingling more and merrier this season. You recently heard their radio-TV ditty for Reader's Digest. Shortly thereafter, they vocalized the current Crispaire Apple tune. They launched one for Gresolvent in March and start this month with what could be the most talked-about jingle of the year. In the mood of "Hernando's Hide-a-Way," with a sotto voce male group and castanets, Ginger and Lanny extol the "delish" of Mother's Gefilte Fish." It's a riot! No wonder they've got many more on the way. . . . Cafe comedienne Charlotte Rae has been signed by Irving J. Bottner, Esquire Polish president, to do video commercials for the firm. The off-beat spot will consist 90 per cent of people laughing. . . . Luther Adler tried out the new gold-plated antique continental phones at George's Furniture galleries on 6th Ave., then bought three. . . . Singer Enzo Stuarti who returns to the Plaza's Persian Room Apr. 25, discussing a Broadway musical with Feuer and Martin. . . . Vaughn Monroe's recent dramatic TV debut on "Bonanza" received such a warm response from viewers that he'll be brought back for more guests.

☆ ☆ ☆ ☆

• • • Comic Jackie Kannon hears the "Sing Along" sponsors call the show "Get Rich With Mitch" . . . They're naming streets, sandwiches, schools and babies after John Glenn, but Madison Avenue ad execs have even added him to their vocabulary. "Glennsville" now refers to a TV show that's "out of this world." . . . New comic Pat Henry, just opened at the Copa, has been steadily increasing his time onstage. When he played nightclubs with Sinatra he was supposed to do 10 minutes, but Frank liked his act and told him to do 15. When he worked with Billy Daniels the singer told him he could do 20. With Sammy Davis, Jr., at the Sands he was told he could do 25!

☆ ☆ ☆ ☆

• • • Meet: Bernard E. Neary, VP general manager of WGBS, Storer station in Miami, who got his start in radio while attending the Professional Children's School in his native New York. He appeared in such radio shows as, "Let's Pretend," "Lux Radio Theatre" and "Skippy." Neary also appeared in several Broadway shows during the early '30s. . . . After graduating from the Carnegie Institute of Technology, where he majored in drama, he joined Kudner Advertising in New York, then spent four years as an Infantry Captain in Europe. On his return he joined Geyer McAllister Trade Publications in New York as an account exec. In January, 1951, Neary joined the staff of WWPB, Miami, as sales manager, later becoming Florida manager of Ziv-TV sales. In 1954 he went to WINZ, Miami, as sales manager and was quickly promoted to general manager. Neary joined the Storer Broadcasting in January, 1958, as VP-general manager of WGBS.



NEARY

☆ ☆ ☆ ☆

• • • Things We Can Do Without: Loud deays on early AM shows. They add to the early-dawning jitters instead of calming them. . . . Child actors who are so egotistical they make you want to break the TV tube . . . Producers who give themselves bigger billing than any of the talent on their programs. . . . Singers who imitate instead of create. . . . Commercials that are recorded at a louder level than the rest of the TV show—it's a sure way to lose a viewer and a customer. . . . Actors who think they are singers.

☆ ☆ ☆ ☆

• • • William Van Praag, producer of TV commercials and documentary films, has a '62 suggestion. He wants the tenure of "Miss Rheingold" to remain in force for two years. Said Van Praag: "I'm just getting used to the face and figure of the 'beer dear' when another group of nominees and election is at hand." With a new agency, J. Walter Thompson, in command, this may be worth considering. . . . Quickie Quiz: By what professional names are the following familiarly known: (1) Genero Vitaliano, (2) Spike Knobloch, (3) The Driggs Sisters, (4) Lee Castaldo, (5) Moe Zudekoff? Ans. (1) Jerry Vale, (2) Glen Gray, (3) The King Sisters, (4) Lee Castle, (5) Buddy Morrow.

KEX's Music Inspire Abstractionist Canvases

Portland, Ore. — KEX de Ted Rogers, wondering what of painting a modern artist would be inspired to do while listening to his show, commissioned a known artist in this area to do just that. The abstraction was given away in a listener contest.

Blees Now Producing Of 'Combat' on ABC

Robert Blees has been appointed producer of "Combat," an hour series being produced ABC-TV by Selmur Productions, a wholly owned subsidiary of American Broadcasting-Paramount Theatres. To star Vic Morrow, Rick Jason and Sherry Greene, it will be telecast 11 days a week starting in the fall.

Active in the motion picture and television industries since 1939, he most recently wrote and produced the pilot film for "Stop," aired by ABC-TV in the 1961-'62 season. His previous writing credits include "The Man and Mr. Jones," "Peter Gunn" and "Checkmate."

Senate Hearings On For Satellite System

(Continued from Page 1)

committee, calling for government ownership of the system, for private ownership were produced by Sens. Robert S. (D., Okla.), Space Committee chairman, and Warren Magnuson (D., Wash.), Commerce Committee chairman. The compromise was reported out of Kerr's committee.

Minow Asks Bigger Staff

FCC chairman Newton Minow has told Kefauver's committee that the commission will need a larger staff and some clarifications of its regulatory authority, but it is perfectly capable of regulating a system under private ownership. He added, however, that the FCC could "live" with the compromise bill. The record in regulating AT&T was defended by commissioners Hyde and T. A. M. Craven in an attack by Kefauver.

Craven also said his conversations with the Russians have led him to hope they will cooperate in an international communication space satellite.

Fourth Series of Hearings

The Commerce hearings begin today will be the fourth of congressional hearings on the same subject this year. The Space Committee held hearings last year, but hasn't repeated them far in 1962.

Enclaves to Keep Engineers Humming

the unlikely event that any state of Radio Engineers' membership should find life too plentiful this Spring and Summer, it might be for a lack of convenience to go to.

The 1962 National Symposium of the IRE Professional Group on Microwave Theory and Techniques (PGMTT) will be held May 14-16 at the National Bureau of Standards' Laboratory, Boulder, Colorado. Thirty-seven papers will be presented in 10 technical sessions. Keynote speaker will be Dr. M. Richardson, NBS Radio Standards Laboratory chief. In addition, this year's Microwave Program will be presented to Dr. George L. Matthaei of Stanford Research Institute.

In Chicago June 18-19, a conference on "Broadcast and TV Receivers" will be held at O'Hare. Eighteen papers are tentatively scheduled in four sessions. In Brussels, Sept. 3-7, an International Symposium on Information Theory will be held containing 50 sessions of four papers.

Toby DeLuca Named WFIL Music Director

Piladelphia — Anthony "Toby" DeLuca, WFIL music librarian for the past six years, has been named music director of WFIL-FM.

DeLuca is tenor soloist in the church choir which produces such famed singers as the late Lanza and baritone Frank Sinatra of the Metropolitan Opera. He lectures to Delaware Bay clubs on music and writes a record review for various community publications.

Common Sense Discussed on 'Learning'

"Common Sense," Thomas DeLuca's treatise which had a defining effect in helping to bring about the signing of the Declaration of Independence, will be discussed Monday on CBS Radio's "Invitation to Learning."

Chairman George D. Crothers will welcome panelists Henry Thoreau, of Columbia U. and August Meier, president of the Woodrow Wilson Foundation.

Boston Channel Elicits Views of Robert Briscoe

Boston — "The World Outlook with Robert Briscoe," will be shown in color Thursday on WHDH-TV. Newsman Leo Egan and Jack Briscoe elicit Briscoe's views on the world situation in the half-hour special. To be seen on "Channel 5 Reports," it is produced by WHDH-TV news director Joe Briscoe. Matt Connolly, Jr., directs the program.

Talent Scouts, Variety Lead CBC-TV's Summer Schedule

Special To RADIO-TV DAILY

Toronto—CBC-TV's Summer highlights include a half-hour variety show with Shirley Harmer; "Celebrity Talent Scouts," featuring well-known entertainers introducing new talent to TV, and "Ghost Squad," an hour program from England based on Scotland Yard experiences.

The schedule also includes "Magazine of the Air," with contributions from across the country; "Vacation Time," a new late-afternoon children's program; a half-hour situation comedy featuring a different star each week, and a series of Saturday night movies new to Canadian TV.

20 Big League Games

The week-end "World of Sport" programs will include at least 20 major league baseball games and a wide variety of Canadian events, including soccer, the Canadian Open Golf Championships, the triple crown of racing and the Canadian Henley Regatta.

"Parade" will continue through the Summer, bringing back the best programs of the last two seasons. "Close-Up!" will be an hour long during the Summer. Other programs will include "The Ed Sullivan Show," "Bonanza," "Singalong Jubilee," "Room For One More," "Explorations," "Kraft Mystery Theatre," "The Nature of Things," "My Three Sons," "Perry Mason," and "A Case for the Court." "Playdate" will present British TV plays ranging from comedy to mystery and melodrama.

Sports in French

The French Network will carry major league baseball Saturdays, and a program of Summer sports Sundays. "Caravan," "Kermesse" and "Dans Tous les Cantons" will originate from a circuit tent set up in different cities in Quebec and New Brunswick.

Times Critic Eric Salzman Heads WBAI Music Dept

Eric Salzman, composer and hitherto music critic for The New York Times, has joined WBAI-FM as director in charge of the station's new department of music. As a New York Times critic for several years, he has been a leading exponent of modern music.

Salzman is the author of various orchestral, chamber and vocal works. A Columbia U. graduate, he studied under Roger Sessions at Princeton, where he received his Masters degree, and in Rome on a Fulbright Award for composition.

**'BUSINESS TV'
BOWS IN DALLAS**

*Visual Info, Via UHF
Won't Disrupt Offices*

Dallas — UHF station KAEI goes on the air Sunday with an eight-hour daily format of business news tailored to meet the needs of businessmen in this community.

The station's programs will consist exclusively of stock market reports, world and local news highlights, weather reports, advertisements and background music. Most of the information will be presented in visual form, with audio kept to a minimum in order to keep the business TV from distracting other office activity.

Master Antennas Installed

Master antennas have been installed on major office buildings, with converters to make the signal receivable on VHF sets. A monthly rental will be charged each office tapping into the master-antenna.

KAEI is owned and operated by Automated Electronics, Inc. The firm also holds a license for a local FM station to be operated in conjunction with its TV station, and has applied for similar business TV licenses in Houston, San Francisco and Washington.

JFK's Navy Review Is CBS News Special

On-the-scene coverage of President John F. Kennedy's review of Atlantic Fleet maneuvers off the North Carolina coast will be presented on CBS-TV on Saturday in a CBS News Extra, "The President Looks At Our Nuclear Navy." CBS News correspondent Walter Cronkite will be anchor man.

This will be the first time the President (a World War II Naval veteran) has witnessed fleet maneuvers since assuming office. His point of observation will be aboard the nuclear aircraft carrier Enterprise.

CBS News will have a six-camera mobile unit aboard the Enterprise with the President to record the exercises on tape for presentation that evening.

Top Stars Broadcast Appeal for UJWF

Thirty-two of the entertainment world's brightest stars have joined the "Stars for United Jewish Welfare Fund" committee of which Steve Allen is chairman.

The TV, stage and screen personalities are donating their time to help tell the \$8-million UJWF campaign story on both radio and TV.

The campaign maintains 169 local, national and overseas agencies and services, 92 of them in the Greater Los Angeles area.

Two Net TV Specials Mark Passover Season

The Passover season will be ushered in with two TV specials on Sunday. The first program, an "Eternal Light" presentation of The Jewish Theological Seminary of America in cooperation with NBC-TV, will "The Tender Grass," a dramatic fable by Morton Wishengrad.

On the same date, the Seminary, in cooperation with ABC-TV, will present "Design for Freedom" by Marc Siegel on "Directions '62—A Jewish Perspective." The eight-day Passover holiday begins this year at sundown on Apr. 18.

Fall 'Hitchcock Hour' Buys Two Properties

First two story purchases for the new "Alfred Hitchcock Hour" series, to be telecast on CBS-TV starting in September, have been announced by Shamley Productions, the Hitchcock company. These buys were made by producer Joan Harrison.

Properties are a novel, "Memos from Purgatory," by Harlan Ellison, and an original, "I Saw the Whole Thing," by Henry Cecil.

Sillerman Sales Veep For Schwimmer Firm

Chicago — Walter Schwimmer, president of Walter Schwimmer Inc., has confirmed the appointment of Michael M. (Mickey) Sillerman of New York as sales manager of the syndication company.

Sillerman, former partner and executive vice-president in charge of sales for PTI, will be based in New York and work on new properties in addition to handling sales on "Championship Bowling," now in its eighth year, and "Championship Bridge with Charles Goren," now completing its third year.

THE ALL-TIME, ALL-AMERICAN DANCING STAR —

HERE'S THE GREATEST OF THE GREAT —

THE COMIC GENIUS, THE ONE-AND-ONLY, INIMITABLE

RAY

in his own, wonderful network
COMEDY VARIETY SERIES
available for the
FIRST TIME

for
TELEVISION SYNDICATION

Now YOUR AUDIENCE can see
America's favorite, the unforgettable
STAR of

"WIZARD OF OZ"

"ON YOUR TOES"

"CHARLEY'S AUNT"

"THE GREAT ZIEGFELD"

"THREE TO MAKE READY"

"BY JUPITER"

and many other great shows!

Here's the man who made "Once In Love With Amy" the
sweetheart of America!

Here's the man enshrined in the all-time Dancing Hall of
Fame along with Fred Astaire and Gene Kelly!

Here is the man who is the star of the current Broadway
smash hit "All American"!

WIRE, WRITE, PHONE, DANCE TO

TeleSynd 136 EAST 57th STREET, NEW YORK CITY, PLaza 2-3

BOLGER



HE'S ON TELEVISION IN 59 WONDERFUL SHOWS!

BOLGER SINGS! . . . BOLGER DANCES!

and . . . HE'S AVAILABLE IN YOUR AREA NOW!

A DIVISION OF
WRATHER
CORPORATION

Ft. Wayne, St. Louis AIEE Meeting Sites

Washington Bureau of RADIO-TV DAILY
Washington — The Great Lakes District of the American Institute of Electrical Engineers will meet in Fort Wayne, Ind. Apr. 25-27. A special feature will be electronics sessions under the joint sponsorship of the AIEE and the Fort Wayne section of the Institute of Radio Engineers.

Among papers to be presented will be "Audio Visual Processing" by Robert Davis of the Magnavox Co. and "Current Concepts of Broadband Antennas" by P. L. Mast of ITT Kellogg.

The AIEE Joint 7 and 15 Districts meeting will be held in St. Louis Apr. 30-May 2.

Irving Lesser Syndicates 3 Religious TV Specs

Pittsburgh — Three WIIC-produced religious specials will be syndicated nationally by Irving Lesser Enterprises and distributed by Major TV.

They are "Why Is a Nun?" the story of a young Catholic novice; "The Sign of a Priest," which concerns the formation of a Passionist Father, and "Divided We Stand," which traces various Protestant beliefs.

The telecasts, produced by WIIC public affairs director Ray Stewart, will be offered to TV stations and to non-theatrical organizations such as colleges, universities, libraries and church groups.

Inge Talks of Playwriting On 'University Explorer'

Departing from its usual format, CBS Radio's "University Explorer" will have playwright William Inge as its guest on Sunday. He will discuss the problems of playwriting with program host Hale Sparks.

Inge recently visited California U. as a lecturer in the Theatre Arts Department, at which time his appearance on the "University Explorer" program was arranged.

Early Risers Learn How to Read on TV

"Basic Reading Skills," a series of lessons designed to help viewers learn the mechanics essential to reading improvement, has begun on WCBS-TV as a Saturday morning feature. Geared for high school and adult levels, programs will examine critical reading, main ideas and details, retention and memory, skimming, vocabulary and other special skills.

Now They're Trading Records by the Pound

Atlanta—How many disks in 40 pounds of recorded songs? WSB asked its listeners this question in a contest called "The Magic Record Box." The winner guessed 475, which was only 40 off the correct total of 435 disks, and received an entire box of new records.

Shelley Berman Solos In Hour CBC Special

Special To RADIO-TV DAILY
Toronto — Shelley Berman will take over the CTV Network Monday for an hour special. Berman did the performance in England, on the BBC's "Chelsea at Nine" series before a theatre audience. The showing on CTV will be the North American premiere.

The Shelley Berman special is sponsored by General Motors and Colgate.

In the special, "Shelley Berman: A Personal Appearance," he takes over the stage without benefit of dancers, singers and other acts; it's pure Berman all the way.

Telecast Shows Growth Of Great Plains City

Wichita — KTVA tonight will present "Wichita — All America City," a view of the city's growth from the 1800's till now.

The program will feature a report on a closed planning session of the City Commissioners, and interviews with the incoming and outgoing mayors. Rarely seen photographs also will be seen.

Elliott Arnold Appointed Story Aide for 'Rawhide'

Elliott Arnold, award-winning novelist and TV writer, has been named story consultant for "Rawhide" on CBS-TV. He began writing for TV two years ago and scripted two original teleplays for "Rawhide" this season, plus two for the 1962-'63 season.

Toyomen Getting Video Pitch

A 20-minute presentation film, showing Ideal Toy Corp.'s TV-advertising approach in selling toys, has been scheduled for dealer meetings in 12 major cities, beginning Apr. 29 in Dallas.

Entitled "Best Sellers of 1962," the documentary-type film stresses the importance attached to TV advertising by Ideal and discloses the anticipated effects of the TV buy on toy sales. Latest commercials also are shown.

The presentation also will be

New Officers Direct The Friendly Group

Dedham, Mass. — United Printers and Publishers, Inc., here has appointed two officers to direct its new radio and TV subsidiary. They are John J. Laux, Steubenville, O., radio-TV operations VP, and Fred Weber, Margate, N. J., planning and development VP, radio-TV operations.

United, manufacturer of greeting cards, gift wrapping and paper party products, mostly under the Rust Craft brand name, recently acquired the Friendly station group. Laux and Weber have been execs of Friendly's five TV and five radio stations for a number of years.

The stations are WSTV, TV-AM-FM Steubenville; WBOY-TV-AM, Clarksburg, W. Va.; KODE-TV-AM, Joplin, Mo.; WRGP-TV Chattanooga; WPIT-AM-FM, Pittsburgh; WSOL, Tampa, and WRDW-TV, Augusta, Ga.

KSL-TV Ups Murdoch To Sales Services Dir.

Salt Lake City — William R. Murdoch has been promoted to director of sales services of KSL-TV from his post as traffic manager. He now will be responsible for the functions in traffic, merchandising and continuity. Murdoch started with KSL-TV in 1950.

Face-Lift Evicts McNeill First Time in Six Years

Chicago — "Don McNeill's Breakfast Club" will move its mikes Monday from its home for the past six years in The Sherman House, to the Palmolive Building for three weeks. During that time the "old homestead" in the Sherman will be getting a face-lift.

In return, Don and the gang expect their 1,523,910 morning listeners to pick up their coffee cups and at least move to another place at their breakfast tables. "Don McNeill's Breakfast Club" is aired weekday mornings on ABC Radio.

Tramp, Jr., In New Hon

Tramp, Jr., son of the star of the Fred Mac Murray series, "My Three Sons," has named his new owner, Karen M. 14, of Shallmar, Md.

Karen won the puppy pointer-writing contest held by TV stations across the country which had been inspired by UPI story by Hollywood correspondent Vernon Scott.

Karen's letter promised to honor Tramp, Jr., and him obey.

WCBS Airs Problem Of Africans in U.S.

WCBS Radio's Ed Joyce last documentary on the problem won several awards, will be "The Reluctant Host," a 55-minute radio documentary which will examine, by demonstration, the problem of Africans who are studying in America by universities and colleges. It is scheduled to be broadcast today.

"The Reluctant Host" was written, produced and will be broadcast by Joyce.

TV Servicemen of Indiana Honor Indianapolis O

Indianapolis — WFBM-TV received the "Annual Award for Outstanding Service to the Electronic Service Technician From The State of Indiana" from the Electronic Service Association.

The award was presented to the group's seventh annual effort in recognition of WFBM-TV's effort in educating the Indiana viewers as to what constitutes good TV service and informing the public that its members are pledged to provide good reliable service.

Collegians Offer Scholarships on TV

Houston—KHOU-TV will have available three six-week scholarship programs for students and senior university students studying in the broadcasting field. The selection of the winners will be made in cooperation with the Association for Professional Broadcasting Education at Corinthian stations. Each winner will receive an expensive program embracing non-technical phases of broadcasting at one of the five thian-operated stations, in KHOU-TV.

20th Century' Eyes Drinking France

The demise of French colonialism in Asia will be studied Sunday on CBS-TV's "Twentieth Century documentary, "End of an Empire." It replaces the previously announced show, "The Creative Industries," which has been rescheduled for Apr. 29.

Witness Report Slated

CBS News correspondent Walter Cronkite reports on the seven-year war which ended in French defeat and Communist takeover in North and Indochina. CBS News correspondent David Schoenbrun, in 1954 saw the annihilation of French forces at Dienbienphu, and the French hoped for a final decisive victory, is the witness guest.

Arthur Benjamin is executive producer of "The Twentieth Century" Isaac Kleinerman is producer. "End of an Empire" was written by Robert Shaplen. Sponsor is the Prudential Insurance of America.

Arts Sales Heavy

(Continued from Page 1)

Best-'50s in Vol. 3, in addition to "Looney Tunes" cartoons, with KTVT, Dallas, for Vol. 3, supplement the other two volumes previously signed for by the station. Score to date: Vol. 1, in 123 markets; Vol. 2 in 88 markets, and Vol. 3, released in January, in 34 markets.

Crown for 'Kakeland' Queen

Wichita — Chuck Connors, star of ABC-TV's "Rifleman," will be crowned next month to crown the winner in KAKE-TV's "Miss

Kakeland Pageant." Final judging and crowning will be televised by the station.

Preliminary eliminations for Miss Kakeland will be held Apr. 20 at the KAKE-TV studios, at which time five girls will be chosen for the May finals.

This contest is a local preliminary to the Miss Kansas and Miss America contests. The Miss Kansas contest will be held June 7-9 at Pratt, Kan.

Welstead Appointed GM Of WLBW-TV in Miami

(Continued from Page 1)

here Nov. 20, using call letters WLBW-TV.

Welstead joined the Wilson firm in 1948 as eastern sales manager and handled all sales for its Cincinnati station, WCKY. He was named a vice president of Wilson in 1954. Mason, who joined the Wilson staff in 1953, was before that program director for WLWT, Cincinnati. He has also been with WKRC, Cincinnati; WING, Dayton; WIZE, Springfield, and WWSO, all Ohio.

AGENCY NEWSCAST

By SHELBY COOPER

Safeway Stores has launched an extensive ad campaign, called "Prize Package" on KTLA, Los Angeles, with participations on "Skipper Frank's Carousel," "Adventures of Popeye," "Bozo" and "For Kids Only." Entry blanks are distributed at the chain's 200 stores, and prizes include a 13-day cruise aboard the SS Acapulco, a completely equipped kitchen, and a 16-foot motorboat.

Three more major advertisers have signed to sponsor Yankee baseball games on WPIX. They are Vitalis, via Doherty, Clifford, Steers & Shenfield; Thom McAn shoes, via Doyle Dane Bernbach; and Bardahl, via Miller, Mackay, Hoeck & Hartung, Seattle.

Hoag and Provandie, Boston, has promoted radio and TV director Richard V. Lombardi to VP. Frank M. Baker of Grant, Schwenck & Baker, Chicago, has been elected governor of the sixth district of the Advertising Federation of America. Leo Burnett, Chicago, has made two staff additions: Nelson C. Metcalf as copy supervisor, and Peter R. Olmsted, as TV copy supervisor.

William K. Foster and John S. Howard, account supervisors, have been elected VP's at Ted Bates. Three media supervisors, Paul Reardon, Conant Sawyer and Frank Thompson, have been elected assistant VP's. Marjorie

Thought for Today

"It is unfair and unwarranted to bring under question all licensees in a market — some with renewal applications pending, and others not — and subject them to the cost and distraction involved to provide information for the FCC to use for some undetermined or undisclosed purpose."

—LeRoy Collins
President of the NAB

Deen, for 18 years manager of product publicity for General Foods, has joined Howard Chase Associates.

Howard C. Schellenberg has been appointed radio-TV director of Comstock & Co., Buffalo, replacing Everett L. Thompson. S. Klein department stores, via Metlis & Lebow, has contracted for a saturation spot schedule on WHN, promoting aluminum screens and storm windows. John M. Keeling has been named account supervisor for John M. Simmons, St. Louis.

John G. Kuhn has joined the Richard L. Minns agency, Houston, as director of graphic arts production. The agency was recently retained to handle ads for Continental Bank & Trust. Norman Witlen has been appointed VP and general manager of Computer Effects, optical-effects subsidiary of Gerald Productions.

Officials of the Advertising Research Foundation will discuss the foundation's organization and operation for benefit of some 90 foreign delegates, Apr. 24 at the second international meeting of the 4A's, at the Waldorf-Astoria. ARF now has 50 international members, located in 15 countries.

The Birds Take Over A Pittsburgh Station

Pittsburgh — Management of WJAS has announced today's programming will be strictly "for the birds." Programming manager Gil Faggen has dedicated the day to honoring deejay Jim Fitzgerald's new wake-up partner, a canary. The day's music will feature such hits as "Red Red Robin," "Flamingo" and "Cry of the Wild Goose."

WOW!
WHLI Island*
IS A
**BIG
FOOD
MARKET!**

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

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

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

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SAN FRANCISCO,
OR HONOLULU TO:

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See your Travel Agent or BOAC.
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B.O.A.C.
BRITISH OVERSEAS AIRWAYS CORPORATION
World Leader in Jet Travel

BAT & MIKE

Sportscaster Mel Allen starts his 21st season today as New York Yankee airman, with the games to be carried on WPIX-TV and WCBS. He broadcast his first Yank game in 1939, and signed with them again in 1946 after two years in the Army. Meantime, General Electric has signed as sponsor of WPIX' pre-game "Sportsman's Club" show in behalf of its appliance line, via Maxon, Inc.

Minneapolis — WTCN-TV last night presented a half-hour special on "The Twins — 1962," hosted by the station's sports director, Frank Buetel, and featuring gamecasters Ray Scott, Herb Carneal and Halsey Hall. WTCN Radio, incidentally, is providing a 24-hour telephone service for listeners wishing major league scores and current baseball information. **Vademecum tooth paste and mouth wash is the sponsor.**

Mutual Broadcasting has inaugurated a 10-minute, Monday-through-Saturday sports program, hosted by network sports director Van Patrick.

Cincinnati — Frisch "Big Boy" Restaurants, a 70-outlet chain, will sponsor program features before and after all Redleg games on a 56-station web fed by WKRC here, hosted by gamecaster Waite Hoyt. Rollman Advertising is the agency.

'Pea-Picker' Hosting Buttram Tomorrow

West Coast Bureau of RADIO-TV DAILY Hollywood — Pat Buttram, of KNX's daily noontime show, goes up to San Francisco tomorrow to appear as guest on Tennessee Ernie Ford's new daytime TV program.

Buttram has also made recent guest appearances on the Jack Paar and Ed Sullivan shows out of New York, and last week appeared on NBC-TV's "Tonight" show under its first rotating host, Art Linkletter.

Press Photogs' Award To Dwyer of WTIC-TV

Hartford, Conn. — WTIC-TV photographer Robert F. Dwyer has been named the "news cameraman of the year" by Region 1 of the National Press Photographers Ass'n in recognition of his coverage of the Dec. 8 Hartford Hospital fire that took 16 lives. A formal announcement of his selection will be made at the spring meeting of Region 1, which includes the six New England states, on May 26 at Martha's Vineyard, Mass.

Dwyer's film will also be entered in the NPPA's national contest.

Dwyer has been with WTIC-TV for four years.

David Marlin of WNAC-TV, Boston, placed second, and William Mills of WHNB, New Britain, took third place in the regional competition.

Golden Gate

... and its environs

By BILL SHEA

San Francisco — Ever since he blacked out "The Indiscriminate Woman" on the NBC net series sponsored by Purex, Golden Gate newspaper TV columnists have been needling Harold See, general manager of KRON. After their original howl over the program banning, they followed up by printing caustic complaints from their readers. See finally issued a statement, which the badgering columnists duly printed, but not without getting in a few more swipes at See, whose statement follows in part:

"TV broadcast treatment of subjects involving some of the highly immoral or abnormal aspects of human behaviour has been a controversial issue . . . for many years. One opinion is that such subjects are so offensive . . . and pose such a threat to immature and unstable minds that they should never be telecast. Another opinion is that TV, to serve its purpose, must demonstrate its competence to deal with these subjects and must be permitted a little latitude and freedom comparable to that enjoyed by other media.

"We obviously can find no resolution in pat generalities and conclude that each situation must be judged on its own merits. If TV is to be an effective social force and an independent art form, there must be few subjects, indeed, with which it cannot concern itself, provided that it does

Broadcast Campaign Puts C of C Over T

Columbia, S. C. — Radio TV stations here again in a whirlwind, three-hourbership drive for the localber of Commerce, with members netted between and noon in the intensivepaign.

Campaign headquarters WNOK-TV and Radio, with tional live coverage being vided by WIS-TV and WQXL; WCOS, and WC/ soon as each new member signed, he immediately heannouncement of his name air.

General chairman of the was Frank Harden, manager of WIS Radio and ident of the South Carolina casters Association. Broad ordination between station arranged by Jack Cook, p director at WNOK.

so in a thoroughly resp fashion.

"There appears to be two considerations: (1) integrity purpose and (2) proficiency sentation.

"Integrity of purpose woquire selection of the th achieve a sincere and cre artistic or instructional o and not for sensationalism pander to morbid curios lubricious tastes.

"We felt the subject p ("Indiscriminate Woman" integrity of purpose but proficiency in presentation

Radio, TV Industry News Flashes from Coast-to-Coast

Concert Series Finale

Scranton—WEJL will broadcast the fourth and final program in the 1961-62 series of Scranton Philharmonic Orchestra youth concerts today.

Grebe to KNX Sports

Los Angeles—Gus Grebe, local sports figure, has joined the KNX sports staff and will serve as a writer for the "Tom Harmon Sports Final" show.

For Home Movie Fans

Asheville, N. C. — Bill Banner, WLOS-TV commercial photography director, has written a photo feature article for the May issue of U. S. Camera Magazine, entitled "Million Dollar Art." It advises home movie enthusiasts on making title backgrounds with samples from wallpaper catalogues and gives directions on the

best techniques for photographing the titles.

Dancing the Polka

Chicago—WBKB choreographer Felix Sadoski will substitute Saturday for regular "Polka-Goround" emcee Bob Lewandowski.

Cox Adds TV Grow Show

Dallas — Murray Cox, dean of farm broadcasters and farm directors of WFAA, has added a weekly TV show to his broadcast schedule, with "Murray Cox, R.F.D." on WFAA-TV.

Krayer Sales Exec

Scranton-Wilkes Barre — Edward Krayer has been appointed account exec at WGBI.

Newsman Nabs Another

Dallas — Dick Moore, KBOX news director, has again won the quarterly Award for Best Cover-

age of Radio News, presented by the Press Club of Dallas.

Fennel to WLOS-TV

Asheville, N. C. — Richard "Dick" Fennel, formerly operations manager of WRDW, Augusta, Ga., has joined the WLOS-TV announcing staff.

KMTV Art Director

Omaha — Donald Schendal has been named art director of KMTV. He has previously served in the same capacity at KWWL-TV, Waterloo, La.; KCMT-TV, Alexandria, Minn., and KMMT-TV, Austin, Minn.

CIC, KHPO-TV Offers Series

Phoenix—KHPO-TV is cooperating with the Citizens Information Center to present a special weekly telecast titled "Freedom University of the Air." The CIC is a group of local citizens working towards educating the public

to the dangers of the strategic propaganda of communism.

'Americanism' Accolade

Cincinnati—L. H. Rogers, executive VP of Taft Broadcasting Co., has received an "Americanism" award from the Hamilton County Council of the American Legion for outstanding work for the community and for furthering a better understanding of Americanism.

Elected Production VP

New York — John Affrizzo has been elected VP in charge of production for WCD, Inc.

Zoo's Who: Pixanne

Philadelphia—WCAU-TV children's personality, Pixanne, will be guest celebrity at the Children's Zoo of the Philadelphia Botanical Garden opening on Monday.

RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



REACH THE VOTING MEMBERSHIP of the Academy of Television Arts & Sciences with RADIO-TELEVISION DAILY

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WEDNESDAY, APRIL 11, 1962

N CENTS

CHICAGO HEARINGS' DEATH-KNELL?

Brazil Eases Quota on Imported Films, Lifts Ban for Stations

Special To RADIO-TV DAILY
Rio de Janeiro — Brazil has relaxed its rules to permit more foreign films and video on its TV stations. Foreign films and tapes may now be shown for an hour during each day from noon to 3:30 P.M., 4:00-5:00 P.M., and 7-10:30 P.M., with the same proportion to be observed between 10:30 A.M. and 1:00 P.M. and between 10:30 P.M. and 1:00 A.M. However, the new regulations don't go into effect until April 1, 1963.

Foreign newsreels and foreign animated cartoons, when presented in children's programs outside

(Continued on Page 7)

Marice Mitchell Heads Encyclopedia Britannica

Chicago—Maurice B. Mitchell, former president of Encyclopedia Britannica Films, has been elected president of Encyclopedia Britannica, Inc., as announced by chairman and publisher William Benton following a board of directors meeting here.

Mitchell ended his broadcast career after World War II service, joining CBS in Wash., D.C., as



MITCHELL
as

(Continued on Page 7)

CONTEST FRAUD CHARGES DRAW 'SO, WHAT!' RETORT

St. Louis — Radio station KWK, answering fraud contest charges by the FCC Broadcast Bureau, has maintained that even, if true, the allegations don't constitute wilful and repeated failure to operate an outlet in the public interest.

Filing its reply to the bureau's recommendation that the license be revoked, KWK contends the facts don't warrant such action. At worst, the station says, it was careless in the operation of one contest and gullible in the operation of another.

As to a charge that the station's president, Andrew M. Spheeris, of Milwaukee, knew the prizes

(Continued on Page 6)

Hubbell A 'Guest Prof'

Hubbell Robinson, CBS TV senior vice president, Programs, will participate for two days, starting tonight, in the guest professor series in TV being conducted by the TV and Radio Center of Syracuse University. His three talks are on creativity, live vs. film and industry problems.

Mac Benoff Signing Cues G-T Film Entry

Mac Benoff yesterday was named executive producer in charge of TV film production for Goodson-Todman by Harris Katleman, executive VP in charge of west coast operations. The appointment is considered a major expansion move for G-T in the

(Continued on Page 5)

'Oscar' Average 49.4

In New York, the WABC-TV broadcast of the 34th annual Academy Awards "Oscar" show scored a 49.4 average Nielsen rating, a station spokesman said last night. High point, he said, was at 11 P.M., with a 55.1 for the quarter-hour. Stations researchers said it means 85 out of every 100 New York families watching TV had dialed the Oscar show.

ABC Films Reports 1st Qtr. 50% Gain

ABC Films, Inc., yesterday reported that its first quarter is almost 50 per cent ahead of the same period a year ago. Much of the increase was attributed by president Henry G. Plitt to the Canadian and foreign divisions, while domestic sales also were up.

ABC Films has reported successive sales increases for the past year and a half. Leading domestic

(Continued on Page 4)

25th Anniversary Meet For Ohio Broadcasters

Columbus, O.—The Ohio Association of Broadcasters will hold its 25th anniversary convention May 10-11 at the Somerset Inn, Shaker Heights, with all OAB past presidents honored during commemorative festivities at the second-day luncheon, when RAB president Kevin Sweeney is featured speaker.

R-TV Working Pressmen Set Installation Dinner

The annual installation dinner of the Radio-Newsreel-Television Working Press Association will be held Apr. 24 at the Park Sheraton Hotel in New York. NBC's Gabe Pressman is president.

Admen Told Probe Is 'Vague Fumbling,' Federal 'Disservice'

Chicago — In a slashing attack on the FCC's Chicago hearings which he branded "a horrible example of government disservice to a communications medium," TV Guide Editor Merrill Panitt yesterday declared:

"It is unthinkable that TV in any other city should be subjected to similar treatment."

Following on the heels of NAB president LeRoy Collins' denunciation of the Chicago probe as

(Continued on Page 6)

Decca Earnings for 1962 Should Be Tops: Rackmil

A new earnings mark for Decca Records for 1962 was predicted yesterday afternoon by Milton R. Rackmil, president, at a stockholders meeting here. Earnings for the first quarter of this year, said Rackmil, are estimated at a record \$2,137,000, compared with \$963,815 for the 1961 period.

Busy Broadcast Bureau Adds Assistant Chief

Washington Bureau of RADIO-TV DAILY
Washington — James O. Juntilla, who rejoined the FCC in March, 1961, has now been named assistant chief of the Broadcast Bureau, a new position. The Commission announcement said the bureau requires two assistant chiefs. The other is James E. Barr.

Huck and Yogi Invade England via Funnies

Ed Justin, Screen Gems' merchandising director, leaves Apr. 22 for London as guest of Britain's "Huckleberry Hound Weekly." He'll take along the two specially-created Huck Hound and Yogi Bear costumes used in promotions.

The trip may possibly be extended to Scandinavia, where the publication is scheduled to debut in June.

Video's Future a la Minow and Mrs. FDR

FCC chairman Minow will make a rare TV appearance to discuss video art's future with Mrs. Eleanor Roosevelt and her guests NET's "Prospects of Mankind" in early May. The topic is "New vistas for TV." They will explore use of satellites for international broadcasting, past and future of both non-commercial and commercial TV, and TV as a tool for world education. Other guests are Maryannes, Reporter magazine critic; Irving Gitlin, executive producer creative projects, NBC News, and John F. White, NET president.



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SMPT E Yearly Meet Eyes Light Device

West Coast Bureau of RADIO-TV DAILY Los Angeles — The Society of Motion Picture and TV Engineers opens its annual convention here April 28.

Opening sessions will be on optics and optics systems, and will feature a paper on the Laser, newly developed instrument for transmitting a beam of highly concentrated light.

Other papers will be delivered on The Optical Tunnel, and on Design of Special Illuminating Systems.

'And Now—A Word From...'

A New York ATAS Forum on ratings and programs, entitled "And Now—A Word from the Sponsor," will be held tonight at the Overseas Press Club.

Moderator will be Matthew J. (Joe) Culligan, current RTES president and director and general corporate executive of Inter-public Incorporated.

Dr. Sydney Roslow, director of Pulse, will represent the rating services; Mark Goodson, of Goodson-Todman Productions, sales and program packagers. ABC-TV VP and general manager Julius

COMING AND GOING

JAMES INGREHAM, sales manager of KNX, L. A., in New York on business.

HARRY BUCKENDAWL, KOIN general manager, has arrived in town from Portland, Ore., to visit CBS Radio Spot Sales office.

SAM MENACKER, "Big Time Wrestling From Calgary" commentator, to Indianapolis for personal appearances.

JERRY LEIDER, CBS-TV's director of special programs, back after a business trip to Detroit.

WOR-TV to Colorcast Third of Week's Sked

More than 40 hours of color programming will be seen on WOR-TV next week, representing about a third of the schedule and marking a new high for the station, which has been transmitting color TV now for a year and a half.

Powell Spin-Off Sold by Four-Star

West Coast Bureau of RADIO-TV DAILY Hollywood — "Savage Sunday," a spin-off from the Dick Powell Anthology, has been sold by Four-Star TV on a 26-episode basis to NBC. Pilot on the Nick Adams starrer, previously titled "Saints and Sinners," will be aired on the Dick Powell show May 1.

Marc Daniels will direct the series, time slot for which is set for Mondays, in the Fall.

Broadcast Bureau Grants New FMs, Multiplexers

Washington Bureau of RADIO-TV DAILY Washington — James V. Perry has been granted a new Class B FM on 95.1 mc in Grove City, Pa., and Greater Muskegon Broadcasters gets a new Class B FM on 106.9 mc in Muskegon, Mich., by the FCC's Broadcast Bureau.

The Broadcast Bureau also granted subsidiary communications authorization on a multiplex basis to KHUA, Honolulu, KIMP-FM, Mt. Pleasant, Tex., and Educational WUNC, Chapel Hill, N. C.

Barnathan will represent the networks. The sponsor angle will be given by Douglas K. Burch, P. Lorillard Co. media director.

The forum was arranged by Charles Bernard, Acedemy member and Forum producer. Betty Furness is New York chapter president.

WPRO Adds Announcer

Providence — Ed Miller has joined the WPRO-TV announcing staff. He was previously with WLWC, Cincinnati.

Pre-Hearing Probes 2 License Renewals

Youngstown, O. — The FCC will hold a second pre-hearing conference May 8 to further investigate the situation surrounding WXTV, which shut down operations here a few weeks ago, and WFAW in Farrell, Pa. The first pre-hearing sessions took place last week.

The hearings are to determine whether Sanford A. Schafitz, holder of the WFAW licenses, will be permitted to renew and whether his transfer of his interests in WWJZ, Lorisin, O., violated any FCC rules. The hearings will also determine whether the renewal applications for the Farrell and Lorisin radio stations "would serve the public interest, convenience and necessity," as required.

Boston Outlet Launches Chain-Stores Contest

Boston — WEEI, in collaboration with First National Stop & Shop and Tedeschi's supermarkets, has launched a "What's the Show" contest, running through May 9 and offering \$59,000 in prizes.

A number of CBS Radio stars have recorded spots to be used in the contests. Judging will be done by Reuben H. Donnelly Corp., and winners announced May 28.

Welk, Reagan, Thomas Get Legion Honor Apr. 27

Los Angeles—The results of a nationwide poll of the more than one million members of the American Legion Women's Auxiliary Association will be made public on April 27 when Golden Mike Awards will be presented to Lawrence Welk, Ronald Reagan and Danny Thomas at the Ambassador Hotel here.

Phil Harris, Van Johnson To Be Godfrey's Guests

Phil Harris and Van Johnson will be guests of Arthur Godfrey, Friday on CBS Radio. The Buffalo Bills, barbershop quartet, will provide their four-part harmony.

FINANCIAL

(April 10)

NEW YORK STOCK MARKET

Table with columns: High, Low, C. Lists various stock prices including Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp., Loew's Theat., Magnavox, MCA, M-G-M, NAFI, Nat. General, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: High, Low, Clos. Lists various stock prices including Capital Cities, Desilu, Esquire, Inc., Filmways, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

* OVER THE COUNTER

Table with columns: Bid, 7 1/2, 32, 15 1/2, 17 1/2, 7, 23 1/2, 19 1/4, 10 1/4, 24 1/4. Lists names like Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Security Dealers.

Candidates Appearing On 'Cleveland Caucus'

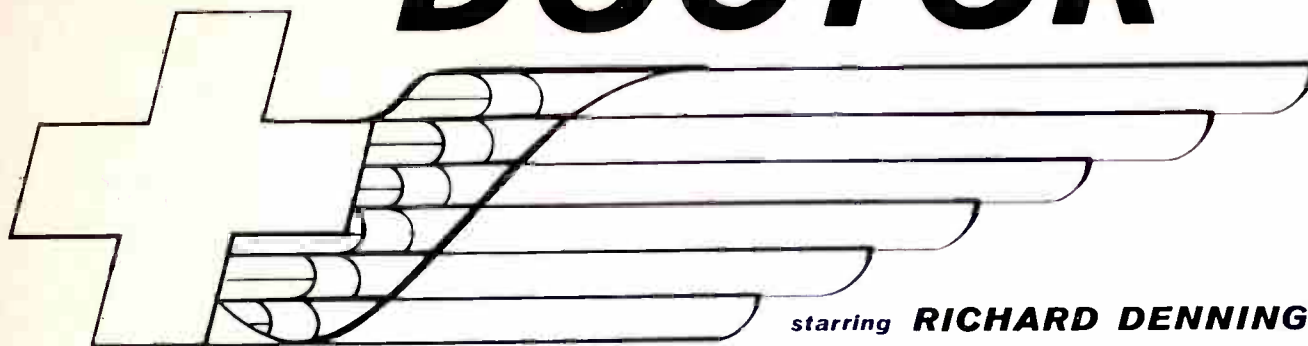
Cleveland — Alexander G. McKos, candidate for the Democratic nomination for governor of Ohio, will appear on WJW-TV's "Cleveland Caucus" Sunday and explain his political platform, which favors legalization of lotteries.

Program moderator is S. Andorn. Other Democratic and publican candidates have, or appear on the show at different dates.

Bellamy Starting As Ho

Ralph Bellamy will host "Zane Grey Theatre" series Summer, starting tomorrow on CBS-TV. Dick Powell, whose company produced the series, originally served as host.

FLYING DOCTOR



starring **RICHARD DENNING**

**THE ONLY FIRST-RUN
MEDICAL ADVENTURE
SERIES IN SYNDICATION**



Yes... the FIRST first-run medical adventure series in syndication and the ONLY first-run medical adventure series in syndication. All 39 completed, ready to put the year's big program trend to work for you. Powerful, vivid action, based on the epic experiences of Australia's unique, world-famous Flying Doctor Service. Stories of the medical heroes who minister to the families in the Australian wild, rugged out-back; whose flying ambulances battle the elements to serve a Continent; to whom kitchen-table surgery is a commonplace. Television's most gripping, human, medical adventure series, available only in syndication and first-run. The perfect prescription for your station, your audience, your clients, your ratings.

FIRST RATINGS JUST IN!!! LANCASTER, Pa. (WGAL) 28 ARB. Four times the rating on two other stations and almost five times the rating on the fourth station. In NORFOLK (WTAR) in just two weeks FLYING DOCTOR with a 14 ARB was only a few points under two long-entrenched series. And you get an adult, buying audience. 68% adults in Norfolk; 71% in Lancaster. That's why Schmidt's Beer and Phillips Petroleum jumped on the sponsor list. Prognosis? FLYING DOCTOR — sure cure for ratings and sales sag.

TV MARKETEERS, INC. Wynn Nathan, President

41 East 42nd Street New York 17, New York YUkon 6-2553

Highway Melody Tour Rolls Into Southland

Third of the "Cities Service Highways of Melody" special colorcasts will be presented Easter Sunday on NBC-TV. En route from Chicago to Miami, they salute towns and cities in Indiana, Kentucky, North and South Carolina and Georgia.

CBC-TV Acts to Get Grey Cup Coverage

Special To RADIO-TV DAILY

Toronto — The CBC has advised the commissioner of the Canadian Football League that the network will enter two separate bids for TV rights to the 1962 Grey Cup Game.

The first bid will ask the league to consider making the rights available on a non-exclusive basis to more than one bidder; the second bid will be for rights to exclusive coverage.

The CBC said the league's acceptance of the bid for non-exclusive coverage would mean that the game would be available to all viewers in Canada on the CBC's English and French networks, while the league would still be free to award similar non-exclusive rights to another bidder.

WXYZ Appoints Collins Ad-Promotion Director

Detroit — Leo V. Collins has been appointed WXYZ advertising-promotion director. For the past five years he has been with WCAU, Philadelphia, as audience promotion manager.

Prior to that he was an agency copywriter and an advertising manager in the retail department store and wholesale appliance fields.

ABC Films Reports Gain

(Continued from Page 1)

properties are "The Life and Legend of Wyatt Earp," sold in 77 markets; "One Step Beyond," in 37 cities, and "Casper, the Friendly Ghost and Co.," to date packed by 56 stations.

Most active overseas, Plitt said, is "Ben Casey," currently seen in Canada, the United Kingdom, Japan, Australia, Panama, Lebanon, the Philippines, Uruguay, Argentina, Honduras, Costa Rica, El Salvador, Guatemala and Venezuela.

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

• • • Z. Demelo, of Radio Record, the Brazilian TV network, made a special trip to New York this week to discuss with Tony Cabot a deal for Tony to produce four specials during August for Brazil channels. . . . A "live" recording of the Passover services being held at Green's Hotel, Pleasantdale, N. J., will be made by one of the major disc outfits to be released in album form for next year. . . . Eddy Manson's exciting original musical score for the recent NBC-TV special, "U. S. 1, American Profile," is being published by Margery Music Corp. and will be distributed to symphonic orchestras throughout the country.

• • • Connie Francis, our singing favorite, who has had 13 consecutive hit records on the MGM label, has been set by MGM to star in "Follow the Boys," which will be brought to the screen by Lawrence Bachman, in charge of production for MGM's London Studios. . . . Her recording of the title song, "Where the Boys Are," became the No. 1 hit in 14 countries all over the world. . . . Ruth K. Hill's "City Reporter" (WEVD & Voice of America) continues to head the list of local programs in our town. Recent guests included in a United Nations feature: Turkish ambassador to the UN Turgut Menemenchoulou; John Luter, Overseas Press Club president, and Waverly Root, Paris correspondent for the Washington Post.



FRANCIS

• • • Showbusiness mourning the sudden passing of Sam Bramson, likeable agent of the William Morris Agency. . . . TV-nightclub humorist Myron Cohen celebrated his birthday by twisting at the Steak Pit, Paramus, N. J. Myron claims he's 39, just like his dear friend Jack Benny. (aw c'mon Myron). . . . Sharon Sussman and Mel Shayne, he's Johnny Tillotson's personal manager, honeymooning in Acapulco. . . . Dancer Lynn Glavin and songstar Roberta Sherwood's singer-son, Don Jr., cozy corner at The Roundtable nightclub.

• • • My Stetson's off to: Producer-director Bill Hobin, who signed for another year at the helm of the successful "Sing Along" show. Hobin's creative magic has brought the Mitch Miller sound to life and kept the show in the top ten category all year. . . . Bernice Massi, for a top-notch performance in Richard Rodgers' smash musical, "No Strings" . . . CBS director Martin Carr, for bringing so much spark and color to the "Calendar" show through exciting and imaginative direction. . . . John Reed King, who added another sponsored morning news strip on KDKA, and as soon as he can get his whole TV gang free they have a standing night-club offer. King's new vocalist, Judy Knaiz, is starred in "Three Penny Opera" nightly at the Playhouse; his band, Joe Negri and his boys, open a month at the Hilton, and King himself has 16 one-nighters booked for this month. Pittsburgh agrees with King, and the ratings seem to agree with the whole idea. Guests on his TV series this week include Earl Wrightson, Rhonda Fleming and Birgit Nilsson of the Met.

• • • Goings on at Audio Fidelity: Erv Bagley, national sales manager for Audio recordings, just returned from the Los Angeles Hi-Fi Show where all Audio Fidelity releases were exhibited. . . . "Folksong: USA" (The Robbinsdale Chorale) is a new release, with selections contained in this recording as typically American as skyscrapers, popcorn and the twist. . . . Oscar Brand's "Rollicking Sea Shanties," with Oscar injecting highly pointed suggestions between the lines. . . . "Patachou Sings at the St. Regis Maisonette," recording made at her most recent appearance at the St. Regis room. . . . "Limbo Party," recording made in Trinidad recently by Sidney Frey. Record also contains instructions on how to do the limbo. . . . "More Best of the Dukes of Dixieland," Vol. 2. First volume was a smash hit and still climbing high on the charts. . . . Diane Terman just returned to Audio Fidelity after a three-month hospital seige with a knee operation, and Claire Orson just returned from the Coast after working on Audio Fidelity during the Hi-Fi show. . . . Sid Frey, president of Audio, leaving again for Europe on the 20th.

TV 'Playoff' Sunday For 'College Bowl'

Sacramento—In order to see a "team" of college students appear on CBS-TV's "G. E. College Bowl" Apr. 22, KXTV 11 conducted a "TV playoff," with program format exactly like network show. Eight students, a professor from the University of the Pacific participated in taped show, which will be presented Sunday.

4-Day Sales Confab Concluded by AA TV

West Coast Bureau of RADIO-TV DA
Hollywood — Allied Artists TV's first general sales meeting, a four-day conclave, was concluded yesterday. Robert B. Morin, VP and general sales manager, presided over the meetings held at the studio of the parent company, Allied Artists Pictures Corp. Steve Broidy, AAPC president, addressed a session of conference.

Morin, who headquarters New York, will remain in Hollywood on business for several days. Other AA TV executives, including Pete Jaeger, New York, eastern sales manager; Fred Fratkin, Atlanta, southern sales manager; Jim Stern, Chicago, mid-western sales manager, and Barn Broiles, Dallas, southwestern sales manager, return to their home bases. Maurice Gresham, western sales manager, is based at the studio.

Banner Films Distributes TV 'Columbia Lectures'

Banner Films, Inc., has been named to handle distribution of "Columbia Lectures in International Studies," widely acclaimed TV series produced in cooperation with the Columbia U. School of International Affairs. Also operating in presentation of the programs are the Regional Institutes of the International Affairs School and the Columbia Associates.

WEDDING BELLS

Drury-Longo

Dick Drury, program director at WIL, St. Louis, and Patti Longo of the KQV staff have announced their engagement. A June wedding is planned.

Fairley-Dunn

Nancie Ann Fairley, KQV receptionist, will be married to Michael J. Dunn, a clinical psychologist at Woodville State Hospital, on Aug. 4.

Mod of FM Bids s Canada's BBG er 2-Yr. Freeze

pecial To RADIO-TV DAILY

ntreal — Bids for FM opera- have begun to pour into the of Broadcast Governors as a of its new policy to encour- Canadian broadcasters to pro- the country's FM channels st possible U.S. encroachment, to provide listeners with a dis- alternative to AM.

Few Sets in Use

expansion has been oversha- by TV, and relatively few dians have FM receivers. Un- announcing its new policy, the had imposed a freeze the past ears on licenses of any kind ht Canadian cities until new ndent TV stations there be- established.

ile FM has existed for 20 years, there are only about h stations in Canada — three em in Toronto. New appli- are told by the BBG that it at to keep FM fare different distinctive from AM, and ore they must agree to do ate FM programming im- itely or in the near future.

Separate Programming

EG, Vancouver, and CKNW, inster, pledged to program ompletely separate from their oadcasting, and CJOR, Van- vr, said its AM and FM pro- r would be simulcast at the s but within three months it al air about four hours of sep- t FM daily.

ter applications for FM sta- are to be heard for three in gry and three for the Winni- rea. In addition, CBU-FM— station in Vancouver — has e for a power increase from 0 watts to 100,000 and said it u broadcast about three hours oarate FM programs daily by 1963.

an Joins Landon PR Account Executive

n Regan has joined Herbert andon, Inc., public relations, a account executive. For the year he has been on the staff dio-TV DAILY. Previously, vas Calkin & Holden, Inc., irector.

Sullivan to Smile—in Greasepaint Anyway

d Sullivan promises to demolish once and for all the canard that an't smile when he makes his debut as a clown, in presenting ing acts of the Ringling Brothers and Barnum & Bailey Circus is CBS-TV show Apr. 22. "I'm burning mad about these false ore," said Sullivan, "because the truth is that I did smile once he program and that was only nine years ago. I also smiled last on when I appeared as Deadeye on Red Skelton's show, but be- e I was in make-up nobody realized it."

Syndie Strategy Charted For Wolper's 'Story of —'

Sales staffers of Ziv-UA are meeting in New York this week on Fall syndication release of "The Story of —," new series produced by David Wolper Productions.

JAPANESE GET CATHOLIC SERIES

NCCM's 'Rome Eternal'
Dubbed for Tokyo Airing

The National Council of Catho- lic Men has announced that the prizewinning film series, "Rome Eternal," will be telecast with a Japanese sound track in Tokyo on May 13, June 10 and July 18.

Arrangements to present these films on Japanese TV were made through the offices of Father James F. Hyatt, M. M., of The Good Shepherd Movement, in Kyoto. While "Rome Eternal" has been shown in Europe, Canada Latin America, and Australia, this is the first time that any of NCCM's programs will be seen by a Japanese audience.

The series was produced by the NCCM and NBC and has been the recipient of both national and international awards.

Benoff in G-T Film Post

(Continued from Page 1)

television motion picture field.

Benoff, a top writer-producer- director, retired three years ago to write plays, the first of which is scheduled for Broadway this Fall. He wrote, produced and directed CBS's "Life with Luigi" for five years and was a writer on the "Danny Thomas Show" for two years.

Katleman said the G-T ob- jective is to achieve TV promi- nence in films as the company enjoys in the live area, which has 31 half-hours now on the major networks.

Benoff's immediate task is to set up network entries for the 1963-'64 season. In addition to creating a number of properties himself, he is also expected to attract other creative people.

Davis Forum Moderator

St. Louis—Rex Davis, KMOX news-public affairs director, will moderate the fifth Medical Forum on May 8, geared to medical aid to the aged.

M. J. (Bud) Rifkin, executive sales VP, said Len Firestone, syndication sales VP will open the campaign Monday.

Sales have already been made to WNBC-TV, New York; WJBK- Detroit; WBEN-TV, Buffalo; KO- MO-TV, Seattle; WRGB-TV, Schenectady; WTAE-TV, Pitts- burgh; WWL-TV, New Orleans; KLZ-TV, Denver; WKRC-TV, Cin- cinnati, WTVN, Columbus, O.; WSAZ-TV, Huntingdon, W. Va.; WVEC-TV, Norfolk; KATU-TV, Portland, Ore.; KOGO-TV, San Diego; KHQ-TV, Spokane; WTVT, Tampa; WBRE-TV, Wilkes-Barre; WKYT-TV, Lexington, Ky.; WC- SH-TV, Portland, Me.; WJTV, Jackson, Miss.; KMJ-TV, Fresno; WMT-TV, Cedar Rapids, and WL- BZ-TV, Bangor, Me.

Parade Heralds Bow Of Music-Sound Fair

Chicago — A parade featuring the nation's leading bands and drum and bugle corps will herald the opening of Chicago's World's Fair of Music and Sound Aug. 31, it was announced by Dick Schory, the trade show's music and education coordinator. The fair will be held Aug. 31-Sept. 9 in Mc- Cormick Place.

Schory noted that clinic pro- grams covering the instrumental field of brass, wood-wind, per- cussion, strings, piano, guitar, or- gan and accordion will be pre- sented by participating manufac- turers. The world's leading in- strumentalists will work with visiting music educators and stu- dents of music.

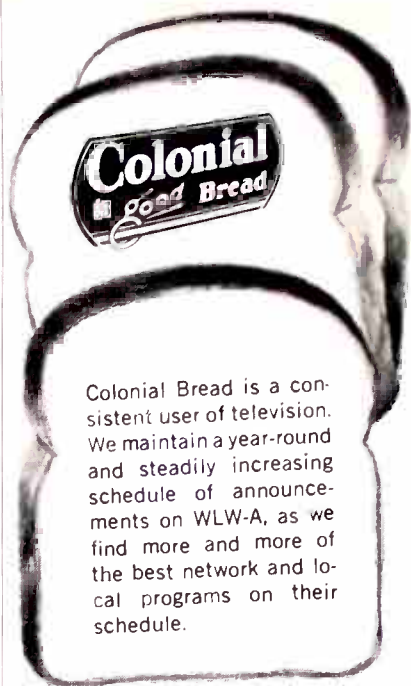
WINS Adds Staff Ass't

George B. Buchalter has joined WINS to assist Gerald Sherwin, advertising, research and publici- ty director.

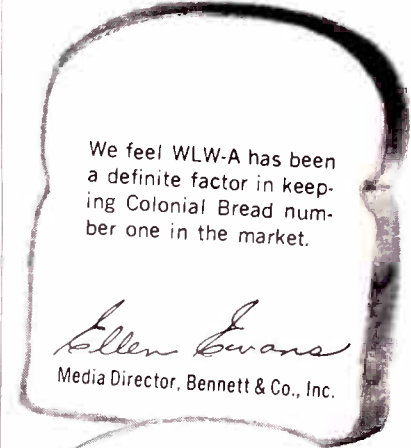
OBITUARY

William C. Bryan

Houston — A funeral service will be held here today for Wil- liam C. (Bill) Bryan, 51, KTRH general manager who died Sun- day while visiting his parents in San Antonio. A funeral ser- vice was conducted there Monday. Bryan, who had been the sta- tion's manager and general manager for seven years, aired a 25- minute human interest program each morning. He previously had worked for WOAI and KTSA, both San Antonio.



Colonial Bread is a con- sistent user of television. We maintain a year-round and steadily increasing schedule of announce- ments on WLW-A, as we find more and more of the best network and lo- cal programs on their schedule.



Media Director, Bennett & Co., Inc.



WLW-a

ATLANTA

TOWER OF STARS

reaches 3 million people in 117 counties

The other dynamic WLW Stations

WLW-T WLW-C WLW WLW-D WLW-I

Television Television Radio Television Television
Cincinnati Columbus Dayton Indianapolis

Crosley Broadcasting Corporation

WTTM Girds For Golf Test

Trenton, N. J. — Nine hundred and twenty silver dollars, representing WTTM's spot on the radio dial, will be the prize for a hole-in-one at the station's Golf Day, to be held May 11 at Mountainview Golf Course.

The station is sponsoring an 18-hole golf tournament for the benefit of the Mercer County Child Guidance Center, and WTTM listeners are invited to join. Details are being worked out by announcer Gene Graves and county and golf club officials.

Jan Peerce to Sing On Passover Special

Metropolitan Opera tenor Jan Peerce, the CBS Symphony Orchestra conducted by Alfredo Antonini and the Amor Artis Chorus under the direction of Johannes Somary will perform music of composers who were influenced by the stirring themes of the Jewish struggle for freedom, in a special hour program celebrating Passover Sunday on CBS-TV.

Music by Handel, Verdi, Mendelssohn and Prokofiev will be part of the program, titled "The Open Door." A presentation of the CBS News Public Affairs Department, it is produced by Pamela Ilott, director of religious broadcasts. Roger Englander directs.

News Chief to Discuss 'Instant Washington'

New Orleans — William B. Monroe, Jr., NBC News director, Washington, will speak on "Instant Washington" at Tulane U. S. McAlister Auditorium here tomorrow. His appearance will be part of the Lyceum-Tulane U. Association lecture series. Monroe was formerly a WDSU-TV news director.

Martha Wright Named Fair's 'Ambassadress'

Lovely Martha Wright, WCBS, New York radio personality and star of the Broadway hit, "Sound of Music," and Richard Rodgers the show's composer, were visited backstage by Washington governor Albert D. Rosellini and Seattle Mayor Gordon S. Clinton. They presented Miss Wright, a native of Seattle, with the Governor's proclamation, conferring on her the title of "Seattle World's Fair Official Broadway Ambassadress," in recognition of her outstanding civic pride and responsibility.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Phil Silvers is due in town May 10 to tape his appearance the next day on the CBS-TV Jack Benny show. Freddy Fields said Silvers is winding up his road show engagement in "Do Re Mi" and will begin his co-starring role with Tony Curtis in "Forty Pounds of Trouble," Curtis Enterprises production for UI release.

★ ★ ★ ★

• • • Much has been written about "Route 66," the only regular network series that is filmed entirely on location, but little has been revealed concerning the physical task involved in such an operation. Associate producer Herb Stewart is the one who actually takes the company out, and on his shoulders rests the responsibility for the footage filmed. The "Route 66" troupe goes out as a self-contained unit for up to six or seven days at a time, carrying with it everything needed for the production. Since they are often completely out of touch with civilization they utilize radio communications in lieu of telephone, repair their own equipment, using spare parts that they carry along in their 10 vehicles. They carry a complete wardrobe as well, and keep buying what is needed as they go along. They spend thousands of dollars in location towns, enhancing their welcome. With that many people living and working together, Stewart has to function not only as producer but as psychologist, peacemaker, consultant and father confessor to the cast and crew. With all the problems involved, Stewart says that he enjoys his present assignment—and TV in general—much more than making feature pictures, where he spent many years. An unexpected by-product of location is the resultant boost in ratings in the areas in which they work.

★ ★ ★ ★

• • • Frank Gorshin has been set for his fourth guest shot on the "Ed Sullivan Show" and leaves for New York June 17. He is keeping busy in the meantime with club dates in such locations as Palm Springs and Lake Tahoe. Steve Allen is back from several days of business conferences in New York involving "Sophie" . . . the Paris

★ ★ ★ ★

• • • Creator Ralph Edwards and emcee Bob Barker will lead a group of stars to the 13th annual fiesta in Truth or Consequences, N.M. Already set are Rose Marie, Peter Graves, Robert Horton, Billy Stange and Buddy Pepper.

★ ★ ★ ★

• • • Kevin McCarthy will guest star in "Nobody Gets Hurt" episode of "Target: The Corruptors," which got rolling yesterday at Four Star. Jay Jasin, announcer-DJ, is now heard on radio in many foreign countries via his "Jasin Street" program thru Jim Ameche Productions. Hong Kong is the latest to buy the series.

Calls Chi. Probe 'Disservice'

(Continued from Page 1)

"unfair and unwarranted" before 2,000 persons at the industry convention, Panitt's hard-hitting straight-from-the-shoulder observations are believed certain to cause repercussions in Washington. Some of his auditors even saw in it the death-knell of all such hearings in the future.

'Mixing Fact With Fancy'

Addressing a luncheon meeting of the Broadcast Advertising Club in this city, Panitt said, the hearings "so far have succeeded only in mixing fact with fancy, practicality with Utopianism, sincere do-gooders with crackpots, educators with charlatans."

The whole affair could have been much more fairly handled, he said, if the FCC had assigned one of its staff administrators to a complete study and then have him file a detailed report for the Commission's disposition.

Public hearings are called for, he asserted, if "there is some ques-

tion about renewing a station's license . . . at which the men being accused can answer their accusers and both sides of the argument publicized at the same time."

The FCC could do more to instill a sense of community responsibility, on the basis of solid evidence, by lifting a few licenses "than it could in 10 years of promoting Chicago style spectacles," Panitt said.

Decries Court 'Fumbling'

He called the Federal Court-house sessions "a vague fumbling to learn the truth in an area where nothing is black or all white—or all truth or all false," and continued:

"It is an area, chiefly, of subjective opinion. What facts are available do not require a public hearing. . . TV will never be free of criticism—and it shouldn't be. The hearings . . . are a horrible example of government disservice . . . a travesty on democracy."

Canada Show Aids Crippled

Special To RADIO-TV DAILY

Toronto — Actress Toby Rob will emcee "Timmy's Easter Parade of Stars," to be simulcast Sunday on CBC-TV and the Trans-Canada and Dominion radio networks. The program will be a hour portion of the stage presentation from the Maple Leaf Gardens here, an annual event aid of the Ontario Society for Crippled Children's Easter Show campaign.

Columbia Sales Up For Classical Disks

Columbia Records has announced that consumer sales Masterworks classical recordings have increased 50 per cent the first quarter of 1962 over the corresponding period in 1961.

William Gallagher, Columbia Records marketing VP, forecast continued sales increases for Columbia's classical product. He said, "The acquisition of Horowitz to our Masterworks roster and the success of recent promotions such as the special price two-LP sampler of Chabrier and The Philadelphia Orchestra should insure excellent sales in the months ahead."

Fraud Charges Answered

(Continued from Page 1)

weren't hidden until the end of the Treasure Hunt contest, station says this was based on "unsupported and uncorroborated testimony" of William L. Johnson Jr., former manager.

"There is no evidence to show that KWK's management deliberately jammed the lines, or connected the phones or did anything else to prevent such calls from coming through," the station has replied.

The Broadcast Bureau's decision on prizes dealt only with vacation trips awarded as prizes. The station asserts, adding that it awarded 438 prizes, of which 23 were trips. KWK says it took steps to compensate trip-winners who were inconvenienced.

Comedians to 'Talk' On 'Funny Bone Time'

WINS, seeking to further its field of recorded comedy, has announced "live" interviews with famous comedians on the post-midnight "First Show" hosted by Jack Lazare. The interviews will be done in conjunction with the hour "Funny Bone Time," which is extended to an hour and a half when Lazare has guests.

People-to-People Broadcasters Tour

Coast Bureau of RADIO-TV DAILY in Francisco — Six broadcast-ers among 16 volunteer People-people "ambassadors" who this week will present national leaders from seven countries in the Far and East with honorary membership in the organization, created in 1956 by then President Eisenhower to advance the cause of peace by promoting understanding and friendship among individuals of all nations.

Japan's Premier Slated

The first recipients of "distinguished honorary memberships" in the People-to-People will be Premier Ichiro Ikeda of Japan; Premier Jawaharlal Nehru of India; President Ngo Dien of Viet Nam; King Bhumibol of Thailand; Shah Mohammed Reza Palvi of Iran; King Hussein I of Jordan, and President Gamal Abdel Nasser of Egypt. Broadcasters in the group, which depart at the weekend on the first leg of the tour, are Robert T. Mason, president of WMRN, Marion, O.; Fred Retrum, KYTV, Springfield, Mo.; Rosemary Grace, Unity League of Broadcasters; Bernice Huffman of Minneapolis, who broadcasts from the north-central states; Katharine Kaufman, XETV, San Diego, and Audrey Miller Bodner, WDAF-TV Kansas City.

Murice Mitchell Heads Encyclopedia Britannica

(Continued from Page 1)

Manager of its then-owned WTOP. Mitchell spent several years with the NAB, founded the Broadcast Advertising Bureau and was associated with NBC. He had been president of Britannica Films since 1953.

Mitchell has taken a position of active leadership in the field of new techniques in education. In addition to extensive teaching, lecturing and platform appearances on subjects related to new media and communication in education, he testified in behalf of the audio-visual field before committees of the House and Senate prior to passage by Congress in 1958 of the National Defense Education Act.

Fazil Eases Quotas

(Continued from Page 1)

In the 7-10:30 PM time period, do not count against the quota. The present much more restrictive rule limits showing of foreign films to 30 minutes per day during 7-10 PM and to 20 per cent for all other time periods, and of which only two-thirds can be accounted for by foreign films. Foreign films still will have to be dubbed in Portuguese, except for newsreels and animated cartoons.

AGENCY NEWSCAST

By SHELBY COOPER

Acting on the theory that all agency people are telephone-compulsive, sales reps at CBS Radio have developed a new nerve-frazzler for use on agency contacts who may be thinking of Spring instead of business.

The sales rep uses his agency man's phone to call a special network number with an "electronic secretary" and hands the phone to his friend, who finds himself listening to a minute-and-a-half sales pitch by Betty Furness for her show. Reports to date are that no agency man has yet been able to put the phone down before listening through the complete spiel.

Gertrude B. Murphy, Long Advertising, San Francisco, has retired from active management of the agency's radio and TV department. Mrs. Murphy began her advertising career by throwing promotional leaflets out of a 1920 biplane over Long Beach, Calif., 42 years ago.

Pepsi-Cola, via BBDO, has launched a concentrated ad campaign in the Detroit area, with 26-week sponsorship of two daily newscasts on WCHB, and three spots daily on the station's late afternoon music show. Two-thirds sponsorship in NBC-TV's Bob Hope special for Apr. 25 has been purchased by Beech-Nut Life Savers, via Young & Rubicam.

Donald W. Miller, announcer and time salesman at WTOL, Toledo, for eight years, has joined Moore & Bellows agency as an account exec. Jack E. Rodwell, copy chief at Rumrill Co.'s New York office, has been elected a VP. Richard C. Butler, Lever Brothers, has been promoted to media director, succeeding Howard Eaton Jr.

Goldman & Shoop, Pittsburgh, has purchased 12 spots per week for 17 weeks on KDKA-TV's late evening "PM," on behalf of Anchor Supply Co. Joe E. Brown has been signed to deliver com-

Miami's New TV Station Adds Two to Sales Staff

Miami — John Barnard and James Fletcher have joined the sales staff of WLBW-TV.

Barnard formerly was an account exec for WCKR and WTVJ here. Prior to that he was classification manager for all Faucett Publications.

Fletcher previously was an account exec with WCKT here. He also was associated with WEAT-TV, West Palm Beach.

Thought for Today

"In its lower fringes, advertising is still smeared with much that is definitely unfriendly to consumers. Periodically the shy-sters get too bold. There are 'crime waves' in advertising as there are in other activities. Fraudulent and misleading advertising shatters the public's confidence in publicity. Consumers then become less responsive to all advertising."

—J. C. MacRae
Member of Parliament,
Canada

Commercials in Tasty Baking Co.'s sponsorship of Philadelphia baseball on TV.

John C. W. Daly has joined the Los Angeles office of Geyer, Morrey, Madden & Ballard, now being expanded to handle a number of Max Factor lines. Kenyon & Eckhardt account supervisors Kevin Kennedy, W. Lee Abbott and L. Dickson Griffith have been promoted to management supervisors.

Purex Spec to Study 'The Problem Child'

"The Problem Child," a documentary drama about an unruly child and his relationship with his troubled parents, will be presented Apr. 19 on NBC-TV's "Purex Special for Women."

Written and produced by George Lefferts, "The Problem Child" will be directed by Lela Swift. Pauline Frederick, of NBC News, will act as reporter for the special and will interview Dr. Nathan Ackerman, a psychiatrist.

Murrow Tops Speakers At OPC Awards Dinner

USIA director, Edward R. Murrow will be the principal speaker at the Overseas Press Club 23rd annual awards dinner Friday at the Waldorf-Astoria. Winners in 14 categories of OPC awards for distinguished achievement in foreign journalism in 1961 will be announced during the dinner.

Ken Marthey to Make TV Film Commercials

Ken Marthey, a former producer for Benton & Bowles and director for On Film, Inc., has joined Little Movies to work on production of TV commercials.

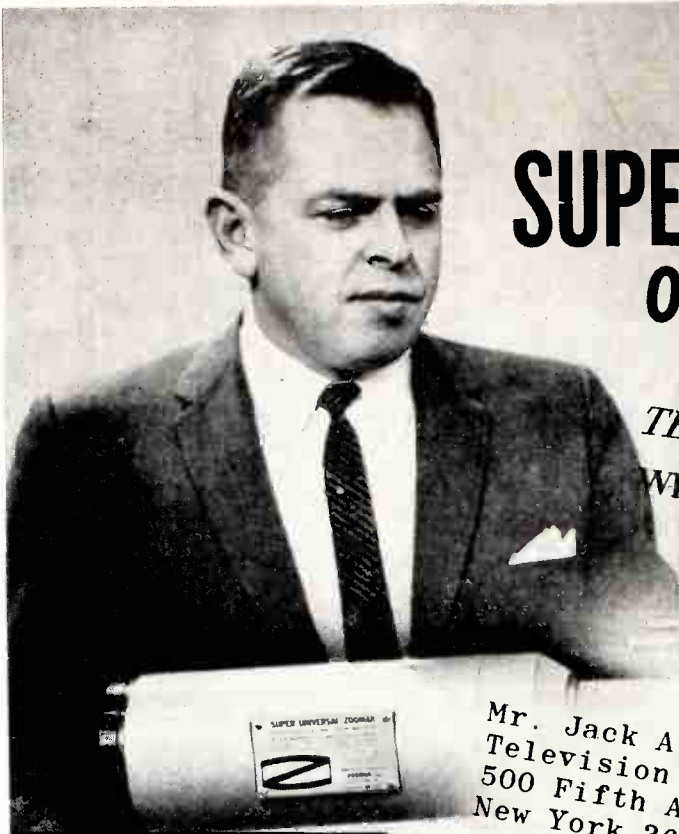


The actions of men are like the index of a book; they point out what is most remarkable in them.

Thomas

—A Thought For The Day—

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



ALL-PURPOSE SUPER UNIVERSAL ZOOMAR

Optically Improved 100%

TELEVISION **WPIX** CHANNEL 11
WPIX inc • 220 East 42nd St., New York City 17

OTIS FREEMAN
VICE PRESIDENT IN CHARGE
OF ENGINEERING



**Otis Freeman
gets
the First!**

Mr. Jack A. Pegler
Television Zoomar Company
500 Fifth Avenue, Room 2223
New York 36, New York

Dear Jack:

Congratulations are in order for your new lens creation -- the Super Universal Zoomar with improved optics.

Since we purchased the first one off the line it has performed in a very commendable manner for us. We used it with great success at the recent track meets in Madison Square Garden, and at the WPIX-11 pool feed origination of the reception and banquet at the Waldorf-Astoria Hotel for Marine Astronaut John Glenn. We believe it will serve us well when we start our exclusive coverage of the World Champion New York Yankee baseball telecasts within the next few weeks.

As one of the oldest television stations, in the most competitive market in the country, Channel 11 has pioneered in many facets of programming and engineering. Much of this success may well be attributable to the fact that early in television we saw the inherent value on using Zoomar lenses -- way back in 1948.

In this new lens, the improvement made by Dr. Bach is quite apparent, and we believe it adds a new dimension in broadcasting.

Sincerely,

Otis Freeman
Otis Freeman

OF/cm

JACK A. PEGLER

BILL PEGLER

TELEVISION ZOOMAR COMPANY 500 Fifth Avenue, Room 5520 • New York 36, New York • BRyant 9-5835
Cable address PEGTELZOOM

Television Zoomar, the originator -- 15 years of specialization in the manufacture of ZOOMAR LENSES for Television
OVER 600 ZOOMAR LENSES USED AT TELEVISION STATIONS AROUND THE WORLD



Indiana University Library
Bloomington Ind

Established February 9, 1937

NO. 71

THURSDAY, APRIL 12, 1962

TEN CENTS

MACK-MESS' VOIDING FLA. GRANT

er 1st Quarter Earnings Peak; 'Flow' Seen

Miami — With net earnings before taxes better than double the same period of '61, George Storser, board chairman of Storser Broadcasting Co., told stockholders meeting that gross revenues for first quarter this year are 100 percent higher than the firm's first quarter this year 11,596, compared with \$1,648 earned last year's quarter. Per share earnings for (Continued on Page 7)



STORER

HUNTLEY FORMS OWN FILM FIRM

Documentary Films Planned
At Farm-Studio in N. J.

NBC newsman Chet Huntley has formed Chet Huntley Enterprises, Inc., to produce TV and documentary motion pictures. A 5,000-square-foot studio is being constructed as part of a remodeling project on a farm he recently purchased near Stockton, N. J., (Continued on Page 7)

House Unit Prevents FCC 'V-U' Turnabout

Washington Bureau of RADIO-TV DAILY
Washington — Strong "Legislative History" aimed at preventing any FCC turnabout on its promise to withhold for a period of years any action to shift TV stations now operating on VHF channels to UHF channels has been written into the report of the House Commerce Committee (Continued on Page 5)

Radio's Busting Out Anew Over Canada With Two 50-KW's

Special To RADIO-TV DAILY
Montreal — The CBC, in its first step of magnitude in radio since the advent of TV 10 years ago, has asked the Board

Toronto — Public confidence in radio news broadcasting is declining reports are being bracketed by too many bells, gongs, sirens and other show-business sound effects, the Radio and TV Executives Club was told here by Sig Mikelson, chief of Time, Inc., broadcast division.

of Broadcast Governors to approve the building of 50,000-watt stations in Calgary and Edmonton at a cost of \$1,750,000. Operations for both would cost \$500,000 (Continued on Page 6)

KTWL Now Is KICM

Golden, Colo.—KTWL has received permission from the FCC to change its call letters to KICM.

Improprieties Negate Jacksonville License, 2 Examiners Decide

Washington Bureau of RADIO-TV DAILY
Washington — The original grant of Jacksonville, Fla., Channel 12 to Florida-Georgia TV should be voided because former FCC Commissioner Richard A. Mack made off-the-record phone calls about the case, FCC chief hearing examiner James D. Cunningham and hearing examiner Chester F. Naumowicz, Jr., decided yesterday. The unusual decision held that no impropriety by the winning applicant contributed to the result. It disqualified the two losing (Continued on Page 4)

Rahall Plans Jan. Start On Tampa Area's Ch. 10

St. Petersburg — Rahall Broadcasting's WTSP-TV will begin telecasting on VHF Channel 10 about next January as WLCY-TV, serving the St. Petersburg-Tampa area, it was announced by Sam Rahall, president of the station. The CP for the station was granted last Jan. 17 by the FCC, and construction of the studio build- (Continued on Page 7)

Drops Syracuse Ch. 9 Bid

Syracuse—Valley Interim Television has withdrawn its application for temporary operation of a station on Channel 9 here, pending takeover by the competing applicant who succeeds in the many-sided contest for permanent possession of the channel, the FCC reports.

George Campbell Elected Peoples' Executive Veep

Columbus, O.—George W. Campbell Jr., has been elected executive vice president of Peoples Broadcasting Co., a group of one TV and five radio stations. For the past four years he had been Nationwide In- (Continued on Page 3)

3 1/2 Hour' Back on NBC Monthly Color Shows

"Bell Telephone Hour" will return to NBC-TV next Fall as a half-hour color special, be- (Continued on Page 6)

\$150,000 Slated for TV 3-Month 'Coke' Drive

Atlanta—Coca-Cola has added a \$150,000 TV advertising campaign to commitments already made for the months of June, July and August, representing—in all probability—"the most extensive campaign for "Coke" in its history." Eleven shows on nighttime will get \$300,000, with the rest slated for eight daytime shows.

Let's Talk It Over } **Everybody but Minow**
Is singing the Refrain:
"Let's Call It Off"
By ARTHUR PERLES

WITH A GRACIOUS gesture befitting his distinguished Southern name, FCC Commissioner Robert E. Lee today returns to what is probably the most thankless, uncomfortable duty he has ever had to perform.

Despite the onerous nature of his assigned chore; Lee—as presiding officer of the inquiry into Chicago's TV programming—has told newsmen he's sure the networks and their outlets in this midwest metropolis will establish that local autonomy isn't a sometime thing.

Testimony by the stations' management will demonstrate that New York headquarters do not dictate home-town broadcasting policy. And, they'll have heaps of correspondence and memoranda concerning programs and personnel to prove it.

Evidence adduced a couple of weeks ago claimed, on the one hand, that networks pipe in national programs to save costs of local shows, to assure wider audiences and produce a larger profit . . . contrariwise, numerous wit- (Continued on Page 8)



LEE

'Radio Month' Jingles In Stereo for 1st Time

FM stations, for the first time, will be supplied this year with Radio Month jingles in stereo as well as monaural recordings by the NAB. In addition to seven different jingles, the NAB-supplied kit for May features salutes to radio by President Kennedy and all 10 members of his Cabinet, plus a special message from NAB president LeRoy Collins.



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ARTHUR PERLES : : : : Editor

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Office: 1126 National Press Building
Executive 3-4808

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McGannon to Chair N.Y. Fund Division

Westinghouse Broadcasting president Donald H. McGannon is serving as chairman of the Major Corporations Division of the Greater New York Fund 1962 appeal, it was announced by Herbert B. Woodman, president of Interchemical Corp. and this year's general campaign chairman for the fund, which will launch its drive May 10.

McGannon will supervise efforts of 21,000 volunteers who will solicit funds from 80 major corporations and their 474,000 employees. Contributions help maintain 425 medical, health and welfare agencies, which make the Fund one of the world's largest networks of local non-profit community services.

KGW-TV Shows Steps To Survive Nuclear War

Host of last Bureau of RADIO-TV DAILY

Portland, Ore. — "Objective Survival," a factual televised report on what is being done and what can be done to increase one's chance for survival during a massive nuclear attack, was shown on KGW-TV last night. Alexander Scourby was host for the half-hour program filmed in Washington, D. C.

COMING AND GOING

DON KNOTTS, co-star of CBS-TV's "Andy Griffith Show," in town for a guest spot on "The Garry Moore Show."

WALTER CRONKITE was in Chicago, yesterday to speak at the Business Equipment Manufacturers Ass'n. luncheon.

REBECCA WELLES, having completed her work in "The Defenders," has left N. Y. for Hollywood.

DON FEDDERSON, "My Three Sons" producer, to Honolulu on a business-vacation trip.

MONA BRUNS, featured on CBS-TV's "The Brighter Day," returned to Hollywood.

ROBERT ELLIS MILLER has left Beverly Hills for New York to confer with MCA and his agent.

GEORGE F. HARTFORD, WTOP-TV VP and general manager, from Washington to N. Y. to visit TvAR and CBS-TV offices.

BOB DENVER, featured in "Dobie Gillis," in Georgia for p.a.'s.

'Visual Craft of Wm. Golden' Eyes Late CBS Exec's Work

"The Visual Craft of William Golden," a book of the highly acclaimed original designs of William Golden, late creative director of advertising and sales promotion for CBS-TV, is being published this week by George Braziller, Inc.

The book is edited by Cipe Pines Golden (Golden's widow), and Kurt Weihs and Robert Strunsky, associates of Golden at CBS-TV. Its publication will coincide with the opening of "The William Golden Show," a collection of his works to be exhibited by the American Institute of Graphic Arts.

"The Visual Craft of William Golden" is illustrated with 137 pages of examples of books, advertisements, brochures and mailing pieces that Golden designed. Perhaps the most widely known creation was the now familiar "eye" trade mark for CBS-TV.

Preface by Dr. Stanton

Text of the book includes articles and talks by Golden, reflecting his philosophy of design; a preface by Dr. Frank Stanton, CBS president; an introduction by designer Will Burtin, and essays on Golden's works by artists Ben Shahn and Feliks Topolski, and John Cowden, CBS-TV information services VP.

The editors of "The Visual Craft of William Golden" cite the many friends and associates who cooperated on the volume, with special appreciation to Fred W. Friendly, executive producer of "CBS Reports," and Edward Side, production manager of CBS-TV's advertising sales promotion department.

'Subtle and Original'

In his foreword Dr. Stanton says, in part: "CBS has a very deep and a very real obligation to Bill Golden—and so, by extension, does all advertising. Bill believed that the way to command attention and win approval was not by being sensational or shrill or obvious, but by being distinguished and subtle and original. This book, indeed, is an anthology of how to achieve distinction through un-failing good taste . . ."

Surgery on TV Sunday

A nine-minute segment of an actual operation, filmed at the Illinois U. College of Medicine, will be shown Sunday on ABC-TV's "Meet the Professor." The camera will also follow Dr. Warren Cole, head of surgery, on a tour of the university's medical ward.

AP's R-TV By-Laws Due for Overhauling

Members of The 1962 Associated Press Radio and TV Association By-laws Committee will meet in the general offices of the news service tomorrow to discuss AP-RTA by-laws which have been in effect since they were adopted in 1954. The by-laws served the organization during its formative years and the group is expected to consider whether any changes are necessary. Committee members Dwight Martin, WDSU, New Orleans, chairman; Paul Adanti, WHEN-TV, Syracuse, and Tom Eaton, WTIC, Hartford, Conn. Also attending will be Daniel W. Kops, WAVZ, New Haven, Conn., and WTRY, Troy, N. Y., APRTA president; The AP's Oliver Gramling, APRTA secretary, and legal counsel Frank Wachsmith.

Space-Medicine Aired

Hale Sparks, host and moderator of CBS Radio's "Science Editor," tomorrow will discuss problems of medical care in outer space. The Air Force is now developing new nursing techniques at its school of aerospace medicine, Brooks Air Force Base, Texas.

FINANCIAL

(April 11)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	18 1/2	18	18 1/8
AB-PT	36 1/2	35 5/8	36
A. T. & T.	130 3/8	128 5/8	128 3/8
AVCO	26 1/8	25 3/4	25 3/4
CBS	42 1/4	41	41 1/4
Columbia Pic.	23 1/2	23	23 1/8
Crow-Coll.	40	38 7/8	39
Decca	51	48 1/4	48 1/4
Disney	37 1/2	36 3/4	36 3/4
East. Kodak	112 1/2	110 3/4	110 3/4
Gen. Prec.	46 3/8	46	46 3/8
Gen. Tel.	24 3/4	24 1/2	24 1/2
Hazeltine Corp.	23 7/8	23 3/8	23 5/8
Loew's Thea.	42	40 1/8	40 1/8
Magnavox	45 3/4	45 1/8	45 1/8
MCA	67 7/8	66	66
M-G-M	42 1/2	40 3/4	40 3/4
NAFI	27 3/8	26 1/2	26 1/2
Nat. General	8 3/8	8 1/8	8 1/4
Plough	76 3/4	74	76
RCA	58 5/8	57 1/2	58
Storer	32 3/8	32 1/8	32 1/8
20th-Fox	28 3/8	28	28 3/8
United Artists	33 3/8	32 1/4	32 1/4
Warner Bros.	17 1/4	16 7/8	17 1/4
Westinghouse	35 1/2	35	35 1/2
Zenith Radio	71 1/2	69	69

AMERICAN STOCK EXCHANGE

Capital Cities	18	17 7/8	17 7/8
Desilu	10	10	10
Esquire, Inc.	12	12	12
Filmways	9 3/8	9	9 3/8
MPO	11 1/4	10 7/8	11 1/8
NTA	17 1/4	17 1/4	17 1/4
Reeves Sound	5 1/2	5 3/8	5 1/2
Rollins	11 1/4	11 1/4	11 1/4
Screen Gems	19 1/2	19	19
Technicolor	18	17 5/8	17 5/8
TelePromp-Tel	15 3/4	15 3/4	15 3/4
Trans-Lux	15 3/8	15	15
TV Industries	2 1/2	2 3/8	2 1/2

* OVER THE COUNTER

Jerrold	7 7/8
Meredith	32
Metromedia	15 5/8
Official Films	17 3/8
Scranton	7 1/4
Sterling	2 1/4
Taft	19 3/8
Transcontinent	10 1/4
Wometco	24 3/4

* Courtesy of National Association of Security Dealers.

Collyer on Rad'io Panel To Discuss Education

Stamford, Conn. — TV Bud Collyer will join two educators Monday night on TS-AM-FM's "Community Live" panel show in a discussion of efforts to raise this nation's education standards for "our citizen tomorrow." Moderator of question-answer program is Mrs. Kweskin, who is also its director.

The other panelists will be Stamford School Superintendent Joseph Franchina and Greenwich public school psychologist and ainer John F. Molloy, Jr. Members of the studio audience will ask questions of the panel. Mrs. Kweskin also relays questions phoned in by listeners.

Thomas Tinsley Gets With-AM-FM Control Cost of \$642,731

Washington Bureau of RADIO-TV DAILY
Washington — The FCC's Broadcast Bureau has okayed transfer of control of WITH-AM-FM, Baltimore, from the First National Bank of Baltimore, Executors of the estate of Louise Carey Tinsley, and Louise Carey Steinman to Thomas G. Tinsley, Jr., for \$642,731.

Broadcast Bureau also approved sale of WFTC, Kingston, N.C. by Connie B. Gay to HGR Broadcasting for \$794,150; sale of WIA, Winnemucca, Nev., by Dr. R. Duarte, et al., to L. C. Esther Boner and H. F. and Anna Walters for \$27,000, and sale of 96.9 per cent of KGMO, Girardeau, Mo., by William Bandt to James Wilson Earl Schoff, Norman Wood, George Horst, H. L. Jones, G. V. and R. H. Limbaugh, Jr., for \$125,079, subject to certain conditions.

Doorah Ishlon Resigns Columbia Records VP

Doorah Ishlon, with Columbia Records since 1946, has resigned her post as creative services VP and will concentrate on completing her second novel. Her name has been optioned for film production. Miss Ishlon served in the post since May, 1960, directing Columbia's art, advertising, sales promotion, literary and information services activities.

George Campbell Elected People's Executive Veep

(Continued from Page 1)

People's advertising director. People's Broadcasting is an associate of many of Nationwide. Campbell, began his communications career in 1942 at WGBI, Union, Pa., and later served as assistant manager and program director for WOL, Washington.

Campbell was also Washington's director and White House correspondent for the former Liberty Network in 1953, before moving to Nationwide.

Filming OK'd for Flame Rite

Pittsburgh — Ray Stewart, WITV's director of public affairs, has been granted permission to film the Greek Orthodox rite, "Miracle of the Flame," in Jerusalem at Easter.

Filming of the ritual is to be part of a series Stewart will shoot in various parts of the

DENVER U. RADIO-TV HQ. IN NEW \$200,000 BLDG.

Denver—A new \$200,000 structure housing widely expanded activities in the fields of radio and TV instruction and research at Denver U. is now in operation. Construction was completed in January at a cost of \$104,300.

BRITISH ISLES TUNED TO GLENN

Largest Audience in History
Heard BBC Pickup of NBC

NBC Radio's coverage of Col. John Glenn's orbital flight Feb. 20 produced the largest listening audience in the history of the British Isles, according to a special study made by the BBC's Audience Research Department.

"At some time or another during Feb. 20, 15 million people—30 per cent of the population of the British Isles—listened to the BBC's 'live' sound radio coverage of Col. Glenn's historic flight into orbit," the BBC said.

By arrangement with NBC Radio, the BBC picked up NBC News correspondents Merrill Mueller and Jay Barbree who were covering the event at Cape Canaveral, Fla. NBC News' radio coverage was produced by Russ Tornabene.

Audio Engineers Hear Talk on Sound-Level

At the New York section April meeting of the Audio Engineering Society Tuesday night, Martin W. Basch, General Radio Co., Concord, Mass., will talk on "Effective Use of the Level Recorder in Acoustic Measurement." The meeting will be held at Gotham Recording Corp.

Measurements of reverberation time, frequency analysis and loudspeaker frequency response will be described with data from a typical commercial level recorder. Examples will be used to illustrate these techniques.

Isaac Stern Soloist

Isaac Stern will be soloist and Leonard Bernstein conductor, Saturday in the New York Philharmonic concert on CBS Radio. This concert is third in the "Middle Europe Tradition" series.

The building is equipped with some \$100,000 in newest commercial installations, including standard image orthicon cameras.

In addition to the new facilities, the faculty of the radio-TV department has been tripled in the past year. Proposed new additions to the staff will see the number of faculty members expanded from three to nine.

Current part-time lecturers include Richard Schmidt, a member of the firm of Leshner, Schmidt and Van Cise and a member of the FCC Bar, lecturer in radio law; Jack E. Carver, TV production manager of the Aladdin Broadcasting Co. (KLZ-TV), lecturer in TV advertising, and Lewis W. Hunter, local sales manager of KLZ Radio.

New Curriculum Provided

A newly designed curriculum will offer enlarged graduate studies in the fields of radio and TV for the first time and, at the same time, will launch a new program of research and experimentation into the use of closed-circuit TV and other electronic media in classroom instruction.

Iranian Shah and Queen To Appear on TV Specs

Washington Bureau of RADIO-TV DAILY
Washington — Shah Mohammed Riza Pahlevi of Iran, who arrived in the U. S. yesterday on a state visit with his wife, the former Farah Diba, will be the subject of two CBS News programs this Sunday and next on CBS-TV. Both will originate here.

The Shah and Queen will be interviewed by David Schoenbrun, CBS News Washington bureau chief, on the first, "A King's Mission to Washington." This special broadcast will preempt "Washington Conversation" on this date.

On the second program, "Washington Conversation" will present a personal profile of the Shah, with CBS News correspondent Paul Niven, the program's host, interviewing the monarch.

Fog Horn, Carousel, Taped for 'City's Pulse'

Los Angeles — Striving to present the "pulse of the city," KLAC-AM-FM is interspersing its programs through the day with sounds recorded by roving reporter Sam Benson. Children on a merry-go-round, a crowd at the airport, a fog horn in the harbor are taped and run between shows.

in the public interest

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

Representative: **MEEKER**

STEINMAN STATION
Clair McCollough, Pres.

'Expedition' Explains Strange Pacific Cu't

On the island of Tana in the South Pacific, the inhabitants hopefully await a strange Messiah named John Frum. "Cargo Cult" — the account of this new religion filmed by David Attenborough, leader of a BBC expedition, — will be shown on "Expedition!" Apr. 23 on ABC-TV.

The natives of Tana in the New Hebrides have waited for 19 years for Frum, a white man, to arrive in an airplane or ship, bringing an abundance of free cargo for everyone — radios, fountain pens, glasses, refrigerators, guns, jeeps.

FCC Delays Filing on License-Fee Proposal

Washington—At the request of the American Radio Relay League, the FCC has postponed the filing deadlines on its proposal to charge fees covering the commission's licensing and regulatory activities. The new date for original filings is May 16 and the new deadline for reply comments is June 16. Both dates were pushed back one month.

Easter Parade in WPIX Cap

WPIX, for the 14th successive year, will present a special two-hour telecast of the "Easter Parade" on New York's Fifth Avenue on Apr. 22, sponsored by the International Ladies Garment Workers Union via Wexton Advertising.

News commentator John Tillman will appear as co-host with weathergirl Gloria Okon. They will be stationed, with WPIX's

remote cameras, in the Rockefeller Center area to provide home viewers with a close-up of the fashionable promenade and conduct special interviews. Executive producer of the "Easter Parade" telecast in Herb Holmes, with Marvin Long directing.

L.A. Station Boosts Student Science Fair

West Coast Bureau of RADIO-TV
Los Angeles — KNX takes this week to salute science-minded youth of America at a San Gabriel Valley Science Fair for high-school students.

Promotion and news coverage of the fair are being presented daily on Carroll Alcott's afternoon show, "Today in L.A." and Saturday on Pat McCross's "Metropolitan Report."

The fair, running today through Sunday, is one of several sponsored by the Southern California Industry Education Council, which lead up to the South California Science Fair to be held here in May.

Would Nix Florida Georgia Applicants

(Continued from Page 1)

applicants and said Florida and Georgia should be permitted to continue operation of WFGA until the FCC makes final position of the case.

Both hearing examiners and the two losing applicants, the FCC of Jacksonville and Jacksonville Broadcasting had made impressive off-the-record approaches to commissioners but Cunningham and Naumowicz brushed aside all suggestions against the winning applicant. Nevertheless, they held the decision should be declared "void ab initio" because McCross should have disqualified himself from voting in the case.

Also negated was the Florida argument that the Commission has no legal power to reopen the case because the losing applicants didn't appeal and action was taken in time. A public welfare demands action of justice act against deception and fraud.

AFTRA Charters Flight

AFTRA's New York local is arranging a jet charter flight to Europe as a special service for members and families. It leaves for London Sept. 15, and returns from Paris Oct. 17.

Working Gals to Have Own 'Oscar' at Preview

Loew's State Theatre opened its doors this morning to hundreds of secretaries and working girls from the New York City for a 7 AM preview of "All Fall Down." The event was hosted by WABC's Herb Anderson while conducting his regular 6-10 AM show from the "control room" set up in the office. Anderson had invited his working-girl listeners to attend the free preview all week.

"PEOPLE NEED PEOPLE"

"Finest thing in its category thus far."

— Richard Doan, New York Herald Tribune

LEE MARVIN

AN OUTSTANDING SINGLE PERFORMANCE BY AN ACTOR IN A LEADING ROLE

"... played his role with terrifying intensity."

— John Shanley, New York Times

ALEX SEGAL

AN OUTSTANDING DIRECTORIAL ACHIEVEMENT IN THE FIELD OF DRAMA

"Alex Segal — drew performances of surpassing beauty."

— Harriet Van Horne, New York World Telegram



SALUTES THESE OUTSTANDING PRESENTATIONS—AND THE DISTINGUISHED CONTRIBUTIONS OF THOSE WHO MADE EACH AN HOUR OF TELEVISION GREATNESS.

"OF THIS TIME, OF THAT PLACE"

"An hour of television greatness... Emmy quality."

— Rick DuBrow, United Press International

BURT BRINCKERHOFF

AN OUTSTANDING PERFORMANCE BY AN ACTOR IN A SUPPORTING ROLE

"Brinckerhoff was superb."

— Cecil Smith, Los Angeles Times

LARRY MARCUS

AN OUTSTANDING WRITING ACHIEVEMENT IN THE FIELD OF DRAMA

"Compelling TV interpretation of Lionel Trilling's story."

— Bob Williams, New York Post



RADIO, TV STATIONS WIN SIGMA DELTA CHI HONORS

Chicago — Sigma Delta Chi has singled out three TV stations, three radio stations and a college radio-TV director to give its 30th annual awards for distinguished service in journalism at dinner May 12 in the Veterans Memorial Building, 1001 N. Dearborn St. Winners were announced by Warren K. Agee, executive director of the professional journalism society. Receiving awards will be KD-TV, Pittsburgh, for TV commentary; WKY-TV News, Oklahoma City, for TV reporting; KU-TV, Houston, for public service in radio journalism, and WIP-TV, Chicago, for TV reporting. WIP-TV director Wip Robinson and WIP-TV editor Frank O'Roark of WIP-TV, Harrisonburg, Va., for radio reporting. WIP-TV is honored for research about

journalism is Burton Paulu, professor and director of the radio and TV broadcasting department at Minnesota University, Minneapolis.

They were selected to receive bronze medallions and accompanying plaques from among some 1,000 nominations judged by 55 journalists and other distinguished Americans. Awards will also be made to press and magazine winners.

Screen Gems Cans 3rd Year of 'Dennis'

Screen Gems wrapped up its season's filming of "Dennis the Menace" (CBS-TV) this week with the completion of its 38th segment, "Dennis and the Witch Doctor." The final segment marks completion of the third year of filming, with a total of 108 episodes made since the Summer of 1959.

The series stars Jay North, Herbert Anderson, Gloria Henry, Gale Gordon, Sylvia Field and Bill Booth. Executive producer of "Dennis" is Harry Ackerman. Producer is Winston O'Keefe, and Charles Barton directs.

STATIONS CITED FOR EDUCATION

Pa. Public Instruction Dept't Praises ETV-Radio Services

Philadelphia — Pennsylvania's Department of Public Instruction has honored Triangle Publications' WFIL-AM-FM-TV here for "presenting the longest unbroken series of radio and TV educational programs in the U. S.," thereby providing "outstanding public service to the public schools in Pennsylvania."

"Studio Schoolhouse" has been presented on WFIL Radio since 1943 and seen on WFIL-TV since 1948.

Report Aims to Prevent Shifting V-U Stand

(Continued from Page 1)

Improving the all-channel TV set

The report, with no dissenting view, made exceptions for four deintermixture cases already all advanced, but asked the FCC to think hard before acting on these. The four are Springfield, Peoria, Bakersfield and Evanston.

The bill will permit the FCC to require that all TV sets sold interstate commerce be capable of receiving all channels. The committee voted favorably on the measure more than a week ago, but took considerable time drafting a hard-hitting report. Next upon the legislative schedule will be to secure clearance for the debate and vote from the subcommittee.

Called Constitutional

The report said all-channel legislation is necessary to get the public capable of receiving UHF stations, to make full use of the UHF spectrum. It cited opinions by the Justice Department and the FCC as evidence that such directives to manufacturers would be constitutional.

The committee then described a letter from the FCC, to which FCC commissioner Robert E. Lee responded, agreeing to hold off on the projected deintermixtures until it takes time to find out whether the all-channel legislation will really rescue UHF.

FCC to Give Notice

The FCC also agreed to notify the committee before it undertakes any new deintermixture actions. The report said in the longest terms that the FCC is expected to carry through, though it may have to wait as long as five years to find answers.

GUEST STARS

- DANA ANDREWS • JAMES BARTON
- ERNEST BORGNINE • LLOYD BRIDGES
- BURT BRINCKERHOFF • LEO G. CARROLL
- JASON EVERS • ROBERT FULLER • JAMES GREGORY • JOHN GAVIN • CHARLTON HESTON • EARL HOLLIMAN • HENRY HULL • HENRY JONES • BRIAN KEITH
- ARTHUR KENNEDY • RICHARD KILEY
- CLORIS LEACHMAN • ROBERT LOGGIA
- BARBARA LUNA • LIN MCCARTHY
- MYRON MCCORMICK • LEE MARVIN
- GARY MERRILL • RAY MILLAND • BARRY MORSE • ED NELSON • HUGH O'BRIAN
- MAUREEN O'SULLIVAN • NANCY OLSON
- ANDREW PRINE • CLIFF ROBERTSON
- JAMES SHIGETA • DAVID WAYNE • JAMES WHITMORE • SHELLEY WINTERS

PAYS TRIBUTE TO FRED ASTAIRE



AND ALL THE FINE ARTISTS WHO HAVE BEEN RESPONSIBLE FOR THE SUCCESS OF "ALCOA PREMIERE"

DIRECTORS AND PRODUCERS

- ERIC AMBLER • RICHARD CARLSON
- JOHN CHAMPION • ALAN CROSLAND, JR.
- HERSCHEL DAUGHERTY • ROBERT FLOREY • BERNARD GIRARD • CHARLES HAAS • JOAN HARRISON • HERMAN HOFFMAN • HAL HUDSON • NORMAN LLOYD • JOHN NEWLAND • JOSEPH PEVNEY • TED POST • GEORGE SCHAEFER
- ALEX SEGAL • JAMES SHELDON • DON TAYLOR • PETER TEWKSBURY

WRITERS

- ALBERT ALEY • ROBERT BARBASH
- CLAUDE BINYON • ALVIN BORETZ • RAY BRADBURY • JAMESON BREWER
- PRENTISS COMBS • HENRY GREENBERG
- JOHN AND WARD HAWKINS • DAVID KARP • ERNEST KINOY • JOHN KNEUBUHL • JAMES LEIGHTON • ROBERT YALE LIBOTT • LARRY MARCUS • HELEN NIELSEN • HOWARD RODMAN • PEGGY & LOU SHAW • PHIL SHUKEN • DON STANFORD • HAROLD SWANTON • PETER TEWKSBURY

Sometimes He Wonders If He Even Exists

Sam Jaffe, co-star of ABC-TV's "Ben Casey," has a full head of unruly white hair and is constantly being mistaken by fans for either Albert Einstein, one of the Marx brothers, or pianist Artur Rubinstein. When Jaffe says no, he isn't any of these, too often the rejoinder is something like, "Sorry. I thought you were somebody."

Top Stars Brighten JFK Birthday Cake

Judy Garland, Ella Fitzgerald, Danny Kaye and Jerome Robbins are the most recent luminaries of the entertainment world who have agreed to perform at New York's Birthday (45th) Salute to President Kennedy in Madison Square Garden scheduled for May 19.

Composer Richard Adler is exec producer of the birthday party.

Aiding him in inviting the top celebrities of the entertainment world to this gala event are Earl Blackwell of Celebrity Service, who is serving as producer, and Jean Dalrymple of the City Center, who will be talent coordinator. At present, they are in touch with hundreds of top-name performers all over the world, and promise "the most lavish, star-studded event in memory."

The Birthday Gala will be the major fund-raising rally in New York State for the 1962 gubernatorial, senatorial and congressional races.

Ultimate goal of the party will be to raise more than \$1 million for the Democratic Party Campaign Fund.

TV's Soupy Sales Stars At 'First Teen Age Fair'

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Soupy Sales, seen on KABC-TV here, will be the subject of a joint promotion with the Pacific Ocean Park, Santa Monica, during Easter school holidays when the amusement center presents America's "First Annual Teen Age Fair."

The Fair, which starts tomorrow and runs through Easter Sunday, is being produced by Ross, Danzig & Burton Productions, Hollywood. The promo was negotiated between Jack Brembeck, KABC-TV promotion, publicity and community services director, and Fuller & Smith & Ross Advertising. Radio spots, bus cards and printed advertisements are being used.



By TED GREEN

• • • Burton Benjamin, "20th Century" producer glimpsed the documentary film about Paul Anka made by the National Film Board of Canada. He immediately memoed top CBS-TV executives, and now it looks as if the film, "Lonely Boy," may be penciled in for a network exposure. . . . Sam Snetiker, business manager of Frank Music Corp., ends his association with the firm July 1 to open his own business in the music field. . . . Irving Fields back at the Latin Quarter from a concert tour in Barcelona, Rome and Casablanca. His new Decca album, "Champagne and Bongos," is about to be released.

• • • My Stetson's off to: WABC News director Jack Powers' and his team for "Is New York Losing Its Sense of Humor?" The documentary was unique. . . . Continental Merchandising company making TV plans for its new lightweight revolutionary portable which features a phonograph and radio. . . . Films for Fashion, Inc., newly organized production company headed by Judith Wister Pressburger, Marya Morton and Fred Pressburger, plans to follow up its successful film, "A Woman's Best Accessory Is A Well Dressed Man" with four hour TV features to be shot in France, Italy, Spain, Ireland and England.

• • • Meet Tony Mitchell, an Arthur Godfrey winner: This handsome young romantic singer was a big hit at the Columns in the Savoy Hilton. He started as a choir boy and then moved into show business. A serious bout with diabetes kept him in and out of hospitals for a number of years. He met tennis-player Billy Talbert, also a diabetic, who helped him overcome his ailment. Now in robust health, Tony looks forward to singing engagements at the Queen Elizabeth in Montreal, the Shamrock-Hilton in Houston and a European tour this Summer. He's engaged to Lucia Von Arx, executive director of Boys' Towns of Italy. For Decca Records, his latest release is "Nobody but Nobody."



MITCHELL

• • • William LaCava Associates, filming TV commercials for S & H Green Stamps. The agency is Sullivan, Stauffer, Colwell & Bayles, Inc. . . . Jack Paar has asked baritone Robert Merrill to guest on one of his first of the new NBC series in the Fall. . . . NBC's Jim Lucas has been appointed head of the new Radio Division of the American Society of Girl Watchers. This is the club started seven years ago by Don Sauers of Sullivan Stauffer, Colwell and Bayles Agency. . . . Vichy of France, Inc., has purchased a nine-week schedule of daily one minute spots on "The Elizabeth Morgan Show" on WJRZ, Newark. The purchase was made through Wunderman, Ricotta & Kline, Inc., to advertise Vichy Célestins, a mineral water.

• • • Lilian Okun, writer-producer of radio and TV programs has been named producer of radio-TV programs for the New York Public Library. She will continue to produce "Teen Age Book Talk" and add programs for radio and TV now in the planning stage. . . . Actress-announcer Zel de Cyr, one of the leading "voice" specialists in radio and TV, just completed portraying the "voice" of a Chipmunk for a new Ideal Toy TV commercial.

WMAS' Bob Donahue Is Not Leaving Station

Springfield, Mass. — In its Mar. 26 edition RADIO-TV DAILY inadvertently stated Paul Downs was moving from WAVY, Norfolk, to WMAS as general manager. The latter station should be WAMS, Wilmington, Del. Bob Donahue, who is both manager and an owner of WMAS here, is contemplating no change.

WBAI Listener-Supporters Hear New 'Music Forum'

Eric Salzman, WBAI's new music director, begins a weekly 90-minute "Music Forum" Monday night on the listener-supported FM station. The premiere will feature Aaron Copland, Elliott Carter and Felix Greissle discussing the life and times of the pioneer International Society for Contemporary Music with Salzman.

KTLA to Present 'Miss Teen' Pageant

Los Angeles—KTLA will send the "Miss Teen U.S.A. eant" on the final telecast of "Teen World Fair" Apr. 21. hour program will be hosted by Tom Kennedy. Contest judges include Bill (Jose Jimenez) and Soupy Sales.

Buena Vista Meeting For 'Mickey Mouse'

Buena Vista Distribution yesterday held the second of divisional sales meetings for Disney's "Mickey Mouse Club" TV show—syndicated by Buena Vista—in Denver.

Irving H. Ludwig, president of Buena Vista and the Buena Vista Syndication Division, headed up this Western Division meeting.

The first meeting in New York on Tuesday for the Eastern Division sales personnel also chaired by Ludwig.

Radio Surge in Canada; Two 50 KW's Planned

(Continued from Page 1)

000 a year, it was disclosed.

CBC president J. Alphonse Ouimet said plans would involve scrapping the publicity owned corporation's existing 50,000-watt transmitter at Lacombe, midway between Calgary and Edmonton, as well as its 250-watt transmitter at Edmonton. He said he has been "entirely inadequate" to provide coverage for national service in Alberta.

The Lacombe transmitter built in 1947 under a policy down in the early 1930s to up 50,000-watt CBC stations reach the most possible people. The Edmonton transmitter added in 1948. Of the two only Edmonton presently has a CBC studio, and the new one would also put one in Calgary.

'Bell Hour' Back on NB As Monthly Color Show

(Continued from Page 1)

beginning Sept. 11. Other dates far set for the programs are Oct. 22; Nov. 22, and Dec. 23. The other four dates will be announced.

The program again will feature the top stars of opera, concert jazz, folk, show music and big band. Donald Voorhees conducts the piece Bell Telephone Orchestra. Henry Jaffe Enterprises will continue to produce the series, Barry Wood as executive producer.

The programs are sponsored by the Bell System, via National Ayer & Son.

More Color on Tap in NBC '62-'63 Nite Sked

Ball Targets Jan. Ch. 10 in Tampa

(Continued from Page 1)
 will be done by Austin & Cleveland.
 Ball has appointed Harry ... former program manager VSUN-TV here, to develop effective programming plans LCY-TV.
 He is being assisted by a Pro-Advisory Committee of outstanding community leaders, including Dr. Michael Bennett, St. Petersburg Jr. College; Dr. Alton ... Florida Presbyterian College the Rev. Sam Milton, Unitarian churches of Greater St. Petersburg. W. Scott Christopher, Tampa Chamber of Commerce; ... Clearwater/Larson leader and former Pinellas County Commission Chairman Rabbi Morris B. Chapman, Temple B'nai Israel; William ... of St. Petersburg, and ... Dyke, American Association of Retired Persons.

Butley Forms Company

(Continued from Page 1)
 the studio will be made available to other film producers.
 The farm covers 150 acres. It is located three miles northeast of Lakton. Retained to remodel several two-story buildings on the property were architects Fulmer & Bowers of Princeton, N. J. Designers of eight major TV studios. Construction is scheduled for completion late next month.

U. S. TV EXPORTS HARM OUR IMAGE

Senator Claims Crime Shows Worse than Red Propaganda

Washington Bureau of RADIO-TV DAILY
Washington — American theatrical and TV films of "crime, vice, sex and evil," when exported, do the U. S. more harm than Communist propaganda, Sen. Ralph W. Yarborough (D., Tex.) told the International Travel Conference.

He said he has met in informal and frank discussion sessions with many groups of foreign students, who say they are amazed at what they see here and note that they and others where they live have had their ideas of this nation "molded by American movies and American TV films."

Second Crosby Spec Coming Up in May

The season's second Bing Crosby special, "The Good Life in the USA," will be presented May 14 on ABC-TV, pre-empting "Ben Casey," which Bing's company produces. Sponsors will be Eastman Kodak, via J. Walter Thompson, and Alberto-Culver, via Compton Advertising.

Guest stars are Bob Hope, Edie Adams, the Smothers brothers and Pete Fountain with his jazz band.

KOIL Art-House Ads Defended by Burden

Washington Bureau of RADIO-TV DAILY
Washington — Don W. Burden, president of KOIL-AM-FM, Omaha, has lashed back in a letter to the FCC at criticisms of the station for carrying commercials for an adults-only art theatre. The FCC had received complaints and had referred these complaints to the management of the station for an answer.

Who's to Judge?
 Burden denied that a considerable portion of KOIL listeners are teenagers, and further pointed out that the announcements for the theatre were placed between 9 AM and 3 PM when teenagers are in school.

Commenting on charges that the Muse Theatre runs immoral films, he said that throughout history there have been those who set themselves up as judges of morality for the community. He said the Muse Theatre plays the same films which run in art theatres in the nation's capital.

City 'Comstocks' Hit
 He said, "The board of directors of the licensee are the ones who make the final decision as to what serves the public interest and I should not abdicate that responsibility to the Victorian Anthony Comstocks of the community."

Burden added: "We feel we have an obligation to be something other than the voice of the lowest common denominator of tastes..."

65% of Net Shows Get Tint Treatment, Up 19% from this Yr.

NBC-TV's nighttime programming for the 1962-63 season will be 65 per cent color—up 19 per cent over the current season and 71 per cent more than in 1960-61—according to the firmly set schedule announced by programs VP Mort Werner. There will be 17 current series returning, and 11 new entries.

New Sunday programs will be the half-hour "McKeever and the Colonel," starring Allyn Joslyn and Scott Lane, and "Ensign O'Toole," starring Dean Jones. Bowing as Monday features will be the hour "It's a Man's World"; "Saints and Sinners," starring Nick Adams and John Larkin, and "Eleventh Hour," starring Wendell Corey.

'Empire' on Tuesdays
 "Empire" will bow in a Tuesday hour slot, starring Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal, with the 90-minute "The Virginian" set for Wednesdays and featuring Lee J. Cobb in his first continuing TV role.

Andy Williams will be star and host of the hour "Andy Williams Show" on Thursday, and Friday's line-up will include the half-hour "Vive Judson McKay," starring Josh Peine, and the new hour "Jack Paar Show." Debuting in a Saturday slot will be the hour "Sam Benedict" series, starring Edmund O'Brien.

Storer Net Sets Mark

(Continued from Page 1)
 the period were 88 cents (including 37 cents from a capital gain), as against '61's share earning of 43 cents.

The capital gain, \$912,969, resulted from sale of WVVA, Wheeling, W. Va., in early January for \$1,300,000.

Its divestiture made possible acquisition of WHN, N. Y., New York, from which, Storer, commented, contributions to company earnings are not expected until the fourth quarter of this year, or early in '63.

The Storer company owns and operates five TV stations and seven radio outlets.

Ampex Electronic Editor To First U.S. Channel

Dallas—KRLD-TV will receive within the next several weeks the first Ampex Electronic Editor to be delivered to a commercial station in the United States. Also added to the station is a new remote videotape cruiser. New sets, new maps, plus new operating meteorological equipment have been installed.

News Flashes From Coast-to-Coast

GAZ-TV Changes
Macon, Ga. — Bill Manley, GAZ-TV staff photographer, has been promoted to chief photographer, succeeding Bill Cook who now works with the Sanford Co. in Macon. Bob Jones of the floor crew, has been transferred to the photography department.

KSAN Gets Kraft Award
San Francisco — KSAN was selected as the winner for the best merchandising efforts in support of Kraft's advertising program for 1961. A plaque was presented to station manager J. Walter Carroll by Kraft Foods district manager Richard H. Burnelle.

'SB 'On Course'
Atlanta — WSB will cover the 15th annual Dogwood Invitational, Druid Hills Golf Club, Apr. 21-22, with sports director Frank

Stiteler doing remotes from a radio car on the course and conducting daily interviews with participating golfers.

In the Swim
Birmingham — The Alabama ETV Network will telecast the first National YMCA Invitational Swim Meet, which takes place here Apr. 21. Coverage will include both diving and swimming competitions.

Conn. Station to Air Over 25 Live Remotes

Stamford, Conn.—More than 25 remotes are scheduled this month by WSTC-AM-FM. These include regular broadcasts of the Board of Representatives, Board of Education, Sunday church services, with a full hour on Easter Sunday, and other special public interest programs.

Stiteler doing remotes from a radio car on the course and conducting daily interviews with participating golfers.

Announcing at KDWT
Stamford, Tex. — Glen Paul has taken over KDWT announcing duties, succeeding Jay Thompson who has joined KPEP, San Angelo.

Adds Account Exec
St. Paul — Franklin Broadcasting Co. has appointed Neal Perlich an account exec for WMIN.

To Honor M.V.P.'s

Canton, O. — For the fourth consecutive year, WHBC is presenting "The WHBC Most Valuable Player Award" to a member of each of the 21 high school basketball teams in Canton and Stark County. Selections are made by sports director Jim Muzzy, coaches and team members of each school.

Salvation Army Hails Dallas Broadcasters

Dallas — Radio and TV stations here were honored at a special luncheon recently for their service to the Salvation Army Social Service Center for the Rehabilitation of Men.

The stations received certificates "in appreciation of outstanding service and for loyal, faithful and unselfish cooperation in building community interest and support" for the Salvation Army Men's Rehabilitation work.

Discards Sought

Each station carries special programs and spot announcements asking for discards for the center which, like dozens of others across the U. S., is completely self-supporting.

The certificates were accepted by R. G. Terrell, KSKY; Eddie Hill and John York, WRR; Norvell Slater, WFAA-AM-TV; Don Robinson, KIXL, and Bob French, KLIF. Certificates were also presented to KRLD AM-TV and KB-OX.

L.I. Station Presents Stainer's 'Crucifixion'

Sir John Stainer's "The Crucifixion" will be broadcast Apr. 20 on WHLI, Hempstead, L. I. Featured on the recorded program will be Metropolitan Opera stars Richard Crooks and Lawrence Tibbett.

AGENCY NEWSCAST

By SHELBY COOPER

With purchase of sponsorships in ABC-TV's "Wide World of Sports" by Bristol-Myers and Gillette razors, the summer schedule for the show has been virtually sold out, according to TV network sales VP Edgar J. Scherick.

Agencies for the two new sponsors are Doherty, Clifford, Steers & Shenfield, and Maxon Inc., respectively. Other sponsors of the show are Reynolds Tobacco, via William Esty, and DuPont, via BBDO.

Mabro home improvements, Pittsburgh, is conducting an extensive ad campaign on KDKA radio and TV, through the Lando Agency. Part of the campaign is distribution of a free 628-page booklet covering household problems from maintenance to entertaining and family finances.

Ted Bates agency has had Terrytoons produce an animated cartoon commercial for Colgate Dental Cream, with Allen Smith doing the voices. . . Edmund C. Fitzmaurice, formerly with Leo Burnett, Chicago, has been named media director at Harold Cabot & Co., Boston.

The European council of the International Advertising Association and the Netherlands Adver-

Thought for Today

"Although advertising as a concept has finally caught hold in Russia, it still is not accomplishing its purpose of increasing sales to clear overloaded shelves because its quality is so poor. So poor, in fact, that the Moscow press has begun to criticize Torgreklama (Soviet advertising arm), suggesting it be more imaginative. . . Torgreklama advertises, in big letters, 'Buy Books; They Are Good for You,' and in bigger letters, 'Drink Tomato Juice; It's Good for You.' 'My goodness,' commented one paper, 'we are beginning to sound just like the capitalists.'"

—Martin Kalb
CBS Moscow correspondent

tising Association are jointly sponsoring a five-day study conference on "Problems of Communication in a United Europe," combined with a cruise aboard the SS Nieuw Amsterdam, in July.

Theatres Move to Denver Pay-TV

Denver — Washington at Marcus Cohn has announced will file a brief with the opposing a proposed tryout pay-TV here by Teleglobe TV.

Cohn represents the Committee Against Toll TV, organization of the state's picture theatre owners. Teleglobe has applied for permission to conduct a three-year test operation from KTVR and using both waves and telephone lines.

In addition to opposing Teleglobe's FCC application, the radio Committee will attempt to bar its use of phone company lines.

Bob Rodgers Appointed WBAL-TV Sales Manager

Baltimore — Robert R. Rodgers, most recently with Independent Television Corp. and ABC, has been appointed WBAL-TV sales manager.

For 10 years he had been with NBC in New York as an executive and manager in spot program sales. Prior to that he was assistant PR manager with WPIX, New York.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

nesses have praised the nets and offered testimony of their stations' generous contributions of airtime for charitable and civic endeavors.

But, overshadowing further continuance of this preposterous proceeding is the Commission's apparent disregard of public opinion, decrying the inquest as a waste of tax funds and important people's time.

THE MOST VIGOROUS condemnation comes from Merrill Panitt, editor of TV Guide, largest consumer publication in the country, to whom the current investigation represents "A horrible example of government disservice" and "a travesty on democracy."

The full import of these hearings is serious enough to have caused the first noticeable—and wide—rift between the ideologies of FCC chairman Newton N. Minow and NAB president LeRoy Collins. Their schism became a matter of public notice at last week's industry convention when Gov. Collins spoke out against the Chicago inquiry:

"I feel that it was neither well advised, nor that it has served a good purpose, nor that it should be repeated elsewhere."

For a man of Minow's high intelligence and his renowned ability to capture and captivate the public fancy, it is hard to understand why he doesn't resort to discretion as the better part of valor and just call the whole deal off.

He'd be much the bigger man for it, save JFK's administration from further embarrassment, enable the broadcasters to go back to their business of producing shows, relieved from the backbreaking imposition of fighting "ghosts."

A little contrition is good for the soul. If Minow is listening, we say: when you realize a mistake has been made, the best course is to admit it—and stop it!

Nothing Outshouts

Quality And Integrity!

THE ASSOCIATED PRESS



Established February

Indiana University Library
Bloomington Ind

90, NO. 72

FRIDAY, APRIL 13, 1962

N CENTS

CBS WEB DENIES TRUST CHARGE

Quaal Defends Chi's Video Shows

Agency Critics Hit a Pubserv Snubs

Chicago — "The record will show that a lot of agency people who do so much talking about how to run our business, fail to cooperate in bettering the quality of TV."

Thus spoke Ward L. Quaal, WGN-TV and radio executive VP and general manager, as the first and star witness in resumption of FCC exploration into local TV programming

(Continued on Page 8)

Ambassador Productions Named for TV Ad Work

West Coast Bureau of RADIO-TV DAILY
Hollywood — The Frederick K. Mott Co., creator of business ads for over 35 years, has named Ambassador Productions, as an affiliate company to produce TV commercials on film and tape.

Magnetic Tape Sharpens A. Stereo FM's Sound

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Stereo station KTLA-FM reports an advance in reproduction thru 35mm magnetic tape. The new method, it was said, cuts background noise and virtually eliminates tape hiss and flutter.

Argentines, Latins See 'Great Music from Chi'

Chicago — "Great Music from Chicago," Series 2, which appeared on WGN-TV in the 1961 season, has been purchased by Tele-Organization Americana, via Irving Feld of Overseas Program Companies, New York, and showing throughout Argentina and Latin America.

TV Advertising Not for Amateurs: Evans

Minneapolis—TV advertising is not for amateurs and requires those using it work harder to plan effectively, Jacob A. Evans, TvB Central Division director, told the Minneapolis Advertising Club yesterday. "This year, and next, and for all of the foreseeable future, more and more demands will be made on us to know more about our markets, sensitive shifts, ups and downs. Market-by-market, one thing today will be quite another tomorrow. This is strictly a medium for the marketing professional."

Pioneers Sponsoring '61 Peabody Awards Senate Takes Step To Ease ETV Funds

The 22nd annual presentation of the George Foster Peabody Awards for achievement in TV and radio during 1961 will be held Wednesday, Apr. 18, at a luncheon meeting of the New York chapter of the Broadcast Pioneers in the Pierre Hotel. It's the Pioneers' first such sponsorship.

Bennett Cerf, Peabody Awards advisory board chairman, will preside.

FCC chairman Minow is among those expected at the luncheon.

Washington Bureau of RADIO-TV DAILY

Washington — The first step toward a conference on conflicting bills to provide federal funds for ETV stations has been taken by the Senate, with appointment of Democratic Sens. Magnuson (Wash.), Pastore (R., I.) and Monroney (Okla.) and Republican Sens. Cotton (N. H.) and Case (N. J.) as Senate conferees.

The House Commerce Committee hasn't yet appointed conferees.

The Senate bill provided up to \$1 million per state. The House cut this figure roughly in half.

Let's Talk It Over

Gov. Collins, Newt Minow: An Editorial Reappraisal Of 2 Seasoned Fighters

By ARTHUR PERLES

THE TRUTH of the matter is this: broadcasting has lost its "patsy" and gained a "hero;" simultaneously, a fire-breathing dragon has been transformed into a respected guardian of the public's weal—one who is beginning to understand his assignment and mitigate private opinion with actuality.

We refer, of course, in the first instance, to NAB president LeRoy Collins, and, in the latter, to FCC Commissioner Newton N. Minow.

What is the strange alchemy that overnight wrought such a great change in postures of these two men? What has happened in little more than a year since both took their high offices that has bolstered the courage of radio and TV executives to a point of sound confidence in the future?

Cast your memory back to that fateful day in the late Spring of '61 when Minow, a free-swinging amateur, jolted broadcasters with his "vast wastelands" statement. A man of action, the Commission chief kept pressing in far a haymaker, with investigations, interviews galore on sweeping in-

(Continued on Page 7)

Justice Dept. Says Affils Payment Plan Hampers Competition

CBS-TV yesterday categorically denied that its affiliates compensation arrangements are in violation of anti-trust laws. This rebuttal came within a few short hours after a complaint was filed in New York by the U.S. Department of Justice. Simultaneously, in Washington, Attorney General Robert F. Kennedy announced he was entering the civil suit to block the CBS payment plan.

At their Madison Ave. headquarters, CBS officials said the compensation setup had been reviewed and approved by network (Continued on Page 6)

New Host for 2nd Year Of TV Press Critique

"WCBS-TV Views the Press" ends its first year on the air Sunday. Since its debut Charles Collingwood has provided a critical examination of newspapers, magazines and news services.

CBS News correspondent Ned Calmer will conduct the program starting Apr. 29, Collingwood will assume new assignments with CBS News.

Barry Sullivan Presents Seattle Ad Prizes Today

West Coast Bureau of RADIO-TV DAILY
Seattle — Barry Sullivan, "Tall Man" co-star, will present the Seattle Advertising Club's 1962 "Golden Addy Awards" today to advertising firms at the Orpheum Theatre here. He replaces ailing Hugh Downs.

Strife Came Before TV, Britons Remind Probers

London — Britain's TV and Screen Writers' Guild has warned those slated to probe violence in this country; "Be on your guard against the many pressure groups which continually blame every increase in delinquency, divorce and violence on TV programs. They seem to have forgotten that crime and violence and human strife were invented before TV."

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Satellite Ownership Is 2nd to Use: Sarnoff

Washington — RCA chairman David Sarnoff yesterday told a Senate subcommittee he is less concerned about ownership of any space-satellite communications system than he is about the rights to use it.

"I am not in favor of domination of a system by any one company, but I feel ownership is secondary to use," he said.

Sarnoff was testifying before the Senate anti-trust and monopoly subcommittee headed by Senator Kefauver and conducting hearings on possible monopoly aspects of the system.

'Lumpy' Comedy Host

San Antonio — Kent Gardner, known to local youngsters as "Lumpy," hosts the "Three Stooges" comedy time on KENS-TV.

TV Weather Comes to Life

Chicago — Allied Graphic Productions has created a new weathercast concept using the Technamation process to bring to life rolling clouds, falling snow, pouring rain, and radiating sun as the announcer describes conditions on the studio map. Allied uses polarized light to make chemically

COMING AND GOING

JOHN BOX, JR., the Balaban Stations' managing director, from St. Louis to N. Y. for conferences with ROBERT O'HARA who has arrived in town from L. A.

NORMAN ROSS of WBKB, Chicago, to the Orient and Honolulu.

J. T. PRICE, executive associate of Jack Wrather Productions, in Las Vegas on business.

HUGH ANTHONY, WCCM general manager, in N. Y. from Lawrence, Mass., visiting Ad-Image Inc.

500 EDUCATORS 'ENROLL' FOR GAB R-TV SEMINARS

Atlanta — Over 500 Georgia school officials and teachers will attend four radio-TV seminars conducted by the Georgia Association of Broadcasters next Tuesday through Friday here and in Athens, Moultrie and Vidalia.

The day-long seminars, being held in cooperation with the office of the State Superintendent of Schools and the Georgia Department of Education, will feature a presentation by GAB executive secretary Jack Williams and tours of WSB here; WGAU, Athens; WMGA, Moultrie, and WVOP, Vidalia.

Study All Aspects

School superintendents, principals, English and journalism teachers and editors of school newspapers participating in the seminars will study radio-TV production, news operations, writing and reporting. The theme of the workshops is "Telling the School Story via Radio and TV."

Jayark Blockbuster Pix Now Airing in 186 Markets

Jayark Blockbuster Features are now in a total of 186 markets, with five new sales announced this week by Harvey L. Victor, vice president and general sales manager. New purchases were by KAKE-TV, Wichita; KSD-TV, St. Louis; KSWO-TV, Lawton, Okla.; WKYT-TV, Lexington, Ky., and WTOK-TV, Meridian, Miss.

'Harlem Forum' Debut

"Harlem Forum, 1962" premieres tonight on WWRL, presented under the auspices of the New York City Planning Board for District 10. The show has as its guests Mayor Robert F. Wagner, Manhattan borough president Edward R. Dudley and commissioner George Gregory.

Supreme Court Nominee On 'Verdict Is Yours'

Byron R. White, recently named associate justice of the U. S. Supreme Court, will be seen in a taped interview May 8 on CBS-TV's "The Verdict Is Yours." As deputy attorney general of the U. S., he was interviewed by "Verdict" court reporter Bill Stout in Miami during the last national convention held by the American College of Trial Lawyers.

Frisco Radio in Drive For Blind Kids' Camp

West Coast Bureau of RADIO-TV DAILY San Francisco — In cooperation with the Lighthouse for the Blind, KEWB Monday launches a fund-raising campaign to send 400 blind children to summer camp.

Mrs. Jacque Dwyer, public information director for the Lighthouse, said radio was most appropriate for this type of campaign because it meets the needs of blind people in a way that newspapers and TV can not.

Recorded messages from local business and civic leaders, asking community support, will be aired several times daily by KEWB, along with recordings of the children's activities at the camp last year.

'On Location' Relives Judy's Carnegie Triumph

The outstanding moments in Judy Garland's musical triumph at New York's Carnegie Hall will be presented by Bill Randle tonight on WCBS Radio's "On Location."

The two-disk albums recreating Miss Garland's great performance, "Judy at Carnegie," have been at the top of the best-sellers list since its release recently.

FINANCIAL

(April 12)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	18	17 5/8	17 3/4
AB-PT	37	36	36
A. T. & T.	128 7/8	126 7/8	127 1/2
AVCO	25 3/4	25	25 1/4
CBS	41	38 1/8	38 5/8
Columbia Pic.	22 5/8	22	22 1/4
Crow.-Coll.	38 3/4	38 1/8	38 1/8
Decca	48 7/8	47 1/2	48
Disney	36 1/8	35	35
East. Kodak	111 1/2	110 3/4	110 1/4
Gen. Prec.	45 7/8	45 1/2	45 3/4
Hazeltine Corp	23 3/4	23 3/8	23 3/4
Loew's Thea...	39 3/4	37 3/4	38
Magnavox	44 7/8	44 1/2	44 5/8
MCA	66	65	65
M-G-M	40 5/8	40 1/8	40 1/4
NAFI	26	25 3/4	25 3/4
Nat. General.	8 3/8	8 1/4	8 1/4
Plough	76	74 3/4	75 1/2
RCA	57	55	55
Storer	52 3/8	51 3/4	52 3/8
20th-Fox	28 3/4	27 5/8	28
United Artists	32 1/4	31 1/2	31 1/2
Warner Bros.	17 1/4	16 7/8	16 7/8
Westinghouse	35 1/4	34 7/8	35
Zenith Radio	68 3/4	67 1/4	67 1/2

AMERICAN STOCK EXCHANGE

Capital Cities	17 7/8	17 7/8	17 7/8
Desilu	10	9 3/4	10
Filmways	9 3/8	9 1/4	9 1/4
Movielab	11 3/4	11 3/4	11 3/4
MPO	11 1/8	11	11 1/8
NTA	1 3/8	1 3/4	1 7/8
Reeves Sound	5 1/2	5 3/8	5 1/2
Rollins	11 1/4	11 1/4	11 1/4
Screen Gems	19 1/8	19 1/8	19 1/8
Technicolor	17 1/2	17 1/8	17 1/2
TelePrompter	15 3/8	15 1/8	15 1/8
Trans-Lux	15	15	15
TV Industries	2 3/8	2 1/4	2 3/8

OVER THE COUNTER

Jerrold	Bid	7 3/4
Meredith	31 1/2	31 1/2
Metromedia	15 3/4	15 3/4
Official Films	7	7
Scranton	7	7
Stirling	2 1/4	2 1/4
Taft	19 1/8	19 1/8
Transcontinent	10	10
Wometco	25 1/4	25 1/4

* Courtesy of National Association of Priority Dealers.

WCAU-TV to Present 'Sound of America'

Philadelphia — Eugene Ormandy, Philadelphia Orchestra music director, will be narrator of WCAU-TV's prime-time special, "Eugene Ormandy's Sound of America," in addition to conducting the full program, which is scheduled to be seen on the station April 29.

The program, presented from the Academy of Music, features music by great American composers played by the Philadelphia Orchestra, with soloist John Browning, pianist, and Liam Warfield, baritone.

Sponsors are Girard Corn Exchange Bank, represented by The Aitkin-Kynett Co., by Campbell Soup Co., represented by BBDO.

Three Video Nets Painting Fall 'SRO' Signs

Daytimers At NBC All 3 Top Sponsors

Orders in nine current NBC daytime programs for the third quarter have been placed by three national advertisers — including S. C. Johnson & Son returning to NBC-TV for the first time in four years.

The other two advertisers are Smith Kline & French Pharmaceutical, via Benton & Bowles; Procter & Gamble, via High Compton Advertising. Johnson order was placed by S. C. Johnson & Son, Cone and Belding, Inc.

'Bullwinkle' Renewed

General Mills has renewed its half sponsorship of "The Bullwinkle Show," animated color cartoon series, for the 1962-63 season. Emence Industries Inc., manufacturer of musical and electronic toys, will sponsor the other half, "The Bullwinkle Show," now broadcast at 7 PM NYT, will continue as an ABC-TV Sunday evening feature, starting at an earlier time period— 6:30 PM NYT, beginning Sept. 10. General Mills agency is Dancer-Universal-Sample Inc. Emence is represented by Abeo Advertising.

The "Bell Telephone Hour" returns to NBC-TV next Fall as a series of once-a-month color special starting Tuesday, Sept. 11. Jaffe Enterprises will continue to produce the series, with Guy Wood as executive producer. N. W. Ayer and Son Inc. is agency.

Dinah Shore for S&H

The "Dinah Shore Show" this fall will be fully sponsored by S&H Green Stamps. The new series of nine color shows will be broadcast Sundays (10-11 PM NY) from October through May. Programs will be produced by Sewanee Productions in association with NBC. Agency for S&H Green Stamps is Sullivan, Colwell & Bayles Inc.

Radio-at-Leisure Use Rises

While 1961 radio-set usage remained steady, "several interesting and possibly significant changes" in radio tune-in patterns are indicated in a Daren McGavren Co. study of average radio tune-in levels in 58 Pulse radio markets and 46 Hooper radio markets.

Although weekday tune-in levels changed little, weekend and evening tuning increased. Ratios weekend to weekday average tune-in levels increased in 1961. Weekend levels approached weekday levels. The gains in average weekend

'Heavy Action' on ABC Hours

ABC-TV yesterday reported a strong sales picture for '62-'63 in prime and daytime programming. The network's night-time schedule for the new season, currently is 80 per cent sold-out with new sales being closed daily. While daytime orders on hand point to at least 85 per cent sold, it was said.

Heavy sales action is reported in returning hour ABC-TV series, including "Cheyenne," "Ben Casey," "Naked City," "77 Sunset Strip" and "The Fred Astaire Anthology" series. New hour shows attracting considerable interest include "Stoney Burke," "Going My Way" and "Wagon Train" (new to the ABC-TV network).

In the daytime, the new "Ten-

Headliners Club Hails KNUZ Public Service

Houston — For its news coverage of Hurricane Carla last September, KNUZ will receive a medal and a plaque May 5 from the National Headliners Club, Atlantic City, N. J., for "the best of entries in the public service by a local radio station." The station gave widespread advance warning of the hurricane to its listeners.

The entry was submitted by Floyd Miller and Jesse Caveness. Houston-Harris County CD directors.

The news staff includes news director, Bill Jay, and newsmen Dick Mahan, Jay Oliver, Brad Messer and Larry Jarks. KNUZ is owned and operated by the newly formed Texas Coast Broadcasters, Inc., whose officers are Max H. Jacobs, board chairman; David H. Morris, president and general manager; Douglas B. Hicks and Leon Green, vice presidents, and Bailey A. Swenson, secretary.

and evening set usage levels are especially significant, the firm said, since weekend and evening audiences make important contributions to total circulation.

Data for this study were taken from Pulse Annual Review for 1961 for all markets of 100,000-and-over radio homes for which full days are reported. Hooper data were obtained for 46 of these markets. The 58 Pulse markets represent about 26,800,000 radio homes; the 46 Hooper markets about 23,000,000 radio homes. In all cases, weighted averages were computed.

nessee Ernie Ford Show" is SRO for the fourth quarter, based on new orders and renewal options. Now in its second week, the Ford show is building audiences and sponsors. "American Bandstand" starring Dick Clark also looks SRO for the Fall. "Discovery" is over 50 per cent sold out, although it is 5½ months away from premiering. Saturday business is also heavy.

In sports, ABC-TV American Football League coverage is already almost three quarters sold and "Wide World of Sports" is firm SRO.

BOGOTA TV CHIEF QUILTS UNDER FIRE

Move Follows Picketing By Industry Workers

Special To RADIO-TV DAILY

Bogota — Fernando Restrepo Suarez has resigned as director of the government-operated Radiotevisora Nacional, along with many other key personnel, following demonstrations by technicians over wages and opportunity for advancement in this country's TV industry.

His resignation followed several weeks of picketing by union members who displayed placards stating: "Let Us Enter Into an Epoch of Dignity." They have also charged Suarez with mismanagement and discrimination.

Dixie Station Names Paris Correspondent

New Orleans — WDSU-TV has announced appointment of Merlin (Scoop) Kennedy as exclusive Paris correspondent. He will immediately begin a series of news and feature reports via transatlantic telephone.

Kennedy's newspaper and TV background includes 15 years service on local papers, 11 years journalism in Europe and seven years as an employee of the station.

His assignment is expected to bring WDSU-TV viewers details of the Paris and international scene unobtainable from other sources.

Selwyn is Correspondent

Montreal — Andrew Selwyn has been appointed news correspondent in Algiers, by CKGM here.

CBS Is "90% Sold"; Fastest Lockup Ever!

CBS-TV heading toward an SRO picture today is "upwards of 90 per cent sold in both day time and nighttime schedules for the fall." A web spokesman said this is probably the earliest date in CBS history that so much fall business has been locked up so early.

In recent buys, Revlon extended its sponsorship of "The Ed Sullivan Show" from an alternate-week to a weekly half-hour basis and Pillsbury Mills became a new sponsor of the long-running variety series on an alternating week basis. Pillsbury bought alternate-week sponsorship of the new series, "The Nurses."

Johnson & Johnson also signed for a fat CBS sponsorship contract involving such shows as "The Nurses" and "Gunsmoke." Ralston-Purina in a recent purchase will become a sponsor of "The Jackie Gleason Show," "Pantomime Quiz" and "The Real McCoys."

Kaiser Industries, switching its business to CBS-TV, will sponsor a new, half-hour dramatic series starring Lloyd Bridges.

Yankee Baseball on Tap For Latins in Manhattan

Spanish-speaking baseball fans in the New York metropolitan area will be able to follow the exploits of Miguel (Mickey) Mantle and Rugero (Roger) Maris of the Yankees on WHOM, when the station begins its season of Saturday broadcasts this weekend.

Play-by-play will be by Jose Ramon Diaz, assisted by Enrique Girona. Co-sponsors of the first seven innings will be Ballantine Beer and R. J. Reynolds Tobacco, with the rest of the game backed by Banco Popular, of Puerto Rico and New York.

Striking Teachers Buy Announcement on WHN

The striking United Federation of Teachers in New York City bought a series of announcements on WHN Radio to inform its estimated 21,000 members of latest happenings in negotiations with the city and Board of Education. Union officials advised teachers to keep tuned to the station and those picketing, to carry transistors. In the sponsored announcements, WHN carried only hard news of the negotiations, including the court injunction and the union asking teachers to return to work.

Jayne and Mickey 'Tell It to Groucho'

Actress Jayne Mansfield and Mickey Hargitay talk about their marriage and try to win some money for the American Cancer Society on Thursday when they visit Groucho Marx on CBS-TV's "Tell It To Groucho."



By TED GREEN

Ed Sullivan Helping Prison Chapel Fund

Ed Sullivan and the Yankees' Whitey Ford are serving as honorary co-chairman of a drive to collect trading stamps to build a chapel for inmates of a state prison at Napanoch, N. Y., it was announced by the Rev. Matthew J. Killion, Catholic chaplain at the Eastern Correctional Institution.

The national drive seeks to collect 100,000 books of trading stamps of any variety, needed to construct the proposed "St. Jude's Within The Walls" Chapel. Inmates now worship in the prison gymnasium.

'Church-in-the-Round'

The chapel, to cost some \$150,000, will be of contemporary style and will feature a "Church-in-the-round" approach to design. Among the organizations supporting the drive are the Trading Stamp Institution of America and the New York State Council of the Knights of Columbus. The drive will continue through May, and it is hoped construction can begin in early Summer.

WRC-TV Makes Room For 'Tiny Tots Concert'

Washington Bureau of RADIO-TV DAILY
Washington — WRC-TV will pre-empt the NBC network program "National Velvet" to present another of its public service programs Monday night—a "Tiny Tots Concert" by the National Symphony Orchestra conducted by Dr. Howard Mitchell.

The half-hour program, to be directed by NBC-TV's Frank Slingland, is being presented coincident with the Symphony's Sustaining Fund Drive.

KOMO Cameras To Eye Pacific NW Tracksters

West Coast Bureau of RADIO-TV DAILY
Seattle — KOMO-TV will cover the Pacific Northwest's top track and field meet tomorrow at Washington U. Sportscaster Keith Jackson heads the team of reporters for the two-hour telecast.

A special event, the broadcast is sponsored by the Seattle-First National Bank, via McCann-Erickson.

• • • TV talent scouts excited about the new singing-comedy team of Arlene Casey and Ronnie Brisk . . . Dick Clark interested in hosting a TV revival of "Hit Parade" . . . Brook Benton invested some of his earnings in a dairy farm near Poughkeepsie . . . "Can You Top This?" being considered for another TV go, with Peter Donald as emcee and Sam Levinson one of the regular comic-panelists . . . It's about time! . . . Singer Jeff Low in town from Syracuse U. the other day to record Twist numbers for Tribute . . . Shamari, belly-dancer at the Britania, to do a guest stint on "I've Got a Secret."

☆ ☆ ☆ ☆

• • • My Stetson's off to: Saxi Holtsworth, celebrating his 70th birthday (he doesn't look over 40). Saxi is also marking his 35th year in the model agency business . . . Don Cosmo—we heard his band the other PM, and believe me, this lad is great . . . Jim Lucas, for his great morning WNBC show. (We still say Jim should keep doing documentaries; they're so informative). . . Kermit Schafer, for his Footlight Record on "East Side Story," a real great recording, and really funny.

☆ ☆ ☆ ☆

• • • Meet: George Maharis, co-star of CBS-TV's "Route 66," who got his first professional break with Wally Cox in the "Mr. Peepers" series. From there he went into situation comedy shows and soap operas. Early in his career, he was singled out for performances in small featured roles in network dramas, and later in such shows as "Naked City," and "Goodyear Playhouse." Many years before George became a TV personality, he toured with bands and sang with a trio, called "The Singing Mariners," in clubs and hotels across the country. Epic Records has now arranged for him to cut his first album, "George Maharis Sings" (due out this month). George has also formed his own production company, Geomi Productions, Ltd., with his personal manager, Mimi Weber, and has acquired two original motion picture properties. George plans to star in the first and produce-direct the second



MAHARIS

☆ ☆ ☆ ☆

• • • Buddy Greco, night club and recording star, signed for a three-week engagement, starting June 4, at the Cloisters in Chicago. . . . Jack Russell, ex-"Your Show of Shows," is starred in "The Difficult Woman," the new South American musical comedy opening Apr. 25 at Barbizon Plaza Theatre. . . . Lester Pasner, former radio producer, now running for governor of Maryland.

☆ ☆ ☆ ☆

• • • Question Box: Did you know that Anne Bancroft, star of "The Miracle Worker," didn't have any professional experience before starring in a network TVer ("Studio One")? Made it straight from dramatic school. . . . Would it surprise you—all that U. S. smokers paid enough in cigarette taxes last year to buy 27 Polaris submarines, about 90 per cent of all missiles to be built this fiscal year, over half of the U.S. Military aircraft scheduled for 1963, and 1,555,000 new \$20,000 homes?

☆ ☆ ☆ ☆

• • • Goings on at Mercury: For threading flirtation's alley with kisses that smack of dynamite, we suggest Patti Page's "Most People Get Married!" . . . Hut, two, three, four, Cadence Count! may sound familiar to many but it never sounded rockier than this singing presentation, entitled "Horizontal Lieutenant," from the forthcoming MGM flick, "The Horizontal Lieutenant." . . . A newcomer to Mercury's roster, Eddie Martin, takes the happy sounding oldie, "I Found a Million Dollar Baby," and gives it a fresh, salable treatment with excellent sax support. . . . Abbe Lane offers up a double-barrelled treat through a one-woman United Nations stand on a tune, entitled "The Story of Love." . . . Mercury has six new albums in its April release on its Wing label, including one by Clyde McPhatter and another by Dinah Washington.

Boston Tea Party Sto Told on 'Treasure Che

The true story of Francis H. Quaker importer who was allowed to leave his tea in the bar at Boston, will be told WNBC-TV's "American Treasure Chest" tomorrow morning, folk songs by Oscar Brand. Series is sponsored by Dr. P. shoes.

Set-Production Cl Marked in Jan., Fe

Washington — Radio and set production in the first months of this year were going far ahead of the same months in 1961, the Electronic Industries Association reports.

In January and February year, factories turned out 1.1 million TV sets and 2.8 million radios, up from 812,000 TV and 2.2 million radios in the corresponding months last year. Auto radios accounted for 1 million of the radio production figures this year.

Fremantle Boosts Sales On Scandinavian Video

Fremantle International's Swedish European manager, Miss Ann Cuthbertson, has returned to London home office after a visit which resulted in sales in Sweden, Norway and Denmark.

As a result, Fremantle now supplies 25 per cent of the Norway TV schedule. Of the station's hours a week, the firm supplies 2 1/4 hours.

Fremantle half-hour series being in Norway are "Silent Please," "R. C. M. P.," "Words of the Sea," and quarter-hour shows include "Picture Parade," "Ivor the Engine," "Cert Gems."

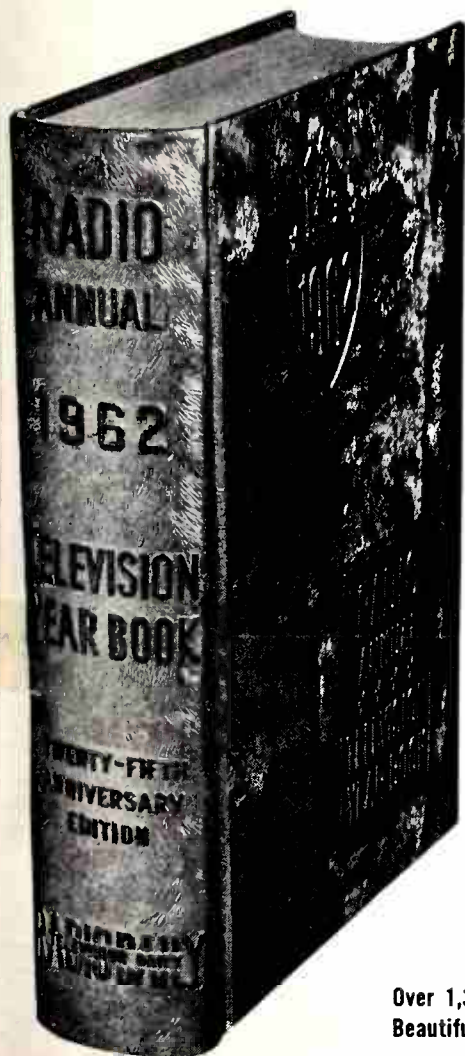
Sales in Sweden and Denmark include the WPIX hour special "Cold War" and Robert L. Berry's "Louisiana Story" and "The Nook of the North," the latter produced opera "Le Canto Villane," additional episode the "Silents Please" series, "Cert Gems," "Picture Parade" and "Ivor the Engine."

Miami Station Honored By Freedom Foundation

Miami—WGBS has received Freedom Foundation award outstanding achievement in broadcasting about a better understanding of the American Way of Life in 1961." The Rev. Dr. Fred B. Harris, chaplain of the Senate, made the presentation on behalf of the foundation.

SHOW ON THE PRESSES

The 1962 Radio Annual Television Year Book



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Please enter my subscription to RADIO-TELEVISION DAILY, and send me my copy of the 1962 RADIO ANNUAL-TELEVISION YEAR BOOK as soon as it is off the press. I enclose \$15.00 (Foreign \$20.00).

Name:

Street:

City: State:

'CommonMart' In CBS 16mm

"Mr. Europe and the Common Market," the "CBS Reports" broadcast which studied the common market and what it may mean to Western unity and security, has been licensed by CBS Films for distribution in the non-theatrical 16mm. film market.

Licensing director Murray Benson said licensee is Carousel Films. It was produced by William McClure.

Live Color Telecast For Vegas Golf Meet

The 10th annual Tournament of Champions golf classic, May 6 in Las Vegas, will be covered this year live and in color on NBC-TV.

This year the network will also increase its camera coverage, covering the last four holes instead of just the last two or three as previously. All cameras will be off the ground and equipped with zoom lenses to pick up remote action.

CBS Answers D. of J.

(Continued from Page 1)

counsel prior to its implementation and was "confident that the plan would be upheld by the court."

CBS said there's nothing in the compensation procedure forcing its affiliates to carry network programs, nor does it deny to other nets or independent program suppliers "the most desirable time periods on the stations affiliated with it."

The Federal suit claims the CBS plan violates the Sherman Anti-Trust-Act and forces affiliates to take virtually all their afternoon and evening TV programs from the network; that the system reduces competition in the production and sale of programs by independent producers and limits advertisers' bids for prime time.

The plan has been in force since January 1961 and, it was said, requires certain affiliates to accept more programs from the network in order to receive the same payments.

Interviews With Disabled Aid Atlanta Fund Drive

Atlanta—WSB has created a special program to support the Easter Seal Society's annual drive. Each Tuesday for a month, the "Nightbeat" show carries "Meet the Champ," interviews with Atlantans who have made comebacks from disabilities through Easter Seal rehabilitation center.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Now that the tumult has subsided, industry opinion here generally is that ABC can take a bow for its handling of the Academy Award show Monday night. These ceremonies are a serious affair and they were handled with dignity. Bob Hope provided most of the humor needed to make it an entertaining TV presentation. Admittedly, aside from Hope, it was not great entertainment but, by its very nature, the Awards will always draw a huge audience. Immediately before the telecast, Steve Broidy brought down the house when he said proceedings would be interrupted if any important news bulletins arrived from Rome. Reactions of the crowd in the stands outside the auditorium foretold that the younger stars would do well inside. Loudest cheers heralded the arrival of such youngsters as George Chakiris and Rita Moreno, Richard Chamberlain, Vince Edwards, and others of the "new breed." One favored performer, motioned by her escort to precede him to a seat, insisted on sitting in the aisle seat so she could proceed gracefully to the stage for her award—which never came. She and the other losers masked their disappointment well, both at the auditorium and at the ball which followed in the Beverly Hilton.

☆ ☆ ☆ KGGK-FM, Garden Grove, is the area's first station to broadcast 24 hours a day in stereo. The increase to 24 hours was made possible by the sale of the midnight to 6 AM period to a local market chain . . . Gig Young is back from Paris and set for two guest shots next week. Walter O'Keefe interviews him on KHJ Radio Tuesday and he will be the celebrity guest on "First Impression" on NBC-TV Thursday . . . Gunther Less will shoot opening and closing segments of his daily KTLA "World Adventure" series aboard the Cunard liner RMS "Caronia." After the filming, he and his wife plus Mr. and Mrs. Sebastian Cabot will be entertained on board in the Verandah Grill by executives of the Cunard L. A. office.

☆ ☆ ☆ Singer-comedienne Dorothy Loudon, currently at the Sahara in Las Vegas, has signed for two appearances on the "Perry Como Show" . . . Jimmy Kern, who wound up the final program of the "Joey Bishop Show" last week, directs the final "Pete and Gladys" show of the season. He started the series last June and handled eighteen segments as associate producer and director. He has already been set to direct the new "Joey Bishop Show" next season.

☆ ☆ ☆ The Musicians' Wives Inc. will hold its annual Easter Sunday Brunch at the Glen Aire Country Club from 1 to 4 PM. . . Eddie Albert has been set as guest star in the "Harvest of Hate" segment of the "Ben Casey" series. Shooting got under way at Desilu this week . . . Actor Johnny Melfi and Roger Perry (the son in Harrigan and Son) informally previewed their new musical, "Nothing Can Stop Me Now," at Susan Oliver's home the other evening. Among those favorably impressed was Norman Jewison, who said, "It's the freshest musical I've seen since 'I'm Getting Off This Crazy World' in London." Murray Susskind was quoted as commenting, "It's great, and call me if you don't believe it." The boys are looking for a top rank Broadway producer.

Red Barber Advises:

Sportscaster Isn't A Fan

Red Barber, host of CBS Radio's "Sports-A-Rama," believes that a sportscaster's first obligation is complete objectivity in describing the action on the field, an opinion which he has spelled out in two recent issues of The Saturday Review.

Barber said his first lesson in objectivity as a sports reporter came from the late Judge Kene-saw M. Landis, then baseball's high commissioner, lecturing a roomful of radio announcers on the eve of the 1935 World Series. Landis told them:

"Now gentlemen, you report. Let the ball players play, the

managers manage, let the umpires umpire. You report. You are to report everything that happens, everything you see. But report, and nothing more."

Barber said he picked up another rule from Bill Klem's summary of an umpire's duties. Klem once said: "Umpire the baseball, that's all there is to it. Umpire the ball!"

As to rooting for the home team or any other team, Red said an announcer should leave that to the fans. An announcer represents millions of listeners and he should be a neutral reporter, he added.

'Tottle' Lives! A Kid's Life

"Tottle," a puppet series designed to help youngsters with childhood fears and lems, debuts on WCBS-TV day morning.

Using a puppet family, Mizen Dramatizes some situations that trouble children. By identifying with the situations, viewers are helped to handle experiences when they encounter them.

A series of WCAU-TV, owned station in Philadelphia "Tottle" is produced by M Brockway and Deborah M

Freedom Foundation Hails 'Dollar-Scholar'

Providence — WPRO-TV Narragansett Electric Co. will receive a Freedoms Foundation or Certificate Award May 3 for documentary, "Close-Up: Dollar a Scholar."

The R. I. Heritage Commission will make the presentation at Historical Society ceremonies. "An outstanding achievement helping to bring about a better understanding of the American Way of Life."

The half-hour program on Citizens Scholarship Foundation traced the Foundation's development from the first "Dollar Scholar" crusade to its present national organization. John Atkinson produced and directed the program.

Channel, Old-Car Club Hold 3rd 'Antique Show'

Flint, Mich. — An "Antique Auto Show" of 70 cars was presented for the third consecutive year by WJRT and the chapter, Veteran Motor Club.

The TV station promoted the event via spot announcements and special programs. It also interviewed costumed car members and used antique cars on various live shows. During the show, WJRT personality "Magic" visited with youngsters in the audience.

'Can You Top This? KGW-TV Asks Women'

Portland, Ore. — KGW-TV award prizes for the most hats and zany hats using themes space exploration to the 8 World's Fair when it conducts annual Easter Hat contest Tuesday on "Telescope." The contest show will be telecast live at the Portland Sheraton Hotel. Konnie G. Worth and R. H.

Yankee Stations in N.E. FM Group

FM stations, with coverage throughout New England, banded together to form New England FM Group. Members are WGHF, Brookfield, Conn.; WBMI, Meriden, Conn.; WK, Framingham, Mass.; WJ, Providence, R.I., and W-FM, Portland, Me.

Spokesman for the group, John Merrill, WMTW-FM, pointed out coverage claims of 700,000 homes are conservative and the group has claimed only 40 percent penetration as a basis. He said that the FM Group does not constitute a network but that each of the stations will operate individually.

Other station managers participating in the New England FM Group include Ralph Hennen, WJ, Raymond Hart, WBMI, and Adams, WKOX; and Donofrio, WPFM. Fine Music-Fi Broadcasters, New York, acts as sales rep.

Hosts for 'Family'

Lowell, WNBC personality, Sally Griffin, singing humor, are being seen daily on WNBC-TV's "Family" show through April 23, while "Family" hosts Mary Ritts are on vacation.

N.Y. VIEWERS-PER-HOME ARB HONORS TO DISNEY

"Walt Disney's Wonderful World of Color" on NBC-TV is the program with the highest number of viewers per home in the New York area market, including portions of the states of New York, New Jersey, Connecticut and Pennsylvania, according to an ARB Profile Report covering a survey of Jan. 4-31. It found the program had 2.76 viewers per home.

The survey, sponsored jointly by the six stations serving the New York area — WCBS-TV, WNBC-TV, WABC-TV, WPIX, WOR-TV and WNEW-TV — used a sample of 1,500 completed and usable ARB Viewer Diaries, considerably larger than would normally be needed for local market measurement, in order to allow reliable audience composition breakdowns and definitive data.

Other highlights in the survey include the finding that the program with the biggest number of children viewers under 18 is ABC-TV's "The Flintstones," with 1,799,400; NBC-TV's "Perry Como Show" has the most women viewers over 18, 1,524,500 of them; the Bob Hope specials on NBC-TV attract the most 18 and over male viewers, 1,254,000, and "Rocky and His Friends" on WPIX is the program with the highest average family size, 5.09.

TV Equipment Fair Set for France in Fall

Special To RADIO-TV DAILY
Lyons, France — The First International Television Programmes and Equipment Fair (MIPE-TV) at the Palais des Congres Internationaux here Sept. 10-19, will be organized by the Lyons International Fair with the technical cooperation of the Radio-diffusion-Tellevision Francaise (R. T. F.)

Henri Goldgran of International Entertainment Productions, New York, said the fair "will be of a strictly professional nature and exclusively reserved to TV. It will not be just another fair but, as its name implies, will constitute a trade fair on a world-wide scale offering significant trade opportunities."

"State-owned and private TV companies throughout the world," he added, "have agreed to participate, along with the main producers and distributors, and this ensures that the fair will be of far-reaching technical and commercial scope."

'Big 5' Member

Minneapolis — WLOL has added Morrie Carlson to its "Big 5" staff. He will host "Music With Morrie," weekdays from 6:15 to midnight.

Big Leaguers At Bat On ABC 'Editor's Choice'

Home run king Roger Maris appears Sunday with other baseball greats on ABC News' "Editor's Choice." The major leaguers, in an interview with sportscaster Howard Cosell and director Fendall Yerxa, will discuss aspects of the national pastime.

King Features' 'Popeye' Now on 125 TV Stations

King Features has sold the 220 made-for-TV "Popeye" cartoons to six more stations in the past six weeks, bringing the total to 125.

The buyers are KCRA-TV, Sacramento; WTOV-TV, Rockford, Ill.; KHQA-TV, Quincy, Ill.; WHBQ-TV, Memphis, Tenn.; WLAC-TV, Nashville, Tenn., and KVOS-TV, Bellingham, Wash. The new Popeye series has also been sold to the TV station in Beirut, Lebanon.

☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

"cleanups" and short-arm jabbing, with Congressional committees in his corner.

Because Gov. Collins did not plunge recklessly into a counter-attack, he is the unhappy target of complaints in large dollops from the NAB membership. Why was he allowing them to take such a pounding? Why did he let fly with a few right hooks of his own? Certainly, broadcasting is entitled to a better point-score than the public was receiving in the arduous battle!

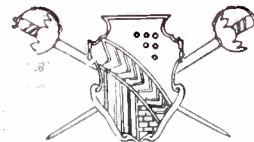
With stoic calm, seen in today's light as superior statesmanship, Gov. Collins chose to wait it out. Not that he had been exactly idle but, as a result of many political frays (overtones which still persist), there's value in waiting.

CHICAGO last week, he uncorked his proper style. From a fighter ridiculed by some of his own fans for "waltzing" with the opponent, he became the great gladiator with one speech. At the convention's opening session, he lashed out scientifically at the Commission for staging local program hearings in the Windy City as "unfair and unwarranted." It has rocked Minow to his heels; it certainly had the whole assemblage cheering in top voice.

The Georgia Association of Broadcasters today bespeaks in a sense the sound judgment of the industry: Collins is indeed "a voluble and effective spokesman" and Minow, cut to size, is "a dedicated public servant," still "single-minded" but "fair."

And, now that the issues have been clearly joined, RADIO-TV DAILY appeals to every one of the 82,317 men and women employed in U. S. broadcasting to stand back of Collins and the NAB. There are still many matters ahead—all the way from government encroachment in programming, the separate ASCAP-BMI rate war and rights of equal access to broadcasting at public proceedings, to total enlistment in the NAB radio-TV codes as one of the greatest safeguards of freedom of the air.

Now is the time for all good men to come to the aid of the party.



The acts of this life are the destiny of the next.

Eastern Proverb

—A Thought For The Day—

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

Sinatra Youth Center To Rise in Nazareth

Israel's Histadrut organization has announced that an interfaith youth center to be built in Nazareth will be named after Frank Sinatra. The entertainer will thus become the second American so honored in that Biblical city. The George Meany Sports Stadium was erected last year.

The American singer will participate in the ground-breaking ceremonies of the Frank Sinatra Interfaith Youth Center on May 4, with civic leaders, youth and representatives of the Moslem, Christian and Jewish faiths attending.

As a guest of Histadrut's cultural department, Sinatra will visit Jerusalem, Beersheba, Haifa, Ein Gev and Tel Aviv. In the latter city, he will attend the May 9 Israel Independence Day festivities. Sinatra's Israel visit is a part of his world tour for the benefit of youth organizations.

Auchincloss to Produce Dixon's 'Service' Show

WCBS has signed Gordon Auchincloss as producer of Bob Dixon's "At Your Service" show, replacing Joseph Dembo.

Auchincloss started in radio in 1937 with Kay Kyser's "Kollege of Musical Knowledge," and now has a number of important TV shows to his credit. Dembo has been appointed the station's director of news and public affairs.

Chicago TV Defended

(Continued from Page 1)

here.

Quaal laid it on the line with his statement that some ad firms squawk about the shortage of pubservice shows and yet give sponsorship invites the cold shoulder.

In the darkened Federal courtroom, he projected a one-hour film, dramatically detailing his own TV station's record of dedication to the Chicago community.

WGN-TV, an independent, suffered some pretty heavy losses in providing live shows, he asserted, eg.; "Ding Dong School" for the kiddies, airing for 20 months, went \$742,000 into the red; "Great Music from Chicago" cost the station beaucoup—less than 20 out of 100 admen contacted even bothered to reply!

In defense of all Chicago TV stations, Quaal contended:

"I know of no city in the country that endeavors to do more in the field of local live TV."

The commission today plans to call on spokesmen for the city's lone educational channel, WTTV, to present its opinions on Chicago video programs.

AGENCY NEWSCAST

By SHELBY COOPER

J. Edward Dean, advertising director for DuPont, yesterday complained that "shotgun critics, relying on vague generalities about Madison Avenue" overlook the relationship between advertising and the comforts of the American home in "blasting away at everything within range."

Dean was addressing a joint meeting of the Advertising Federation and the Sales & Marketing Executives association in Nashville.

"Advertising is subject to improvement, to be sure," he said. "If we as consumers can pinpoint our chagrin and sense of outrage to the offensive examples, we will have made an excellent beginning toward improvement."

"What happens to your business, if something happens to you?" will be discussed Tuesday night at the Advertising Club by Louis N. Field, in the second part of a two-part seminar on keeping the business house in order. The seminar is sponsored by the League of Advertising Agencies, for which Field is attorney. First session was conducted last month by Morton J. Simon, co-counsel for the League with Field.

A booklet put out by WJXT, Jacksonville, took first prize in its category in an advertising awards competition held by the Advertising Club there. The booklet, 20 pages in two colors, was the station's second annual report on programming.

Howard Eaton has left Lever Brothers, to join Grey Advertising as programming VP in the broadcast department . . . Claude Bolser has been appointed executive secretary of the League of Advertising Agencies . . . Frieda Anderson, of H-R Television, has been elected secretary of the Women's Advertising Club in Des Moines.

Robert C. Kelly has joined Lennen & Newell as a senior VP on the Best Foods account. He was formerly with Barrington marketing consultants, Doherty, Clifford, Steers & Shenfield, and Lever Brothers . . . Mike Mullins, son of J. C. Mullins who owns KBTR

Betty Field, Lon Chaney Star on 'Route 66'

Betty Field and Lon Chaney, who made motion picture history in "Of Mice and Men," are reunited as guest stars in "The Mud Nest," dramatic story of Buz Murdock's search for a woman whose background gives every indication that she is his mother, on CBS-TV's "Route 66" Apr. 27. (Re-broadcast).

Thought for Today

"In our economic democracy the survival as well as the prosperity of an industry depend on basic public approval not only of its products but of its performance as a socially responsible institution. The market place is no longer the sole criterion or guarantor of success. There is also the forum of public opinion."

—William D. Patterson,
Associate publisher,
Saturday Review

and KBTB, Denver, is joining the staff of Peters, Griffin, Woodward, with the object of learning all angles of the broadcasting business.

Alice Hausman and William McQuillan have joined Sullivan, Stauffer, Colwell & Bayles, as copy group heads . . . Sheraton Hotels, via BBDO, has bought a schedule of spots on KICU-TV, Fresno, as part of their national and regional ad campaign.

N.J.-ETV Group P 'Classes' This Year

Montclair, N. J. — Two to the New Jersey Education Television Corp. have been pointed to help establish place in operation the first educational television.

They are Dr. Carroll V. Som, RCA and NBC board member, educator and Prentice senior VP, and Leonard E. businessman and prominent leader.

Orville J. Sather, preside the non-commercial, non-NJ-ETV Corp., said the corporation plans "to go on the air year with daytime instructive students of public, private parochial schools, afternoon grams for teacher training, college courses and time cultural programs."

WRC-TV Airs Highlight Of Philly's Fun Fest

Philadelphia — Taped lights of the Philadelphia Recreation Exposition, sponsored by city's recreation department other allied agencies, will be cast in a special hour program WRC-TV (NBC 6-6) tomorrow afternoon.

"Enormously effective play"

Cecil Smith—Los Angeles Times

"A vivid dramatization"

Jack Gould—New York Times

PEOPLE NEED PEOPLE

First Seen on ALCOA PREMIERE October 10, 1961

Created and Written by

HENRY F. GREENBERG



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VOLUME 90, NO. 73

MONDAY, APRIL 16, 1962

TEN CENTS

**COLLINS' PLEA
SPONSORS**

NO CODE, NO ADVERTISING

Records Profits Continue for MGM, Vogel Reports

The continuing profitable growth of its TV program activities and "the encouraging nature of the records and music departments were cited today by Joseph R. Vogel, president of MGM, Inc., as contributing to his confidence that company earnings this year will support the annual \$2 dividend rate.



VOGEL

"Television operations are moving forward most satisfactorily," said Vogel. "Two new hour series have been sold to the networks for next Fall. They are "The Eleventh Hour," produced by the "Dr. Kildare"

(Continued on Page 9)

FCC in Move to Establish Decisions Review Board

Washington Bureau of RADIO-TV DAILY — The FCC has taken the first step under its new power to reorganize itself. A tentative vote of approval has been registered on rule changes needed for establishment of a review board, consisting of senior and experienced commission employees, to handle appeals from initial decisions by hearing examiners.

This was the most important (Continued on Page 5)

8 CBS News Fellowships

Selection of eight CBS Foundation News Fellows for 1962-'63 were announced this morning. Established by the foundation in 1957, the fellowships offer a year of study at Columbia University for men and women in radio and TV news and public affairs.

This year's winners are: Ronald S. Bonn, CBS news

Radio Month 'Best Prospect': Set Retailer

National Radio Month—industry-wide observance in May — is a highly saleable event, the RAB is advising stations. An extensive kit has been prepared to increase time sales during the month and thereafter. Prime customers are the nation's radio set sellers. More than 60 million radios have been sold over the last three years alone. Early reports this year show retail radio set sales running well ahead of 1961's record pace.

47 NEW SPONSORS GAVE TV NETS \$12 MILS. IN '61

Forty-seven advertisers used network TV for the first time in 1961, spending \$12,326,123 in gross time billings, TvB reported this morning. Largest of the new net arrivals is Mead Johnson & Co., with billings of \$5,902,376 in behalf of Metrecal. In contrast, smallest of the new companies was the U. S. National Bank of Portland with billings of \$584.

A total of 341 companies used (Continued on Page 9)

Gutman Quits Ziv-UA TV For Paramount Ad Post

Leo A. Gutman has resigned from Ziv-UA TV, to become advertising manager for Paramount Pictures Corp. His new appointment was announced by Martin Davis, Paramount director of advertising, publicity and exploitation.

Gutman was associated with Ziv for the past 15 years. He previously operated

(Continued on Page 7)



GUTMAN

NET Blueprints '62-'63

Denver—An outline of National Educational Television programming for '62-'63 will be one highlight of a three-day meeting of NET station and program managers beginning here today.

Hall Scotches Rumor KLAC Is Up for Sale

West Coast Bureau of RADIO-TV DAILY — Los Angeles — Mortimer W. Hall, president of Hall Broadcasting Corp. has vociferously denied any intention of selling KLAC. Reports from usually reliable sources were current in New York and here last week that Westinghouse Broadcasting Co. president Donald H. McGannon had gone to the Coast with a \$5,000,000 offer to close a deal on the station. The report was scotched by Hall, who told RADIO-TV DAILY:

"My good friend, Donald Mc- (Continued on Page 7)

Krasny Leaving GAC

Larry Kanaga, GAC president, and Milt Krasny, executive VP, have jointly announced Krasny's resignation, effective June 4.

Krasny was a GAC partner with the late Tom Rockwell and served for 22 years.

NAB Prexy Opens Campaign to Enlist Full R-TV Support

In a bold, unprecedented move over the weekend, NAB president LeRoy Collins has started rallying advertisers behind the organization's radio and TV codes. His appeal to them is a two-pronged thrust:

- Not to place any copy rejected by the NAB's code authorities.
- Placement of advertisements with stations subscribing to the code.

The full measure of support is needed from sponsors and their advertising agencies, Collins contends, to continue the industry's march toward better programs and commercials. The codes are described as "instruments of self-regulation" so that broadcasters may maintain "an ever closer surveillance over their own house."

Collins fired the opening blast in his campaign at Thursday's second annual Mid-South Institute in Memphis. He assured the turn-

Collins to critics of advertising: " . . . Americans are putting everything in America under attack . . . much of this is the normal whine of a free society traveling in high gear . . . criticism and goading have always been the handmaidens of progress and the tools of freedom."

out that their co-operation will strengthen the code and "can make the survival of enterprise more

(Continued on Page 2)

RCA Sales Cashing In On Color-TV Set Boom

A 166 per cent increase in color-TV set sales—best color-TV quarter on record—paced RCA Sales Corp. to its best first quarter since '51. Black-and-white set sales were at the highest for any first quarter since 1957. The combination of color TV and black-and-white unit sales amounted to the best first quarter for total TV set sales since 1956.



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Cine-Dyne Asks SEC For Stock Sale Okay

Washington Bureau of RADIO-TV DAILY

Washington — Cine-Dyne, Inc., of New York City has filed with the SEC seeking registration of 100,000 shares of common stock to be offered for public sale at \$4 per share.

The firm was organized to produce motion pictures and filmed and taped TV programs, but thus far has planned for only one feature film and has loaned the services of its president, Jac Hein, as director of CBS-TV's "Ted Mack's Original Amateur Hour."

9 Applicants Get OK For Syracuse Ch. 9

Syracuse — The way has been cleared for quick construction of a TV station on "dropped-in" Channel 9 here, as the FCC approved joint operation of an interim station by 9 of the 10 applications, with the way open for the 10th to join the group.

Without such an agreement, made possible by a Dec. 6, 1961, FCC change of rules, the contest for the channel could have meant that the station wouldn't have gone on the air for a period of years. Now the contest will go on for permanent ownership while the station is actually in operation.

Trevor Howard Signed To Star in Ibsen Drama

Trevor Howard has been signed to play the role of Eilert Lovborg in the CBS-TV production of Ibsen's "Hedda Gabler," to be presented next Fall.

Other stars include Ingrid Bergman, Michael Redgrave and Ralph Richardson. Producers are David Susskind and Lars Schmidt, director is Alex Segal. The drama will be taped next month at the BBC studios in London.

Pittsburgh Admen Hear Aero-Spaceman Neal

Pittsburgh — Roy Neal, NBC News' aero-space reporter will address members of the Radio and TV Club here tomorrow at a luncheon meeting. Neal will relate on his experiences at Cape Canaveral.

WEEL's 'Listen' to Host African College Prof

Boston — Dr. Jean Hiernaux, former head of the State U., Elisabethville, So. Africa, and currently a visiting professor of physical anthropology at Harvard, will be interviewed by Paul Benzaquin all this week on WEEL's "Listen!"

COMING AND GOING

ROBERT WOOD, CBS-TV Affiliate Relations' manager of contracts and records, to the coast on business.

JAN MURRAY, star of NBC-TV's "Charge Account" returns from the Orient tomorrow.

BUDDY BASCH, publicist, back after a business trip through the South.

JUNE FORAY in town for an appearance with Joey Bishop on the "Tonight" show.

ARTHUR LUBIN, producer of "Mr. Ed," to Tokyo on business.

ALLAN YOUNG, star of "Mr. Ed," to St. Paul to open in "Damn Yankees."

WALT DISNEY has arrived in New York.

HENRY SAPERSTEIN, producer-distributor, from the Coast to N. Y. on business.

OLIVER TREYZ arrived in N. Y. last week from the Coast.

Disk Operas Sub for Met

At the close of the Metropolitan Opera season, WOR will continue to present recorded operas in the same Saturday afternoon time slot.

A new program, "Radio's Golden World of Opera" will begin Apr. 28 and run through Sept. 15. Jay Harrison, panel member of the current live opera broadcasts, will be host, contributing commentary and plot synopsis. All operas will be played in their entirety.

Premiere presentation Apr. 28 will be Verdi's "Otello," with Tito Gobbi, Leonie Rysanek and Jon Vickers. The two following operas will be Beethoven's "Fidelio" and Massenet's "Manon."

Collins Voices Plea For Radio, TV Codes

(Continued from Page 1) secure." He told them:

"As broadcasters, we want you to demand of us the very best of which we are capable. In return, we will expect the very best of you. . . . No matter how high the quality of the product, we do violence to ourselves if we allow advertising to be anything less than honest and truthful."

KNX Names Gridcaster For USC Coverage

Hollywood — Sportscaster Bill Symes will handle the color on all KNX broadcasts of USC football games next Fall, assisting play-by-play announcer Tom Kelly. Symes' last mike duties were in covering the Junior Rose Bowl game for KNX last December.

TV Service Spurring Chi Scholars to Read

Chicago — WBBM-TV, in operation with the board of education, has launched a "TV Reading Service" to stimulate late reading among high school students.

Programs to be shown by station will be tied in with selected book-lists and reading materials, and the students encouraged to do advance reading on the individual topics.

In the Fall, the project will be expanded to include elementary school pupils as well. Details of the undertaking were worked between Hal Fisher, the station's public affairs director, and a reading committee appointed by the board of education of the city of Chicago.

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image

Our television and radio stations prefer not to strike a posture and call it an "image." Such an image would seem merely to be a substitute for substance. Rather, our energies are aimed at earning the positive respect of our audiences; respect generated through substantial, responsible programming . . . programming that stems not from the manufactured image, but from people—the source. People listen. People watch. People know.

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WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA ©

WTOP RADIO, WASHINGTON, D.C.



Sorey, Coverslept.

— Jack Douglas

Advt.



By TED GREEN

• • • Producer Max Richard is putting together a show that simulates silent tires for Enjay Chemical Co., makers of butyl synthetic rubber. Scheduled for a 13-week nationwide tour, the cast of 10 will extol to local tire dealers the advantages of Butyl. Assisting production are Werner Haas, who wrote and directed the script, and Robert Richard. Show opens Apr. 26 at the Eden Rock in Miami Beach.

☆ ☆ ☆ ☆

• • • Beth Brown, an authority on pets, will soon be syndicated as a radio series of pet anecdotes. Miss Brown, for years, had a radio series, "Hotel for Pets" on NBC . . . CBS director Martin Carr looks for new bachelor apartment . . . Actress Nancy Tribush signed to play the role of Kim McAfee, the girl who gets busied by "Birdie" in the Vegas Company of "Bye Bye Birdie." She just finished touring in the same role . . . Producer-director Bill Hobin now using lovely young girl dancers instead of eight on the "Sing Along" show. Each one looks like a beauty contest winner.

☆ ☆ ☆ ☆

• • • TV-night club comedian Dick Gregory invested some of his showbusiness earnings in a hair tonic company in Chicago, home town . . . Connie Francis, dining at The Roundtable nightclub, revealed that while in Europe next month she'll wax an album of religious songs backed by The Vatican Choir . . . Lindsay Crosby of the Crosby clan ventures on a new sideline shortly, raising English Bull Terriers in Hollywood . . . Mitch "Sing Along" Miller led a group of customers in an ad-lib songfest while dining at the Cafe Leon between rehearsals of his NBC-TV show . . . Casey Allen was recently "demoted." For a week he narrated a technical film on camera as a lieutenant-colonel in the Air Force. The following week he moved up the street four blocks to do a similar narrating job for the Signal Corps. But the authorities there decided that for the film he would have to be down-graded to sergeant. Fortunes of peace perhaps?

☆ ☆ ☆ ☆

• • • Joey Dee has just bought an \$8,000 Caddy, but he won't be able to drive it for a month. He'll be on the road starring in "Twist Party" until mid-May . . . Crooner Mike Clifford has recorded his first album for Columbia. The 18-year-old singer has had two Ed Sullivan appearances, and is scheduled for another in the future . . . Johnny Mathis, completely recovered from the back injury that kept him out of work for the past four months, will guest on the "Ed Sullivan Show" Apr. 29.

☆ ☆ ☆ ☆

• • • Robert D. Nelson taking over as station manager of KXPH in Phoenix . . . Tacit Records excited over its new disk marking debut of Jerry Amato. We're told that Jerry's new platter, "Down on Little Fool," is destined to soar him to the top of the record charts . . . The commercial that Bob Lawrence produced for the Columbia specials again seemed better than the program the other night. The commercial, a six-minute play in four acts, has started new trends throughout the industry.

☆ ☆ ☆ ☆

• • • Goings on at RCA Victor Records: In his first album on the RCA banner, Paul Anka sings and swings his way through some longtime favorites, some special material written for him by Sam Cahn and Jimmy Van Heusen, and a brand new Anka original. A star who has turned his sky-rocketing arrival on the show business scene into a permanent and spectacular success story, is backed by vocal arrangements by conductor Ray Ellis . . . In her second RCA album, 20-year-old Ann-Margret, one of the loveliest Cinderellas of all time, makes a vocal survey of the song hits of today, from Elvis Presley's "Heartbreak Hotel," to her own "I Just Don't Understand."

EASERS SANS SPONSORS RING \$5,000 KDAY FINE

Washington — KDAY, Santa Monica, has been fined \$5,000 by the FCC for "teaser" announcements which fail to identify sponsor, in violation of FCC rules. The commission on April 16, 1960, issued a notice and order, effective Sept. 9, 1959, denied an NAB application for legalization of teasers. The FCC refused to reduce the amount of the fine, saying that a "reasonably diligent" licensee would have been aware of the notice and 1959 action and responsibility can't be avoided by a claim of ignorance of the law. An initial reduction of forfeiture had already been made in the amount of apparent liability from \$10,000, for which licensee was liable, to \$5,000," the commission added. "This reduction was made, in part, upon the fact that the violations, although multiple, were all of the same nature, stemming from an individual contract." The FCC said any further reduction would encourage rather than deter further violations. KDAY can appeal to the courts, if it wishes to do so.

Third Act of 'Parsifal'

Tap for Good Friday

The third act of Wagner's opera "Parsifal" will be broadcast Good Friday by WQXR. This act is the one in which the orchestral section known as the "Good Friday Music" appears. A performance of some part of "Parsifal" during the Easter season has become a tradition of this station. This year's recording was made at the Bayreuth Festi-

ABC's Six Stations Win '61 Safety Award

The six ABC radio stations have been named by the National Safety Council as winners of the 1961 Public Interest Awards, for their campaigns on street and highway safety conducted last June and July.

IT'S SURPRISING—

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

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TV HOST WINS ALGER AWARD

CBS-TV's Allen Ludden
To Be Honored at Luncheon

Allen Ludden, moderator of the "GE College Bowl" series and host of the daytime and nighttime "Password" programs, all on CBS-TV, has been named winner of a 1962 Horatio Alger Award.

Ludden, the first member of the performing arts ever to receive this award, will be given a bronze plaque at the 16th annual ceremony of the non-profit Horatio Alger Awards Committee of the American Schools & Colleges Association May 9 at the Waldorf-Astoria.

Winners are chosen by ballot of 3,000 campus leaders in 500 colleges and universities throughout the country.

Radio-TV Spots Spur Mental Health Drive

Appeals for support of the Mental Health Association's Bell-Ringer campaign have been filmed and recorded by a score of stage, screen and TV stars for use on local and network radio and TV.

The campaign begins Apr. 29 and runs through May. Actress Jayne Meadows is co-chairman of the fund-raising drive again this year, with Gov. Robert Meyner of New Jersey.

WBZ Airs Discussion On Med. Aid for Aged

Boston — WBZ's "Program PM" will air "Washington Viewpoint" today, an interview with Dr. Martin Cherkasky on President Kennedy's program for medical care of the aged through Social Security. Ann Corrick and Sid Davis serve as the host and hostess on the show.

'Books' Lose in Tape Finish

Boston — WBZ scored a news beat with fast coverage of a gambling raid in downtown Boston and airing of tapes made over the alleged bookie's phone by persons placing bets, within less than hour. The newscast was aired last Wednesday.

News director Ed Fouhy and

WJR Shifts Duties, Ups Craig, Callaway

Detroit — WJR has appointed Donald W. Craig advertising-sales promo director, and Ross R. Callaway PR director, in a realignment of responsibilities. Craig joined WJR in August, 1959, as sales promo manager, and most recently served in a similar capacity for the DeSoto Division of Chrysler Corp. He became the station's ad-PR director last July. Callaway had been a WJR account exec since joining the station in 1951.

The station, meantime, has added Sydney J. Harris, nationally syndicated columnist, author and lecturer, to its roster for daily five-minute series of "thought-provoking commentaries on the foibles of today's society." The program is titled "Personally Speaking."

Southern Broadcasters Leads in Bid for Channel

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has directed its staff to prepare documents looking toward award of a new TV station on Channel 8 in High Point N. C., to Southern Broadcasters, while denying the competing bids of Jefferson Standard Broadcasting, Tricities Broadcasting, and High Point TV.

The hearing examiner's initial decision had favored Tricities. The decision will not become final, however, until the FCC takes a final vote.

FCC Favors Review Board (Continued from Page 1)

change among the tentatively accepted new regulations designed to relieve the commissioners of routine adjudicatory matters so they can pay more attention to major policy matters and planning, as well as to the more significant adjudication cases and also to expedite handling of the FCC's large workload at the present time.

The commission said its general counsel, Max Paglin, has already met with a committee of the Federal Communications Bar Association to discuss the proposed changes, and that such conferences will continue.

newsman Bob Lape, acting on a tip from a news source, accompanied police in a surprise raid.

Following the arrest, Fouhy and Lape recorded conversations on the phone as bets were placed and police gathered additional information.

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RADIO 138
Tampa - St. Petersburg, Fla.

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

WWNR
RADIO 62
Beckley - W. Virginia

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

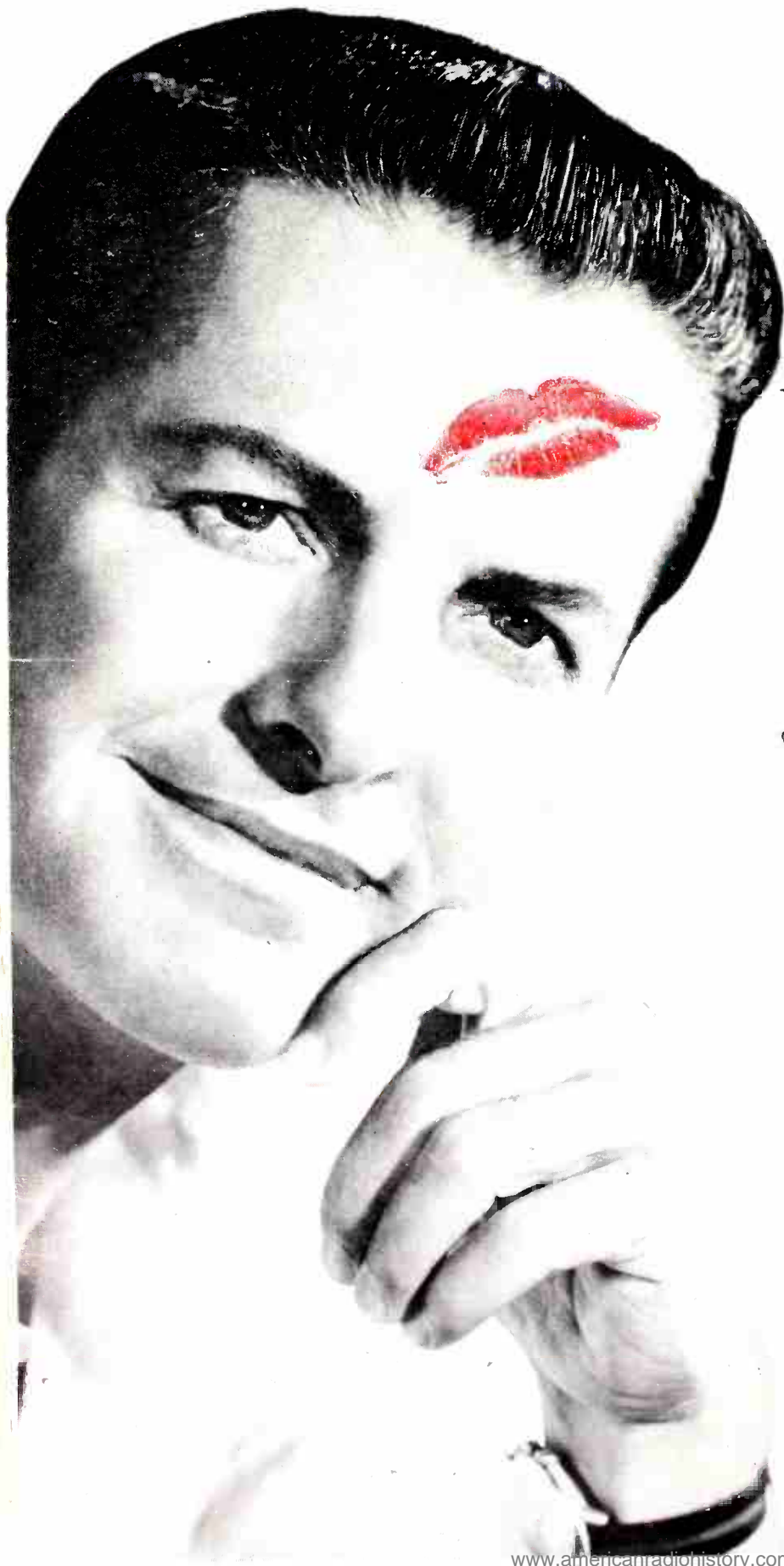
WNAR
RADIO 111
Philadelphia Area

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

WQTY
RADIO 122
Jacksonville - Florida

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

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Broadcasters Receive 10 Awards from OPC

Nation's CATV Operators Vie for 'Halo'

Washington—The National Community Television Association has announced a "Halo" awards competition for the nation's CATV operators, to recognize achievements in public relations, advertising and community activities. Winner will be named at the 11th annual NCTA convention here in June.

Arts' Vol. 2 Pix Ratings, Shares

A special Arbitron study of WBC-TV's programming of Seven Arts' Vol. 2 of "Films of the '50s," consisting of Warner Bros. pictures, revealed that they have "more than doubled" their stations ratings and share-of-audience for the Saturday night "Movie Four" the first 26 weeks of the 1961-'62 season, against the same 1960-'61 period, according to Seven Arts vice president and national sales manager Donald Kubler.

He said figures show that the average quarter-hour ratings for "Movie Four" from September to March increased from 6.6 in 1960-'61 to 13 in 1961-'62. The share-of-audience jumped from 15 per cent in 1960-'61 to 34 per cent the first 21 weeks of the season. Seven Arts' Vol. 2 films were used exclusively in the survey period for the program, which airs from 11:15 P.M. to conclusion.

Drew Firm Films Scouts for Gen. Foods on CBS

Drew Associates, film producing unit of Time-Life Broadcast, has been named to film the 1962 Girl Scout Senior Roundup for an hour CBS-TV telecast in September, sponsored by General Foods in cooperation with the Girl Scouts. Color prints of the film will later be distributed by General Foods for local showings in Girl Scout communities.

Held every three years, the roundup is Girl Scouting's biggest meeting, with girls from every state and a score of foreign countries participating. The 1962 gathering will be July 18-31 at Button Bay State Park on the Vermont side of Lake Champlain. Some 8,500 Senior Scouts, age 14 to 17, will attend, with a staff of 1,500 adults, in the largest encampment of teen-age girls in this country.

Gutman to Paramount

(Continued from Page 1)

his own advertising agency in Cincinnati.

Gutman will be responsible for Paramount's advertising program and will work closely with Lenzen & Newell, its agency.

FCC DECLINES ADVANCE RULING

Pre-Broadcast Opinion
Would Engulf Commission

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has denied a petition by WDXI-TV, Jackson, Tenn., for a "declaratory ruling" — an opinion in advance of broadcast — on whether a program being considered by the station would amount to a lottery. The FCC said it has a policy against such advance rulings, and that with the large number of stations on the air if that policy should be changed it would "literally open the gates to a flood of requests for rulings that could not possibly be handled."

CBS News Fellowships Are Awarded to Eight

(Continued from Page 1)

witz, reporter, news editor and newscaster, KRNT and KRNT-TV, Des Moines; Thomas B. Petry, assistant general manager for programming, and acting general manager, WQED, Pittsburgh ETV station; Michael H. Sommer, Public Affairs director, KUSC, ETV station of the University of Southern California, Los Angeles; Stephen Steinberg, news writer, WBBM-TV, Chicago, and Donald H. Webster, editorial assistant, KCBS, San Francisco.

Foundation news fellows have all university expenses paid and receive a stipend to cover living costs during the year.

Grants average approximately \$8,000 apiece.

NBC Changes Power System

A major power changeover—the latest in a series of advances in NBC's modernization of technical facilities—has been completed in the RCA Building studios, New York.

William H. Trevarthen, operations and engineering VP, has announced the replacement of over 200 six-volt storage batteries — weighing 33 tons — and all of the associated motor generator sets, reactors and control equipment with two silicon rectifiers weighing one-quarter-ton each.

The battery and motor generator system had been in service since 1932. Replacement was made

Minow, Collins Lead Responsibility Forum At AWRT Chi Meet

Chicago—The question of what constitutes responsible, effective broadcasting will be tackled afresh by FCC chairman Newton Minow, NAB president LeRoy Collins and eight other leading figures representing the communications field and industry, when they meet on the same platform here May 4 at the 11th annual convention of American Women in Radio and Television.

The session, which starts at 9:30 A. M. in the Sheraton-Chicago, is titled "The Broadcast Industry — A Time to Speak." In addition to Minow and Collins, those who will have their say are Peter G. Peterson, Bell and Howell president; Arthur Tatham, chairman of Tatham-Laird, and Mark Goodson and Bill Todman, Goodson-Todman Productions.

Irv Kupcinet, news columnist and moderator of "At Random" on WBBM-TV here, will be moderator. The AWRT Convention will be called to order by Montez Tjaden (KWTW, Oklahoma City), president of the 1,600-member organization, at a formal dinner May 3. The convention concludes following a business session, May 6.

Says KLAC Not for Sale

(Continued from Page 1)

Gannon, was in Los Angeles. We had a most pleasant social visit. I would like to refer you to my statement in November, at which time Bob Forward joined my staff as executive vice president and general manager, when I emphatically made it clear that KLAC was not for sale—and it is not for sale now."

Hall further declared the station is "enjoying an era of prosperity" and has "many plans for further improvement and expansion."

Radio, TV Newsmen Of All Major Webs Cited by Associates

Broadcasters received 10 awards from the Overseas Press Club of America Friday night at the organization's 23rd annual presentations dinner in the Waldorf-Astoria. OPC Awards Committee chairman William L. Laurence made the presentations before a packed audience of 1,200.

Honored for the best radio reporting from abroad, was Marvin Kalb of CBS, for his Moscow reports, with Joseph C. Harsch winning a citation in the same category. ABC's Henen G. Rogers and William Hartigan were honored for the best TV reporting from abroad for the program, "The Remarkable Comrades," with citations going to NBC's Robert Young and Charles Dorkins for the program, "Angola — Journey to a War."

Stark, Hoshi Honored

Singled out for the best photographic reporting (motion picture) from abroad were NBC's Leonard Stark and Nobuo Hoshi for the film report, "Japan—East Is West," with CBS' William K. McClure getting a citation for the film report, "Blood, Sweat and Tears Plus 20 Years."

Howard K. Smith, now with ABC, received an award for best radio interpretation of foreign affairs for his work on CBS last year, and Mutual Broadcasting's Phil C. Clark received a citation in the same category.

Schoenbrun, Vicas Winners

Honored for the best TV reporting of foreign affairs were David Schoenbrun and George Vicas of CBS for the program, "The Trials of Charles de Gaulle," with citations going to CBS' Eric Sevareid and Stephen Fleischman for the program, "Brazil—Rude Awakening."

Gardiner Marks 25 Years On Radio, 20 with ABC

Don Gardiner whose "Monday Morning Headlines" is the longest-lived news show on ABC Radio, has marked his 25th year on radio — and his 20th with WABC. He came to ABC in 1942, when it was the independent Blue Network.

Gardiner launched his career as a radio guide in March, 1935, and two years later joined WAIH, Winston-Salem, as chief announcer. He worked in Washington radio from 1939 to 1942, before getting a regular assignment with the Blue Network.

What If They Send Him All the Way to...?

Los Angeles—An all-expenses-paid trip to the Seattle World's Fair will be top prize in a contest being conducted on KNXT-TV's "Panorama Pacific." Program host Red Rowe is inviting viewers to write in suggesting future remote locations for the program, "in 25 words or less."

WCAU-TV to Offer Other Outlet's Series

Program series produced by four CBS-TV O-Os will begin on WCAU-TV Apr. 21-22. They are "American Musical Theatre," produced by WCBS-TV, New York; "Touch of Fame," produced by KNXT, Los Angeles; "Wildlife," produced by KMOX-TV, St. Louis, and "Repertoire Theatre," produced by WBBM-TV, Chicago.

Presentation of the public affairs program exchange has necessitated some time changes in WCAU-TV's regular programming.

"Camera at Large" will be seen Saturdays from 1-1:30 P.M. beginning Apr. 22. Beginning Apr. 28, "Accent" will be presented on a six-day delay basis. Saturday, 2-2:30 P.M., until May 20, when it will then be seen in its regular Sunday, 1-1:30 P.M. time-period.

U.S. Offers Stations 'Peace Corps Report'

"The Peace Corps—A Report," an hour telecast of the pros, cons, whys and wherefores of our government's most interesting experiment in human relations, is making the rounds of the nation's TV stations. The U. S. Peace Corps director, R. Sargent Shriver, Jr., "stars."

The program was produced by the Lowell Institute Cooperative Broadcasting Council, in cooperation with the Readers Digest Foundation. It was telecast live on WGBH-TV, Boston, simulcast on WHEN-TV, Durham, N. H., and WCBB-TV, Augusta, Me.

The program was transcribed on tape at the time of its telecast and is being offered free of charge to both ETV and commercial stations throughout the country. A radio transcription of the discussion has also been made available.

Alma John Visits WEVD

Alma John, WWRL personality and active leader in the Negro community, will be Ruth Jacobs' guest tomorrow on "The Jewish Home Show" on WEVD.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Paul Ford has joined John Forsythe and David Wayne, who, like Ford, were members of the original cast, in the lineup of top talent for the presentation of "The Teahouse of the August Moon," which opens the season for the "Hallmark Hall of Fame" on NBC in October. George Schaefer will produce and direct John Patrick's prize-winning comedy, with rehearsals set for next month at the NBC Brooklyn studios.

★ ★ ★ ★

• • • The California Broadcasters Association is going all out to try to extend daylight saving time one month to conform with the East. The issue will be voted on next June 5.

★ ★ ★ ★

• • • "Naked City" and "The Dick Van Dyke Show" last week were two excellent performances. Peter Falk was outstanding as a hoodlum, in "Naked City" playing a difficult role with sensitivity. On the Van Dyke Show, Marty Ingels was Dick's loud-mouthed Army buddy, who arrived just in time to join a dinner party for Dick's sponsor. If this performance is a sample, Lenny Stern will have another big one when "The Builders," starring Marty Ingels, makes its bow on ABC in the Fall.

★ ★ ★ ★

• • • Communications West, a publicity, public relations and sales promotion firm, has been formed as an outgrowth of Mickey Garrett Associates. Maurice J. Garrett is president of the firm which will offer national, local or regional coverage.

★ ★ ★ ★

• • • Henry Slesar's original story, "Final Vow," has been purchased by producer-director Norman Lloyd for the new series, "Alfred Hitchcock Hour" which airs over CBS next season. Lloyd will divide producer assignments with Joan Harrison . . . Robert Horton has checked off the Revue lot, following completion of filming of his final "Wagon Train" segment. Horton recently signed a new contract with NBC, which entitles the network to his exclusive television services for one year in a number of guest appearances . . . Wolper Productions has added William Edgar, who has been assigned by series producer Jack Haley Jr. as researcher on the "Biography" series of documentaries currently being produced for Official Films.

★ ★ ★ ★

• • • Brett Halsey has been named to join Lucille Ball, Milton Berle and Kirk Douglas on the "Stars for United Jewish Welfare Fund" committee. Steve Allen is chairman . . . Steven Hill will be soloing before the camera for ten days when he and director John Cassavetes start shooting on location in New York today. The rest of the cast remained in Hollywood.

★ ★ ★ ★

• • • Meredith and Rini Willson are back home after a trip to Washington, D.C. where he was presented with the National Big Brother of the Year Award at the White House by President Kennedy . . . J. Edward McKinley, who has completed roles in "Advise and Consent" and "How the West Was Won," will emcee the annual Cinderella Dinner Dance held by the Catholic Big Sisters charity organization at the Beverly-Wiltshire May 5.

★ ★ ★ ★

• • • KLAC debuted a new show, "Dateline, Campus" last night. It is produced by Los Angeles State College and is designed to give the taxpayers a report on how their money is being spent. Other Sunday night programs of public service nature include John Babcock's "Campaign 62" and "Listen, Los Angeles" . . . Irene Cuffe is leaving her role in "Come Blow Your Horn" to ready her guest ranch in the high Sierras for film location as well as for guests. She will resume for her role in the Fall.

★ ★ ★ ★

• • • Pat Harrington, Leo Guild, Marc Lawrence, Ron Randall and his wife, Leah, all attended the on-camera anniversary party for Dickie Dallas and Diana Dors on the 10:30 to midnight Mike Stokely Show at KCOP-TV. Bob Manning sang their song "The Nearness of You" and Rusty Draper came into town especially for the event. There's a lot going on in this Mike Stokely Sleep-Killer and it seems to be getting plenty of local attention.

Dean Jagger to Guest In MGM's 'Dr. Kildar'

Dean Jagger has been selected by MGM-TV to guest in "General" episode of "Dr. Kildare," Norman Felton, executive producer and David Victor producing for NBC-TV.

Dick Pinkham Chair RTES Program Unit

Richard A. R. Pinkham has been named chairman of the Radio and Television Executives Society's Program Committee for the ensuing year, with Jerome Finger of Cowles Magazines, Broadcasting, and Richard Heffner, general manager, Educational Television for the Metropolitan Area, appointed to succeed him for two years.

The Program Committee, which arranges for the Newsmaker Round Table luncheons, is composed of five persons appointed alternate years. Pinkham, senior radio-TV VP and director of Bates & Co., will be serving a second year. Also continuing another season are Robert Boulware, Fletcher Richard, Calkins & Holden VP, and Max Buck, NBC-TV Eastern sales manager.

For the past year, Edward Reynolds, CBS-TV assistant press information director, has been serving as chairman, the first step in the establishing of a permanent Program Committee.

Cleveland Video Host On Broadcasters' Panel

Cleveland — Sidney Andorn, host of WJW-TV's "Cleveland Caucus," will be a panelist at the annual convention of the American Council for Better Broadcasts May 2 in Columbus. His panel will discuss "How Station Serves Its Community."

Andorn, a veteran broadcaster and newspaper man, will be only Cleveland radio and TV personality to be involved in the convention. Also associated with WGAR here, his Sunday morning TV program premiered a year ago. He is also noted for an award-winning newspaper column which ran in the now defunct Cleveland News.

MCA Looks to Future, Buys Electronic Brain

MCA has purchased an electronic computer for its Radio Studios. At first the computer will be used for accounting functions only, but the firm is contemplating its application to market research and sales forecasting.

ABC's April Project Ads in CP Campaign

Coast Bureau of RADIO-TV DAILY
Los Angeles — The United Cerebral Palsy Association of Los Angeles County's special Mother's Day campaign will be broadcast on KABC next Wednesday through May 9. Listeners who donate to the cause will receive a talking Mother's Day "card" recorded by Ed Pickens. The station's personalities will participate in the campaign, and news programs will publicize the CP association's work. The Cerebral Palsy campaign has been chosen as KABC's "public service project of the month" for April.

1.1 Mils. to TV

(Continued from Page 1)

TV in '61, second highest total reported. Only 1960 had more companies, with 376. In that year, however, a dozen advertisers sponsored national political organizations. More than half of all network advertisers — 180 — spent less than \$500,000 in gross time billings. Of these, 138 spent less than \$25,000. Gross time billings of 77 advertisers were less than \$50,000; 32 spent \$50,000 to \$100,000; 59 had billings for \$100,000 to \$250,000.

Billings are compiled by Lead National Advertisers-Broadcast Advertisers Reports and read by TVB.

Paul Harvey To Speak At Ala. Indust. Program

ABC Radio newsman Paul Harvey will speak at the Alabama Industrial Days Program in Gadsden, Ala., Apr. 23-24. The session is sponsored by the Alabama Junior Chamber of Commerce.

Animated Music Spots Fill 'Extra' Time on ID Breaks

WNBC-TV has devised a solution of what to do with the 10 seconds left over in a 40-second break when a 20-second and a 10-second announcement are sold . . . and without triple spotting by airing a station or program promotion. It's 10 seconds of "no-talk," except for the brief station ID, "WNBC-TV, Channel 4, New York," or some institutional slogan. The rest of the 10 seconds will be taken up by a full-animated musical interlude.

The series of different animations are skillfully drawn adaptations of New York scenes in color, with the station's call-letters, city, and channel number zooming from the background in the final four seconds of video. The first versions, to be instituted on Wednesday, include Times Square, Radio City, the Brooklyn Bridge and the Statue of Liberty. Others now in production will include Central Park, a harbor scene and an amusement park scene.

Uses NBC Music Theme

The sound is full orchestration of the familiar NBC theme which has been in use since last Fall. A live announcer will read the station ID, but there will be no other announcement copy.

The filmed IDs are produced by Trans Radio Productions, Boston, under the direction of Robert G. Patt, advertising-promotion manager for WNBC-TV and WNBC Radio.

WRC-TV Adds Staffer

Washington Bureau of RADIO-TV DAILY
Washington — Anne Sylvester has been appointed WRC-TV public relations coordinator. She will report to Ned Ryan, advertising, promotion and PR manager. Miss Sylvester was on the staff of Rep. Francis E. Dorn (R., N.Y.) for three years.

Rep. Rogers Speaks At SRA Awards Fete

Rep. Walter Rogers (D., Tex.), a ranking member of the House Interstate and Foreign Commerce Committee, which has jurisdiction over radio and TV, will be the featured speaker at the fifth annual awards luncheon of the Station Representatives Association May 10 at the Waldorf-Astoria. Rogers is also a ranking member of his committee's Legislative Oversight Subcommittee.

SRA managing director Lawrence Webb said the luncheon will feature the presentation of the Silver Nail Timebuyer of the Year Award and the Gold Key Award for outstanding leadership in advertising to recipients who will not be named until the luncheon.

Vogel Reports on MGM

(Continued from Page 1)

team, and "Sam Benedict"—both scheduled for NBC-TV. "Dr. Kildare" has been renewed. The company meanwhile is negotiating for the sale of additional programs to the nets.

Licensing of feature films to TV is proceeding favorably. The second group of 30 post-'48 features has already been licensed in 36 markets. Terms on both groups of post-'48 features were reported substantially higher than those received for the pre-'49 group, released to TV in July, 1956.

The MGM Record division in its 28 weeks showed an increase in earnings over the similar period last year. The Number One record, "Don't Break the Heart that Loves You," was recorded by Connie Francis under her new long-term contract. The division has just begun U. S. and Canadian distribution of Deutsche Grammophon Gesellschaft classical disks.

7 Composers to Score At Int'l Jazz Festival

EMI has commissioned seven composers to write works for world premiere performances at the First International Jazz Festival in Washington, D. C., May 31-June 3. The Festival is sponsored by the President's Music Committee of the People-to-People Program.

Armed Forces to Get AMF Documentaries

Education and entertainment will be combined in a new series of news-film documentaries to be sponsored by AMF International, a division of American Machine & Foundry Co., for presentation to U. S. servicemen via the Armed Forces TV Network. The monthly film, to be produced by Hearst Metrotone News, will be shown in 28 Armed Forces TV locations throughout the world. Printed discussion outlines will be provided for units that wish to use the films as subjects for educational groups.

First film in the series is "The Flight of Friendship 7," covering the orbital flight of Lt. Col. John Glenn. Future subjects to be highlighted in the series will include a sequence on "Interpol," the international police organization, and "The Missilemen of SAC," which was photographed at Vandenberg Air Force Base.

Radio, TV Industry News Flashes from Coast-to-Coast

WSB to Add 'Late Date'

Atlanta—WSB will air a new 15-minute program, on Sunday nights. "Late Date," featuring Bob Van Camp, music director, and Audrey Tittle, woman's director.

WRR-FM to Air Operas

Dallas—Seven operas to be presented by the Metropolitan Opera Co. in State Fair Music Hall, May 8-13, will be aired each Wednesday on WRR-FM with commentary by a local music personality.

Sailing, Sailing . . .

Philadelphia—WCAU's Ed Harvey today begins hosting "Boat-

ing News," sponsored by the Owens Yacht Co. The program features interviews with boating experts and marine operators, weather forecasts and advice on the care of a craft.

Runs in the Family?

Wichita Falls—Peggy Albright,

wife of KWFT sports director Sam Albright, bowled a 288 score in tournament competition, establishing a record for alleys here.

Cox Picked PR Ass't

Dallas—Claude C. Cox has been appointed assistant to publicity

director Larry Mayran for "Six Flags Over Texas" and the Great Southwest Corp., where he will act as liaison between the department and TV stations in the Southwestern states.

Announcer Joins WINF

Manchester, Conn. — Wayne Hickox, formerly of WATR, Waterbury, has joined WINF as a staff announcer and account exec.

KMOX Fetes Food Brokers

St. Louis — Grant Williams of KMOX emceed a breakfast marking the start of the fourth annual Food Brokers Week here, sponsored by KMOX.

Mayor Raymond R. Tucker proclaimed Apr. 9-14 Food Brokers Week in honor of the organi-

zation's contributions to the welfare of this city's citizens.

The mayor said that "the greatly increased demand for processed foods throughout the St. Louis area in recent years is a splendid tribute to the activities of our food brokers."

'TV Classtime' on KRLN

Austin — ETV station KRLN is presenting an instructional "Television Classtime," prepared for broadcast through the cooperation of KTBC-TV, San Antonio.

Ind., O. Channels To Air WBC's 'PM'

WLWI, Crosley TV outlet in Indianapolis, and WTVN, Taft TV station, Columbus, O., have purchased "PM," the nightly 90-minute series hosted by Mike Wallace. Both buys were made directly from WBC Program Sales, which syndicates the series produced by WBC Productions. They are Westinghouse Broadcasting subsidiaries.

The tape show, featuring top-name guests, is also being aired in New York, Los Angeles, San Francisco, Pittsburgh, Boston, Cleveland, Baltimore, Washington, Dallas, Topeka, Des Moines, Portland, Ore., and York, Pa.

Spinrad Named President Of Columbia Alumni Unit

Leonard Spinrad, executive editor of public information for CBS-TV, has been elected president of the Graduate Faculties Alumni of Columbia, which he previously served as VP. He succeeds Dr. Foster D. Snell, president of Foster D. Snell, Inc., consulting chemists, who has been named to the alumni group's board of directors.

Canada TV Net to Offer Jackie's Hr. Tour of WH

Special To RADIO-TV DAILY
Toronto — The tour of the White House conducted by Mrs. John F. Kennedy will be a special feature Friday on CBC-TV's "Open House." Hostess Gwen Grent will introduce the hour filmed program.

Titled "A Tour of the White House With Mrs. John F. Kennedy," it was originally seen in February on CBS-TV and NBC-TV in the United States, and was also aired on BBC-TV in England, England.

Conn. Drops CP for ETV

Hartford, Conn. — The Connecticut State Board of Education has given up on plans for a new noncommercial ETV station on UHF Channel 24 here, and the FCC has accordingly canceled the CP.

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AGENCY NEWSCAST

By SHELBY COOPER

D'Arcy Advertising, on behalf of E. F. MacDonald Co. and Plaid Stamps, has scheduled an extensive, 350 spot-announcement campaign covering 14 weeks, on WABC-TV.

Richard B. Stockton has been elected a VP of Storm Advertising. St. Louis . . . Nationwide Insurance, Columbus, O., has appointed George H. Hunter director of advertising. He succeeds George W. Campbell Jr., now executive VP of Peoples Broadcasting . . . Henry J. Lazarus is leaving Dancer-Fitzgerald-Sample, which is closing its Chicago office, to head the western division of Geyer, Morey, Madden & Ballard.

Norman, Craig & Kummel has purchased a series of spots on KBIF, Fresno, on behalf of Hertz Rent-a-Car . . . Armour & Co. has appointed the Chicago office of Fuller & Smith & Ross to handle its Miss Wisconsin cheese . . . Luxor mushroom growers supplies, Newark, has appointed Melis & Lebow to handle its ads.

Yesterday Trans World Airlines, via Foote, Cone & Belding, took over sponsorship of Alex Dreier news shows, Sundays, Tuesdays and Thursdays on WBKB-TV, Chicago . . . William J. Knight, former N. Y. Herald Tribune staffer in Paris, has joined Milburn McCarty Associates to handle the agency's overseas accounts.

Animation Inc., Hollywood, has produced five animated-cartoon TV spots. to be used in the Boston area by Griswold-Eshleman Agency on behalf of Jenney Gasoline . . . Svd Woloshin and Jack Wohl of J. Walter Thompson composed the new musical commercial for Ford Motors, titled "The Lively Ones." Music for the radio and TV spots was produced by Jerry Jerome.

Ideal Toy has re-juggled its account assignments between Grey Advertising and Smith/Greenland

Sigma Delta Chi Cites KDKA, KNUZ in Radio

In announcing winners of the 30th annual Sigma Delta Chi Awards for distinguished service in journalism, Radio-TV Daily inadvertently omitted two broadcast recipients — KDKA Radio News, Pittsburgh, for radio reporting, and KNUZ, Houston, for public service in radio journalism. In addition, KHOU-TV, Houston, was honored for public service in TV reporting, not radio reporting as the story listed.

Thought for Today

"The contention that advertising sells people things they don't really need is of course nonsense, unless we agree that necessities of life consist only of the most primitive types of food, clothing and shelter. In an economy of sheer survival, books, beds, satellites, automobiles, paper, cyclotrons, shoes and nylons would be frills. Thankfully, our civilization and economy have advanced to a point where these things exist and there is a demand for them."

—J. Edward Dean
Advertising director
DuPont Company

agencies. Grey gets the Book of Knowledge-Educator Toys division, and ITC Modelcraft has been switched to Smith/Greenland.

Richard C. Lynch advertising, St. Louis, has appointed Forrest S. Pollock to succeed Stewart McCormack, retired, as art director.

S.F. Channel to Tap 4 Concerts for Air

West Coast Bureau of RADIO-TV
San Francisco — KPIX, inghouse station here, will two concerts of the Oakland phony and two of the San cisco Symphony for telecast this year as part of the sta "Community of Strangers" long public service series.

The first Oakland concert be taped in May for June and feature Haydn's Con for Harpsicord in D" and Orff's "Carmina Burana." second has not been sche yet, nor its program determ Gerhard Samuel will coi both Oakland Symphony con

The two San Francisco phony programs will be child concerts, with both to be this month for Fall airins holiday specials. The first w performed at the Berkeley School Community Theatre, Jean-Louis Le Roux condu the hour program and W Green commenting. The se will be taped at the Rich Memorial Auditorium, with V Sellin as conductor-comment

Carl Dons Deputy Cap

Spokane — Cliff Carl, K "Bar 6 Roundup" emcee, has made an honorary deputy sl by County Sheriff William I

Accent through Needham,
Louis & Brorby
buys . . .

KGBS
LOS ANGELES

and so does Gordon's Br
through McCann-Erick

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THE POWER: 50,000 WATTS
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over the City of Angels*

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PETERS, GRIFFIN, WOODWARD, INC.





Established February 9, 1937

C. 90, NO. 74

TUESDAY, APRIL 17, 1962

TEN CENTS

WILL 'JD' PROBERS WIDEN SCOPE?

Additional-Community Statement by Yoder Assists Local TV Quiz

Chicago — Driving to the heart of what most broadcasters believe is essentially wrong with the concept of local program hearings as they are to be conducted by the FCC in his city, Lloyd Yoder, NBC vice president and general manager of the network outlet, WNBQ, yesterday maintained:

Although local live shows provide certain valuable functions, they are "not the only way to meet a community's needs and in-

(Continued on Page 7)

CS' Ted Koop to Chair DC. Emmy Awards Fete

Washington Bureau of RADIO-TV DAILY
Washington — Ted Koop, Washington vice president for CBS, will be chairman and toastmaster for the 14th annual Emmy Award dinner. Robert M. Adams, president of the Washington chapter said local winners will be announced preceding the National NBC telecast.

Slit Sponsorship Brings Frate Warm-Ups Home

Pittsburgh — KDKA-TV has had all 25 baseball warm-ups to precede the Pittsburgh Pirates games on that station. Sponsorship will be shared by the Western Pennsylvania Volkswagen dealers and R. J. Reynolds.

NBC Profits Swell RCA Qtr.

NBC set an all-time first-quarter record in both sales and earnings this year, helping push first-quarter sales and earnings in its 43-year history, it was announced today by RCA chairman David Sarnoff and president Elmer W. Engstrom.

RCA's profits after taxes rose 21 per cent to \$14.5 million, against \$12 million for the first quarter of 1961. The previous record for first-quarter earnings was \$13 million in 1960. Earnings



WPIX-11 has a "corner" on the kiddy market, attracting the largest children's audience by far of any New York TV station with twenty-four top children's shows.

NEW YORK'S PRESTIGE INDEPENDENT

CONGRESSMEN JOIN FIGHT TO SAVE PRE-SUNRISERS

West Coast Bureau of RADIO-TV DAILY

Washington — Several Congressmen joined daytime broadcasters yesterday in appealing to the House Commerce Committee for passage of legislation permitting minimum 6 AM to 6 PM hours of operation.

All told the committee that current FCC proceedings looking toward cutting off present pre-sunrise operation would deprive rural areas and small communities of needed local service to protect

(Continued on Page 7)

MCA-DECCA DEAL TO STOCKHOLDERS

Rackmil and Wasserman Agree on Shares Exchange

Milton R. Rackmil, Decca Records president, and Lew R. Wasserman, MCA president, yesterday said MCA has submitted a proposal for the exchange of MCA stock for all of the outstanding capital stock of Decca on this basis:

For each share of Decca, there will be offered one share of new MCA convertible, voting preferred stock, plus one-third share of MCA common stock. The preferred will pay 1.50 annual cumulative dividend, and each share will be convertible into one-half share of MCA common. This

(Continued on Page 3)

Collins Advises Dodd To Include All Media, Not to 'Pick On' TV

If Senator Dodd wants the NAB's wholehearted cooperation in his well-ballyhooed probe into violence on TV and its relationship to juvenile delinquency, he'll have to broaden his inquiry scope to include the effects of all other media.

At least, that's NAB president LeRoy Collins' thinking, presented in a letter, which he is reliably reported to have sent the Connecticut Senator and to Health, Education and Welfare secretary Abraham Ribicoff, under whose auspices, presumably, such hearing

(Continued on Page 7)

Rollins Names Wm. Dix WCHS-TV Gen. Manager

Charleston, W. Va. — William P. Dix, Jr., former manager of WDAU-TV, Scranton, Pa., has been appointed general manager of WCHS-TV, Rollins station here. He has also been an exec with WCBS, New York; WTAM, NBC in Cleveland; WOR Radio-TV, New York; WGR-TV and Radio, Buffalo, N. Y., and the ABC network in New York.

Detroit AWRT Explores Problems in Pubaffairs

Detroit — "News and Public Affairs in Broadcasting" will be discussed tonight at a dinner meeting of the AWRT chapter. Panelists are Dick Cheverton, news director, WOOD, Grand Rapids; Paul Williams, pubaffairs director, WWJ and WWJ-TV, and Jack Hamilton, news director WDTM.

Deejay Aids Youngsters Doing Their Homework

Washington—As a service to students who lend an ear to radio while doing homework, Earl Robbin is inaugurating a "House of Homework" on his nightly WWDC show. Special telephone lines have been installed in the studios, and any student stuck on a problem is invited to call it in. Listeners may also answer questions.



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Broadcasters in Tune With Ork's Fund Drive

The nation's broadcasters are being asked to publicize the Apr. 23-30 Symphony Hill Fund Drive, whose entire goal of \$1 million will be used to build a new home for the American Symphony Orchestra League in Symphony Hill, Va.

A complete kit background and program information is being sent to radio and TV execs by the Friends of the American Symphony Orchestra League, New York. Leaders in broadcasting and music are on the committee.

Foreign Teenagers to Tell 'How World Views U.S.'

"How the World Views the U. S. A." will be the topic of discussion by teen-age representatives from Finland, Colombia, Korea, the United Arab Republic, Kenya and Greece on "Young Worlds '62" Saturday on WCBS-TV.

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COMING AND GOING

JACK KENASTON, KRCA program manager, has left L. A. for Honolulu on vacation.

SAM MENACKER, "Big Time Wrestling from Calgary" commentator, to Toledo on business for his video-tape production.

JUNE BYERS, world's woman champion wrestling star of "Big Time Wrestling from Calgary," to Toledo for personal appearances.

GENE DEPORIS, CBS Reports producer, to West Virginia to survey sites for an upcoming program.

ART LINKLETTER and his family, to Washington D. C. on vacation.

MICKI MARLO and **BILL WENDEL** of NBC-TV's "Charge Account," in Mt. Vernon tomorrow for National Library Week at Washington Jr. High School.

JANET STEWART, Canadian TV songstress, in town for personal appearances.

RAYMOND BURR, "Perry Mason" star, was in Toronto over the week-end for personal appearances on behalf of United Appeal.

FINANCIAL

(April 16)
 NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	17 7/8	17 1/2	17 5/8
AB-PT	36 3/4	35 5/8	35 5/8
A. T. & T.	127 7/8	126 1/2	127 7/8
AVCO	25 3/4	25 1/2	25 5/8
CBS	40 3/4	40	40 1/4
Columbia Pic.	22 7/8	22 5/8	22 3/4
Crow-Coll.	38 1/4	37 1/2	37 3/4
Decca	51 3/4	46 3/4	49 1/8
Disney	35 1/4	34 7/8	35 1/4
East. Kodak	110	109 3/8	109 3/8
Gen. Prec.	45 3/4	44 1/2	44 1/2
Gen. Tel.	24 1/2	24 1/8	24 1/8
Hazeltine Corp	23 7/8	23 1/4	23 5/8
Loew's Theat.	38 3/4	37 1/4	37 1/4
Magnavox	44 1/4	43 1/2	43 3/4
MCA	66	65	65 1/2
M-G-M	40 1/4	38 1/2	39 3/4
NAFI	26	25 1/8	25 1/8
Nat. General.	8 1/4	8 1/4	8 1/4
Plough	78 1/2	75 1/2	75 1/2
RCA	56 5/8	54 5/8	56
Storer	32 3/8	32 1/8	32 1/8
20th-Fox	27 7/8	27 1/2	27 1/2
United Artists.	31 3/4	31	31
Warner Bros.	16 3/4	16 3/8	16 3/8
Westinghouse	35 1/8	34 1/2	34 1/2
Zenith Radio . . .	69 3/8	67 7/8	68 1/2

AMERICAN STOCK EXCHANGE

Capital Cities.	17 5/8	17 1/2	17 1/2
Desilu	9 3/4	9 1/2	9 3/4
Esquire, Inc. . . .	11 7/8	11 7/8	11 7/8
Filmways	9	9 5/8	8 3/4
MPO	11	10 3/4	10 3/4
NTA	2	2	2
Reeves Sound.	5 1/2	5 1/4	5 1/4
Rollins	12 3/4	12 1/2	12 3/4
Screen Gems.	19	18 3/8	18 3/4
Technicolor	18	17 1/2	17 1/2
TelePrompTer	14 1/2	14 1/8	14 1/2
TV Industries.	2 3/8	2 1/8	2 1/8

OVER THE COUNTER

	Bid
Jerrold	7 3/8
Meredith	30 1/2
Metromedia	15 3/4
Official Films	1 7/8
Scranton	7
Sterling	2 1/4
Taft	1 1/4
Transcontinent	9 3/4
Wometco	25 1/4

* Courtesy of National Association of City Dealers.

Collection of Picasso Works Getting Hr. WNBC Colorcast

The greatest single collection of original paintings and sculpture of Pablo Picasso ever assembled in this country will be on view in a special WNBC-TV hour colorcast Monday evening. Under the title "Picasso: An American Tribute," the program will be made available to the NBC-owned stations and others who might want to replay it at a later date. WNBC-TV will also repeat the show, which preempts two sponsored local programs, "Whiplash" and "Everglades."

LA. OUTLET GETS QUIT EXTENSION

Owner OKs Inevitable End, Blesses New Operator

Golden Meadow, L. A. — The FCC has given KLFT here an extension of time to get off the air, until June 15, in another of a recent series of unusual events at the commission. KLFT was ordered off the air for engineering transgressions and for misrepresentation to the FCC. Owner Leo J. Theriot has made no move to appeal the decision putting him out of business.

Now, Edward T. Diaz and Clerville Keif have petitioned the FCC for the extension of time for Theriot so that they can have time to apply for a brand new station on the same frequency, and Theriot has given his blessing to their project. It was this petition which the FCC granted in giving the extension.

ARB Exec Joins KRCA To Head Sales Research

West Coast Bureau of RADIO-TV DAILY Sacramento — Roger Cooper, presently market reports and station sales manager for the American Research Bureau, will join KRCA here May 15. He will be responsible for national sales development and research.

Cooper leaves ARB after 13 years in TV audience measurement.

Althea Gibson to Guest

World tennis champion Althea Gibson will discuss future of Negroes in sports, as a guest Thursday on WWRL's "Alma John Show."

Spring Byington Chosen As 'Woman of the Year'

Spring Byington of NBC-TV's "Laramie" has been named 'Woman of the Year' by the Radio and Television Women of Southern California "for her outstanding contributions to TV."

She will receive the organization's eighth annual Genii Award at a formal dinner May 3 at the Hollywood Palladium. Ralph Edwards (exec producer of NBC-TV's "Truth or Consequences") will make the presentation.

Police Protest 'Car-54'

San Antonio — The Police Officers Association here has sent a letter to NBC-TV asking that the "Car 54, Where are You?" series be discontinued. The letter, in the form of a resolution, argues that the show destroys the true picture of law-enforcement officers.



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Radio Free Virginia Day Aids RFE Drive

Outlets in State One-Day Campaign Raise \$30,000

Charlottesville, Va.—All radio stations in this state are participating today in "Radio Free Virginia Day," waging a one-day campaign to raise \$30,000 for Radio Free Europe. Marking one of the first times a fundraising effort of this type has been conducted in the United States, today's event was undertaken to point up the broadcast functions and responsibilities of the state's stations have in common with RFE.

Some of the state's stations participating in "Radio Free Virginia Day" are featuring taped interviews with RFE staff members in Munich, one of the two competing points for broadcasts to Poland, Hungary, Romania, Czechoslovakia and Bulgaria, and urging listeners to pledge funds to support RFE.

WAVY Active

An instance of individual station activity is WAVY, Norfolk, for accepting pledges by phone from its Tidewater audience.

Funds raised today will be used for a full day's broadcasting behind the Iron Curtain, with that day to be designated "Radio Free Virginia Day" on all the broadcasts to the five east European Communist-dominated countries, urging those people and all the world know how the people of this country support the program with factual information to counter Red propaganda.

The effect of RFE broadcasts, which are produced by exiles of neighboring nations and aired in their native tongues, is pointed up by the fact that one of the current Soviet conditions for a treaty with Berlin with the allies is the cessation of broadcasts by radio transmitters in the American orbit.

Thant on 'Int'l Zone'

A filmed interview of acting Secretary-General U Thant of Alistair Cooke will be presented Sunday on WNBC-TV's "International Zone."

Baxter Receives Award From Chemical Society

Dr. John F. Baxter, teacher of "Modern Chemistry" on NBC-TV's "Continental Classroom" in 1959, has received the 1962 James Grady Award of the American Chemical Society "in recognition of outstanding reporting for public knowledge of the chemical field." The course was repeated on TV color tape in 1960-'61.

Passover Programs Over Nation Marking Festival of Freedom

Special Passover programming on network and local radio and TV stations across the country commemorates the eight-day Jewish Festival of Freedom which begins tomorrow at sundown.

In tune with the season, although it won't be broadcast, Steve Allen, on Thursday, will receive the 1962-5722 Passover Liberty Award and Golden Medal from Los Angeles' Temple Beth Zion.

WQXR tomorrow will present a special Passover Service from New York's Temple Emanu-El. Musical features also will be heard. On Thursday, WEVD will celebrate the first day of Passover on the "Jewish Home Show" with dramatic readings and songs.

On Sunday, ABC Radio will present "Who Knows One," in observance of Passover. Narrated by Alexander Scourby, the program will feature a series of brief visits to Passover ceremonies in the U.S., Europe, the Orient and Israel.

15 Star-Hosts Scheduled On 'Tonight' Thru June

The roster of hosts through June of NBC-TV's "Tonight" color show is: Joey Bishop, through this week; Bob Cummings, Apr. 23-27; Merv Griffin, Apr. 30-May 4; Zsa Zsa Gabor, May 7-11; Jack Carter, May 14-18; Jan Murray, May 21-25; Spike Jones and Helen Grayco, May 28 - June 1; Pat Boone, June 4-8; Mort Sahl, June 11-15; Steve Lawrence, June 18-22; Bill Dana, Louis Nye and Pat Harrington, Jr., June 25-29.

Bill Queen Named VP

Bill Queen has been appointed VP of New England Spot Sales, radio and TV station reps. He formerly was with WHDH and WTOA.

'Mr. Ed' Is Top TV Animal

West Coast Bureau of RADIO-TV DAILY

Hollywood — The American Humane Association has presented CBS-TV's "Mr. Ed" with one of its 12th annual "Patsy Awards" as the top performing animal in TV. The award was presented at the organization's affair in the RKO Pantages Theatre here, emceed by "Mr. Ed's" human co-star, Alan Young.

Runners-up in the TV category were "Lassie," star of CBS-TV's "Lassie" series, who took second place, and "Tramp," canine performer of ABC-TV's "My Three Sons," named third. Awards of

Radios Now in 91.5 Per Cent of U.S. Homes

Washington—The 1960 census of housing showed that 91.5 per cent of the 53,023,875 U.S. households had one or more radio sets, and 34.7 per cent had two or more. Further, the Census Bureau emphasizes, the special study made a clear distinction between sets in working order and those out of order. The study was based on 10,000 households, of which 10.1 per cent had no radio in working order; 49.2 per cent had one; 24.1 per cent had 2; 9.8 per cent had 3; 4.4 per cent had 4; 1.5 per cent had 5; and 0.9 per cent had 6 or more.

WHN NEWSMEN START ARGUING

New 'Pro and Con' Series Tackles Week's Top Issues

WHN, Storer station in New York, has begun a weekly program titled "Pro and Con," whose essence is a "good, old-fashioned argument." Hosted Sunday nights by Dick Shepard, the half-hour series features stimulating controversies on timely issues in the week's news.

Chief antagonists on the program are WHN newsmen Dick DeFrietas and Aime Gauvin, who will be joined each week by a guest ranging in profession from a top journalist to a voluble cab driver. "Pro and Con" is produced by WHN public affairs manager Ted Schneider.

ETMA Names Hubley As Visual Consultant

John Hubley, "Oscar" winner in 1959 for his film, "Moonbird," has been appointed visual consultant for WNDT, New York's new ETV station.

Last year Hubley and his wife were jointly awarded the Cannes Film Festival prize for best children's film, "Children of the Sun," which they produced for UNICEF.

'Bell' Sounds for WHLS

Port Huron, Mich.—WHLS has received the 1962 Radio "School Bell" Award of the Michigan Association for outstanding coverage and service to education.

Wagner Inaugurates WLIB Harlem Forum

WLIB has started a new Sunday series, "Harlem Forum '62," concerning Community Planning Board programs for Harlem redevelopment.

Special guests on the first program, presented on tape, were

George W. Goodman and Charles Herndon, news editor and newscaster respectively at WLIB, have been promoted to public affairs director and news director. Herndon's assistant will be Clarence Rock.

Mayor Wagner and Manhattan borough president Dudley.

Areas of discussion in the series include employment, health and hospitals, housing, education and civil rights. An all-day seminar in June will conclude the series.

1922 Fads and News Mark KFI's 40th Year

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Important news happenings, fads and fashions of 1922 were featured on KFI yesterday by Andy and Virginia Mansfield on their morning show as the station marked its 40th anniversary.

Decca Deal to 'Holders'

(Continued from Page 1)

no par convertible voting preferred will be callable at, and entitled on liquidation to \$32 per share.

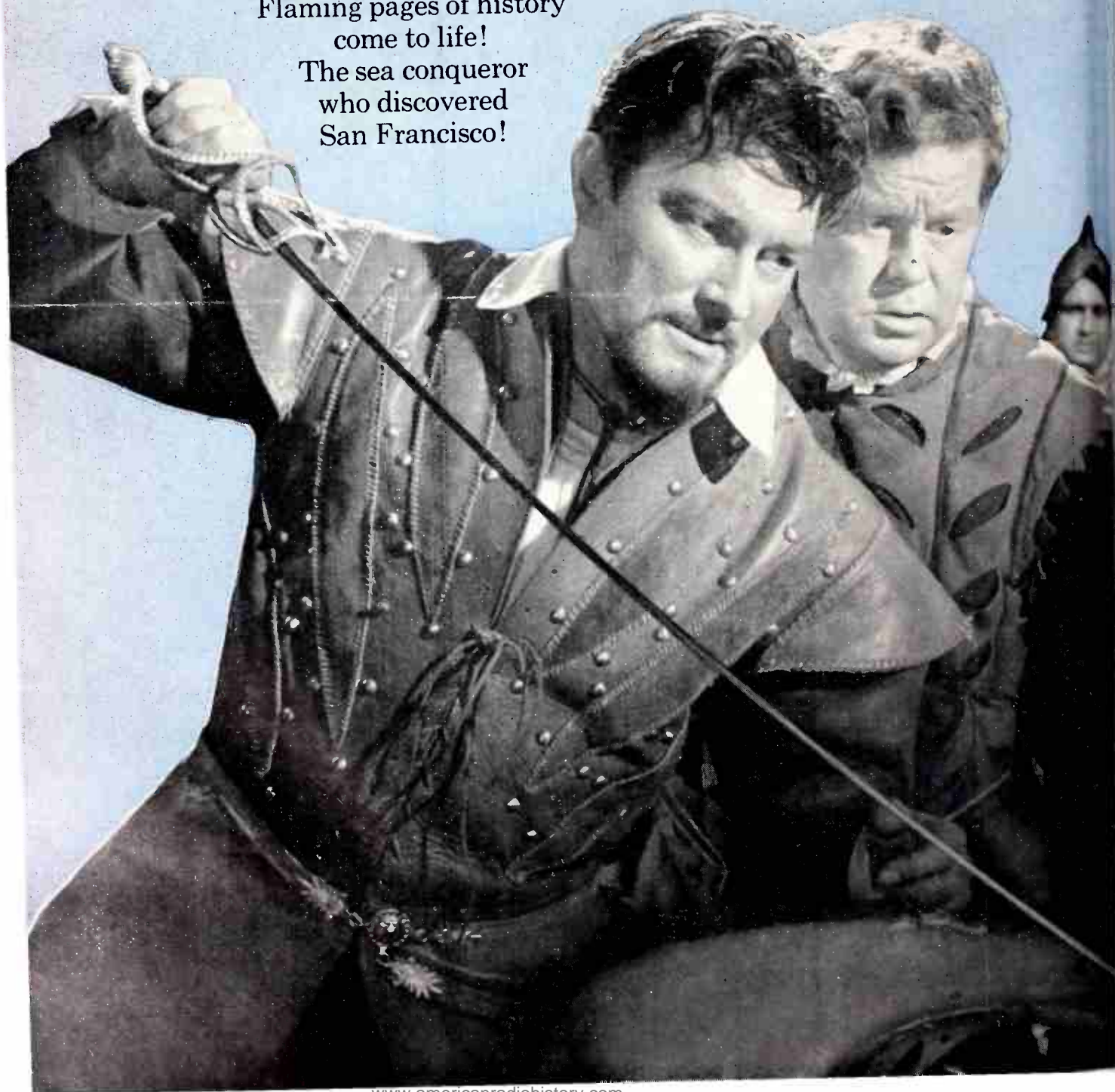
Rackmil announced that the proposal was submitted to Decca's directors yesterday afternoon, which unanimously approved its terms.

Femme Video Stars Grace Texas Events

Dallas — Carol Burnett of the "Garry Moore Show" will make a two-week appearance here at the State Fair Musicals, July 16-29, with Bob Banner as producer. Also slated for local appearances are TV stars Peggy Cass and Dorothy Collins who open in two musicals.



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CBC Prexy Raps Ratings As Millstone to R-TV

Montreal — CBC president J. Alphonse Ouimet says one of the serious defects in North America broadcasting systems is its reaction to ratings. He said this makes popularity and quality synonymous and develops a tendency to concentrate on the same types of programs. Providing only the most popular programs, he added, does not give the people all they want.

TV's 'Perry Mason' Sparking MS Drive

West Coast Bureau of RADIO-TV DAILY
Hollywood — Raymond Burr, famous as TV's "Perry Mason," has been appointed chairman of celebrities for the 1962 Multiple Sclerosis Hope Chest drive.

The drive begins Mother's Day, May 13, and runs through Father's Day, June 17. Burr will participate in the drive from here, while he continues to film his TV shows.

Others spearheading the campaign are Mrs. John F. Kennedy, as honorary chairman, and the former Shirley Temple, as national chairman.

Where the 'Hart' Is

Portland, Ore.—Roger Hart has joined the KISN staff, where he will occupy the 9 AM-to-noon slot.

Ask Storer
Television Sales
why

WJBK-TV

is the

No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • Vladimir Horowitz signed an exclusive long-term recording contract with Columbia records . . . Lovely Claire Hollawell, who publicizes Charles of the Ritz and looks like one of their ads, is engaged to Marsnal McDaniel, sales manager of the Bissel Co. . . . "Here Goes That Song Again" is the title of Brook Benton's upcoming Mercury album . . . Although Frank Gifford is returning to the football Giants, he'll continue with his lucrative TV commercials . . . Jeff Low, the Syracuse U. vocal discovery, once had aspirations to become a big-league baseball player . . . Hugh Herner, who recently sold his Show Business Illustrated to Snow Magazine, reportedly has fresh financing and wants to buy back the enterprise from Huntington Hartford . . . Bob Sokoler's syndicated radio shows, "Tea Time" and "Coffee Break," are now being heard on more than 400 stations from coast to coast.

• • • Meet: Allen Swift, known as "the man with a thousand voices," recently did the voice for his 10,000th commercial and is probably the No. 1 voice man in the radio-TV commercial field. He did his first TV commercial in 1954 for Eveready Flashlight Batteries, a one-minute animated film in which he did the voice of the battery. This phase of his career began while he was doing the voices on the NBC-TV "Howdy Doody Show" and the ad agency producer of the Eveready commercial heard one of his "Howdy Doody" voices and asked him to audition. Today, heard on TV and radio are approximately 800 different commercials on which Swift's voices are featured, representing about 95 different sponsors, including such products as breakfast cereals, beers, automobiles, gas ranges, cigars, cigarettes, banks, soaps, fruit juices, steels, gasolines, toys, etc. He uses everything from a straight announcing voice to character voices.



SWIFT

• • • Recording bandleader Art Mooney's Father died in Fort Lauderdale . . . Comedian Rip Taylor, who's been getting a big buildup via Ed Sullivan shots on CBS-TV, once did a record pantomime act with Steve McQueen, star of "Wanted, Dead or Alive" TV series . . . Al Ritz of the zany Ritz Brothers comedy team is recuperating (from overwork) in a Las Vegas Hospital . . . Actress Joyce Jurnovoy of "Infidel Caesar" and video dancer Lenny Newton cozy cornered at the Paramus Steak Pit . . . In Monsignore, two ABC aces, Joe Franklin and Art Van Horn congratulating each other. Art toasted Joe's fabulous rating increase since his new time slot and Franklin saluted Van Horn's new morning strip!

• • • Why aren't builders compelled to include a built-in aerial with every house—one which is part of the building and not merely a hideous appendage? . . . Airline Hostess School Dean Grace Downs heard of a new TV show that will have more violence than any of the other shows combined. It's about bargain day in a ladies section of a department store . . . Kai Winding tells of the Charles Addams cartoon-type youngster who told his mother he didn't want to go to Europe. "Shut up," she yelled, "and keep swimming" . . . Having just finished shopping on Fifth Avenue, Jerry Vale theorized, "A bargain is something you figure out a use for after you've bought it" . . . A doll at Rattazzi's said she'd had her fill of booze and asked Mario, the bartender, what he serves that's harmless. He replied, "Old men!" . . . TV's Walter Slezak giving-in to temptation and enhancing his diet-dictated yogurt with brandy at the Stork. . . . John David Griffin, the video columnist, was the only guest on the Hotel Edison Rum House WNCN-FM program of Leona Milen last night. He discussed all phases of TV. . . . First Jersey Securities Corp. has purchased a schedule of daily one-minute spots, for an indefinite period of time, on WJRZ's "The Elizabeth Morgan Show." Agency is Metlis & Lebow. . . . Tony Bennett, Columbia Records song star, has come up with a new disk that's driving the West Coast deejays wild with requests from listeners. It's called "I Left My Heart in San Francisco." . . . Sheeba Shemar, who dances three times a night at the Kephisia, nixed a TV offer that would cut into her vacation time.

WNBC Wins Laur From NY Transi

The New York Transit Authority has presented WNBC Public Service Award for its series of special broadcasts originating from the Transit Center in Manhattan. The award is the first ever conferred by the Authority.

NBC Films in Bayc Is Dealt a Full Hou

New Orleans — With the sale of 15 TV film series to WVUE here, the entire NBC Film catalogue of available programs has been sold in this major Louisiana market.

Hank Profenius, NBC sales exec for the Southern region, negotiated the purchase — of 1,165 half-hour and 47 episodes.

All three of the local stations here are now showing programs which are being syndicated by NBC Films.

Problems of N.Y. You In 7-Part WQXR Prob

Problems of children and people in New York City were explored in a series of several discussions on WQXR's "Service Point," beginning last week. Duncan MacDonald, host of the show, will talk with a number of experts in the field of venereal relations.

The series is being prepared with the cooperation of the New York Committee for Children.



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Mexican Videofile

By PEDRO MARIO AMARO

roducer Daniel C. Manjarrez lepping a half-hour, high- ted musical TV show called "Asia in the Night," using puppet groups (modern and as) as permanent members te cast. Stars will include ers, singers, comedians and nt. Also on tap is a low- g musical comedy show ing youthful headliners ng Twist and rock 'n' roll . Mexican TV exec Roberto ar has let loose a blast at emers who rely on prompt- e devices. He claims they are nt on watching the promp- at they have a "preoccu- " air, even forget bits of s. eon needed to put across rines. Kenny urges more re- arsal time, with six days de- ecto to a half-hour show. He s scarcely two days are now d for an hour show.

h Bureau chief Jorge Fer- as adopted a tough attitude h drive to make TV "whole- me for children, after appar- tly failing to gain the cooper- of Mexican video producers d rogrammers. To enforce his "olization" campaign, he is eking a ban on all themes con- erd a "bad example" to young- ers effective for all transmis- ns hours from morning to eve- ng Ferretis' proposal would al- ed for toning down programs e after 10 PM.

ors' spokesman Silvia Rey disclosed that performers t in dubbing work are seek- ome-viewer recognition of eil work, via listing in the eds of those responsible for e the top three starring e of shows. He said this would k them out of the category of "rotten" performers and is in ewith a promise made over a e ago by dubbing studios, al- gh never followed through. ually, said Rey, all dubbers d be given credit.

Law Rep for WLNH

oston — WLNH, Laconia, N. has appointed Foster & Creed s exclusive New England sales

STORK NEWS

im Hill, KMTV salesman, and a wife became the parents of a l on Apr. 10.

Ben Okulski, WABC-TV ac- unt executive, became a father r the first time when his wife, eveline, presented him with a l, Michele.

Collingwood New Anchorman For CBS-TV Net 'Eyewitness'

CBS News correspondent Charles Collingwood will take over as "Eyewitness" anchorman on Friday, replacing correspondent Walter Cronkite who this week becomes managing editor and reporter of the Monday-through-Friday evening "CBS News with Walter Cronkite." "Eyewitness is aired Friday nights on CBS-TV as a half-hour report on the week's top news story.

CBS News has also transferred correspondent Frank Kearns to its Paris bureau to replace Richard Kallsen, who moves in early Summer to a new assignment based in London. The appointment of Robert Kleiman as Paris bureau chief for CBS News was previously announced.

Move to Widen Scope Of 'JD' Investigation

(Continued from Page 1)

ings would be held.

In the letter to Dodd, Collins is alleged to have stated:

"The committee's (Dodd's) basic concern is to determine the cause of juvenile delinquency—whether such be a lack of parental effort; failures of school, church, state; motion pictures, magazines, books, TV programs, or whatever such may be. I think it would be extremely unwise to narrow your query to any one medium."

Collins also is said to have told Ribicoff, "Our Industry welcomes this project, but we feel it would be unrealistic and frankly, unfair, to confine such efforts to TV."

Initiated by Collins

Paradoxically, it was Collins who first proposed such a probe—but at the time, he urged that it be on a broad scientific basis.

Several network and station officials yesterday expressed complete approval of Gov. Collins' rejoinders to Dodd and Ribicoff. One of the interviewees stated:

"It's so easy to make headlines by attacking TV because that's the medium people use most for information and entertainment and, therefore, are most interested in. But government probers ought to be above the appeal of juicy press clippings. They should make an honest effort to get at the whole truth—unless they're ready to admit that only TV influences young and old throughout the nation—and nothing else counts.

NAB President Lauded

"Collins is to be congratulated for refusing to be party to what looks like a prejudiced, piecemeal affair.

Another strange aspect of the juve delinquency matter is a growing belief in Washington circles that Collins is being considered by the White House as the Ribicoff cabinet replacement if the latter makes the run for a Senate seat from Connecticut.

WJBK Wins VA Award

Detroit — The Veterans Administration has awarded WJBK, Storer station here, a certificate of appreciation "for the excellent service in the recruitment of 105 VA Volunteers" last Summer.

ABC Films Offering 'Rebel' Syndicated

ABC Films is offering "The Rebel," Goodson-Todman series which ran for two years on ABC-TV, for sale in syndication.

NBC-TV has already purchased 12 episodes of the series for use as a Summer replacement for the "Joey Bishop Show."

Creators of the series are Andrew J. Fenady and Nick Adams. Adams stars in the title role, as a young Confederate veteran.

Pre-Sunrises Get Aid

(Continued from Page 1)

stations in overserved metropolitan areas.

The FCC has its day today, with Chairman Newton Minow slated to be the witness, and other commissioners likely to be present. The FCC is expected to offer to permit continued pre-sunrise operation as a compromise which would leave the daytimers exactly where they were last year. At that time they were asking for 6-6 operation after an FCC turn-down, but without the proposal to cut pre-sunrise operation ranging over their heads.

Livesay Cites Other Bills

J. R. Livesay, board chairman of the Daytime Broadcasters Association and operator of WLBH, Mattoon, Ill., assailed the argument that Congress should not interfere with the actions of its expert agency on technical matters. He pointed out bills introduced and actions taken with respect to clear channel stations, intermixture and pay-TV in television.

George J. Volger of KWPC, Muscatine, I.; David Potter, WNAE, Warren, Pa.; Ed Mason, Colby, Kans.; Bill Martin, KMMJ, Grand Island, Nebr., and Robert Price, WCLT, Newark, O., were among other daytime operators describing the type of local service given by their stations which they described as impossible for distant metropolitan stations. They stressed the importance of such broadcasts as local weather, news of school closings in winter, and disaster information.

BAT & MIKE

Pittsburgh — Harold (Pie) Traynor, Hall of Fame third-baseman and KQV sports director for 19 years, threw out the first ball as the Pirates opened the home season this week. KGW-TV will offer its first Pirate coverage on Saturday, airing a game against the Mets in New York, with Grand Avenue Dodge and Auto Wholesale as sponsor.

San Antonio — Pearl Brewing, co-sponsor with American Tobacco of Colt coverage this season, has created a Spanish-language web to also air the games, fed by KCOR here. The web's stations are XEO, Brownsville; XEOR, MacAllen; KVOZ, Laredo, and KOPY, Alice. Pearl's agency is Tracy-Locke, Dallas, while Gumbinner represents Tareyton Cigarettes for American Tobacco.

Denver — The Adolph Coors Co., Golden, Colo., brewers, will be full sponsor of Saturday's "Major League Baseball" on KOA-TV, featuring NBC-TV's 50-game coverage of pennant contenders in both leagues. Agency is Fox & Chenoweth.

Yoder Blasts Probe Of Local Programming

(Continued from Page 1)

terest." Then he added, "... nor would it be valid to assume that the more local live programming a station represents, the better it performs in the public interest."

This, he pointed out is "particularly true today, when Americans, through the advances of technology and the forces of history are more than ever members of a national community. . . . And like Americans everywhere, Chicagoans look to the incomparable resources and diversity of network entertainment and information for the bulk of their TV viewing needs and interests."

He backed his statement that all five TV stations in Chicago "admirably serve" the city by citing latest Nielsens showing average sets in use at six hours and 40 minutes per day — 10 per cent more than the national average.

Detailed Rebuttal Offered

Yoder offered a point-by-point rebuttal of charges leveled against WNBQ by NABET and AFTRA and contended, with factual data entered into the record that they are grossly in error and an attempt "to achieve by harassment and pressures," private objectives "which they haven't been able to achieve at the bargaining table."

Local live programming on his station has increased since 1958, Yoder continued, despite the fact that the station carries many network programs when other stations are broadcasting locally.

Key WJRZ Posts To Levy, Jacobowitz

Newark, N. J. — Communications Industries Corp., parent company of subsidiaries operating WJRZ-AM-FM here (formerly WNTA), has appointed Sy Levy as chief executive officer and Abe Jacobowitz for engineering of both outlets. Levy, with CIC since 1952, has been serving as assistant to president Lazar Emanuel. Jacobowitz, who joined CIC last year, was its engineering director.

Emanuel said the two appointments are "natural outgrowths pending further developments of the WJRZ facilities and scope" of the CIC decision to move its national headquarters from New York City to a separate floor in the studio building occupied by the stations here.

Levy Managed WACE

Before being named assistant to the CIC president last year, Levy was manager of WACE, CIC's station in Chicopee-Springfield, Mass. Prior to that he was with KABQ, Albuquerque; WR-EB, Holyoke, Mass.; and WXTL, West Springfield, Mass. Jacobowitz previously served as chief engineer for Mutual Broadcasting and was also with Gates Radio Co., Quincy, Ill.

Mari'ndale Quits KRLA For Dot Exec Position

West Coast Bureau of RADIO-TV DAILY

Pasadena — Winston C. (Wink) Martindale has resigned from KRLA here to join Dot Records, Paramount subsidiary, as national promotion director and assistant A & R director. The vocalist and disk personality had been with the station almost three years.

NBC Profits Aid RCA

(Continued from Page 1)

1961 period.

It was also reported that dollar earnings from the sale of color TV sets again exceeded those of black-and-white sets, while at the same time B-&W receiver sales maintained a steady improvement.

WEEL Honors Deed Of Heroic Boy Scout

Boston — An 11-year-old Boy Scout, who jumped into the icy waters off Malibu Beach, Dorchester, Mass., to rescue a drowning classmate, was honored at a reception by WEEL, CBS Radio here. The station also presented him with a complete Scout uniform, a hatchet and other equipment.

AGENCY NEWSCAST

By SHELBY COOPER

D. P. Brother & Co., Detroit, in May launches a nationwide campaign of 60-second radio spots for General Motors' Guardian Maintenance service, on 158 stations in 95 cities. The campaign, to run for three months, uses 23 different comedy-situation commercials to promote automobile care by GM service mechanics. The spots are recorded by a list of well-known comics including Stan Freberg, Edgar Bergen and Charles McCarthy, The Answer Man, and composer-conductor Glen Osser.

Dr. Herbert W. Robinson, president of CEIR, will discuss long-range effects of the electronic computer on marketing practices, tomorrow night at the final session of the Central Media Bureau's seminar on "The Computer in Advertising." Sessions, in the New York Advertising Club, are attended by management executives of marketing, advertising and media agencies.

Jan Schultz, former manager of TV sales-service for the Chicago office of NBC-TV, has joined Alberto-Culver cosmetics as assistant to the advertising director . . . Victor G. Bloede has replaced William D. Tyler as director of creative services at Benton & Bowles, and Alfred L. Goldman has been promoted to VP in charge of copy.

Doyle Dane Bernbach has been named agency for Brundage Motors, Volkswagen distributors in Florida, Georgia and South Carolina . . . Arthur H. Baum, VP in

Thought for Today

"I don't believe that sponsors are as literally and as practically vulnerable as they think they are. I think they are often cowardly, often immoral and wrong in their desire to appeal to what they believe is public opinion. But these sponsors are operating in a free society. They are buying their time with their own money. The guy who has the right to decide which plays to buy is the guy who's going to pay for them."

—Reginald Rose
Producer, "The Defenders"

charge of advertising and PR for the Formfit Co., has been named chairman of the Cooperative Advertising Committee of the ANA, succeeding William Maxwell of International Harvester.

Chadbourn Gotham hosiery has appointed Mogul Williams & Saylor as its ad agency . . . Edward J. Smotzer, former copywriter with BBDO, has joined the creative staff of Fuller & Smith & Ross in Pittsburgh . . . Herbert M. Baum has been promoted to VP at Co/Ordinated Communications.

John R. Heath and James M. Barrett III have been elected marketing VP and director, respectively, at Bonsib Agency, Fort Wayne.

'Lollypop' Toppers Flavor TV

Three network personalities are among eight TV "baby-sitters" selected as the most representative performers in children's shows by editors of Pageant magazine in their May issue. It was pointed out that "with puppets, cartoons, animals, magic and 'schmaltz,' the stars know the secrets of charming and informing their wide-eyed 'lollypop set'."

The network performers are Bob Keeshan of CBS-TV's "Captain Kangaroo Show;" Shari Lewis of NBC-TV's "Shari Lewis Show," and Soupy Sales of ABC-TV's "Soupy Sales Show." Soupy also has a show on KABC-TV, Los Angeles.

Local moppet mesmerists singled out are Toby David, "Popeye and His Pals," CKLW-TV, Detroit-Windsor; Willard Scott, "Bozo the Clown," WRC-TV, Washington; Gene London, "Wonderful World," WCAU-TV, Philadelphia; Jim & Bud Stewart,

"Where's Geraldine," WBKB, Chicago, and Sonny Fox, "Wonderama," WNEW-TV, New York.

Atlanta TV Station Beefs Up News Staff

Atlanta — Jim Axel, WSB newscaster and "Carnival in Stereo" host, is moving to WAGA-TV on Monday.

Paul Shields, formerly with WBAL-TV, Baltimore, and WFIL-AM-TV, Philadelphia, has been named as the new WAGA-TV weather personality and "Panorama" host, also beginning Monday. He replaces weatherman Alan Slone who resigned to accept a new position with KCOP (TV) Los Angeles.

The two additions bring WAGA-TV's news staff to 11. The department is headed by public affairs and editorial director Dale Clark.

46

That's WSB-TV average share of Atlanta audience for January

Monday through Sunday, 9 AM through 11 PM, the latest ARB (Jan. 4-10) reports WSB-TV extended its dominance of Atlanta television. This marks 51 consecutive months that Atlanta's viewers have shown a decided preference for WSB-TV over the two other television stations in this million plus market. This makes WSB-TV the top sales producing station in Atlanta. Let it move more products, too!



Affiliated with The Atlanta Journal and Constitution
NBC affiliate Associated with WSOC/WSOC-TV, Charlotte
WHIO WHIO-TV, Dayton





Established February 9

90, NO. 75

WEDNESDAY, APRIL 18, 1962

10 CENTS

DEFENDERS' DRAMA CRISIS LOOMS

Defenders Unit in House All-Channel Bill Debate on Floor

Washington Bureau of RADIO-TV DAILY
Washington—The all-channel TV set bill, backed by most of the industry as a safeguard against shifting of VHF stations to UHF, has advanced another step along the legislative path. The House Rules Committee also without argument cleared the measure for consideration on the House floor.

The bill carries a "legislative try" designed to keep the FCC

(Continued on Page 7)

ABC Engineers Formed; Frank Marx President

Formation of ABC Engineers, a division of American Broadcasting Company, was announced yesterday by Simon B. Siegel, executive vp of ABC-PT, parent company of ABC. Frank Marx, ABC engineering vp, has been elected president of ABC Engineers, which Siegel said, was formed to "take full advantage of rapid developments in the scientific world applicable in all branches of our company — including television,



MARX

(Continued on Page 9)

BS-TV Gathering Affils For 2-Day N.Y. Session

The annual conference of executives of CBS-TV and its affiliates will be held at the Waldorf-Astoria Hotel New York, May 3 and 4.

James T. Aubrey, Jr., president of the network said discussion will include mutual problems, in programming, sales, program practices, commercial standards and pending legislation.

TV SETS IN 90% OF U.S. HOMES

Jan. Census Survey Shows Northeast Saturation Highest

Washington Bureau of RADIO-TV DAILY
Washington — An even 90 per cent of all U. S. household had TV sets in January, 1962, 1 per cent over last May and 2 per cent over May, 1960, according to the Census Bureau. All three surveys showed 77 per cent of households with a single set, but the 11 per cent who had two or more sets in May, 1960, a year later become 12 per cent and this past January rose to 13 per cent.

Inside standard metropolitan areas 92 per cent of families had

(Continued on Page 7)

'Bio' Sales Tracking Upbeat in Regionals

Regional sales of syndicated series are gaining new vitality, Seymour Reed, president of Official Films, said yesterday in announcing the latest regional deal for "Biography."

A 15-market southern spread of the factual series has been bought for fall by Streitmann Biscuit Co. through Ralph Jones Co. of Cincinnati. Streitmann, division of United Biscuit Co., plans to increase its sponsorship of "Biography" to a total of 24

(Continued on Page 4)

Ransohoff's Gambit: 16 Mons. Lead-Time Twixt Pilot, Series

Martin Ransohoff, board chairman at Filmways, yesterday announced his firm's intention of allowing 16 months lead-time between first presentation of a pilot to sponsors and network and the series on-air start date.

"We will begin showing our pilots for 1963 this June," Ransohoff said. "The normal six months

(Continued on Page 7)

Sale of 'Silvers Show' Seen Syndie Topper

"The Phil Silvers Show," has been purchased by WABC-TV, New York, for a period of three years, James T. Victory, general sales manager of CBS Films, said yesterday.

He described the agreement as "one of the largest in terms of money and one of the longest in film syndication."

SG Acquires Int'l Rights To Ern Westmore Series

Universal Entertainment Corp. has licensed Screen Gems for international distribution rights to the five-minute TV series, "Ern Westmore's Tips and Tricks," featuring the Hollywood make-up and beauty authority in 130 segments.

FCC to Take Second Look At Daytimers' 6-6 Plea

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has agreed to take another look at the plea of daytime broadcasting stations for 6 AM-6 PM minimum operating hours, commissioner T.A.M. Craven told the House Commerce Communications Subcommittee yesterday.

This was obviously in lieu of a rumored compromise which would have had the FCC drop its current proceedings aimed at tightening up on pre-sunrise op-

eration by daytimers. Instead, Craven merely assured the subcommittee that the rulemaking will not be as disastrous to the daytimers as these broadcasters fear.

The proposal for a test of ex-

(Continued on Page 9)

Stations Due to See Episode on Abortion Over Closed Circuit

The year's most critical programming crisis to date for network TV is just ten days away, with the box-score summary as follows:

CBS is steadfast in its determination to broadcast the hour drama dealing with abortion on "The Defenders" at 8:30 PM, EST, Saturday, Apr. 28.

As of last night, there was keen sponsor interest by a qualified ad-

The annual meeting of CBS stockholders is set for today in Television City, Hollywood—the first time away from New York.

vertiser (the network has stated it will reject anyone seeking to capitalize on the program's sensational aspects), but sales topper William H. Hylan is still some distance from a firm deal.

Affiliates are to preview the contentious drama "early next week" via closed circuit, with prevailing opinion at CBS headquarters that "there will be few, if any, refusals to carry the program."

If the TV net doesn't sign new

(Continued on Page 3)

Art Directors Present Dorfsman's 11th Award

Louis Dorfsman, creative director of sales promotion and advertising for CBS TV is the winner of a gold medal and award of distinctive merit presented by the Art Directors Club of New York. Presentation was made yesterday, marking the 11th straight year he has won the club's top awards.

Zenith Subsidiary Begins Building Color Tube Plant

Chicago — Zenith Radio Corp.'s wholly owned subsidiary, the Rauland Corp., has begun a \$4-million expansion to manufacture color TV picture tubes for Zenith and others and to increase its B-&W picture tube production. Color tube production is expected to start by early 1963.



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Astronaut at Controls Of TV Moon Journey

Astronaut John H. Glenn, Jr., will navigate in ABC-TV's orbit Apr. 29 when he tells about the problems and prospects of future U. S. space efforts on "60 Hours to the Moon." The hour presentation will be sponsored by Olin Mathieson Chemical Corp. via Doyle Dane Bernbach.

Lt. Col. Glenn will conduct a "tour" of our next 10 years in space.

The ABC News department was aided by the National Aeronautics and Space Administration in the preparation of the program which will pre-empt "Follow the Sun" on this date.

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COMING AND GOING

MILTON ROGIN, VP of Cellomatic, Division of Screen Gems, to Washington, D. C. on business.

ISAAC KLEINERMAN, "Twentieth Century" producer, off on a 10 country tour of Europe to plan next season's series.

GERARD W. PURCELL, talent manager, AL HIRT and MONIQUE VAN VOOREN, to Paris, Rome, West Berlin, Brussels and Copenhagen on a concert tour.

DON KELLERMAN, CBS-TV "Accent" producer, to the Virgin Islands for two weeks.

ROBERT LAWRENCE and JERRY SCHNITZER of Robert Lawrence Productions, have returned from Chicago conferences.

LOU IRWIN arrives in town from Hollywood tomorrow to interview talent for the Coast.

DAVID LOWE, "CBS Reports" producer, back in N. Y. after shooting film in South Africa for an upcoming program.

Long Sponsor Roster For Hollywood Outlet

West Coast Bureau of RADIO-TV DAILY Hollywood - A financial report just released by Cy Ostrup, sales veep at KLAC-AM-FM, lists recent time buys made by the following advertisers:

Alcoa via Fuller & Smith & Ross; Beverly-Hilton Hotel via Swafford Agency; Bon Ami via Dunnan-Jeffrey; Bireley's via Cole, Fisher, Rogow; Department of Water and Power via Edelstein Advertising; Dodge Motors and American Tobacco via BBDO; Fisher Body via Kudner Advertising; Foremost Dairies via Guild, Bascom & Bonfigli; Fuller Paints, via Fletcher Richards, Calkins & Holden; General Tires via D'Arcy Agency; Glendale Federal Savings via D.J.M.C.; Hires Root Beer via Cole, Fisher Rogow

Holiday Travel Tours placed direct; International Circus via Show Management; Leslie Salt via Dancer-Fitzgerald-Sample; Lucky Lager and Westinghouse via McCann-Erickson; Martin Motors, MGM and Mrs. Cubbison Turkey Dressings, all placed direct; Nescafe via William Esty; Pacific Southwest Airlines via Gross-Roberts; Plus Products via Will Grant Advertising; Richfield via Hixon-Jorgenson; Schick razor blades placed direct; Cy Simpson's Buick via Robert Ed Lee, and Vic Tanny's via Stahl, Lewis, Patton.

Eastman Co. Reps KQV

Robert E. Eastman & Co. has been named national sales rep for KQV, Pittsburgh ABC affiliate in the nation's eighth market. The appointment is effective May 1.

Chicago Group Honors WMAQ on 40th Ann'y

Chicago - WMAQ has been honored by the Chicago Association of Commerce and Industry, on the occasion of its 40th anniversary. The citation commended the station for its "outstanding contribution as a public service medium."

Stir Up Those Attics; Vintage Sets Valuable

Norfolk—As a promotion to dramatically point up the changes that have taken place in radio over the last 40 years, WAVY here is conducting a contest to see who can turn up the oldest radio receiving sets in the area. Three winners will each be awarded a 1962 Zenith Transoceanic transistor portable.

11 Buy 'Checkmate' In MCA Syndication

MCA-TV Film Syndication Division, which introduced CBS-TV's hour "Checkmate" series in the local station market less than two weeks ago, reports its sale in 11 initial markets. Purchasers include WPIX, New York; KTTV, Los Angeles; WGN-TV, Chicago; WMAL-TV, Washington; WALA-TV, Mobile; WPTA, Ft. Wayne; KVOA-TV, Tucson; KLZ-TV, Denver; WXYZ-TV, Detroit; KPTV, Portland, Ore., and KPHO-TV, Phoenix. There are two segments available.

MCA-TV also announces that "Dagnet," placed in syndication less than two months ago, has added KTLA, Los Angeles; WMAR-TV, Baltimore; WILX-TV, Jackson, Mich.; KETV, Omaha; WSM-TV, Nashville, and WDAM-TV, Hattiesburg. The program, with up to 276 segments available, has now been sold in 50 markets.

WABC Radio in Review Of Week's News Toppers

WABC Radio has begun a Sunday night review of the week's major news stories, anchored by Chet Gould. Titled "This Week Around The World - Voices in the Headlines," it features important news events described by the world's newsmakers and reports from ABC newsmen at the scene.

A highlight of the program, which is produced by Charles Klensch, the actual playback of events as they were recorded by ABC newsmen.

FINANCIAL

(April 17)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Capital Cities, Desilu, Filmways, MPO, NTA, etc.

*OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Metromedia, Official Films, etc.

* Courtesy of National Association of Dealers.

R-TV Farm Directors To Meet in Atlanta

Atlanta - The annual meeting of the Southeast region of the National Association of Television Radio Farm Directors will be held here Apr. 27-28.

Jim Dunaway, WSB director and VP in charge of the Southeast region, said speakers will include Carl Myerdirk, NA president; R. D. Stephens, TV director of the Georgia cooperative extension service; Richard Campbell, WDVA, Va.

Audrey Tittle, WSB director, will be in charge of women's program.

Painter Draws Award

Phoenix—For the third year KOOL-TV's Ralph Painter won the first-place award from the Arizona Press Club for outstanding TV news coverage.

ABC's "Calling All Station Program Chiefs"

Chicago to Start National Group

Revision Affiliates Corp., a wholly-owned subsidiary of ABC-Lux, yesterday announced its intentions of fostering an association of TV station program-directors. TAC said it will sponsor an initial organizational meeting Aug. 20-21 in Chicago.

Importance Growing

Robert Weisberg, TAC vice president, said the move was inspired by the growing importance of the program director — considerably more now than five years ago. He predicted that the program director's job was simply to handle technical details and correlate mechanical details, Weisberg said. "The job of the program director is now becoming so important that program directors are frequently being promoted to residents."

A Sort of Catalyst

Weisberg said the idea was originally suggested by Stan Cohen, a program director at WJAZ-TV, New Orleans, at a recent TAC advisory committee meeting in Chicago. Cohen, Weisberg and Roy Smith, of WLAC-TV, Nashville, have organized themselves into a steering committee to handle arrangements.

BBC Program Swap By WBC Productions Adds to 'PM' Fare

An exchange of programming segments between the BBC and WBC Productions will find a series of "short shorts" from the BBC program, "Tonight," on "PM," the Mike Wallace series, it was announced today by Joel Chaseman, general manager of the Westinghouse Broadcasting subsidiary.

On Irregular Basis

Beginning this week, the filmed segments from England's TV show will be included on an irregular basis "wherever appropriate," Chaseman noted in describing the addition to the nightly 90-minute "PM." Among the items scheduled for British viewing are vignettes from "PM" and its predecessor "PM East." The first of these, a humorous documentary on street signs, has already been telecast by the BBC.

Wallace Show Unchanged

Chaseman pointed out that "this measure of cultural exchange will contribute in a small way to better mutual understanding between two nations." The Mike Wallace series, currently seen in 15 U. S. markets, including the five Westinghouse Broadcasting TV stations, will continue to have as its predominant feature live guests of celebrity caliber.

SCRIBES, INDIE PRODUCER FADING FROM TV: JAFFE

West Coast Bureau of RADIO-TV DAILY

Hollywood—Few independent producers have managed to survive TV's growth from swaddling clothes to a giant of show business, and young writers are finding it more and more difficult to obtain recognition, according to Henry Jaffe, executive producer of the "Dinah Shore Show" and "Bell Telephone Hour."

Speaking recently at UCLA, he attributed this to the "growing rigidity and conservatism of network TV," but predicted that "eventually there will be a time when the independent will again flourish as he does now in motion pictures. Until then, the young writer's lot is not a happy one," Jaffe added.

Mistakes, Contributions

Tracing the growth of TV, he pointed out that in the beginning "the independent producer was in his heyday, making mistakes as well as contributions, in his effort to discover new program forms, new writers, directors and actors."

"Networks and sponsors encouraged these efforts and, for a time, the future of young talented craftsmen was most promising. As a result, the creative craftsmen had almost unlimited opportunities to display their talents. Many young unknowns were developed in these early days, and are now at the top of their profession," said Jaffe.

Stuffy Conservatism

"But as TV grew... the 'giants' took over. Unending program formats and trends developed (Westerns, private eyes, gimmick shows and the like). The early pioneering spirit changed into a dull and stuffy conservatism, fostering difficulty to sponsors in getting satisfactory time periods and programs, and to networks with the FCC and the sponsors. For the independent producers and the writer, it is a question of survival."

To help overcome the obstacles, Jaffe urged a greater use of visual presentations of scripts and ideas by young writers. The "visual," he says, is often of aid in bringing the writer's material to the producer's attention and separating it from the dozens of scripts that lie on the producer's desk, untouched and unread.

Bandelier Names Basch

Basch Radio & Television Productions, New York, have been appointed sales reps for the House of Bandelier, animation and stop-motion films producers, in Albuquerque, N. M.

\$500,000 BUYS TWO R. I. STATIONS

WICE, WYCE-FM Sales OK'd To Susquehanna Broadcasting

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sale of WICE, Providence, and WYCE-FM, Warwick, R. I., by Providence Radio to a subsidiary of Susquehanna Broadcasting for \$422,000 for WICE, \$3,000 for WYCE and \$75,000 consultant fee to Edwin T. Elliott, president of the selling corporation.

The commission approved sale of WOVE, Welch, W. Va., by Community Broadcasting to South C. Bevins for \$60,000, and sale for the identical amount of KABY, Albany, Ore., by Albany Broadcasting to Peter Ryan and Milton Viken.

Bob Sarnoff to Talk At LWV Convention

NBC chairman Robert W. Sarnoff and Dr. Peter H. Odegard, who conducts NBC-TV's "Continental Classroom" course in American Government, will be guest speakers at the five-day, 25th national convention of the League of Women Voters, which begins Apr. 30 in Minneapolis. They will speak at the May 4 morning session.



SARNOFF

Dr. Odegard, political science professor, at California U. in Berkeley, is on leave from his academic post to teach the 1961-62 "Continental Classroom" course in the structure and functions of American Government. The series is broadcast in color Mondays through Fridays.

In Existence 42 Years

The League of Women Voters is a non-partisan organization established in 1920 to study and act on governmental issues. There are more than 1,000 local Leagues in 50 states and the District of Columbia, and state Leagues in 48 states.

Pro-Tem' Sponsor Sought

(Continued from Page 1)

ownership for the disputed broadcast. It will sustain an estimated ten-million dollar loss because of the pull-out on the grounds of "conflict with corporate policy" by the three regulars: American & Williamson Tobacco, Warner Bros. and Kimberly-Clark.

A news release last week, two days prior to "The Defender" broadcast, CBS Reports will feature "Birth Control and the Future," interviewing outstanding speakers with various shades of opinion. Sponsor is Tidewater Oil, represented by Foote, Cone & Blanding.

CBS-TV said the drama will deal with "the medical, social and criminal aspects of abortion." The part of the stakes on the outcome of the Apr. 28 broadcast is the national reputation of CBS. Assistant Frank Stanton, who recently testified at an FCC hearing last January that the program was a very fine, realistic and honest

dramatization."

At the network, comparisons with sponsor defection in the hot-potato "Bus Stop" episode on ABC-TV recently were held as "irresponsible pairing" because "that was loaded with violence and sadism, while 'The Defenders' is a serious-minded adult treatment of a critical matter."

S. C. Broadcasters Hike Scholarship to \$400

Sumter, S. C. — The South Carolina Broadcasters' Association has increased its annual Scholarship Fund from \$300 to \$400. John Davenport, WESC, Greenville, serves as chairman for the project, assisted by C. W. Hogan, WLBG, Laurens; Hub Terry, WJOT, Lake City, and Randy Davidson, WBCU, Union.

The SCBA has also established a special Good Practices Committee to function within the state group under chairmanship of J. A. Gallimore, WSNW, Seneca.

Peter De Rose Memorial Week APRIL 23-30

Music World observes 9th commemorative anniversary of the death of composer of "DEEP PURPLE"—"WAGON WHEELS"—"HAVE YOU EVER BEEN LONELY?", and many others.

There will be many tributes on Radio, TV and by performers in all fields of musical entertainment.

His sacred songs, including "GOD IS EVER BESIDE ME," "CRADLE TO THE CROSS" and "I HEARD A FOREST PRAYING" will be sung in many churches from coast to coast.

ABC-PARAMOUNT just released an Elton Britt Album featuring "I HEARD A FOREST PRAYING." RIO RECORDS will launch a single (45 RPM) for the Peter De Rose Memorial Week, featuring "DEEP PURPLE" and "WAGON WHEELS," a new artist, Jack La Forge, featured at the piano.

On April 25th and 26th, Carrie E. Singhi, well-known water color artist, will exhibit 22 paintings inspired by Peter De Rose song titles, at the Barbizon-Plaza Art Gallery, 12 noon to 10 PM. each day. Joe Franklin will interview Mrs. Peter De Rose (May Singhi Breen) on TV, Channel 7, April 23rd at 9 AM. EST. Vincent Lopez, Lenny Herman and Jack La Forge will be there.

Peter De Rose and his wife, May Singhi Breen, The Ukulele Lady, were Radio and TV pioneers known as the "Sweethearts of the Air" with a daily Radio Show for sixteen consecutive years.



By TED GREEN

• • • Last month this column said Failace Commercial Concepts had come up with what it called "a secret formula." Well, the "secret formula" has already increased sales of one Canadian station by 50 per cent and a midwestern station by 20 per cent in less than one week's time. . . . With Spring in the air, Broadway Maintenance Corp. starts its cleaning of New York City's many sirens. Atop one on the RCA Building, BMC workmen found a nest with eggs inside one of the sirens. They transported it to a safer spot on that same roof. . . . Heard on One of the Local Shows: ". . . the weatherman says the drain and rizzle will continue. . . ." Edward Graves, formerly with Ridder-Johns, has been appointed an account exec with Story, Brooks & Finley, Chicago. . . . John T. Madigan, ABC News, was recently inducted into the Deadline Club, the New York City Professional Chapter of Sigma Delta Chi, national journalism society.

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• • • Dudley Lehow was recently appointed to AP's Miami Bureau as night radio editor. . . . Robert I. Queen is completing a teenage documentary for radio-TV. . . . Deep sympathy to the widow and daughter of George McDonald, New York World-Telegram & Sun financial writer, who recently died in White Plains, N. Y. George wrote for radio-TV and many of his detective mysteries have won acclaim. . . . Lionel Hampton will appear at Palisades Park May 13 with ABC's Bruce Morrow.

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• • • Meet: Ira Skutch, who presents undiscovered "actors" to a waiting world as producer of Goodson-Todman's five-a-week "Play Your Hunch" on NBC-TV. After graduation from Dartmouth, where he majored in English and drama, he went to work in the Broadway theatre as assistant to associate producer Alexander Cohen and as a walk-on actor in Cohen's hit play, "Angel Street." Ira later became a page at NBC, where he attributes his rapid rise to the fact the network hadn't a uniform to fit him. He intended eventually to get into radio production, but instead progressed to TV as an NBC producer. His shows included Kyle McDonnell's first sponsored program, and "Stop Me If You've Heard This," which starred the likes of Morey Amsterdam and Benny Rubin. He also directed shows on



SKUTCH

"Philco Playhouse" before joining Goodson-Todman in 1957 to produce "Two For the Money." He directed "Beat the Clock," and has produced "Play Your Hunch" ever since the program became a morning feature on NBC in 1959.

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• • • Goings on at WHN: News director Stan Willis has been accredited as a UN correspondent. . . . "Sounds of New York" contest caught the imagination of some 12,884 listeners, who last week attempted to identify such city sounds as the Bronx Zoo, Stock Exchange and Idlewild Tower. . . . Ted Brown has been named host-moderator for the station's public affairs series, "Hear This, New York," aired Sunday evenings.

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• • • Merv Griffin tapes segments for both "Today" and "Tonight" at the Seattle Fair next week. He'll still be seen as host on "Play Your Hunch," having taped ahead. . . . Bill Todman and his lovely Fran taking a deserved vacation at Paradise Island, Nassau. . . . "To Tell the Truth" host Bud Collyer has been awarded a citation for serving as chairman of National Sunday School Week from Mrs. Sara B. DeForest, executive director of the Layman's National Committee, sponsor of the week. . . . Mercury Records' singing cowboy, Rex Allen, racked up record-breaking grosses during his personal appearance at the recent Houston Livestock Show and Rodeo. Rex, who was the name attraction, topped his 1961 record take by \$20,100, show officials announced. . . . Art Farmer and Benny Golson, whose Jazztet recently cut a new Mercury album, recently wrapped up a tour of radio stations and dealers that took them to Boston, Philadelphia, Baltimore and Washington, D. C.

MGM Names Cole Gen. Program Exec

West Coast Bureau of RADIO-TV
Hollywood — Bruce Cole, formerly with CBS, has joined TV as general program executive and will work closely with man Felton, the studio's promoting director.

MGM-TV, meantime, has writers for eight stories "Sam Benedict" series starring Edmund O'Brien, which will go on NBC-TV in the Fall. Plans to start work on individual episodes immediately were produced by E. Jack Neuman, producer of "The Froug" and associate producer Joseph Cavelli.

Also set to pen one story are writers Barry Trivers, J. Petracca, John Kneubuhl, G. Eckstein and John Bloch.

'Bio' Sales Surging

(Continued from Page 1)

markets in the South.

Among stations already set the Streitmann regional, are RC-TV, Cincinnati; WAGA-TV, Atlanta; WHAS-TV, Louisville; WSM-TV, Nashville; WKRC-TV, Cincinnati; WJXT, Jacksonville. Streitmann will write the series on alternate weeks, with stations picking up the remaining episodes for sponsorship.

Another regional for "Biography," currently being aired by Pacific Gas & Electric Co., via BBDO's San Francisco office. The series is in the California markets under auspices. Other regional deals now in negotiation.

Robert A. Behrens, Office general manager of syndicated sales, declared "Biography" being sponsored in regional spreads, as well as in top individual markets, including New York because this type of factual series has a "roll-over audience," appealing to different viewers each week and getting greater penetration.

WIL Adds Two

St. Louis—Alice Friedman joined WIL as assistant to production director David R. Klemm. Tom Koon, Jr., has been appointed an account executive.

Papago Indian Kids Receive Encyclopaedia

Phoenix—More than 400 Papago Indian school children now have set of Britannica Juniors, through the efforts of KPHO-TV and Encyclopaedia Britannica Co., Chicago. The award was made after executives heard of the effort to give the children derived from the station's "The World is Large," consisting of British Library films.



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(young adults buy the
most cigarettes...and most
of almost everything)



Young adults (under 50) buy 66% of all tobacco products. This means that when you buy young adult ABC Radio, you're buying cigarette advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes

to young adults; presents to the cigarette advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. Young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember when it comes to tobacco products, young adults always buy the most. Your ABC Radio sales representative will be glad to give you the young adult fact

ABC RADIO  FIRST WITH YOUNG ADULTS

Source: Life Magazine Study of Consumer Expenditures

WLWD, Dayton, Aids Senior Citizen Age Survey

Dayton — An exceptionally high 70 per cent return to a survey on housing for senior citizens has been attributed by a representative of the Community Action Council of extensive promotion of the project by WLWD, Dayton TV station here, and The Dayton Daily News.

The council and the City Planning Commission conducted the Senior Age survey as part of its consideration of a non-profit elder-housing proposal. More than 90 per cent of the 650 respondents indicated a need for housing and especially for the senior citizen, according to the report.

Nigeria Broadcaster Tours NBC and ABC Facilities

Chicago — Steve Rhodes, program controller for WNBS and WTV in Ibadan, Nigeria, visited NBC and ABC Radio facilities here recently as part of a U. S. tour arranged through the Foreign Specialists Program of the State Department's Bureau of International and Cultural Affairs.

UHF Channel Bill Gains

(Continued from Page 1)

...making any such shifts until it can be ascertained within the next 10 years whether results of the bill will permit UHF to compete in the same market with VHF.

The bill requires that all TV stations sold in interstate commerce be equipped to receive all UHF channels as well as the VHF stations. The FCC has promised to refrain from all deintermixture plans, including eight already under consideration, if the bill passes. The report on the bill also expresses the sense of the House that even after the waiting period specified, the FCC should notify proper congressional committees before it bumps any existing station off a VHF channel over to UHF.

25 Markets, 7 Nations Air MGM 'Islanders,' 'Jungle'

"The Asphalt Jungle" and "The Islanders," MGM-TV's hour dramatic series now in syndication, have been licensed in a combined total of 25 markets and seven foreign countries. Sales of both include Los Angeles, San Francisco, Minneapolis, Phoenix, Indianapolis, Ft. Worth and Miami. Both also have been set in the Philippines, with "The Islanders" additionally sold in Australia, Argentina, Peru, Uruguay and in Vancouver, B. C.



By PETER C. DAVALLE

... About a week ago, Equity, the actors' union, ended its five-month strike against the independent companies. And already, some of the old faces are starting to re-appear. Comedian Max Bygraves, for instance, topping the bill in Val Parnell's Palladium Show. And those long-legged charmers, the Tiller Girls, who give this top-rating show its 'kick' ... ATV's top-rating program before the strike was the twice-weekly hospital series "Emergency—Ward 10." It returns Apr. 24. With "Kildare," "Ben Casey" and "Medico" currently screening in Britain, hospitals have now taken over from the Wild West.

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... More bookings on the independent stations for U. S. filmed series. "Ben Casey" bows on Scottish TV this week, as does "Court of Last Resort," the latter making its British ITV debut ... Border Television has booked "Father Knows Best" and at TWW, "Michael Shayne" replaces "77 Sunset Strip" ... the NBC "White Paper" feature, "Red China" gets an all-network BBC-TV slot this week.

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... No doubt that BBC-TV has scored its biggest prestige success in the U. S. with the Shakespeare series, "An Age of Kings." Jubilantly, the corporation says the series has now had a showing on both U. S. commercial and non-commercial stations. It's getting a repeat showing on British screens, too ... U. S. pop singer Brenda Lee had top spot in Tyne Tees TV's "Young at Heart Show" ... Edward D. Myers, cultural attache of the U. S. Embassy in Cardiff, spoke on "American Youth and Education" in TWW's "Challenge" series.

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... Alan Brown, press officer and publicity chief of Tyne Tees TV, takes over as general manager of Newcastle's Blue Parrot cabaret restaurant. "Live shows are the best shows," he says philosophically ... James M. Coltart, deputy chairman of Scottish TV, has been appointed a member of the board of Kenya Broadcasting Corporation ... The Duke of Edinburgh gives a 40-minute account of his recent South American tour in ARTV's networked "This Week" program.

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... Moss Empires theatre group, controlled by Prince Littler's Stoll Theatres Corporation (Littler is ex-chairman of ATV), has sold \$350,000 worth of shares in ATV. This still leaves them with \$3,250,000 shares in ATV ... A syndicate of Wolverhampton businessmen are trying to get one of the independent TV companies interested in televised Bingo games; they already operate a postal Bingo scheme ... BBC-TV will make a TV film on Russian circuses.

Multiple TV Set Homes Rise

(Continued from Page 1)

TV in January, the same as during May, 1961, but 1 per cent over May, 1960. Outside these areas, 86 per cent had TV in January, 85 per cent last May, and 82 per cent in May, 1960. This showed growth of TV in rural areas.

93 per cent for Northeast

The Northeast leads in TV saturation with 93 per cent, but this was 1 per cent below last May and 1 per cent above May, 1960. The North Central States had 92 per cent saturation, up from 91 per cent in May, 1961, and 89 per cent in May, 1960. The West chalked up 90 per cent both in January and last May, 87 per cent in May, 1960. The South was at 85 per cent both in January and last May, 82 per cent in May, 1960.

Families of four and five per-

sons stood at the top with 96 per cent saturation; three-person families were 93 per cent covered by TV; families of six or more were at 92 per cent, and two-person families were at 90 per cent. Single people were at a low 70 per cent.

Five-Person Group, 19 per cent

Of the single-person families, 2 per cent had more than one set; the four and five-person households had 19 per cent with more than a single set, and 18 per cent of the six-person families had more than one set.

The Census Bureau said that of households without telephones, 29 per cent had no TV sets, 68 per cent had one set and 3 per cent had two or more TV sets without even a single phone.

KSL-AM-TV to Join '62 Scholar Awards

Salt Lake City — KSL-AM-TV have joined with The Desert News in the 1962 Sterling Scholar Awards, which present scholarships to area high school students in recognition of scholastic excellence in 12 fields of study. The presentations will be made on May 3.

Arch L. Madsen, president, Radio Service Corp. of Utah, which operates KSL and KSL-TV, said the scholarships will be given for English and literature, speech, and drama, mathematics, social science, science, foreign language, art and art crafts, industrial arts, homemaking, business education, music, and general scholarship and citizenship.

WCAO to Celebrate 40th Yr. at Laurel Park

Baltimore — In celebration of its 40th anniversary, WCAO, has invited agency personnel, advertisers and city, county and state government officials to a gala day at Laurel Race Track Apr. 25.

The station has promised to provide everything except money to play the favorites. Luncheon will be served on the Club House Terrace.

During its 40 years the station has had three management changes, the most recent being the acquisition of the station by Plough Broadcasting Co. in 1956, when the station relinquished its network affiliation and adopted its present music, news, weather format.

16-Mo. Lead-Time Set

(Continued from Page 1)

...appearance of a show and its appearance on the air is just not enough for adequately creative work. If we have 16 months, we can promise substantially better shows."

Filmways, Ransohoff said, will have pilots ready for June showings of three projected TV series: two 30-minute comedies, "Ma and Pa Kettle" and "Goggle," and a 90-minute dramatic series, "Cappri," starring Rory Calhoun.

He also announced that Filmways will open offices in London and Rome this Fall, to take care of TV and motion picture schedules in Europe.

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'Oscar' Gate-Crasher Gave Warning on Radio

The night before the "Oscar" awards, WABC listeners heard gate-crasher Stanley Berman announce his plans to take part—unofficially—in the proceedings. Appearing on the program, "Is New York Losing Its Sense of Humor?" he also warned that he would crash a Waldorf-Astoria dinner. (Ed note: New York police have advised that Berman's next venture may land him in a place he would undoubtedly like to crash out of.)

CBS News Creates 'Campaign '62' Unit

CBS News has organized its news, public affairs and documentary units, as well as its leading correspondents and producers, into a new "Campaign '62" team for continuing and comprehensive coverage of this year's campaign and election, according to CBS News president Richard S. Salant.

Bill Leonard Supervises

Under this new team concept, the talents of the various CBS News units and individuals, including those who contributed to the CBS News coverage of the Glenn orbital flight, will be available, as needed, to the CBS News Permanent Election Unit, headed by executive producer Bill Leonard.

These include Walter Cronkite and other CBS News correspondents; all news units; "CBS Reports;" "Eyewitness;" "The Twentieth Century;" CBS News Public Affairs; the CBS News bureaus in Washington, New York, Atlanta, Dallas, Los Angeles and Chicago; Theodore H. White and Lou Harris, consultants to the Permanent Election Unit; producers Don Hewitt, Bob Wussler and Bill Eames, and others.

3 Already Seen

Three major CBS News broadcasts have already been seen on CBS-TV under the rubric, "Campaign '62." They were the Feb. 9 "Eyewitness" on George Romney; the Mar. 29 "CBS Reports: The Beat Majority and the Supreme Court," on the Supreme Court decision on reapportionment, and the Apr. 1 "Joint Appearance" broadcast titled "Prospects for Republicans."

The next "Campaign '62" special will be seen on May 30 on CBS-TV, produced by the CBS News Election Unit.

2 Join WCBS-TV Sales

Thomas F. Leahy has been appointed an account exec on the WCBS-TV sales staff, and Gerald B. Flesher has been named sales development supervisor.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • The Frank Cooper office has announced a series of deals for writer Larry Markes. Markes and Michael Morris have been signed by Don Fedderson Productions to write an original for "My Three Sons," Fred MacMurray starrer and will do a segment for "The Builders," starring Marty Ingels and John Astin on ABC-TV starting October 5. Markes has also been set to write two original stories for "The Jetsons," new Hanna-Barbera series starting this fall. Additionally, the Frank Cooper Agency announced it has set Bill Manhoff at Four Star in a non-exclusive deal to develop and write a minimum of four pilots. At one time Manhoff had three series on the air at one time—"Pete and Gladys," "The Real McCoys" and "The Hathaways."

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• • • "Panorama Latino" on KCOP is presenting highlights of the Angeles baseball games in Spanish for the entire season. A different player is to be interviewed each week by Jimmy Maynes, top sports announcer from Mexico City. The first interview is Saturday, the subject being Angel Macias, who starred on the great Monterrey Little League team a few years ago and is now Angel property.

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• • • Bert Gold has been upped to production coordinator at Wolper Productions, it was announced by producer David Wolper. Bonnie Gockel has joined the KTLA publicity replacing Judy Morrow, who resigned to join Mike Stokey Enterprises.

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• • • Dana Andrews has been inked by executive producer Richard Lewis to star in "The Boy Wasn't Wanted" for "Alcoa Premiere," in production at Revue this week. James Sheldon directs the episode, which was penned by John and Ward Hawkins.

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• • • The latest label in town is Blue Diamond Records, formed by conductor-composer Paul Sawtell, with John Hirschmann named as executive vice-president. . . . Jayne Mansfield hosted the KLAC Celebrity Flight yesterday, which carried the press and ad execs to San Francisco via chartered PSA Electra Jet for the Dodger-Giant game at Candlestick Park.

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• • • Jimmy Shigeta's first LP for Choreo Records will be released nationally June 4. . . . Gene Barry is back in town after a three week engagement at the Fairmont Hotel in S. F. . . . Broadway actress Joanne Linville will make her MGM-TV debut in an upcoming "Dr. Kildare" segment.

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• • • Jay Ward is doubly happy these days. His "Bullwinkle" show is sold out for next season, and the new earlier time on NBC is bound to improve the ratings. Sponsors are General Mills and Emenee Industries. . . . Employment note: National Airlines is recruiting stewardesses from the western section of the country. Application blanks are available at their offices in L. A., S.F., Las Vegas and San Diego. Qualified applicants will be flown to Miami for interviews.

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• • • Dick Joy has returned to his post as KFAC news director after a six month bout with hepatitis. Joy had just celebrated his 25th year in radio and his 10th with KFAC when he was stricken. He has seven newscasts a day Monday thru' Friday.

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• • • Walt Disney has signed Joan Freeman to star with Oscar Homolka and moppet Kevin Corcoran in "The Mooncussers," a two part "Wonderful World of Color" presentation which gets under way at NBC-Burbank this week. Bill Anderson will co-produce with Disney and James Neilson will direct.

Lieberman Joins WADO As an Account Executive

Syd Kavaleer, vice president and station manager of WADO, has announced the appointment of Gene K. Lieberman as an account exec, covering the New Jersey and Philadelphia area in addition to New York. Lieberman was previously sales service manager at WNTA-TV (now ETMA's WNBT).

FCC Considers Bids For L.I., S.D. Channels

Washington Bureau of RADIO-TV DAILY
Washington — Patchogue Broadcasting has asked the FCC to allocate UHF TV Channel 53 to Riverhead, N. Y., where the company operates WAPC AM-FM. Duhamel Broadcasting, KOTA AM-TV, Rapid City, S. D., has petitioned the FCC to assign TV Channel 11 to Rapid City.

WPIX Moves Up Date For 'Years of Destiny'

"Years of Destiny," a m epic history of the Jewish p has been pushed up on 1 from next Tuesday to Mo Exec VP and general ma Fred M. Thrower explained was pointed out to us by J authorities that, inasmuch a program is of historical inter the Jewish people, there w question of the original sch being in conflict with the e the conclusion of the Pas holiday, when Orthodox would be in their Temples."

Tallu to Top Come On 'U.S. Steel Hour'

Tallulah Bankhead will st "A Man for Oona," a live "Steel Hour" comedy on CBS May 2. Nancy Carroll and A Wilsrud also will be seen in teleplay, which was written Michael Dyne.

Tom Donovan will direct telecast. The "Steel Hour" is duced by The Theatre G George Kondolf is executive ducer.

Steve, Eydie to Appear 4 Times Each with Garry

Steve Lawrence and Eydie C me have been signed for 4 appearances each on CBS-2 "Garry Moore Show" next 22. The husband-wife team, who together in night clubs, have t performing solo on TV and not appear together on the sh

Lawrence recently was si to host NBC-TV's "Tonight Sh the week of June 18, and is h ing NBC-TV's "Jan Mu Show" this week while Ma vacations. Miss Gorme, who i pecting their second child in 2 will make several guest app ances on the "Tonight Show" ing the week Lawrence takes

Ross Leaves for Orient, Will Tape Future Shows

Chicago — Norman Ross left on a month tour of the O accompanied by 30 friends. trip is backed by his WCFL s sor, the Olson Travel Orga tion. The group will visit Ja Singapore, Bangkok, Hong K Saigon and Hawaii.

During the trip, Ross will interviews and make films later use on his radio and commentaries, in his speaki gagements and his Chicago I News column. He will report day during the last two w of his trip on his WLS com tary.

Daytimers' 6-6 Plea 2nd FCC Look

(Continued from Page 1)
hours for daytimers to see interference would actually be great as feared was revived today. There had been considerable backing for such an experiment during at least one winter hearing last year. The idea failed to fade under opposition from the FCC and full-time station managers at yesterday's hearing. Rep. George W. Riley (D., Ill.) issued an amendment for Fall and Winter hearings.

Riley said that unless such a compromise denied the longer hours to daytimers will be based only on theory. James E. O'Connell, assistant chief of the Broadcast Bureau, acknowledged that the interference picture presented to the FCC was based on engineering theory rather than demonstrated facts.

Phil Weaver (R., Neb.), at the hearing, said the FCC is so "stagnant" in its record-keeping that Chairman Newton Minow could even tell him the radio stations which have been ordered to eliminate pre-sunrise opera-

CALIF., 'FRISCO OFFICIALS MARK 40TH KNBC ANN'Y

West Coast Bureau of RADIO-TV DAILY

San Francisco — KNBC celebrated its 40th anniversary yesterday, which was proclaimed by Mayor George Christopher as "KNBC Day in San Francisco." Gov. Edmund G. Brown also saluted the station, issuing a statement applauding its success as an entertainment medium and its record of public service. In addition, resolutions were passed by the California State Senate and the San Francisco Board of Supervisors, expressing congratulations to KNBC.

KNBC sent out its first signal Apr. 17, 1922, under the name of KPO. General manager William B. Decker said the station observed its birthday by holding an open house for listeners from 7:30 AM to 6:00 PM, in Studio A, with old-time KPO-KNBC performers on hand to greet them.

Meantime, Doug Pledger, KNBC's featured morning personality since February, 1953, has signed a new three-year contract with the station. He will continue his current schedule of 26½ hours a week of music and humor for the "middle-brow."

STATION BACKING POLITICO ON AIR

Editorial Backs Fla. Aspirant,
But News Still Impartial

Jacksonville — WMBR has editorially endorsed a candidate for public office, recommending the election of State Rep. John E. Mathews, Jr., as state senator from Duval County in the May 8 Democratic primary. WMBR aired its first editorial in 1958. They are about one minute in length.

"We believe that a station which exercises its responsibility to its community by commenting on public affairs must logically and subsequently speak out at election time," said Sidney L. Beighley, Jr., WMBR VP-general manager.

The station's current editorials are totally divorced from its newscasts. News of all candidates' activities will receive "fair and equal coverage."

Ranger Hails WSVa For Fire Warnings

Harrisonburg, Va. — The Forest Service District Ranger of the George Washington National Forest has sent his "heart felt thanks" to WSVa here for that station's "fine job in calling attention to the high forest fire danger" recently.

Pointing out that the Jefferson National Forest to the South had a very bad fire, the Ranger noted that there was "no fire occurrence within the WSVa 'zone of influence.'"

He added, "I feel sure your fire prevention efforts were instrumental in keeping this area trouble free during this period."

ABC Engineers Formed

(Continued from Page 1)

radio, film, theatre, records, publishing, and our international activities."

ABC Engineers, he said, also will serve the divisions of AB-PT, here and abroad in engineering development, design, construction, operation and maintenance."

Mrs. Norris Named

Jacksonville — Mrs. Waldo Norris, the state's Woman of the Year in Communications, has joined WFGA-TV as women's director.

Coast-to-Coast Flashes

Working for Ross

Chicago — WBKB's Joe Slattery and Gordon Barnwell take over the weekday and Saturday morning Ross News and Commentary for Orient-bound Ross, who will return on May 1.

Shows Available

Daywood — KHJ personalities being made available as a training bureau. Announcers and DJs will lecture and act as models for various civic organizations in Southland.

Award for Safety

San Antonio — WEJL and one of its major advertisers, Globe Department Store, were given individual public interest awards

for exceptional service to safety in 1961 by the National Safety Council. Globe relinquishes a one-minute commercial daily for a "safe-living" message.

Gets MD Citation

Boston — WCOP has been awarded a Citation of Merit by the Muscular Dystrophy Association of America for its participation in the fight against the disease.

Announcer at WTOP

Washington — Terrence (Terry) Hourigan has joined the WTOP announcing staff. Hourigan was formerly with WEBR, Buffalo; WFBG, Altoona, and WARK, Hagerstown, Md.

On the Wing

Houston — Every hour from 6 AM till midnight, KTRH is airing "Flight Facts" sponsored by Eastern Airlines, which gives weather conditions and how they may affect a flight.

In 'Dairy Month' Chair

Macon, Ga. — For the third consecutive year, Joe Andrews, public relations and farm director of WMAZ-AM-TV, has been named general chairman for the June observance of National Dairy Month in mid-Georgia.



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Ford Renews 'Hazel'; NBC Signs 10 Others

The Ford Division of the Ford Motor Co., via J. Walter Thompson, has renewed full sponsorship of NBC-TV's "Hazel" for 1962-'63 in color, beginning Sept. 20, as the network announced 10 other national advertisers having purchased sponsorship in eight of its other nighttime programs for next season. Screen Gems will again produce "Hazel."

SRO Signs Go Up

NBC-TV network sales VP Don Durgin said, "Almost six months in advance, sponsorship for five nights of NBC-TV programming is virtually complete, with the other two nights rapidly approaching SRO status."

Sponsorship was purchased for "Laramie," "Saturday Night at the Movies," "The Andy Williams Show," "Saints and Sinners," "The Jack Paar Show," "The Dick Powell Show," "Sam Benedict" and "The Eleventh Hour."

Advertisers include Joseph Schlitz Brewing via Leo Burnett; Block Drug via Sullivan, Stauffer, Colwell & Bayles; Miles Laboratories via Wade Advertising; Mogen David Wine via E. H. Weiss & Co.; American Gas Association via Lennen & Newell; Sterling Drug via Dancer - Fitzgerald - Sample; Warner - Lambert via Lambert & Feasley; Bristol-Myers via Young & Rubicam; Quaker Oats Co. via JWT, and Polaroid Corp., via Doyle Dane Bernbach.

Production Heads Named For 3rd '3 Sons' Season

West Coast Bureau of RADIO-TV DAILY

Hollywood — Production staff assignments for the third season of Fred MacMurray's "My Three Sons" series have been announced by executive producer Don Fedderson. Edmund Hartmann is set as producer for the upcoming season, replacing George Tibbles whose serious illness forced him to relinquish the producer post.

Fred Henry again has been named associate producer.

Ziv-UA Promotes Bernstein

Mel Bernstein has been promoted to sales promotion-advertising director for Ziv-UA from his post as promotion manager. With the company 10 years, he succeeds Leo Gutman who recently resigned. Bernstein will continue to make his headquarters at Ziv-UA's home offices in Cincinnati.

The company, meantime, has developed a kit of promotional aids to implement the series slogan of "A TV Special Every Week" for David L. Wolper's "The Story of . . ." In addition to re-

AGENCY NEWSCAST

By SHELBY COOPER

The 4A's holds its 1962 annual meeting Apr. 26-28 at the Greenbrier Hotel, White Sulphur Springs, West Virginia. Attendance is expected to exceed 850 agency representatives and guests, with some 90 international delegates from 40 countries.

The opening meeting is restricted to association members and delegates, and will include election of new officers. Following two days are open to media people and guests. Events include panel discussions on measurement of advertising effectiveness and development of creative talent, showings of several films, and an international advertising-art exhibition. Saturday the Kudner Award for excellence in creative ad writing will be made by Barton A. Cummings, president of Compton Advertising.

Robbins Investments, through Metlis & Lebow, contracted with WABC for a daily schedule of spot promotions savings and loan associations . . . Marie Ward has been appointed assistant secretary-treasurer at Krupnick & Associates, St. Louis.

Richard Helhoski has been appointed marketing director at Blender - Tongue Labs, Newark . . . CBS International has transferred its account from Donahue & Coe to Muller, Jordan & Herick.

Twenty-four students from the Missouri U. school of Journalism participated in a day-long "advertising at work" seminar held last week by D'Arcy Advertising, St. Louis. A special color movie explaining the entire year's advertising program for Anheuser-Busch was shown, with discussions on the research and strategy guiding the development of an ad campaign.

Clarence E. Black, account exec at Curtiss, Quinlan, Keene & Peck, Indianapolis, has been elected

taining methods of past efforts, the kit also has new selling aids not previously furnished.

For the first time, 16mm trailers are included, offering 10 and 20-second action sequences for air use narrated by John Willis, the series' narrator-host. The kit also contains a set of 13 telops, keyed individually to the first 13 of the 38 segments to be presented, and publicity releases pointing up special interest in each segment for other than TV editors. There are also glossy photos, glossy ads and a 29" x 32" three-color poster.

Thought for Today

"The American businesses which utilize TV for conveying their advertising messages to the home by pictures with sound, seen free of charge on the home screen, are reminded that their responsibilities are not limited to the sale of goods and the creation of a favorable attitude toward the sponsor by the presentation of entertainment. They include, as well, responsibility for utilizing TV to bring the best programs, regardless of kind, into American homes."

—TV Code of the NAB

president and national director of the Indiana chapter of the Association of Industrial Advertisers.

Gabriel Shock Absorbers, via Grey & Rogers Agency, Philadelphia, has purchased sponsorship of "Sports-O-Rama," a series of monthly 20-minute sports shows to be heard throughout the Summer on CBC Radio's Trans-Canada network.

ABC Radio Snare! \$2.3 Mil. Since Jan

A \$750,000 contract with United Motors Service division of General Motors for sponsorship of the Tom Harmon sports brings to \$2.3 million the total new and renewal business by ABC Radio since the start of the year, as of last week.

\$812,000 in Renewals

Robert R. Pauley, president of the network, said new business totaled \$1.5 million and renewals \$812,000. In addition to United Motors Service, other new sponsors signed by the network Jan. 1 were:

Philip Morris and P. Lor both contracts in excess of \$1,000; Better Homes & Gardens the d-Con Co.; E. I. Du Pont; Frank Tea & Spice; General Foods; Int'l Minerals & Chemicals; Curtis Publishing; Scripto; all Drugs; Standard Packaging; Sylvania Electric; E. L. Bruce; travel development division of Va.'s Commerce Department; Thos. D. Richardson Co.

Renewals were signed by Liberty Life & Casualty for \$350,000; Bristol-Myers for \$250,000; American Motors; Highland Church; Nat'l Institute of Cleaning; William Underwood and Wynn Oil.

WTIC - POLITZ STUDY TAKES A NEW AND CLOSER LOOK AT RADIO LISTENERS IN RICH, RICH SOUTHERN NEW ENGLAND

* YOU, TOO, MAY TAKE A LONG LOOK AT THIS IN-DEPTH AUDIENCE SURVEY. JUST CALL YOUR NEAREST HENRY I. CHRISTAL OFFICE





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THURSDAY, APRIL 19,

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AND STANTON } CBS 1ST QTR.: BEST EVER STOCKHOLDERS }

SLOW ON REPEALING SEC. 315, SENATE TOLD

Washington Bureau of RADIO-TV DAILY

Washington—The Senate watchdog subcommittee and the FCC's commission on campaign reports issued statements simultaneously yesterday recommending permanent suspension of Section 315 for Presidential and vice-presidential candidates pending the next election.

The Senate subcommittee, on the other hand, recommended another temporary suspension of Section 315 for the 1964 election along the lines of the "temporary suspension" which resulted in the "temporary suspension" of 1960.

The subcommittee, on the other hand, recommended all action should be deferred until the next session of Congress.

The FCC commission said "There is no need to permit broadcasters the opportunity to experiment with the use of television in campaigns to develop practices fully compatible with the requirements of the American political system." The subcommittee said FCC action should be delayed until the next session of Congress.

Radio-TV System Gets Rodino Prexy

Washington—RAI, the Italian radio-TV system, has re-elected its president, Marcello Rodino, to a three-year term, it was announced at the recent shareholders' board meeting here. Also announced was RAI's 1961 profit, which amounted to \$6,243,000.

Tube Co. Readies Stock Offering

Washington—Video Color Corp. has filed with the SEC seeking registration of 1 million shares of common stock to be offered for sale at \$1.15 per share.

Hope Bills Cite Hope

Washington—Two more bills have been introduced in the House for Bob Hope with a Gold Star. Authors are Rep. James W. Thompson and Rep. D. S. Saund (D., Calif.). A similar bill was introduced in the Senate last year.

BB PARTNERS BUY 50 KW TEXAS AM

KENS in San Antonio Sold To Hofheinz, Smith of Colts

San Antonio — KENS, country and western station here which operates at 50 kw daytime and 10 kw nights, has been sold, pending FCC approval, to Roy Hofheinz and R. E. (Bob) Smith. The buyers, who own two-thirds of the station.

(Continued on Page 2)

Ga. Present to CARE: \$170,000 in Air Time

Atlanta — The 60 radio stations and six TV station members of the Georgia Association of Broadcasters contributed a total of 4,553 radio spots, 2,800 TV spots and 2,188 special programs — valued at \$170,000 — on behalf of CARE during the past year, a survey disclosed yesterday.

"If you double those figures for the other stations who did not return their survey cards, you'll have the full story of Georgia's radio-TV contribution to CARE," said Jack Williams, GAB executive secretary.

NBC Turns Tables on Philco In Stations-Deal Conflict

Washington Bureau of RADIO-TV DAILY

Washington — In a series of petitions, NBC yesterday asked the FCC to speed up what remains of the complicated series of sales, and trades, of stations, which would have amounted to the largest in broadcasting history.

The network told the commission that Philco no longer has standing to challenge the WRCV, Philadelphia, 1957 license renewal, since Philco has been sold to Ford Motors, and that if the commission is to consider anti-trust violations it would be better advised to consider the WRCV.

(Continued on Page 6)

Peabody Award Goes To FCC Chief Minow; JFK Wires Congrats

President Kennedy yesterday wired the George Foster Peabody Awards luncheon at the Hotel Pierre under auspices of the Broadcast Pioneers' New York chapter that he was "glad one of our boys made it."

The White House telegram was a further tribute to FCC commissioner Newton N. Minow as the first U. S. employee to win a Peabody citation and medal.

In his ad-libbed acceptance speech, Minow declared that, "like it or not," Government needs "its own boys."

(Continued on Page 8)

Educational TV Measure Now on President's Desk

Washington Bureau of THE FILM DAILY

Washington — By a voice vote here yesterday, the House passed and sent to the White House the bill authorizing the expenditure of \$32,000,000 to help defray the costs of constructing educational TV facilities by non-profit groups, limited to not more than \$1,000,000 for any single state.

Connes Goes to Mars As Executive Producer

Keith Connes, formerly a radio and TV writer-producer at leading New York ad agencies, has been named executive producer of Mars Broadcasting.

Anti-Trust Victory, Sales, Profits Rise Predicted by Both

West Coast Bureau of RADIO-TV DAILY

Hollywood — With the best first quarter to report in CBS' 34 years, the corporate top battery of board chairman William S. Paley and president Frank Stanton had lots of other big news for their stockholders meeting here in Television City, including these:

There is a strong likelihood the company will post increases in both sales and profits for 1962.

The \$14.5-million consolidation of radio and TV facilities in New York will be completed in '64, reducing its operating locations there from the present 36 to 14.

An option has been acquired for an 18-acre tract in Santa Maria, between Los Angeles and San Francisco, for a new Columbia Broadcasting System station.

NBC Kine of Glenn Flight Sent to National Archives

Washington Bureau of RADIO-TV DAILY

Washington — NBC News has presented a kinescope recording of the Feb. 20 space flight of Astronaut John H. Glenn, Jr., to the National Archives here. The recording consists of 26 cans of film representing the entire 11½-hour TV coverage of the event by NBC News.

RFK Will Address AP At Annual Luncheon

U. S. Atty. Gen. Robert F. Kennedy will address the annual luncheon of the Associated Press today at the Waldorf-Astoria Hotel in one of the high spots of Publishers' Week. He will be introduced to 1,200 of the nation's leading newspaper executives and guests by AP president Benjamin M. McKelway of the Washington Star.



PALEY



Established Feb. 9, 1937

Vol. 90, No. 76 Thurs., April 19, 1962 10 Cts.
CHAS. A. ALICOATE : President & Publ.
MARVIN KIRSCH : Assoc. Publi-Gen Mgr.
ARTHUR PERLES : : : : Editor

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Hal Tate

192 North Clark St.

Telephone: ANdover 3-6520

CANADIAN BUREAU

Jules Larochelle

Room 314, Belmont St., Montreal

LONDON BUREAU

Peter C. Davaille

6 Romany Gardens

Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Anacleto 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3-85; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Eshana, Grupo 4, Planta 14.

TV Academy Shows Foreign Prize Films

The New York chapter of ATAS has scheduled a special showing of four foreign films Wednesday at the Overseas Press Club.

The films are representative of current European and Asian avant-grade production, and some of them were prize-winners at the recent Montreux Film Festival.

The films are "The Country and the City Mouse" (Japan); "Rhythmus in Bildern" (West Berlin); "Half Hour with Juliette Greco" (England), and "Giardino D'Inverno" (Italy).

TV POSITIONS AVAILABLE

CP recently granted

Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for:

- GENERAL MANAGER
PROGRAM DIRECTOR
SALES MANAGER
CHIEF ENGINEER

Attractive compensation. Replies confidential. Address replies to:

ASHER S. MARKSON, President
CHANNEL NINE, SYRACUSE, INC.
351 S. Warren St., Syracuse 2, N. Y.

COMING AND GOING

MARSHALL STONE, executive producer of Filmex, Inc., has returned from location filming in Ft. Lauderdale, Fla.

EILEEN ELLIOT, TV actress, in town for an appearance on the U. S. Steel Hour, May 2.

SAM MENACKER, "Big Time Wrestling From Calgary" commentator, to Detroit for personal appearances.

GEORGE H. GREEN, head of own firm, leaves N. Y. Monday for Kingsfield, Me., for location filming of a color TV fashion movie.

GIORGIO PADOVANO, executive VP of RAI, Inc., Italian radio-TV system, returns to N. Y. from conferences at Rome headquarters.

Nat'l Religious Group Cites Series on KMOX

St. Louis — The 1962 Award of Merit of the National Religious Publicity Council has been granted to KMOX, commending the CBS-Owned station's "At Your Service" program — "Ask the Clergy" — for its "outstanding religious news coverage on behalf of all faiths."

Aired Afternoons

"Ask the Clergy" is heard each weekday afternoon, with listeners asking questions of representatives of the Metropolitan Church Federation, the Catholic Archdiocese of St. Louis, the Missouri Lutheran Synod, the Baptist Mission Board, the St. Louis Rabbinical Society and the St. Louis Rabbinical Association.

The award also cited KMOX's "outstanding and impartial journalism."

Sec. 315 Reports Made

(Continued from Page 1)

procedures must be reformed for faster action on "fairness" and "equal time" complaints and called for quicker and stronger FCC action against alleged transgressions.

The commission said the FCC should once again be directed to probe how the networks and stations handle themselves if Sec. 315 is again relaxed to exclude Presidential and Vice Presidential candidates.

The subcommittee said stations should editorialize and should air opinions on controversial subjects, but also said when complaints are received the FCC should be able to move promptly rather than waiting for license renewal proceedings.

No Paper Tomorrow
Radio-Television Daily will not publish tomorrow, Good Friday.

P&G Buys TV Of Global Gals

The 1962 Miss Universe Beauty Pageant will be presented live from Miami Beach July 14 in a 90-minute CBS-TV special. This is the third year the network has covered the Miss Universe contest. Sponsor is Procter & Gamble, through Grey Advertising, Inc.

In addition to contestants from previously participating countries there will be girls from Singapore, Surinam, Thailand, Ghana, Indonesia, Macao, Malaya, New Zealand, the Philippines, Portugal, Bali, the Dominican Republic, the French and Dutch West Indies, Hong Kong and India.

Paul Levitan will again be producer of the broadcast, with Clarence Schimmel associate producer and Vern Diamond director.

KENS, San Antonio, Sold

(Continued from Page 1)

Houston Colt .45s, will operate it as Texas Star Broadcasting Co. Hofheinz is a former Houston mayor, and Smith a multi-millionaire oilman.

Licensee of KENS-AM-TV is Express Publishing Co., which has just been sold to the Harte-Hanks newspaper organization, owner of a Texas chain of newspaper. Application for transfer of ownership of Express Publishing to Harte-Hanks is being filed with application of the sale of the radio station. Harte-Hanks will retain ownership of KENS-TV.

W. Va. to Air Tourism Ads

Through ABC Radio's "Breakfast Club," the travel development division of West Virginia's Department of Commerce has begun a heavy Spring and Summer campaign to enumerate the state's attractions to tourists.

Roy Passman, radio and TV VP for J. M. Mathes Advertising, said this will be the first time

West Virginia has bid for tourism through radio as the chief sales medium.

He said the "personal sell" of host Don McNeill was a major factor in the state's decision to sponsor "Breakfast Club." Passman explained that McNeill is a frequent visitor to the state's resorts.

FINANCE

(April 18)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Capital Cities, Desilu, Esquire, Inc., Filmways, MPO, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, TV Industries.

*OVER THE COUNTER

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

* Courtesy of National Association of Dealers.

Civil War Sparks To On WJRZ Roundtable

Roundtable discussions Civil War will be heard and tomorrow on "The Morgan Show" on WJRZ. Part I will deal with War Firsts. Part II will be The Civil War Changes Lives.

HERBERT LEROY RICHARDS AGENCY, INC.

RCA Building—New York

Leading insurers in the Broadcast Advertising fields for over

PERSONAL INSURANCE

Telephone: CI 7-1456

Services Proclaim Easter Tidings

Services the Nation on the Airwaves

Special Easter Sunrise services to be carried by ABC Radio from Radio Music Hall, New York, and Radio from Hollywood to climax the special programming during Holy Week by radio.

In New York City, the Rt. Rev. Vincent J. Donegan, Bishop of the Roman Catholic Diocese of New York, will deliver the sermon.

At Hollywood Bowl, the Rev. Heston will read "The Coming," and Mary Pickford will read from the Sanskrit. The reading will be heard on WQXR.

At Washington National Cathedral, the Rev. Heston will read "The Coming," and Mary Pickford will read from the Sanskrit. The reading will be heard on WQXR.

At Washington National Cathedral, the Rev. Heston will read "The Coming," and Mary Pickford will read from the Sanskrit. The reading will be heard on WQXR.

Masses, Music Abound

ABC-TV will present "The Day," an hour of drama and music. ABC Radio later will air "The Day Comes into His Own."

ABC-TV will present "Revelation," an original oratorio by Earl Meninger based on the vision of St. John the Divine. It will be seen on ABC-TV and heard on ABC Radio.

ABC-TV will premiere "The Day of Heaven," a cantata based on the story of the resurrection. It will be heard on ABC Radio.

ABC-TV will telecast a Pontifical Mass live from St. Louis.

Z Quizzes Whizzes

WBZ's Bob Nelson and two local educators on a new nightly, "Headline Session," a free conversation on daily headlines, but the contestants are unaware of the questions until just before airtime.

RCA's Wentworth Aids NJ-ETV Corp.

RCA has appointed John W. Wentworth, director of its educational advisory services in Camden, as consultant to the non-profit New Jersey ETV Corp. NJ-ETV president Orville J. Sather said Wentworth will assist with a study of the technical requirements for establishing a statewide ETV network.

NJ-ETV is engaged in a \$750,000 fund drive to build and place in operation New Jersey's first ETV station, which will broadcast daily to northern counties, including Bergen, Essex, Hudson, Middlesex, Morris, Passaic and Union. Ultimate goal is a related network of stations serving the entire state.

Afternoon with Lady Day

Two hours of the late Billie Holiday's recordings will be presented Saturday on WRFM's "Jazzville U.S.A." Reggie Lavong is host.

Cathedral, with Joseph Cardinal Ritter as celebrant. Music will include a newly made version of Puccini's Mass (1880). In the evening, "The Way of the Cross" will be presented (in color), which retraces Jesus' steps on the way to Calvary. Alexander Scourby and Norman Rose narrate.

WPIX will show "The Story of Easter," depicting Christ's life, death and resurrection through drawings. It was produced by the New Jersey Council of Churches. WCBS-TV will present a similar program on Robert Herridge's "The Easter Story."

KOMO-TV, Seattle, will air the music and message of Easter from the World's Fair Stadium in "An Easter Sacred Festival." Billy Graham representatives will be in charge of music.

Commercials Cancelled

WDSU-TV, New Orleans, will show "Manresa: A Weekend with God," following a businessman on a "retreat." KPHO-TV, Phoenix, will devote two hours to special programs. WJAS-AM-FM, Pittsburgh, as so many other stations, will cancel all commercial messages on Good Friday from noon to 3 PM.

On Good Friday, KYW-TV will present "A TV Easter Concert" by the Cleveland Orchestra and Chorus. WWJ-AM-TV, Detroit, of many special programs, will broadcast Tre Ore Services from the Fox Theatre, through the Detroit Council of Churches. On Holy Saturday the WQXR String Quartet will air excerpts from Haydn's "The Seven Last Words of Christ."

ACCORD UNLOCKS ITC'S CAMERAS

Equity Settlement Allows British Co. to Resume Series

Special To RADIO-TV DAILY

London — Settlement of the five-month Equity strike against Britain's independent TV companies has meant the green light for Independent TV Corp.'s filmed series which were stopped by the dispute. Already on location in Spain is "Man of the World," starring Hollywood's Craig Stevens and Britain's Tracey Reed.

Fully financed by ITC, the series is not likely to be available for U. S. screens until next year.

A series about "The Saint," comprising 21 hour films, faces the cameras at Associated-British Elstree Studios in June, with Granada TV putting up some of the money. No star has yet been cast. Production is also to start soon on another 26 "Supercar" episodes, with the new title to be "Fireball XL 5."

Station Aides In Sea Rescue

WCBS transmitter engineer Gus Hengel and WCBS motor launch skipper Lew O'Dell were heroes last week and WCBS listeners heard first-hand reports of a dramatic rescue of seven students from St. John's U. who were swept from a racing shell in Long Island Sound.

Hengel and O'Dell were en route to the radio transmitter at Columbia Island when they heard cries of help. O'Dell swung the launch around and left the wheel to help Hengel pull two non-swimmers out of the water.

Hengel and O'Dell called the station immediately after the rescue and Joseph Dembo, WCBS news public affairs director, set up a "beeper" phone system through which the two heroes gave their dramatic report.

Steve Allen Sets Start Of 'Jazz Scene' Series

Hollywood — Steve Allen begins production next week on his TV series, "Jazz Scene USA," which is being produced by his Meadowlane Productions, Inc., for Fall release. James Baker is producer.

Murphy Leaves KLIF

Dallas — Tom Murphy, a member of the Harrigan and Murphy KLIF radio team, has left the station.



in the public interest

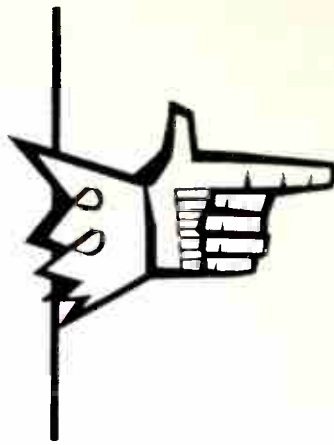
WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: MEEKER

NIELSEN
ARB
PULSE
VIDEODEX
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Ma
for

THE

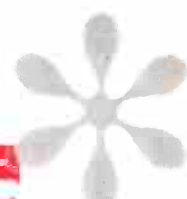
TV'S FIRST SERIES OF WEEKLY
"SPECIALS"
FOR LOCAL & REGIONAL TELECAST



- * A JOCKEY * A TIGER HI
- * A CONGRESSMAN * A TRIAL
- * A COWBOY * A FOOTBAL
- * A GEISHA GIRL * A COM

Boom at the top...

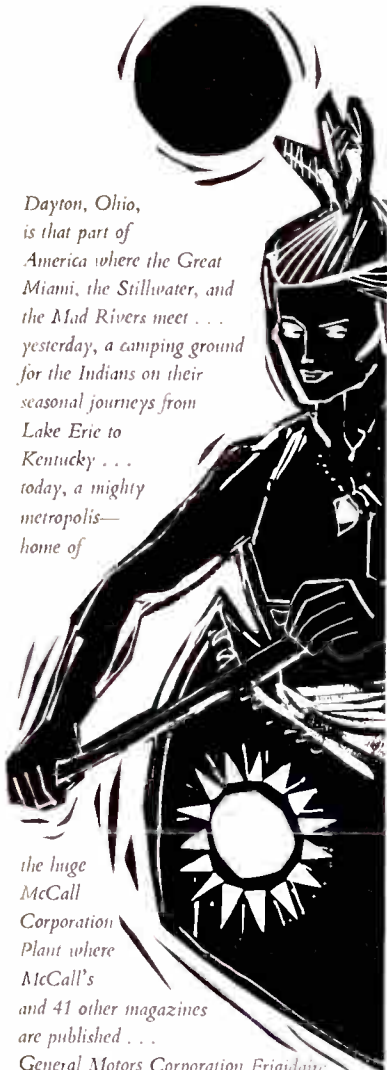
STORY OF



DAVID WOLPER's new dramatic non-fiction series will win the ratings sweepstakes because it has (a) outstanding Quality and Style (b) real stories of real people in real, challenging situations (c) adventure, suspense, surprises, emotional impact (d) a lot of appeal for every part of the audience, regardless of taste, age, income, background, viewing habits (e) it ushers in a new wave of programming that people will talk about.



MATADOR * A DANCER * A PRISONER * AN INTERN * A RACE CAR DRIVER
A SINGER * A TEST PILOT * A BOXER * A NURSE * AN ARTIST * A CLOWN
A MODEL * A DETECTIVE * A REPORTER * A U.N. DIPLOMAT * A WRESTLER
A CARRIER JET PILOT * A MAYOR * A PEACE CORPS WORKER . . . and others



Dayton, Ohio, is that part of America where the Great Miami, the Stillwater, and the Mad Rivers meet . . . yesterday, a camping ground for the Indians on their seasonal journeys from Lake Erie to Kentucky . . . today, a mighty metropolis—home of

the huge McCall Corporation Plant where McCall's and 41 other magazines are published . . . General Motors Corporation Frigidair Division, world's largest producer of electric refrigeration equipment . . . National Cash Register Company, nothing else like it anywhere . . . 730 large manufacturing plants with the Nation's highest percentage of skilled artisans . . . a 13-county trading area of over one million people with one-and-a-half billion dollars of annual spendable income. And WLW-D covers all this . . . and covers it best! So call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton television

the other dynamic WLW Stations

WLW-A WLW-I WLW-C WLW-T WLW
Television Television Television Television Radio
Atlanta Indianapolis Columbus Cincinnati

Crosley Broadcasting Corporation



By TED GREEN

• • • A bright spot in N. Y. morning TV programming is Pino and Fedora Bontempi's "Continental Cookery" on WOR. Based on the terrific response this show receives from men, as well as women, it's beyond this pillar why no one has ever tapped the show for syndication. . . . Merv Griffin set for a cross-country tour, winding up in Hollywood for three TV guest shots. . . . NBC maestro Paul Taubman signed by Mayor Wagner to produce the City's annual "Salute to Spring" in mid-May . . . Julian Cannonball Adderley and Steve Allen made their TV deal . . . The Gaslight Club is putting finishing touches on its pilot film dealing with the Gaslight Girls . . . Fred Astaire bought 15 color TV sets for his home in California. That still leaves him with 23 rooms without TV in the mansion . . . Famed entrepreneur Billy Reed has big plans afoot for a new Little Club which may turn out to be the poshest place in the city . . . Saverio Saridis' new album by Warner Brothers is a smash. One of the best out this season.



• • • Canadian songstress Janet Stewart, entertaining patrons at The Living Room in New York for the next two weeks, is filming a special TV series for Canadian consumption while here. . . . Even actress Zel deCyr won't know it until she reads it here, but one of the major networks is interested in using this pretty, talented gal as hostess on a daily TV show. . . . Actor-announcer Allen Swift is considering an offer for a leading role in a motion picture to be produced in New York this Summer by a leading independent film company. Jim Lowe and Wally Griffin take over for the vacationing Ritts on the NBC-TV Family Show.



• • • Meet: Bob Rowe, producer of "Say When," Monday-Friday Goodson-Todman game show on NBC-TV. Big, handsome Bob taught creative writing at the Erskine School for Girls(!) while doing graduate work at Boston U. and writing radio scripts on the side. After completing studies he turned down an offer of a permanent job with the Lowell Institute Cooperative Broadcasting Council—producers, of some of educational TV's outstanding programs. Lowe came to New York in 1950 where, before joining Goodson-Todman in 1957, he directed shows ranging from U. S. Steel to the CBS Morning Show starring Dick Van Dyke and Will Rogers, Jr. At Goodson-Todman, Bob has directed "The Price Is Right," "Play Your Hunch," "Beat the Clock," "What's My Line?" and "I've Got a Secret." He was also one of the creators of "Dough-Re-Mi."



ROWE



• • • Aspiring listener-deejays are being featured twice-weekly on Hal Jackson's "Wake Up, New York" show on WWRL . . . Lee Evans, first discovered by Dick Kollmar for his Left Bank show, will make his Ed Sullivan debut May 13. . . . The William Morris office excited about the resounding click of Helen Traubel at the Latin Quarter, is prepping mucho TV activity for the lovable song bird. Some video-taping might come out of her four-week date with Jimmy Durante in Las Vegas. . . . H. Gordon Munro, president of the Rover Motor Corp., is readying TV-radio interviews on his exciting new Rover Gas Turbine car to be shown at the New York Auto Show next week.



• • • Don Morrow, host of ABC's "Camouflage," will emcee a benefit at the plushy El Morocco for Children's Care . . . TV playwright Dale Wasserman has been selected by the Writers Guild to represent them at the annual meeting in Los Angeles Apr. 28 . . . Gil Cates coming up with a new quiz show called "Four of the Kind" . . . A new radio program carried by WRUL all over the world and featuring interviews with American stars of radio, TV and motion pictures, originates from Paul Taubman's "Penthouse Club."

Group Gets Up Steam For Broadcast Ship

Miami — WLBW-TV pro director Mike Schaffer, h a BPA group, is moving forward with plans for a world-travel communications education following a meeting with trial designer and communications engineer, Sol Corni. The proposed ship's purpose to accomplish for communication what the SS City of Hope for medicine. It would carry all the latest broadcasting production and transmitting equipment and would provide inspirational training center people throughout the world.

Expedite Stations Deal NBC Urges Commission

(Continued from Page 1)

vised to look at Ford's record at NBC's.

NBC pointed that its deal sell WRC Radio and TV in Washington to RKO, and RKO to sell WGMS, Washington both been cancelled and NBC's own deal to buy station in San Francisco has partially fallen through. The Circle Publishing Co. has drawn its bid for a new TV station on Washington's Channel 4, occupied by NBC's WRC.

Remaining now are the various license renewal applications Philco's protest in Philadelphia still on the books, and NBC's proposal to deal off WRCV, Philadelphia, for RKO's WNAC. NBC the commission this clearing of many problems should be fast action on the remaining questions.

The network said Philco to Ford puts Philco out of business and Ford should have no to prosecute the Philco protest there would be "a procedural mess" resulting in great delay the anti-trust issues raise Philco, NBC argued that remains a question. Ford's ground should be probed.

WANTED SPORTS-MINDED STATICS IN PROGRESSIVE SPORTS-MINDED TOWN

Young well known Sportscasters many years experience in NYI ket. 4-A sponsors. Network presence and top-rated nightly tele CBS. Play-by-play telecasting ball Dodgers, Football Giants Knicks and college basketball ger hockey. Married, sports tor, ability to sell own shows. Box 172, RADIO-TV DAILY, Broadway, New York 36, N.

Infant Terrible' Launching Video Commercial Festivals

Freberg, l'enfant terrible of the advertising industry, addresses the May 4 luncheon audience of the '62 American Commercials Festival in the ballroom of the Waldorf-Astoria Hotel. With "Art For The Sake of Money" as the title of his theme is "award winning and move merchandise." Freberg created commercials for Kellogg and Kaiser Foil and Nut Instant Coffee have won awards in previous years. Commercials for Chun King, Post and Nytel are nominees for awards in this year's competition.

1,000 Executives Due

More than 1,000 advertising and television executives are expected to attend the day-long workshop techniques in the morning followed by the presentations and showing of the award winning 15 product categories during an informal awards luncheon. Workshop segments are being handled by the combined video production companies, the Producers Association of New York, the Screen Directors Guild and the members of the TV Council of Judges. J.P. Cunningham, chairman of the TV Council of Judges, will be the principal announcer.

Other Cities' Events

May 11, the Festival and Workshop will be repeated and the West area awards presented in Chicago at the Sheraton Hotel. The Chicago Federated Ad Club and other advertising groups will be present. May 16, in Toronto, under the auspices of the Ad and Sales Council, Canadian award winners will be honored as well, at the Plaza Hotel.

June 7, at the Sheraton Hotel, over 700 will participate in "The Southwest's First TV Commercials Festival."

Finish in L. A. June 13

Festivals will wind up in Los Angeles on June 13 at the Grand Hilton Hotel when West Coast award winners are honored. Walter, Wallace Ross, festival director, is expected to tour with award winners to Detroit, Indianapolis and a number of cities during the balance of the year.

Exactly 1,245 commercials were entered in the 1962 competition. One-third of them are by advertising agencies from all over the country, the balance from publishers, sponsors and TV stations. Judging has been completed by the regional councils of prominent advertising executives.

Int'l Officials to Join N.Y. Fete for Briscoe

International diplomatic and civic officials will join with New York Variety Tent #35 at a testimonial luncheon honoring Lord Mayor Robert Briscoe of Dublin Wednesday at New York's Manhattan Hotel. Mayor Briscoe will personally carry an invitation to the Tent's barkers to attend the Variety International Convention in Dublin, May 14-17.

Among important personalities honoring the mayor will be Irish Consul General J. Shields on New York; WPXI commentator Jack McCarthy; David O'Shea, head of Irish Airlines in New York, and a host of others including stars from the entertainment field.

Charles A. Alicoate, chief barker of Tent #35, and Jack H. Levin, luncheon chairman, reported yesterday that some 250 reservations have already been received.

Papernow Named Ops VP

West Coast Bureau of RADIO-TV DAILY
Los Angeles—CATV operator H&B American Corp. has named Leon N. Papernow VP in charge of operations. He will continue to serve as executive VP of the wholly owned subsidiary, H&B Communications.

KDKA Booklet Gives Space Flight Info

Pittsburgh—KDKA is distributing a 16-page booklet containing the scripts of its Apr. 2-6 space series, "Milestones to Mars," which gave an account of where America is going in its space exploration projects. The series was sponsored by Pittsburgh Home Savings and Loan Association.

CBS 1st Quarter Tops, Stockholders Told

(Continued from Page 1)

Records pressing plant and warehouse.

The recently purchased facilities of Bradley Recording Studios in Nashville, will be modernized as a center for Columbia Records' country and western music activities.

CBS will defend itself "vigorously" and is "confident (it) will be upheld by the Court" in the Justice Department suit charging anti-trust violations by the TV network's compensation arrangement with only 31 of its 188 affiliates.

KNXT, Los Angeles outlet, averages a 28 per cent share of the Los Angeles audience—22 per cent greater than the second ranking station in that city.

Prospects Called "Excellent"

While first quarter sales for the Radio division fell below last year, "prospects for recouping later this year are excellent."

Columbia Records sales in the first quarter are "well above" those for the previous year.

CBS International had its best year in 1961 and, despite unsettled conditions in Argentina, the '62 outlook is bright.

'Eternal Light' to Air Story of the Bene Israel

"In the House of Pilgrimage" by Lucille Schulberg will be presented on "The Eternal Light" Apr. 29 on NBC Radio. The story tells of the discovery, in 1173, of a community of Jews who practiced many rituals without knowledge of their origin and who were discovered to be the descendants of a handful of survivors of a shipwreck which took place off the coast of India about 2,000 years ago. This community of 21,000 is today known as the Bene Israel.

Concrete Solution Ends DJ's Growing Problem

Hollywood — Al Lohman, Jr., KLAAC deejay, was so confused by the variety of entries in his "Crabgrass" contest telling him how to get rid of the weed, that he came up with what he felt was the only logical solution—he had his front lawn completely concreted.

Browning, Warfield On Ormandy's Spec

Philadelphia — American pianist John Browning and baritone William Warfield will be soloists with the Philadelphia Orchestra on WCAU-TV's prime-time hour special, "Eugene Ormandy's Sound of America," to be presented Apr. 29 from the Academy of Music.

Sponsors of the special are Girard Trust Corn Exchange Bank, via the Aitkin-Kynett Co., and Campbell Soup, via BBDO.

Jimmy Stewart and Wife On Benny Show Again

Jimmy Stewart and his wife, Gloria, have signed for a second guest appearance on CBS' "Jack Benny Show" this season. Rehearsals start after Easter.



JACK LA FORGE SALUTES COMPOSER

During PETER DE ROSE MEMORIAL WEEK there will be many tributes commemorating the ninth anniversary of his death.

RIO RECORDS recently released a 45 RPM single with two Peter De Rose compositions — 'DEEP PURPLE' on one side backed by 'WAGON WHEELS'. The popular artist, Jack La Forge, is featured at the piano and accompanied by his orchestra. These two numbers have been extracted from La Forge's new LP album and will be available as a special tribute during the PETER DE ROSE Memorial Week.

4 More Outlets Buy 7 Arts' Concert Skein

Four more station sales of Seven Arts' new series of hour TV Concert Specials featuring the Boston Symphony Orchestra were made during the past week, it was announced by VP-general manager Robert Rich. They were to WHDH-TV, Boston; WABI-TV, Bangor, Me.; WGR-TV, Buffalo, and WTVN, Columbus, O. Previous sales were to WTRF-TV, Wheeling; KFSA-TV, Ft. Smith, Ark., and KOLO-TV, Reno.

The series marks Seven Arts' first venture into TV production and first property other than feature films and cartoons for TV distribution, and is also the symphony's first commercial affiliation other than its exclusive recording pact with RCA Victor.

The concerts, to be conducted by Charles Munch and Erich Leinsdorf, will also include appearances by guest conductors Aaron Copland, Richard Burgin and William Steinberg. The 104-piece Boston Symphony Orchestra is now in its 81st season.

On Boy Scouts Board

Rockford, Ill. — Joseph M. Baisch, WREX-TV and general manager, has been elected a director of the Blackhawk Area Council of Boy Scouts of America.

AGENCY NEWSCAST

By SHELBY COOPER

The International Advertising Association opened its 14th annual World Congress yesterday in Chicago, with delegates from 59 countries attending. Opening addresses were delivered by Elmo C. Wilson, president of International Research, and Andrew Karnig, advertising director for Bristol-Myers International.

Braxton Pollard, international ad manager for Monsanto Chemical, has been named to receive the 1962 Man-of-the-Year plaque at the Award Luncheon. Luncheon address and presentation will be made by Harry Reasoner, host of CBS-TV's "Calendar" show.

Bernice Fitz-Gibbon, head of the Fitz-Gibbon agency, will discuss the position of women in the business world, today at noon on WCBS' Allen Gray show.

William Brooks has joined Zakin Co. as executive art director. He was formerly with Fairfax Inc. in the same capacity. . . H. H. Howry Jr., of American Can, succeeds M. J. Phillips as chairman of shows and exhibits for the ANA.

Horizon Land Corp., Tucson, has appointed Mohr & Eicoff, New York, to handle a \$2.5 million

advertising budget, using radio, TV and press.

Oscar Lubow, who left Young & Rubicam last year to become director of promotion services for Lever Brothers, has returned to Y&R, as a VP. He first joined the agency in 1951. . . Wilbur Cross, former Life magazine staffer, has joined Milburn McCarty Associates as magazine director. Before joining Life he was an account exec at Benton & Bowles.

Four toy sponsors, Trans-O-Gram, A. C. Gilbert, Hassenfeld and Ohio Art, have bought segments of TV's "Lone Ranger" in various markets. . . Polaroid, via MacLaren Advertising, Montreal, has purchased half-sponsorship in CBS-TV's French network "Music Hall" for Apr. 29. Regular co-sponsor is General Motors, also via MacLaren.

Newton Minow Honored With Peabody Award

(Continued from Page 1)

role in broadcasting and "is here to stay."

He reiterated his belief that both the broadcasting industry and the Federal administrators "are moving in the right direction." He concluded with an appeal to "Radio and TV, filled with talented and creative people" to "give even more to the voracious tube and mike."

Brinkley, Newhart Victors

Other recipients and their classifications are: TV News: "David Brinkley's Journal," NBC. TV Entertainment: "The Bob Newhart Show," NBC. TV-Education: "An Age of Kings," BBC, and "Vincent Van Gogh: A Self-Portrait," NBC. TV Youth and Children's Programs: "Expedition!" ABC. TV Contribution to International Understanding: Walter Lippmann and CBS. TV Public Service: "Let Freedom Ring," KSL-TV (CBS), Salt Lake City. Radio Entertainment: WFMT, Chicago, for its "Fine Arts Entertainment." Radio Education: WNYC, New York, for "The Reader's Almanac" and "Teen Age Book Talk." Radio Contribution to International Understanding: WRUL (Worldwide Broadcasting), New York, for coverage of UN General Assembly proceedings in English and Spanish. Special Award: Fred Friendly, CBS. Special Award: Capital Cities Broadcasting Corp. for "Verdict for Tomorrow: The Eichmann Trial on TV."

Peter De Rose Memorial Week APRIL 23-

Music World observes 50th commemorative anniversary of death of composer of "DEEP PURPLE"—"WAGON WHEELS"—"HAVE YOU EVER BEEN LONELY?" and many others.

There will be many tributes on Radio, TV and by personal appearances in all fields of musical entertainment.

At 1:00 P.M. on Monday, April 23, DUFFY SQUARE and ORIAL SQUARE for one hour.

Rudy Vallee, Vincent Lopez, Lenny Herman and Jack LaRocca will help Mrs. De Rose in the changing of the sign. A parade will arrive in a covered wagon.

ABC-PARAMOUNT has leased an Elton Britt album featuring "I HEARD A PRAYER WHILE PRAYING." RIO RECORDS will launch a single (45 RPM) of the Peter De Rose Memorial Week, featuring "DEEP PURPLE" and "WAGON WHEELS" by a new artist, Jack LaRocca, featured at the piano.

On April 25th and 26th, Mrs. E. Singhi, well-known color artist, will exhibit 20 paintings inspired by Peter De Rose song titles, at the Barbizon Art Gallery, 12 noon to 6 PM each day. Joe Franklin will interview Mrs. Peter De Rose (Mrs. Singhi Breen) on TV, Chicago, April 23rd at 9 AM. EST.

Peter De Rose and Mrs. E. Singhi Breen, The Lady, were Radio and TV favorites known as the "Sweet of the Air" with a daily Show for sixteen consecutive years.

**When You Can Have The Best,
Why Be Satisfied With Less?**

THE ASSOCIATED PRESS



Indiana University Library
Bloomington Ind

Established February 9, 1937

9, NO. 77

MONDAY, APRIL 23, 1962

TEN CENTS

PROBE PROVES TV'S LOCAL VALUE

1. Mil. Stock Buy 2. KCRA License 3. Killy B'casting

at Bureau of RADIO-TV DAILY
Washington—The FCC has
approved assignment of li-
censes of KCRA-AM-FM-TV,
Chicago, to KCRA, Inc., to
broadcasting, through pur-
chase of remaining 50 per cent
of shares from Gerald and C. V.
for \$2.8 million.
The commission also approved
assignment of KWKW, Pasadena, by KW-
K, to Lotus Theatre Corp.
for \$1 million plus consultant fees
of \$10,000 over a 10-year period
to E. Malloy and S. G. Breyer,
(Continued on Page 3)

4. Sets Interviews 5. Political Candidates

at Bureau of RADIO-TV DAILY
Los Angeles — KRCA today
will begin a public service series
called "Know Your Candidates,"
with U. S. Senatorial and
Congressional candidates will be
interviewed. The daily program
will continue through June 1.

6. R Corp. Promotes 7. Execs to Veeps

Richmond, Va. — Three WTAR
executives of TV Corp. have been
promoted to VPs. They are Harold
C. Berger, now TV programs and
operations VP; Jack B. Prince,
general manager VP, and William A. Gietz,
sales VP.

8. FMers Airing Stereo, 9. With 300 Seen by Fall

Washington — The latest sur-
veys show 81 FM stations have
switched to stereo and are broad-
casting an average of 66½ hours a
week, with the prospect that 300
stations will be airing FM stereo
by this fall. There are 70 million
listeners, 10 per cent of the nation's
population, within range of cur-
rent stereo programming, and
stereo sets are now in good
supply.

STATION REPS' 'BIG PUSH' GLAMORIZING SPOT RADIO

The Station Representatives Association has embarked on a high-level campaign to attract more advertising dollars for spot radio, it was learned yesterday. It is to climax the or-



AVERY

ganization's continuing, inter-
grated program which is de-
signed to boost the sound me-
dium's acceptance by clients
and agencies. Subtle tech-
niques are reported already
developed to nudge thinking,
planning and usage of radio.

One of these ideas was present-
(Continued on Page 10)

SPEIDEL BACKS DISPUTED DRAMA

Firm Buys 'Defenders' Seg
After 3 Sponsors Withdraw

Speidel Corp., via McCann-
Marschall, has signed as full
sponsor of the controversial "De-
fenders" segment to air Saturday
on CBS-TV, dealing with the
abortion problem. The regular
sponsors — Brown & Williamson
(Continued on Page 5)

Britain's TV Actors Eye Film Residuals

Special To RADIO-TV DAILY
London — Equity, the British
actors' union, whose five-month
fight against the independent TV
companies won them big pay
raises, have now turned its guns
on Britain's film industry bosses.
Equity wants to ban all British
films being shown on TV "any-
where in the world," without its
(Continued on Page 10)

Azcarraga Planning Telivicentre Revamp

Special To RADIO-TV DAILY
Mexico City — Emilio Azcar-
raga is planning a major expan-
sion of his Telivicentro operation,
with offices to be set up in New
York to better coordinate Mex-
ican TV stations in Los Angeles,
San Antonio and border cities of
Nuevo Laredo, Tijuana, Nogales
(Continued on Page 10)

Let's Talk It Over

A Lesson in Courage: CBS' Gallant Defense Of 'The Defenders'

By ARTHUR PERLES

TO DR. FRANK STANTON, an accolade for intellectual gutsmanship
in refusing to take the easy course of dropping the controversial Apr.
28 "Defenders" dramatization of the abortion problem from the network
schedule. To CBS-TV's sales chieftain, Bill Hylan, a "Stout Fellow Salute"
for replacing the program's three advertising regulars, after their pull-
out because of that amorphous thing called "corporate policy." And,
last but not least, sincere tribute for Bill Paley, board chairman, who
backed his company executives all the way.

What is the broad significance of l'affaire "Defenders"? For one very
important thing, the whole industry has claimed under oath in a variety
of public hearings that advertisers do not control programming. For an-
(Continued on Page 12)

Broadcasters' Case Deemed Strengthened By Chicago Inquiry

With the FCC's abrupt shut-
down before the weekend of
its inquiry into Chicago's TV
programming structure, prevail-
ing industry opinion is:

The probe has greatly strength-
ened broadcasting's case that sta-
tions — independent or network
owned, do serve their communi-
ties creditably, not only on a local
basis, but nationally and interna-
tionally as well.

In summation, it looks now as
though the complaining Chicago
witnesses plea (that local issues
aren't given sufficient video air-
time) has been knocked into the
proverbial cocked hat. There's
considerable doubt in usually re-
liable places the commission will
attempt any further large-scale
exploration of local groups' beefs
(Continued on Page 8)

AB-PT Quarter Net Off Slightly; ABC Profits Rise

American Broadcasting - Para-
mount Theatres, Inc. earned net
profits totalling \$3,042,000 or 70
cents a share, during the first
quarter of 1961, the company's
president, Leonard H. Goldenson
announced Friday. Earnings dur-
ing last year's first quarter were
\$3,425,000, or 79 cents a share.

Goldenson pointed out that the
company's broadcasting division,
ABC, enjoyed higher profits dur-
ing this period than last year.

Coverage, Sponsors, Ratings Hypo 'Tonight'

Threefold success of NBC-TV's
new "Tonight" color show has
been reported by William F.
Storke, the network's director of
participating program sales. He
said the show increased its nation-
al coverage from 181 to 184 sta-
tions; garnered the second-highest
weekly rating this year, and at-
tained a near sell-out status via
new and renewed purchases by
sponsors.



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ARTHUR PERLES : : : Editor

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Tiller, Tubor Added As Wolper Expands

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Wolper Productions, in its third expansion within eight months, has acquired an office suite less than a block from its main headquarters building here to house its sound effects, sound and music departments, and named Jack Tiller head of the music department and Mort Tubor sound effects chief. Jerry Young was recently appointed head of the company's sound department.

The additional production facilities, which include a newly created sound effects and music library in the new office suite plus four cutting rooms recently installed in another nearby building, brings to 40 the number of editorial rooms in use by Wolper Productions for current and upcoming TV projects.

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

'Romper Room' Aids US-Canada Relations

Washington Bureau of RADIO-TV DAILY

Baltimore — The "Romper Room" TV Kindergarten will cooperate with the International Kiwanis Organizations in their sponsorship of U. S.-Canada Goodwill Week Apr. 23-28. Events will include appearance by officers of local Kiwanis clubs with "Romper Room" teachers to explain the value to youngsters of better understanding among all peoples, and receive "Romper Room Diplomas" citing them for being good neighbors.

Also, "Romper Room" teachers and students in the U. S. will write letters and send pictures of their cities to the "Romper Room" TV schools in Canada, receiving in turn similar data from their Canada counterparts.

Petree Sales Service Mgr. At NBC-TV Central Div.

Chicago — Thomas Petree has been promoted to sales service manager for NBC-TV's Central Division. He has been a sales service rep in the Central Division for the past two years. Prior to joining NBC he was in sales for Liggett & Myers here.

Negro Press to Honor KTLA's Editor-in-Chief

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Clete Roberts, KTLA's editor-in-chief, will receive an award Friday from the Negro Press here as "TV Commentator of the Year" for his news programs which "reflect a genuine concern for civic community betterment and interracial goodwill."

'Soupy Sez' Stay in School

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Elton H. Rule, KABC-TV VP and general manager, has inaugurated a year-round campaign to aid in the fight against high school dropout. Soupy Sales will carry the message to students because of his considerable popularity with young people.

Forty per cent of students drop out before graduation and 50 per cent of the youngsters between 16 and 20 are out of work. This has led to disproportionate criminal activity among juveniles, police records show.

Soupy Sales will make appeals on his own regular program, and taped TV announcements will be seen throughout the day and evening on KABC-TV.

Three different 30-second radio spots have been supplied to 30 area radio stations, and 1,000 in-

COMING AND GOING

MARY FICKEIT, hostess of CBS' "Calendar," returns today from Seattle, where she made special filmed reports on the World's Fair.

LEE HALL, NBC's Rio de Janeiro correspondent, in N. Y. for a few weeks.

PETER FALK has arrived in town from Hollywood to start rehearsals for the May 20 "DuPont Show of the Week."

NORMAN LLOYD is in N. Y. scouting properties and seeking acting talent for the "Alfred Hitchcock Hour."

EDDIE SHERMAN in New York on behalf of his client, Lola Albright, who tapes a Perry Como guest appearance Apr. 27.

JOHN L. KOUSHOURIS of VHF, Inc., to Atlantic City today for a "Miss America" meeting.

WTTV Series On Freedom

Indianapolis — WTTV on May 5 will begin air "Voice of Freedom," hour prime time series produced in cooperation with the Indianapolis Chamber of Commerce and using outstanding film material covering the subjects of Capitalism, Free Enterprise, Communism and American History. Serving as host will be Carroll Reynolds, the Chamber's economic education director.

The first program will present "Communist Encirclement" and "Make Mine Freedom," the latter an animated film produced by Harding College and showing the danger of encroaching Socialism. From time to time the series will also present portions of the recent Cold War Strategy Seminar.

terior bus cards as well as large banners will be placed on metropolitan buses.

"Soupy Sez" matted columns will be made available to high school newspapers, a short film will be supplied to theatres and a 30-minute Soupy Sales film will be supplied to schools.

TV POSITIONS AVAILABLE
CP recently granted
Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for:
GENERAL MANAGER
PROGRAM DIRECTOR
SALES MANAGER
CHIEF ENGINEER
Attractive compensation. Replies confidential. Address replies to:
ASHER S. MARKSON, President
CHANNEL NINE, SYRACUSE, INC.
351 S. Warren St., Syracuse 2, N. Y.

Panama ABC Aff In Prime Time S

Special To RADIO-TV DAILY
Panama City — Television affiliate here, begin operation with prime time spots completely sold out, to Donald W. Coyle, of ABC International.

Prime time sponsors: Canada Dry; Eastman Humble Oil; Ford Motor Foods; Nestle Inc.; Pan American World Airways; Volkswagon America and Westinghouse.

Joanne Linville Signs For 'Kildare' Guest

Joanne Linville has been to play the mother of a doctor as guest star in the "Rock Heart" episode of the "Dr. Kildare" series.

COVER
AUGUSTA, AREA with WRDW - Ch. 12

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from our available on a 13-week budget, and SHOPPER MERCHANDISING service on WRDW-TV—serving a million people only area station with SHOPPER-TOPPER.

SHOPPER-TOPPER guaranteed

- complete area direct-mail service
- in-store displays, placement of sale material, shelf stocking, competitors in 32 high volume markets
- product highlighting on WRDW-TV
- activity report every 13 weeks

For rates and availability: IN AUGUSTA: Virgil Wolff, TA. 4-1212 IN NEW YORK: Lee Gaynor, OX.

Represented nationally: Avery-Perkins Member of the FRIENDLY GROUP

Other FRIENDLY GROUP STATIONS

WSTV-TV Staubenville, Ohio	KOI-TV Jacksonville, Fla.
WBOY-TV Clarksburg, W. Va.	WR Chattanooga, Tenn.

FRIENDLY GROUP

Most Viewers Out of UHF Range, Says EIA

\$30 Charge All-Channel Sets Wasted Money'

Bureau of RADIO-TV DAILY
Washington—About 92 per cent of American citizens will be required to pay an extra \$30 for TV sets to secure UHF reception, which most of them will not use during the lives of their sets. Electronic Industries Association has charged in a continuing campaign against the all-channel TV bill in Congress. This battles manufacturers of sets and most broadcasters.

2% in UHF Range
Conducted a survey, according to executive vice president James D. Secrest, and found that only 3 million people or 7.2 per cent of the population within the UHF stations, and over 90 per cent of these can also receive VHF stations. The industry is estimated to receive UHF, more than 8.7 per cent of its sets are needed, and "we hope Congress will carefully weigh these before enacting a law that deprive the TV set buyer his right of choice . . . in areas where UHF service may never be available . . ." Secrest added that "if Congress acts with the FCC that the legislation is needed to UHF broadcasting — and doesn't believe it is—it should require VHF broadcasters to provide parallel UHF program as we have recommended, to compensate the consumer for the extra cost of his set."

Radio & TV Sales KCEE Nat'l Rep

SE, Bakersfield NBC Radio station, has appointed Tele-Radio Sales as its national sales agent. The station is represented in Los Angeles by Frank Smith Associates.

Tele-Radio & TV Sales specializes in the representation of Spania and will place emphasis on KCEE's Spanish program featuring "Roberto" Adame day-through-Saturday.

V's Gloria Shapes Up As 'Woman of Year'

Philadelphia — Gloria Roeder, one of the nation's foremost beauties on physical fitness and health of the daily "Exercise with Gloria" show on WRCV-TV, NBC here, was named "Woman of the Year" during the annual Palm Beach Parade on the Atlantic Boardwalk and received the Shell Award.

Hoover Lauds NBC For FBI Radio Segs

The American public will gain a greater overall knowledge of law enforcement through NBC Radio's two new series about the FBI, William K. McDaniel, the network's executive VP, was told in a letter by bureau director J. Edgar Hoover. He was referring to the programs previously announced for each weekend as part of "Monitor 62," which began Saturday.

Hoover added, "Such efforts as you are expending, I feel, constitute one of the highest degrees of public service."

One of the new series consists of interviews by Russ Ward of NBC News with FBI officials who will explain various aspects of the Bureau's work. The first of these programs was broadcast Saturday in the 3-3:30 PM segment of "Monitor 62," while subsequent interviews will be rotated through the five three-hour segments of "Monitor 62" heard each weekend.

The second new series, titled "National Alert," will present the facts on the FBI's "10 Most Wanted Fugitives," one each week. "National Alert" will be heard each Saturday at 5:45 PM.

Storer Programs Names Strain to Sales Post

James M. Strain has been named Western division sales manager for Storer Programs, Inc., program producing and distributing subsidiary of Storer Broadcasting Co. Strain, who previously was Western division sales director for Filmaster, Inc., will headquarter in Los Angeles.

For eight years, Strain was Western Division sales supervisor for NBC-TV Films. He also served with Ziv and at KLAC and KMTR, Los Angeles, and with WMBR, Jacksonville, where he began his career.

Kirsch Hospitalized

Marvin Kirsch, associate publisher and general manager of RADIO-TV DAILY, this morning entered North Shore Hospital, Manhasset, L. I., for surgery.

Rodeo Cowboy Skein on NBC

"Wide Country," hour Western series based on the adventures of a champion rodeo cowboy, will be presented Thursday nights on NBC-TV next season in the time period previously announced for "Outlaws."
Produced by Ralph Edwards'

TV TEACHING HELD EQUAL OF IN-CLASS TECHNIQUE

A Stanford U. report states that students seem to learn at least as much from instructional TV as they do from conventional classroom teaching, as indicated by results of nearly 400 scientifically conducted studies.

CANDIDATE WINS EQUAL AIR TIME

Broadcast Bureau Rules
Notice Was Too Short

Washington Bureau of RADIO-TV DAILY

Washington — KTRM, Beaumont, Tex., has been advised by the FCC's Broadcast Bureau that Rep. Jack Brooks (D., Tex.) has a good equal time case, after an hour program featured all primary candidates for nomination as congressional candidate from the district except Brooks, who couldn't make it.

The station asked for a ruling from the FCC, and enclosed correspondence in which Brooks responded to an invitation to appear by explaining that Congress is in session and it would be extremely difficult for him to appear on the short notice he was given. The Broadcast Bureau agreed that Brooks hadn't been given sufficient advance notice.

Kansans' Convention Gets State Coverage

Hays, Kan. — The 12th annual convention of the Kansas Association of Radio Broadcasters, Inc., will be held here May 4 and 5. The program will be highlighted by an address by NAB president LeRoy Collins, which will be broadcast on the statewide network. Kenneth Cox, FCC Broadcast Bureau chief, will talk about radio regulations. A leading insurance executive will discuss salesmanship.

FCC Okays Calif. Pleas

(Continued from Page 1)

two stockholders of the selling corporation. Commissioners Bartley and Ford dissented.

The FCC approved sale of KRIH, Rayville, La., by John H. Touchstone to Charles S. Aycock, Jr., for \$42,000.

The 375-page book, "Educational Television, the Next 10 Years," presents a portrait of a fast-growing communications media, rich in culture but poor in cash. "The Cost of a single TV spectacular to a commercial sponsor far exceeds the entire annual budget of most ETV stations," the report states.

Furthermore, it pointed out there appear to be interactions between subject matter and grade level and the comparative effectiveness of TV instruction. TV was found to be used with greater success in grade school than in high school or college, and its use for teaching mathematics and science was more successful than for the teaching of history, literature and the humanities.

Mutual-Pacific Bureau Moves to Frisco in May

West Coast Bureau of RADIO-TV DAILY

San Francisco — News center for the Mutual-Pacific Network will move here from Salt Lake City May 1, when KKHI becomes the origination point for news broadcasts in the Western states.

Veteran newscaster John Holbrook has been named Pacific bureau chief for Mutual. He has been a member of KKHI news department for several months, and earlier was an announcer on several nationally telecast TV programs. Serving with him in the newly formed bureau will be Harry Rand and Lou Sinclair.

Chicago Outlet Reports Steep Sales Rise in '62

Chicago — Ralph W. Beaudin, president of WLS, has reported a 56 per cent sales increase for the first quarter of 1962 over the corresponding period last year.

Bosses of Handicapped Talk on Pubserv Show

WMCA's public service division has expanded its two-year old "Handicapped Worker of the Day" feature to include "Employers of the Handicapped." The addition presents statements by New York executives who have hired handicapped persons, describing an employee's ability to handle a specific job despite physical disability.

ON BEING A COWARD



I lucked myself into TV about six months after Milton Berle made Tuesday nights his personal property, and that's a long time ago—roughly 14 years. During all that time, I have never presented an idea, format, or series to the networks. (Our "Bold Journey" series, which ran for more than three years on the ABC network, was sold directly to the agency and sponsor.) Despite this seemingly perverse record, I'm not a "network hater," as are so many others who specialize in syndication. You know, and I know, that without the networks, broadcasting might still be a small town gimmick with a hick town flavor.

The truth of the matter is, to state the matter bluntly, that I've too much pride to deal directly with the networks on any program idea. (And that statement needs a lot of clarification in a hurry). My ego as a human being simply will not allow me to believe that I, or my programs, are expendable. (You, as a human being, share a similar belief. We all want to feel that we are unexpendable.) But this attitude simply won't do insofar as the networks are concerned. According to network philosophy, any sponsor, agency, program, producer, or performer is expendable. And, for proof, we need only consider the people and the programs that have been cancelled in recent weeks.

I believe, as all of us do, that a bad show should and must be cancelled. Television is a business as well as a public responsibility but in so many instances, the people and programs that have been cancelled did not deserve the pink slip. For example, I do not question the wisdom of cancelling "Adventures in Paradise," but I do question the first blunder; moving this series from a weekday to a Sunday night. I do not question the right of those who saw fit to cancel "Bus Stop," since apparently the series failed in the ratings to justify the high costs. But again, if we must pinpoint the main responsibility, I'm sure we would have to go back to the initial decision that this adult, sometimes provocative, series should also be televised on a Sunday night.

Reading of these and other questionable cancellations, I tell myself each year that this way of life is not for me. In our competitive industry, one can expect to get pink-slipped for doing a poor job; but to get bounced while doing a good job—to serve as a scapegoat for sloppy thinking—is something else again. I've seen too many of my colleagues take this kind of a pasting. I have no stomach for it. Consequently, I shy away from the "glories" of network showcasing, and concentrate on syndication.

In other words, I'm a coward.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Bob Bergmann of Filmex has a production crew on in Ft. Lauderdale, waiting for what the Chamber of Commerce is impossible—bad weather. To complete a series of Philip Commander commercials for Leo Burnett, a sequence is need squall. Filmex's company-owned seaplane was used for the saving advantage of scouting for the perfect Florida lighthouse the filming. Now, how does one order a Florida squall? . . . A son is off to the producers of "To Tell the Truth" for bringing Mimi Benzell as panelist on tonight's show. Mimi in her first appearance two weeks ago proved what this column has said times about the star of "Milk and Honey." . . . La Benzell has sonality and quick wit that will enhance any panel! For those and television producers looking for a new personality, I catching tonight's program.

★ ★ ★ ★

• • • Actress Natasha Perry and theatrical stage director Brook are lullabying a new baby daughter. . . . Comedian Rip who gained fame via Ed Sullivan TV appearances, is scoring hit with patrons currently at the Latin Quarter nightclub. His material is "Taylor-Made." . . . Veteran TV-film actor Tom Mitchell is recuperating from major surgery. . . . Sign in the view of Brooklyn's China Night restaurant: "Come in and commit suicide." . . . Socialite Alice Topping and TV-film actor Evans cozy corner at Cafe Leon. . . . Jazz star Ahmad Jamal is a magazine publisher for \$1 million, claiming "defamation of actor."

★ ★ ★ ★

• • • Meet: Bernard E. Neary, VP-general manager of WIS Storer station in Miami, who got his start in radio while attending the Professional Children's School in his native New York. He appeared in such radio shows as, "Let's Pretend," "Lux Radio Theatre" and "Skip-py." Neary also appeared in several Broadway shows during the early 30s. . . . After graduating from the Carnegie Institute of Technology, where he majored in drama, he joined Kudner Advertising in New York, then spent four years in the Army. On his return he joined Geyer McAllister Trade Publications in New York as an account exec. In January, 1951, Neary joined the staff of WWPB, Miami, as sales manager, later becoming Florida manager of Ziv TV sales. In 1954 he went to WINZ, Miami, as sales manager and was quickly promoted to general manager. Neary joined Storer Broadcast in January, 1958, as VP-general manager of WGBS.



NEARY

★ ★ ★ ★

• • • Goings on at Columbia: Columbia has rushed the of Andy Williams' newest LP, "Moon River" and "Other Great Themes." Williams sang the Oscar-winning title tune during the cast . . . Columbia has reported a sharp increase in sales order the sound track recording of "West Side Story," which was best picture of the year. The album, currently at the top of national best-seller charts, was originally released in September.

★ ★ ★ ★

• • • Epic Records has released the first stereo recording Haydn's "Oxford Symphony" . . . Capitol Records has secured broadcast-album rights to the forthcoming Harold Prince musical, "A Thing Happened on the Way to the Forum." . . . His first since his voluntary retirement from the jazz scene over two years ago Sonny Rollins' "The Bridge" (an April RCA Victor release) his debut release as an exclusive RCA Victor recording artist. Conductor-arranger-composer Eddy Manson, who recently won notices for his original music and conducting on the NBC-TV "U. S. 1, American Profile," has just completed a series of commercials for Tupperware, for which he wrote the music unusual 6/4 jazz tempo.

Jungers, Rudolph Get WGN-TV Posts

Chicago — WGN-TV has beefed up its sales department by promoting Dick Jungers to Midwest regional sales manager and Marjorie (Mendy) Rudolph to assistant Eastern Division sales manager, headquartered in New York, adding John J. McEntree and Tom McMahon as sales account executives.

Jungers has been covering both the local and national accounts for WGN-TV and, before that, was with WMAQ Radio, NBC Radio sales and WGN Radio sales. Rudolph, who joined WGN-TV in October as an account executive, previously in sales for WNBC-TV (now WNDT, New York), advertising with National Radio Associates.

McEntree, prior to joining WGN-TV, served as Dallas branch manager for BBDO and was an executive with one Star Gas Co., Foremost Sales, Valiant Advertising and Chrysler Motors' Dodge Division. McMahon for the past four years has been in national sales for BKB here. He previously was manager of Ziv-UA's Detroit office, reserved in its Chicago office, and sales for ABC Films and World for the McGill-Weinsberger Co.

Sales Execs Named For New Miami Channel

Miami — WLBW-TV has named John S. Allen general sales manager; Charles J. Mathews, national sales manager, and Mollie Mathews, national sales coordinator.

Mathews, with the FBI from 1945-56, had been with a TV and radio station both in Michigan, prior to joining WLBW-TV as a sales account executive last year. Miss Mathews has been in Wilson Co. national sales for 10 years. She once worked for Weed TV Corp.

N.H. Solon Raps Plan For FCC License Fees

Concord, N.H. — Opposition to the FCC's proposal to charge fees for handling license applications was expressed in special address before the local Kiwanis Club by Rep. Perkins Bass (R., N.H.), who said the idea would discourage applications and would "add the cost of law enforcement in New Hampshire."

It's 'Peter De Rose Week' For Tin Pan Alley's Folks

For the ninth consecutive year, "Peter De Rose Memorial Week" will be observed starting today, by Tin Pan Alley. Big name band leaders, vocalists and friends will pay tribute to the composer's memory on radio and TV stations and in hotel ballrooms across the length and breadth of the country.

The most widely known of De Rose's 600 published songs are "Deep Purple" and "Wagon Wheels." Rudy Vallee was the first to record De Rose's "When Your Hair Has Turned to Silver."

In February, 1953—two months prior to his death on Apr. 23—

De Rose wrote his last song, "It's Time to Say Good Bye." His widow, May Singhi Breen De Rose wrote the words, later changed the title to "It's time to Say Aloha," at the request of friends. In 1959, Everest Records released "A Hi-Fi Tribute to Peter De Rose," a 12-song album.

Duffy Square, at 46th and Broadway, has been officially designated as "Peter De Rose Memorial Square" for this week.

Conference Eyes TV For Viewer Influence

Iowa City — George A. Heine-mann, NBC public affairs manager and executive producer of NBC-TV's "Update" teenage news program, will represent NBC at a conference on children's programs at Iowa State U. here Thursday and Friday.

The conference, which will be sponsored by the university's TV Center and Preventive Psychiatry Research Program, will be attended by writers and producers of children's TV programs and representatives of advertising agencies and TV broadcasting networks.

Prof. Ralph Ojemann, research program chairman, said: "Evidence is growing that TV experiences are a powerful influence in the lives of both children and adults. This suggests that TV may be able to play an important role in human development."

Schoenbrun to Discuss 'Languages for Children'

Akron, O. — CBS News Washington bureau chief David Schoenbrun will address the Portage Country Club here May 2 at the invitation of The Goodyear Tire and Rubber Co. His subject will be "The Importance of Teaching Foreign Languages to Children as a Way to World Understanding."

Schoenbrun was CBS News Paris bureau chief from 1947 until his present post this year.

OBITUARY

Tilford Jones

Houston — Tilford Jones, former owner of KXYZ, died here at the age of 66. He is survived by his mother, his wife and a daughter.

'Hats' Spur AWRT Drive For Radio-TV Workshop

St. Louis — American Women in Radio & Television will present a "Mad Hatter" tea here Sunday in a drive for the chapter's proposed radio-TV workshop. Jeanette Elliott of Quality Dairy will demonstrate original chapeaux.

Book-of-Month Club Backs 2 'Picassos'

The Book-of-the-Month Club, via Bob Zimler of Telesales, Inc., has purchased sponsorship of two showings of the hour WNBC-TV color special, "Picasso: An American Tribute." First presentation will be tonight, with a repeat set for Sunday afternoon. The book club's commercials will be aired in color.

Club president Axel G. Rosin, in announcing the sponsorship, gave two reasons for the move: "First, we believe an intellectual awakening is taking place in America, and that an ever-widening public will welcome exposure to TV programs such as this; second, we feel that rather than there being a conflict between cultural TV and reading, each actually stimulates the other. It is high time we created an active partnership between the home screen and the printed page."

KMOX-TV News Chief Named Press Club Prexy

St. Louis — Spencer Allen, KMOX-TV, news director, has been elected Press Club of Metropolitan St. Louis president, succeeding Marsh Clark, political editor of the St. Louis Globe-Democrat.

Among other officers elected was S. A. Toroian, public relations director, Winius-Brandon Advertising Co., who was named secretary.

Communications Bill Seen A-OK by Solons

Washington Bureau of RADIO-TV DAILY

Washington — A space satellite communications corporation bill — almost identical with one approved by the Senate Space Committee — has been approved by the House Commerce Committee, but not without dissent.

The bill would permit wide-scale ownership of such a system with international common carriers limited to 50 per cent and the general public eligible to buy shares at \$100 each.

The Senate Commerce Committee is currently considering the Senate Space Committee bill, and is expected to make its decision very close to those reached by the other two committees. If this develops, it will make for passage of a final bill with a minimum of debate and friction.

WGBS to Air Concert Featuring BG at Carnegie

Miami — WGBS today is featuring Benny Goodman and his band in the famous 1938 Carnegie Hall Jazz Concert, during its regular monthly musical spectacular. In that band were Gene Krupa, Teddy Wilson, Ziggy Elman and Harry James.

The Goodman Concert is the fifth such music spectacular to be aired on the station. Count Basie, Joe Williams and Glenn Miller will be featured in the months to come.

Speidel for 'Defenders'

(Continued from Page 1)

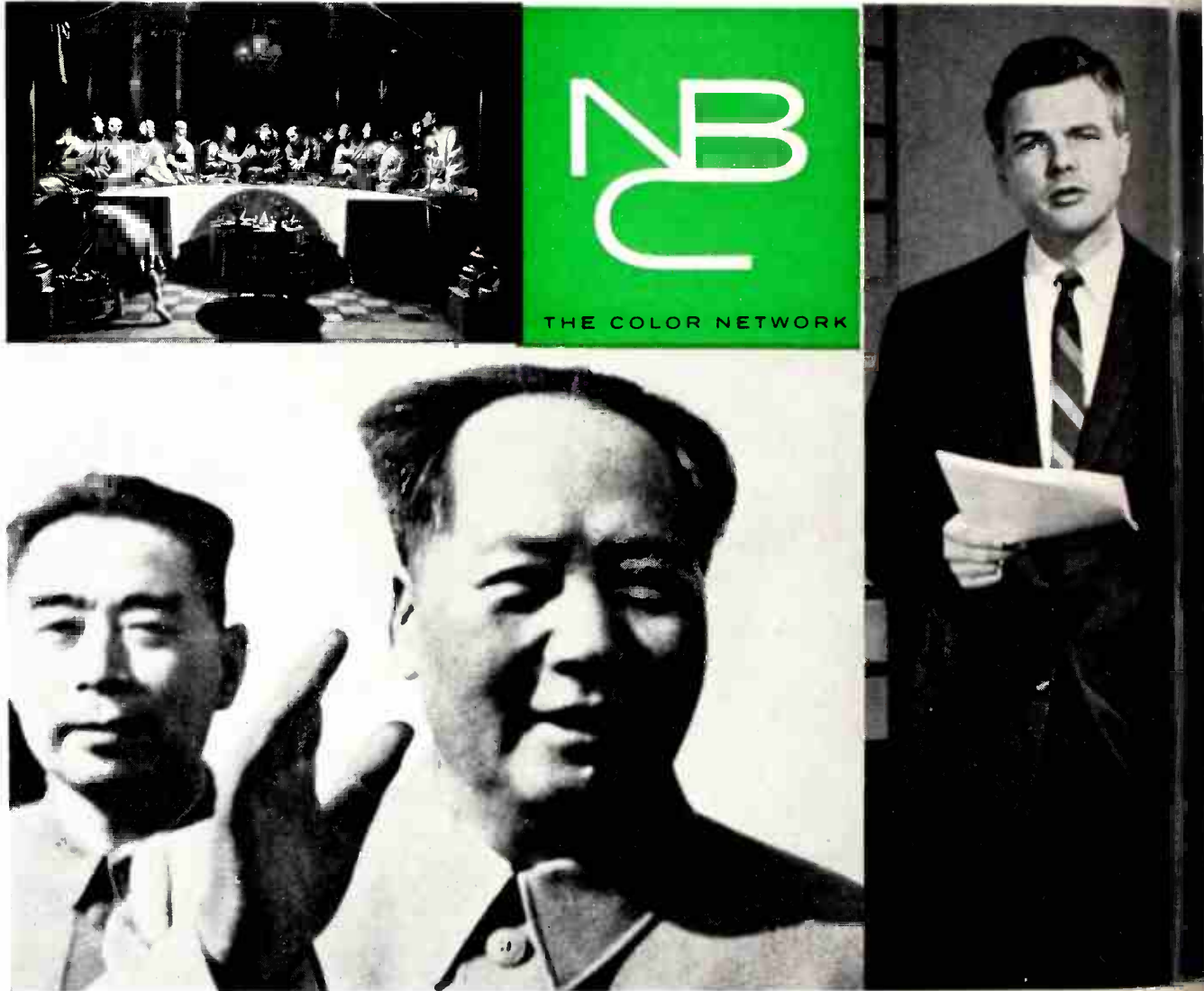
Tobacco, Lever Bros. and Kimberly Clark — withdrew backing of the hour episode, titled "The Benefactors," because of "conflict with corporate policy."

The network also signed Speidel as an alternate-week, half-hour sponsor of "The Defenders" on a continuing basis beginning in the Fall, in addition to its one-shot buys for this weekend. Prior to signing Speidel, CBS-TV said it would air the episodes, even if it meant an estimated \$250,000 loss.

Carol's Style Draws Cartoonists' Praise

One of the lesser known creative talents possessed by Carol Burnett, comedienne on "The Garry Moore Show" on CBS-TV, will receive formal recognition tonight when The National Cartoonists Association honors her as one of the most talented amateur cartoonists in the country at their annual dinner in the Hotel Astor.

THE MIRACLE OF EASTER / THE MENACE OF COMMUNISM / A PROGRAM OF NEWS EDITED



THIS IS

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

PEOPLE/DEBUTANTES AND A DIVA/A PRECINCT HOUSE AND A TRIP DOWN U.S. 1



BEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

WNBC Slots 33 Hours For Auto Show Airings

WNBC will originate 33 hours of programming from the sixth International Auto Show all this week at the New York Coliseum, with Jerry Marshall, Art Ford and Wayne Howell bringing listeners "inside" stories from designers and auto company officials.

Elman Joins MGM For '11th Hr.' Series

West Coast Bureau of RADIO-TV DAILY

Hollywood — Irving Elman has been signed as associate producer and story editor on MGM-TV's "Eleventh Hour" series set for a June 4 production start and a Fall debut on NBC. Starring Wendell Corey as a psychiatrist, the skein has Norman Felton as exec producer and Sam Rolfe as producer.

MGM-TV has also signed 14 writers for 14 segments of the series, as follows:

Edmund Morris, "The Greeks have a Horse;" Harry Julian Fink, "A Tinker, A Tulip and Then Came a Tiger;" Jerome Ross, "Panel of Experts;" Gene Coon, "Along About Late in the Afternoon;" Henry F. Greenberg, "The Body a Prison Makes;" Leonard Kantor, "The Curtain;" Kenneth Rosen, "The Magic Pill;" Halsted Welles, "Pantomime;" Alan R. Marcus, "My Best Friend;" Steve Fisher, "Amanda by Day;" Sheldon Stark, "Cry a Little for Mary Too;" Mark Rodgers, "The Hate Factor;" Oliver Crawford, "Murder by Phantasy;" and Theodore Apstein, "Deserter."

Chicago Inquiry Proves Local Value of Video

(Continued from Page 1)

that their causes are being neglected by hometown stations.

Final witness to mount the stand before commissioner Robert E. Lee in the Chicago Federal

WANTED SPORTS-MINDED STATION IN PROGRESSIVE SPORTS-MINDED TOWN

Young well known Sportscaster with many years experience in NYC market. 4-A sponsors. Network experience and top-rated nightly telecast CBS. Play-by-play telecasting Baseball Dodgers, Football Giants, N.Y. Knicks and college basketball, Ranger hockey. Married, sports director, ability to sell own shows. Write Box 172, RADIO-TV DAILY, 1501 Broadway, New York 36, N. Y.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • The KLAC bash last week is still a pleasant memory. The station and PSA flew 100 people to San Francisco on a charter flight for lunch, a ball game at Candlestick Park, cocktails and a buffet and return to L. A. Everything went off like clock-work, the Dodgers won and the trip was smooth.

• • • The last Metropolitan Opera broadcast of the season was "La Traviata" Saturday. KGBS, which carried the series locally, will resume it starting in December, largely because of the heavy volume of praise mail received from all over Southern California, program manager William Thompson, said.

• • • A. C. Nielsen Jr., president of A. C. Nielsen Co., speaks at the April 30 meeting of the Hollywood Ad Club . . . The Southern California Broadcasters holds its annual "Whingding" at Lakeside Country Club May 21 . . . Les Wallwork has been appointed media buyer in the L. A. office of McCann-Erickson. He was with Erwin Wasey, Ruthrauff & Ryan until recently and formerly was with J. Walter Thompson Co. both in San Francisco and Chicago.

• • • Jack Warden and Brian Keith star in a two part segment of "Target: The Corruptors," which has just been completed at Four Star and is slated for release on ABC-TV the latter part of May . . . James Garner joins Joey Bishop on the "Tonight Show" tonight in one of his rare television appearances since leaving "Maverick" two years ago.

• • • Animation, Inc., has three new one-minute animated TV commercials in production for Enco and Esso brands of gasoline for Humble Oil Company . . . KHJ-TV will show "Ugetsu" tomorrow night. The Japanese film is ranked as one of the ten best films ever made . . . Rose Marie, co-star of the "Dick Van Dyke Show" starts a three week engagement at the Crescendo May 16 . . . Pearl Bailey will emcee one of the five sessions at the Las Vegas Jazz Festival in July.

• • • Gunther Less will premiere "Around the World," new Coca Cola travelogue, on KTLA's "World Adventures" today, tomorrow and Wednesday as a three-part special.

• • • Bob Eubanks is leaving his weekly KTLA television program to replace Wink Martindale as morning man on KRLA. Martindale has accepted a position with Dot Records . . . Joseph Cavelli started his new post at MGM-TV last week as associate producer in charge of stories for the "Sam Benedict" series. He and his wife are also celebrating the arrival of a baby girl.

• • • MGM-TV is planning a new half hour comedy series, "The Teacher," for the 1963-64 season. Harry Crane will develop and write the pilot story . . . The Al Jarvis show is back on KHJ Radio, airing six nights a week from midnight to 1 AM . . . KTTV will televise the USC-UCLA baseball game May 5 and also the dual track meet between the same schools on the same date.

Courthouse was ABC VP Sterling C. Quinlan, general manager of WBKB. He gave added impetus to the prior testimony by WNBQ's Lloyd Yoder, that a city is part of a national community, and local viewers also are entitled to the network's "incomparable resources and diversity of entertainment and information."

Quinlan's testimony, regarded as equally effective, included the following statement:

"Unlike a newspaper, which has unlimited space to print, a TV station has only a given number of hours. It simply cannot add more pages in a particular issue to accommodate the demand. Instead, during the time available, a balanced schedule of program-

ming must be presented, not only the best in entertainment, but in local, national and international news, public affairs, education and sports."

Defending the system of broadcasting financed by advertisers, Quinlan said, "The utilization of program formats designed to attract and maintain a high share of the audience is essential." In a democracy, he continued, rule by the majority is preferred to minority rule and, he added, "greatly to be preferred to a government-operated broadcast system. It is this fundamental reason why, during peak viewing hours, programs with the greatest appeal to the greatest number of persons are broadcast."

KYA Clients Cough Cash for Cancer Cure
San Francisco — KYA honored recently at a Danny Thomas show stand for participants in his M. Leukemia drive for St. Hospital. The station's had contributed some \$3

ABC Cameras Open College Queen

The June 24 finals of the annual National College Contest, in which each regional finalists will vie sceptre, will be carried ABC-TV. The contest is light of the "New York Ismer Festival" celebration

The 12 regional winners also appear on "America stand," ABC's daily news directed at the young, late noon TV audience.

Competitive events during pageant will include a "F General Knowledge," in the girls will meet in discussion with judges everything from literat world affairs. The girls participate in seminars on homemaking and take a mobile safe-driving test.

Clerics of 3 Faiths Discuss Holiday Spirit

"This Holy Season," a 30-minute program devoted spirit of the Easter and holidays and presented public interest, will be h WOR tonight.

The program will feature Alan Claxton, of the B Temple Methodist Church Walter M. Abbott, feature of America Magazine, and Samuel M. Silver of Sinai Stamford, Conn.

Finance Post for Chicago Pittsburgh

Pittsburgh — Thomas J. has been appointed assistant manager-auditor for TV and Radio. He worked as a financial ac for both TvAR and WBC New York.

STORK NEWS

Bob and Mimi Pettett come the parents of a boy as Gary. Father is sports for WBBM, Chicago.

It's a girl, Susan Ellen and Nan Dasbach. Dad duction manager of KT Angeles.

'2-Set Homes' Edited for Climb Canada TV Sales

Special To RADIO-TV DAILY
Growth of the "TV home" in Canada, plus shipment of original sets seven and eight years ago, proved responsible for this climb in TV set sales. Set sales for the first two months of this year are reported to be 300, compared with only 200 in the same two months last year. G. L. Mansour, RCA sales veep, reports that of his company's TV sets now running 42 per cent above previous planned output radio sales are running 12 per cent ahead. Sales of clock radios, Mansour said, are up 120 per cent over last year's level. Factors contributing to brightening sales picture include population growth, unemployment and a general air of confidence in the economic outlook.

Outs'-Eye View Based on NASA Film

NASA has made The Mastery of Space an hour color motion picture on America's manned space flight program, available to school clubs organizations and libraries through the regional centers of Association Films on a free-loan basis. The film, which includes footage previously available in a complete film of Astronaut Scott's orbital flight, shows the astronauts' training program, inside a spacecraft during wind-tunnel tests to determine shape of the Mercury spacecraft, highlights of Alan Shepard's freedom 7 flight and views of Earth from aloft.

Woman to Air Struggle Missionary in India

— An 80-year-old lady missionary who has almost single-handedly trained more than 5,000 teachers since 1953, will appear on WEEL's "Listen!" all week. Mrs. Welthy Honsindon, widow of Fred Bohn Fisher, Methodist Bishop of India, is the founder of Little Village, Lucknow, India.

ABC Lensing Water Skiers

The 16th annual Dixie Water Championships at Cypress, Fla., will be presented on ABC-TV's "Wide World of Sports." The show runs for 90 minutes, with regular commentator Jim Simpson and will be assisted by Jim

CTV DOUBLES SCHEDULE FOR FALL PROGRAMMING

Special To RADIO-TV DAILY

Toronto — CTV's Fall schedule calls for 25 hours of programming each week, in addition to its coverage of Big Four and Western Conference pro football games, almost double the TV Network's current schedule, it was announced by Michael Hind-Smith, CTV national program director.

TV Film Spots Win Philly Ad Women's Prize

Philadelphia—Sylvia James was awarded a first prize in the annual "Women in Advertising Exhibit" conducted by the Philadelphia Club of Advertising Women. Mrs. James, a four-time winner, is director of TV-radio-films for Philadelphia's United Fund. Her winning entry was a series of TV film spots for last Fall's United Fund Torch Drive.

Popeye Items Top 100-Mark

King Features' first illustrated catalog of Popeye merchandise, a 20-page brochure, will describe 100 different items currently on the market. It will be mailed to 3,500 chain and department-store buyers and merchandise managers early in May.

Chester Weil director of special services for King Features, predicts gross retail volume of Popeye merchandise in 1962 will exceed \$30 million. In the past two months, 25 new Popeye items have been licensed by King, bringing the total list to over 150 items from more than 80 different manufacturers.

Arnold Air Society Cites NBC for Aerospace Aid

West Coast Bureau of RADIO-TV DAILY

Los Angeles — The Arnold Air Society, an organization of Air Force ROTC cadets at American universities and colleges, has presented NBC with its Hoyt S. Vandenberg Award for "outstanding contributions to aerospace power for national security."

Consisting of a trophy and citation, the presentation was made by Air Force Secretary Eugene M. Zuckert at the society's 14th annual awards dinner here. Accepting on behalf of the network was Roy Neal, of NBC News.

Simpson and Stew McDonald. It will cover men's tricks, men's slalom, men's jumping, women's slalom and women's jumping contests.

Producer, executive producer and director are Dick Kirchner, Mac Hemion and Roone Arledge.

Co-Co Firm Forms TV Production Outfit

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Formation of Co-Co Television Productions has been announced by its president, Charles E. Cochard, Jr., as a new entry into the TV entertainment field.

The new company, is a subsidiary of Co-Co Enterprises, formed in 1961.

The first two productions of Co-Co-Television, "Grand Tour," a half-hour series, and "This Is Your World," hour specials, have been filmed in Eastman color in Europe and are currently being edited. Other productions include four new series, two to be made in the U. S., and one in the Orient and one in Europe.

WBFM Revises Format For Johnny Green Show

WBFM has revised its programming schedule headed by an hour, five-times weekly program starring composer Johnny Green. Sheldon Van Dolen, general manager of the New York FM outlet, said it is also its new O-Vation music, programs featuring music for the mature FM listeners of today.



JACK LA FORGE SALUTES COMPOSER

During PETER DE ROSE MEMORIAL WEEK there will be many tributes commemorating the ninth anniversary of his death.

RIO RECORDS recently released a 45 RPM single with two Peter De Rose compositions — "DEEP PURPLE" on one side backed with "WAGON WHEELS." The popular artist, Jack La Forge, is featured at the piano and accompanied by his orchestra. These two numbers have been extracted from La Forge's new LP album and will be available as a special tribute during the PETER DE ROSE Memorial Week.

Gitlin to Aid Du Pont On 6 'Living Dramas'

Six film reports of climactic moments in the lives of real people will be produced by Creative Projects, NBC News, under supervision of executive producer Irving Gitlin, for presentation in 1962-'63 on NBC-TV's "Du Pont Show of the Week" Sunday nights.

NBC camera crews using mobile camera and sound equipment will follow the individuals whose stories are to be presented and will record them in unstaged, unrehearsed action. "The complete authenticity will, we hope, add a dimension of excitement to the interest inherent in the lives of our subjects," Gitlin said.

Top dramatic stars will narrate the "living dramas," which will be produced by a special unit composed of producers Al Wasserman and Fred Freed and a large staff of directors, reporters and cameramen. Gitlin said more than 20 ideas are being researched and an across-the-country search is under way for still more newsworthy people.

Landon PR Firm Handles 'Miss Universe,' Benny G

Herbert K. Landon, Inc., has been retained to handle public relations for the "Miss Universe Beauty Pageant," the finals of which will be aired July 14 on CBS-TV, live from Miami Beach. The agency was also named to handle PR for the forthcoming State Department-sponsored tour of Russia by Benny Goodman, which will be aided by many radio and TV specials.

Station Representatives Glamorizing Spot Radio

(Continued from Page 1)

ed by the SRA at the Chicago convention of the NAB, dramatizing problems and opportunities confronting national radio salesmen as they fight for a greater share of air advertising budgets.

Lou Avery, president of Avery-

WBZ Staff on Wheels For Benefit Hoop Tilt

Boston — WBZ will play "The Clippers," a team of paralyzed veterans, in a wheelchair basketball game tonight at the Brandeis U. gymnasium, with proceeds to be given to the Paralyzed Veterans of America. The WBZ team consists of Dave Maynard, Jay Dunn, Jefferson Kaye, Bruce Bradley, Kevin O'Keefe, Ed Foughy, Dick Bollard, Norm Mac-Kay, Ron Wayland, Mort Dean, Hank McDonough, John Laramie, Dave Atkinson, Dick Levitan and Steve Meterparel.



By PETER C. DAVALLE

• • • Following publication in Britain of Francis Williams' book "The American Invasion," Britain's newspapers are becoming obsessed by the question "Is Britain becoming too Americanized?" . . . The heated debate is now spilling over into television, for ATV is devoting one of its "Warning Voice" programs to probing the extent of U. S. influences in British life . . . Opinions will come from Williams himself, from "Yank at Oxford" Norman Birnbaum (a Fellow of Nuffield College), from advertising executive Brian Palmer and from London men-in-the-street.

• • • Scottish TV is the latest of the British 'indies' to book the U. S. series "Naked City," now doing very nicely on several other networks . . . BBC-TV has bought U. K. TV rights for the U. S. full-length cartoons "Hoppity Goes to Town" and "Gulliver's Travels" . . . Selznick's "Since You Went Away" is one of BBC TV's Easter offerings. Granada TV have settled for Capra's "Meet John Doe."

• • • David Lutyens, ex-TV newscaster who left Britain to live and work in Weston, Massachusetts, has given a report on his first six months in the U. S. in the columns of a London evening newspaper. Among his dislikes: American "technical arrogance," some States' politics (which, he says, "stink") and the absence of a U. S. equivalent of Britain's National Health Service . . . Among his 'likes': no need to keep up with the Joneses, easy travel to work, central heating—and a readiness to right social wrongs.

• • • Popular TV, radio and stage personality Brian Reece, whose most recent MC job was with BBC radio's "Movietime," has died at 48 . . . Best-known Canadian husband-and-wife showbusiness team in Britain, Bernard Braden and Barbara Kelly, threw a champagne party to celebrate their 20th wedding anniversary . . . TV's "Girl-with-the-Rubber Face," comedienne Jacqueline MacKenzie, has divorced her author-husband Peter Currie Forster.

• • • ABC-TV's "Thank Your Lucky Stars" song-and-dance program on which many U. S. stars have appeared, has been designated "Top TV Show" by Britain's pop-disc publication Melody Maker . . . ITV's first-ever nightly serial "The Sutton Family," a victim of the now-settled Equity strike, has now officially been killed off . . . Heads of ATV have ordered an extensive probe of the company's working "to make it more closely knit."

Knodel, Inc. and president of SRA, has reminded broadcasters of the "meager budget devoted to spot radio by the automobile manufacturers" last Fall. Disturbed by this neglect of a major advertising medium, the SRA board voted "a substantial sum for a new presentation aimed at Detroit auto firms. The nation's automobile capital is the prime target in the initial drive," Lawrence Webb, SRA managing director, told RADIO-TELEVISION DAILY.

Successful, Says Barborka

Efforts of the Better Broadcast Bureau and its president, Clifford Barborka Jr., are already bearing fruit, he said, adding, they have been retained by SRA to attack the problem. Barborka already has made several trips to Detroit, the last one included a full week of top level agency calls with SRA salesmen featuring an original sound presentation that included, among a number of other things, six fully produced new commercial ideas.

To Expand Telivicentre

(Continued from Page 1)

and Ciudad Juarez.

In addition, Azcarraga is undertaking a drastic overhaul of his program export policy, with the United States market his principal target. He said experience has shown that Central and South America and Spain — thought to be the logical market for Mexican fare — are not economically strong enough to advantageously absorb all product produced in this country. The major concentration in the U. S. will be in the Southwest.

Azcarraga also revealed he has instituted a new policy in TV billing. All time buyers must now pay 2 per cent of the total cost at once and, when an account is not fully paid within 90 days, slow payers will be hit with an additional 2 per cent levy. He said the move was prompted because of "mounting indebtedness to his stations by advertisers and agencies."

'Brand' Week Ti TV, Local Merch

Eight ways for a local merchant to tie in with Brand Week through TV has been prepared by Television Bureau Advertising and is available through TVB members of the Week, May 17-27.

The folder notes how 17 advertisers can prepare ID second announcements in timing their own products as the Week.

"This year, Brand Name will be bigger than ever said. "Support for the Week come from all directions networks, TV stations, newspapers, magazines, and outdoor. For seven years now, national advertisers invested more dollars in TV in any other medium. The successful job through TV

"The local merchant can even better job. To the customers have in national advertisers, you can add confidence which customers you and tie it right down TV to your cash register."

Date Set for Switch Of Veteran CBS Affil

Cleveland — WGAR water which has been affiliate for 25 years, switch NBC Apr. 30. The move announced in RADIO-TV last November.

Britons Eye Residual

(Continued from Page 1) prior consent, and has as British Film Producers' tion and the Federation ish Film Makers for a di of the matter.

Equity say that if a cint is shown on TV, actors get a fee equivalent to a their original payment. the film is shown on TV Britain, a minimum exp fee, equal to one day's being sought.

Hammer, Ricci, Join

Bob Ricci and Ben have joined the staff of the news and sales department respectively. Ricci was with WCBS, and Hammer formerly with the RAB.

Colts-Redskins Cl Rounds-Out Net

Selection of the Baltimore Washington Redskins game for coast-to-coast tele completed scheduling of national network game presented in the Fall football on CBS-TV. The games in the National League schedule will be held regionally.

AT & MIKE

eland — WERE coverage Indians is being sponsored Erling Brewing for the sixth and by Richman Brothers Society National Band, each the third year. Gamecasters Larry Jones and Jimmy Duff each also having a post pre-game show. Engineer Whittle is at his ninth year of the technical end of airings.

anta — WAGA-TV will air the games of the International League's Atlanta Crackers this beginning Thursday when the Rochester Red Wings are in. WAGA-TV sports director Billenius will handle play-

as City — KCMO Radio is in all A's home and away to the following Mid-Western stations: KTTS, Springfield, Mo., and Kansas outlets in Chanute; KSEK, Pittsburg; KVGGB, Great Bend; KIUL, De Soto; KGGF, Coffeyville; KTOPEKA, Topeka; KIRL, Wichita; KSCB, Dodge City; KSCB, Lincoln; KRSL, Russell. KCMO-TV also cover 30 A's games. Play-by-play are Bruce and Monte Moore.

ale — KOMO will broadcast 14 Seattle Rainer games in Pacific Coast League, with Jackson and Lee Desilet doing the tilts. Major sponsors are Union Oil, via Young & Rubicam, and Sicks' Rainer Brewing Co. Doyle Dane Bernbach Co. will share its Sunday sponsorship with All State Confectionery, via Willam Wurster Advertising.

Coast-to-Coast Flashes

Tags 'The Run' Oklahoma City — WKY-TV's "The Run," which has won the 1962 TV History Contest sponsored by the American Association of State & Local History and Broadcast Music Inc., has been selected for inclusion in the TV History Corp. library. This documentary presents actual photos taken by participants of the Oklahoma Land Run of 1889.

ay Marks 13th Boston — Paul Berlin has celebrated his 13th year as a KNUZ member.

Use WROW Features New York — A series of WROW features, produced and narrated by Lowell Thomas, tracing the

Four Star's Friedberg Leaves for 'Car 54'

West Coast Bureau of RADIO-TV DAILY Hollywood — Billy Friedberg, who was head writer of Phil Silvers' "Sgt. Bilko" series, has resigned from the Four Star Productions to rejoin his former partner, Nat Hiken, as co-producer and script supervisor of "Car 54, Where are You?" in New York. Friedberg will also write some of the teleplays.

Given Hearty Farewell

While with Four Star, Friedberg switched the ailing half-hour "McKeever and the Colonel" presentation into an hour show. NBC-TV will air it in the Fall. Friedberg wrote or supervised writing five scripts and outlined eight more for the series. He produced the pilot. Four-Star toppers Dick Powell and Tom McDermott hosted the biggest farewell party ever held at the studio for a departing executive.

Edward Wells Appointed Filmex Production Mgr.

Robert Bergmann, president of Filmex, Inc., national producer of TV commercials, film programming, industrial and educational films, has appointed Edward Wells production manager and staff director.

Wells has been a freelance director and production manager for the past three years with Filmways, MPO, Video Pictures, Audio Pictures, Transfilm-Caravel, and CBS for pilots of "World in White" and "Acres and Pains." From 1950-'58, he was production supervisor for CBS. Among his credits are "Studio One," "Suspense" and "Danger."

cultural, social, political and economic development of New York State, have been endorsed as teaching aids by the Division of Educational Communications of the N. Y. Education Department.

'Traveling with Jackson'

Lincoln — "Traveling With Jackson" will return to KUON-TV tomorrow. Host Colin Jackson, British commentator, lecturer and humorist, will comment on world affairs as observed on his travels.

For a Teachers' Life!

Fort Worth, Tex. — Cal Druxman of KTVT-TV is conducting a class in TV announcing for young women at the Robert Powers Charm and Modeling School.

Teen Lushing Under Attack From Outlets on N.Y. Border

Taking their lead from WJRZ, Newark, three New Jersey and six Pennsylvania radio stations have begun directing an editorial barrage at citizens of New York, urging that the minimum drinking age here be raised to 21.

New York is the only state which permits drinking by persons under 21, and neighboring states have for years been seeking to have the New York minimum age limit raised. They charge that their teenagers drive into New York and get drunk, then return and have accidents. The New York State legislature has consistently declined to change

the law.

Earlier this month WJRZ broadcast an editorial on the question, addressed to its listeners in New York City. Station president Lazar Emanuel subsequently wired 25 stations in states bordering New York, offering printed or taped copies of the text.

WICU, Erie, Pa., immediately requested the WJRZ editorial by telephone, and began beaming it to listeners in neighboring New York counties the same afternoon. A few days later WWYN, also in Erie, joined, and on Friday WCBS Radio voiced a demand for a change in the law.

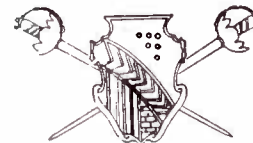
CBS Names Team To Telecast Derby

Bryan Field, Chris Schenkel and Gil Stratton will cover the Kentucky Derby May 5 on CBS-TV, the first part of horse-racing's "Triple Crown" to be covered by the network. The others are the Preakness on May 19 and the Belmont Stakes on June 9. All three events will be sponsored by Pabst Brewing, via Kenyon & Eckhardt, and Melnor Industries, via Smith/Greenland.

Music Show Space 90 Per Cent Sold Out

The 1962 Music Industry Trade Show is on its way to a sellout of exhibit space, with 90 per cent of it already booked in both show buildings, the Hotel New Yorker and the New York Trade Show building, according to William R. Gard, executive secretary of the National Association of Music Merchants.

The show will be held June 24-28.



The business that considers itself immune to the necessity for advertising sooner or later finds itself immune to business.

Derby Brown

—A Thought For The Day—

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

Fall Repeat Skedded Of Churchill War Epic

ABC-TV is scheduling a second showing of its series, "Winston Churchill — The Valiant Years," for Sunday evenings next Fall.

The series is based on Sir Winston Churchill's six-volume "The Second World War," and has also been shown twice by the BBC-TV in England and seen in a score of other countries.

Producer and executive producer are Ben Feiner, Jr., and Robert D. Graff, respectively. Musical score was written by Richard Rodgers, narration is by Gary Merrill and Richard Burton speaks the words of Sir Winston.

NET Series to Feature Heifetz as Artist-Teacher

Violinist Jascha Heifetz will appear this Fall in a special NET series featuring him as both artist and teacher. The programs will be recorded during four sessions of his classes at the Institute for Special Musical Studies at USC's Los Angeles campus.

Nathan Kroll will produce the series, with Alexander Hammid as director and Miriam Arsham as chief editor.

'Y' Week Watching

Stamford, Conn.—YMCA Week, is being observed by WSTC-AM-FM with the 'Y' choral group and a round-table discussion featured in two separate programs.



(Continued from Page 1)

other, it has contended right along that broadcast entertainment has much valid informational content. Again, the industry maintains it will not knuckle under to pressure groups—whether they are the vociferous kind, or baleful shadows that generate fear.

We wonder how many realize that the decision to go ahead with this show represents a major victory in itself for all of commercial TV and radio too. The opposite outcome would have made a powerful weapon in the hands of sizeable forces seeking to tear down our existing structure of broadcasting and convert it into a gigantic boondoggle of theoretical practice-grounds and propaganda machine for whoever holds sway.

It is, to our way of thinking, a shining example of free (well, not entirely) enterprise pursuing its course with highest integrity.

NOW, the next act belongs to CBS affiliates who are to view the "Defenders" episode via closed circuit some time this week. We'd like to see unanimous support from the network's outlet for the stand it has taken. After all, if any station manager thinks the subject is unsuited for his market area's younger viewers, the program could be scheduled for a later hour.

Dr. Stanton, many months ago, testified at a hearing to his high regard for "The Defenders" series. Its episodes over this season we believe have been, in the main mature, intelligent and interesting presentations of democratic Law, its principles and practices, and there's no reason to believe the Apr. 28 one will deviate from this pattern.

What is terribly important to all of us is that the networks have enough spine in these parlous times to stand up for what they believe is right.

AGENCY NEWSCAST

By SHELBY COOPER

The second 4A international meeting opens this morning at the Waldorf-Astoria, with 90 advertising delegates from 40 countries attending. The meeting runs till May 4, and includes trips to White Sulphur Springs, W. Va., where the association is holding its regular annual meeting the end of this week, and to Washington for sessions with officials of the Commerce and State departments. Chester Bowles and Edward R. Murrow are among administration leaders who will address the delegates.

New York activities will include visits to offices of Young & Rubicam, G. M. Basford, J. Walter Thompson and McCann-Erickson, also presentations by the Advertising Research Foundation and the Advertising Council.

Heath Candy and Ice Cream, via Biddle agency, is sponsoring 13 weeks of "Topsy-Turvy Theatre" on KOMO-TV, Seattle . . . Anthony J. Froio has joined Kudner Agency as group account exec. He was formerly with J. Walter Thompson and DuMont Laboratories.

City Federal Savings, Elizabeth, N. J., has begun sponsoring the early-evening news-show on WJ-RZ. Tying-in with the campaign are signs in the bank's branch offices urging customers to listen to the station, and to advise it of rush-hour traffic-jams . . . Seven Up, via Wade Advertising, has

Thought for Today

"If broadcasters tend from time to time in the future to become outdone with their industry spokesman (LeRoy Collins, president of the NAB) and to disagree with him on specific matters, they should remember that this man is a long-range thinker and planner who keeps the big picture in mind, not just one transient aspect."

—John M. Couric
PR Manager for the NAB

purchased the last available quarter-segment of the L. A. Angels' pre- and post-game time on KM-PC.

DeLuxe Reading toys has purchased alternate week sponsorship in CBS-TV's "Lassie" beginning in September, via Zlowe agency. Regular sponsor of the program has been Campbell Soup, via BBDO . . . The Owens Yacht division of Brunswick Corp. has begun a 52-week schedule of daily five-minute outdoor shows on WBBM, Chicago.

Robert M. Fenner has joined Mogul, Williams & Saylor as a VP and account group supervisor for Griffin Shoe Polish . . . Richard L. Minns Agency, Houston, has been retained to handle ads and PR for a product line of Dryrox Co.

Satellite Communications On Tap for Wash. ATAS

Washington Bureau of RADIO-TV DAILY
Washington — Ralph O. Beck, VP of the Hawaiian Telephone Co. Honolulu, will discuss legislative and organizational developments leading toward satellite communications systems at tonight's meeting of the Washington ATAS Chapter in the Broadcasters Club. He will also tell of "Project Telstar," with which he has been associated.

Panelists Named to Teach TV Use to Red Crossers

Washington — Martin Weldon, news director for Metropolitan Broadcasting; Wally Fanning, manager of news and special events for WRC-TV, and Stanley Hamilton of WMAL-FM have been named to a panel which will teach effective use of TV to Red Cross chapter representatives.

new... exciting wonderful

RAHALL RADIO

1st...in Community
1st...in Overall Rating
1st...in Sell
1st...in Adult Listening

WKA

RADIO 13

Allentown - Bethlehem - Lehigh Valley
5000 WATTS. No. 1 latest Hooper Pulse. Lowest cost per thousand in vast Lehigh Valley market. First with Blue Chip advertising.

WLC

RADIO 13

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

WWA

RADIO 62

Beckley - W. Virginia
1000 WATTS. No. 1 Hooper and surveys, serving 9 big counties in West Virginia. Lowest cost per thousand audience... featuring personalities.

WNA

RADIO 11

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

WQT

RADIO 12

Jacksonville - Florida
1000 WATTS. Rahall Radio's baby, with new eye-catching format. Climbing daily in ratings. The facts on low-cost covers greater Jacksonville market.

RAHALL RADIO GROUP

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



Established Feb 1944

Indiana University Library
Bloomington Ind

NO. 78

TUESDAY, APRIL 24, 1962

TEN CENTS

COURT NEWS-BAN SPARKS BATTLE

TO FIRM LOVES 'TALKING EQUINE'

Lebaker Corp. Renews 'Mister Ed' For Year in Fall

Lebaker Corp. has renewed its alternate-week half-hour sponsorship of "Mister Ed," talking equine series, for another 52 weeks on CBS-TV effective next fall. H. Hylan, network Senior Vice President, announced today. (Continued on Page 6)

Capital Cities' Net Up 7% in 1st Qtr.

Capital Cities Broadcast Group reported first quarter net broadcast revenue up 77 per cent over last year. President Frank M. Smith today announced that the group is operating profit before taxes. (Continued on Page 6)

Peterson to Vice-Presidency

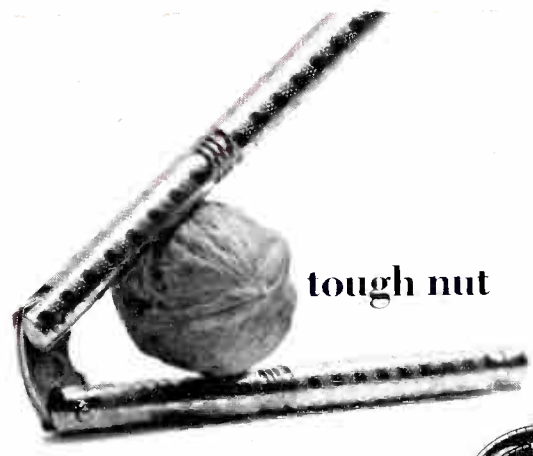
E. R. (Dick) Peterson, former president of Keystone Broadcasting System, has been appointed a vice president of the company. Peterson, who has managed the Detroit office, which he opened three years ago and has since managed, will be in charge of the company's advertising and sales work. (Continued on Page 3)



Peterson said the appointment reflects "the importance of automobility broadcast advertising and the pioneering sales work by Peterson."

NAB Code Hedges 'Defenders' OK

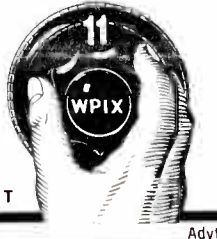
The CBS-TV network's "Defenders" dramatization of the NAB Code Board, it was announced yesterday. NAB Code chief Robert Swezey said he had told the network that the segment violates no code provision, greatest of which is required in handling such topics. The code also was cited. (Continued on Page 6)



tough nut

Advertisers must have the extra impact of local spot television to crack the tough New York market. WPIX-11 offers the best combination of market-cracking opportunities—Minutes in Prime Time in a quality "network" atmosphere.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

British Ex-Flyers Proposing Pay-TV for GIs in Germany

Special To RADIO-TV DAILY

Frankfurt—John Roper-Robinson, executive of Intag Electronics and a retired RAF wing commander, has proposed to USAREUR that an American TV network be established for American military personnel and their families in Germany. It would operate on a closed-circuit basis and be available by subscription only for 10 hours of programming daily, 3 PM-1 AM. He said cost to each subscriber would be a basic installation fee of \$15 or \$20, plus a "small" monthly service charge. Roper-Robinson said he is also "feeling the pulse" of potential sponsors. (Continued on Page 3)

\$1.2-Mil. TV Studios To Rise Near Tampa

Tampa — Sam G. Rahall, president of WTSP-TV, Inc., Tampa — St. Petersburg, yesterday revealed plans for his new TV station, scheduled to begin operating on Channel 10 in January. The new \$1,200,000 studio plant and building will have more than 36,000 square feet of floor space, patio. It will be located adjacent to the existing station building. (Continued on Page 7)

AMer for Honolulu

Washington — The FCC's Broadcast Bureau has granted a construction permit for a new AM radio station on 1210 kc, 1 kw, unlimited hours, Honolulu, to Polynesian Broadcasting.

Milwaukee Jurists Back Militant Outlets Opposing Bar Ass'n

Special To RADIO-TV DAILY

Milwaukee—A red-hot controversy has broken out here between broadcasters and lawyer organizations over rights of radio and TV to cover courtroom proceedings. News editor Jack Krueger of WTMJ-AM-FM-TV, jumped into the fray with mike and camera when he learned that the Milwaukee Junior Bar Association's executive committee had endorsed Canon 35 of the American Bar Association and had urged county judges to ban photography and radio coverage from their tribunals. Investigation by WTMJ News (Continued on Page 8)

New Iberia Station Sold for \$100,000

Washington Bureau of RADIO-TV DAILY — KVIM, New Iberia, La., has been sold for \$100,000, subject to FCC approval, according to Hamilton-Landis and Associates, who handled the deal. Queen City Broadcasting, Paul M. Cochrane, president, is selling the 1-kw station. Buyers are David Wagenvoort, VP and general manager of WWOM, New Orleans, and Fred Westenberger.

Hagerty Fete Speaker

San Antonio — ABC news topper James C. Hagerty, will be principal speaker at the Sunday, May 6 annual awards dinner of the San Antonio chapter of Sigma Delta Chi. Coit Butler, newscaster of KONO, president, will officiate.

Admen in Los Angeles Observing 'FM Day'

Los Angeles—Today is FM Day at this city's Ad Club luncheon. Dr. Peter Lamhoff, Y&R research director, has come from New York to address the club on FM as a national advertising medium. Gene Duckwall, Foote, Cone and Belding's L. A. media chief, will discuss local sponsorship.



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WDSU-TV Ed Series Cited by Tulane U.

New Orleans — Tulane has awarded special citations to WDSU-TV and A. Louis Read, the station's executive VP and general manager, in connection with the ETV series, "Tulane Close-Up," co-produced by WDSU-TV and Tulane for the past 10 years. The station citation was given "in grateful appreciation for the generous and enlightened contribution which WDSU-TV has made to interpretation of education."

The award also commends WDSU-TV for making the series available to stations throughout the nation and Latin America.

TV POSITIONS AVAILABLE

CP recently granted

Interim operators of Channel 9, Syracuse, N. Y., invite immediate complete written applications for:

- GENERAL MANAGER
PROGRAM DIRECTOR
SALES MANAGER
CHIEF ENGINEER

Attractive compensation. Replies confidential. Address replies to:

ASHER S. MARKSON, President
CHANNEL NINE, SYRACUSE, INC.
351 S. Warren St., Syracuse 2, N. Y.

COMING AND GOING

MIKE GRADLE, KRCA advertising-promotion-merchandising-publicity manager, has left L. A. on a vacation.

PETER V. O'REILLY, newly appointed general sales manager of WTOP, Washington, D. C., in N. Y., visiting CBS Radio Spot Sales.

BERNARD NEARY, WGBS VP and general manager, and BOB MITCHELL have returned to Miami after a week at the NACDS Drug Convention.

JACK BURKE, sales manager of CBS Radio Spot Sales' Chicago office, JOHN E. BUZBY and JAMES K. FRANCIS, sales staff members, visiting N. Y. office.

HARRY REASONER, CBS News Correspondent, was in Chicago over the week-end to address the International Advertising Association's 14th World Congress.

GEORGE HERMAN, CBS News correspondent, in Watertown today to address the Annual Chamber of Commerce Dinner.

MICHAEL DANN, CBS-TV Network VP, guest at U.'s TV and Radio Center today.

BOB KEESHAN, star of "Captain Kangaroo," in Chicago over the weekend for a live concert and broadcast.

TOM GORMAN, VP and general manager, and BOB SINNETT, sales manager of WEEI, Boston, visiting CBS Radio Spot Sales in N. Y.

DORRIS ANN, NBC-TV's manager of religious programs, to Chicago May 5 to receive McCall magazine's award as an "outstanding woman in TV."

BILL HOBIN, "Sing Along" producer, to San Francisco to survey Lake Tahoe for possible remote telecast of the show.

Redouble Efforts to Inform, Enlighten Public: McDaniel

Cleveland—Observing that all in journalism—broadcasters as well as the press—have an obligation to redouble their efforts to inform the public, NBC Radio exec VP William K. McDaniel yesterday pointed out here that "people must be helped to understand the news, for I believe we can preserve our way of life only through an informed America."

Addressing a luncheon meeting of the Sales-Marketing Executives of Cleveland Club at the Sheraton-Cleveland Hotel, he noted that "we in communications have... helped to shrink the world so that in America today there is no hiding place from the facts." McDaniel's talk was in conjunction with WGAR's move to NBC after 25 years as a CBS Radio affiliate.

Among those at the meeting were Carl George, VP general manager of WGAR; Dave Peebles, president of the club, and Ray Wymann, its next president.

KEWB to Broadcast Summer-Job Openings

West Coast Bureau of RADIO-TV DAILY Oakland, Calif. — The San Francisco employment department has joined with KEWB to find jobs for students during the summer. A youth employment department worker said there are nearly 5,000 students looking for summer jobs and the California employment department has listings for only 1,500 such positions.

The station's public service department will remind listeners that students need summer employment in such fields as temporary office work, baby sitting, stock and inventory control, shipping and telephone answering.

Canadians Oppose Two BBG Proposals

Special To RADIO-TV DAILY

Montreal — A proposal by the Board of Broadcast Governors to require a specific amount of Canadian programming in TV's evening hours was opposed by the Canadian Association of Broadcasters, which represent most private TV stations.

One notable reservation held by the publicly owned CBC concerned a companion BBG proposal to increase the commercial content in Canadian TV programs. The CBC said such a step is not only not wanted by advertisers, but also would "repel" television viewers.

The private broadcasters said the majority of stations are supplying Canadian programs in the evening hours and asked for a chance to show that the board's objectives can be reached "without a regulation that may turn out to be restrictive."

Radio Net Writing Chief Brings Out Own Novel

"Bungalow Nine," a humorous first novel by Norman Ober, director of program writing for CBS Radio, will be published this month by Walker & Co. Story is about a New York City family and their Long Island summer cottage.

FINANCIAL

(April 23)

NEW YORK STOCK MARKET

Table with columns: High, Low, and stock names like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask, and stock names like Capital Cities, Desilu, Filmways, MPO, NTA, etc.

*OVER THE COUNTER

Table with columns: Bid, Ask, and stock names like Jerrold, Meredith, Metromedia, Official Films, etc.

* Courtesy of National Association of Radio and Television Dealers.

Ray Scherer to Anchor 'This Is NBC News'

"This Is NBC News," half-hour Sunday news emphasizing reports from overseas correspondents, will air May 27 on NBC-TV.

The program will feature News White House correspondent Ray Scherer as anchor, and Peter Vanocur, who also co-anchors White House for NBC, continuing as correspondent for "Saturday Night Report." "This Is NBC News" is produced in Washington under the supervision of William Monroe, Jr., director, NBC News.

KTLA's 'Bonnie' Named

Los Angeles — Bonnie has been added to KTLA's news staff, replacing Joan Row who resigned to join Stokey Enterprises.

Full-Scale Telstar Model at SMPTE Meet

1-Due Satellite Exhibit Highlight A. Convention

Los Angeles — A full-scale model of Telstar, the communications satellite to be launched in May as the first step in intercontinental TV, will be on exhibit at the Society for Motion Picture and TV Engineering Convention Apr. 30-May 4 at the Ambassador Hotel here. The model, which occupies 14,500 square feet of space, is taken by 50 manufacturer-furnished devices used for the production of both motion picture and TV entertainment.

The exhibit booth will be that of the U.S. Division of Electrical Engineering.

The SMPTE will hear 70 reports on "Advances in TV and Color Motion Pictures" during the organization's convention which gets under way Monday.

Musical Industries of Englewood Cliffs display will feature a lightweight TV camera which can be used for both live photography and film pick-up, a completely synchronized solid-state video control and a remote-controlled control system with a memory which permits camera operation to be conducted in the control room or any other remote location.

In addition to the sessions which the Society devotes to high-level instrumentation photography papers, there will also be special exhibits in this field, ranging from cameras, special effects, explosion-proof lights, remote control units and high-speed film viewers to space capsule interiors.

Seiler Joins ABC Films; Directs Southeast Sales

William G. Seiler has joined ABC Films as an account executive and will direct Southeast sales activities, headquartered in Covington, La. He was formerly associated with NBC Films for nearly 15 years, and before that was an account executive with WJTV, Jackson, Miss., for four years.

Aunt Jemima' Songfest Make Brooklyn Echo

The finals of the Fourth Annual Aunt Jemima Gospel Singing Contest, conducted by WWRL and sponsored by Aunt Jemima, will be held Thursday at Washington Temple in Brooklyn. Entries this year are up 25 per cent over previous years, and the voting count so far has run 32 per cent higher.

Buena Vista Forms TV Syndication Arm As 'Mouse Club' Aid

Buena Vista Distribution Co., film distributing subsidiary of Walt Disney Productions, has established a TV Syndication Division. Buena Vista president Irving H. Ludwig will head this operation and direct the company's national sales force on its first project, syndication of the "Mickey Mouse Club" series.

Buena Vista started selling the "Mickey Mouse Club" three weeks ago, and already has completed deals in more than 20 cities, including New York, Los Angeles and Washington, D. C. The program is being offered on a one-year basis and will be aired as a half-hour show, five days a week.

Buena Vista's sales are set up in two divisions, with James V. O'Gara Eastern Division manager and Leo Greenfield Western Division manager. Under these divisions are nine permanent district offices: New York, directly under O'Gara; Northeastern, under district manager Herb Schaefer; Eastern, under Mort Magill; East Central, under Ted Levy; Southeastern, under Ken Laird; Southwestern, under Douglas Desch; Midwestern, under Harris Dudelson; Rocky Mountain, under Marvin Goldfarb, and Pacific Coast, under Don Conley.

WGN-TV Returns to 'International Cafe'

Chicago — WGN-TV's "International Cafe" has returned to the air, sponsored by Talman Federal Savings & Loan Ass'n via RMO & Assoc., and Magikist Products and Services via D. A. Greenwood Adv.

Rudy Orisek hosts the Sunday musical series.

WTAP Appoints a Rep

Cleveland — Ohio Stations Reps has been named to rep WTAP-AM-TV, Parkersburg, W. Va.

Press Strike Ups Air News

Detroit — With a strike shutting down the two major newspapers here, WWJ has expanded its newscast schedule to feature 39 daily local radio and TV reports and a nightly "Newspaper of the Air," half-hour TV program.

The latter features editors and writers from the Detroit News as on-camera reporters in a review of the day's major events, under

Mary Blows a Gasket over Perfume-Fuel

A very sad face recently belonged to TV hostess Mary Fickett who, like any other woman, is fond of perfume—especially \$500 worth. No wonder, then, the dismay when Miss Fickett had to stand helplessly by as that amount of fragrance was dumped into the fuel tank of an experimental turbine-driven automobile for a demonstration run on CBS-TV's "Calendar."

KRLA Asks FCC to Stay Its Order to Shut

Pasadena — KRLA, which has been ordered off the air for alleged misrepresentation to the FCC involving charges of fake contests and illegal alien control, has petitioned the commission for reconsideration. Also submitted along with the KRLA petitions were filings by church, civic, charitable and other groups to the same effect.

New 'Discovery '62' To Aid Bright Youths

Three Wisconsin U. professors serve as a selection committee for research grants on studies of the new children's show, "Discovery '62," scheduled to premiere on ABC-TV Oct. 1.

The awards committee, which will advise on the issuance of grants totalling \$20,000, will be under the chairmanship of Dr. Percy H. Tannenbaum, director Wisconsin U. mass communication research center.

The basis for the issuance of grants will be the qualifications of the applicants and the committee's evaluation of the merit of the proposed research projects.

"Discovery '62" will be produced by Jules Power. It is designed to explore various facets of a youngster's interest and imagination.

KYEW-FM Closes Shop, Returns License to FCC

Phoenix — KYEW-FM has gone out of business and returned its license for cancellation, the FCC reports.

WPIX to Show Kids How the City Works

WPIX children's shows and five New York City departments will cooperate, beginning Monday, "to inform young viewers in the area on pertinent information about city government."

Mayor Robert F. Wagner, who has endorsed the plan, sent a personal letter to department com-

A WPIX spokesman said that the five moppet shows on which the new community service project, "Adoption Plan," will be seen, reach 21,533,000 young viewers weekly.

missioners explaining the purpose of the programs and establishing contacts for program manager Walter Engels.

Called the "Adoption Plan," the daily programs and departments have been teamed up as follows: "Laurel & Hardy and Chuck," Sanitation; "Bozo the Clown," Health; "Dick Tracy Show," Police; "Popeye," Traffic, and "The Three Stooges Fire House," Fire.

Seek Pay-TV for GI's

(Continued from Page 1)

through several ad agencies.

Milt J. Poretz, program and management officer of USAREUR's Public Affairs Division, said Roper-Robinson "is way ahead of us in his planning. As far as I'm concerned, he's still whistling in the dark on this thing."

Poretz said he doesn't actually believe that at the present "we're any nearer to having a TV network than we were five years ago." But he agreed that "the network is definitely in the offing," and added that two USAREUR agencies have already approved the proposed web.

Telesynd Gets 60th Seg Of Bolger Syndie Skein

The Ray Bolger TV series being syndicated by Telesynd, now has 60 episodes instead of the previously announced 59. The last show was held up because of a clearance delay involving a song from "Of Thee I Sing," but the Gershwin estate has okayed use.

CHEEK



70 FULL HOURS

MATE

**STARRING ANTHONY GEORGE
SEBASTIAN CABOT
AND DOUG McCLURE**

**NOW AVAILABLE FOR
LOCAL PROGRAMMING**

GREATEST GUEST-STAR LIST IN TV HISTORY!

Jack Benny	Dan Duryea	Mickey Rooney
Scott Brady	Joan Fontaine	Barbara Rush
Lloyd Bridges	Charles Laughton	Jane Wyman
Sid Caesar	Julie London	Keenan Wynn
Cyd Charisse	Lee Marvin	
Joseph Cotten	Ricardo Montalban	And...
Angie Dickinson	Tony Randall	Many, Many More

1st day sales to:

WPIX New York
KTTV Los Angeles
WGN-TV Chicago
WMAL-TV Washington, D.C.
WALA-TV Mobile
WPTA-TV Ft. Wayne
KVOA-TV Tucson
KLZ-TV Denver
WXYZ-TV Detroit

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

Marty Faye Cited For Civic Achievement

Chicago — WBKB's Marty Faye has been awarded a certificate of commendation by the Chicago Committee of One Hundred, for promoting equality of opportunity for all creeds and races in employment.

Prime Time News Affects ABC in Cincy

Cincinnati — Taft Broadcasting on May 21 will inaugurate a Monday-through-Saturday 10-minute prime time program of local, national and international news at 10 PM on WKRC-TV here, necessitating a 10-minute delay in the station's airing of ABC Network shows. Called "Dateline Cincinnati," the program will push back starting time of "Ben Casey," "Alcoa Premiere," "Naked City," "Untouchables" and "Target: Corrupters" to 10:10 PM.

In addition, ABC-TV's coverage of "Saturday Night Fights" will be discontinued by WKRC-TV with the inauguration of the news feature, being replaced by "Divorce Court."

Taft executive VP Lawrence H. Rogers II said if results in this Summer experiment are encouraging, it may lead to similar innovations in all Taft markets.

Capital Cities Net Up 77%

(Continued from Page 1)

depreciation rose 68 per cent in the first three months of '62. Net broadcast income in this year's first quarter was \$3,430,552, and operating profit before depreciation was \$1,176,984.

He said the increases reflect the addition of WKBW-AM-TV, Buffalo, and WPAT-AM-FM, Paterson, N. J., to the Capital Cities group and earnings of the company's other radio and TV properties — WTEN, WCDC, WROW, Albany, N. Y.; WPRO-AM-FM-TV, Providence, and WTVD, Raleigh-Durham, N. C.

Net profit, after greatly increased depreciation and interest, Smith said, was up 17.4 per cent to 21 cents per share, and cash flow generated from operations was up 47 per cent to 47 cents.

'Verdict' to Air Message Of Supreme Court Justice

Supreme Court Justice Tom C. Clark will deliver a message specially taped for the viewers of "The Verdict Is Yours" on CBS-TV, May 1, when the program marks its fifth annual observance of Law Day U.S.A.

Interviewer on the program will be Bill Stout, "Verdict's" court reporter.



By TED GREEN

• • • Fran Lee, radio and TV star, discusses her long years as "Mrs. Fixit" when she guests with Ruth Jacobs tomorrow on WEVD. Jack Sterling, WCBS radio waker-upper, will do three Summer stock plays this season at Westport. Maria Peron, new name in the entertainment field, opens on Broadway next month. Meanwhile, she's discussing TV properties for syndication. The Stevensville Lake Hotel at Swan Lake hopes to be the Summer origination point of Frankie Avalon's new syndicated TV show.

• • • Bucky Kozlow and his manager, Kay Korwin, make a good team. They've just gotten the choice Dristan Mist Account. As a child, Hildegard said she disliked her name and wished her parents had christened her Yolande. Stereoddities, Inc. first entry into the teenage 45 RPM field on its affiliated Label, Duo Records, is "The Day John Glenn Came Home" and "When Tommy Talks To Me." Dijano that Bill Malone (Texaco Commercial spokesman for the nightly NBC-TV "Huntley-Brinkley" newscast) is a lieutenant-commander in the Naval Air Force, and is currently spending two weeks at the Kingsville Naval Air Station in Texas?

• • • Meet Mitch Miller, born 50 years ago on July 4. He launched his musical career as oboist with the Rochester Philharmonic and the Syracuse Symphony, then migrated to New York City where he soon gained a reputation as one of the nation's leading oboists. Mitch headed Mercury Records' popular division in 1947 where he developed Frankie Laine, Vic Damone and Patti Page, then switched to Columbia Records in 1950 scoring his success in discovering such artists as Tony Bennett, Rosemary Clooney and Johnnie Ray, among others. Four years ago, he hit on the "Sing Along" idea and his record albums since have grossed over \$50 million on the retail level. Two seasons ago, Mitch prevailed on network and agency brass to try a "Sing Along" TV special, whose acclaim led to eight "Sing Along" shows last season, then finally this year's weekly series. Next season, it will be on NBC-TV at an earlier hour, 8:30-9:30, and Mitch is looking forward to having the younger audience join him in song.



MILLER

• • • Goings on at Decca: "Brazen Brass Goes Latin," the seventh in Henry Jerome's series of musical sound albums, is a South-of-the-Border excursion into the rhythms and tempos of our Good Neighbors. Included are some of the most durable and popular Latin flavored standards of all time. "Latin Si!" featuring Warren Covington and his orchestra, spotlighting Latin dances, ranging from Cha Cha, Rhumba, Merengue and Mambo to the little-known Paso Doble rhythms.

• • • Hits From Hollywood, featuring top tunes from movies, are explored by Carmen Cavallaro in his latest album. Tunes range from Chaplin's haunting "Smile" to the current "Exodus" and "Moon River." "Manna-Live!," a new collection of hysteria, is a welcome follow-up to "Manna-Overboard," the original recorded bit of zany by Charlie Manna. Aside to musicasters: Don't fail to play the Chelsea recording of Emmy Oro singing "Some Of These Days." This beautiful blonde from Baldwin, L. I., is a young Sophie Tucker. Another must is the Jack La Forge Rio recording of "Deep Purple" and "Wagon Wheels" on his piano.

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Hartley Guest Lecturer At Michigan University

Arnold Hartley, radio broadcaster, last week served as a guest lecturer at the University of Michigan's Department of Journalism. He spoke on problems of radio journalism before a class in history of the mass media and appeared on a faculty panel evaluating TV documentaries produced by speech and journalism students.

Admen Host Whitehead At Salt Lake Luncheon

West Coast Bureau of RADIO-TV DAILY

San Francisco — Robert L. Whitehead, account supervisor with Guild, Bascom & Bonfigli here, will speak at the Salt Lake City Advertising Club's weekly luncheon tomorrow. Whitehead's subject, "Should Advertising Be Fun for All?" points up the need for closer liaison between advertisers and agencies.

Omaha Outlets Bar Cornpickers' Con

Omaha — WOW and W are among sponsors of the 1st Corn Picking Contest held Oct. 12 at Grand Island. Other sponsors are the Island Chamber of Commerce and the Nebraska U. of Agriculture at Lincoln.

Builders Sponsor Chi Pubserv Series

Chicago — Community via Maryland Advertisers pledged \$100,000 to sponsor an upcoming series of hour-long service prime-time documentaries to be produced and telecast by WBKB. The first program on 8 will be "The Face of Medicine" an exploration of modern medicine by Dr. Walter C. Ross and WBKB commentator Robert Kendler.

Robert Kendler, Community Builders president, noted that KB has long been active in the production of public documentaries and has encouraged Chicagoans that it is pleasing their needs as well as of a steadily growing urban community.

Qualified Code Approved For CBS-TV 'Defendants'

(Continued from Page 1) as encouraging the use of and controversial topics were exercise of a high degree of conscience and good judgment in the presentation.

The NAB code administration said the segment was prepared at the request of CBS and it is "apparently a sincere and significant social problem."

Swezey observed that the "strong emotional thrust" of a point of view that may find offensive. His code that the segment is okay exposure, also stated that stations should take CBS's view advantage opportunity to make up their own mind in light of respective communities.

'Mister Ed' Renewed

(Continued from Page 1)

for VP, Sales; said yesterday program will switch from day early night spot to 7:30 PM, EST, starting 20. Agency for Studer D'Arcy Advertising Co. Hylan said: "We feel it added strength to what one of our strongest programs of the week."

The program, a Filmw production, is produced under executive supervision of mon.

Orlando Sta. Covers Industrial Fair

Orlando — Complete live coverage of the first Florida Industrial Exposition, beginning here and running through May 17, will be provided by WFTS-TV. The station's programs will include live coverage of ribbon-cutting ceremonies and a moving picture exhibit. On May 17 night Gov. Farris will appear on a special program as part of a series of banquets being held in Orlando by 17 mid-Florida counties.

Word Game 'Password' Shifts to Fall Night Slot

WFTS-TV's nighttime version of "Password," currently aired Tuesday nights at 10:30 PM, will switch in the fall to Sundays, 6:30-7 PM. A new version of the series will be announced. "Password" debuted on WFTS-TV as a five-a-week daytime program in 1961 and was moved over to a nighttime series in 1962. The show is produced by Len-Todman in association with WFTS-TV with Bob Stewart as producer and Frank Wayne as director. Lou Tedesco directs the new version and Mike Garber hosts the nighttime show.

ICI Prexy

Orlando — Fritz Kuler of KRLD-TV has become international president of Civitan International at the club's convention to be held in Orlando May 24-27.

Man in the Red

Orlando, Conn. — Don Russell, WFTS-TV's AM-FM's "The Old Timey," has been identified as "the old conductor in the red suspenders" during a radio program. Friends of Russell joked that he didn't own red suspenders and presented him with a pair.

Warner Sets Full-Time Production Unit

Los Angeles — Full-time production unit of Warner Bros.' new TV series "The Gallant Men," begins production in three weeks, the studio in three weeks, the first episode completed several weeks ago. The hour show, scheduled to open in the fall on WFTS-TV, stars Robert McQueen and William Reynolds. Dick Cavett produces.

NBC'S AXING OF 'VELVET' PROTESTED BY NAFBRAT

West Coast Bureau of RADIO-TV DAILY

Los Angeles — The National Association for Better Radio and Television reported it is protesting the cancellation by NBC of "National Velvet," designated in NAFBRAT's latest survey as "the children's program of the year."

"National Velvet" reruns began Apr. 9 and will continue through Sept. 10. Beginning Sept. 17 the program's half-hour time slot will be absorbed by an hour show, "It's a Man's World."

NAFBRAT president Mrs. Clara S. Logan said: "There is no denying that NBC offers a wide variety of splendid entertainment and public service programs for adults, but when will they and the other networks recognize the fact that children are also people and represent their audiences of the future?"

Among the network's continuing and returning child-oriented shows are "Walt Disney's Wonderful World of Color," "The Shari Lewis Show," and "Update," news shows for teenagers. "International Showtime" with Don Ameche also has strong appeal for kids.

KBOX and KXOL Name Eastman National Rep

Robert E. Eastman & Co. has been appointed exclusive national rep, effective May 1, for KBOX, Dallas, and KXOL, Ft. Worth. Both were charter Eastman-repped stations and return to the Eastman list after a two-year absence.

Association for Better Radio protesting the cancellation by

Sportscaster Honored On Silver Anniversary

Philadelphia — Byrum Saam, nationally known radio and TV sports announcer, was honored recently by his sponsor, the Atlantic Refining Co., for a quarter of a century of sports broadcasting. The luncheon was attended by execs from the baseball Phillies, radio and TV, the sponsor and the N. W. Ayer & Son ad agency.

Movie History for TV Released by Sterling

Sterling Educational Films has announced release of "The History of the Motion Picture," a complete, new 31-episode half-hour film series for "life-of-the-print" lease. A study of the movies as an art and a means of communication, the series chronicles the development of the film industry from its pioneer beginnings thru advent of sound.

Produced and written by Saul J. Turell and Paul Killiam, the series covers, with original film footage and special narration, the work of such directorial greats as D. W. Griffith, Cecil B. DeMille, Sergei Eisenstein, Charles Chaplin, Carl Th. Dreyer and E. A. Dupont.

9-Pin Tubes 'Debut' For RCA Video Sets

Harrison, N. J. — Two new nine-pin miniature triode-pentodes for use in color and black-and-white TV receivers were introduced yesterday by the RCA Electron Tube Division.

The tubes, alike except for their heater ratings, include the RCA "dark heater" to insure long life. In TV receivers, the pentode units of these tubes are particularly useful in gated-age-amplifier and noise-inverter circuits. The triode units are especially useful in sync-separator circuits.

Goodgame Appointed Sales Chief for KATV

Little Rock, Ark. — KATV has named Tom Goodgame commercial manager. He will be responsible for all sales.

Prior to joining the station in 1954, Goodgame was local manager of the Commercial Credit Corp. He is an active member in the Ad Club and Sales and Marketing Executives Club here.

Rahall Plans Studios

(Continued from Page 1)

to the present WLCY radio studio and easily accessible to Tampa, St. Petersburg and Clearwater.

WTSP-TV plant construction begins by June 1. Austin and Co., of Cleveland, will design, engineer and construct the new studio building.

The station will be RCA-equipped, with the latest monochrome and color facilities, video tape and automation.

Radio, TV Industry News Flashes from Coast-to-Coast

NSC Honors WTTM

Trenton, N. J. — WTTM has received the 1961 Public Interest Award for Safety from the National Safety Council for its "Highway Cavalcade" Summer safety program and year-round safety promotion campaigns.

Richmond Riding High

Orlando — WLOF-TV news editor Dick Richmond has been honored by the Sports Car Club of America for a newsfilm of a national sports car race at Marlboro, Md.

KCUL Moves In

Dallas — Country music station KCUL officially premiered its new studios in the Sportatorium, home of the "Big D Jamboree." Assistant manager and deejay Lawton Williams conducts a record program from the new location each Saturday.

For Wacker Backers Only

Miami — WCKR is seeking two Dade or Broward High School students to work at the station in its second annual "Junior Wacker Backer Contest." Contestants must write an essay on "Why They Would Like to be a Wacker Backer."

Manages London Outfit

Montreal — T. A. Cross, president and general of Rediffusion, Inc., has been appointed managing director of Redifon Limited in London.

Scouting Around

Garden City — "Explorer Squadron 1520" is the name borne by a

Speed-Camera Drags Golf-Swing Full Minute

Montreal — A super high-speed movie camera developed for scientific use, which runs 1000 frames per second, is being used by CBC-TV to shoot sequences for "Golf With Stan Leonard." The technique permits slow-motion presentations which stretch out a golf-swing to almost 60 seconds on the TV screen.

Kinney Moves Ahead With New Properties

West Coast Bureau of RADIO-TV DAILY
Hollywood—

Carlton Sand, Jack Kinney Productions VP, yesterday said his company is moving ahead with the development of newly acquired properties, having completed production of 100 TV episodes of "Popeye" animated cartoons for King Features Syndicate and pilot films for "Barney Google" and "Krazy Kat."

In line with plans for half-hour TV animated shows, the firm has acquired rights to "Chandu, the Magician," based on the radio series; "Lil Pedro," based on the syndicated comic strip, and "Foibles of Man," an original story depicting the average human as a set of statistics.

Plans also are underway for live action and animated films on stories of the U.S. Constitution and Columbus. Kinney, in its recent expansion program, plans cover of commercials, educationals, documentaries, institutionals and industrials. A series of scientific and fire prevention films are also scheduled to start in June.

Ratings-Boost Follows Seven-Arts Scheduling

Cincinnati—Share-of-audience rating for WKRC-TV climbed from 17 per cent in March, 1961, to 59 per cent this past March, following addition of Seven Arts' Post-'50 movies to its Friday night schedule, according to Donald Klauber, Seven Arts sales manager.

Furthermore, Klauber reported, the actual number of sets in use for the Seven Arts time-slot increased by about 40 per cent from last year. Klauber's figures were from an ARB study.

Quebec Relay Station

Montreal—The CBC has announced plans to construct a low-power relay transmitter at Noranda, to improve Trans-Canada service to Northern Quebec.

KING Moves to the Fair

West Coast Bureau of RADIO-TV DAILY

Seattle—KING has moved the World's Fair grounds here on a 24-hour basis, joining KING-TV operations at the Radio Corp. of America exhibit.

All news facilities are originating from the Fair, KING news director Al Wallace, said. He stated that "normal news events outside the Fair grounds are being covered, together with comprehensive reports within the Fair grounds of personalities and dignitaries."

The newsroom is using the normal schedule of NBC network

AGENCY NEWSCAST

By SHELBY COOPER

Arthur R. Ross has been appointed vp and TV-radio creative director at Ketchum, MacLeod & Grove. He has previously held similar posts at McCann-Erickson and Campbell-Ewald agencies. Ross has received a number of awards and citations for his radio and TV commercials. He was among those who introduced animated cartoon techniques into TV commercials, and adapted "black-light" photography to the medium.

J. Wallace McGough, just returned from 14 months in Buenos Aires as station operations director for ABC International, has become a partner in the Radow & Albers agency, Columbus, O. McGough has also served as general manager of WKRC-TV, Cincinnati, and WTVN-TV, Columbus.

A contest conducted by WCKY, Cincinnati, on behalf of Albers Colonial Stores, brought in a total of 78,000 entries during its eight-week run. Some 500 one-minute spot announcements were aired by the station.

Frank D. Kaiser and William M. Galbraith have joined the staff of N. W. Ayer & Son, Philadelphia—Kaiser as copywriter and Galbraith in the plans and marketing department. Andrew Lorant has been appointed account exec at Harold Cabot & Co., Boston.

Geyer, Morey, Madden & Ballard has been named to handle advertising for the Central National Bank, Chicago, and Harvey Federal Savings & Loan, Harvey, Ill., both effective May 1. Rootes Motors, via Davis, Johnson, Mogul & Columbatto, has purchased full sponsorship of "Sebring, the 12-Hour Grind," to be presented May 6 on KTLA, Los Angeles.

Rowena Pearl has been appointed media director at Dunay, Hirsch & Lewis agency. Copy

Thought for Today

"The impression of the ogre of American TV, supposedly infecting the TV screens of the world, has been created mostly by those who shout the loudest and whose speeches are most willingly publicized by the print media. . . . If the trade barriers imposed on American TV exports were applied to any other industry, those affected would be the first to claim discrimination. . . . If the nationalistic feelings which exist in the TV industry abroad were as high in any other field, those concerned would be the first to complain."

—Ralph M. Baruch
Int'l Sales Director
CBS Films

group directors Edward A. Kandle and Philip H. Willon have been promoted to vp's at N. W. Ayer & Son, Philadelphia.

Jurists Support Stations Against Bar Association

(Continued from Page 1)

disclosed only ten of the Junior Bar's 300 members had approved its action, which followed the trial of three Chicago men for the murder of a Wisconsin policeman; another case involving an Alderman convicted of drunken driving, and a stolen property case against a police sergeant.

The Junior Bar group's president, William L. Randall, had told Milwaukee Journal readers:

"It is not in the public interest to further expose the eye and ear of the community, through the media of radio and TV, to brief portions of proceedings which may cause public prejudice and hostility to participants."

Strong Backing Voiced

Thereupon, the station recorded interviews with three Milwaukee judges who contended that "while publicity can in fact be pitiless, secrecy has far greater pitfalls" . . . (with) . . . "an open court policy, there can be no suspicion of any irregularity or favoritism" . . . "Canon 35 is antiquated and unrealistic."

As a result of WTMJ News' prompt action, Randall now proposes an all-day seminar in Milwaukee with all sides represented. A contrary stand was taken by the city's Bar Association president, Herbert L. Mount, who called the debated "untimely and unnecessary."

Fraker, Currey, Named Nielsen

Chicago—A. C. Nielsen appointed Guy C. Fraker, H. Currey and James E. VPs. Fraker, who joined the company in 1936 as a field has been serving as an exec since 1959. A special marketing of packaged drug consumer products, continue to headquarter York.

Currey, involved in development of the Nielsen meter and other basic equipment used in the collection and processing of radio ratings, came to the company in 1947 as an electrical engineer in the Broadcast Division.

Pyle, manager of the Green Bay office since it opened in 1959, has been with the company since 1948.

Ford, Champion Plug Buy WJRZ Campaign

Newark—Ford Motor Company bought campaigns on WJF and Champion Spark Plug C. directing their promotions car-conscious 4.5 million in Metropolitan New Jersey. Both counts are serviced by J. Thompson.

The Ford campaign started Thursday, and Champion's May 7. Metropolitan New has one of the highest concentrations of registered private in use, it was pointed out, serve its dense population of a million of the state's total million people.

JFK's Committee to Telecast on Retarded

West Coast Bureau of RADIO-TV

Los Angeles—At its request, President Kennedy's committee on the Mentally Retarded this week is scheduled to show a print of KTLA's "Sight" program, dealing with training of mentally retarded children. The documentary is produced by Irwin Roster.

L.A.'s ATAS Pick 'Miss Emmy' Award

Los Angeles—TV actress Ana Millay has been selected "Miss Emmy" by the Academy of Television Arts and Sciences here. She will represent the city in the promotion of the annual "Emmy Awards" to be broadcast on NBC-TV. Each of the seven other cities (Baltimore, Chicago, New York, Phoenix, San Francisco, Seattle and Washington, D.C.) will select a "Miss Emmy" to assist in awards promotion area.



Established February 1946

90, NO. 79

WEDNESDAY, APRIL 25, 1962

TEN CENTS

TV PROGRAM COST-SPLIT PUZZLE

Costigan Sworn In Radio-TV Press Ass'n Key in New York

News correspondent
Costigan last night was
elected for a one-year term
president of the Radio-News-
Television



COSTIGAN

Press Association at
annual dinner at the Park-
Hotel. News correspondents
Collingwood narrated "tag-reel"
of the program, humorous
sequences made up of material
(Continued on Page 7)

Net All-Time High Year's 1st Quarter

Chairman Jules C. Stein
announced unaudited
earnings for the first quarter
highest in MCA, Inc., history.
Earnings after taxes were
\$184.1 million.

CA Control Okayed

Washington Bureau of RADIO-TV DAILY
Washington—The FCC's Broad-
casting Bureau yesterday announced
approval of transfer of control of
WMA, New York, from Bank
of New York and Helen Sachs
Trust, executors of the estate of
Max Straus, to R. Peter Straus.

Intner to Blaze Trail for Ads' Proprieties'

Hollywood — Earl W. Kintner,
Washington, attorney and recent
chairman, will deliver the
principal address at the 12th annual
conference of Western Ad-
vertising Agencies Association in
Spartanburg, S.C., on May 11. Kintner
will stake out for ad men guide-
lines for keeping abreast of gov-
ernment attitudes on "merchan-
dising proprieties."

8 TAPE FIRMS QUIT AD FEST

They're to Give Reasons
At Press Confab Today

Eight videotape companies yes-
terday informed this paper by
telegram that they are withdraw-
ing their entries from the Ameri-
can TV Commercials Festival
scheduled for next week in New
York.

They have also wired their mass
resignation to Wallace Ross, festi-
val director. A press conference

(Continued on Page 8)

3 Sponsors Travel 'Route 66' in Fall

All three sponsors have renew-
ed Screen Gems' hour "Route 66"
adventure series on CBS-TV for
the third year. John H. Mitchell,
SG sales vp, yesterday said re-

Screen Gems will distribute
"Festival of Performing Arts"
world-wide, according to Jerome
Hyams, executive VP and gen-
eral manager.

News are for another 52 weeks,
effective in Fall.

Chevrolet, on "Route 66" since
its debut in '60, will continue to
sponsor one half-hour each week;
(Continued on Page 6)

26 Academy Trustees Weigh Emmy Nomination Finalists

Seattle—Twenty-six trustees of the National Academy of
TV Arts and Sciences converge here this weekend for the
second meeting of the current
television year.

Robert F. Lewine, National
Academy president, said the 3-day
conclave will give final approval
to Emmy Awards nominees sub-
mitted by the committee. Lee
Schulman, chapter president has
arranged events for the trustees
representing the eight Academy
Chapters.

They will also discuss, the ap-
plication for a charter by a group

More Power, 'Teeth' For FCC Advocated In Efficiency Study

Washington Bureau of RADIO-TV DAILY
Washington—Added power
for the FCC chairman, includ-
ing appointment of an execu-
tive director to report to him,
charging of license fees and a
clearer statement of Commission
policy and regulations, along with
(Continued on Page 2)

New Orleans 'Casters Elect Ed Prendergast

New Orleans—Edward J. Pren-
dergast, Sr., general manager,
WBOK, is the
newly elected
president of
New Orleans
Radio Broad-
casters Associ-
ation, suc-
ceeding John
L. Vath, who
becomes a board
member.



PRENDERGAST

Other officers
include: John F.
Screen, vice-
president; and
James A. Noe
Jr., secretary-treasurer. Also on
the board are George A. Mayoral,
David W. Wagenvoort, John J.
Revisore, and Vath.

CBS-TV Affils Meet First Test for Webs On Sharing Profits

First critical testing of the
TV network majors' various
designs to carve themselves
programming profit slices
proportionately equal to their
stations' is primed for the CBS
affiliates' two-day meeting next
week in New York.

With million-dollar space-shoot
coverages following in close
order, growing demands for more
news and documentary specials
and a raft of other expensive pro-
gram features on the webs' agen-
das, it's easy to understand why
they'd appreciate having the af-
filiates share the extra costs. What's
a lot tougher, however, is to figure
a plan that would be acceptable
among the station operators.

Between CBS, Inc., president
Frank Stanton's talk at the open-
ing-day luncheon in the Waldorf

(Continued on Page 5)

Dr. Gould to Examine Educational TV's Role

Dr. Samuel B. Gould, ETMA,
president, will be guest of honor
at a May 2 luncheon of the New
York ATAS chapter. He will dis-
cuss the role of ETV in a commer-
cial world.

Zenith's Profits on Rise

Zenith Radio Corp. has reported
estimated net consolidated profits
of \$4,728,794 for the three-month
period ended Mar. 31, 1962, were
37 per cent higher than for the
same 1961 period and 23 per cent
ahead of the record 1960 first-
quarter earnings.

Three-Two-One: It's Daylight Saving Time!

WJRZ, Newark, N. J. is first
this year with a timely reminder
to set clocks AHEAD one hour
Sunday at 2 AM, when Daylight
Saving Time goes into effect. At
1:59 AM, Sunday, the Newark
station's Jerry Roberts will begin
a 60-second count-down to DST.



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CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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Budweiser Switches From Spots to Jazz

The new "Budweiser Jazz Show," a 15-minute Monday through Saturday program of top modern jazz featuring pianist-composer-arranger Billy Taylor, is being sponsored on WLIB by the Budweiser Brewing Co., via D'Arcy Advertising. Harry Novik, WLIB manager, said:

"Heretofore, Budweiser put its radio dollars into spots, but with a change in listening habits the brewing company decided to become identified with a regular program this season."

WANTED SPORTS-MINDED STATION IN PROGRESSIVE SPORTS-MINDED TOWN

Young well known Sportscaster with many years experience in NYC market. 4-A sponsors. Network experience and top-rated nightly telecast CBS. Play-by-play telecasting Baseball Dodgers, Football Giants, N.Y. Knicks and college basketball, Ranger hockey. Married, sports director, ability to sell own shows. Write Box 172, RADIO-TV DAILY, 1501 Broadway, New York 36, N. Y.

COMING AND GOING

ROBERT O'HARA of the Balaban Stations N. Y. office, to Mexico City on business.

JOHN BOX, JR., managing director of the Balaban Stations in St. Louis, to Dallas and Houston.

FRANK G. M. CORBIN, Milburn McCarty Associates VP for TV, to L. A. on business.

JOHN VRBA, KTTV production division VP and manager, in Cincinnati to attend the semi-annual TV Bureau of Advertising Board of Directors meeting.

BILLY FRIEDBERG, co-producer and script supervisor of the "Car 54" series, arrives in N. Y. from L. A.

JULIE CARON of KTNT-TV, Tacoma, has left to compete in the 16th annual Leadership Conference of the Distributive Education Clubs of America.

GEORGE A. HEINEMANN, NBC public affairs manager and "Update" producer, to Iowa City, where he will represent NBC at a children's programs conference at the State U. of Iowa.

GARRY TO MAKE 5,000th AIRING

CBS Radio Show of May 3 Marks Moore's Milestone

Garry Moore will make his 5,000th network broadcast on CBS Radio May 3, from New York. It will also be the 679th broadcast of "The Garry Moore Radio Show," which he launched with Durward Kirby Sept. 28, 1959.

The 5,000-broadcast milestone also includes his first decade of TV which began June 26, 1950.

In observance of the occasion, "The Garry Moore Radio Show" on May 3 will be devoted to a light-footed stroll down memory lane, with Garry and Durward pointing out highlights of the retrospect to each other.

Cleveland Programs Post Goes to Huber

Cleveland — Robert Huber has been appointed program director of WJW-TV, according to general manager Joseph C. Drilling.



HUBER "The American Heritage Series," "Cleveland Caucus" and "Moral View."

Huber previously was public affairs director of the station. He was responsible for many award-winning and outstanding programs, such as "Project Mercury," "Birth,"

Budget Receives FCC Report

(Continued from Page 1)

more strenuous efforts at enforcement, are among recommendations in the long-awaited Booz, Allen and Hamilton report.

The management consultant firm, which has done much work for broadcasters, made a complete study of FCC operations for the Budget Bureau.

Many Concern Policy

Surprisingly, many of the recommendations went in the direction of policy rather than aiming solely at efficiency of operations. The FCC has already moved into rulemaking on the question of charging fees for its licensing activities. Also, in advance of the report's release, the Commission had already set in motion the wheels to carry out another recommendation. This is for an employee board to handle many appeals from decisions of hearing examiners which the commissioners at present must hear themselves.

The report said FCC licenses authorize use of the public domain, conferring special economic benefits and, in the absence of a fee, "costs of granting them to the

relatively few are borne by all taxpayers." Fees would increase appreciation for authority and responsibility conferred with the license and would have other benefits, it was stated.

'Crucial Step' Urged

"The Commission should take the crucial step of making its chairman the 'chief executive officer' in fact as well as name... a new position of executive director should be created as the executive arm of the chairman to provide sustained administrative leadership and coordination in implementing policies of the Commission."

The report also complained that the original plan for the new Complaints and Compliance Division to audit total operations of all broadcast stations had not been approached "even remotely."

NAACP Award to WWRL

WWRL has received a plaque from from the New York branch of the NAACP at a reception in honor of the long and continuous support given by the Negro Press to the cause of Civil Rights.

FINANCIAL

(April 24)

NEW YORK STOCK MARKET

Table with columns: Stock Name, High, Low, and other market data. Includes Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Stock Name, High, Low, and other market data. Includes Capital Cities, Desilu, Filmways, etc.

*OVER THE COUNTER

Table with columns: Stock Name, High, Low, and other market data. Includes Jerrold, Meredith, Metromedia, etc.

CBC Sells TV Series In 4 Foreign Countries

Special To RADIO-TV D. Montreal—CBC has sold television Services of Italy, "Reference North," a series produced for CBC by Crawley Film. The series also was sold to interests in West Germany showing there and in Austria as well as on a German-language station in Zurich, Switzerland. Furthermore, the CBC sales department under H. H. Mon, is negotiating for some of the corporation's series in the U. S.

Marilyn Clark in Dr

West Coast Bureau of RADIO-TV D. Hollywood — Actress Marilyn Clark has been signed for in NBC-TV's "Alfred I. Presents" episode entitled "Beauty Lies." Segment 26. Deal was set by Fran Associates.

7-Star' Month Blazon Radio Georgia's Mind

Atlanta — The Georgia Association of Broadcasters yesterday announced plans for a "7-star" radio celebration during May, when the GAB will produce seven events and promotions.

During radio month activities will be the first Georgia Radio Convention in cooperation with the Atlanta Advertising Club. Dozens of members will converge on Atlanta to hear Kevin Sweeney, President of RAB, address the Ad Club.

Tapes Distributed

The GAB, through its central office in Atlanta, has distributed 100 copies of tapes to 135 radio members featuring special congratulatory messages from Sens. Richard Russell and Herman Talmadge and Governor Ernest Vandiver.

The annual GAB Safety-Thon Convention will be held May 25-27 with "lights on, and Live" as the theme. Last year's safety project saved eight lives, compared to the previous year's traffic fatalities.

On May 15, the GAB will make a special radio presentation to the Retail Furniture Dealers Assn. Convention in Atlanta.

Wide Range of Promotions

The GAB has radio promotions for May including the announcement of new annual "dist-education" award by the Superintendent of Schools to be presented at the GAB Summer convention in August.

Speeches on radio throughout the state by GAB Executive Director Jack Williams.

Production of a special "Myth Busters" series of radio spots on television for the Georgia State Board of Commerce.

Setting up for Radio Month, the GAB, during April, conducted radio-tv workshops throughout the state for school officials and announced its first annual TV Convention in June 19 in Atlanta.

WHIO Gets Accolade for Aviation Coverage

Atlanta — The WHIO news program and the Air Force have received the 1962 Memorial Aviation Award, tributes to public understanding of aerospace power and aviation, by the Wright Memorial Squadron. WHIO was cited for its coverage of the World War I reunion and air show last

3 KREX STATIONS GO UNDERGROUND

Facilities to Supplement
New Surface Studios

Grand Junction, Colo.—KREX-AM-FM-TV has completed protective underground quarters for all transmission facilities for all three services and is moving in.

Above ground construction of larger studios and office space is expected to be completed by June.

KREX president Rex Howell said that although "the underground areas meets all known criteria for fall-out protection, it is not designed for that purpose only." It is part of a plan to group the engineering onto one-floor level in the three-level building, he explained.

Solon Lauds 'Cloakroom'

The full transcript of the broadcast marking the 15th year of "Capitol Cloakroom," CBS Radio program devoted to national affairs, has been printed in the Congressional Record at request of Sen. Eugene J. McCarthy (D., Minn.).

Accompanying the text is a brief history of the program, noting that "in its 14-year history it has presented the views of hundreds of members of Washington officialdom."

This broadcast was 700th in the series, presented Mar. 29. Guest interviewee was Sen. Hubert Humphrey, answering a panel of CBS News analysts.

Get Big National Advertisers Back to Radio, Says Sweeney

"Radio must get back the big national advertisers," RAB president Kevin Sweeney declared at a special showing of the bureau's new Radio Test Plan recently before the entire sales and executive staffs of CBS Radio Spot Sales. He noted that the top ad agencies today put little billing into radio and "we must change the advertiser's point of view."

Calls It 'Boldest Idea'

Referring to the plan as the "boldest idea in media," Sweeney began his presentation by explaining, "What we are saying with the RAB Radio Test Plan is this: We will increase an advertiser's brand share; we will increase that share proportionately better than any other media."

"The radio industry," he continued, "now gives major national advertisers an unprecedented opportunity. We can provide them with the most complete program for measuring advertising and success in media history. With the

3 Web Executives To Help USIA Select Satellite Message

Washington Bureau of RADIO-TV DAILY

Washington — Fred Friendly of CBS, Irving Gitlin of NBC, and Ted Fetter of ABC, have been delegated to assist USIA chief Edward R. Murrow with selection of the first historic TV program to be beamed to Europe by means of space satellite.

Murrow yesterday told the Senate Commerce Communications Subcommittee that the first international telecast should be of the "What hath God wrought" quality. He added the networks had agreed to cooperate fully.

Set for Mid-Year

The first satellite to be launched by the Government at AT&T expense would be put in space around mid-year, following which there will be a period of experimentation. During the early weeks a demonstration of live TV will prove, it is hoped, technical feasibility of international TV by space satellite.

Following that, there will be a live experimental TV program from the U. S. to Europe, then a live program from Europe to the U. S., after which other communications uses will be tried.

San Diego Channel Names Van Nostrand Sales Head

West Coast Bureau of RADIO-TV DAILY

San Diego — Jack Van Nostrand has been appointed manager of local sales at KFMB-TV. He has previously been a sales rep with CBS-TV; KNXT-TV and KTLA, Los Angeles.

in the public interest

W
G
A
L
TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: MEEKER

Station Exec Sweeps Broom Sale to New High

Macon, Ga. — Albert Sanders, WMAZ-AM-TV exec sales manager, believes that public service includes going out and doing personal work. Sanders, Macon Lions Club first VP, served as general chairman of the annual broom sale, which turned out to be the biggest in the city's history. Proceeds go to the Georgia Light-house for the Blind.

'Password' to Tape At Television City

"Password" goes to Hollywood May 7 to tape three nighttime shows and three weeks of the Goodson-Todman daytime show aired on CBS-TV. Mark Goodson, executive producer Bob Stewart, producer Frank Wayne, director Lou Tedesco and a staff of 12 will make the trek to the coast. Shows will originate in CBS' Television City.

Prominent Guests Slated

Shows to be taped are the nighttimes of May 22, 29 and June 5. Daytime shows will be aired during the weeks of May 21, 28 and June 4. Guests include Dennis Weaver, who'll be seen May 22; Jack Benny and his daughter, Joan, May 29; Chuck Connors, June 5; Ann Sothern and Rod Serling, the week of May 21; Mickey Rooney and Jane Wyatt, the week of May 28; and Alan Young and Eve Arden, the week of June 4.

Frankie, Dotty, Janis Top Hope's Fifth NBC Special

Bob Hope leads guests Frank Sinatra, Dorothy Lamour and Janis Paige on a tour thru memory lane during his fifth show of the season tonight on NBC-TV. The "Bob Hope Show," is sponsored by Beech-Nut Life Savers, via Young & Rubicam.

Taft Station Telecasting 'Saturday Night Fights'

ABC-TV's coverage of the "Saturday Night Fights" is not being discontinued by WKRC-TV, Cincinnati. The Taft station will continue carrying the weekly fight telecasts throughout the year, as it has in the past, a network spokesman said yesterday.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

New York 22, N. Y. ELdorado 5-0405



• • • Kathy Nolan (she's Kate in "The Real McCoys") will not appear in that role next year, according to Irving Pincus, the program's creator and executive producer. . . . Carol Lambert, featured on Mitch Miller's "Sing Along," has signed her 1962-63 contract to appear in 30 of the 39 programs on NBC-TV next season. . . . Lee Jordan, host of WCBS Radio's "Rusic of Broadway," will emcee the New York Cancer Committee's "Tag Day" ceremonies on May 3. . . . Gloria Okon has been named a judge for the Atlantic City parade to pick the 10 best dressed women on the boardwalk.



• • • Milton Berle startled onlookers at Room At The Bottom when he showed up and began heckling comic Jerry Collins. Reason was to teach Collins the correct way to handle patrons who toss lines from the audience. Berle has a professional interest in Collins. . . . Alan King, who's guesting on "The Garry Moore Show" May 15, is all set for ten appearances starting in September. . . . Jeanne Crain has told her agents, GAC, she wants more television activity. . . . Shirley Booth will vacation at Cape Cod before returning to the West Coast to start next season's "Hazel" series. . . . Frank McGee, the NBC news anchorman, makes it a busman's holiday next Sunday when he stars on Skinker Victor Gilbert's WLAD session at Stonehenge in Ridgefield, Conn.



• • • Meet Sigrid Nelsson . . . a blue-eyed blonde Swede, she'll be seen with the new Mark X luxury sedan in the Jaguar exhibit at the International Automobile Show in New York's Coliseum. Sigrid, 24, five feet, seven-inches, and a breathtaking 38-24-36. She was selected from more than 100 applicants. Sigrid, no stranger to motor cars, was a sports car rally driver in Sweden and Ireland and won several women's championship trophies. Born in Karlskrona, she attended Uppsala University in Stockholm, and graduated with a registered nurse's degree. She speaks English, German, Norwegian and Danish. She attended McGuinness College, Cambridge, and in Dundalk, County Louth, Ireland. Topped off her education by learning to fly a plane. Sigrid played many roles in Stockholm's Royal Theatre and in Swedish TV and movies. Sigrid will be seen on Johnny Carson's "Who Do You Trust?" tomorrow.



NELSSON



• • • Madeleine Tyler, former hostess of "Beat The Clock" TV show, and her hubby attorney Andrew Feinman are lullabying a baby son. . . . Ethel Merman and Merton Shapiro of the Philadelphia Theatre family twisted at The Roundtable nightclub in NYC. . . . Music publisher Julie Stearns mourning the loss of his mother. . . . Songstar Connie Francis is scoring a big hit on her current TV-personal appearance tour of the European Continent. . . . Carolyn Brenner of "Come Blow Your Horn" and actor Vic Arnold cozy corner at Bon Vivant on West 36th Street. . . . The celeb list at Mike Manuche's seems to grow all the time. Recent visitors have been Hy Gardner, Trib columnist, Robert Cummings, Washington State former governor Arthur Langlie, William Shatner, male lead in the Broadway show, "A Shot In The Dark," and violinist Isaac Stern.



• • • Saverio Saridis, the singing ex-cop, will headline at the Rooster's Tail, Detroit, for two weeks beginning Monday, May 7. . . . Cannonball Adderley, Riverside Records a. and r. man, and his quintet will give a jazz concert at San Francisco's Masonic Temple on Friday, May 4. . . . The Gene Krupa Quartet, featured on Verve Records, gives a jazz concert at Farleigh-Dickinson University, Teaneck, N. J., Saturday, May 12. . . . Columbia Records' Jerry Vale headlines at the San Su San, Mineola, L. I., May 11 week-end. . . . Kai Winding and his Verve recording trombone septet give a jazz concert at the State Teachers College, Shippensburg, Pa., Tuesday, May 1.

'Louise Morgan' on With Spring Fash

Boston — WNAC-TV's "Morgan Show" will feature fashion specs May 2 sponsored by Jordan Marsh Co. and cosmetics. Finnish styles in one part, while the Isle of Italy is the setting for the other. Italy and Argentina will appear on the show.

Golf Tourney Brings WOAI-TV to the

San Antonio — South Texas sports fans will get a close view of Texas Open Golf tournament play Saturday and during seven-and-one-half hours of coverage by WOAI-TV. The cameras will follow the and final-round action from the 17th tee to the 18th green. Broadcasts from the Oaks Country Club.

An hour film and video recap of tourney highlights will be aired at 10:45 Sunday. Sports caster Jim Wiggin will head the 30-man WOAI-TV crew assigned to broadcast phases of the competition.

Sponsors include Falstaff Friedrich Air Conditioners Radio and TV and Turbine Motors.

Lowenstein Appointed Account Exec at GAC

Larry Lowenstein has been appointed an account executive in division of GAC, it was announced by Herman Rush, senior vice president in charge of sales. In addition to his new duties, he will continue to supervise the agency's relations activities.

OBITUARY

Robert Wickersham

Robert Wickersham, 51, artistic director in the Technical department of L. B. Nett Co., Chicago, died April 22 at Evanston Hospital. He was survived by his wife, three daughters and a son. Wickersham came to Hollywood in 1932 with Weyne Productions, moved to Columbia Pictures' Screen Gems in 1941, and in 1947 organized his own film producing company, Spots, Inc.

Mrs. John K. Harper

Mrs. John K. Harper, BBDO's TV and radio talent department, died April 22 at Queens General Hospital, New York. Her husband survived by three children. She was born Katherine, maiden name, Katherine joined the George Batten predecessor agency of BBDO in 1928.

Thomason Details Broadcast News

Thomason, United Press... newly elected president... told the annual meeting in New York that broadcast news service is by 2,076 radio stations TV stations in the U. S., high. Included in this total, but of the company's expansion Thomason reported, was the in March UPI signed 12 broadcasting outlets in the U. S.

Movietone signed ABC-TV... expanded its general service including documentary and projects. UP Movietone takes 95 per cent of the TV stations.

TV Affiliates Meet Profit Slices

(Continued from Page 1) In May 3 and the windup gala the following night, subject of discussion is to be: who pays and how

allow for the net was re-mid-winter at NBC's affiliate meeting in Beverly Hills president Robert W. Sarant to broadcasting's revenues saying:

With this radiant flush of well-being, however, disturbing symptoms have the economic im- between the two major networks and sta-

More than Observers

While, it's a safe bet that bigwigs are to be more equal sideline observers of developing program-pricing. Although no audible was made of it at the family get-together a few ago during the Chicago sessions, it is sure to be a life they are all going to when the affiliates assemble.

CBS' compensation plan for anti-trust exploration Justice Department and test of reduced payments member-stations sure to meet resistance, answers are far complete in the biggest be- ment of the moment for the communications industry.

Making Civic Lessons Fun



New York's Mayor Wagner helps launch WPIX new "Community Service Project" with emcees "Fireman" Todd Russell and "Cap'n" Jack McCarthy at City Hall. Beginning next Monday, five of the station's kiddie programs will "adopt" various municipal departments. Each will have its own program to give pertinent information on city government to the millions of young citizens who tune in "Bozo The Clown," "Dick Tracy Show," "The Three Stooges Firehouse," "Popeye" and "Laurel-Hardy and Chuck."

Theatrical Cartoons Gather New Strength on Videolane

Programming of theatrically animated cartoons on major U. S. TV stations is gaining new strength in renewals, according to a sales analysis of "Popeye" and Warner Bros. subjects by United Artists Associated. Of the first 100 TV markets, "Popeye" has been sold in all but one. Of these, 88 have renewed, UAA reports. Average renewal is four years. There are 234 subjects in the series—111 in color. All were produced with 100 percent animation for former theatrical showing.

UAA's 337 Warner Bros. cartoons, 311 in color, have been renewed in 86 per cent of the top 100 markets. Initially sold in 97 of these leading TV areas, the ex-theatrical cartoons have been renewed for periods averaging four years. They consist of "Bugs Bunny" and Merrie Melodies" subjects.

The biggest reason attributed to the renewals in these is the population explosion, contributing to a perennially changing audience.

A total of 172 markets has been racked up for "Popeye" by UAA. The Warner Bros. subjects have aligned 169 markets. Both figures do not include renewals, it was pointed out.

2,263 Stations in U.S. Being Served by AP

Benjamin M. McKelway of the Washington Star yesterday was reelected president of The Associated Press by the board of directors of the cooperative news service. Paul Miller of Rochester, N. Y., was elected first vice president.

Miller said that "if The Associated Press were a stock corporation it would qualify clearly as a growth blue chip," adding:

"In the United States alone, AP is now serving 1,749 publications and 2,263 broadcasting stations. The number of subscribers abroad is even higher. In all, AP news and photos are being distributed in 87 countries to more than 8,000 newspapers and broadcasting stations — an all-time high."

Miller said the annual resources of The AP had grown 230 per cent since 1941 in staying abreast of the job of keeping the public informed.

TV's Dr. Joyce Brothers To Begin Press Column

Dr. Joyce Brothers, syndicated TV commentator on psychological problems, begins a newspaper column Sunday for world distribution by the North American Newspaper Alliance.

What's opening up in Atlanta?

Certain bivalves "R" going out but after a practically SRO Season, CHOICE PRIME POSITIONS ARE OPENING UP ON WAGA-TV! Build sizzling summer sales franchises now in prime time with fixed, pre-emptible or PREMIUM* plan-able schedules on the efficient Atlanta buy!!!!

WAGA-TV.5

*Premium plan—One fixed AA or AAA 20 sec. announcement earns 12 plan rates for all additional B, C, or D spots! Represented by Storer Television Sales.

LOS ANGELES KCBS	PHILADELPHIA WIBC	CLEVELAND WJH	MIAMI WGBS	TOLEDO WSPD	DETROIT WJRA	DETROIT WJRA-TV
NEW YORK WJN	MILWAUKEE WITI-TV	CLEVELAND WJH-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	STORER BROADCASTING COMPANY	

'Spot-Dollar Topper

Record, now in its first sea- syndication, has turned into biggest spot-dollar money- in Ziv-United Artists' his- It is SRO in 75 top markets yed by Broadcast Advertis- eports.

A breakdown of the new BAR figures shows spot buyers in the markets surveyed comprise almost exactly a 50-50 ratio between national advertisers and clients operating on a regional-local basis.

AWRT Meeting in Chi With 'Time to Speak'

Chicago — The 11th annual convention of American Women in Radio and TV is slated here May 3-6. It will feature a full session on business and international communications May 5. This year's theme is "A time to Speak."

Whitt N. Schultz, of the Illinois Bell Telephone Co., will address the assembly on "A time to use that 'gold mine between your ears.'" Following, five panel sessions have been scheduled, keyed to specific interests: TV, radio, promotion, advertising and educational broadcasting.

Another guest speaker, Charles T. Vetter, Jr., of the U. S. Information Agency, will talk on "A time to speak for America."

'British Calendar' to Show 'Our Greatest Revolution'

"The Greatest Revolution of Our Time" is explored on another special program in the "British Calendar" series. The program was especially produced for American TV by the C.O.I., London, with Film Authors, Inc., New York.

"British Calendar," a series of up-to-date quarter-hour films featuring a variety of events in the news in Britain and the Commonwealth, is available every two weeks on a continuous basis, according to British Information Services, New York.

Three Stay on 'Route 66'

(Continued from Page 1)

Philip Morris and Sterling Drug will continue to share the remaining half-hour.

Agency for Chevrolet is Campbell-Ewald; for Philip Morris, Leo Burnett, and for Sterling Drug, Dancer, Fitzgerald & Sample.

"Route 66" is an SG film presentation by Lancer-Edling Productions Herbert B. Leonard is executive producer. It was created by Herbert B. Leonard and Stirling Silliphant and is produced by Mort Abrahams.

'Around-World' Series Shows KFAC Interview

Los Angeles — KFAC will be prominently featured when the TV series, "Around the World with Rita Streich," debuts in West Germany. The famed soprano was interviewed on the station's "Continental Varieties" as part of a world tour filming various cities where she has sung. Miss Streich said she was "greatly impressed" at the extent to which a commercial station, such as KFAC, goes to broadcast international talent.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KABC's Joe Pyne tuned in his car radio one night last week to catch the premiere of "Crane at the hungry i" on KGO in San Francisco. Les Crane's late night provocative interview show is similar to Pyne's in Los Angeles. Pyne heard KYA's Bob Mitchell ask Crane why he wasn't like that "insane Joe Pyne in Hollywood." Pyne immediately called KGO, opened his conversation with "How's your protection against slander?" and then took off on Mitchell. Crane hopes Pyne will call more often.

• • • Home Savings and Loan will co-sponsor "Eugene Ormandy's Sound of America," premiere program on "The International Hour" on KNXT May 3. Program was produced by WCAU-TV, Philadelphia, as part of the eight-country exchange of musical programs organized by the CBS owned television stations.

• • • Norman Boggs has a new promotion going. It is designed to keep radios tuned to San Fernando Valley's KGIL in more than 450 retail stores. Participating store owners register for "Mystery Monitor." They win radios if they are tuned to KGIL when called.

• • • KTTV will cover Gen. Curtis LeMay's address at the World Affairs luncheon at the Ambassador Friday. Bill Welsh will handle the commentary . . . Lloyd M. Jones has rejoined KEYT, Santa Barbara, as chief engineer. Jones helped put Channel 3 on the air in 1951 and was chief engineer until 1957.

• • • Final title for the new Four Star series is "Kaiser Industries Presents the Lloyd Bridges Show starring Lloyd Bridges as Adam Fable." Any questions?

• • • Bob Forward, general manager, and Cy Ostrup, sales chief, both of KLAC, are making a two week eastern trip on station business. They will visit advertisers and agencies in New York, Chicago, Pittsburgh, Detroit, Cleveland, Baltimore and Boston.

• • • Gene Barry and musical director Al Pellegrini have arrived in New York for a two week engagement at the Latin Quarter, opening tonight . . . Warner Brothers recording stars Bud Dashiell and The Kinsmen are at the Flamingo in Las Vegas for four weeks. This is the first of three annual one month engagements on a recently signed deal.

• • • Jimmy Stewart and his wife Gloria checked in at Revue yesterday to begin rehearsals for their guest stint on "The Jack Benny Show," scheduled for fall release . . . Gary Crosby will join Bob Hope and Edie Adams, among others, on the Bing Crosby special on ABC-TV May 14. The Smothers Brothers, clarinetist Pete Fountain and David Rose and his orchestra are also scheduled. Stan Harris will direct.

• • • KABC Radio is making hay with the new Pulse qualitative audience study just released. With heavy emphasis on news and other types of programming designed to attract higher income groups, KABC's study shows their audience as having more income, better education and spending more money than the radio market in general.

• • • Max Shulman and Rod Amateau, creator and producer-director of 20th-Fox's "Dobie Gillia," are back from New York and busy prepping scripts for the series' fourth season. Shooting is scheduled to get under way in mid-May on the Western Ave. lot.

• • • "Hitler," half-hour documentary in Wolper Productions' "Biography" series, has been expanded to two half hours. Part One, already delivered to Official Films, is titled "The Rise of Adolf Hitler." Part Two will be "The Fall of the Third Reich."

'Space Black Bird' Theme Of Armstrong Drama

The story of how a dedicated group of engineers and pilots worked to plan, develop and test the X-15 space-research airplane will be dramatized in "Black Bird of Space: Story of the X-15," tonight on CBS-TV's "Armstrong Circle Theatre."

WJZ-TV to Show Film Of Farm-Aid Program

Baltimore — "Harvest," a half-hour documentary dealing with the agricultural technical assistance program of the Rockefeller Foundation, will be aired by WJZ-TV Saturday. The film was producer by Willard Van Dyke for the foundation.

Capitol Catholic Form CARTA Chapter

Washington Bureau of RADIO-TV — The Apostolate of Mass Media of CARTA in New York hold its first mass and coffee breakfast here May 20.

The chapter was reorganized under the auspices of Archbishop Patrick A. Heenan with FCC commissioner E. Lee its first president and executive moderator and William P. Anderson.

A brochure issued by the group states that its purposes are spiritual, that it is not an actual nor incipient group, and that it is for Catholic men and women in broadcasting, press, and communications fields.

Jack Cron Joins TEC As Int'l Sales Manager

Jack Cron has been named international sales manager of Television Enterprises, Inc., which is expanding its operations into world-wide distribution. Cron, whose background has been primarily in the field, was formerly sales director for Screen and international sales for NBC.

He is attending the Montreux International Festival in Switzerland to make an extended European trip with TEC's "Mahalia Sings" series and the new produced "Laffs."

Bill Kobin Joins ABC To Produce News Show

Bill Kobin, producer of "Calendar" and "Accent on News" has joined ABC News as of "Howard K. Smith—1 Comment," on TV sponsored by Nationwide Insurance of Columbus, O.

Kobin started his TV career with the DuMont network in 1953 as a New York news producer and then a writer-producer on CBS News in Washington in 1957 as a producer.

STORK NEWS

Liz and Jerry Birdwell, parents of a boy, Ziv Dad is KTLA's director service.

Al Mirchin, an Aura Records executive, became the father of daughter, Lisa Susan, Age 16.

It's a girl, Lisa Susan & Mrs. Al Mirchin. Al Mirchin is executive of Aura Records.

Iden Gate

and its environs

By BILL SHEA

Francisco — David M. BC veep and gen. mgr. of has learned what it live high on the hog gets you fifty Dave never a pig in a poke again. ly triggered by his own department, Dave went Grand National Junior Exposition in the Cow o buy a pig named 7" in the annual auction swine. Inasmuch as 7" is the ABC outlet's figured the porker pur- would have exploitative All Dave had to do was highest bidder for the and Hampshire and pub- irector George Rodman's inal pundits would carry (pigskin?) the rest of the

ained by his panjan- es, Sacks adroitly carried and his 20-cent per and for "Mighty 7" was 1st. Two hundred pounds ribbon pork on the hoof are \$40. BUT—

at Dave didn't know was was bidding on a block which included "Mighty hen the smoke had clear- 7", ABC was the proud of 34 hogs with a grand \$601 pounds of pork! And rap, as pork prices go — etty cash fund was only or \$1,320.20.

tdy wanna buy a pig? Dave Sacks, KGO-TV, acisco.

an Is Sworn In ss Assn. Prexy

(Continued from Page 1)

kn from the cutting room ntwitting performers this ncluded Mayor Wagner, a, Leopold Stokowski, Traf- missioner Henry Barnes, tronkite, Phil Silvers, Hugh Julian Anthony, Ed Silver- ouglas Edwards, Chet Hunt- be Pressman and Robert

eel represents "the cream" tributions from the news- of the TV networks, local and newsreel companies. produced by Larry Racies, ews cameraman, and Bill CBS news film editor, with doubling as the writer of ture.

WEDDING BELLS

Douglas-Matthews

Douglas, morning news edi- WIL, St Louis, was married emary Matthews.

Rahall Execs Outline Tampa Ch. 10 Plans

St. Petersburg — Proposed programming plans for WTSP-TV, Inc., new station to begin operations next January and cover Tampa-St. Petersburg, were outlined by the station's executives at a recent meeting here of the program Advisory Committee, which was created to "secure advice and guidance of community leaders in the Tampa Bay area to formulate plans for serving the area in the most effective way."

Civic Leaders Attend

Speaking to the group were WTSP-TV president Sam G. Rahall, general manager Marshall Cleaver and program manager Harry Wagner. In addition, Sol Cornberg, authority on planning and developing TV stations, discussed modern-day trends in TV.

Attending the meeting were committee members Bart Bryan, representing the American Association of Retired Persons; the Rev. Sam Milton, president of the United Churches of St. Petersburg; Rabbi Morris B. Chapman, Congregation B'nai Israel; Jim Metcalf, Greater Tampa Chamber of Commerce; Harry Brinkley, Pinellas County agricultural agent and Charles Fischer, Clearwater/Largo civic leader.

O'Reilly Gen. Sales Mgr. For WTOP Radio in D.C.

Washington Bureau of RADIO-TV DAILY

Washington — Peter V. O'Reilly, WTOP-TV local sales manager since September, 1960, has been appointed WTOP Radio general sales manager, replacing Robert W. Schellenberg who joins WJXT, Jacksonville, on May 7 as national sales manager.

O'Reilly, with WTOP-TV sales since January, 1956, was previously an announcer for both WTOP-TV and Radio. He has also been an announcer for WMAL here. Schellenberg, prior to joining WTOP in July, 1953, was a field rep for Minute Maid Corp.

To Scan Emmy Choices

(Continued from Page 1)

tute a group insurance plan. Attending are to be: Baltimore, Thomas Van A. Dukehart; Chicago, James Beach, James Hanlon and Richard Reinauer; Hollywood, Richard Berg, Seymour Berns, Wendell Corey, Sandy Cummings, Louis F. Edelman, Gail Patrick Jackson, Hubbell Robinson, and Bud Yorkin; New York, Ted Cott, Syd Eiges, Betty Furness, Ben Grauer, Lewine, Paul Tripp and Henry S. White; Phoenix, Gene Blanpied, Don Tuckwood; San Francisco, William Hollenbeck, Ken Langley; Seattle, Schulman, and Washington, D. C., Robert M. Adams, Lewis Shollenberger.

2 SEATTLE FAIR SPECIALS JOINING SYNDIE'S 'SCIENCE'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Two half-hour TV "Science in Action" specials to be produced at the Seattle World's Fair and made available

May 1 through syndication, have just been completed by executive producer Benjamin S. Draper.

Boyd Richardson, president of RSS Corp. here, national distributors of the series, said the two specials will be available on tape or film, as a group, or to augment the 39 "Science in Action" programs now being distributed by RSS. The series, produced under the auspices of the California Academy of Sciences, has been on the air in San Francisco, under the same sponsorship, Wells Fargo Bank, for 12 years and has won 37 awards.

Science Emphasized

The two specials showcase all scientific aspects of Seattle's Century 21 Exposition, starting from the fair's Space Needle and covering virtually all the scientific exhibits and demonstrations there.

Dr. Earl S. Herald, host on "Science in Action" since its debut more than a decade ago, fills the same role on the specials. Dr. Harvey White, director of the new Lawrence Hall of Science, University of California, is guest scientist in both programs.

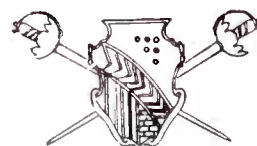
Taxes Take to the Air

Meriden, Conn. — The city's tax collector is buying announcement schedules on WMMW to tell the public when their local taxes are due. Donald Laufer, WMMW general manager, said: "If it wasn't contrary to station policy, I'd offer him a trade deal."

New ETMA Prexy Keynoter at Ohio U.

Columbus, O. — Dr. Samuel B. Gould, newly elected president of ETMA, will deliver the keynote speech at Ohio State U.'s institute for education by radio and TV, to be held here May 2-4.

The four major topics to be dealt with at the institute will be the impact of technology on learning; educational applications of TV; communications and the cold war, and federal and state ETV legislation. At the closing banquet winners of Broadcast Awards will be announced.



I would rather pay ten million dollars for trademark goodwill without property than ten million dollars for property without trademark goodwill.

George K. Morrow

—A Thought For The Day—

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

U.S. Multi-Million Homes: TV, 45; Radio,

40 Hours of Viewing Weekly Family Norm

More than 45 million homes receive TV programs from over 500 stations in the continental U. S. within a given week, at the rate of more than 40 hours per family, according to Nielsen's 8th annual survey.

The summary show's that since 1950, 49 million homes were equipped with one or more TV sets. Nationally, viewers last Winter averaged five hours and 36 minutes per home per day. Regionally, average daily viewing ranged from five to six hours.

TV usage this January (5 hrs.-57 mins. per home per day) was virtually the same as a year ago. The seasonal "low" was four hours and 10 minutes in July.

Noon a High Spot

After sunrise, viewing comes to a high about noon, dips slightly and rises to a peak for the day at mid-evening. For the entire day, viewing in January, 1962, was 43 per cent greater than in July, 1961. This seasonal difference is greater during the evening, when Winter audience is 61 per cent greater than in Summer.

During the week ending Mar. 5, 1961, a Nielsen TV Index study showed that 45.1 million families (96.2 per cent of all TV homes) made some use of their TV sets. Viewing averaged 40 hours and 20 minutes for the week. Of this about 28 per cent was devoted to daytime, 61 to evening.

In the course of a week, 95.7 per cent of TV homes used their sets between 6 PM-midnight, averaging almost 23 hours per home. Families in the middle socio-economic bracket tend to be average in hours of TV viewing per week.

Toledo Education Board Switching; Radio to TV

Toledo — The board of education here has voted to discontinue operation of its WTDS-FM at the end of the current school term, and expand operations of WGTE, ETV station at Toledo U.

The TV programs will be used for direct classroom instruction. The radio programs, except for classes in French, were not a part of any curriculum.

Wulff Named Advisor In Web's Hunting Dept.

Noted sportsman, author and lecturer Lee Wulff has been appointed hunting and fishing consultant to the CBS-TV hunting and fishing department. This year and last year Wulff produced film footage for the network's "Sunday Sports Spectacular."

AGENCY NEWSCAST

By SHELBY COOPER

William Moyer, associate director of the Peace Corps, this morning will explain to 125 advertising agency executives from 38 foreign countries the concept, purpose and operations of the year-old Governmental overseas project of "helping people to help themselves."

At a special meeting in New York's Plaza Hotel arranged by The Advertising Council, Moyers will present his story to and answer questions from the advertising delegates now attending the Second Annual Advertising Meeting of the American Association of Advertising Agencies.

The Council's new Peace Corps recruiting campaign will be presented in detail by Sheldon Sosna, vice president of Doherty, Clifford, Steers and Shenfield, volunteer agency on this public service project.

Frank McGee, anchorman for NBC News' coverage of all three Mercury manned space shots, will address the 12th annual Inside Advertising Week banquet tomorrow, on the significance of Col. John Glenn's orbital flight. Sponsors of the banquet are the Advertising Club and the Association of Advertising Men and Women.

Ray Marcus and Elliott Detchon

Thought for Today

"Because the cost of buying all media has accelerated faster than most advertisers' budgets, value of the advertising dollar is diminishing. Competition in media, for consumer attention, and among additional brands also has helped diminish this dollar. An agency must find ways to counteract the trend and get proportionately more mileage out of every dollar spent. One of the clearest opportunities is to improve media buying practices. The more we learn about marketing facts, the better qualified we are to buy media intelligently and increase sales effectiveness of our clients' dollars."

—Arnold E. Johnson, VP
Needham, Louis and Brorby

have been elected VP's at Ogilvy, Benson & Mather... George Wolf and Edward Flynn have been elected VP's and promoted to posts of director of commercial production and associate director, respectively, at Lennen & Newell.

Collins Applauds Extraction Of Political Air 'Splinters'

Washington—NAB president LeRoy Collins has commended the White House commission on campaign costs for urging

Washington Bureau of RADIO-TV DAILY

suspension during the 1964 presidential campaign of a requirement of the Communications Act that broadcasters grant "equal time" to all party nominees.

Collins said he was pleased to find that the Commission agrees "there is no need to require the industry to provide free time to candidates." To chairman Alexander Heard he expressed appreciation for the bi-partisan commission's "constructive and positive recommendations" for broadcasting in its proposal to encourage massive citizen participation in financing political campaigns.

The Commission's unanimous recommendations include a proposal to allow broadcasters to make equal time available to major party presidential nominees without having to recognize minor party candidates or "splinter" groups. Broadcasters would report to the FCC on the time devoted to campaign material, rates and similar information.

Coast Viewers to See Les Baxter Special

West Coast Bureau of RADIO-TV DAILY
Hollywood — The Les Baxter "Music of the '60's" TV special will be shown here May 10 on KTTV, and also in Seattle, San Diego and Santa Barbara. The hour musical will feature Baxter's 50-piece orchestra and chorus and Beverly Ford, vocalist with a four-octave range.

Van de Kamp's Bakeries, the sponsor, is offering a special album from the show as a premium to regular customers.

Krick 'Casts for KEX

Portland, Ore. — Irving Krick, who predicts weather months in advance, is now forecasting for KEX. Beeper-phoned from Denver, the reports are heard 14 times daily.

Listening in Auto Sends Totals Hi

Over 4,000 radio stations currently operating in the U. S. are received in 40 million homes in a given week at the average rate of 14 hours per family. To put this figure, auto radio varies from about 25 per cent in-home usage in the winter to nearly 50 per cent in the summer.

More than 49.5 million in the U. S. have one or more.

These and the following are being reported in the latest media study:

1½-2 Hours per Home

During the past year, rate of in-home radio ranged between 1½ and 2 hours per home. (Again, this is of auto radios.)

Nationally, in-home radio listening last Winter averaged 1½ hours per home per week. Regionally, the daily level of activity ranged from a high of 2 hours per home in the West Central territory to a low of 1 hour in the South.

In-home radio listening peaks in the winter when it averages 7.6 hours per week.

Last Winter 97 advertising agencies used 144 network radio spots. Thirty-seven of these spots reached cumulative audiences of more than 5 million homes. Each of the single or multiple work campaigns of 45 of these agencies delivered more than 1 million messages in the last 12 weeks.

Tape Firms Quit Advertising

(Continued from Page 7)

has been called by the group for this morning. The reasons for the move will be explained.

Companies mentioned in the drawing are CBS Special Advertising Agency, KTLA, KTTV, MGM Television, Tele-Tape Productions, Videotape Productions, New York and WFA.

CBLT Awaits Relocation On Bigger Tower

Toronto — Relocation of transmitter plant and antenna of CBLT, CBC-TV station, would boost coverage from 836,000 households, a spokesman said. The move, required for approval at a BBG, is awaiting Transport Department authorization. The antenna site is on the outskirts of the city.



Indiana University Library
Bloomington Ind

Established February 1944

Vol. 90, NO. 80

THURSDAY, APRIL 26, 1962

TEN CENTS

U.S. STEEL 'SHUT-OUT' PROTESTED

Ban on Sponsor Boycott Sought

Sacramento Station Appeal Is Appealed

Coast Bureau of RADIO-TV DAILY
San Francisco — The NAB
asked the U. S. Court of
Appeals for the Ninth Circuit
to reverse the NLRB and
that two unions were en-
gaged in an illegal boycott in-
cluding KXTV in Sacramento. It

The NAB brief said a secondary
boycott "restrains and coerces
broadcast stations through unfair
economic pressure and seriously
impairs their ability to legitima-
tely pursue their business inter-
ests."

asked the court to rule affirma-
tively that Congress effectively
prevented secondary sponsor boy-
cotts in broadcasting and that no
legal protection exists for unions
(Continued on Page 3)

Dutch Present Fassett With 'Jan Steen Cup'

James Fassett today will re-
ceive the "Jan Steen Cup" from
an official of the Netherland gov-
ernment at a New York luncheon.
His tapes of musical and other
programs in Holland for presen-
tation on CBS Radio.

Dot Leaving 'Camera'

Dorothy Collins has announced
she will leave CBS-TV's "Can-
dial Camera" at the end of this
season "to widen her scope as a
performer."

90-Min. Color Western Seen Near Total Sale

Liggett & Myers has purchased
weekly half-hour sponsorship
next season in "The Virginian,"
NBC-TV's new 90-minute West-
ern series in color. Don Durgin,
NBC TV sales VP, said "The
Virginian," now better than two
birds sold, will be completely
sponsored before its premiere,
Sept. 19. The L&M order was
placed by J. Walter Thompson.

Four Star Assigns 2 Hour-Pilots to Group

Hollywood—Four Star TV yesterday signed Unit Productions, Inc.,
headed by Sam Peckinpah, Bernard Kowaiski and Bruce Geller to
conceive, produce and direct an unlimited number of TV and motion
picture properties. Tom McDermott, Four Star executive VP, said
on the schedule for the group are six hour episodes of "The Dick
Powell Show" and at least two hour pilots for the 1963-64 season.

Local Video's 'Power For Good' Stressed

Cincinnati—The story of local
TV's increasing service to the
community was the theme of a
presentation yesterday by A.
Louis Read, board chairman,
and Norman E. Cash, president,
both of TvB, to a group of Cin-
cinnati advertisers at the
Queen City Club.



Declaring that
"the number of
cities with com-
petitive newspapers has shrunk
from 117 to 61—a decline of 48
per cent between 1945 and 1961,"
they asserted that TV is supplying
a necessary, additional editorial
voice.

Cash cited unflinching stands
(Continued on Page 3)

NATAS Will Announce 'Emmy Awards' Nominees

Nominations for the 14th an-
nual "Emmy Awards" will be an-
nounced Tuesday. The awards
will be presented at the "Emmy
Awards" show, to be broadcast
on NBC-TV for the eighth con-
secutive year May 22. The show
will originate in Hollywood, New
York and Washington.

RCA Stockholders Meet

The RCA stockholders' 43rd an-
nual meeting will be held next
Tuesday in NBC Studio 8-H, Rock-
efeller Plaza.

San Juan Outlet Buy To Screen Gems OK'd

Washington Bureau of RADIO-TV DAILY
Washington — The FCC yester-
day approved sale of WAPA-TV,
Channel 4, San Juan, by Ponce de
Leon Broadcasting to Columbia
Pictures' subsidiary, Screen Gems,
for \$1.5 million with chairman
Minow and Bartley dissenting.

The Commission will consider
later the bid of Screen Gems to
buy from the same company for
\$150,000 one-third of WOLE-TV,
Channel 12, Mayaguez, P. R.

FCC also approved sale of KD-
AY, Santa Monica, by Radio Cal-
ifornia to Continental Broadcas-
ting of California of which Wayne
Rollins is president, for \$850,000
plus \$150,000 for agreement of
seller John D. Keating not to
compete for five years within 50
miles.

R-TV Press Sends Telegram to Blough; Facilities Promised

U. S. Steel seems to have
bobbled its public relations
ball again. This time—follow-
ing recent friction with the White
House over a sudden price in-
crease, it has drawn a vigorous
protest from radio and TV new-

Albany New York — Gov
Rockefeller has signed into law
an amendment to Sec. 52 of the
New York State Civil Rights Law
which will permit radio and TV
coverage of legislative and com-
mission hearings on consent of
the presiding officer, witness and
a majority of the commission. It
took broadcasters five years to
get this law change which how-
ever, falls short of the ultimate
goal — full equality with other
media.

crews who were barred Tuesday
from adequate coverage of the
company's quarterly earnings re-
port.

A strongly worded protest yes-
terday was sent to board chair
(Continued on Page 8)

Paper Sells Its Outlet

Warren, O. — The \$75,000 pur-
chase of WHHH by WHHH, Inc.
from the Warren Tribune has
been approved by the Broadcas-
ting Bureau.

Big-Screen Judging Caused TV Tape Producers' Pullout

Major videotape commercials producers, who pulled out
en masse from the forthcoming American TV Commercials
Festival, yesterday gave as their
reason:

The festival directors' decision
this year to exhibit the entries on
large motion picture screens, in-
stead of TV monitors, as in the
past.

The tape producers' spokesmen
said they are firmly convinced
commercials should be judged via
monitors—just as the public views
them.

The festival is scheduled to open
May 4 at the Waldorf-Astoria in

New York. The producers, whose
commercials collectively represen-

Wallace Ross, festival director
reached yesterday, said the large
screen decision was "not made by
me, but by a counsel of top ad-
vertising people. It was conceived
strictly so that a thousand people
in the ballroom can see."

virtually all of those produced on
tape, notified the Festival of their
(Continued on Page 7)



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ficio Espana, Grupo 4, Planta 14.

Composer's Refrains In Paintings, Disks

At the mid-point of "Peter De Rose Memorial Week," commemorating the ninth anniversary of his death, the worlds of broadcasting, music and art continue to honor the famed composer.

An exhibit of 22 water colors themed about some of De Rose's most famous songs, concludes today at the Barbizon-Plaza Art Gallery. They were painted by his sister-in-law, Carrie E. Singhi, a well-known artist.

In the record world, ABC-Paramount has released an Elton Britt album featuring "I Heard a Forest Praying." Rio Records will launch a single (45 rpm) for memorial week, featuring "Deep Purple" and "Wagon Wheels."

Murrow To Give Views On WBZ's 'Program PM'

Boston — Edward R. Murrow, USIA director, will be the guest on "Washington Viewpoint" on WBZ's "Program PM" May 1. He will report on his recent trips abroad to measure the American 'image' in the eyes of foreign nations and will discuss the proposed global satellite to relay TV programs to Europe from the U. S.

COMING AND GOING

JOHN VRBA VP and manager of the KITV production division, in White Sulphur Springs, W. Va., to attend the 4-A's convention.

JACK BURKE, JOHN BUZBY and JIM FRANCIS of CBS Radio Spot Sales, Chicago, to Boston to visit WEEI.

ROBERT E. LEE, FCC Commissioner, to Scranton as a guest of WDAU-TV, where he will address the Advertising and Sales Club.

JOHN C. GILMORE, Community Club Awards president, leaves today on a sales trip to Roanoke.

JOHN L. SINN, Ziv-UA president, leaves for Southampton and Le Havre tomorrow aboard the S. S. France.

BOB DENVER, "Dobie Gillis" co-star, has returned to te Coast after emceeing a statewide beauty contest at Macon, Ga.

PETER KEANE, Screen Gems' technical director, to the Coast Saturday to attend the SMPTE convention.

Bolger and Preston Emcee WCBS-TV 'Tony' Awards Gala

The presentation of the 16th annual American Theatre Wing "Tony" Awards for distinguished contributions to the theatre by actors, writers, musicians, artists and technicians will be aired Sunday night on WCBS-TV. Robert Preston and Ray Bolger will serve as emcees. Bolger is a nominee for the Male Musical Star award for "All American."

The awards will be presented to the 1961-'62 winners at a dinner dance in the Waldorf-Astoria, with WCBS-TV covering all activities of the evening, climaxed by the actual presentations in 21 categories.

The "Tony" awards are Broadway's equivalent of the motion picture "Oscar" and the TV "Emmy." They were established by the American Theatre Wing in honor of the late Antoinette Perry, distinguished producer and World War II chairman of the Wing.

Program director Dan Gallagher is the producer, Ray Abel directing and Michael Laurence, the writer.

Six-Parter Takes Stock Of Education in Toronto

Special To RADIO-TV DAILY Montreal—CBC-TV, in co-operation with the Metropolitan Education Television Association of Toronto, is producing a six-part series of half-hour programs examining the aims, methods and organizations of education in that city.

Appearing under the general title, "In a Modern Society," it will study various aspects of education. Host is Neil Morrison.

Sandler Named Producer

West Coast Bureau of RADIO-TV DAILY Hollywood — Jess Sandler has been named as a producer and creative consultant for Wolper Productions' "The Story of . . ." series for Ziv-UA. His activities on the half-hour documentaries include new programming developments.

Silent Star Harold Lloyd Speaks on 'Godfrey Time' Harold Lloyd, silent film star will guest on CBS Radio's "Arthur Godfrey Time" May 2. The actor will reminisce about early Hollywood days, and talk about his home, "Greenacres," one of California's finest show places.

Tulsa Outlet Buries Twist

Tulsa — Radio listeners witnessed the death of twist music when Swanco Broadcasting Co., new owners of KRMG, CBS affiliate here, inaugurate a program of news, weather and "music people can hum." The end of "Les Twist" on the station was symbolized by a mock funeral, climaxed by an actual burial of all the twist records owned by the station.

John Merrell, Swanco VP and the station's general manager, labeled the change in policy as "solid adult radio in a 20th century style."

Stockwell to Film Novel For Own Independent

West Coast Bureau of RADIO-TV DAILY Hollywood—Guy Stockwell, a regular on the "Adventures in Paradise" series, has formed his own independent, Egon Productions, scheduled to produce a film of the novel "McDonough." Stockwell, who will star in the film, has retained Francis T. Fields, the author, to pen the screen play. Production depends on termination of the actor's contract currently in effect with 20th Century Fox.

FINANCIAL

(April 25)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., Gen. Tel., Hazeltine Corp., Magnovox, MCA, M-G-M, NAFI, Nat. General, Plough, RCA, Storer, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Capital Cities, Desilu, Esquire, Inc., Filmways, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

*OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wometco.

* Courtesy of National Association of Dealers.

Ky. Derby Spurs CBS 'Sports-A-Rama' Special

The second edition of "Sports-A-Rama," CBS radio's major sports special, with Red Barber as host, will be aired May 4, 7:30 PM, dedicated to the Kentucky Derby. Barber will discuss the background of the annual event and analyze the aspects of the race.

The series, sponsored by Gabriel Co., via Gray & Fears Philadelphia is under the direction of James M. Dolan, CBS sports director.

Wolper Signs Ramrus

West Coast Bureau of RADIO-TV Hollywood—Al Ramrus, recently with Westinghouse casting as associate producer "PM," has been signed to a term contract as production executive and writer at Wolper Productions here.

Md. Channels Upheld on Politico Refusal

Outlets Nixed Airing Incumbent's Telecast Over Fear of Libel

Washington Bureau of RADIO-TV DAILY
Washington—The FCC yesterday backed Baltimore's ABC-TV, WMAR-TV and WJZ-TV in their battle with George Mahoney, candidate for Democratic nomination for Governor of Maryland. Mahoney protested to the FCC the refusal by the stations to carry one of his political broadcasts.

'Victims' Interviewed

Mahoney had interviewed victims of the current savings and loan scandal in Maryland and they blamed incumbent Gov. Harry Harris. The stations felt that some of the statements might be defamatory, libelous, slanderous. The FCC pointed out to Mahoney that since the statements were made by non-candidates, the stations would not have been protected from libel under the anti-censorship provisions of the Communications Act.

Radio-Febr. R-TV Set Sales To '61 2-Month Total

Washington Bureau of RADIO-TV DAILY
Washington — January-February distributor sales of both radio and TV sets exceeded the same months last year. Electronic Industries Association reports. During the first two months of this year, the TV set total was 987,111 and it was 1,260,762 for radios, including auto sets. Comparable 1961 figures were 832,275 TV sets and 1,111,897 radios.

WAAF Gains 3 Accounts 40th Ann'y Marked

Chicago — WAAF here, celebrating its 40th anniversary this month, picked up three new major accounts, its general manager Ed Davis revealed. Chesterfield has signed for participation in the "Marty Faye Show" via J. Walter Thompson, and Canada Dry in the "Jesse Owens Show" through J. M. Mathes. Both are 5-week contracts. Gallo Wine has signed for sponsorship in the "addy-O Show" via BBDO.

KTHT Switches to 'Name' Instead of Call Letters

Houston — Instead of using its call letters, KTHT here is using the name "Demand Radio 79," except for times when FCC demands the letters. The move is to get away from the "jumble of call letters," says John G. Johnson, board chairman of Winston-Salem Broadcasting Corp., station owners.

Stars' Journey Aids Stricken Gridder

Claremont, Calif.—TV and motion picture personalities will join Los Angeles Ram gridder in a benefit golf tournament and dinner Friday at the Claremont Golf Center and the Dinner Horn Restaurant (Covina) for Gene Brito, former All-Pro end for the Rams and Washington Redskins who is in critical condition at the VA hospital here with a rare nerve ailment. Among those taking part will be Jim Garner, Bob Newhart, Don DeFore, Marty Milner, Richard Long, John Agar, Jim Brown, Bobby Troup, Preston Foster, Clint Eastwood, Robert Sterling, Ty Hardin, Don Haggarty, Alan Hale, Steve Raines, Lyle Latell, Rocky Shahan, Ray Breen and Abby Dalton.

Robinson Is Chosen For UNESCO Group

Hubbell Robinson, trustee of the National Academy of Television Arts and Sciences, has been appointed to the U. S. National Commission for UNESCO. He recently rejoined CBS-TV as senior VP for network programs, and was selected from three Academy nominees by Secretary of State Dean Rusk to serve on the 100-member commission.



ROBINSON

The commission was established by Congress in 1946 to help the U. S. government better acquaint itself with UNESCO and provide it with materials and information needed for various informational studies and surveys conducted by the commissioners.

Read and Cash Heard

(Continued from Page 1)

taken by local TV in New Orleans against closing of the schools, unequal tax assessment in Minneapolis and for slum clearance in Portland.

Sponsors' \$s for FM Study

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Gene Duckwall, media director at Foote, Cone & Belding's office here, has called on the more than 200 advertisers on Los Angeles FM stations this week to help themselves as well as the outlets by assisting them to finance a quantitative study of the FM audience. Duckwall spoke at an FM Day luncheon sponsored jointly by the Los Angeles Advertising Club and the FM Broadcasters Association of Southern California.

Cites Progress Made

Although seconding Duckwall's plea, Mrs. B. J. Hamrick, association president, declared, however, that the FM stations in Southern California will supply the needed information with or without the

BRITISH CENSORS FOR TV? 'SCRAM'

Gov't Probe of Violence
OK—But Pressures? No!

Special To RADIO-TV DAILY

London — Welcoming the British government's decision to probe violence on TV, the Television and Screen Writers Guild, however, says it is "bitterly opposed" to any form of arbitrary censorship from outside the industry. The statement was issued by its chairman, Ted Willis.

Actors Start Army Basic

West Coast Bureau of RADIO-TV DAILY

Burbank — The seven actors who head the cast of the new ABC-TV series, "The Gallant Men," will report to Warner Bros. next week to begin two weeks of "basic training" in Army handling of weapons, marching, military procedure and other GI fundamentals. Formerly titled "Battle Zone," the series is about soldiers serving in Italy in World War II.

Stars are William Reynolds and Robert McQueeney, with featured regulars Robert Ridgely, Richard X. Slattery, Eddie Fontaine, Roland LaStarza and Robert Gothio.

FCC Stays Its Bid To Limit Daytimers; Move Off Indefinitely

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has sidetracked indefinitely its proceedings aimed at clamping down on pre-sunrise operation by daytime-only radio stations. In notifying interested parties that the May 15 deadline for filing pro and con arguments is now off, the FCC quoted some of its own testimony when the House Commerce Communications Subcommittee was considering bills to provide extra hours for the daytimers.

Will Study Possibilities

The commission said then, "... (we) have determined that, because of the extreme importance of this matter and the difficult questions involved, we will on our own motion consider again the whole question of extended hours of operation for daytime stations. To this end, we have directed our staff to explore all the possible courses of action which might offer hope of permitting additional hours of operation by daytime stations consistent with the public interest.

"Special attention is being given to a possible limited easing of pre-sunrise restrictions on those daytime stations located on Class III regional channels in communities which have no unlimited time station. It is anticipated that such study will result in early rule-making."

NAB in Move Against Union-Inspired Boycott

(Continued from Page 1)

which engage in such activities. The NAB contends that the NLRB used "tortured reasoning ... to the point of absurdity" to stretch the Labor Management Relations Act to clear both unions of unfair labor practice charges.

During a strike, two unions — AFTRA and NABET distributed handbills at retail outlets listing as "unfair" advertisers who patronized the station: A trial examiner held the action constituted an illegal secondary boycott, but the Board itself, in a 2-1 decision, rejected his findings and dismissed the station's complaint.

Bendick and Evans Film Australian Saga

NBC news producer Bob Bendick and his associate producer, Ed Evans, have left for Sydney, Australia, where they will film a yachting story to be aired on NBC-TV next Fall.

WEJL Affair to Fete 100 Manufacturers' Reps
Scranton — WEJL will host over a 100 manufacturers' reps at its annual affair here on May 4. Cecil Wood, station general manager and Pennsylvania radio and TV chairman for Radio Free Europe, will talk on the importance of RFE.

Jim Storer Named Cleveland Manager

Miami—James P. Storer, assistant general manager of WJW, Cleveland, has been appointed general manager, effective May 1, succeeding James E. Bailey, veteran Storer Broadcasting Co. vp, who is retiring. The announcement was made by Lionel F. Baxter, vp, radio division, Storer Broadcasting Co.

James Storer, son of board chairman and chief executive officer George B. Storer, Sr., has been assistant general manager of WJW since January. He was moved into the position so that he could train under Bailey who at that time made his desire to retire known.

'Groomed for Dozen Years'

"Jim Storer has been groomed for a dozen years for just such a position," said Baxter. "His blindness proved no handicap as he progressed through the various areas of our business. We are sure he will give able leadership to our Cleveland station"

James P. Storer was born in Cleveland in 1926. He attended Cranbrook Preparatory School in Detroit and graduated cum laude from Kenyon College in Ohio. He also attended Harvard Law School. His hobbies include boating, bowling and golf. He competes in the annual Blind Golfers tournament.

AIR CONDITIONERS

All Makes —

— Lowest Prices —

Fedders — G.E. — York
Westinghouse

Sales — Service —
Installation —

FREE SURVEY

Call Jack Isaac

Anitah Trading Corp.

743 Fifth Avenue
New York, New York

PL 2-9550



By TED GREEN

• • • Dr. Fred Schwarz, author of "You Can Trust the Communists to Be Communists," will be the "Speak Up" guest on tomorrow's Bob Dixon CBS Radio show. . . . Present plans call for Esquire Shoe Care Products to spend more money during '62 on daytime network TV than any other rival firm. . . . Mort Hock has been appointed United Artists advertising manager.

• • • The Eddie Albert family will monopolize "The New Breed" series for the first two weeks in May. It's rumored the series' producer is now looking for a proper vehicle for the Albert children— young Eddie and Maria. . . . Alan Beaumont, consultant to WWDT, Channel 13, discusses the ETV mission with Elizabeth Morgan today on her WJRZ show. . . . Blonde beauty Eileen Elliott, a waitress at the Gaslight Club, will make her TV debut on the "U. S. Steel Hour" via CBS on Wednesday. Incidentally, Eileen has been referred to by several TV and Hollywood producers as "The Marilyn Monroe Follow-up."

• • • Meet: Richard S. Paige, who has spent the last 16 years on what he calls the four-way advertising square. The first side of the square consisted of doing qualitative program analysis as research director for the Schwerin Co.; the second side, with NBC-TV in charge of ratings and as manager of sales development; the third side with two ad agencies as media director at North Advertising and associate media director at Grey Advertising, and the fourth and most recent side as media manager for the soap division of Colgate-Palmolive. Paige is currently involved in a new endeavor which brings into play his extensive experience running IBM installations during WW II when he was a captain in the QMC. Shortly, you'll be hearing about his system of "automated TV availabilities," aimed at streamlining spots selling and reducing selling costs. In the opinion of this pillar, Paige would be a great asset to any busy ad agency.



PAIGE

• • • If you missed the Hy Gardner show Last Saturday, call WOR-TV for a re-run. Hy chatted with New York's new traffic commissioner, Henry Barnes, for about 20 minutes and then had three cab drivers exchange sass with Barnes saying what they would do to clear up traffic if they had his job. You can just imagine what they said. In the closing 12 minutes, Gardner had one of the most hilarious segments we've ever seen on TV: the Traffic Commissioner standing up and trading quip for quip with double-talking Al Kelly. He proved you must have a sense of humor to tackle the traffic job.

• • • It's a boy, William, for the Peter (CBS-TV) Goikes. . . . Ward-Kemp Agency doing the casting for Harry Roman's "Two Tickets to Paris," which is being filmed in New York. . . . Art Linkletter and his family at the Savoy Hilton. . . . CBS-TV's "GE College Bowl" a strong contender this year for Emmy honors. . . . Jim and Henny Backus will return to the Savoy Hilton June 10 for a 13-week stay while Jim takes over the "Talent Scouts" TV show in New York. . . . Top-rated WINZ newscaster Dick Doty has been honored by the Greater Miami Heart Association (Dick should be doing newscasting here, this guy is one of the best) for "generously devoting time and talent to help fight against heart disease." . . . Jackie Mason, one of TV's most successful new comedians, will make another guest appearance, his third this season, on Sunday's "Ed Sullivan Show."

• • • Goings on at WGBS, Miami: Bernard Neary, VP-general manager, and Bob Mitchell back at the studios after a week at the NACDS Drug Convention. . . . Program manager Bob Martin aired the first WGBS "Themes" sung by the Ray Charles Singers with the Hugo Winterhalter Orchestra. . . . Awards were given WGBS by the Dade County Tuberculosis Association and the American Heart Association.

Cartoonists Pond 'Why Johnny Laugh'
Fort Wayne — WOWO has begun a new weekly series "Program PM," "What Johnny Laugh," featuring cartoonists. Bob Jones produces the National Cartoonists Association.

Stations Refreshed By Coke of L.A. Ad

West Coast Bureau of RADIO-TV Bottling Co. of Los Angeles backing the \$1,850,000 "Stakes" ad campaign sponsored by the parent company via broadcasting and press campaign of its own.

Radio and TV spots will be directed toward promoting the \$150,000 "Tour the World Stakes" contest which ends May 31.

Radio stations are KABC, KGIL, KWIZ, KFWB, KDAY, LI, KRKD, KGFJ, KFOX, KWKW, KMPC, KRLA and KZY.

KNXT, KRCA, KTLA, KHJ, and KTTV are the stations on the spot schedule here.

In addition, children's series carrying special promotions "Bozo The Clown" and "Pete on KTLA," "Chucko The Clown" and "Soupy Sales" on KTLA, plus "Cartoon Express with Engineer Bill" on KHJ.

The parent company's new TV messages will be seen more than 97,000,000 viewers "Rawhide" and "Perry Mas-

Universal's Savage To New PR Film Division

Universal Entertainment till now TV program producer syndicator solely, this week expands operations to include production of industrial and PR films. Universal president David age will handle the new trial and Public Relations Division until a division head is selected.

The division, headquartered New York, already has with Personal Products Co. Johnson and Johnson sub-produce a PR film which educational in format. I will feature Ern Westmore, Hollywood make-up artist.

OBITUARY

John Garagiola

St. Louis — Funeral services were held Tuesday for John Garagiola, father of Joe Garagiola, former major league baseball player and now a radio TV sports announcer.

Country, Ad Leaders See Trends, Woes in Spring Meet

Heights, O. — The Association of Broadcasters has planned an annual meeting on May 11 in this suburb of Cleveland, many informative talks on happenings in broad-

morning session will be by William Sansing, McEverschalk, Inc. Howard NB industry affairs VP, discuss "The Problems and Ways We Face." At noon, Antilla, assistant to chief Broadcast Bureau, will show the current hearings affect all radio and TV sta-

Kevin Sweeney to Talk

Radio session, RAB Kevin B. Sweeney will radio test plan for "reverters," which resemble the bureau's current test plan for national tests.

TV session, Bill Michaels, broadcasting TV division discuss "TV Today." Subject will be further discussed in a panel which will consist of Michaels; John Murphy, Broadcasting Corp. TV; Lawrence H. Rogers II, Broadcasting Co. exec VP.

The Professor' Bows at KMOX Program

St. Louis—KMOX radio's "At Service" premieres a new program, "Ask the Professor," aired Fridays, 1:10 PM. The program will feature a guest each week from either St. Louis U. or St. Louis U. to answer questions from the station's listeners on specific topics.

Yellow Star' Tells Story of Death Camp

St. Louis—The Jewish Theological Seminary of America in cooperation with NBC, is broadcast co-sponsor as a public service.

Western Mexico Installs Radio Station XEDB

Special To RADIO-TV DAILY
Mexico City—XEDB is the first commercial radio station to be installed in Quintana Roo, the most populated area in southern Mexico. The station operates at 100 kw with 5 kw of power.

7 ARTS SALES MOUNTING FOR BOSTON SYMPHONY

Seven Arts has made three new sales during the past week of its new series of 13 hour Concert Specials featuring the Boston Symphony Orchestra, placing the skin on a total of 10 stations. VP-general sales manager Robert Rich said new sales were to WJBK-TV, Detroit; WMAR-TV, Baltimore, and WICU-TV, Erie, Pa.

Previous purchasers were WHDH-TV, Boston; WGR-TV, Buffalo; WTVN, Columbus, O.; WTRF-TV, Wheeling, W. Va.; WABI-TV, Bangor, Me.; KFSA-TV, Ft. Smith, Ark., and Kolo-TV, Reno.

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

Ameche At Turf Rail

Don Ameche will join turf figures in a discussion of racing as an added feature to CBS-TV's live telecast of the Kentucky Derby May 5, 5-5:45 PM.

The sports special, produced by Peter Molnar and directed by Frank Chirkinian, will include Bryan Field, Gill Stratton and Chris Schenkel covering the race.

Station Plans 'Salute' To Youth of St. Louis

St. Louis — WIL has embarked on a "Salute to Youth" campaign, with listeners invited to submit names of teenagers and reasons why they should be honored. Letters will be read on the air, 10 finalists selected by a panel, and the winner voted on by the station's listeners.

NBC to Colorcast National Auto Show

NBC has been awarded the TV presentation of this Fall's automobile show Oct. 21 by the Automobile Manufacturers Association. Called "The 44th National Automobile Show," the color special will be produced by NBC News both live and on tape in Detroit's Cobo Hall, sponsored by Reynolds Metals Co. via Lennen & Newell, New York, and Clinton E. Frank, Inc., Chicago.

The auto show, with the theme "America Drives Ahead," will feature 22 exhibits of the major national automobile manufacturers, who will display their 1963 cars and trucks.

Lord Mayor Now a Barker



Dublin's Lord Mayor Robert Briscoe (right) yesterday was welcomed as an honorary member by New York's Variety Club Tent No. 35 at a luncheon in his honor. Chief Barker Charles A. Alicoate, Radio-TV Daily publisher, presented him with a plaque citing the Lord Mayor's "contributions to humankind."

44 Nominees Vying For Six D.C. Emmys To Be Given May 22

Washington Bureau of RADIO-TV DAILY
Washington — Forty-four local TV programs, series and personalities have been nominated for six local Emmy awards to be presented by the Washington ATAS chapter May 22 at the 14th annual Emmy dinner in the Sheraton-Park Hotel.

The six categories of programs are: Most Outstanding News Presentation; Most Outstanding Educational Program; Most Outstanding Children's Program; Most Outstanding Interview and/or Discussion Program; Most Outstanding Public Affairs Program, and Most Outstanding TV Personality. The four Washington commercial TV stations were invited to submit a maximum of two programs in each category.

In addition to the six local Emmy awards, the Board of Governors may, on a unanimous vote, give local awards or citations to stations, programs or personalities who have contributed to the advancement of the medium during the past TV season, which, for voting purposes, was Apr. 1, 1961, through Mar. 31, 1962.

WRIT Replaces WISN As ABC Radio Affiliate

Milwaukee — WRIT has become affiliated with ABC Radio. The station will replace WISN, current ABC affiliate here no later than Aug. 6.

Owned by Radio Milwaukee, Inc., the fully automated WRIT in recent months has revised its entire format, expanding coverage of local and regional news and adding hour segments of up-tempo standards and album music.

4 Channels in Live Airing Of Seattle Fair Opening

West Coast Bureau of RADIO-TV DAILY
Seattle — KTNT-TV, Tacoma, KATU-TV, Portland, and KOMO-TV and KIRO-TV here pooled 15 cameras and crews to cover every aspect of the opening Saturday of the Seattle World's Fair. The 3½-hour live telecast was sponsored on KOMO-TV by the Seattle-First National Bank, via McCann-Erickson.

Bob Newhart to Star On Canadian TV Spec

Toronto — Bob Newhart will star in an hour CTV-TV special Monday night. The "Button-Down-Mind" comedian will share the spotlight with folk-singer Leon Bibb.



By HAL TATE

May 1 marks the third anniversary of "Sig's Show," heard daily 12:30-1:30 P.M., via WTAQ from Sheraton Chicago.

WAFF, the city's oldest radio station, celebrating its 40th anniversary this month, picked up three new major accounts in the past 10 days. WAFF general manager Tom Davis revealed that Chesterfield cigarettes has signed for participation in the "Marty Faye Show," via J. Walter Thompson. Canada Dry has bought participation in the "Jesse Owens Show," through J. M. Mathis. The third major account is Gallo Wine, which signed for participation in the "Daddy-O Show," via B.B.D. & O.

Walter Lindsay, engineer at NBC-Radio before his recent retirement, is convalescing at West Suburban Hospital, following a coronary heart attack.

The 25th Anniversary Dinner at the 1962 Electronic Parts Distributors Show will feature entertainment by Phil Ford and Mimi Hines, according to an announcement by general manager, Kenneth C. Prince; 87 past directors of the Electronic Industry Show Corporation will be the guests of honor at the dinner Tuesday evening, May 22, in the Conrad Hilton's new International Ballroom.

Dr. Goldmark to Talk Of TV on Radio Panel

Stamford, Conn. — Dr. Peter Goldmark, president of CBS Laboratories here, will participate in a live panel discussion of TV's past, present and future Monday night on WSTC-AM-FM's hour "Community Affair" program, moderated by Ethel Kweskin. Joining him will be Alan Bunce, Albert of the "Ethel and Albert" team, and Arthur Morse, writer-producer of documentaries.



GOLDMARK

Goldmark, who introduced a color TV set in 1940, joined CBS in 1936 and was named to his current post in 1954. Morse is a producer of "CBS Reports." Bunce, currently president of AFTRA and on the council of Actors Equity, has starred on stage and screen in addition to his TV and radio credits.

Film Critics Take Mike To Discuss 'Marienbad'

Film critics Dwight MacDonald (Esquire, The New Yorker), John Simon (Theatre Arts, The Hudson Review) and Shirley Clarke (director of the forthcoming film "The Connection") discuss Alain Resnais' controversial film, "Last Year At Marienbad," over WBAI-FM May 1. Moderator of the program is Daniel Rosenblatt, social scientist.

3 SUMMER SCHOLARSHIPS OFFERED BY CORINTHIAN

Application blanks and sponsor recommendation Corinthian Broadcasting's Summer Scholarship program have been mailed to 64 universities and colleges throughout the country which offer courses in broadcasting. All members of the Association for Professional Broadcasting Education, they will assist by nominating one or more candidates from each school.

Corinthian president C. Wrede Petersmeyer pointed out that three scholarships will be awarded this year. Eligible applicants will be selected from students who are between their junior and senior years, or between senior year and graduate school. Each winner will receive transportation, allowance for room and board, and a scholarship of \$400. The program this year will begin on June 25 and will run through Aug. 3.

Will Train at Station

Each six-week scholarship winner will undergo an intensive program embracing the non-technical phases of broadcasting at one of the five Corinthian-owned stations (KHOU-TV, Houston; KOTV, Tulsa; KXTV, Sacramento; WANE-TV, Fort Wayne; WISH-TV, Indianapolis).

Two Nebraska Stations Set Live ETV Schedule

Holdrege, Neb. — KHOL-TV here and KHPL-TV, Hayes Center, Neb., have begun daily, live, in-school TV programs from Nebraska U. The telecasts are presented through the cooperation of Nebraska Council for ETV.

Red's Buttonin' 'Hatari' for Sullivan
With completion of his role in 20th Century's "Up in a Balloon," Red Button checked off the lot and work immediately on script material, incorporating his "Hatari!" adventures Sullivan show spot, M...

Legion Auxiliary Golden Mike Awards

West Coast Bureau of RADIO Los Angeles — Ronald Danny Thomas and Gene Welk will receive the Legion Auxiliary's "Golden Mike" Awards tomorrow at a luncheon at the Ambassador Hotel here.

Reagan was judged an effective performer in his commercial message on TV—1961" Thomas for "the best family presentation on radio or TV—Welk's award is for musical presentation on TV—1961."

The awards, voted by the entire U. S. membership, are aimed at raising radio and program standards. They were presented this year by Mr. Ward McKay, the Auxiliary's national president.

Radio, TV Industry News Flashes from Coast-to-Coast

Choir Sings on WSTV

Stuebenville — The Peter Krsitch Choir will make its annual appearance celebrating the Serbian Orthodox Easter, on WSTV, Sunday.

On KMOX Base

St. Louis — "The Bill White Baseball Clinic," featuring the St. Louis Cardinal first baseman, will be heard on KMOX each Saturday. During each program, Bill and his guest of the day will answer baseball questions most frequently asked by sports fans.

Race Kicks-Off Campaign

Pittsburgh — KDKA personality Clark Race helped kick off the annual "Clean-Up, Paint-Up, Fix-Up" campaign of the Greater Pittsburgh Chamber of Commerce by emceeding a meeting of school officials and students at which

plans for the drive and observance of "Community Pride Month" in May were announced.

They All Cut the Cake

Watertown — Five years of continuous sponsorship of the nightly "Atlantic Weatherman" show by the Atlantic Refining Co., was celebrated at WCNY-TV with an on-the-air cake cutting.

'The Business Page'

Philadelphia — "The Business Page," with financial editor and nationally-syndicated columnist Joseph A. Livingston, has begun on WCAU.

McNamara A Rare Type

Scranton — For the fifth time in four months, WEJL announcer Paul F. McNamara has helped save an infant's life by donating a rare type blood. McNamara, who

has donated 18 pints of blood in all, is on a stand-by basis at city hospitals.

All a Facade

Toledo — The facade on the WSPD-TV Building is being remodelled into an early American type front similar to that of its sister operation, WSPD, which was completed last year.

Helen Keller Story

Denver — "The World I See," the story of Helen Keller, is the subject of "Perspective on Greatness," Friday on KBTU.

Explores 'Child's World'

Pittsburgh — "Exploring the Child's World," a series of counseling type interviews with delinquent and disturbed children and teenagers in Allegheny County Juvenile Detention Home, will

be aired over WWSW Sundays starting April 1. Francis R. Duffy, Chair of the Sociology Department atquesne U., produces the program.

Job Tips on TV

Newark — WNJR has a new daily feature called "Column of the Air," produced in cooperation with the New Jersey State Employment Service, providing information on job openings throughout the greater area.

Taps WBNS-TV Tale

Columbus, O. — "Prison To Parole" has been accepted for inclusion in the Affiliates Corp. library of elementary spotlights on inmates and rehabilitation of mates who have been paroled.

Golden Gate and its environs

By BILL SHEA

TV has added Bob Stone announcing staff. He has California broadcasting as announcer, producer for. His experience in announcing and newscasting several Los Angeles TV stations, KHJ, KTTV, KCOP and he was also a staff announcer on KXTV, Sacramento, ahead of special events and master of ceremonies at California State Fair.

Golden Gate has been the Cling Peaches Advertiser (BBD&O, San Francisco) the market in which to use its use of radio. The group, heretofore exclusively in print, has a major schedule of spots on Radio KCBS. New accounts signed by schedules of 13 weeks include Eastman Dillon Security Co. (Albert Frank Law, Los Angeles); Corp. (Al Paul Lefton,); Union Oil of California & Rubicam, Los Angeles; Wella Corp. (Zakin,) for Kolestrol; Sterling for Aspirin (Dancer, Fitz Sample, N. Y.); Denar, Cooper & Harrington, and Japan Airlines (Botschastanine & Gardner,) which has extended to the 1962 its Tuesday and sponsorship of "The Tonight."

Some would rather camp in front of a TV screen on the telephone. Of 47 housing units checked in the United States 1960 census, 60 had TV sets (11 per cent or more); 83 per cent phones. These figures just by Maurice Gershenson, statistics for the State Relations Department, synthetically noted San is the only city with outnumbering TV sets. Because this city per capita has more phone service than other city in the United States for Frisco: 77 with TV's 86 with phones. Yak. The only significant Gershenson could see in that "maybe San Francisco would be a good place to sets."

Joins News Staff Washington Station
The Bureau of RADIO-TV DAILY in Washington — Donn Doak has joined WRC-TV as a newscaster on daily news shows. He has previously been on the staffs of WJLA-TV, Baltimore, and KVAL-TV, Eugene, Ore.

Reynolds Metals Co. Renews Powell Show

Reynolds Metals Co., via Lennen & Newell, New York, and Clinton E. Frank, Chicago, has renewed its hour, alternate-week sponsorship of NBC-TV's "The Dick Powell Show" for 1962-'63. When sponsored by Reynolds Metals the program will be titled "The Dick Powell Reynolds Aluminum Show," as in the current season. Now aired 9-10 PM Tuesdays, on Sept. 25 it will shift to 9:30-10:30 PM.

10 Productions Slated

Powell will again host all the programs and star in 10 productions. The upcoming series, in addition to presenting several comedies, will also feature dramas. Among those starring next season will be Rita Hayworth, Carolyn Jones, Joan Fontaine, Tuesday Weld, June Allyson, Charles Boyer, Mickey Rooney, David Niven, Van Heflin, Milton Berle, Edgar Bergen, Charles Bickford and Curt Jergens.

The dramatic anthology series, is produced for NBC-TV by Powell's Four Star Television.

Tape Producers Reveal Why They Quit Contest

(Continued from Page 1)

withdrawing Tuesday. Included in the group are CBS TV Special Projects, KTTV and KTLA of Los Angeles, MGM Telestudios, Tele-Tape Productions, Videotape Center, Video Tape Unlimited, WFAA-TV of Dallas and VHF-TV, Inc.

Further explaining their position, the tape producers maintained:

The affair is not a motion picture festival, but a festival of commercials, produced for and viewed on TV sets.

'Different Values' Stressed

Pictorial quality of a commercial on a 21-inch tube, its impact, emotion, and ability to involve and affect a viewer have wholly different values from those of a commercial projected optically onto a giant screen. To submit the giant screen picture as a TV product is a clear misrepresentation.

In fact, many major agencies, including J. Walter Thompson, McCann-Erickson, Y & R, N. W. Ayer and others have invested heavily in electronic viewing facilities for this very reason.

The video tape producers made every effort to cooperate with the Festival authorities by offering again to bear the cost of the closed-circuit system and monitors, and to permit the projection of color commercials on large screens because of unavailability of color monitors.

CAFFEY TO MAKE 'COMBAT' SERIES

Richard Caffey, formerly an administrative and production executive with Paramount Pictures, has been appointed general production manager for Selmur Productions, wholly owned subsidiary of American Broadcasting-Paramount Theatres.

Caffey's first assignment is to prepare production for "Combat," hour filmed series debuting Oct. 2 on ABC-TV. Produced by Robert Blech, it has World War II as its background and stars Vic Morrow, Rick Jason and Shecky Greene.

Lebanon Cites Danny Thomas

Special To RADIO-TV DAILY

Beirut — Danny Thomas, whose Lebanese ancestry is known throughout the entertainment world, will be guest of honor Monday when Telibor, new ABC International TV station here, goes on the air.

Thomas' forbears came from a small village near the famous Cedars of Lebanon. Henry Moukheiber, minister of information, will present him with a medal on behalf of the Lebanese government.

Also participating in the station's opening-day festivities will be Gina Lollobrigida and Anita Ekberg.

Don Ross to Substitute For Ralph Story 2 Weeks

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Don Ross of news and public affairs staff, CBS owned radio station in Los Angeles, will take over for vacationing Ralph Story on CBS Radio's "Dimension" feature, "In Hollywood," for two weeks beginning Monday.

"In Hollywood" is aired on the CBS radio network Monday thru Friday, 12:30-12:35 PM.

'Special Schools' Spur WJW-TV Documentary

Cleveland — WJW-TV's "Cleveland Report" May 3, "Special Schools," will deal with the education of local handicapped citizens, it was announced by the station's general manager Joseph C. Drilling. The documentary, to be filmed on location, shows the procedures used in training and rehabilitating the children and adults. The program is produced by WJW-TV's public affairs directors, Bob Huber and Tony Lolli in cooperation with the Board of Education of the City of Cleveland.

CBS-TV to Shuffle Day Programming

A major realignment of CBS-TV's daytime schedule will go into effect June 18.

The changes:

A Monday-Friday version of "To Tell the Truth" will be scheduled at 3:30-3:55 PM, EDT. Meanwhile the nighttime version continues in the Monday 7:30-8 PM time slot.

"The Verdict Is Yours" currently in the 3:30 PM time slot moves to 11-11:30 AM, EDT, Monday-Friday.

"The Brighter Day" now presented at 4-4:15 PM, EDT will be seen 11:30-11:55 AM, EDT.

"Secret Storm" currently broadcast 4:15-4:30 PM, EDT will be presented from 4-4:30 PM.

"Video Village" (11-11:30 AM) and "The Clear Horizon" (11:30-11:55 AM) will go off the air after the June 15 broadcast. The Saturday morning program, "Video Village, Jr. Edition," also will go off the air in late June.

Panamanian TV Station Names Anderson Advisor

Special To RADIO-TV DAILY

Panama City — James W. Anderson has been appointed general advisor to Televisora Nacional, new ABC International affiliate which began telecasting this week in this capital city of Panama.

ABC International Television, Inc., is the international subsidiary of American Broadcasting-Paramount Theatres, Inc.

For the past 3½ years, Anderson has been an ABC-TV account executive. Prior to that, he was general sales manager of the NTA Co. for 2½ years. In 1955-56, he was general manager of WTTG-TV, the then DuMont Broadcasting Co. station, Washington, D. C.

'Education Report' Views 'Schools of Tomorrow'

"National Education Report" will take a look at "Schools of Tomorrow" on WNBC-TV Saturday. Films made especially for the program will show new school facilities in Boulder City, Nev. Schools to be spotlighted in the station's area include the Dundee School, Greenwich, Conn., and a new laboratory school on the Queens College campus, N. Y. C.

Tom Coffin to Lecture At Syracuse TV Seminar

Syracuse — Thomas E. Coffin, NBC research director, is a guest professor at Syracuse U.'s Graduate Program in Television here. He is lecturing on research in the broadcasting industry and how TV networks use ratings.

'Talent Scouts' Gives Garry Moore Hiatus

CBS-TV Network will air a return of "Talent Scouts" as the summer replacement for the "Gary Moore Show" starting July 3, 10-11 PM. The program hosts entertainers who seek stardom.

Sponsors for the summer program include R. J. Reynolds Tobacco Co., S. C. Johnson & Son and the Oldsmobile Division of GMC, current sponsors of the "Moore Show."

The hour feature, produced by Irving Mansfield and Peter Arnell, has Jim Backus as host.

Broadcasters Protest 'Shut-Out' by U.S. Steel

(Continued from Page 1)

man Roger Blough on behalf of the Radio-Newsreel-TV Working Press Association's Freedom of Information Committee by co-chairman Tom Costigan and Gabe Pressman, declaring in part:

"Since the financial status of any major American corporation, owned publicly on a wide scale, is of importance to the nation's economy, it should, as such, be disseminated as broadly as possible. We believe your decision to be arbitrary and contrary to the principles of freedom of information expressed by the constitutional philosophy of this country."

Equipment Barred

Crews from NBC, CBS and Fox Movietone were advised that their equipment would not be permitted in the lower Broadway meeting room because, according to a Steel spokesman, "the place was too small and jampacked."

After a conference, they were invited to shoot silent but declined.

A Steel company representative told RADIO-TV DAILY last night:

"We have no intention ever of slighting any arm of the press. The room was so crowded, you couldn't stand a tripod in it. Next time, we'll pre-determine the broadcaster's interest in our sessions and provide adequate quarters."

WBAB's Jim Healy Scores For Little League Games

Babylon, N. Y. — Learning that Polaris Field here would not be available for Levittown Little League games this summer, Jim Healy, WBAB sportscaster, did some fast pitching to city officials to get a reversal of the decision. He not only scored for the small fry teams but won city maintenance for the field as well.

AGENCY NEWSCAST

By SHELBY COOPER

Nominations for Advertising's '62 Hall of Fame have closed. The judges will meet May 7 to decide winners of the annual Advertising Federation of America competition. Charles A. Green is chairman of this year's judges committee.

Nominees must have performed unusual services in leadership, teaching, public service or professional skills. Candidates must be deceased at least two years.

Election results will be announced at the Advertising Federation of America-Advertising Association of the West Convention in Denver, June 23-28.

Howard M. Wilson has been elected a member of the board of directors of Geyer, Morey, Madden & Ballard, Inc. He is general corporate executive in charge of creative services for the agency. His previous post was senior vice president of creative services for all accounts at Kenyon & Eckhardt, Inc., with which he was associated for 10 years.

Alvin Korn, new advertising and promotion director of WNAC, WNAC-TV and the Yankee Network, has won an award of distinctive merit in the first annual exhibition of advertising and editorial art and design of the New Jersey Art Directors Club. His entry was on-the-air promotion for "Play of the Week."

Thomas H. Castle has been appointed manager of advertising and public relations for General Electric's Radio and Television division. Castle will be responsible for developing Division programs to increase public awareness of General Electric's activities in the field of consumer electronics.

Jack G. Yopp has joined the TV-radio department of N. W. Ayer & Son, in the New York office, as an associate producer. Previously, he was at J. Walter Thompson as a TV producer and before that, an assistant radio and TV supervisor with Ted Bates & Co.

Paul G. Indorf, creative supervisor, has been elected a vice president of Ted Bates & Co. He joined the agency in July '60 and was formerly copy chief at Street & Finney. Prior to that, Indorf was creative supervisor at Dancer-Fitzgerald-Sample.

Frank Taubes has joined BBD-&O International as vice-president and head of creative services in Germany. The announcement was

Thought for Today

"You can gamble a few pages in a magazine on a wild, offbeat idea. Try it on TV and you may wind up not selling the show to a sponsor, not drawing an audience and — just as important — ruining the audience for the show preceding and the show following the wild, offbeat idea."

—Merrill Panitt, editor
TV Guide

made by Patrick Dolan, president of the BBDO division. Taubes spent 10 years with Ted Bates, most recently as a creative supervisor. He will also have creative responsibilities with agency offices in London, Milan and Paris. He will be based in Frankfurt.

Arthur C. Elliot, vice president and eastern sales manager, Harrington, Righter & Parsons, has been elected to the company's board of directors.

Recent Sales 'Bio' in 54 Ma

Concluding the first Spring drive on "Official Films has step of the factual series David L. Wolper to a markets, according to Reed, president.

Recent station sales showing next season WGN-TV, Chicago; Cleveland, WSOC-TV N. C.; WCIV-TV, Ch. C.; WHIO-TV, Dayton, Indianapolis; WJL sing, Mich.; WTMJ-T kee; KTVK, Phoenix, TV, Seattle.

On the air since May York under Chemical pices and since Febru Francisco and six other markets for Pacific Ga Co., "Biography" als presented by Continen (Conoco) on KLZ-T Buckeye Federal S Loan Association, WB lumbus, O., and Dixie WMTC, Memphis.

A 15-to-24 market spread in the South to start in the Fall mann Biscuit Co., a United Biscuit Co., t Ralph H. Jones Co., C agency.

Nothing Outshouts

Quality And Integrity!

THE ASSOCIATE PRES



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90, NO. 81

FRIDAY, APRIL 27, 1962

TEN CENTS

WORLD-TV SCRAPS RESEARCH

180 AFFILIATES OUT, 170 IN FOR CBS-TV 'DEFENDERS'

180 affiliates normally carrying CBS-TV's "Defenders," announced yesterday they are pulling out and will not use Saturday's episode, titled "The Defenders," dealing with the problem of illegal abortion.

First to announce its withdrawal, WHDH-TV, Boston, said in a press conference that it "will not condone a fictional, dramatic program which under the name of entertainment tries to give sympathy for... actions of a doctor in a course of criminal conduct. Since in our opinion the dramatic treatment would be shocking to many viewers, our responsibility as a licensee requires that we refuse the program."

In a statement yesterday, CBS- (Continued on Page 7)

Storer TV Sales Ups Barron to Vice Pres.

The promotion of Francis P. Barron to vice president and Mrs. Gail Yingling to treasurer of Storer Television Sales, Inc., was announced yesterday by Peter Storer, president of the representative firm. The elevations were voted on at a recent board meeting in New York.

Barron was with WXEL-TV as general sales manager in '54 when (Continued on Page 8)

2 Hearst Radio Outlets Become NAB Members

Washington — The Hearst Corp. yesterday placed radio stations BAL-AM-FM Baltimore, and ISN-AM-FM Milwaukee, into membership in the NAB. D. L. Kovost, VP and general manager for the Hearst R-TV signed the membership forms.

Tel-Fil Group Elects Sol Schreiber Chairman

Sol Schreiber, operations director for MGM-TV, has been elected chairman of the Tel-Fil Group, an association of TV film distributors for exchange of information, viewpoints on credit and other operational facets of the industry. Elected vice-chairman of the organization was Sid Smith, of UA.

Peabody Developing Kiss-of-Death Look

The Peabody Award is developing a "kiss of death" look as next season's program sponsorship shape-up gets underway. The '62 Peabody has stirred resentment among many broadcasters because FCC chairman Newton Minow was cited on his wasteland criticism of the industry.

Bob Newhart, on the first year of his own show on NBC-TV, won an award for "gentle satire and wry and irreverent wit." His irreverent sponsor, Sealtest Foods, has just announced it will not renew Newhart for next season, nor retain the Wednesday night half-hour time period for its broadcasting use.

David Brinkley was given a TV news award for his "David Brinkley's Journal" on NBC. Now (Continued on Page 6)

Donald K. French Named KDWB General Manager

West Coast Bureau of RADIO-TV DAILY
Hollywood—Donald K. French has been appointed general manager of CCBC's Minneapolis-St. Paul station, KDWB, it has been announced by Robert M. Purcell, president of Crowell - Collier Broadcasting Corp.

45% Gain in 1st Qtr. For Transcontinent

Buffalo — Transcontinent Television Corp., at its annual stockholders meeting yesterday in the company's headquarters here reported increased earnings for the first quarter of '62.

David C. Moore, TTC president, disclosed net income for the first quarter was \$395,684 as compared to \$271,553 for the comparable period in '61, an increase of approximately 45 per cent. Earnings per share were 22 cents as compared to 15 cents for the same period last year.

Moore disclosed purchase of radio stations WDOK-AM-FM in Cleveland has been approved by the FCC and their integration of these stations into the Transcontinent group will be completed in a week.

2 ETV Channels Sought In Ohio, North Dakota

Washington Bureau of RADIO-TV DAILY
Washington — Ohio U. has applied for a new non-commercial educational station on UHF Channel 20 in Athens, O., according to the FCC. The FCC also reports that North Dakota Broadcasting has petitioned for switch of VHF Channel 7 from commercial in Jamestown, N. D., to educational in Bismarck, N. D.

His Home Town to Hear Minow on Human Rights

Milwaukee — Newton N. Minow, FCC chairman and a native Milwaukeean, will address a luncheon meeting of the Jewish Community Center here May 4 on "Human Rights: Target of a Jewish Community." The speech will be broadcast on WMIL.

Saudek Advises 4A's To Discuss Findings For Global Markets

White Sulphur Springs, W. Va. — With TV poised on the threshold of worldwide broadcasting, its biggest advertisers—naturally those with global market aspirations—are being advised to jettison practically all of their "old fashioned research findings" because "the big difference" will be a polyglot audience composition.



In a speech SAUDEK prepared for delivery tomorrow before the 45th annual meeting here of the American Association of Advertising Agencies, Robert Saudek, brilliant TV producer and controversial critic of the medium, contends the significance of worldwide video is that, within a decade, it will become instantly available to double the present 105,000,000 families now watching the magic box.

Its impact is unrelenting; it belongs to people wherever they live, (Continued on Page 6)

10 Syracuse Applicants Fuse for Pro-Tem TV

Syracuse — Syracuse TV, Inc., applicant for the third TV channel here and 80 per cent owned by Founders Corp. — has joined with the nine other applicants in a new corporation known as Channel 9 Syracuse, Inc., to build and operate a third TV station on an interim basis until the FCC decides on a permanent license.

Radio's 'Greenbacks From Tan Backs'

Radio can produce more "greenbacks from tan backs," RAB states in a new presentation aimed at the nation's suntan product manufacturers. The auto audience—often en route to suntan product point-of-use—can be intercepted via the car radio, RAB says, adding, seven out of 10 cars now have radios, and more than 97 per cent of car-radio owners are regular listeners.



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Class B FMs OK'd By Broadcast Bureau

Washington Bureau of RADIO-TV DAILY
Washington — The FCC's Broadcast Bureau has cleared the way for new Class B FM stations as follows: Lebanon Broadcasting, 107.3 mc, Lebanon, Tenn.; Gibraltar Enterprises, 103.7 mc Erie, Pa., and Barlane Broadcasting, 95.5 mc, Nashville.

WEPM - FM Martinsburg, W. Va., was granted change of operation from Class A on 94.3 mc to Class B on 97.5 mc, and KWFS-FM, Engene, Ore., was granted subsidiary communications authorization by the commission to conduct its operations on a multiplex basis.

Int'l R-TV Show in Malaya

Special To RADIO-TV DAILY

Kuala Lumpur, Malaya — An international radio/TV exhibition and an Asian badminton tournament will help introduce TV to Malaya and inaugurate the Federation of Malaya's new multi-million-dollar indoor Stadium Negara (National Stadium). The world radio/TV show, Aug. 22-Sept. 2, will be held in conjunction with the fourth Asian Broadcasters' conference at the Tunku

COMING AND GOING

CLETE ROBERTS, KTLA's editor-in-chief, has left on a two-week trip to Europe.

HUBBELL ROBINSON, CBS-TV senior vp of programs, to Chicago and Washington on business.

HERBERT B. LEONARD, executive producer of "Route 66" and "Naked City," to London, Paris and Cannes.

STANLEY DUDELSON, Screen Gems' syndicated sales manager, to Chicago and Baltimore on business.

JOHN BOX, JR., managing director of the Balaban Stations, to Washington on business.

TOM PROBST returns today to Minneapolis after a week's business trip to N. Y. office of Carl Byoir & Associates.

WILLIAM K. MCDANIEL, NBC Radio Network executive vp, to White Sulphur Springs, W. Va., to attend the 4-A's convention.

ANDY GRIFFITH to Wilson, N. C., for an appearance at the East Carolina Boy Scout Council Camporee.

ALAN YOUNG of CBS-TV's "Mr. Ed" series, returns to L. A. from St. Paul, Minn., where he has been starring in a production of "Damn Yankees."

HARDIE FREIBERG, Telesynd president, to the Coast for business conferences.

Connors Exclusive For 'Turning Point'

West Coast Bureau of RADIO-TV DAILY
Hollywood—Mike Connors has signed a new contract with Screen Gems and Greene-Rouse Productions which holds him exclusive for a new dramatic series for the 1963-'64 season. Titled "Turning Point," the pilot script is being prepared by Clarence Greene and Russell Rouse and will be shot early this Fall.

Connors, who starred in the "Tightrope" series for the same combo, will portray a science teacher and basketball coach at a high school in a large metropolitan city. His contract also permits him to guest in "Route 66," "Naked City" and the new "Empire" series.

Elect Adams to 3rd Term As President of ASCAP

The ASCAP board of directors yesterday re-elected Stanley Adams for his third term as president of the society. He has served on the board of directors since 1944.

Other officers elected are: Rudolph Tauhart, first vice president; Jimmy McHugh, second vice president; J. J. Bregman, treasurer; Adolph Vogel, assistant treasurer; Deems Taylor, secretary; and Ned Washington, assistant secretary.

CD Enlists WOR 'Copter For City's Emergencies

Maj. Gen. Robert Condon, New York City Civil Defense director, has accepted WOR's offer to have the station's traffic and news helicopter become an official part of the CD Emergency Troop of NYC. The helicopter would be used as a broadcasting instrument for Conelrad, as well as for traffic control in the event of an evacuation.

Mayo Medico Taped for TV

Chicago — "The Face of Medicine," a consideration of medicine's present and future, will be presented May 8 on WBKB. The hour, video-taped conversation will feature Dr. Walter C. Alvarez, who for 30 years was chief diagnostician at the Mayo Clinic. Norman Ross will be the commentator.

Cancer, heart disorders, the relation of emotional disturbances to illness, arthritis, and a doctor's attitude toward his profession will be discussed. The program was produced by David McElroy; under the direction of Clifford Braun.

Eckard Joining Bolling For New Sales, Promo

Gary Eckard is joining the Bolling Co. as director of sales development, research and promotion for the national radio and TV station rep firm.

Eckard most recently has been a partner of Charles Harriman Smith & Associates, a broadcast and research consultant firm in Minneapolis. Prior to that he was for nearly three years the Midwest manager of the American Research Bureau.

FINANCIAL

(April 26)

NEW YORK STOCK MARKET

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

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Capital Cities, Desilu, Esquire, Inc., etc.

* OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Metromedia, etc.

Greenwich School Board Seeks UHF Channel

Greenwich, Conn. — The Board of Education here has applied to the FCC for a new noncommercial TV station on UHF Channel 65. If granted, this may be the first station in the Greenwich area.

WANTED SPORTS-MINDED STATION IN PROGRESSIVE SPORTS-MINDED TOWN

Young well known Sportsman with many years experience in Network. 4-A sponsors. Network presence and top-rated nightly CBS. Play-by-play telecasting ball Dodgers, Football Giants, Knicks and college basketball. Married, sporty, ability to sell own show. Box 172, RADIO-TV DAILY Broadway, New York 36, N.Y.

Pre-Sunrise Prexy Hails FCC Filing Delay

How Says Move Recognizes Injustice Curbing Daytimers

Hford, Mass.—Sherwood Howland, president of the Pre-Sunrise Broadcasters Committee, has hailed the FCC's late postponement of the date for filing arguments regarding its proposed clamp-down on sunrise operation by daytimers. However, he added: "I am sure my fellow broadcasters will become complacent by this victory."

Along with the postponement made to give the FCC more time to issue a new notice of rule-making, Tarlow said: "The commission has undoubtedly now realized the tremendous injustice which would flow from the proposal which would, in effect, abolish Section 3.87 of its rules."

Will Continue Work'

"We will continue the work we have done in arousing broadcasters and the public to the dangers which would flow from Section 3.87 is deleted. Our efforts thus far have been successful and the commission's action is our step toward total victory."

The Pre-Sunrise Broadcasters' Committee will continue to advise the commission of the harm-effects of the abolition of Section 3.87. We are confident that by the time the new rule-making is completed it will recognize the position which the association has earned permit operation of stations prior to sunrise when such operation serves the public interest, Tarlow declared.

One' Signs Lassie Lays Tomboy Pilot

London—Scottish actress Jean Carson has been signed by ABC-TV to play the role of a modern tomboy pilot in the "Zero Draft" episode of its "Zero Hour" series. Writer and director of the episode are Lewis Davidson and Peter Maxwell, respectively.

'Doctor' Off to Flying Start

At the request of a potential sponsor—a large national advertiser—TV Marketeers, Inc., recently engaged an independent

research company to do a nationwide coincidental survey in Philadelphia and York, Pa., to determine the appeal for women of a new first-run, half-hour syndicated show, "The Flying Doctor," starring Richard Denning. Marketeers president Wynn Wynn said of 963 calls, 124 women were interviewed by Andrews & Arch, Inc., New York. Research showed 95.2 per cent liked the show, and 88.7 per cent said they

WABC-TV Hr. Spec Honors N.Y.C. Pupils In 'Salute to Youth'

WABC-TV, for the third year, is allying itself with the New York City Commerce and Public Events Department in "Salute to Youth Week" by presenting an hour special the morning of May 4 honoring award-winning elementary and high school students and schools for their outstanding community service activities.

Mayor Wagner to Talk

Mayor Robert F. Wagner will deliver a special address on youth achievement as the program kicks-off a day of commendation and awards for students throughout the city. Also appearing will be WABC-TV VP-general manager Joseph Stamler; "Salute to Youth" 1962 committee chairman Robert Dowling, and prominent civic leaders and educators.

The program will honor a number of students and teachers, winners of the first prize in the community service and editorial essay writing projects conducted in New York City's public, private and parochial schools.

WJRZ Gains Sponsors; Dept. Store, S & L's Added

Savings institutions and Bamberger's Dept. Store Chain are the first major sponsors to take advantage of WJRZ's new New Jersey sound. Bamberger's augmented its station budget and heavy newsprint schedule to sponsor a special primary preview plus one-hour election broadcast for the primaries and on May 8 (Municipal).

City Federal Savings has begun sponsorship of the "Union County News Edition." It also sponsored, as public service, the recent special on "Commuting Teen-Age Drinkers."

Arrow Savings & Loan Ass'n, Newark, starts a campaign May 11.

would tune it in again. The program is telecast in a network time period, 7:30-8 PM, Fridays. The women saw the syndie show on WGAL-TV, Lancaster.

Of 47 interviewees who had seen "Ben Casey," 34 per cent said "The Flying Doctor" had the same appeal as the former. Of 63 who had seen "Dr. Kildare," 49.2 per cent said the show under test had the same appeal.

V BACKER GOES ON UHF TO AIR TV CONTROVERSY

Springfield, Ill.—Rep. Peter F. Mack (D., Ill.), a VHF advocate, will appear on the three Plains UHF outlets tonight with

DRAMA UNLOCKS PRISON TALENT

'People Need People' Brings
Plaudits, Requests by Inmates

San Quentin—Prison officials here reveal the positive response of inmates to a stage production of the prize-winning teleplay, "People Need People," has prompted other penal institutions to schedule productions of the same play.

The Henry F. Greenberg drama, first presented on ABC-TV with Lee Marvin starring on Revue's "Alcoa Premiere," played before packed houses of prisoners and distinguished guests last weekend. The play was produced, directed and acted entirely by inmates here.

CBA Nudges Industry On 'Shirtsleeve' Talk

West Coast Bureau of RADIO-TV DAILY Sacramento—The California Broadcasting Association has endorsed FCC chairman Newton Minow's call for a "shirtsleeve" conference between the radio industry and the commission. Earlier, the proposal had been accepted by the NAB and its president, LeRoy Collins.

George Whitney, CBA president, in letters to both Collins and Minow, cited the need for a conference and welcomed such a step as a means to render "even a greater service in the public interest."

Minow suggested an "informal, face-to-face, shirtsleeves working conference" at the recent NAB convention in Chicago.

KTLA Cameras Will Eye National Air Circus Live

West Coast Bureau of RADIO-TV DAILY Hollywood—KTLA will telecast the first annual National Air Circus May 5 live from Riverside Raceway. The 90-minute show, hosted by Stan Chambers, will feature Cliff Winters and his circus clowns plus air-to-air coverage by the station's Telecopter.

WHIH Program Head

Norfolk—Jack Baker has joined WHIH as program director. He will also handle the 10 AM to 2 PM air slot.

Milton D. Friedland, VP-general manager of the Plains TV Stations and UHF proponent, in a half-hour discussion of current TV station allocation problems. In addition to airing the U-V controversy, they will discuss the proposal to assign St. Louis Channel 2 (VHF) to Springfield.

Plains stations serve the Central Illinois area and are WICS, Springfield-Decatur; WCHU, Champaign-Urbana, and WICD, Danville, all UHF.

Kimball Moderator

Mack was invited to appear on the stations and discuss the question of UHF versus VHF service by Friedland. He previously made an informal appearance on Plains TV Stations' "At Your Service" program last December. Moderating tonight's discussion will be WICS news director Douglas Kimball.

Easter Rite's Service Aired as WBKB Special

Chicago—WBKB here will telecast the Easter service from St. Andrews Greek Orthodox Church tomorrow. The Eastern Rite observes the holiday approximately one week after most other religions.

The two-part service, celebrated by Father John Hondras, Rector of St. Andrews, and will be shown in its entirety.

Md.-D.C. Broadcasters Give \$1,000 Scholarship

Washington Bureau of RADIO-TV DAILY Washington—Seventeen-year-old Ellsworth M. Latz, Jr., has won the special \$1,000 scholarship award of the Maryland-D. C. Broadcasters Association. WASA president Mrs. Jason T. Pate said the award is given every two years to a deserving high school senior who wants a career in broadcasting, and the money is to be used over a two-year period.

Mass. 'Mayor Reports' Adds Audio to Video

Springfield, Mass.—"The Mayor Reports," aired since January by WWLP-TV here, will now also be carried by WTXL Radio, West Springfield. Execs at both stations agreed that the program was important enough to the community to be simulcast.

Contractors Sing Along With Como's 'Old House'

The song, "This Old House," presented on a recent "Perry Como's Kraft Music Hall" telecast, has won the singer a plaque from the nation's home improvement contractors for his contribution to National Home Improvement Month (May). The lyrics: "This old house is in need of windows, This old house is in need of doors, This old house is in need of plumbing, This old house is in need of floors, This old house needs a real race listing, Till we call it home sweet home."

'Frontiers' Show Sold For Ohio Telecasting

The Motorists Mutual Insurance Co., via Kight Advertising, Columbus, O., has purchased "Frontiers of Knowledge" from Trans-Lux TV Corp. for Wednesday night airings on WBNS-TV, Columbus, beginning this week. The series of 12 half-hours is being produced at the rate of one per month by WFIL-TV, Philadelphia, in cooperation with Pennsylvania U., and distributed by Trans-Lux.

The programs are highlighted by discussions between top experts in specific scientific fields and host-narrator John B. Roberts. Productions are filmed "on location" in the laboratories and hospitals where the actual research visualized in the programs is conducted.

Sebring Race Highlights Filmed for KTLA Airing

West Coast Bureau of RADIO-TV DAILY Hollywood — Exclusive filmed highlights of the Sebring Grand Prix of Endurance will be aired on KTLA May 6 in a half-hour special, "Sebring, The 12-Hour Grind." A 10-man crew filmed the week-long race in Florida for the program.

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By TED GREEN

• • • Milton Berle, the inimitable "Mister Television," makes Manhattan merrier when he arrives today from California. Here for a short stay, busy Berle will confer with NBC brass for a series of shows. There's special interest in his dramatic talent as a result of his excellent delineation of a Las Vegas dealer in "Doyle Against the House." . . . TV's Abe Burrows plans to work on a motion picture in Nice, France this Summer. . . . Congrats to Al Salerno, appointed the new radio-TV columnist of the NY World-Telegram and Sun. Al's a great guy and a talented writer. . . . Columbia Records inked Doris Day's handsome son, Terry, to a contract for a big disk buildup.

★ ★ ★ ★

• • • Kyle Rote was given a five-year contract to continue as director of sports and community relations for WNEW. This coincides with his appointment as offensive backfield coach of the New York Football Giants. . . . Howard Wakeman, prexy of the Long Island Association, ushers in a new radio program, "Trends in Industry," on WLIR, Long Island's FM stereo station in Garden City. . . . One of our town's best conversational companions: Frank Dolan, the Park Sheraton exec . . . Brook Benton and Fats Domino will co-headline a one-nighter tour that will play 26 cities in 30 days . . . Arlene Casey and Ronnie Brisk, the new singing-comedy team, met at Arizona U. three years ago . . . Joe Franklin wants comic Archie Robbins for a return visit on his "Memory Lane" program . . . Greek singer Athula Papa is back at the Britania . . . The American Export liner, the Independence, one of the tops in cruise ships, has TV plans afloat.

★ ★ ★ ★

• • • A coup was scored by TV producer Skip Steloff. He met cabdriver Stan ("world's greatest gate crasher") Berman while riding in his cab last January, and on a hunch obtained all rights to the cabbie's colorful life story. Now, as a result of Berman's exploits since then, Steloff is receiving inquiries from motion picture, Broadway, TV and book producers. Since being signed by Steloff, Berman has been approached by producers and agents who also wanted rights to the story. . . . Producer-director Bill Hobin flew to Annapolis to sail his new sloop back to Westchester. The trip back took four days through rough tides and high winds, but the vessel came through in great shape . . . with a very tired crew. . . . Actress Nancy Tribush auditioning for Fall industrial shows while awaiting the start of her lead role in the Vegas company of "Bye Bye Birdie." . . . CBS director Martin Carr and a lovely Miss Rheingold candidate holding hands at the Britania. . . . Pat Boone playing a week in Blinstrubs in Boston in May before hitting New York and a week on the "Tonight" show. . . . A smashing party was held for Helen Traubel at Le Cafe Arnold, welcoming her back to Broadway. Such guests as Robert Merrill, Dorothy Kirsten, George Montgomery, Mimi Benzell, Deems Taylor and many others attended.

★ ★ ★ ★

• • • Al Hollender, executive VP of Grey Advertising, previewed a selection of 24 highly rated entries in the American TV Commercials Festival at the AAAA Convention this week at the Greenbrier. The rest of the industry will get to see the winners and runners-up at the luncheon May 4 at the Waldorf. . . . Jan Crockett receiving loads of mail, wanting to know why she isn't playing her uke on her WABC-TV weather show. We'd like to know, too. . . . TV actress Madeleine Moregan and comedian George Leval are lullabying a new baby son.

Cliff Slaybaugh's Wins RCA Scholarship

John C. Slaybaugh, Clifford N. Slaybaugh, international director, has of the 11 newly established National Merit Scholarships will attend Princeton. Year scholarships are through competitions based on scholastic aptitude, leadership, good citizenship to child RCA employees.

28 Scribes Sign For 'Three Sons'

West Coast Bureau of RADIO-TV DAILY Hollywood — More have been signed by Ed Hartmann for Don Fed "My Three Sons," making of 28 set for the ABC-TV next season. It stars Fre Murray.

They include Paul C. Walter Black, Michael Ed Lasko, Ernest Chamberlain, the team of Stanley Dalton and Elon Packard. In addition, producer-writer George Tibbels, formerly of "Sons," has an original story which will be aired in June.

'Lutheran Hr.' Personnel To Meet in Guatemala

St. Louis—Latin American U.S. personnel of the "Lutheran Hour" will meet in Guatemala, Tuesday through Friday, to discuss various aspects of the broadcast. The sessions, to be held concurrently with the conference of the Caribbean District of The Lutheran Church-Missouri Synod, attended by the 30 missionaries also participating in the bean conference.

Sponsored by the Lutheran men's League, the broadcast week reaches an estimated million persons in 115 lands, via programs in 40 languages.

STORK NEWS

Hollywood — Mr. and Mrs. Harry Ackerman are the parents of a boy, Peter, born Easter Sunday morning at St. Joseph's Hospital, in Burbank.

Ackerman is a Screen Guild executive producer of "The Dennis" and "Dennis The Menace." His wife is Elinor Donald, star in "The Andy Griffith Show" and "Father Knows Best."

It's a boy for Bob Barney at KALL, Salt Lake City. His wife.

Tols' ETV Aid Chicago Woman McCall Prizes

Rachel W. Stevenson of Educational WTTW-TV, Chicago, has been singled out by McCall magazine for the top honor in the 11th annual Golden Mike Awards, which will be presented at the national convention of the American Women in Radio and Television May 3-6 at Chicago.

Utilizes Sight Devices
Stevenson uses pantomime and other sight devices in a daily program she produces designed to help hearing-handicapped children. Her project McCall's cited as a truly a step forward in the communications for human-

words to executives went to Elizabeth P. Campbell of the national WETA-TV, Washington, D.C., for Service to the Community; Doris Ann, in charge of religious programming at NBC-TV Service to the Family, and Helen Jean Rogers, producer of "The Troubled Land" documentary in ABC-TV's "Breakdown" series, for Service to the American Future.

Variety of Subjects
Words to broadcasters went to Clark, KTVB-TV, Boise, for Service to the Family, in connection with a series of 29 hour programs she developed on problems of family life; Joyce Marron, of the national KNME-TV, Albuquerque, for Service to the American Community, for her "TV Kindergartners," and to Kitty Broman, WFLP-WRLP, Springfield, Mass., and Mrs. Valena Minor, WABQ, Cleveland, both for Service to the Community.

Broman was cited for "The Genetic: Public Prognosis, Negative-When What?" a project in regular "At Home with Kitty" program. Mrs. Williams' award for producing and participating in a daily radio program on the life of the Negro in her city.

Mer to WJZ-TV
Baltimore — Bill Tower, former news director of WMEX, has joined WJZ-TV as news editor.

WIIC to Telecast Pitt. U.'s Grid Game
Pittsburgh — WIIC will telecast Pittsburgh U.'s annual Blue Gold intra-squad game to-morrow afternoon. Red Donley, station's sports director, will be the play-by-play, and Tom Cook, the university's athletic publicity director, will provide the color.

8 PRE-ELECTION SPECS SCHEDULED FOR NBC-TV

NBC News will eye the major contests for governor, the Senate and the House in eight NBC-TV Specials preceding its 1962 election coverage. Under the overall guidance of NBC News executive VP William R. McAndrew and VP Julian Goodman, the coverage will be supervised by Elmer W. Lower, news-public affairs director.

Chet Hagan will produce the first seven pre-election specials and Reuven Frank the eighth as well as TV election night coverage Nov. 6.

The first program will be live from Washington Aug. 26, featuring Chet Huntley and David Brinkley, who will anchor election night coverage. "The State House" on Sept. 2 will examine top gubernatorial races. "Anatomy of the Senate" Sept. 16 will review that body's historical background.

Final on Nov. 4
On Sept. 21 top races for House seats will be covered in "Anatomy of the House — Part One," with Part Two to air Sept. 26. Specials on Oct. 21 and 28 will eye significant developments in the closing stages of the campaigns. The final special Nov. 4 will preview election night coverage, focusing on leading politicians and evaluating national and local issues.

Ike's Library Makes Dozen KTVH Specials

Hutchinson, Kan. — KTVH will tape the "Dedication of the Eisenhower Presidential Library" in Abilene Tuesday morning, for a half-hour telecast that evening. In addition to Eisenhower's dedication address, the program will cover the activities of former Presidents Truman and Hoover, along with other dignitaries attending the ceremonies.



EISENHOWER

On Thursday night, KTVH will present a special "12 Reports" program, "Tour of the Eisenhower Presidential Library," offering viewers a look at the inside of the \$2-million building. Narrating will be KTVH news director Ollie Thompson and Robert Bolton, director of the library.

Latin Announcers Move Havana Meef to Mexico

Special To RADIO-TV DAILY
Mexico City — The sixth Inter-American Announcers Congress—originally set for Havana—will meet here sometime this year. The switch has been made due to the political situation and the fact that many Latin American republics have terminated diplomatic relations with Cuba.

Members represent Mexico, Guatemala, Argentina, El Salvador, Costa Rica, Colombia, Venezuela, Peru, Panama, Bolivia, Brazil, Chile, Cuba, and other countries.

Mexican National Announcers Association president Pedro Ferriz said the congress will work for solidarity in continental radio and TV, and will try to end talk of dissolution.

Bubbles Does Routine On 'Musical Theatre'

Philadelphia—Song and dance man John Bubbles will be on "American Musical Theatre" Sunday on WCAU-TV here. He will reminisce about his theatrical career and perform some of his old-time routines on the show.

"American Musical Theatre," with host Jim Morske, is a WCBS-TV public affairs department series, produced in cooperation with the New York Board of Education.

WEDDING BELLS

Strum-Greene
Renee Strum, executive secretary at Phil Davis Musical Enterprises, will be married to David A. Greene, an attorney, on June 24.

Loughmiller-Buchany
Jack Loughmiller, eastern sales representative for KNX/CRPN, Los Angeles, was married to Marie Buchany, of the Certified Store Broadcasting Co., on Apr. 23.

Scott-Curtis
Bill Scott, RPI news director, and Bobbi Curtis, from Montreal, will be married tomorrow in New York.

WLW-C
most important medium in COLUMBUS
Test Market of the U. S. A.

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

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

And WLW-C TV serves as the most important Columbus medium in testing the new products and also attesting to the established products . . . with its big three of top programs, top coverage, top audience!

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

WLW-C
Columbus
NBC / TELEVISION

The other dynamic WLW Stations
WLW WLW-i WLW-D WLW-T WLW-A
Television Television Television Television
Indianapolis Dayton Cincinnati Atlanta
Crosley Broadcasting Corporation

Sheehan Named VP To Sell 'Numbers Up'

Manchester, N. H. — Broadcast House Enterprises has appointed Frank L. Sheehan a VP in charge of its Western division for the sale of "Numbers Up!" Headquartered in San Francisco, he was formerly in charge of Ziv-UA's Economee re-run division in the West and was an account exec with KOMO and KJR, Seattle.

Services Expanding

Meanwhile, Maurice Beck & Associates, which handles sales promos for "Numbers Up" in Texas, Oklahoma, Louisiana and Arkansas, has moved into larger quarters in Dallas in preparation for future expansion services, which also include the sale and distribution of film and tape. The firm also handles Cristal Animation Co. in the four-state area.

New Ives' Composition Gets Philharmonic Debut

CBS Radio's New York Philharmonic concert tomorrow will debut composer Charles Ives' composition, "Central Park in the Dark Some Forty Years Ago." The new work will be conducted by Seiji Ozawa and Maurice Peress, the Philharmonic's assistant conductors, while the major portion of the concert will be under the baton of Leonard Bernstein.

James Fassett, CBS music commentator, will be the intermission host for the presentation from Carnegie Hall.

Michael Mallardi Named RPI Business Manager

Radio Press International has appointed Michael P. Mallardi business manager, responsible for all RPI business affairs and sales planning. He joined RPI in July, 1961, as assistant to the general manager, and was formerly associated with MGM in Culver City and with ABC in Hollywood and New York.

Poor Manners Cited As TV Ad's Handicap

San Francisco — A "remarkable similarity" between TV and direct mail advertising is that "both come into the home, and both seldom respect the privilege," Walter Weir, of Donahue & Coe, told a meeting of the Direct Mail Advertising Association here. This lack of manners, Weir suggested, is the reason so many commercials are ignored and so much mail tossed in the wastebasket.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Herbert B. Leonard, executive producer of "Route 66," has signed Paul Stanley to direct the "Hell Is Empty, All The Devils Are Here" episode, which got under way this week at the World Jungle Compound in Thousand Oaks. Martin Milner stars in this one without George Maharis, still convalescing from his recent illness. Peter Graves returns as a guest star, less than two months after completing his first appearance in the series.

• • • Gina Lollobrigida will be special guest next Monday on Jack Linkletter's "Here's Hollywood" on NBC-TV. The session was filmed in Rome by a special mobile crew. No, they're not changing the title to "Here's Rome!"

• • • NRB Associates has set Dorothy Loudon, Louis Nye, Tom Poston and Don Knotts for a tour of summer stock in a variety program of songs and sketches billed as "The Best of Julius Monk." . . . Eddie Albert has been inked by producer Howard Christie for the title role in "The Kurt Davos Story" segment of "Wagon Train" for showing on ABC-TV next season. Filming starts at Revue May 9.

• • • Mary Astor should feel right at home when she reports to MGM for a guest star role in an upcoming "Dr. Kildare" episode. She made many a feature picture on that lot some years past . . . Dean Stockwell has been signed by Executive Producer Richard Lewis to star in "A Place to Hide" for Revue's "Alcoa Premiere" series just getting under way.

• • • NBC News Correspondent Elmer Peterson inaugurates a weekly new series, "Elmer Peterson Reports," on KRCA May 5. Program will be seen each Saturday 6:15 to 6:30 PM in color . . . The first script for the new Lloyd Bridges series is an original teleplay by Christopher Knopf, titled "Wheresoever I Enter." Filming is under way this week at Four Star.

• • • KHJ-TV kicks off a new half hour program tomorrow night, "Mexico Entertains." The program will be live, featuring Ernest Cervera and top flight entertainers from Mexico City. It is sponsored by Boulevard Chevrolet and Julian's Furniture . . . Nancy Marshall, busy New York TV actress, will make her feature film debut in "To Kill A Mockingbird," starring Gregory Peck for Universal release.

• • • Al Jarvis has an array of guests lined up for his KHJ radio show tomorrow night. They include Bob Hope, Soupy Sales, Nat King Cole, Johnny Mercer and George Burns.

Saudek Voices Global Views

(Continued from Page 1)

he believes, referring the advertising executives to:

" . . . the radically altered market to which you will have to adjust for commercial TV on a world scale will surely be dominated by this country, at least in the formative years."

Questions both broadcasters and agencies will have to ask themselves, Saudek suggests are:

Will we have to change our ways of expressing ourselves? Will we have to be self-conscious of our image as it confronts people of different backgrounds and cultures? Is this a danger or an opportunity? Will it help or hurt our country? Will such familiarity breed understanding? . . . admiration? . . . or contempt?

And this is Saudek's idea of "the big difference," when the world population center for broadcasting shifts from Illinois to some-

where in the Caspian Sea:

"The big difference—the quantum jump in international TV—will be a shift in audience composition. This is of interest not only to broadcasters and to sociologists but also to advertisers. You will have to throw away old-fashioned research-findings about the geographical, economic, educational, color, age and urban-rural composition of the TV market you know today.

Looks Ahead a Decade

"Let's look at what could happen to that market ten years from now: It may come as something of a shock to you that in the world audience, more people, by a substantial margin, speak Mandarin than any other language; and that, whereas seven different languages are spoken by half the human race, the other half speak 5,000 tongues."

'International H Leads TV Exchange

"The International H begin its 1962 season Su CBS-TV O-Os with a broadcast in prime time c ican music by Eugene O and the Philadelphia O

The program, "Eugene dy's Sound of America," seen on WCAU-TV, Phil Sunday; WCBS-TV, Ne and KNXT, Los Ange WBBM-TV, Chicago, and TV, St. Louis, on Thursd

"The International Ho preempt the network p in these markets.

The program is the A contribution to the 1962 tional program exchan ducted by the CBS-TV O a number of overseas broa

Susskind on Other Si For 'Open Mind' Panel

David Susskind will be the panelists on the "a Culture in the United Sta day" program of WNI TV "Open Mind With Eric I man" on Sunday. The guests are all practitione ture expression in Ameri

The show, moderated F. Goldman, is a present the station's public affairs ment.

'Kiss of Death' Look

(Continued from Page 1)

Texaco, Inc., long-time of the same network's "F Brinkley Report," says it ping alternate backing nightly news feature, leav every-other-day sponsore R. J. Reynolds Tobacco fo via William Esty Co. 'ar contract expires in Septe

ABC-TV's "Expedition other Peabody winner, w limbo next season, instea the airwaves. It had alrea canceled when the award nounced.

Audio Engineers' Me Adds Two New Sessio

Two additional sessions sound reinforcement and tics, the other on music a tronics, have been sched the Audio Engineering So its Fall convention.

O'Neill's Biography Discuss His 'Desir

Eugene O'Neill's "Desir the Elms" will be discuss 7 on CBS Radio's "Invit Learning" by Barbara an Gelb, the playwright's phers, and critic John Brown. George D. Crothe moderator.

Disk Spinning

MGM and one Verve are being featured on the same syndicated radio which are heard on 318 in the U. S., Canada, long, Australia, East Indies, Malay States and Forces overseas stations. Records is distributing albums, "Three Evenings Fred Astaire," featuring tracks from three TV spec-

iners in Philips Records' wide dealer contest will fully transistorized port-nopographs.

ard Lieberman, Columbia prexy, has announced sweeping changes: the Cre- services department is under- a major reorganization; Distributors, as part of a expansion program, has set branch offices in Dallas, and Rochester (N. Y.), the CR sales corporation has igned its five major fields gions and has reorganized files districts.

Dept: Galaxie Productions, Persburg, a wholly owned ary of ERA International ad Recording Enterprises, egun producing jingles, ncials and programs for ra- TV, records albums, trav- and industrial films. The s done primarily for ad es, business and industry, ment bodies, schools, es and institutions.

bee Records' "5000 Series," o of 10 albums by outstand- tists, has reached 85,000 ince the beginning of the ay-Gee Record Co. is the firm of Jubilee and other

Federal Aid Spurring Jersey ETV Network

Montclair, N. J. — Orville J. Sather, NJ-ETV president, has declared his group expects "to move quickly ahead with plans for our first station in Glen Ridge," following passage recently of a federal bill providing \$32 million in aid to educational TV stations.

Sather noted also that a federal bill making all-channel reception (UHF and VHF) mandatory on new TV sets will be acted upon by Congress in a few weeks. Sets are presently equipped to receive VHF, but because of crowding on these frequencies ETV stations in New Jersey will be transmitting UHF signals.

Sather said that NJ-ETV's engineering committee is completing its study of technical requirements for a statewide ETV network of five stations. A preliminary report is being submitted to Gov. Richard Hughes and the state Education Department.

NET 6-Parter Examines Land-Grant Universities

"Freedom to Learn," a documented six-program series on the development, accomplishments, and future of land-grant colleges and universities in the U. S., is now being shown on the National Educational Television Network.

Each of the half-hour programs was produced by a land-grant institution under a grant-in-aid from the Centennial Office of the Association of State Universities and Land-Grant Colleges.

Exec producer of "Freedom to Learn" is Jack McBride, TV director, Nebraska U., and manager of the University's NET affiliate, KUON-TV.

Dark at WIL

St. Louis — Danny Dark joined WIL where he will host his own daily musical program.

en Cancel Abortion Drama

(Continued from Page 1)

id: "The 'Defenders' series ot hesitated to dramatize in nest and forthright manner of the social issues of our We believe 'The Benefac- fully maintains the high ards of integrity, sensitivity aste which have character- the series, and in our view program represents another n TV's continuing march to- maturity.

e recognize and respect, ver, the right of each station ake its own determination of it will broadcast in its own nunity."

In each of the 10 markets where the regular affiliate has with- drawn, the program is being offer- ed at request of the sponsor, Spei- del Corp., to other local TV sta- tions.

Stations which have refused the program, in addition to WHDH- TV, are WBNF-TV, Binghamton, N. Y.; WBEN-TV, Buffalo; WB- AY-TV, Green Bay, Wisc.; WK- BT-TV, La Crosse, Wisc.; WISN- TV, Milwaukee; WWL-TV, New Orleans; WPRO-TV, Providence; WHEC-TV, Rochester, N. Y., and WHBF-TV, Rock Island, Ill.

Mexico Bans Video Short

Special To RADIO-TV DAILY

Mexico City — A documentary entitled "Acapulco" has been found "objectionable and defamatory" by the government's Film Bureau and its presentation on Mexican channels here has been prohibited.

Furthermore, TV Inter-Ameri- cana, a new production unit which the bureau suspects conceals American interests behind Mex- ican financing, has been denied an export license for a copy of the short.

Carmen Baez, assistant man- ager of the bureau, speaking for the organization's director, Jorge Ferretis, said the short paints "an untrue picture of Acapulco" and presents the resort "different from actual reality."

It deals with a dishonest police chief, confidence men, a bell boy refusing to deliver a telegram until his palm is crossed, assault and battery, violated women, etc. —all this "not dignified," accord- ing to the bureau.

Astaire Host on ABC For Alternating Series

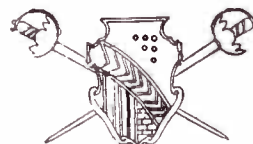
"Alcoa Premiere," presented by Fred Astaire, and "Premiere," also presented by Astaire, will alternate on ABC-TV next Fall in the 10-11 PM Thursday slot. Astaire will host, narrate and occasionally star in the two series, both produced by Revue Studios in Hollywood.

Starting its second season on ABC-TV, "Alcoa Premiere" will again be sponsored by Alcoa via Fuller & Smith & Ross. "Pre- miere" will have Reynolds To- bacco Company as a sponsor. The agency for Reynolds is the William Esty Company.

'Casters Impaneled For SDX Inaugural

Chicago — Several broadcasters will appear on a panel at the in- augural Sigma Delta Chi regional meeting here tomorrow. They are Robert Gamble, WFBM stations news-information service man- ager, Indianapolis; Jack Krueger WTMJ, Milwaukee; Bill Small, WHAS, Louisville; Alex Dreier, ABC-TV; Bruce Dennis, WGN- TV; Frank George, WIND, and Frank Jordan, NBC-TV, all Chi- cago.

Conference theme is "Talent and Truth." Nearly 500 graduate and undergraduate members of the fraternity are expected.



Nothing multiplies so much as kindness.

Wray

—A Thought For The Day—

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

Mental Health Award To NBC-TV Program

NBC public affairs director Edward Stanley will accept an award for the network May 17 at Sardi's West, given by the National Association for Mental Health in recognition of the "exceptional contribution to public enlightenment on mental illness" made in the TV program, "From the Most High Cometh Healing." First aired last July 30, it was repeated Feb. 4.

Also being cited for its cooperation with NBC in production of the program is the Southern Baptist Hour, which is aired twice yearly in the 52-week annual schedule of the regular NBC-TV religious skein.

The program reported on a developing partnership between medicine and religion in the common goal of relieving suffering. Doris Ann was executive producer, Martin Hoade the writer-director. Dr. Paul M. Stevens represented the church group's Radio and TV Commission, of which he is executive director. The awards will be made by Frazier Cheston, president of the mental health association.

Woman CPA Elected Storer TV Sales Treas.

(Continued from Page 1)

it was purchased by Storer Broadcasting Company. He continued in the same capacity. The station's call letters were changed to WJW-TV. In '58 he was named national sales manager and, in January of '59 he was made general sales manager. When formation of Storer Television Sales was announced in January of '61, Barron moved to New York as its general sales manager.

Mrs. Yingling, is a certified public accountant, joined STS in March, '61. She was formerly assistant to the comptroller at Grey Advertising. Prior to that, she served with the U. S. Government Accounting Office and Hoye, Smith, Graves and Company in Washington, D. C.

H & B American Acquires Its 20th CATV System

West Coast Bureau of RADIO-TV DAILY
Los Angeles—H & B American Corp., Beverly Hills, has announced the acquisition of the Community Antenna Television System serving Willits and Ft. Bragg, Calif.

H & B President David Bright said the CATV system was purchased from Vision Wire, of Mendocino County, Calif., bringing the total number of such systems owned by H & B to 20.

Terms of the cash transaction were not disclosed.

AGENCY NEWSCAST

By SHELBY COOPER

White Sulphur Springs, W. Va. — Marion Harper Jr., board chairman and president of Interpublic Inc., yesterday was re-elected chairman of the board of the 4A's, at its regular annual meeting here.



HARPER

Arthur E. Tatham, of Tatham - Laird, Chicago, was re-elected vice-chairman, and John H. Hoefler, of Hoefler, Dieterich & Brown, San Francisco, was elected secretary-treasurer.

Budweiser Beer, via D'Arcy Advertising, has purchased 52 weeks of Hal Jackson's late afternoon 15-minute record show on WWRL.

Liggett & Myers Tobacco, and Mennen shaving cream have purchased another year's sponsorship of CBS Radio's "Coleman on Sports" show. Agencies are J. Walter Thompson and Warwick & Legler, respectively. . . . Famous-Barr, May Co. department store in St. Louis, has launched an ad campaign on KMOX, including 10 prime-time newscasts per week plus daily spot announcements.

Allen Swift has just made his 10,000th commercial, one of a series for William Esty agency and Ballantine Beer. . . . William W. Prout has been named director of promotion services at Lever Bros., succeeding Oscar Lubow.

Jean Spencer and David H. Mitchell have joined Doyle Dane Bernbach, as account exec and marketing specialist respectively. The agency has also promoted

SG's 'Pick a Letter' Picked

The American Council for Better Broadcasts has selected Screen Gems' new 5-minute moppet series, "Pick a Letter," for showing at its Children's Film Festival now being conducted in Madison, Wis. A pilot study, the ACBB Festival will evaluate existing children's programs and study possibilities for improving them.

Herbert Sussan, Screen Gems' executive producer on "Pick a Letter," will participate in a panel discussion today following the showing of two "Pick a Letter" episodes — "A" is for Air" and "B" Is for Butterfly"—to an audience of sponsors, broadcasters and ACBB evaluators.

On the panel with Sussan will be Ashbrook Bryant, FCC chief of the Office of Network Study; Sterling Quinlan, president of

Thought for Today

"A phenomenon unknown in other businesses happens in radio. When a station operates in red ink long enough for its owner to be on the ropes, it does not go broke and go off the air. Instead, its owner usually sells it for a large capital gain to some patsy who believes he can do better. The process continues year in and year out, as more stations are added to the air, with the result that a third of the nation's radio stations are in the red, a third are barely making the grade, and another third are profitable."

Excerpt:

WKRC, Cincinnati, Editorial

David Reider to the newly-created post of associate copy chief.

Humble Oil, via McCann-Erickson, has purchased six-month sponsorship of "Century 21 Report" on KOMO, Seattle. . . . Van de Kamp Bakeries, via Lennen & Newell, May 10 will begin sponsoring Les Baxter's "Music of the '60s" on KTTV, Los Angeles.

Louis Gomavert has been named by Papert, Koenig & Lois to supervise production of commercials on a series of Sid Caesar specials to be sponsored by Dutch Masters Cigars next Fall on ABC-TV. . . . Dr. Scholl foot pads this week makes its debut into network TV with participations in five ABC-TV daytime shows. Agency is Donahue & Coe.

Satellites, Globe '20th Cen

Communications satellite world-wide TV transmission examined May 6 on "The That Talks" program of "Twentieth Century.

Newscaster Walter Cronkite interview FCC chairman Minow on the internationalization needed to make television a reality and the programs Minow hopes transmitted from the U.S. guests on the program will be research experts on various aspects of satellite construction and operation. Parts of the show will be shown on location.

The documentary, sponsored by the Prudential Life Insurance Company of America, is a CBS public affairs presentation by Burton Benjamin as executive and Isaac Kleinerman, "The Satellite That Talks" written by Richard Witkin.

Big D's WFAA Digs 'Lively Arts' World

Dallas—The many facets of city's fine arts projects are covered on "Profile—The Arts," a new weekly WFAA Tuesdays at 9 P.M.

Replacing "Profile of the Orchestra" until the Dallas Symphony season returns in October, this new series features Ted Cassidy reviewing plays, musicals, operas, ballets and

Sponsor is the Dallas Savings and Loan Association.

'Frontiers of Knowledge Shows Fight Against

Philadelphia — "The of Pain," an exploratory series on various factors involved in and the new frontiers being ed in its conquest, will be presented on "Frontiers of Knowledge" today on WFI-TV in cooperation with Pennsylvania

'Tony' Nominee Pleasance Star of 'Twilight' Drama

Donald Pleasance award nominee for acting "Careaker" on Broadway in "The Changing of the Guard" May 11 on CBS-TV's "The Light Zone."

Silvia Pinal Tapes Of Musicals' Highlights

Mexico City — Silvia Pinal of "Viridiana," has signed to appear in a series of 13 television musicals to be directed by her. The actress will be in dance numbers from her comedies staged here.



Indiana University Library
Bloomington Ind

90, NO. 82

MONDAY, APRIL 30, 1962

TEN CENTS

IV-UA PRODUCERS' FREE-REI(G)N

Kennedy Ass'n Meets in Poconos

Key Agenda Set 200 Registrants

Pocono Manor, Pa. — The Pennsylvania Association of Broadcasters, oldest and second largest industry state organization, yesterday opened its three-day annual convention here, with J. Robert Gulick, assistant general manager, sales, Steinman Stations, Lancaster, presiding. Approximately 200 broadcasters and their associates are in attend-

— In an interview with **EJL, FCC Commr. Robert Le** said: "I feel there is an obligation on the part of broadcasters to participate (via NAB state groups) in the industry activities and find out what's going on."

at the hospitable Inn perched in the Appalachians. After a buffet of registering and greeting friends, the broadcasters gathered at dinner to hear Maurice Carter, CBS Radio Spot Sales President and general manager.

(Continued on Page 8)

Flicks-to-Satellites Conclave Of Engineers Starts Today

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Scientists and engineers whose research has culminated in the development of color TV movies from flickers to their present colorful form and whose refined techniques are transmitting pictures from earth to earth on satellites back to earth to begin their five-day 91st convention under auspices of the Society of Motion Picture and Television Engineers.

The convention features 70 reports of researchers and scientists

JFK Goes on Record for Radio Month

John F. Meagher, NAB Radio vice president, said "the annual observance in May of National Radio Month will underscore not only the good sounds that emanate from radio, but the soundness of radio's many services in the discharge of its civic responsibilities." President Kennedy, cabinet members and other government officials have recorded one-minute salutes to the industry which will be aired by the 1,855 member stations in all 50 States, the District of Columbia and Puerto Rico.

\$3-Mil. TV Ad Jump In Building Materials

Building material advertisers last year increased their TV advertising use by 20 per cent, with gross '61 billings of \$18,144,810, against \$15,119,757 the year before. The TvB reported over the weekend.

Leading advertiser was U. S. Steel Corp., which spent \$3,351,436 in behalf of steel building materials.

(Continued on Page 11)

Taft's 4th Qtr. Income Shows 38 Per Cent Rise

Cincinnati — Taft Broadcasting net income after provision for federal income taxes for the fourth quarter of the fiscal year ended Mar. 31, increased 38.4 per cent over the same period last year. Income for the quarter was \$520,188, or 33 cents per share for 1962, as compared with \$375,703 or 24 cents per share last year.

ALL FAITHS UNITE IN TV WORKSHOP

Clergy, Laymen Learn
Broadcast Techniques

West Coast Bureau of RADIO-TV DAILY

San Francisco — A major faiths TV workshop, begins today in the studios of KPIX, jointly sponsored by the Northern California-Nevada and the San Francisco Councils of Churches, the Roman Catholic Archdiocese of San Francisco, the Northern California Board of Rabbis, the

(Continued on Page 8)

NBC Radio '62 Billing Pass \$7.4-Mil. Mark

NBC Radio new and renewed sales to 25 clients totaling \$4,169,674 over the two-month period ending Apr. 25, were announced today by executive vp William K. McDaniel. Summarizing NBC Radio's sales activity since Jan. 1, he noted the total had reached \$7,442,216, adding, "We are already 20 per cent ahead of last year's highly favorable performance."

(Continued on Page 8)

Newark, O., Schools Get Okay for ETV Station

Newark, O. — The FCC's Broadcast Bureau has granted public schools here a new noncommercial ETV station on UHF channel 28. The schools plan dual programming with Ohio State U.'s WOSW-TV, Columbus.

Heavy Shooting Sked On Both Coasts Cues Autonomy for Units

With the heaviest production schedule for network and syndication TV in its history, Ziv-United Artists, Inc., this morning announced forthwith adoption of fully-independent production units as company policy.

Introduced on an experimental basis last year, producer-autonomy was said to have brought a gratifying response from prominent artists.

In a joint statement, UA president Arthur B. Krim and John L. Sinn, Ziv-UA president, said:

"These newcomers were attracted by the promise, quickly realized, of complete creative freedom."

Primacy to Own Needs

Producers, it was said, are free to arrange for studio facilities best suited to their needs. As a consequence, Ziv-UA has decided not to renew the lease on its Santa Monica Blvd. studio, although it will retain executive offices in Hollywood.

The company's operation, now divided between the West and

(Continued on Page 12)

National Guard Awards To 3 Executives at WOR

WOR VP and general manager Robert J. Leder programming VP, Robert S. Smith and Martin Block, will receive the National Guard's Guardsmen Awards, tonight for outstanding public service. Major Gen. A. C. O'Hara, chief of staff to the Governor of New York, will make the presentations.

Pacific Nuclear Tests Interfering with Radio?

Washington—The FCC says that nuclear tests in the Pacific may cause interference with long-range and overseas radio communications, and says it will monitor the effects. It adds that it will appreciate receiving reports of effects observed by commercial and amateur broadcasters.



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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Executive 3-4808

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Spot-TV Ad Guide Gets Big Welcome

Ad agencies and TV stations throughout the country have requested additional copies of the recently released "Guide for Advertising Agencies and TV Stations in Handling Materials for Spot TV Commercials" from Station Representatives Association.

The guide was published by SRA in cooperation with 4A. SRA managing director Lawrence Webb said some stations "have requested as many as 200 additional copies for use at the local and regional level with advertisers and agencies."

IT'S SURPRISING—

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

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

Be PREPARED for the unexpected! Our SPECIAL and UNIQUE EXCESS Policy provides protection against embarrassing loss.

A Nationwide service, adequate and low in cost.

Write for details and rates, to

EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.
New York, Chicago, San Francisco,
107 William 175 W. 100 Bush
St. Jackson St.

Sale-Okays Granted Calif., Ala. Stations

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has approved sale of KKIS, Pittsburg, Calif., by Kay Kis Corp. to Pace-Shear Radio, John H. Pace, president, for \$300,000.

Also approved were sale of KPOD, Crescent City, Calif., by Universal Electronics Network to H. F. and Wanda Walters for \$29,844, and sale of WJHB, Talladega, Ala., by Confederate Broadcasting to Tallabama Broadcasting for \$45,000, with chairman Minow abstaining and Commissioner Bartley dissenting.

Southern Michigan Broadcasting was granted a new Class B FM station on 96.5 mc, Battle Creek, Mich., and Jackson Broadcasting got 106.1 mc for a new Class B FM in Jackson, Mich.

Ephrata, Pa., Gets FMer; WKGN Cancels Its CP

Washington Bureau of RADIO-TV DAILY
Washington — The FCC's Broadcast Bureau has granted Garden Spot Broadcasters a new Class B FM station on 105.1 mc in Ephrata, Pa. At the same time, it was reported that WKGN, Inc., has given up the idea of a new FM station in Knoxville and returned its CP for cancellation.

Lionel Hampton & Orch. Set for D.C. Jazz Bash

Washington Bureau of RADIO-TV DAILY
Washington — Lionel Hampton and his orchestra will appear here June 3 during the First International Jazz Festival, sponsored by the President's Music Committee of the People-to-People Program. The Festival is being presented to provide national recognition of jazz through concerts in the nation's capital which will demonstrate its influence among peoples throughout the world. All proceeds will be used for the President's Music Committee's expanding international program.

COMING AND GOING

BETTY FURNESS returns today from the Seattle World's Fair, where she gathered news and fashion ideas for her CBS Radio program, "Woman's World."

CALVIN J. SMITH, KFAC general manager, to Europe from L. A., on business.

IRENE RYAN, co-star of CBS-TV's "The Beverly Hillbillies," arrives in N. Y. tomorrow for press-radio-TV interviews.

JOHN SCOTT KECK, VP and director of radio-TV programs at Needham, Louis and Brorby, Inc., to London Friday to tape a program for the "Festival of Performing Arts" series.

PETER MOLNAR, CBS-TV producer, director FRANK CHIRKINIAN and camera crew, to Louisville, Ky., to prepare for Kentucky Derby telecast May 5.

STEPHEN C. RIDDLEBERGER, ABC Owned Radio Stations president, to San Francisco and L. A.

Station Runs Economy Test

Great Falls, Mont. — A 2,200-mile, six-day mileage run to demonstrate gas economy of a 1962 Chevrolet started here yesterday, conducted and reported on by KFBB for the City Motor Co.

Ron Moore, the station's program director, left yesterday to drive the car all over the state, taking it through the Badlands; Yellowstone Park at an altitude of 11,200 feet, through Glacier National Park and back here again Friday.

The station will broadcast a daily telephoned report from Moore, describing weather and road conditions he encounters and his daily mileage. Agency for City Motors is the George P. Hollingbery Co.

Jarvis Joins KFWB

Hollywood — Al Jarvis has returned to KFWB as a replacement for the station's "swingin' gentlemen" while they vacation.

Paul Good to S ABC's Carib Bu

Paul Good has been ABC News Caribbean center and will set up his quarters in Mexico City Central America, the and the top rim of South Good, who speaks Spanish, has been with ABC March, 1961.

He joined ABC News several months' residence where he completed sor From 1958-'61, he was and editor for NBC New York. A documentary he was producer-writer "J.D.: 1957," was the recipient of a Sylvania Award for TV.

COVER AUGUSTA AREA WITH WRDW Ch. 12

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from avails on a 13-week budget, and TOPPER MERCHANDISING serves WRDW-TV—serving a million people only area station with SHOPPER

SHOPPER-TOPPER guaranteed

- complete area direct-mail service
- in-store displays, placement sale material, shelf stocking, competitors in 32 high volume markets
- product highlighting on WRDW
- activity report every 13 weeks

For rates and avails: IN AUGUSTA: Virgil Wolff, TA. IN NEW YORK: Lee Gaynor, OX

Represented nationally: Avery-H... Member of the FRIENDLY

Other FRIENDLY GROUP STATIONS

WSTV-TV KOLB-TV
Staubenville, Ohio Jacksonville, Fla.



WBOY-TV WRDZ-TV
Clarksburg, W. Va. Chattanooga, Tenn.

Only serious buyers will learn your identity

We do not send our lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers.

BLACKBURN & Company, Inc. RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building Chicago: 333 N. Michigan Ave.
Atlanta: Healey Bldg. Beverly Hills: Calif. Bank Bldg.



What happened when we said “Mentholatum” 118 times?

Sales were so good that The Mentholatum Company tripled its CBS Radio Network buy.

Mr. James J. Devlin, Mentholatum Vice President, put it this way:

“Beginning in October, 1961, we used the CBS Radio Network to advertise Mentholatum Deep Heating Rub. This network radio buy was a very important part of our total advertising effort, and when our sales gain exceeded our expectations, we increased our schedule on CBS Radio from ten to thirty programs a week. These were

divided equally between Deep Heating Rub and Mentholatum Ointment. Recent sales figures show continued gains. Naturally we’re strong believers in network radio.”

Naturally! If you were buying a campaign like Mentholatum’s — with an estimated gross weekly audience of over 20 million families—turning them into customers fast—and doing all this at network radio’s low costs—you’d be a strong believer in us too.

CBS Radio delivers such productive advertising because of its pro-

grams, and the quality of listening those programs attract. Mentholatum uses CBS Radio news and DIMENSION broadcasts. Other advertisers buy our uniquely merchandisable stars — like Arthur Godfrey, Betty Furness, Garry Moore, Art Linkletter, Bing Crosby, Rosemary Clooney and the rest. All of it is radio that *commands* attention.

Better come join us. The next thing you know, you too will be making strong statements about how the “sales gains exceeded our expectations” on **THE CBS RADIO NETWORK**

HOME IS THE HERO



Our Sales Hero, Ken Hildebrandt, was forced to cut his Grand Tour short, after exposing "ACROSS THE SEVEN SEAS" in only four Eastern markets. It seems he had over-looked Easter and the Passover holidays, which is about what one can expect from a chap who wears rhinestone-studded glasses. (In stunning silver frames yet!)

Anyway, he returned to Hollywood with his beret set at a jaunty angle, and his silk Italian scarf tossed gaily o'er his right shoulder. I knew then and there that the trip had been a smasher, brief tho it was.

ME: Well, what happened?

KEN: They liked the pilot.

ME: What does that mean?

KEN: They want to see one or two more episodes. They said they're not buying just a pilot anymore.

ME: What did they say about our color?

KEN: They liked it.

ME: What does that mean?

KEN: They said they had never seen color as good. Some of the NBC guys in New York were especially complimentary. Also in Cincinnati.

ME: Where else did you go?

KEN: Here and there.

ME: What does that mean?

KEN: Chicago and Washington.

ME: What happened?

KEN: I think we can get Chicago and New York in color. Cincinnati and Washington want to see at least one more picture.

ME: How much did you quote in New York?

KEN: A real fair price.

ME: What does that mean?

KEN: \$3,000 per picture.

ME: Who else did you see in New York?

KEN: Fred Thrower.

ME: What did he say to the price?

KEN: Not much.

ME: What does that mean?

KEN: He almost killed me.

ME: But what did he say?

KEN: He said you're the last of the boy bandits.

ME: Never mind the Valentines, what did he say?

KEN: He said he wouldn't pay us three grand if we tossed in Elizabeth Taylor's memoirs.

ME: Is he mad at me?

KEN: It's hard to say.

ME: What does that mean?

KEN: Yes.

From the above report, I feel it safe to predict a golden future for "ACROSS THE SEVEN SEAS."

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Irving Mansfield and Peter Arnell, producers of the coming "Talent Scouts" hour on CBS-TV, have signed Harry as its music conductor and Grey Lockwood (tops) to direct a gram, which subs for Garry Moore 12 weeks this Summer . . . Rhonda Fleming great on the "Bell Telephone Hour" Friday night. Some of the Miss Rheingold candidates have been going to King's Kingswood Country Club in Haverstraw, to relax in a formal atmosphere. Incidentally, Norm's mother, Bessie Kull, been cited as "Mom of the Year" by the Haverstraw area residents for her "warmth and kindness" . . . My Stetson's off to: George N. a very talented guy whose acting on "Route 66" is great and new Epic album, "George Maharis Sings," is a must for deeja

• • • If anyone knows the whereabouts of Judith Allen, TV actress and movie starlet, contact Arch Braumfeld at MU. Very Important! . . . Jeri Lynne Fraser, selected by Joey to play opposite him in his "Two Tickets to Paris" flick, hasn't even met him yet. Their first meeting will be on May 9, when product gins . . . What's up doc? WUHF, New York's experimental station will try to find out May 10 via a documentary of day-to-day activities of five medicos in different parts of the country . . . Jack L. WABC Radio news-public affairs director, will discuss "How Radio and TV Influences the Public and Public Opinion" tomorrow in two classes at James Madison High School in Brooklyn.

• • • Meet: Kenneth W. "Ken" Stowman, newly appointed sales development director for the Triangle Stations. A veteran of more than three decades broadcasting in Philadelphia, most recently serving as general sales manager for the WFIL stations, flag-ship of the Triangle group, his broadcasting career started in 1927 with WCAU, Philadelphia. He worked there 'till 1942 when he entered military service. Stowman joined the WFIL stations in November, 1945, and two years later helped launch WFIL-TV, the nation's 13th TV station. A member of the Board of the Pennsylvania Association of Broadcasters and the Poor Richard Club of Philadelphia, Ken, with two others, founded the Philadelphia TV and Radio Advertising Club, and was the first president of the organization. His new post includes the coordination of Triangle's sales development on the national level.



STOWMAN

• • • Carolyn Gilbert (arranger-composer-singer) is heading the combo on "Family" during the Lowe-Griffin emcee stand. Sam Jim Lowe are long-time friends from Chicago days when they jammed together. Combo includes Sandy Block on bass and Barnes on guitar. . . . George Montgomery at La Popotte, the gourmet's haven in New York. . . . Former Gov. Faubus to host a weekly TV show in Alabama. . . . The swank Gaslight Club and its speakeasy band still is the wildest show in town. . . . Mervyn and NBC coming close to a big new deal . . . Could be an hour for Merv. . . . Frank Sinatra branching out from his radio ownerships, is planning to pick up a few small newspapers a la son-Todman. . . . Cannonball Adderley becoming a columnist on . . . The Luau 400's new menu's are worth framing. The 100 now a regular participant on "Say When." . . . Eddie Fisher sold off his stock in a small combine that owns three radio stations came out with about \$50,000. . . . Society orchestra leader Phil F. recently played the Waldorf party for the Shah of Iran, and tackled the birthday party for President Kennedy.

• • • Goings on at Mercury Records: Terry Gibbs has returned to the Mercury label after an absence of three years. . . . Rex Brown along with Jane Russell and Joe E. Lewis, recently cut a three-hour TV tape appeal for funds for the Warm Springs Foundation in Texas, Tex. The Tape will be shown by stations throughout the country. . . . Mercury's Smothers Brothers are set for the May 14 "Bing Crosby Special." . . . The label has announced a special release of new albums featuring Xavier Cugat, Mike Simpson and His Ranch and one with various artists featuring Kenny Myers.

Patricia Jackson to Be AWRT Keynoter

Perry Mason' Exec Gives Main Address at Chi Convention

Patricia Jackson, executive producer of the "Perry Mason" series on CBS-TV,

will make the address at the annual convention of the American Women's Radio and Television Association which will convene through the week ending at the Chicago Convention Center. Patricia Jackson will be the featured speaker at the convention. The theme of the convention is "The Future of Radio and Television."



TJADEN

AWRT president Montez Tjaden will give the opening address at the convention. The theme of the convention is "The Future of Radio and Television."

Those taking part in the convention's session will be FCC Commissioner Newton Minow; NAB President LeRoy Collins; Mark Goodson and Bill Todman of Goodson-Todman Productions; Arthur Hatham of Hatham-Laird; Peter Peterson, Bell & Howell; and others. A general session on Sunday will be addressed by James T. Vetter, Jr., of the FCC.

McCall's Awards Slated
To the 11th year, highlight of the convention's Saturday-night program will be presentation of the annual McCall's Magazine Gold Mike Awards to women in radio and executive posts who have made notable public service contributions through broadcast in the past year.

The convention will close Sunday following a general meeting which Martha Crane will be elected as 1962-'63 president.

Lorillard, Whitehall Sign Next Year's 'Price'

Lorillard Co. and Whitehall Laboratories Division of Ameri-Home Products, via Lennen & Bell and Ted Bates & Co., have awarded NBC-TV's "The Price Is Right" for 1962-'63.

Beginning Sept. 17, the night-color audience participation show will be seen Mondays from 10 to 11 PM. It currently runs weekdays from 8:30-9 PM.

Bob Stewart is the producer for Goodson-Todman Productions, and Beth Hollinger Ferro is associate producer. Bill Cullen is host.

Announcing for KIKK

Houston — Jimmy Copeland has joined the announcing staff for KIKK and will be featured in the two-and-a-half-hour country and western music program daily.

So. Cal. Outlet Invites Region's Candidates To Mass TV Forum

West Coast Bureau of RADIO-TV DAILY
Los Angeles — One hundred and six candidates for 19 congressional seats from the Southern California area have been invited by KTTV to appear on a special four-hour public service program June 3.

"Despite the complexity of the undertaking caused by the large number of candidates, we feel this is an opportunity the public should have to see and hear all their Congressional candidates on the same program," said Robert W. Breckner, president of the station.

All appearances will be scheduled for specific times and listed in advance, so that voters from various districts will know when to watch for their candidates. Candidates will be allowed to appear in person only, and present a brief statement, live.

Al Morgan Films Series For Nat'l Syndication

Pittsburgh—Al Morgan is currently filming a new TV series, "Make Music with Morgan," for national syndication. The series, 390 five-minute segments, will feature him in vocal and piano stylings.

The new Morgan skein is produced by Dan Mallinger in association with Ken Israel & Associates.

WCAU-TV Ups Kraymer To Production Manager

Philadelphia — James Kraymer has been promoted to production manager at WCAU-TV. He joined the station in 1953 as an assistant director, and subsequently became program coordinator, director and public affairs producer.

Budding Comics to 'Speak Up'

"Conversations in Comedy," a new approach to the art of laugh-making developed at the Gagwriters-Comedy Workshop, will make its broadcast debut Wednesday in the "Speak-Up" portion of WCBS Radio's Bob Dixon "At Your Service" program.

It presents young comedians doing their own routines before an audience which acts as their critics. When the comics have completed their monologues, the audience is then given the opportunity to question the comedians

ADVERTISING JOBS RATE HIGH WITH UNDERGRADS

White Sulphur Springs, Va.—Advertising industry leaders heard Saturday that college undergraduates view the profession favorably as a career, placing it on a par with positions in the automotive industry or in the field of engineering; and ahead of jobs in selling or journalism.

Zoo Skein in St. Louis

St. Louis—R. Marlin Perkins, who takes over as director of the St. Louis Zoo Oct. 1, will soon begin a local TV series, "Wild Kingdom." Parts of the series will be filmed at the Chicago Zoo, where he is currently the director.

Irving Heitzner to Get Award for Newsreel

Irving Heitzner, veteran documentary and newsreel cameraman formerly with CBS News and now with Hearst Metrotone News, "News of the Day," will receive an award Wednesday during Journalism Week festivities at Missouri U. for his special "Sound-on-Film" coverage of the pro-Lumumba demonstrations at the UN. He was with CBS News when the event occurred.

Sponsored by 3 Groups

The award is part of the 19th annual Newsfilm of the Year competition sponsored by the National Press Photographers Association, Missouri U. and the World Book Encyclopedia.

Heitzner, secretary of the Radio-TV-Newsreel Working Press Association, is also a member of the White House Press Photographers Association, Academy of Television Arts and Sciences and the Society of Motion Picture and TV Engineers.

WAFC Is CBS Affiliate

WAFC, Staunton, Va., becomes a CBS Radio affiliate today. The 1,000-watt station with Lloyd Gochenour as vp and general manager is owned and operated by the American Home Broadcasting Corp.

Conversely, the students express a critical attitude toward some of the present-day practices of advertising, and they have mixed opinions about the advertising man as an individual.

These and other findings about advertising and its image on the college campus were presented to the 4A's board of governors at its annual meeting here by Robert Riordan, marketing and research VP and director, D. P. Brother & Co. The report was based on first returns of an extensive survey among students at four Michigan universities for the 4 A's Michigan council.

Executive Called Colorful

Critical students charged that some advertising is misleading and repetitive. The exec is seen as being creative, imaginative, successful, hard-working, personable and colorful. At the same time, many also look upon the ad exec as being opportunistic, aggressive and materialistic.

There was general agreement that advertising is an important part of American economic life. The majority believes advertising is necessary to move goods, that it is educational and informative. A great many even termed it "entertaining."

College Prexies Discuss Higher Education Issues

WRVR will present another program in its inter-city conference series on Tuesday when three college presidents evaluate "The Challenge Facing Higher Education." Taking part are Calvin H. Plympton of Amherst College; Eric A. Walker of Penn State, and Mason W. Gross of Rutgers. Moderator is James R. Killian, Jr. No time limit has been set for the discussion; the program will end only when the panelist feel the issues have been clarified.

WPAT Airs 'Great Ideas'

WPAT-AM-FM inaugurated a new public service adapted for radio from the Container Corp. of America's print campaign, "Great Ideas of Western Man." Produced by the station, the series features Lowell Thomas as narrator.

mca tv

PROGRESS REPORT

CITY	STATION	REP.	STATION COMMENTS
Amarillo	KFDA-TV	Blair	Ranks Number Two among all syndicated shows.
Ames	WOI-TV	H-R	Station sold out and happy.
Austin	KTBC-TV	P. H. Raymer	Highly successful for local sponsors.
Baltimore	WJZ-TV	TVaR	
Bellingham	KVOS-TV	Forjoe	
Billings	KOOK-TV	Hollgb.	Sensational 35 ARB against competition's 16.
Boise	KTVB	Bolling	Ranks Fourth among all syndicated shows.
Charleston, W. Va.	WCHS-TV	Blair	Doubles rating of lead-in.
Charlotte	WSOC-TV	H-R	Homes up almost 80% over previous program in time period.
Chattanooga	WRGP-TV	H-R	Sold out! Number One syndicated show in market.
Chicago	WGN-TV	Petry	
Chico	KHSL-TV	Bolling	Highest rated syndicated show.
Cincinnati	WKRC-TV	Katz	
Cleveland	KYW-TV	Avery-Knod.	Renewed! Homes reached up 100%.
Columbia, Mo.	KOMU-TV	Avery Knod.	
Columbus, O.	WBNS-TV	Blair	Fourth ranked syndicated show in market.
Dayton	WHIO-TV	Hollgb.	
Detroit	WWJ-TV	P-G-W	More than doubles lead-in rating.
El Paso	KTSM-TV	Hollgb.	Sold out! First in time period against strong network competition.
Eugene	KEZI-TV	Meeker	Ups lead-in rating by 40%.
Eureka-Medford	KIEM-TV	Young	
Ft. Myers	WINK-TV	Forjoe	Sponsored by local supermarkets.
Ft. Wayne	WPTA	Young	
Fresno	KFRE-TV	Blair	Rating up 117%, Homes up 106%.
Grand Junction	KREX-TV	Holman	
Great Falls	KFBB-TV	Hollgb.	33 rating against Dupont Theatre's 25.
Green Bay	WLUK-TV	Young	Sold out after second telecast, Number Two syndicated show.
Greenville, S. C.	WFBC-TV	Avery-Knod.	First in time period.
Hattiesburg	WDAM-TV	Weed	
Honolulu	KGMB-TV	P-G-W	
Idaho Falls	KIFI-TV	Meeker	
Indianapolis	WLW-I	Crosley	
La Crosse	WKBT	Avery-Knod.	
Lancaster	WGAL-TV	Meeker	
Laredo	KGNS-TV	Bolling	Sponsored by United Gas.
Los Angeles	KTTV	Blair	
Lubbock	KDUB-TV	Adv. Time Sls.	Stripped at 11:30 PM, matching Jack Paar's rating.
Macon	WMAZ-TV	Avery-Knod.	Sponsored by Phillips 66 and Hotpoint.
Miami	WTVJ	P-G-W	
Milwaukee	WISN-TV	Petry	Renewed! Highest rated 10:15 PM show on station.
Minneapolis	WTCN-TV	Katz	Station's finest strip, more than doubles lead-in.
Mobile	WALA-TV	Bolling	Rating up 500% over previous program in time period.
Monroe	KNOE-TV	H-R	Number Two among all syndicated shows in market.
Montgomery	WSFA-TV	P-G-W	
Nashville	WSM-TV	Petry	
New Orleans	WWL-TV	Katz	Delivering highest ratings ever earned in this time period.
New York City	WPIX	P-G-W	
Paducah	WPSD-TV	Adv. Time Sls.	
Phoenix	KOOL-TV	Hollgb.	Highest rated syndicated show.
Portland, Me.	WMTW-TV	H, R, & P	
Portland, Ore.	KOIN-TV	CBS Spot Sls.	
Rapid City	KOTA-TV	Bolling	Station calls show "excellent." Filled with spots.
Richmond	WTVR	H, R, & P	
St. Louis	KPLR-TV	P-G-W	Number Three syndicated show in market, best on station.
Salt Lake City	KCPX-TV	Katz	
San Antonio	WOM-TV	Petry	Replaces Highway Patrol as 4:00 PM strip.
San Francisco	KPIX	TVaR	Renewed! Number one syndicated show in market.
Seattle	KING-TV	Blair	Number Four in market, 56% higher rating than competition.
South Bend	WSBT-TV	Raymer	Tops competing Jack Paar, News and Feature.
Spokane	KREM-TV	Petry	
Syracuse	WHEN-TV	Katz	Stripped with State Trooper, with strong rating.
Twin Falls	KLIX-TV	Hollgb.	
Washington, D. C.	WMAL-TV	H-R	
Wichita Falls	KSYD-TV	Blair	Across-the-board, opposite News.
Wilkes-Barre	WBRE-TV	Bolling	
Winston Salem	WISN-TV	P-G-W	Renewed! Highest rated 10:15 PM show on station. Rating up 100%. Sold out!

POWERFUL!

M-SQUAD

STARRING

LEE MARVIN

**117 HALF HOURS
FIRST RUN OFF NETWORK**

mca
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.
PLaza 9-7500 and principal cities everywhere

Produced by Latimer Productions with Revue Studios facilities



Trans-Lux 1st Quarter Shows Gain over '61

Trans-Lux Corp. reports its first quarter earnings for 1962 were \$192,900, compared with a first-quarter earnings in 1961 of \$186,500.

The firm also elected Richard Brandt president. Previously, he had been VP of the corporation and president of the entertainment division. Percival Farber remains board chairman and chief executive officer. Former VP Aquila Giles was named exec VP.

KOMO Account Exec

Seattle — Lawrence H. "Bud" McMullen has joined the KOMO sales staff as an account exec. He was formerly manager of Musiking, a subsidiary of King Broadcasting Co.

Effective May 1

THE FRIENDLY GROUP

(Division of Rust Craft Greeting Cards)

changes its name to

RUST CRAFT BROADCASTING CO.

and moves its New York National Sales Office to

Canada House

680 Fifth Ave., New York 19, N.Y.

JU 6-5510

LEE GAYNOR
National Sales Manager

FRED WEBER
V.P., Planning and Development

WSTV-TV (Ch. 9)
Steubenville, O.

WBOY-TV (Ch. 12)
Clarksburg, W.Va.

WRDW-TV (Ch. 12)
Augusta, Ga.

WRGP-TV (Ch. 3)
Chattanooga, Tenn.

KODE-TV (Ch. 12)
Joplin, Mo.

200 Quaker State 'Casters Begin Three-Day Meeting

(Continued from Page 1)

ager's talk on "Today's Market for Radio."

Julian Goodman, NBC News vice president, will address them at today's luncheon. In the evening, the speakers are to be George I. Bloom and Otis B. Morse, respectively chairman of the Republican and Democratic State Committees.

Nearly 200 broadcasters and their associates are expected to attend the annual convention of the Pennsylvania Association of Broadcasters at Pocono Manor on April 29, 30 and May 1.

George I. Bloom and Otis B. Morse, Chairmen of the Republican and Democratic State Committee, respectively, will address the broadcasters jointly Monday evening.

Forums on Many Subjects

Panel sessions include discussions on department store advertising, promotion, FCC programming forms, broadcast editorializing, FM sales and programming and radio time buying.

Richard Gerstell, Pennsylvania director of Civilian Defense, will discuss radio's role in national emergencies. The convention will close tomorrow noon with a "jackpot luncheon," presentation of awards and introduction of new officers.

Top-Flight Participants

Panels and participants are: "The Department Stores Speak"—Mark Fisher, publicity director, Strawbridge and Clothier, Philadelphia; George Gable, board Chairman, W. S. Gable Co., Altoona; Max Heller, group manager, Allied Stores Corp., Allentown; Lou Waldman, publicity and advertising manager, Gimbel Brothers, Pittsburgh; "Let's Talk Promotion"—Don Curran, promotion director, ABC O & O radio stations, president, Broadcasters' Promotion Association; Doug Holcomb, director, promotion and advertising, WDAU-TV, Scranton.

FCC's Goldin Slated

Also Theodore Pierce, manager, WEST Radio, Easton; Caley E. Augustine, director, public relations and promotion, WIIC, Pittsburgh; "What's New with FCC Logging Rules and Program Forms?"—Hyman Goldin, chief, FCC Division of Research and Education; Robert M. Booth, Jr., Esquire, and past president of the FCC Bar Association; Roy E. Morgan, executive vice president

and general manager, WILK, Wilkes-Barre; "Broadcast Editorializing—Cause and Effect"—Cecil Woodland, general manager, WEJL, Scranton; George A. Koehler, station manager, WFIL-TV, Philadelphia; L. R. Rawlins, general manager, KDKA, Pittsburgh. "Programming and Selling on FM"—Raymond S. Green, vice president and general manager, WFLN-FM, Philadelphia; Robert G. Clarke, sales manager, WKJF (FM), Pittsburgh; Samuel M. Altdorfer, manager, WLAN-FM, Lancaster; "Let's Make Radio Easier to Buy"—Leslie D. Farnath, vice president, N. W. Ayer & Son, Inc., Philadelphia; Ed-



WOODLAND



WEBSTER

CURRAN

ward Fleri, associate media director, Batten, Barton, Durstine, Osborn, Inc., New York; Robert E. Eastman, president, Robert E. Eastman Co., Inc., New York.

On the convention committee are Paul Woodland, WGAL-TV, Lancaster, chairman; Augustine, and T. E. Paisley, Jr., WRCV, Philadelphia.

All Faiths Cooperate

(Continued from Page 1)

Jewish Community Relations Council of San Francisco and the San Francisco Chapter of the American Jewish Committee.

It is designed to acquaint priests, ministers, rabbis and laymen with latest techniques for religious telecasts and radio programs.

NBC Radio '62 Billings

(Continued from Page 1)

Among highlights of sales written during the past two months is the return, for the fourth consecutive year of Sylvania Electric Products, through Kudner; and Midas, through Edward H. Weiss & Co.

Joins WBAP-AM-TV

Ft. Worth, Tex. — Jerry Hammons, who with Jack Robbins and Cecil Woolbright handles production and talent bookings for "Cowtown Jubilee," is now associated with WBAP-AM-TV of this city.

Segmented Marketing Urged to Lift Radio

Pocono Manor, Pa.—Segmented marketing, a new concept described here last night, is the most important change that holds for radio. Maurie CBS Radio spot sales attending Pennsylvania broadcasters that "with advertising rising, marketers must focus efforts on their best customers." "First they must find them," he said, "then they must reach them. We know today no such thing as a real market."

'Know Your Audience'

Webster told the PBA radio will prove to be the selective medium in all advertising because most stations are their own special audience is far better than newspaper TV and more effective than magazines. But, we must know more about our audience just their size but who they are. With this data an advertiser select stations better and amazing effectiveness."

He also forecast more in use of radio's full potential in the future — morning, afternoon and all night. "Agency clients have pushed the driving time to new heights because they felt everyone be in these periods. The and other imposing factors probably make the other periods more attractive."

Sound Medium Is Up

Urging more cooperation between radio broadcasters, said he's convinced there are areas on the national level this can pay off, "if we stay on the premise that radio is a very good ad medium and sell to clients and agencies."

Discussing "Today's Market for Radio," the station representative that "on the local scene radio has been making steady advance clients and agencies discuss ways it out-performs newspaper while offering good cost advantages over local TV."

He also cited various conditions which station representative made to both agency and advertiser understanding of radio.

WBFM's 'Money Talks' Aimed at Gal Listeners

"Money Talks," a five-part program of financial information and instruction for the radio audience, will be broadcast Monday through Friday FM, beginning this afternoon program features Lorie former Wall Street broker network commentator. Recently completed a series of financial broadcasts that are offered for syndication.

Benny Salute Repeat Sponsored by Lipton

"Carnegie Hall Salutes Jack Benny," an hour tribute for his many benefit concerts on behalf of musicians' pension and endowment funds, will be rebroadcast July 31 on CBS-TV, sponsored by Thomas J. Lipton, Inc., via Sullivan, Stauffer, Colwell & Bayles. It was originally aired last September.

Russo a Sales Mgr. For Mel-O-Toons

West Coast Bureau of RADIO-TV DAILY
Los Angeles — N. W. (Nick) Russo has been named general sales manager of Mel-O-Toons, Inc., producers and distributors of the Mel-O-Toons color cartoon series, and will headquarter in Boston. He recently resigned as Northeastern sales manager for National Telefilm Associates, a post he held eight years.

Simultaneously, Russo announced that Mel-O-Toons were just sold to WPIX, New York; WHEN-TV, Syracuse, and WOW-TV, Omaha. Placing the series in a total of 20 markets. Among others are WGN-TV, Chicago; WBZ-TV, Boston; KFRC-TV, Houston, and the Triangle group of stations.

52 in Series

Mel-O-Toons, available in color and B-W, use the original sound tracks of all-time best-selling children's records, with animation created to suit the story and music of each record. There are 52 six-minute cartoons in the series, which was produced by New World Productions whose animation department is headed by Art Scoot, former writer-director for Disney Studios.

Russo, in addition to serving as general sales manager for Mel-O-Toons, continues as executive VP of Gadabout Gaddis Productions, Inc., distributors of the "Gadabout Gaddis, the Flying Fisherman" film series.

Barnes Joins Chi Outlet As Sales Promo Head

Chicago — Arthur Barnes has joined the staff of WBBM as sales promotion manager. He previously was at WISN-TV, Milwaukee, as promotion and publicity director since 1957. Before that he was an account exec at Carl Nelson & Associates.

Morrow Turns Teacher

Toledo — Jerry L. Morrow, WSPD news reporter and information services director at Toledo, U., is now teaching journalism there. Morrow is a member of the Toledo Publicity and Efficiency Committee.

HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Aaron Spelling, executive producer of "The Lloyd Bridges Show" for Four Star, has purchased 12 originals for the series and has written one of his own, titled "I Hear a Baby Cry." . . . Screen Gems has signed Robert Gist to direct six segments of "Naked City" and "Route 66," with an option for six more. In addition to the Bert Leonard series, Gist will direct two episodes of "Empire," a new series, for William Sackheim.

• • • Rita Moreno finishes her role in "To Be A Man" in Manila today and stays over for a week to star in a syndicated TV musical for Philippines Video Attractions Inc. The program will be released in the United States in late May, coincident with distribution in Europe and Asia.

• • • Mann Scharf, VP of Stars International, a subsidiary of the Peter Frank Organization, has resigned effective immediately. He will announce a new affiliation shortly . . . KRCA airs "The Warsaw Uprising," a semi-documentary in color, tonight in commemoration of the anniversary of the tragic event . . . "Final Vow," a teleplay by Henry Slesar, will be the first episode of the new Alfred Hitchcock series. Shooting gets under way at Revue Studios May 21 with Norman Lloyd as producer-director. Lloyd returns over the week-end from New York, where he has been scouting properties and talent for the series.

• • • The Frank Cooper Agency reports the following writer assignments: Peggy and Lou Shaw to prepare an original for the "Empire" series to be filmed at Screen Gems; Ed Scott re-signed by the Garry Moore Show for the 1962-63 season and Turnley Walker for an original for the Four Star "Dick Powell" show . . . Mel Ferber has signed a new deal to continue as producer of "Calendar" on CBS.

• • • KHJ-TV will carry the "Miss California" contest June 22 as part of the world-wide "Miss Universe" contest . . . KNX's Phil Norman, who is merchandise director as well as doing his own nightly program, is in San Diego attending the 41st Annual Convention of the Western Association of Food Chains. He is due back on Wednesday . . . KOGO Radio and TV has proclaimed Cinco de Mayo (May 5) as Jose Jimenez Day. Bill Dana will divide his time between the two San Diego stations for a series of radio and TV appearances and his records will be featured throughout the day . . . "The Lettermen," Capitol recording artists, will record a series of safety jingles to be broadcast by some 2,000 radio stations in the Fall.

• • • Wolper Productions has signed Theodore H. White to write the documentary script based on his best-seller, "The Making of the President 1960," to be produced by David L. Wolper as two one hour specials. Wolper plans to release the two hours as a theatrical film.

Garroway a 'Universe' Host

Dave Garroway returns to TV to join Arlene Francis in hosting the 1962 Miss Universe Beauty Pageant on CBS-TV July 14. Gene Rayburn will be emcee. The 90-minute show will be televised live from Miami Beach, where the 100 girls from 55 countries, including the U. S., will vie for the crown.

During the program from Convention Hall, viewers will see the "beauty delegates" appear in evening gowns, and later in swim suits. Participants will be judged on the basis of charm and personality as well as on beauty of face and beauty of figure.

The telecast marks Garroway's first appearance as a TV host since he resigned from the "Today" show last year. Paul Levitan, special events director for CBS-TV, will be the producer for the broadcast, with Clarence Schimmel as associate producer and Vern Diamond as director.

KING-TV TOWER SALUTES FAIR

1,000 Golden Lights Honor
Seattle Century 21 Display

Seattle—A golden salute high atop Queen Anne Hill is honoring nightly the Seattle World's Fair as KING-TV's tower blazes forth with more than 1,000 lights till Oct. 21. Four strings of gold lights outline the 570-foot transmitting tower that stretches 1,000 feet above sea level.

Visible for miles, the tower's golden salute was described by KING-TV VP Otto Brandt as "the King Broadcasting Co.'s tribute to the Pacific Northwest's greatest event."

Kids See Met Perfo On Closed-Circuit

Stamford, Conn. — Over 100 students here will view "Carnegie Hall Salutes Jack Benny" by the Metropolitan Opera on closed-circuit TV on May 1. The performance, from Metropolitan High School auditorium, is sponsored by the Lincoln Center for the Performing Arts in New York.

ABC's Foster Elected To Klee-Vu's Board

Michael J. Foster, ABC president, Press Information



FOSTER

been elected member of the board of directors of Klee-Vu Industries, Inc., Berkeley, chairman and president, announced the week Foster headed ABC's press activities since 1955. Before that he was Press Information director for CBS-TV. He is a staff reporter and sports editor on the New York Journal-American, and also worked on the New York Times, before going into public relations. Foster served with the U. S. Army Air Corps during World War II, mustered out as a captain in 1946. He is a graduate of Fordham University Law School, and a member of the New York State bar.

Union Oil Dons Silks For 6th Year Running

West Coast Bureau of RADIO-TV
Los Angeles — For the consecutive year, KNXT and CBS-TV Pacific Network will broadcast the Saturday Five Race from Hollywood Park beginning May 12 with the \$100,000 added Debonair Stakes.

Union Oil of California, Young & Rubicam, will sponsor the races for the sixth season a row.

Gil Stratton, sports director of KNXT and the CBS-TV Pacific Network, returns to the Hollywood series to present behind-the-scenes interviews and descriptions during the half-hour broadcast. Track announcer Harry F. will call the action.

Brown Promoted

Denver — Robert L. Brown has been named general sales manager for KBTB. He joined the station's sales staff in 1952 and in 1957 assumed the post of national sales manager for Mullins Broadcasting Co.

BK Aids Teeners leukemia Fight

etroit — WJBK (Storer) and Detroit chapter of ALSAC are cooperating in a special Teen-ager's March against leukemia in this area. WJBK, of which CBS-TV star Thomas is president, has led the station's staff members Marc Avery, Clark Reid, E. Lee, Dave (Jack the Guy) Shafer, Bob Edgington and Steve Millan to act as "rescue" for young people who need to aid the drive.

Appoints Farrar Production Head

as — PAMS Syndicated Production has appointed Bob Farrar, having spent the last years in the radio, ad and TV fields, began his broadcast career in 1951 as assistant production director for Liberty Broadcasting System.

Steel, du Pont Top ing Materials Ads

(Continued from Page 1)
E. I. du Pont de Nemours had billings of \$3,216,209 for du Pont paint and materials. The company, Reynolds Metal Company, Aluminum Co. of America and Aluminium, Ltd. advertising was for aluminum, while Pyrex Plate Glass was for Douglas Fir Plywood was in the form of plywood, Armstrong Co. for industrial products, Petroleum Corp., Mary Carter and Merritt Chapman & Co. for paints, American Cyanamid Co. for Formica and Gypsum Co. for building materials.

lly, building materials also are seeing widespread use of TV. A survey by Advertiser Reports shows 157 builders and real estate advertisers using 30 programs and spots. Twenty four home improvement contractors used 18 spots and 98 spots.

Direct Sales Result
of U. S. Steel's advertising has been noted, is designed to increase customers' customers. At the same time, the company is getting direct sales results from its advertising. Among the latest commercial showing advanced steel homes pulled 20,000 inquiries; another commercial showing the versatility of steel for fences brought in 30,000 and a commercial that discussed construction of the Tulane stadium resulted in 500 bona-fide orders for a booklet of plans and specifications, with at least eight sales attributed.

'Thinking Machine' Now Book

"The Thinking Machine," a book written by John Pfeiffer and based on a CBS-News produced TV broadcast of the same name has been published by the J. B. Lippincott Co. Produced and written for TV by Thomas H. Wolf, "The Thinking Machine" was one of the programs in the "Tomorrow" series on CBS-TV, and was devoted to a study of the TX-o digital computer.

For his book, Pfeiffer has used research material gathered by the "Tomorrow" staff, plus his own research, much of which was spent at the Massachusetts Institute

of Technology working with scientists who developed the TX-o.

"The Thinking Machine" contains 236 pages, illustrated with photographs and diagrams. Murray Benson, licensing director for CBS Films, negotiated the agreement whereby Pfeiffer and the Lippincott Co. were authorized to write and publish the book, which is copyrighted by CBS.

Roy Neal to Emcee Armed Forces Dinner

NBC News correspondent Roy Neal will emcee the 13th annual National Armed Forces Day Dinner May 11 at the Sheraton-Park Hotel in Washington, D. C., sponsored by the Air Force Association, Navy League of the U. S. and Association of the U. S. Army.

Some 2,000 government, civic and industry leaders are expected to attend the affair, which marks the inauguration of Armed Forces Week, May 12-19.

Reporter at Canaveral

Neal has covered all the major space launchings at Cape Canaveral for NBC News. Last month — on behalf of NBC — Neal received the Hoyt S. Vandenberg Award from Secretary of the Air Force Eugene M. Zuckert. The award was for NBC's "outstanding contributions to aerospace power for national security."

TeleSynd Names Russell Central Division Manager

Carl Russell has been named central division manager of TeleSynd, a Wrather Corp. division. TeleSynd has exclusive TV syndication rights for "The Lone Ranger" and "The Ray Bolger Show."

TELEVIEWS

'World's Greatest Robbery'

Part I — 'Du Pont Show of the Week'

(Part II May 6)

Franklin Schaffner has another winner in last night's NBC-TV semi-documentary on the 1950 Brinks robbery. From production to casting to script it's first-rate drama.

Since majority of the actors are unfamiliar, the story gains credibility, yet, quality of performance definitely was not sacrificed.

The script embraced the two years of planning that went into the greatest cash robbery of all time, thinly disguised as "The Security Transport Company," as well as actual execution of the crime.

Despite knowing what happened, suspense is built strongly throughout. An effective touch was a burglar alarm ringing over the closing titles.

As narrator, Barry Sullivan was especially effective in restricting his delivery to a factual description of what was happening. Sullivan, the entire cast, writer Loring Mandel and everybody associated with Schaffner in this production can take a well-deserved bow. Part II next Sunday will cover the tracking down and capture of the criminals.

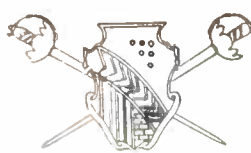
Narrator: Barry Sullivan; Cast: R. G. Armstrong, Cliff Osmond, Gavin MacLeod, Edward Holmes, Milton Selzer, Paul Mazursky, Woodrow Parfrey, Gerald Price, Paul Lambert, William Phipps, John Cliff; Producer - Director: Franklin Schaffner; Writer: Loring Mandel; Unit Manager: Dick Wendelkin; Associate Director: Tom Foulkes; Production Asst.: Joan Maas; Stage Managers: John Wilson and George Fulton; Point of Origination: NBC Studios, Burbank, Calif; Agency: BBD&O.

Net Skeds Coverage Of 'Emmy' Awards

The 14th annual Emmy awards show of the Academy of TV Arts & Sciences will be carried on NBC-TV May 22, for the eighth consecutive year.

The show will originate in three locations, New York, Washington and Hollywood with Johnny Carson, David Brinkley and Bob Newhart as MC's, respectively. Producer of the program will be Fred Coe.

Two press parties will be held for award nominees by NBC, one in Los Angeles May 8 and the other May 14 in New York.



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Media and Education Is Ohio Meet Theme

Columbus, O. — Educators and officials of government and industry will project the role of education and communications into the space age in talks at the 32nd annual Institute for Education by Radio & Television, Wednesday through Friday, at the Desher Hilton Hotel here. Sponsor is Ohio State U.

The keynote address, "Opportunities for TV in the Technological Age," will be presented by Samuel B. Gould, president of Educational TV for the Metropolitan Area, New York.

Ivan Nestingen, HEW undersecretary, and Hyman H. Goldin, chief, research and educator division, FCC Broadcast Bureau, will appear at the opening general session Wednesday to discuss ETV legislation.

First awards in the 26th American Exhibition of Educational Radio and TV Programs will be announced at the final session. Honorable mentions for radio will be announced Thursday at the luncheon, and for TV Thursday at the keynote session.

Fennelly Leaves 4 Star For Indie TV Production

West Coast Bureau of RADIO-TV DAILY

Hollywood—Vincent M. Fennelly has announced the termination of his five year association with Four Star Television. Fennelly plans to enter the independent TV production field under the banner of his own Malcolm Enterprises, with two immediate properties to be developed by the company into series: an hour-long anthology under the title "Escape" and a half-hour situation comedy, "No Man's Land."

Bradford in New Post For Columbia Records

John Bradford has been promoted to the newly created position of art director, advertising and sales promotion, of Columbia Records' creative services dept. He joined Columbia in 1961 as art director.

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AGENCY NEWSCAST

By SHELBY COOPER

"Canadian TV is probably the most maligned, misunderstood resultful, successful and permanent advertising medium ever to come on the scene," William R. Seth Jr., director of TvB of Canada told 400 broadcasters, agency representatives and advertisers at a recent CAB convention in Montreal.

George H. West, ad director at Consolidated Electrodynamics, has been elected West Coast director of the ANA . . . E. Paul Percha, formerly with A. R. Brasch & Sons Advertising, has joined the sales staff of CKLW, Detroit . . . Sara Fox has joined Geyer, Morey, Madden & Ballard, to supervise all work on the Max Factor account.

Tully Plessner, research director for Fuller & Smith & Ross, has been elected a VP . . . Vahlsing Inc. has named the Don Kemper Co. its ad agency. William I. Tracy will supervise the account.

Arthur Pine Associates have been appointed to handle publicity for Curry Auto-Rental . . . Henry F. Ortlieb Brewing Co. will sponsor "The Big Race," a series of 162 horse races from now till December on WFIL, Philadelphia . . . TWA, already sponsoring newscasts in New York, Chicago and San Francisco on local ABC-TV affiliates, May 1 begins sponsorship of 15 minutes of "The Big News," Tuesdays and Thursdays on KNXT-TV, Los Angeles.

Papert, Koenig, Lois, Inc. has been appointed agency for Martin-Marietta Corp . . . Toro Manufacturing Corp., Minneapolis, has appointed Campbell-Mithun, in the same city, as its new advertising agency . . . George Bagnall and Associates, through its affiliate, Cartoon Distributors Corp., has sold "Space Angels" for im-

Thought for Today

"It is true that half the world's TV receivers are in the U. S. But the other half, outside this country, is growing at a rate much greater than the relatively stabilized American market. Taken at its face value, this revolution in TV will create the most exciting threshold in mass communications. Not just different traditions in programming; not just a total reorientation of marketing practices; but also significant overtones in the relations of governments and national policies, when the world's leaders may address directly the populations of other countries, and in new and original ways propagandize them without the skeptical intervention of reporters and editors."

—Robert Saudek, producer
At annual meeting of 4A's

mediate delivery to two new markets, KRLD, Dallas, and WCCO, Minneapolis. "Space Angels" was made by the Syncro Vox process, developed by Edwin Gilettes.

From Houston: Robert S. Heller has been appointed account executive at Rives, Dyke and Co. Heller has 15 years experience in the advertising and broadcast fields . . . Frances Montana Jones has joined the Richard L. Minns Advertising Agency as librarian and head of the media research department . . . Weintraub & Associates of Texas, Inc., has been retained to handle the accounts of Trail of Six Flags pageant, Victoria, Wonder Fabrics, Inc., and Joseph F. Meyer Speedway.

Producer Latitude at Ziv-UA

(Continued from Page 1)

East Coasts, has the following production schedule at the present time.

West Coast — "Stoney Burke," being produced by Leslie Stevens' Daystar Productions, set with ABC-TV network for this Fall; "Howie," a pilot produced by William Asher for Peter Lawford's Chrislaw Productions, aimed for a network spot; David Wolper's "The Story Of . . ." a syndicated series, already sold in more than 45 U. S. markets; "The Passing Years," also a Wolper production; "Keyhole," produced for syndication by and starring Jack Douglas, and "The Lee Marvin Show," being filmed in various

locations across the country.

East Coast — S. J. Perelman's "Acres and Pains," on which a pilot has been completed in New York and on location in Bucks County, Pa.; "The George C. Scott Show," set for '63 release on CBS; a new cartoon series, created and produced by Al Capp; William Steig's, "Dreams of Glory," created by Mel Brooks, produced by Dick Brill of Jaguar Productions, and "Quick on the Draw," a series produced by Jerry Hammer Productions.

Continuing in production for syndication are "Everglades," on location in Florida, and "Ripcord," based in Hollywood.

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Allentown - Bethlehem

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WLC
RADIO 13
Tampa - St. Petersburg

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

WVA
RADIO 6
Beckley - W. Virg

1000 WATTS. No. 1 Hooper surveys, serving 9 big counties of West Virginia. Lowest cost per audience . . . featuring personalities.

WNA
RADIO 11
Philadelphia A

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

WQT
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Jacksonville - Florida

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

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