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CENTS

SPOT RADIO HITS UPWARD SPIRAL

Kennedy Says Gov't Seeks No TV Change

Washington Bureau of RADIO-TV DAILY
Washington — President Kennedy yesterday told reporters at the White House news conference that no one in Government — including FCC Chairman Newton N. Minow, is considering any change in the relationship that now exists between Federal officialdom and the

(Continued on Page 6)

NLRB Advises Union Initiation Fee Excessive

Washington Bureau of RADIO-TV DAILY
Washington—On complaint by Triangle Publications that Television and Radio Broadcasting Studio Employees, Local 804, was assessing WFIL-AM-FM-TV employees an initiation fee of \$500, and that this amount was excessive, the National Labor Relations Board in a final decision yesterday ordered the union to repay amounts above \$50.

C. Larkin Named VP Franklin Broadcasting

Baltimore — William F. Johns, Franklin Broadcasting Co. president, has appointed C. Carter Larkin a VP. Larkin has been plant general manager of United Broadcasting Co. here.

Gov't Suit vs. UA-UAA Dismissed by Court

Federal Judge David N. Edelman has granted the motion of the Department of Justice to dismiss without prejudice its two-year old

(Continued on Page 2)

Piggy-Back Ads Bother NAB

"Piggyback" commercials appear to be on the increase, posing some practical problems for broadcasters, according to information from NAB Television Code Authority director Robert D. Szezy.

The Code Authority does not believe the problems created fall within the broad area of ethics and good taste which are the primary area of the Code. However, Szezy says the Code Authority



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.

Jaffe Goal: 12 Hrs. In Color by Apr. 27

Twelve one-hour color TV presentations will be packaged and delivered to NBC within the next twelve weeks by Henry Jaffe Enterprises, James Loren, vice-president, said yesterday.

They comprise eight live offerings

(Continued on Page 4)

TV Film Editing Awards

West Coast Bureau of RADIO-TV DAILY
Hollywood — Comedian Louis Nye will emcee the Annual Awards Dinner Feb. 21 of the American Cinema Editors.

Wiley Rips Deintermix; Calls It 'Unconscionable'

Washington — Sen. Wiley (R., Wis.) is opposing the FCC's proposed deintermixture of Madison, Wis. He has charged that the proposed removal of VHF Channel 3 would be "unwarranted, wasteful, discriminatory," and an "unconscionable violation of the public interest."

Anti-Red Drive Boils on Coast

West Coast Bureau of RADIO-TV DAILY
San Francisco—State Attorney General Stanley Mosk yesterday asked for and received equal TV time to present his opposition to the Christian anti-communism crusade and its school in Oakland.

Ward D. Ingram, KTVU president, which has been televising evening sessions of the school, said the station "would be delighted" to grant the request.

Crusade leader Fred C. Schwarz offered the use of the school's rostrum to Mosk.

Top-Sponsor Survey Reveals 81 Per Cent Earmarked Ad Funds

Spot radio will go into a sharp upward spiral this year, according to a field survey just completed among leading national and regional advertisers. Of the 79 biggest ad-spenders, 81 per cent were reported having already earmarked both funds and creative man-power for the sound medium. Only 4.9 per cent of those queried intend using network radio as their sole commercial platform, or as supplementary to their spot campaigns.

J. Norman Nelson, marketing and sales development director for AM Radio Sales Co., which

(Continued on Page 6)

Subcommittee to Explore Clear-Channel Question

Washington Bureau of RADIO-TV DAILY
Washington—The House Commerce Communications subcommittee opens hearings on the clear-channel question today, but the FCC yesterday issued further criteria for processing of applications resulting from its clear-channel decision which is to be the subject of the hearings.

Dale Larsen Elevated To Parent Co.—Veepee

Wichita—M. Dale Larsen, KTVH general manager, has been elected a vice president of the station's parent company, The Wichita-Hutchinson Company, Inc. Larsen has been with KTVH since 1956.

Edison Birthday Uncorks MGM Gusher in Pre-'48

With Thomas A. Edison's birthday on Feb. 11, KQTV, Ft. Dodge, Ia., licensed a single showing of MGM's pre-'48 "Young Tom Edison" feature and signed the Corn Belt Power Cooperative, electric utility, as sponsor. Other stations have booked the film, with Mickey Rooney, and "Edison the Man," with Spencer Tracy, for telecast around the Feb. 11 date.



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11-Hr. Colorcasting To Mark 'Color Day'

Eleven hours of color broadcasts—including the network's entire nighttime, prime-time schedule—will highlight a Color Day and Night Mar. 14 on NBC-TV.

From the start of "Continental Classroom" to sign-off after "The Jack Paar Show," more than 70 per cent of the network's schedule on that date will be broadcast in color.

WANTED

Young man with writing ability and sales personality. Knowledge of radio, TV industry. Excellent opportunity in Hollywood office. Write for interview.

Box 151,

Radio-Television Daily,

6425 Hollywood Blvd.

Hollywood 28.

COMING AND GOING

RICHARD H. CLOSE, VP of NBC Spot Sales; BYRON GOODELL, director; and AL ORDOVER, research manager, to Chicago today to attend a meeting of sales directors of NBC owned-and-operated stations.

MERV GRIFFIN has returned to New York from Cleveland, where he made personal appearances.

HORACE SILVER returns to New York today for an engagement in Westbury, L. I.

JULIAN "CANNONBALL" ADDERLEY to Toledo today for an engagement.

STANLEY DUDDLSON, Screen Gems' syndicated sales manager, to St. Louis and Chicago for a week's business trip.

WILLIAM P. DIX, JR., general manager of WDAU-TV and WGBI, Scranton-Wilkes Barre, is in town, headquartering at H-R TV, Inc.

JEREMY JAMES, staff reporter of the British Broadcasting Corp., has arrived in New York from Southampton.

SIDNEY J. WOLF, president of Keystone Broadcasting System in Chicago, has left for Washington, D.C., after spending a few days at the network's New York office.

Producer Sees Male Trend In Daytime Drama Series

Charles Polacheck, producer of CBS-TV's "The Clear Horizon," which returns Feb. 26 because of viewer's letters, believes the demands of TV will dictate more story emphasis on men in daytime dramas than radio ever did.

"Excitement, action, melodrama—all are more successful on TV than they were on radio. So I think the trend in TV daytime drama will be more and more toward men than it was in radio," he said.

Behind the TV camera since 1945, Polacheck notes that he has four times as much material to worry about as a daytime drama producer than the producer of a weekly half-hour series. But he calls his job simpler because he can operate "on a more established basis."

"We have a basic cast, the same locale, the same settings. At a production meeting weekly, we discuss our problems. In many cases, three words take care of a description of a set. I just say 'Selby living room' and our crew knows exactly what we will shoot. It is the same for many other sets. We have done them all before."

Gov't Suit vs. UA-UAA Is Dismissed by Court

(Continued from Page 1)

suit against United Artists and its television sales subsidiary, United Artists Associated.

The Government had told the Court that the cause for action—an allegedly monopolistic angle which the defendants would enjoy by acquiring RKO and Warner pre-1948 films—no longer existed.

UA and UAA had objected to dismissal without prejudice—which leaves the Government free to sue again—and argued that the dismissal should be with prejudice—which would block reinstatement of the action. Later UA withdrew its objection and Judge Edelstein dismissed the suit.

'Smoke Jumpers' Star In Seattle Documentary

Seattle — "Smoke Jumpers," a half-hour documentary on the group of hard-trained men who parachute into otherwise inaccessible mountain areas to fight forest fires will be shown Monday on KOMO-TV's 'Expedition Northwest.' The show is written and produced by Bob Ryan, photographed by Ed Sierer and narrated by Don McCune.

Deejay Nixes 'Tarzan' Role

Burt Sherwood has turned down an offer to play Tarzan in a series of TV commercials, for "reasons of esthetic principle."

There was no objection to the product, but Sherwood, near-sighted and 220 pounds, had profound reservations about the effect on the younger generation of a "Tarzan" wearing horn-rims and a spare tire.

Sherwood is the deejay who used to keep WMCA listeners awake with a sparkling all-night show. The station sent Sherwood off to Cuba to cover Castro's revolution, at that time in the shooting stage. He's back from the Caribbean with a suntan but without a beard.

3 Guest on Hy Gardner

Middleweight boxing champion Gene Fullmer, movie star Dane Clark and comedian Dave Barry will guest tomorrow on WOR-TV's "The Hy Gardner Show."

FINANCIAL

(Jan. 31)

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 stocks like Capital Cities, Desilu, Esquire Inc, etc.

* OVER THE COUNTER

Table with columns: Bid, Ask. Lists over-the-counter stocks like Bartell, Jerrold, Meredith, etc.

'PM' in New Form To Debut on Mon

"PM" (formerly "PM" subtitled "Starring Mike Lacey") will embark on its five-times-a-week, 90-minute Monday with several changes.

"PM West" fades into the set tomorrow. Joyce Davis, roving reporter with crew, will turn up offbeat interest interviews. Abe F will be a regular, twice-visitor.

A partial list of guests of whom will perform) first two weeks includes ar mystic, Roger Price, Eva Johnnie Ray, Molly Picon, Davis, Edward Everett Carol Channing, Tony Dagmar and Hugh O'Brian

VOL. 3—"FILMS OF THE 50's"—NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS
JOHN WAYNE LANA TURNER TAB HUNTER JAMES ARNESS



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
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DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564—State 8-8276

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 SRDS (Spot TV Rates and Data)

THE SEA CHASE!



100,000 Transistors For Colombia Missions

Accion Cultural Popular, a Colombia Catholic organization, has purchased 100,000 transistor radios for \$1.2 million from Tokyo Shibaura Electric Co. for use in missionary work. The sets are mostly six transistor featuring three shortwave and one long wave band.

Cardinals in 8th Year On St. Louis Station

St. Louis—For the eighth consecutive year, KMOX will broadcast the entire regular schedule of the St. Louis Cardinal baseball team, beginning Apr. 10, and will also air a number of Spring Training games. Harry Caray and Joe Garagiola will handle the play-by-play, as they did for the contests last year.

Before each game KMOX will also carry "Fan in the Stands," featuring interviews with spectators, and "Dugout Interviews" with players, managers and baseball personnel as guests. At the conclusion, scores of other games will be heard on "Cardinal Scoreboard." When the Cards are home the outstanding player of the day's game will be named on "Star of the Game."

Puerto Rican Prosperity On 'Twentieth Century'

The transformation of a once desperately poor, overcrowded island into an economically and culturally thriving community will be shown Sunday in "Puerto Rico: The Peaceful Revolution," on CBS-TV's "The Twentieth Century."

Hamilton Fish to Guest On 'Nostalgia for '30's'

Hamilton Fish, noted conservative Congressman of the thirties, and Raymond Moley, a key New Deal figure in FDR's administration, will be among the guests who discuss "Nostalgia for the Thirties" on WNBC-TV's "Open Mind" Sunday.



By TED GREEN

• • • Tony Butrico's Leonton Club Uptown on the East Side tonight starts a policy of intimate entertainment, highlighting vocalist Lily Cavel, wife of theatrical agent Eddie Alkott, and Gerald Goodman, "Troubador of the Harp." Tony, former maitre de at the Harwyn, will add these features to his continental menu. . . . By the way, if you come across the latest issue of Saga magazine, check an article by Arthur Whitman on "The Pitchman in Your Living Room." He claims the costs of TV ads are pushed up by kickbacks from firms engaged to work in the production of commercials. Whitman cites a producer of jingles and background music who says he had three types of kickbacks. Hope somebody answers him!



• • • Operation Give a Break: Anyone looking for a top casting director with loads of agency experience and a top commercial producer-director?? If so contact this column. . . . We always said that the O'Sullivan's (Terry and Jan, also known as Jan Miner) are two highly talented performers. Terry is knocking them cold in his cafe debut at the Cotillion Room and Jan has come out with a record on Everest label called "Keep Twisting." . . . Sam Jaffe of the "Ben Casey" TV series majored in math at City College. . . . Aside to Jim Lucas (he's that tall handsome guy who has the Jim Lucas morning radio show on WNBC and is the "Concentration" announcer on NBC-TV): You are so right about Rosily Bazzini being a most gracious hostess at the Grotto Restaurant.



• • • Meet: Don G. Weller, the man who brought the Meadow Brook National Bank to TV, is administrative VP in charge of Meadow Brook's advertising-PR program. Writing creatively since before his college days at Hofstra, he has worked with newspapers, radio stations, various phases of TV and at one time was part-owner of Long Island's only 24-hour radio station. Meadow Brook is the only suburban bank ever to move to the city. It has just picked up its option on the WNBC-TV "Saturday Sports Digest," created by Don because no other financial institution in the metropolitan market has attempted a year-round TV identification with this subject which appeals to all levels of the community. The entire package is overseen personally by Don and his associates.



WELLER



• • • In case you're interested, the mother-daughter team on the Ivory Liquid commercial is none other than Suzy Sayers and her own offspring, formerly of "The Big Pay Off." . . . Carmel Quinn, of the Arthur Godfrey and Jack Paar show, returns to the Queen Elizabeth Hotel, Montreal, for a two-week engagement. When she gets back, this lovely redheaded pixie will again appear on Paar's show. . . . Choreographer-dancer Matt Mattox has been engaged to teach classes in modern jazz dancing, and special advanced courses, at The Musical Theatre Academy of N. Y., when the newly formed school's first semester begins on Monday.



• • • A new technique was employed by WABC-FM Monday on the Allan Jeffreys show, "In the Land of Music," with live and recorded music blended together. The Bobby Hackett Quartet appeared live in addition to the records, and weaved their sounds between the recorded selections from original cast Broadway and Hollywood albums.



• • • Monica Henreid, dancing daughter of TV director Paul Henreid, has been booked into La Quinta Hotel, Calif. She and partner, Tod Miller, were on the recently deceased "Steve Allen Show." . . . Even if MGM does roll his TV pilot right away, Russell Nype has to fly back to Florida in a couple of weeks to star in "Under the Yum-Yum Tree" at the Royal Poinciana Playhouse, Palm Beach. . . . The New York City Chapter of the Broadcast Pioneers will present their annual "Mike Award" to WGN, Chicago, on Feb. 25 at a banquet in the Latin Quarter.

Microphones Examine 'Celestial Summit Meet'

"The Celestial Summit Meeting," a rare phenomenon involving bunching of certain planets in outer space and an eclipse of the sun, will be examined from an astronomer's viewpoint Sunday on WNBC Radio's weekly "Journey Into Nature." Appearing with program host Tex Antoine, will be Dr. James Pickering, staff astronomer at the American Museum of Natural History-Hayden Planetarium.

Radio Series Offered By Southern Baptists

Fort Worth—The Southern Baptists' Radio-TV Commission is offering "Patterns," a package of 30 weekly 90-second radio spots free to stations which will agree to use the entire package on their schedule.

"Patterns" is made up of 10 inspirational Christian features and 20 secular ones. The secular features deal with various subjects of interest to listeners, and carry no identification of the producer. Performers include Gregory Wacott, Audie Murphy, Greer Garson, Jack LaLanne and Annette Funicello, among others.

This series brings to nine the number of weekly radio programs produced by the Southern Baptists.

Edison Awards Dinner Gets Full Airing on FM

WNYC-FM will broadcast full the seventh annual National Mass Media Awards Dinner of the Edison Foundation tomorrow night, recording the program earlier in the evening at the Hot Commodore.

WTTM, Trenton, N. J., will receive the 1961 Edison Foundation National Station Award as "The Radio Station that Best Served Youth." The award consists of a scroll commending the station for its activities and a \$1,000 scholarship to be given to an outstanding high school senior.

Jaffe Sets Color Goal

(Continued from Page 1) ings for the Bell Telephone Hour two other live and one taped hour shows in association with Din Shore, and one "Highways Melody" program, which also will be taped in advance. All shows will be completed by April, bringing the Jaffe company to a total of specials produced for the year to 28.

In addition, several projects currently being developed for national advertisers and for three networks.

ALUMNI
WGN

If you are a graduate of WGN, Chicago, please contact

JIM HANLON at WGN
2501 Bradley Place, Chicago, Ill.
Phone: LA. 8-2311

Murrow to Address Editorializing Confab

Joining with Minow, Gov't Execs in Talks to Aid Broadcasters

Washington Bureau of RADIO-TV DAILY
 Washington — USIA director Edward R. Murrow will address a Mar. 2 luncheon of the two-day Public Affairs and Editorializing Conference which begins Mar. 1 at the Shoreham Hotel here. CC chairman Newton N. Minow was previously announced as the first-day luncheon speaker at the event, sponsored by the NAB Editorializing Committee.

Committee chairman Daniel W. Cobb, president of WAVZ, New Haven, and WTRY, Troy, N. Y., noting that one of the most important working tools needed by broadcast editorializers is backlogged information on significant subjects of editorial review, said the conference will feature speakers conversant with major problems of our cities and towns, as well as a briefing session Mar. 1 with State Secretary Dean Rusk, Labor Secretary George Ball, and other officials.

Community Problems
 Featured the first morning will be a discussion by U. S. urban renewal commissioner William L. Clayton and New Haven mayor Richard C. Lee on "Giving Ownership to Problems of Our Communities." Also scheduled for the morning is a panel discussion by broadcasters, FCC representatives and NAB staff members on "Political Issues and Campaigns."

The evening government reception will be held for conference delegates and for the President of State Broadcaster Associations who conclude their own two-day annual meeting at that time and will be NAB's guests.

Public Service Drives
 The following afternoon Marion Elsom, Health, Education and Welfare secretary under Eisenhower and now a director of the Eastman Kodak Co., will discuss "Planning and Conflicts in Voluntary Health and Welfare Campaigns." It is hoped this will help broadcasters in the knotty problem of deciding which public service fund-raising drives to report editorially.

Named Ass't. Mgr.
Worth—Lawton Williams, disc jockey and program director, has been named assistant manager of the station.



MURROW

Lafferty to Produce New Perelman Skein

Broadway stars Walter Matthau and Anne Jackson have been signed to appear in the "Acres and Pains" series, based on S. J. Perelman's book, which Ziv-UA is producing in association with CBS.

The network has loaned Perry Lafferty to Ziv-UA to act as producer. A pilot of the half-hour show goes into production in New York next week, followed by location shooting in Bucks County, Pa.

To be produced entirely in the East, "Acres and Pains" is planned for airing during the 1962-'63 season. All scripts will be under Perelman's supervision in line with Ziv-UA's new policy of hiring creative talents and allowing them full freedom of action in developing their own materials.

ABC-TV's Yale Roe Joins Daytime Sales

Yale Roe has been appointed as assistant daytime sales manager for ABC-TV by Edward Bleier, vice president.

Roe has been assistant general sales manager for KGO-TV, ABC O&O in San Francisco, since last May. He joined ABC in 1950, at WBKB, O&O in Chicago and was then transferred to New York's WABC-TV as continuity director, then became film director. He returned to WBKB as merchandising director. In '57 he went to KGO-TV as national spot sales manager and in Oct. '59, an account executive.

MGM-TV Signs Slezak For 'Cain's 100' Segment

Walter Slezak has been signed to guest star with regular Mark Richman in "The Cost of Living," new episode of MGM-TV's "Cain's Hundred" series. John Peyser has been set to direct the episode for executive producer Paul Monash and producer Charles Russell. Franklin Barton wrote the teleplay.

TV Titles Not Menus: Bass

West Coast Bureau of RADIO-TV DAILY
Hollywood—"A title shouldn't merely signal that there are two or three minutes left to get a sandwich from the icebox. It should make the audience expectant, so that when the story begins they are ready," said Saul Bass, whose credit-title drawing for "Around the World in 80 Days" drew world-wide attention in motion picture circles.

WORLDWIDE BROADCASTS PILOTED BY MICHIGAN U.

Ann Arbor—Michigan U. is planning a pilot project to promote greater international understanding through broadcasting, with the U-M Broadcasting Service (WUOM) and with the U-M Center for Research on Conflict Resolution jointly to produce a series of radio and TV programs on other countries. Named producer-director was Glen D. Phillips of the WUOM staff.

With the program to kick off in the Latin American nations, Phillips leaves early this month for Central and South America and the Caribbean, visiting some 20 countries, including Cuba. He said the collection of materials will take three months, and he will interview high government officials, educators, journalists, businessmen, labor leaders and citizens.

Release in Autumn
 Final production will begin in early May, with release slated for September or October. The radio portion will be distributed through the National Association of Educational Broadcasters, and offered to Voice of America for world-wide airing. The TV portion of the project will be offered on a U-M "network" which extends coast-to-coast. Commercial radio and TV stations will be invited to air the programs on a non-commercial basis.

WGMS on 24-Hour Sked

Washington Bureau of RADIO-TV DAILY
Washington—Beginning Monday, WGMS will be on the air 24 hours a day, Monday through Saturday. A nightly six-hour broadcast, "All Through the Night," is to be sponsored jointly by Melpar, Inc., and Guardian Federal Savings & Loan.

Henreid on Kerry Blue

West Coast Bureau of RADIO-TV DAILY
Hollywood—Paul Henreid, who this week wrapped up his 10-segment deal on the "Third Man" series, now starts directing "The Kerry Blue," his first episode under his new multiple contract with the "Alfred Hitchcock Presents" series.

Black Muslim Leader Gets Airing on WEEI

Boston—A leader of the Black Muslim movement will appear as a guest on WEEI's "Listen!" program next week, interviewed by Paul Benzaquin. Identifying himself only as "Malcolm X," he states the "only solution to the race problem is for the Negroes to set up their own communities apart from whites."

Newsmen Hit By 'Scrubitis'

TV has added a new word to its rapidly expanding lexicon, but it's one that has become the nemesis of sleepless news producers, directors, traffic control experts and program scheduling specialists.

The word is "Scrub" — which has negative connotations for that well-scrubbed astronaut John Glenn and hosts of TV technicians who manned the early watch last Saturday when WPIX opened up to pick up the pool feed from Cape Canaveral, and telecast the proceedings for two-and-one-half hours before falling a "Scrub" victim.

With the Glenn flight rescheduled for Feb. 13, news manager Walter D. Engels is looking for a "suitable award" for WPIX personnel who became afflicted with "Scrubitis" again this week.

Publicist H. J. Salemsen Joins Joe Wolhandler

Harold J. Salemsen, veteran motion picture publicist, has joined Joe Wolhandler Associates (PR) as account supervisor. The agency handles TV, films, plays, books and industrial accounts.

Joni James in 3 'Moods'

Joni James makes a half-hour appearance on NBC-TV's taped "Here's Hollywood," to be aired early in February. She'll feature three of her latest MGM Records' "mood" songs.

Petry Reps Hoosier TV

Terre Haute — Wabash Valley Broadcasting's WTHI-TV is to be represented by Edward Petry & Co. The station has affiliations with both CBS and ABC.

'Lincoln and Rabbi' On 'Eternal Light'

"Mr. Lincoln and the Rabbi," story of a Baltimore rabbi trying to maintain peace between members of his congregation during the Civil War, will be presented Feb. 11 on NBC Radio's "The Eternal Light." Script was written by Morton Wishengrad.

AWRT Meet to Aim At 'Time to Speak'

"A Time to Speak" has been announced as theme of the 11th annual convention of American Women in Radio and Television May 3-6 in the Sheraton-Chicago Hotel.

Representing convention committees at the national board meeting in New York last week were president-elect Martha Crane of WLS, Chicago; Dorothy Reynolds, CBS-TV, Chicago, and Betty Ross West, NBC, Chicago. General chairman of the convention is Dene Ratermann, of the National 4-H Service Committee.

Drawn from All Sections

Also participating in the New York meeting were secretary-treasurer Elizabeth Bain, CBS-TV, New York; area VPs Gloria Chandler, King Broadcasting, Seattle; Marion Corwell, Henry Ford Museum, Dearborn; Margaret Mary Kearney, WCAU stations, Philadelphia, and Ruth Talley, WLAC-TV, Nashville; directors-at-large Dora Cossé, Dora-Clayton Agency, Atlanta; Irene Runnels, KBOX, Dallas; Fran Troesch, U. S. Steel, Boston, and Theodora Zavin, BMI, New York; committee chairmen Nancy Miller, Girl Scouts of the U.S.A., New York; Ellen Wadley, CBS News, Washington; Elizabeth Wright Evans, KING-TV, Seattle; Dorothy Buhr, J. Walter Thompson, San Francisco; Ruth Thompson, N. Y. Diabetic Assoc., New York; Martha Rupperecht, CBS-TV, New York, and Margo Anderson, executive secretary of AWRT.

No TV Change: Kennedy

(Continued from Page 1)

TV networks of the United States. The Chief Executive's comment was in response to a question asked by one of the newsmen who wanted to know whether, in the light of the current Commission hearings, Mr. Kennedy regarded supervision of programs as useful.

WEDDING BELLS

Randal-McEntire

Ted Randal, morning disk jockey of KFWB, Los Angeles, and Carol McEntire will be married tomorrow.

Kathy Jetting to TV Stardom On NBC 'Kings of Broadway'

New child discovery for TV is 14-year-old Kathy Dunn, who has just been signed for "Kings of Broadway," new half-hour series slated for NBC-TV next season. Headlining the cast are David Wayne and Georgeann Johnson, playing a father-mother vaudeville team, with Bob Banner producing.

Kathy has been scoring as the juvenile lead in the Broadway

musical, "Sound of Music." She is now on her way to Hollywood for the "Kings of Broadway" pilot.

Banner selected Kathy after auditioning some 2,000 teen-age girls in Hollywood, Chicago and New York City.

'Hemingway' On 15 Outlets

Detroit—"This Is Hemingway," a 13-week series of 15-minute radio programs, has been produced by WDET, Wayne State U.'s FM station, and is being carried by 15 stations in Michigan, Ohio, and Indiana.

Featured on the series is Dr. William White, journalism professor at Wayne State, and collector and fan of Ernest Hemingway for more than 25 years.

'Surrounding Sound' Lab Available via Todd-AO

West Coast Bureau of RADIO-TV DAILY

Hollywood — Surrounding Sound Inc., and Todd-AO have jointly announced that services of the Surrounding Sound broadcaster are now available through the Todd-AO sound labs.

The broadcaster is described as a "complete sound laboratory with applications in every field of sound reproduction." It will be formally introduced to the industry at the NAB convention in Chicago in April.

Cartoons, Kids' Show Keeping Storch Busy

Larry Storch has been set by Frank Cooper Associates as the voice of "Koko the Clown" for 100 five-minute TV cartoons being produced for syndication by Hal Seegar Productions. Storch also will host WNEW-TV's "Wonderama," children's show, Feb. 8.

Permafilm-MPO Pact

Judd L. Pollock, president of MPO Videotronics, has contracted with Permafilm for European distribution of MPO's new portable 8mm. movie projector, the Videotronic 8.

Remote Aids RFE Fund

Scranton — All WEJL personalities will participate in a remote broadcast direct from the main entrance of the Globe (department) Store today to raise funds for the Radio Free Europe Fund.

Religious Show Combines Films with Live Panel

Winston-Salem — WSJS-TV, in cooperation with the Forsyth Ministers' Fellowship, is airing a Sunday religious series, "Talk Back." Each program combines filmed problems drawn from daily life. A panel discussion follows on the unsolved problems by ministers and laymen.

ETV Series Eye War, Aid to Handicapped

Detroit—Two new weekly TV series start next week on Wayne State University's video station, WTVS.

"Potential Unlimited" will show the need for services to the handicapped, what services are now available and the results of these services. It will be hosted each Wednesday by John Brady, Michigan Rehabilitation Ass'n executive.

"The Balance of Fear" starts Thursday and will cover the problems of nuclear war and disarmament.

Eckels Reps Eastman In New England States

Robert E. Eastman & Co., Inc., has formed an association for representation of Eastman-represented stations in New England through Eckels & Co.

The company will be the official sales office for representation of the list of major national and regional market Eastman-represented stations.

Traffic Safety Director Leaves Desk and Mike

Detroit—Hal Harvey, director of safety and enforcement for the Michigan Department of State and conductor of CKLW's traffic and safety program, "Michigan Secretary of State," has retired from both posts. With the state for 29 years, he has been broadcasting in several capacities for over 20 years.

Station Buys Print Ads To Offer Free Time

St. Petersburg—WLCY is buying newspaper space offering to give away free air time. Coupon ads in local dailies offer to give away public service time to organizations that write in requesting it. WLCY general manager Sam Rahall says "The ads are to call attention to our community service programs among the smaller, more amateur groups that are too reticent to call upon a radio station."

Alaska U. Applies For Educational FM

College, Alaska—The University of Alaska here has applied for a construction permit for an educational FM station. Suggested call letters are KUAC. Courses from the state university and music would be aired in the Fairbanks area, and students would help staff the station.

KUAC plans to affiliate with Broadcast Federation of America, which is a part of National Educational Television, and the National Association of Educational Broadcasters, among others.

Spot Radio to Spurt, Industry Study Reveals

(Continued from Page 1)

represents stations in 13 major markets of the nation, yesterday told RADIO-TV DAILY that his firm's studies further reveal that: 56.2 per cent of those using radio this year will have increased their budgets over the previous year. The report also indicates that 29.7 will spend the same amounts as in '61, with 14.1 dropping under the preceding annual expenditure.

There were plenty of indications too that a number of fence-sitting advertisers will topple into the radio camp after concluding their current radio test drives. Still others said they would take to the microphones as individual market problems arose.

The latter were grouped in a "will perhaps use radio" category and comprised 7.2 per cent. Among the surveyed top-rung advertisers 11.4 were fairly certain they would not be on radio this year; a third of them stated they would not be affected by local recommendations of their dealers and distributors.

Trace Hebrew Language

Dr. Samuel M. Blumenfeld will trace the evolution of the Hebrew language from ancient times to the present, as guest of Ormond Drake Sunday on WCBS-TV's "The Way to God."

Nielsen VP Posts For Hamill, Ostrom

Chicago—A. C. Nielsen Co., has announced promotion of William S. Hamill and Leonard F. Ostrom to vice presidencies in the broadcast division.

Hamill has until now been an account exec in the New York office. He has been with the company since 1953. Ostrom is in the Chicago office and has been with Nielsen since 1945.

H&B American Acquires Another CATV System

West Coast Bureau of RADIO-TV DAILY

Hollywood — H&B American Corp. has acquired from Community Antenna Co., Inc., by cash purchase exceeding \$1 million, the community antenna system covering Reno and Sparks, Nev., H&B American president David E. Bright disclosed. The system serves 9,000 homes, according to the announcement.

The company has acquired 18 community systems since entering the field in 1960, at a total outlay of about \$10.5 million.

GE Picks Most Helpful Ham

Owensboro, Ky.—The winner of General Electric's 10th annual Edison Radio Amateur Award for outstanding public service will be selected soon from 23 nominees. The judges' choice will receive \$500 and The Edison trophy at a Washington, D. C. banquet Mar. 1.

The presentation will be under

the direction of L. Berkley Davis, Electronic Industries Association president and general manager of the General Electric Electronic Components Division which is located here.

Public services range from risking life to provide communication during Hurricane Carla, to teaching electronics.

Burt Lancaster Hosts Cancer Fund Special

"At This Very Moment," an hour all-star entertainment program with Burt Lancaster as host, will be presented Apr. 1 on ABC-TV by the American Cancer Society, and the Eleanor Roosevelt Cancer Foundation, which is affiliated with it.

The special, in which top stars will participate, will be primarily an entertainment show but will also dramatize 25 years of progress in cancer control. It will be produced by Michael Abbott, directed by Richard Schneider and written by Arnold and Lois Peyser.

100 Program TV Series Battles Philly Illiteracy

Philadelphia — "Operation Alphabet," a 100-program series designed to provide reading and writing lessons to the fourth-grade level for adults in the Delaware Valley who do not possess those skills, has been presented this week on WFIL-TV. The video-taped series is available for use by stations of the U. S.

L.I. Station Resumes 'Washington Reports'

WHLI, Hempstead, L. I., has resumed its weekly "Reports from Washington," concurrent with the opening session of the 87th Congress.

The series, in its 13th year, features Congressmen in reports to constituents.

Garagiola, Wolff Air Baseball on NBC-TV

Joe Garagiola and Bob Wolff will be the sportscasters when NBC-TV televises "Major League Baseball" games Saturday and Sunday during the 1962 season. The 50-game schedule begins Apr. 14-15.

This will be the second season that Garagiola, a former National League catcher, is handling the commentary for the sportscasts. Wolff had broadcast the Washington Senators (now the Minnesota Twins) games for 15 years.

WBC's 90-Minute 'PM' Added by Topeka Outlet

Topeka—WIBW-TV has bought WBC Productions' "PM," which begins Monday and combines "PM East" and "PM West" in a single, 90-minute show.

The station is owned by Topeka Broadcasting, and represented by Avery Knodel.

Kiner a Met Announcer

Former major league baseball player Ralph Kiner has signed with the N. Y. Mets radio-TV announcing team. Lindsey Nelson and Bob Murphy already have been set as team announcers for the broadcasts.

Coast-to-Coast Flashes

Toast to Alice

Dallas—Alice Lon, who gained national fame as "The Champagne Lady" of the Lawrence Welk orchestra, has been married to airman co-pilot, George W. Bowling. Miss Lon has been living here since leaving the Welk orchestra in 1959.

Down, 1 to Go!

Washington — Three seniors at Rockville's Walter Johnson High School moved a step closer to an 11-expense-paid week's trip to Puerto Rico, when they won the first round of the first championship run-off series on the WRC-TV high school competition show, "It's Academic."

Pete Johnson Special

Buffalo—WEBR jazz authority Carroll Hardy has arranged a Pete Johnson special for Sunday's "Jazz on a Sunday Evening" program, which will feature all Pete Johnson recordings. Johnson, now living in Buffalo, was a Kansas City Blues and Boogie Woogie pianist of the '30s and '40s.

WRC-TV Promotes Five

Washington — WRC-TV, NBC-TV's O&O here, has announced five promotions. Frank D. Slingland is NBC-TV director with NBC News here; Max Schindler, a TV staff director; John Johnson, operations director; Marcia

Siena, senior film editor, and James Barber, film editor.

TEMP in 2nd Semester

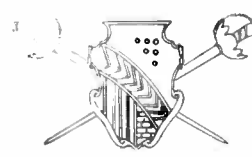
Austin—The Texas Educational Microwave Project, a closed-circuit network enabling 11 colleges and universities in five cities to share faculty resources, will begin its second semester of televised classes on Monday. Courses are live and video taped.

WSIX 'Bags' Citation

Nashville—WSIX has been cited by the American Legion Post #5 for its participation in raising fruit and nuts for their Christmas party. Deejays Buzz Benson, Bob Bell were presented with special citations for their on-the-air popularity contest wherein their listeners would "vote" for their favorite deejay by donating apples, oranges or bags of nuts.

They 'Cotton' to Cotton

Birmingham—Alabama's cotton producers will be saluted on a half-hour telecast Tuesday on Channels 10, 7 and 2. It will include an interview with Alabama Textile Manufacturers Association president Sidney W. Tingen, and ATMA cotton improvement contest committee chairman, J. Craig Smith, will relate cotton's benefit to the state's present and future economy.



How many of us have set up a goal for ourselves and then when we have reached it been content to stop there?

The moment we become satisfied with things as they are, the moment we are content with the Status Quo, we begin to move backward.

We cannot hold our own by standing still or by doing nothing for all life is movement, forward or backward.

This idea of setting new goals for ourselves is the secret of personal challenge or growth and also the means of progress in many fields of endeavor.

—A Thought For The Day—

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

CBS Radio Moving Mason to New York

West Coast Bureau of RADIO-TV DAILY
Los Angeles — Gordon Mason, general sales manager of KNX, CBS-owned radio station here and the CBS Radio Pacific Network, will become field manager for the network's Affiliate Relations on Feb. 11.

Vice president William A. Schudt, Jr., has stated that Mason will be temporarily stationed in Los Angeles but his permanent headquarters will be in New York City.

Eric Salline continues as national manager of Affiliate Relations, as does Edward E. Hall, as administrative manager, and William Brennan, as Western Division manager, Hollywood.

Mason joined CBS Radio, Hollywood in '52. He served as assistant sales service manager, program promotion and merchandising manager, national sales representative, account executive, director of business development. For the past three years he has been general sales manager of KNX and CRPN.

Cleveland TV Station Doubles Colleage Courses

Cleveland — Scripps-Howard's WEWS-TV, which began college courses for credit a decade ago, adds 10 courses to its schedule Monday, for a total of 21 weekly ETV programs.

The 10 new classes are produced by Tom Alternbernd of the Board of Education, as part of an in-class experiment in which all public schools will participate.

Ritual Dances for 'Prof.'

Ethnic dancer Pearl Primus will present two ritual dances Feb. 11 on ABC-TV's "Meet the Professor." The professor for this date will be Miss Primus' teacher at NYU, Ethel Alpenfels.

Schaen on HR&P Staff

Lionel L. Schaen has been appointed to the staff of Harrington, Righter & Parsons, TV station representatives. He was previously with C. J. LaRoche and with Young & Rubicam.

Radio Surveys Russian Study

Boston—College students want to learn Russian, but there is a shortage of instructors, according to a survey conducted by WBZ and aired on Bruce Bradley's "College Cast."

The survey was conducted by mail, with questionnaires sent to more than 100 New England colleges and universities. Of the schools responding, all but three

AGENCIES

By WM. McCUTTIE

Herb Maneloveg, Batten, Barton, Durstine & Osborn media director, will discuss the development of Linear Programming of Media before the Hollywood Advertising Club at the Hollywood Roosevelt Hotel Monday afternoon. Title of the talk is "The Year of the Tiger."

Grey Advertising has added Nick Silva as exec art director, Los Angeles office . . . Philip F. Donoghue has joined Lennen & Newell's TV commercial production department.

Ellis Craig, Universal Agency, Hollywood, president, has named Howard E. Ray VP and general manager.

The Sackel-Jackson Co., Boston, has been retained by The Shetland Co. (floor and rug care products), and its affiliates, Lewyt Corp. and Signal Manufacturing Co.

New participations in NBC-TV's "Saturday Night at the Movies" for the second half of the season have been purchased by Bulova Watch Co., International Latex Corp., Weco Products Co., Bissell, Inc., and Polk-Miller Products Corp. Agencies are Sullivan, Stauffer, Colwell & Bayles; Reach, McClinton & Co.; J. Walter Thompson Co., and N. W. Ayer & Son (for both Bissell and Polk-Miller).

Despite the recent cancellation of "The Steve Allen Show," Endicott Johnson footwear will be advertised this Spring on prime-time network TV via ABC-TV's "Maverick." Agency is Hicks & Greist.

Scripto, Inc.—in its first participation in a TV network special program since 1952—has purchased one-third sponsorship in NBC-TV's "The Bob Hope Show" Feb. 27. The buy completes sponsorship of Hope's third entertainment special of this season. The Timex Corp. will sponsor two-thirds of the program. Agency is McCann-Marschalk Co., Inc.

reported a shortage of qualified Russian - language instructors. Despite this, classroom hours devoted to Russian have increased "up to 200 per cent as compared to five years ago," the station reported.

Most institutions have from one to six Russian language teachers, but Harvard alone has 19 engaged in this work.

ATAS Capital Chapter Readies Emmy Picks

Washington Bureau of RADIO-TV DAILY
Washington—Michael J. Marlow has been appointed chairman of the newly-formed nominations committee for National Awards at Washington, D. C., Robert M. Adams, president of the Washington Chapter of the Academy of TV Arts and Sciences, said yesterday. Marlow heads a 13-man committee, including: Richard Cox, Robert Doyle, Charles Melvin Foster, Vince Genson, Cecily Hangen, William Hedgpeth, Jerry Johnson, Robert Kent, Arthus Lincer, John Martenson, Philip Martin, and Richard Morgan.

The committee will select nominees in 26 categories.

2 Radio Stations to Air Fritz Kreisler Tributes

The late Fritz Kreisler will be memorialized in two special radio programs Sunday.

WRFM will air a memorial tribute in the morning. In the afternoon, WWRL will conduct a two-hour program on the "Continental Star Parade." Dr. Wilfred Platzer, Austrian ambassador to the U. S., will eulogize Kreisler, a native of Austria, on the latter program.

'Sky Watch' Reporter Is Own Plane Pilot

Cleveland — WERE newsman Ray Carney holds a pilot's license and has started reporting morning rush-hour traffic jams from his own plane, which he pilots while broadcasting. He is accompanied by a special traffic observer, his reports are aired on "Watch" at 15-minute intervals.

Kansas City U. Choir Does VOA TV Series

Kansas City, Mo.—The Kansas City U. choir, under the direction of Dr. W. Everett Hendricks, will appear on the Voice of America this Spring in 13 TV programs to be released in Latin America, sections of Europe, Africa and Asia.

The series, called "Proud Heritage," will reflect the influence of foreign culture on American life. The 15-minute programs of folk melodies and choral music represent different parts of the U. S. Costumed scenes will be enacted by selected choir members in front of the massed 55-voice choir. Bill Wormington of WDAF-TV here, is the television director of the series.

Nothing Outshouts

Quality And Integrity!

THE ASSOCIATED PRESS

RADIO TELEVISION DAILY

The
INTERNATIONAL
NEWSPAPER
OF
RADIO & TELEVISION



Established February 9, 1937

VOL. 90, NO. 24

FRIDAY, FEBRUARY 2, 1962

TEN CENTS

FEAR OF CENSORSHIP GRIPS NBC

\$1-Million Gusher Tipped by Tv in '61

New Orleans — Petroleum companies again picked TV in 1961 as their first advertising choice, with gross time investments alone topping \$41 million, Norman E. Cash, Television Bureau of Advertising president, told a group of businessmen here yesterday.

Adding that further rises can be expected in 1962, he pointed out that the net profits of the companies making major use of TV are doing well. Cited by Cash as leaders were Standard Oil of New Jersey, with profit increases of 10.2 per

(Continued on Page 2)

Hoffner Ch. 13 Gen. Mgr.

Appointment of Richard D. Hoffner, former CBS-TV Special Projects director, as general manager of Educational Television for the Metropolitan Area, Inc. was announced this morning by Dr. Samuel B. Gould, president of ETIA, new owner of Channel 13.

Gould for CBC at UN

Sam Gould has been appointed UN correspondent at United Nations headquarters in New York, UN chief news editor W. H. Hogg announced.

Priests Learning Arts Of Video Production

Montreal—Twenty priests will be among the first students at the National Catholic Office's Institute of Radio and TV, set up in cooperation with the CBC. The priests will study with a small number of laymen, already engaged in production of religious programs.

'J. DOE,' MINOW RATE MAGIC BOX

'Eyewitness' to Ascertain Public Attitudes on TV

An exclusive filmed interview with FCC chairman Newton N. Minow will be included tonight in CBS-TV's "Eyewitness" report on "Audience in the Living Room" and its attitude toward "the magic box." Highlights of current Commission hearings on network TV also will be presented, with Walter Cronkite as anchor man.

Jack Gross, "Arbitron" ratings exec, and "average" viewers across the country are to be interviewed.

Sports Net to Cover Baseball Golf Match

Sports Network, Inc., will televise the final round of the National Baseball Players Golf Tournament from the Miami Springs Country Club Feb. 18. Stations will be offered the program on a local sales basis, although the

(Continued on Page 10)

Radio-TV Industry Applauds All-American Award Winners

Plaudits flowed all week from all segments of the industry on the announcement of winners of RADIO-TELEVISION DAILY's 20th annual All-American Awards Poll, conducted among the nation's critics, feature writers and editors.

While some of the victories were predictable, as always there were enough exciting surprises to provoke continuing approbation and argument from Toots Shor's to the Brown Derby. Many of the old favorites again found themselves

Overpopulated Radio Getting NAB Checkup

Sarasota, Fla. — The NAB Radio board of directors, meeting here, has authorized president LeRoy Collins to appoint a special committee to study economic, engineering and other problems arising from the "overpopulation" of radio stations in the U.S.

Their action followed presentations on economic aspects of present-day radio by John F. Meagher, NAB VP, radio; on engineering aspects, by George W. Bartlett, NAB engineering manager, and, on legal and legislative history of station licensing, by Douglas A. Anello, NAB general counsel.

Gov. Collins soon will announce the committee names.

Japanese Radio Toppers Start U.S. Tour at WCBS

Radio Director Alexander Smalens will play host to a group of Japanese radio executives when they begin a tour of U. S. radio stations with a visit to WCBS, New York, on Wednesday of next week.

Adams Informs FCC On-Air Responsibility Belongs at Stations

Washington Bureau of RADIO-TV DAILY

Washington — On the heels of President Kennedy's assurances the day before that his

Administration has no intention of regulating TV network programming, fear of indirect censorship by the FCC still pervades broadcasters' thinking, an NBC executive testified yesterday.

One of NBC's main purposes in the current hearings is to convince the commission that it should reverse its position in favor of regulating networks, said NBC senior executive David C. Adams.

The proposed bill is so broad, he declared, that it would permit the FCC to take any action against networks, short of abuse of the Constitution. Adams added he was not attacking the motives of the commissioners, but disagreeing

(Continued on Page 15)

3 First-Timers Sign For NBC-TV's 'Today'

Aetna Insurance Co., Revere Copper & Brass, Inc., and Fruit of the Loom Corp.—each reportedly in its first use of network TV—have purchased sponsorship totaling more than \$1 million in NBC-TV's "Today" show. Advertising agencies in charge are Remington Advertising, Adams & Keyes, and Kenyon & Eckhardt.



ADAMS

SAMMY DAVIS, JR.! TONIGHT ON PM EAST & PM WEST



Westinghouse
Broadcasting
Company, Inc.



Vol. 90, No. 24 Fri., Feb. 2, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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ABC's Sunday Films Sign Ten Sponsors

Ten major advertisers have signed as sponsors for ABC-TV's Sunday night movies, which bow on the network Apr. 8 with a lineup of 15 feature films purchased from United Artists Associated. Sponsors signed are American Chicle Co., via Kenyon & Eckhardt; Block Drug Co., Grey Advertising; Brillo Manufacturing Co., J. Walter Thompson; Brown & Williamson Tobacco, International Latex, Johnson & Johnson, Thomas Leeming & Co., Lestoil Products, Miles Laboratories and Polk Miller Products Corp.

COMING AND GOING

BURTON BENJAMIN, executive producer, and ISAAC KLEINERMAN, producer of CBS-TV's "The Twentieth Century," to Puerto Rico today for a private screening of their Feb. 4 presentation, "Puerto Rico: The Peaceful Revolution," to Governor Luis Munoz-Marin and other members of the government.

DUKE GOLDSTONE, VP of Jayark Films, arrives in New York from California for production conferences with Ruben Kaufman.

BILL JAY, news director of KNUZ, Houston, is in Cape Canaveral to air live reports of the man-in-orbit flight.

ERIC FLEMING, CLINT EASTWOOD and PAUL BRINEGAR, stars of "Rawhide," leave for Japan on Feb. 20 for a personal appearance tour.

BOB DIXON, CBS Radio, to Arizona on Feb. 9 to gather tapes in connection with the 50th anniversary of Arizona's admission to statehood.

Ford, Humble, Wilson Buy 4 NBC Golfcasts

Ford Motor, Humble Oil & Refining and Wilson Sporting Goods have purchased sponsorship in NBC-TV coverage of four major golf tournaments. Agencies are Wilson will pick up the whole tab for the Palm Springs Golf Classic in California, being aired on Sunday; one-half of the Tournament of Champions at Las Vegas May 6, and one-half of the National Open at the Oakmont Country Club (Pa.) June 16.

Humble purchased the other half of the Tournament of Champions and the National Open, while Ford will sponsor coverage of the Thunderbird Golf Classic International Tournament at the Upper Montclair Club June 10.

Talk by Mrs. Roosevelt

Boston—WEEI will broadcast an address by Mrs. Eleanor Roosevelt this evening direct from the Wheaton College Chapel in Norton. Wally O'Hara will be announcer and producer of the broadcast.

Timely Station Aid Saves Rescue Squad
Washington—Joseph Goodfellow, NBC VP and WRC-AF-FM-TV general manager, has received a special award on behalf of the stations from the Wheaton Rescue Squad (volunteer rescue and first-aid group) for their campaign which saved the squad from financial failure.

More Time For D.C. Gals

Washington Bureau of RADIO-TV DAILY
Washington—WWDC will start accepting entries for the "Miss Washington Contest" Apr. 2, one month earlier than usual to provide additional rehearsal time for contestants in their talent routines. This marks the 21st consecutive year that the radio station has conducted the contest here, and Norman Reed, the station's public relations vice president, will continue as contest director for the 21st time.

CBS-TV Programmers Meet



Assembled in New York for the start of their annual meetings at the St. Regis Hotel are program directors of the five CBS-owned TV stations with Hal Hough (left), VP, program services, CBS-TV Stations Division. The directors are (l-r) John Downey, WCAU-TV, Philadelphia; Charles Hinds, WBBM-TV, Chicago; Dan Gallagher, WCBS-TV, New York; Don Markley, KMOX-TV, St. Louis, and Leon Drew, KNXT, Los Angeles.

FINANCIAL

(Feb. 1)

NEW YORK STOCK MARKET

	High	Low	Close	Ch
Admiral Corp.	17 3/4	16 3/8	17 3/4	+ 1
AB-PT	44 1/2	43 1/4	44 1/2	+ 1
A. T. & T.	128 3/4	127 3/8	128 3/4	+ 1
AVCO	27 1/4	26 3/8	26 1/2	- 1
CBS	41	40 1/2	41	+ 1
Columbia Pic.	27 7/8	27 3/4	27 3/4	- 1
Crow-Collier	38	36 5/8	38	+ 1 1/2
Decco	42 3/8	41 1/4	42 3/8	+ 1 1/2
Disney	38 5/8	37 1/2	38	+ 1
East. Kodak	104 3/4	103	104 3/4	- 1
Gen. Elec.	58 1/8	56 1/4	56 1/4	- 2
Gen. Tel.	26 3/8	26 1/8	26 3/8	+ 1
Hazeltine Corp	28 1/8	27 1/2	27 7/8	+ 1
Loew's Theat.	43 1/4	42 3/4	43	+ 1
Magnavox	43 7/8	42 1/8	43	+ 2
MCA	72	71 1/2	71 5/8	+ 1
M-G-M	53	51 7/8	52	- 1
NAFI	30	29 5/8	29 5/8	- 1
Nat. Theatres	73 3/8	71 1/8	71 1/8	- 1
Plough	82	80 1/2	80 1/2	- 1
RCA	56 3/8	55 5/8	55 3/4	- 1
Storer	30 3/4	30 5/8	30 3/4	+ 1
20th-Fox	36 1/4	36	36	- 1
United Artists	33 1/2	32 3/4	32 3/4	- 1
Warner Bros.	78 3/4	78	78 3/4	- 1
Westinghouse	37 7/8	37	37	- 1
Zenith Radio	68 1/2	66 1/2	66 5/8	- 1 1/2

AMERICAN STOCK EXCHANGE

Capital Cities	19 1/4	18 7/8	19 1/4	+ 1
Desilu	10 1/4	9 3/4	10 1/4	+ 1
MPO	12 1/4	12 1/4	12 1/4	- 1
Reeves Sound	6 1/2	6 3/8	6 3/8	- 1
Rollins	11 3/4	11 3/4	11 3/4	- 1
Screen Gems	21 1/2	21	21	+ 1
Technicolor	21 7/8	21 1/2	21 5/8	- 1
TelePrompTer	14	13 5/8	13 3/4	- 1
Trans-Lux	16 1/2	16 1/2	16 1/2	+ 1
TV Industries	2 3/4	2 3/4	2 3/4	- 1

* OVER THE COUNTER

	Bid	Ask
Bartell	4	4 1/2
Jerrold	7 3/4	8 1/4
Meredith	33 1/2	36 1/2
Metromedia	14 3/4	15 1/2
Official Films	2 3/8	2 1/2
Scranton	8	9 1/2
Sterling	2 1/2	3
Taft	20	21 1/2
Transcontinent	9 1/2	10 1/2
Wometco	20 3/4	22 1/2

* Courtesy of National Association of Security Dealers.

Oil Firms Prefer TV

(Continued from Page 1)
...ent last year over 1960; Socon Mobil Oil, up 15.6 per cent; Texaco, up 9.8 per cent, and Standard Oil of California, 10.5 per cent higher profits.

Looking at the airline industry, Cash noted that Delta was one of two in the top six which moved ahead in the profit column during 1961. "Significantly," said Cash, "Delta is the largest advertiser—proportionately—in the top six, and is the largest user on sales-to-advertising ratio of stock TV. In the first nine months 1961 Delta spent \$344,800 in gross time billings, compared with sales of some \$140 million."

Price Confronts Groucho

Vincent Price, somewhat of an art authority defends modern Thursday when he joins the "trouble shooters" on "Tell It to Groucho" on CBS-TV.

Thank You,

Norm Liebmann



FOUR

STAR
TELEVISION

**Contributing Quality on all Networks
For Discriminating Sponsors**

*We at Four Star Television are proud that
our series "The Dick Powell Show" has
been so well received by the nation's press*

FOUR

STAR
TELEVISION

DICK POWELL
TOM McDERMOTT
GEORGE ELBER

President
Executive Vice President
First Vice President



TO THE TELEVISION AND RADIO EDITORS:

I AM
VERY GRATEFUL

Sincerely,

Dinah



★ **First Three** ★

of the

20th ALL-AMERICAN AWARDS OF THE YEAR

(As selected in RADIO-TELEVISION DAILY's Poll of critics and editors)

-TELEVISION-**—Man of the Year—**Mitch Miller
Garry Moore
Jack Paar**—Western Show—**Bonanza
Gunsmoke
Wagon Train**—Woman of the Year—**Dinah Shore
Carol Burnett
Pauline Frederick**—Mystery Show—**Perry Mason
Thriller
Checkmate**—Dramatic Show—**Power and the Glory
Victoria Regina
The Defenders**—Public Service—**CBS Reports
CBS Astronaut Coverage
NBC White Paper**—Comedy Show—**Bob Newhart Show
Hazel
Car 54, Where Are You?**—Producer—**David Suskind
Don Hyatt
George Schaefer**—Musical Show—**Sing Along With Mitch
Hell Telephone Hour
Victor Borge Special**—Director—**Marc Daniels
Nat Hiken
Nick Webster**—Commentator—**David Brinkley
Chet Huntley
Walter Cronkite**—Writer—**Rod Serling
Reginald Rose
Dale Wasserman**—Documentary—** Eisenhower On The Presidency
Biography Of A Honkie Joint
Story Of Will Rogers**—Male Vocalist—**Perry Como
Dennis Day
Gordon MacRae**—Audience-Panel Show—**To Tell The Truth
What's My Line?
I've Got A Secret**—Female Vocalist—**Leslie Uggams
Carol Burnett
Diana Trask**—Next New Program Idea—**David Brinkley's Journal
The World Of... Series
Bob Casey**—Best Orchestra—**Mitch Miller
Leo Brown
Lawrence Welk**—Sportscaster—**Lindsay Nelson
Mel Allen
Bud Palmer**—Most Promising Male—**Bob Newhart
Vince Edwards
Richard Chamberlain**—Color Program—**Walt Disney's Wonderful World
Of Color
Von Gogh: A Self-Portrait
Dinah Shore Show**—Most Promising Female—**Cynthia Pepper
Mary Tyler Moore
Genevieve Buckland**—Best Filmed Series—**Dick Powell Show
Perry Mason
50th Century**—Children's Show—**Young People's Concerts
Captain & the Corpses
Shari Lewis Show**—Song Hit—**Never On Sunday
Big Bad John
If Ever I Should Leave You**-RADIO-****—Man of the Year—**Bing Crosby
Paul Harvey
Arthur Godfrey**—Producer—**Norman Baer
Murdo Mackenzie
Joel Heller**—Woman of the Year—**Carol Burnett
Pauline Frederick
Rosemary Clooney**—Director—**Norman Baer
Peter Flynn
Warren Summerville**—Dramatic Show—**Suspense
Family Theatre
Johnny Dollar**—Writer—**Norman Liebman
Norman Baer
Bill Borrow**—Comedy Show—**Carol Burnett—Richard Hayes
Show
Nichols and May
Bob and Ray**—Male Vocalist—**Bing Crosby
Johnny Nash
Richard Hayes**—Musical Show—**Christmas Sing With Bing
World Music Festival
Bandstand USA**—Female Vocalist—**Rosemary Clooney
Carol Burnett
Connie Francis**—Commentator—**Paul Harvey
Morgan Heatts
Fulton Lewis, Jr.**—Best Orchestra—**Buddy Cole
Dick Hyman
Russ Morgan**—Documentary—**Death of Dag Hammarskjold
Spaceman, USA
President in Europe**—Best New Program Idea—**Dimension
Flair
The Big Lie**—Most Promising Male—**Richard Hayen
Milt Kamen
Bob Haymen**—Sportscaster—**Lindsay Nelson
Mel Allen
Phil Rizzuto**—Most Promising Female—**Phyllis Miller
Mary Ann Luckett**—Public Service
Programming—**The Big Lie
Capital Assignment
Judgment in Israel**—Song Hit—**Love Makes the World Go Round
Camelot
The Twist

Anyone Finah?



Winner of an unprecedented sixth consecutive award as TV's "Woman of the Year," Dinah Shore this season is on NBC only once a month—but her impact is strong enough for her peers to have chosen Dinah for the coveted honor in the All-American Poll.

Script Hatches Book

Phil Reisman has been commissioned by the William Morrow Publishing Co. to edit the book version of his "Real West" TV script, which starred the late Gary Cooper.

Someone Old, Someone New Top the 20th Annual Poll

(Continued from Page 1)

someone new in the "big four" categories as final tabulations named Mitch Miller TV's "Man of the Year" and Dinah Shore, for the sixth consecutive time, TV's "Woman of the Year," with Bing Crosby and Carol Burnett in the same spots for radio.

In the most crucial news year in U. S. history, voters selected ABC's Paul Harvey as radio's "Commentator of the Year." David Brinkley won the top position in

that category for television.

Biggest surprise of the RADIO-TV DAILY Poll came in the "Best Comedy Show" for TV, where three new series ran under the wire ahead of the old favorites in the field. In a neck-and-neck race "The Bob Newhart Show" crossed the finish line first, followed closely by "Hazel" and "Car 54, Where are You."

NBC-TV's Bob Newhart, himself, however, was a runaway winner as "Most Promising New Male Talent" in TV.

Thus, another All-American Poll becomes history. Regrettably, where there are winners, there must be losers; but the votes show that the margin of victory was slim in many cases.

RADIO-TV DAILY wishes all the fine talents of both media continued success so that next year's voters will again find their ballots as difficult to mark as they certainly were this season.



HARVEY

No Decision Is Reached On Runaway Production

West Coast Bureau of RADIO-TV DAILY

Hollywood — In a high level meeting sought last December by the AFL Film Council for the purpose of reducing or reversing the flow of motion picture production from Hollywood to foreign centers, leading representatives of management and labor failed yesterday to come up with a workable formula in four hours of closed-door conferring at the Association of Motion Picture Producers headquarters.

No date for a future general meeting was set.

Filmed Series Prize Goes to Dick Powell

Dick Powell, president of Four Star Films and veteran movie and

TV performer, has added another to his many laurels. The new hour "Dick Powell Show" on NBC-TV copped first honors as the "Best Filmed Series" in the All-American Awards Poll conducted by RADIO-TV DAILY.

Powell entered the production end of TV on the original "Four Star Playhouse," with co-partners Ida Lupino, David Niven and Charles Boyer. Currently Four Star Films is one of the largest producers of filmed shows for network TV.



POWELL

KXO Becoming NBC Affiliate


West Coast Bureau of RADIO-TV DAILY

El Centro, Calif. — KXO will become an NBC Radio network affiliate Monday. The station's corporate name is Radio Active Inc. Marc Hanan is general manager. The station operates on a frequency of 1230 kc and 25 watts fulltime.

Thanks to the TV Critics who voted me

"PRODUCER OF THE YEAR"

David Susskind



*Thanks Critics, For
Your Generous Vote
of Confidence.*

Paul Harvey



Our heartfelt thanks to the
editors who gave us such a
the many wonderful folk who
camera—to make “Sing A

Robert Acton
Hal Alexander
Herb Andrews
Sal Anthony
Barbara Armstrong
Don Arnone
Morton Aronoff
Edward Band
Herbert Bartlett
Walter Barwicke
Fred Bascomb
Stanley Bashen
Whitney Baston
John Bennett
Philip Berge
Bob Bischoff
Keith Booth
Joseph Boss
Veronica Bravo
Marcia Brill
William Brinkmeyer

Jack Brown
Robert Brown
Joseph Callahan
Joseph Caridi
Stanley Carlson
Frank Carroll, Jr.
Frank Carroll, Sr.
Jimmy Carroll
Leonard Carroll
Sam Carter
James Cashion
Hildegard Clements
John Clements
Marion Clements
Charles Collins
William Cooley
Dominic Cortese
Gordon Cotler
George Cox, Jr.
George Cox, Sr.
Joseph Cranzano

Glenn Cross
Gordon Cross
James Cully
Joe Cunneff
George Curran
Robert Daniels
Reid Davis
Richard Davis
Nadeen Day
Shirley Deburgh
Joseph Demn
Arnold Dick
Dick Diorio
Jack Durkin
Jim Farmer
Leo Farrenkopf
Frank Fitzsimmons
Robert Flavelle
William Flood
Mahlon Fox
Paul Friesen

Frank Gaeta
Lawrence Glacey
William Goetz
Victor Griffin
Peter Groom
Wallace Hall
Charles Hart
Hubie Hendrie
Robert Hilton
Howard Hinchie
John Hinchie
Bill Hobin
John Hudimac
Henry Huestis
James Hughes
Lou Hurst
Travis Johnson
Robert Juncosa
Vincent Kane
Jay Kapfer
William Kelley

TV critics, feature writers and
ing vote of confidence, and to
toil along" – both on and off
ing With Mitch" possible.

James Kilfoyle, Sr.
Walter Kilfoyle
Joan Kruger
Robert Laden
Gloria Lambert
Betty Langa
Beth Lefft
Marge Leonard
Mildred Lewis
Lawrence Linn
William Little
August Loring
Andrew Love
Doug Lutz
Saul Lux
Edward Lynch
Eddie Manson
Adele Marks
Dee Jay Mattis
Mitch Miller
Robert Miller

Walter Miller
William Miller
Ann Mooney
Jeffrey Moore
John Motke
Tony Mottola
Paul Murphy
Fred Murray
George Murray
Hugh McDermott
Bob McGrath
George McKeon
Philip Naso
Frank Newlands
Robert Newlands
Stamford Nishimura
Rose Oberding
Louise O'Brien
Frank O'Keefe
Phillip Olson
Donald Pike

John Pizzarelli
Arthur Poppele
Edward Proctor
Ray Pyser
Jack Ramsey
Jess Randolph
Frank Raye
Selwyn Reed
Adrian Revere
Earl Rogers
Charles Rosen
Robert Rosengarden
John Royal
Mary Lou Ryhal
Marcia Kuyper Schneider
Ken Schon
William Schulz
Jan Scott
Don Shirley
Charles Simmons
John Smedberg

Graham Snediker
Max Solomon
James Stanley
James Starbuck
Nelson Starr
Ellie Stattin
Sandy Stewart
Bert Stillman
Leonard Stokes
Ernest Thiel
Milton Todd
Diana Trask
Leslie Uggams
William Ventura
Dorothy Walsh
Eva Weill
Charles Weller
Gladys Williams
Warren Zeto

He Snares 2 Awards



The host of NBC's "Sing Along with Mitch" strengthened his position as a ratings-leader by being named for two awards in the annual Radio-Television Daily All-American Poll. Mitch Miller was singled out as TV's "Man of the Year" and conductor of the "Best Orchestra."

Mitch Makes Pitch For Talent Subsidy

"I believe the wealth of a country depends as much on its talented people as anything else," states "Sing Along's" Mitch Miller, who has developed and guided the careers of many of today's outstanding performers.

"We have subsidies for lumber, for oil, for ships, for planes—why not have subsidies for talent?" Mitch continued. "For example, there are just so many symphony orchestras and so many jobs. The answer to that is, subsidized city, state and national orchestras such as you have all over the world."

As a foremost oboe player, Mitch Miller takes a practical view of his position as ruling monarch of pop music.

"The most I could earn," he explained "if I had the topmost job in a symphony, would be about \$15,000 a year and I'll hazard a guess that there are only five oboe players in the country who are making that."

Tony Martin, Susan Reed On 'Entertainment U.S.A.'

Tony Martin and Susan Reed will be the singing stars Feb. 11 on CBS Radio's "Entertainment U.S.A.," featuring Nelson Riddle and his orchestra. Dennis James is host.

Nalle Marks 13 TV Years

Billy Nalle, who plays the organ-music background on NBC-TV's "Young Doctor Malone," is marking his 13th year in TV. During that time he has recorded several organ albums.

Dave's Dual Honors



Receiving dual honors in this year's All-American Awards Poll of the nation's critics by Radio-Television Daily was David Susskind, whose two-hour "The Power and The Glory" on CBS was acclaimed as the "Best Dramatic Show" and also won him the title of "Producer of the Year." Susskind last year was picked by the poll as "Man of the Year."

Weekends of Jazz

"The Jazz Nocturne," with host Alan Grant, premieres on WRFM tomorrow. Featuring modern American jazz, the program will be heard Saturday and Sunday nights.

3 Stars of Western In Tour of Far East

Eric Fleming, Clint Eastwood and Paul Brinegar, stars of CBS-TV's "Rawhide," will leave Los Angeles Feb. 20 for a personal appearance tour in Japan, where among other things they will meet the three Japanese actors who dub their voices in Japanese translations of the series for use in Nippon.

The tour was arranged by CBS Films and the Nippon Advertising Agency of Tokyo, which represents Kotobukiya Co., sponsors of "Rawhide" on stations owned by Nippon Educational Television Co.

In addition to appearing in special programs on TV stations throughout Japan, the trio will be honored by parades in Tokyo and Osaka and feted by Kotobukiya officials.

Air Baseball-Golf Match

(Continued from Page 1)

network said Schaefer Brewing Co. may sponsor it in the north-east area.

Many of baseball's top stars annually take part in the tournament as a prelude to the start of the spring training season in Florida. The Giant's Alvin Dark is a three-time winner of the tournament.

Many Thanks,

Rosie

Brinkley's Journal, 'Best New Idea'

David Brinkley, for the third year in a row, was voted, by the American Awards Poll of the nation's critics by RADIO - TV DAILY, TV's "Commentator of the Year."

Branching out from his regular daily "hard news" show, this season Brinkley started a news feature type TV column called "David Brinkley's Journal" which the electorate voted TV's "Best Program Idea."

Brinkley started with the NBC newsroom in Washington in 1943 and did not burst into national prominence until he was assigned by NBC to cover the national political conventions on television in 1954.

Hawood Upped at USC

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Dr. Kenneth Harwood, head of the dept. of telecommunications, has been elected to the U. of Southern California Senate, a group that advises the university president on policy.

Leslie Is in Tune



Pert, young and pretty Leslie Uggams, who has been in TV since she was six, became a regular this season on NBC's "Sing Along with Mitch" series and walked off with honors as TV's "Female Singer of the Year" in Radio Television Daily's All-American Awards Poll.

Petrie in Movie Debut

George Petrie, for six years a featured comic on the Jackie Gleason TV show, will make his motion picture debut in Mervyn LeRoy's production of "Gypsy" for Warner Bros. He will play the excitable owner of a vaudeville theatre.

EIA Urged to Issue FM-Set Sales Count

Indianapolis—"The time has arrived for FM to have its own national set sales figures," WFBM-FM manager Shirl K. Evans, Jr., said in a request to the Electronic Industries Association to start tabulating FM sales statistics as well as AM.

"FM is growing faster nationally than many of us realize," Evans stated. "One major distributor has consistently reported more FM set sales than AM for many months."

"A move to report FM set sales separately by EIA," he added, "would be beneficial to manufacturers, advertisers and agencies as well as to station owners and operators."

FCC Initial Decisions Favor 2 New Stations

Washington Bureau of RADIO-TV DAILY
Washington—FCC hearing examiner Charles J. Frederick has issued an initial decision looking toward grant of a new TV station on Channel 3 in Salem, Ore., to Willamette-Land TV, Inc. Hearing examiner Isadore A. Hong in another decision looks toward grant of bid of Kenneth G. Prather for a new AM station, 500 watts, directional daytimer in Boulder, Colo.

Hayes Keeps Pledge



Voted "Most Promising Male Talent" in radio in this year's Radio-Television Daily All-American Awards Poll, Richard Hayes (right) displays his prize. With him is Thomas W. Dawson, CBS Radio VP for information services. Hayes is the other half of the "Carol Burnett-Richard Hayes," show which was named "Best Comedy Show" on radio.

Arbitrators Appoint

The American Arbitration Association has appointed Jerome K. Levy, VP of the National Musitime Corp., New York, to membership on its national panel of arbitrators.

Many Thanks,

Bing

Labor Secretary Back For 'Conversation' Ann'y

Labor Secretary Arthur J. Goldberg, who was the first guest on "Washington Conversation," when the CBS News series made its debut a year ago, will be its guest when the program marks its first anniversary on CBS-TV Feb. 11. He will discuss his personal philosophy and his views on current labor problems with the program's host, CBS News correspondent Paul Niven.

Producer-Director Topper, That's Baer

Norman Baer, producer and director of radio specials on the Mutual Broadcasting System, set a precedent this year never before equalled in the 20-year history of the RADIO-TV DAILY All-American Poll.



BAER

Baer did an amazing reprise of last season's feats when the nation's critics voted him Radio's "Best Producer of the Year" and Radio's "Best Director of the Year."

Baer is producer-director of the highly-praised "The World Today" series on Mutual.

Top Sportscaster



Lindsey Nelson (left) and Tom Gallery, NBC sports director, proudly show awards won by the former in All-American Poll of Radio-Television Daily this year as both radio's and TV's "Sportscaster of the Year." Nelson, who handled play-by-play of all sports events for the network, becomes a baseball broadcaster for the New York Mets this season.



By TED GREEN

• • • Perry Como, Linda Fields and Les Paul and Mary Ford will be featured on ABC Radio's "Startime, U.S.A." Feb. 11. Como will sing "Swingin' Down the Lane" and "To Know You Is to Love You." Miss Fields' selections will be "How Deep Is the Ocean" and "The Trolley Song," and Les Paul and Mary Ford will perform "Jealous Heart." . . . New York actress Barbara Dana, daughter of Young & Rubicam TV department exec Richard Dana, is in Hollywood dicker-ing TV film commitments with Ashley-Steiner. . . . Jerry Fielding, ace TV arranger whose clients include Eddie Fisher and Mitzi Gaynor, supervised the beautiful Barry Sisters' new Roulette album, "We Be-long Together"—a terrific example of togetherness!

• • • We predict that Red Buttons will get an Academy Award when his new picture "Hatari!" is released. If you recall we said this Redhead was great and should be doing films—and he did, in "Sayonara." . . . Italian artist Lazzaro Donati will offer a series of his popular paintings at Manhattan's Monede Gallery, starting Feb. 14. Donati is Adlai Stevenson's favorite Italian artist (contemporary, that is) . . . Oddity: The Mets reportedly will receive more money for their radio and TV rights than the Yankees. . . . Mort Sahl told an interviewer: "Don't get into my personal life. I try to stay out of it myself" . . . Roy Rogers is trying to interest the networks in a half-hour musical western.

• • • Meet: Don Klauber, VP and national sales manager of Seven Arts Associated, whose sale of the Warner Bros. post-'50s to WNBC-TV sparked the Saturday Night TV double feature billed as "Your Night Out at Home," joined Associated Artists Productions in 1954 as an account exec. In 1956 he became station sales manager for AAP and was directly responsible for the operation of a 20-man sales force doing \$18 million a year. He was particularly instrumental in introducing new sales concepts to the field of TV sales. In October, 1958, Klauber became national and station sales manager for United Artists Associated, and resigned in August, 1960, to join Seven Arts. Klauber, who attended Columbia U., was attached to the Naval Air Corps during World War II. He is a member of RTES, the Variety Club and Academy of Television Arts and Sciences.



KLAUBER

• • • The oil industry, even though all over the world, is still a comparative youngster among the big industries—started just before the Civil War. U. S. Steel's new film, "Pithole U.S.A.," made from thousands of early Matthew-Brady type photographs, tells a real he-man story of a boom town that ordered crystal chandeliers from Tiffany's, had its hundreds of dance-hall gals, created fortunes overnight and was suddenly devastated by a roaring fire that wiped out the oil wells—a town that was born, lived and died in 500 days! The scene of "Pithole, U.S.A." was only 300 miles from Broadway, and U.S. Steel's film, only 13 minutes long, comes off as one of the classiest little "Americana" features your reporter has had a peek at. We hope TV gets a crack at it soon.

• • • Radar Records has announced a long-range program of expansion with the signing of comedian-singer Jackie Kannon this week. Edith Fellows, former child star at Columbia Pictures, inked a long-term contract with the New York-based diskery last week. Radar's campaign to sign and build stars and create a stable of talent is part of the company's plan to organize a new form of recording company during 1962.

• • • Two of TV's talented—and nice—guys—Shelley Berman and Sandy Becker—at opposite ends of Mama Goldberg's East, having a "contest." Shelley was racing through the stuffed derma, while Sandy attacked the stuffed cabbage. . . . Huntington Hartford, owner and publisher of Show Magazine, late last night concluded a deal with Hugh Hefner to buy Show Business Illustrated for \$250,000. Hartford will integrate the two magazines on May 1 under Show's banner.

WHLI Show Puts Teeth Into Dental Health Week

Hempstead, L. I. — WHLI is helping the Nassau County Dental Society put teeth into Dental Health Week by broadcasting a special oral hygiene program Thursday morning which will be relayed into literally hundreds of public school classrooms on Long Island.

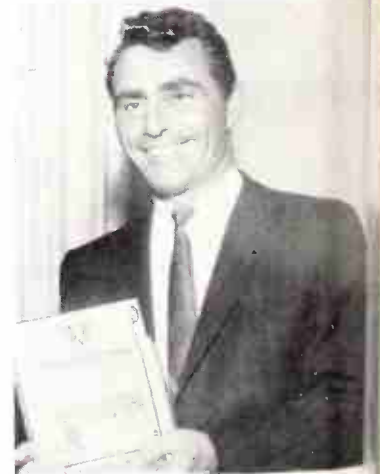
56 Fremantle Sales Signed in January

Fremantle International has started 1962 off with a total of 56 sales in 14 different countries during January, amounting to a gross of over \$200,000, president Peter Talbot reports. Countries involved are Canada, Great Britain, the Republic of Eire, Norway, Denmark, Germany, Yugoslavia, Egypt, Western Nigeria, Japan, Australia, Argentina, Peru and Guatemala.

A highlight was the introduction of "Silents Please" into Great Britain, where it started the first week of January on TWW (Television Wales & The West). It is the 26th country to sign for the series previously aired on ABC-TV in the U. S.

Another highlight was the purchase of nine series by NBN-Newcastle, one of Australia's new "country stations," which doesn't go on the air until the middle of February.

Serling Text Sterling



There was nothing supernatural about Rod Serling winning Radio-Television Daily's All-American Awards Poll as TV's "Writer of the Year." He was singled out by the nation's critics for his mysteries on CBS-TV's half-hour "Twilight Zone" series, which also hosts.

'Dimension' Highest



ohn W. Kiermaier (left), pub-
lic affairs director for CBS News,
Joseph Heller, manager of pub-
lic affairs for CBS Radio, proudly
display the Radio-Television Daily
award won by "Dimension,"
the "Best New Program"
in radio in the annual All-
American Poll. Heller is execu-
tive producer of the program.

**Posies For Rosie
As Radio Vocalist**

Rosemary Clooney this season repeated last year's All-American Poll victory as radio's "Best Female Vocalist." In this category the runner-up for the RADIO-TV DAILY Award was Carol Burnett.



MISS CLOONEY

By an unusual coincidence, Rosie finished in the top three as radio's "Woman of the Year," with Carol as the winner.

Rosemary is heard daily on CBS Radio with multi-winner Bing Crosby.

**Houston Co. of Detroit
To Rep Cristal Animation**

Cristal Animation, Inc., of New York and Buenos Aires has named The Houston Co. of Detroit to rep its film animation services in Michigan.

Henry A. Houston, owner of The Houston Co., is a native of Michigan with over 20 years experience in advertising and business.

Talk

Newark—WNJR has added a daily five-minute program produced in connection with the International Revenue Department, titled, "Your Income Tax." It will offer aid on filing 1961 income returns.

My sincere appreciation,

Marc Daniels

**My Thanks
to the Critics!**

Norman Baer

News Director

Mutual Broadcasting System

**With Many Thanks
To The Editors**

Rod Serling

'Frisco PTA Honors Microphone Teacher

San Francisco—Marian Koehler Rowe, hostess of KPIX's "Adventure School," has been awarded an honorary life membership by the Congress of Parents and Teachers, in recognition of her work with children. A scholarship will be awarded to a deserving student in her name.

5 Trade Units Back Detroit Sound Fair

Detroit—Twenty-five per cent of the exhibit space at the International Sound Fair, to be held here in July, has already been sold to major manufacturers, according to executive director Hal B. Cook.

Trade Groups Aiding

Cook further announced that five trade organizations have endorsed the fair and offered their support. They are the Society of Record Dealers, Country Music Association, Institute of Hi-Fi Manufacturers, American Record Manufacturers & Distributors Association and the Magnetic Recording Industry Association.

World Showcase has been appointed to conduct the exposition part of the fair.

Reds' Mike Step-Up Bares Kremlin Flop

The increased volume of Communist propaganda radio activities proves how frustrating to the Kremlin have been Red causes in recent years, an on-air editorial by the Mutual Broadcasting System pointed out.

Mutual, citing a BBC report, noted that Communist radio propaganda has increased 25 per cent in the past decade, totaling more than the combined logging of all Western allies. Also, Moscow in 1960 aired more than twice the amount of material broadcast by the Voice of America. MBS said the increase was because Communists have been "stalled in their ground attacks by an aroused people."

Jascha Zayde Headlines Sunday Music Programs

A weekly children's series, "Let's look at Music With Jascha Zayde," begins Sunday on WQXR. The series is based on "the world we live in, as composers have portrayed it."

Zayde, a concert pianist, will narrate the series, play some illustrations and introduce recorded orchestral pieces. He has been with the New York station for 25 years.

Bob Hits High Note



"Love Makes the World Go Round," named "Song Hit of the Year" on radio in the annual All-American Awards Poll of Radio-Television Daily, was written by Bob Merrill (left), who receives his prize from Maurice Scopp, executive VP of The Big 3 Music Corp. (Robbins, Feist & Miller), publishers of the tune. It is the theme from "Carnival."

Cabot Inks Music Deal

Tony Cabot has been signed to write original background music and serve as musical conductor for the upcoming NBC-TV spectacular, "San Carlo Express."

Live Panel Ponders Drug, JD Problems

Stamford, Conn.—Problems coping with drug addiction, alcoholism and delinquency will be discussed by a panel of experts Monday night on WSTC's live "Community Affair" program conceived, produced and moderated by Ethel Kweskin. The program is being conducted at Bloomingtondale's in downtown Stamford.

Panelists will be Dr. Joyce Wood, a founder of Addicts Distress (AID), chairman of the Community Council Health Division and a prime mover in obtaining a National Institute of Mental Health grant to establish an Addiction Service Center here; Rev. Donald Campbell of the First Presbyterian Church, who provides "in-service" training for Yale Divinity School students, and Wallace Fulton, president of the National Council on Family Relations.

GE Outlets to Air Mets

Schenectady, N. Y.—Broadcast of New York Mets games in the expanded National League, stations WGY and WRGB has been announced by Robert F. Reman, manager of marketing for the General Electric Broadcasting Stations operation.

Thanks to the Critics for voting

David Brinkley's Journal

Best New Program Idea of The Year

David Brinkley

Ted Yates
Producer



Established February 9, 1937

90, NO. 25

MONDAY, FEBRUARY 5, 1962

TEN CENTS

TREYZ, HAGERTY PUT LID ON QUIZ

LAW URGED TO CONFINE CATV's SERVICE RANGE

Sarasota—The FCC may be asked by NAB to enact legislation restricting CATV operations which duplicate local TV service. Advisability of such a move is to be studied by the



NAB staff at the behest of the association's TV board of directors, chairman Dwight W. Martin disclosed following a meeting on Longboat Key here.

Martin, of WAFF-TV, Baton Rouge, said the board's unanimous action is aimed at setting "conflicts" between local TV stations and those CATV systems

ME-TV Signs Downs Long-term Contract

A new long-term contract with WBTV will continue Hugh Downs as star of the daily, daytime telecast "Concentration," and in his regular role nightly on the "Tonight" color broadcasts. He joined the "Tonight" show in 1957.

Rot. King Gen. Mgr. of WKBW-TV, Buffalo

Buffalo—Robert King has been named WKBW-TV general manager and a VP of Capital Cities Broadcasting Corp. In broadcasting since 1946, King was VP in charge of broadcast operations at WYH, Peoria, and WTVP, Detroit.

Harden Pres. of SCBA

Columbia, S.C.—W. Frank Harden of WIS here has been elected president of the South Carolina Broadcasters Association.

ACCESS STRUGGLE SHIFTS TO DIXIE

*It's Lawyers vs. Industry
On equal Access Issue*

Raleigh — The North Carolina Association of Broadcasters has entered the battle over radio and TV coverage of courtroom proceedings, with a request that the state Supreme Court hear its side of the question.

The NCAB petition followed a recommendation to the court by the state bar association that broadcasting of trials be forbidden, on grounds that such coverage "is calculated to detract from the dignity of the proceedings,

(Continued on Page 8)

Minow Asserts FCC Seeks Net Regulation

Noting that the FCC is currently determining how to regulate the networks and what steps to take along that line, chairman Newton N. Minow pointed out on CBS-TV's "Eyewitness" Friday night that this is in direct contrast to a 1960 House committee conclusion that networks should be licensed.

He told George Herman, CBS News White House correspondent, that the fundamental difference is in the words "regulation" and "license," the former permitting

(Continued on Page 6)

Mayor Wagner Takes Air In Series on N.Y. Issues

Mayor Wagner begins a series of 15-minute messages on the major issues before the current session of the state legislature, Wednesday night on WCBS-TV. The series will continue on alternate Wednesdays thereafter until the legislature adjourns.

ABC-TV Relying on 2 Execs for Act III, Programs 'Drama'

Washington Bureau of RADIO-TV DAILY
Washington—The FCC programming hearings today head into their third, final and perhaps shortest, most controversial week as the cast of characters changes again and ABC takes the stand.

Only two witnesses are listed, TV Network President Oliver Treyz and News Vice President James C. Hagerty. Everett Erlick, AB-PT vice president and general counsel, TV network program-

(Continued on Page 6)

WCBS' Biggest Promotion Has 40-Grand Contest

WCBS Radio launches the largest audience-building campaign in its history today as it begins its \$40,000 "Name the Show" contest which ends Feb. 28. The station

(Continued on Page 5)

Video Channels Sought

Washington Bureau of RADIO-TV DAILY
Washington — Central Minnesota Television has applied for a new TV station on Channel 12 in Walker, Minn., and Washington State U. has applied for a new non-commercial educational TV station on Channel 10 in Pullman, Wash., the FCC reports.

Let's Talk It Over	Boondoggle, Bust . . . Or Boon? Reflections On TV's Big Inquiry
By ARTHUR PERLES	

The reflective mind grapples with the enormous outpouring of human energy, time and money in the FCC hearings on network TV which enter the final inning this week.

To what end? How is the nation better off for this exhaustive probe that has drained executive and creative vitality from the arterial systems of commercial skeins?

To us, the investigation emerges in full redolence of those bygone WPA boondoggles. Yet, again, isn't this marathon session in some way shaping as an unexpected boon for the industry at large?

Dispassionate judgment, we believe at this point, must answer affirmatively to the last query posed. The hearings—staged in governmental full panoply—have presented an unparalleled opportunity for the three

(Continued on Page 7)

RTES Buying & Selling Seminar Proves A Hit

The annual time buying and selling seminar of the RTES sets a precedent this year as a semi-annual affair.

A Spring session will start Feb. 27. According to Erwin Ephron, seminar chairman, the seminar is expanding because of its widespread appeal. A total of 46 industry employees graduated from the Fall seminar.

CARROLL BAKER! TONIGHT ON 'PM' STARRING MIKE WALLACE





Established Feb. 9, 1937

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12 Colleges Lensed For 3-State Viewing

Spartanburg, S. C. — Twelve Piedmont area colleges, via WSPA-TV here, are giving tri-state viewers in Georgia and North and South Carolina a weekly look at their curricula, extra-curricular activities and histories.

Titled "College Spotlight," the 25-minute program is aired Sundays and features students and faculty members of the colleges. One college is featured each week.

Mutual Radio Scores 11-Outlet Gain in Jan.

Eleven radio stations in 11 states joined Mutual Broadcasting System in January. Charles W. Godwin, MBS stations-VP, said three of the new affiliates are 5,000-watt stations, four are 1,000-watt and four are 250-watt stations.

The three 5,000-watt stations are KHJ, Los Angeles; WTMA, Charleston, S. C., and KNOX, Grand Forks, N. D. Thousand-watters are WBLY, Springfield, O.; WDAL, Meridian, Miss.; WKBC, North Wilkesboro, N. C., and KAPT, Salem, Ore. The 250-watters are KBYG, Big Spring, Tex.; KYNT, Yankton, S. D.; WDLC, Port Jervis, N. Y., and KENT, Prescott, Ariz.

Railroad, Airline & Bank Buy News on WNBC-TV

The Atchison, Topeka & Santa Fe Railroad, via Leo Burnett Co., has purchased co-sponsorship of Gabe Pressman's local Saturday evening news and Frank Blair's "Sunday Night News" on WNBC-TV. Sharing sponsorship of both programs, effective Mar. 31, will be Chesterfield Cigarettes, via J. Walter Thompson.

In other buys, Trans World Airlines, via Foote, Cone & Belding, bought the first opening in 10 years in WNBC-TV's "11th Hour News" for Tuesday and Thursday nights, effective Feb. 20. First National City Bank, marking its 10th year as a sponsor of the five-nights-a-week newscast, will retain the Monday, Wednesday and Friday segments.

Cornell's Arthur Mizener On "Meet the Professor"

Arthur Mizener, professor of English at Cornell University, and the author of the best-selling biography of F. Scott Fitzgerald, "The Far Side of Paradise," will be heard on ABC Radio's "Meet the Professor," Feb. 12.

COMING AND GOING

BEN HOBERMAN, vice president and general manager of KABC-Radio, Los Angeles, leaves there tomorrow for Chicago and New York.

DAN R. SCHEIN, of Hal Phillips & Associates, arrived in Hollywood last night for a week of conferences.

REGGIE RICCARDI, of Reggie Riccardi Public Relations, and her client, CARMEL QUINN, have returned from Montreal, Canada.

BENEDICT GIMBEL, JR., vice president of the Metropolitan Broadcasting Corp., is in New York to attend a board of directors meeting.

JOHN L. KOUSHOURIS and ROBERT C. TROUP, vice presidents of VHF, Inc., have left here for Cleveland and Chicago for production presentation discussions.

ARTHUR HULL HAYES, president of CBS Radio, returns to New York tomorrow after having attended NAB meetings in Sarasota, Fla.

BILL DANA to Galena Park, Texas, on Feb. 10, to star in that high school's "Follies."

Griffith Still 'Country Boy'

Charlotte, N. C. — Andy Griffith of CBS-TV's "Andy Griffith Show" has been named winner of the Distinguished Salesman Award of the Charlotte Sales and Marketing Executives Club, it was announced by Wallace J. Jorgenson, managing director of WBTB here. The award will be presented to Griffith at an affair here Apr. 27.

In announcing the award, Jorgenson said: "As a North Carolinian, Andy Griffith has distinguished himself in the entertainment business and, despite his rise to the height of national popularity, has retained 'country boy' characteristics of sound character in which North Carolinians take such pride."

2 Outlets Sign Masla

Richmond, Ind. — WKBV, Richmond, and WBAT, Marion, have signed with Masla Associates for national representation.

Rayburn Chairs Forum On N.Y.'s Video Future

Gene Rayburn will moderate the ATAS forum tomorrow on "The Future of New York Television," to be held at the offices of the New York chapter on 40th St. Panel members will be TV producers Herbert Brodtkin, Eugene Burr and Herbert Leonard; Michael Dann, of CBS, and Donald Conaway, executive secretary of AFTRA.

CBS Nets Will Cover Toronto Press Forum

Special To RADIO-TV DAILY
Toronto — CBS Radio and TV will carry three programs of 1962 Winter Conference here "The Press and the Public" Feb. 16-18.

The conference, organized by CBC and the Canadian Institute on Public Affairs, will discuss service of the press to the public.

First program on TV Feb. 16 will be a discussion by leading editors and publishers, hosted by Prof. John T. Saywell, of Toronto U.

Wax to WROC Sales

Rochester, N. Y. — Jerry Wax, former general manager of WWHG, has been named account exec for WROC.

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1962



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International Television Festival

SILVER DOVE AWARD

presented to

Harold Goldman's

"MAHALIA JACKSON SINGS"

produced at

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using

DIRECT **MARCONI CAMERA TO FILM** TECHNIQUE*

ONE OPERATION TO QUALITY
VIDEOTAPE AND FILM



*a proven technique...

DANCER-FITZGERALD-SAMPLE vice president Betty O'Hara, writes (Re: Cheerios commercials) ... Your Marconi direct to film process... "look every bit as good as any 16mm film prints I have come across."

Vice president Bud Stefan, **BBD&O**, writes (Re: Chun King commercials using Marconi direct to film) ... "The frontal projection 16mm prints are truly remarkable and the telecast prints as seen on the tube are great."

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Keyhole

Bold Journey

Sweet Success

The Golden Voyage

Seven League Boots

Kingdom Of The Sea

I Search For Adventure

•

A pyramid of True Television
designed by Jack Douglas

•

NOW IN PRODUCTION:

38 episodes of "KEYHOLE," TV's first Documatic series, in association with Ziv-United Artists, Inc.



By TED GREEN

• • • Art Linkletter, host of CBS-TV's "House Party" and chairman of National YMCA Week, recently brought Rafer Johnson to his show to award the '60 Olympic Decathlon Champion the '62 National YMCA Sports Award for his "contribution to sports, to spirit of brotherhood and for his consistent assistance" to the organization. Johnson, now retired from athletics, has appeared in features for 20th Century-Fox and recently made a special mission for the U.S. Peace Corps. Versatile Buckley Kozlow really appreciated his background in dramatics last week during a taping session for Breakstone's. Rushing from another assignment Bucky found he was slated to do not only announcing but also voices of an Indian chief and Napoleon. "It was simply a matter of taking the hand with which you shaded your eyes from the sun and sticking it into your vest," explained Bucky.

☆ ☆ ☆ ☆

• • • In case you're commercial casting directors and producers are interested: Cleveland's gift to New York, the beautiful and talented (and what a personality) Jo Tract is now a resident of New York City. Jo was known as "Miss Lonely Heart" on WEWS, Cleveland. Keep your good eye on this gal. . . . The very talented Jim L. should have his own TV show. Are you listening, WNBC? DeMarty Hoffman reports: "We have enjoyed a magic million-dollar figure on Brenda Lee's "I'm Sorry." Bert Kaempfert's "Wonder by Night" and Jackie Wilson's "Night." . . . Baritone Robert Merrill and his wife, Marion, are flying to Miami Beach for a "Cavalry of Stars" show and a week of rest in the sun.

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• • • Meet: Betty Cox, native Nebraskan, who began her career singing in Omaha with the Paul Moorhead Orchestra and on WJLB got her biggest break after winning an "Arthur Godfrey Talent Scout" show. That led to appearances on other Godfrey programs, a two-and-a-half-year stint on WABD-TV's (now WNEW-TV) weekly "Broadway to Hollywood" series and two years as a regular on George Skinner's daily morning show on WCBS-TV. Betty has also appeared on "Look Up and Live," CBS-TV and "Music in the Air" and "On a Sunday Afternoon," CBS Radio. She sang at an inaugural ball in Washington for former President Eisenhower. After cutting records for MGM and Columbia she became the "Champagne Lady" on Lawrence Welk's ABC-TV show, which led to a Dot disk date with Welk. Since that time Betty has been on "Don McNeill's Breakfast Club" on ABC Radio; the "Jack Paar Show," NBC-TV, and "World of Mervyn" on Canadian TV. Now settled in New York, the wife of IBM executive Frank Johnson, Betty makes many special appearances in the field although she still prefers TV.



COX

☆ ☆ ☆ ☆

• • • Off the Record: With two new film scores added to his recently released RCA Victor album—plus a best-selling LP and a best-selling single—Henry Mancini is currently one of the hottest and most prolific composer-conductor-arrangers in the business. . . . G. G. Maharis of "Route 66" is in New York this week to record his new LP for Epic. He started his career as a singer. . . . Carmen McRae has a big hit in a vocal version of the Dave Brubeck smash, "Five," on Columbia. . . . Columbia has a big list of Broadway or Broadway cast show albums set for the next few months, including "New of 1962," "All-American," "We Take the Town," "Bravo Giovanni" and "I Can Get It for You Wholesale." Meanwhile, "My Fair Lady" album sales have soared over the 3.5-million mark.

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• • • Ken Banghart will play host on his WCBS Radio show this week to comedian Shelley Berman, star of the new Broadway "A Family Affair"; Will Oursler, co-author with Harry Anslin of "The Murderers," and foreign correspondent and concert pianist Hippa Schuyler, who authored the book, "Who Killed the Congo?" Jack Sterling, WCBS Radio early morning personality, begins his Winter hiatus Feb. 16 in Puerto Rico. He'll return to the mike in

Arts Films Build Res for Sponsors

Scranton, Pa.—Sponsors of local TV shows on WICU-TV here are getting Seven Arts' "Films of the '50s" with scoring real success. George Harris, president of the company, credited a \$600,000 sponsorship of Warner Bros. "The Godfather" with selling 30 houses in the "Mustang Homes" tract. Harris reported that the results far exceeded our expectations. Ad a company spokesman for the Rural Telephone of Pennsylvania said a telecast of Hitchcock's "Strangers on a Train" contributed materially to customer acceptance of direct long-distance dialing service, inaugurated the day following the tele-

GA. INSTITUTE EXPLORES BROADCAST JOURNALISM

Atlanta—A record high attendance at assembly sessions was scored by the 17th annual Georgia Radio and Television Institute here. The meetings on electronic journalism were sponsored by the Georgia Association of Broadcasters and the Georgia U. School of Journalism.

CANADA TV SALES SEEN TOPPING 1961

Special To RADIO-TV DAILY
Montreal — G. L. Mansur, vice president of RCA Victor consumer products division, predicts TV sales by the Canadian industry in the current year will easily exceed the 355,000 sets sold last year, and that the strong recovery in sales of similar electronic products — radios, combinations and records—ought to carry through the current year.

J. Leonard Reinsch, executive director of WSB here; WHIO, Dayton, and WSOC, Charlotte, N. C., and communications consultant to President Kennedy, was institute chairman and lead-off speaker.

Among others in major roles were Art Sylvester, assistant secretary of defense for information; Rep. John J. Flynt, Jr. (D., Ga.), member of the House Appropriations Committee; Roger Tubby, assistant Secretary of State for information, and Miss Ann Corrick, president of the Radio-TV Correspondents Association, Washington.

WCBS' Biggest Promotion 40-Grand Contest

(Continued from Page 1)
Augment its heavy schedule of angles with spots on WCBS-TV and with full and double-page ads in seven metropolitan area newspapers. Contestants are required to write in the correct name of the personality, to be found in the page ads. Listeners must also write a favorite and give a reason. Winners, to be announced March 1, will receive eight deluxe seven-tube hi-fi AM, FM, and multiplex units; 80 wrist-alarm watches, and 80 transistor radios.

ABC Radio Affiliates Approach 400 Mark

WORL, Boston, and WTVN, Columbus, O., will become ABC Radio affiliates on May 1, bringing the web's total of affiliations to 399.

WORL is owned by the Pilgrim Broadcasting Co.; George Gray is executive VP and general manager. WTVN is owned by the Taft Broadcasting Co.; Gene D'Angelo is general manager.

Other recent affiliates are KDEF, Albuquerque; WOWI, Louisville; KAPE, San Antonio; WSON, Evansville; KORA, Bryan, Tex.; WHAR, Clarksburg, W. Va., and WMRC, Milford, Mass.

Senators Morse, Tower To Clash on School-Aid

Sens. Wayne Morse (D., Ore.) and John G. Tower (R., Texas) will debate "What Should Be the Role of the Federal Government in Education?" on CBS Radio Wednesday. Dr. Homer D. Babbidge, of the American Council on Education, will be the moderator.

Both senators are former college professors. Morse was professor and dean of the Oregon U. Law School for 15 years. Tower taught political science at Midwestern U., Wichita Falls, Texas, for eight years.

Both are members of the Senate Committee on Labor and Public Welfare, which has jurisdiction over all education legislation coming before the Senate.

Why Want to Know

Phoenix—A new public service series, "Parents Ask About Schools," has bowed as a Saturday feature on KPHO-TV. It is produced by the National Education Association and sponsored by the Arizona Education Association.

Eshleman Joins WGBS

Miami — James Eshleman, veteran radio account exec, has joined the WGBS sales staff.

2-Hour Ski Report Set

WRFM is broadcasting ski reports from upstate New York and New England, on a regular two-hour schedule from Thursday afternoons through Saturday mornings. The service will continue through the ski season.

WLIB Honors Negro Artists At Festival in Carnegie Hall

The ninth annual Negro Music and Drama Festival sponsored by WLIB will be held Feb. 10 at Carnegie Hall, climaxing a week-long observance by the station of Negro History Week leading special programming as a series of "audioblographies" — original recordings of their own voices and words, of Negro artists discussing their careers.

Novik. The station charges no admission and gives tickets to anyone sending in a request. Performances will be divided into four segments: jazz, concert stage, formal religious music and gospel music.

Leading this year's series of audioblographies are those of Duke Ellington and Ruby Dee, currently on Broadway featured in a new comedy, "Purlie Victorious."

Introducing the performers will be members of the WLIB staff: Mrs. Nora Holt, music expert and critic; Joe Bostic of "Gospel Train;" Jack Walker of "Harlem Serenade;" Lorenzo (Larry) Fuller of "Harlem Frolics;" Rocky Gross of "Rhythm Express," and Billy Taylor of "Jazz with Billy Taylor."

Daredevil Air Show For 'Sunday Sports'

Precision flying by the USAF Thunderbirds at Panama City, Fla., will be combined with daring sky stunts by civilian aces at Crawfordsville, Ind., for an action-packed air show Feb. 18 on CBS-TV's "Sunday Sports Spectacular." Host and narrator of the filmed program will be Jack Whitaker.

WLW-C

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COLUMBUS
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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:

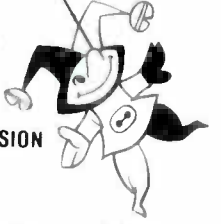
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2. Typical and diversified population
3. Close to average income level
4. Stable market
5. Good distribution facilities
6. Good record as an indicator

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

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NBC / TELEVISION



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Television Television Television Television
Radio Indianapolis Dayton Cincinnati Atlanta
Crosley Broadcasting Corporation

Network Color Slated In Rio Grande Valley

Weslaco, Tex.—As the first step in a \$100,000 improvement program, KRGV-TV will begin network colorcasting to the Lower Rio Grande Valley, it was announced by Stoddard P. Johnston, president of the station. He pointed out that "now is the time to go color, as sets are now of excellent quality and NBC-TV produces a great quantity of color shows."

Stoddard said KRGV-TV has just completed "an exhaustive check of actual and prospective economic conditions in the Rio Grande Valley, and we like the results." He said the station serves the nation's second-largest potential market, consisting of four counties and 35 communities comprised of some 400,000 people.

Minow Asserts FCC Seeks Net Regulation

(Continued from Page 1)

"any number of networks," and the latter usually allowing "a limited number."

Minow also said he thought "attention to the numbers has pulled program levels downward," but emphasized that "for those who are in the business you've got to have some indications of who's watching. However, don't let that (numbers) be the fundamental basis on which you decide."

Denies Censoring Power

Asked by Herman whether the FCC has power to withhold a station's license renewal "over what is said and done," Minow pointed out: "We have no power whatever—and very properly and very wisely—to censor any broadcaster. The law is very specific. We cannot, do not and should not say to a broadcaster 'Don't put that program on' or 'Do put this program on.'"

"But what we do is that: We look at a broadcaster's record at the end of the three-year license period and see whether his performance has measured up to his promise, his proposals. We never look at a specific program if they don't do this or don't do that."

Liz Knocks Surveys Into a Cocked Fedora

WNTA's Elizabeth Morgan, while discussing real estate with a top businessmen guest on her 2:05-3 PM show, offered a free booklet, "Partners in Profit," to the audience. "And you know what?" Liz said. "The mail poured in—from men—business men, for a time when surveys claim only housewives are supposedly listening!"

HOLLYWOOD TELECASTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Minute Maid will bankroll a CBS-TV special from Marineland of the Pacific on Apr. 22, from 7:00 to 8:00 PM. Lloyd Bridges stars with other guests still to be. . . . Farmer's Insurance Group has renewed sponsorship of Frank Goss and the News on the CBS Radio Pacific Network for 52 weeks. . . . Danny Thomas and Rhonda Fleming have agreed to appear on the KTTV "Stop Arthritis Telethon" Feb. 25.

☆ ☆ ☆ ☆

• • • Lenny Stern and ABC are so sure of a sale for "The Workers," they told star Marty Ingels to turn down a lucrative offer on a series of commercials. . . . George Maharis' new deal with Bert Leonard gives him the okay to plug his new album via local radio stations while on the road with "Route 66." . . . Chevlu Productions has inked Arthur Ross to write a series of half-hour TV shows based on his original story, "The King and the Lion." . . . Barbara Best & Associates is a new publicity firm specializing in all entertainment media. Principals are Walt Usher, Beth Beatty and Barbara Best.

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• • • The Diamonds, Mercury recording stars, are at the Playboy in New Orleans for three weeks. . . . Arne Sultan and Marvin Worth, who terminated their writing production pact with United Artists Records, have agreed to make one more—an LP with Louis Nye. . . . George Sherman, who directed "APO 923," was sufficiently impressed with Ralph Taeger, he told Screen Gems to sign the latter to a term contract. . . . American Kitchen Products (Stereo Bouillon Cubes) has bought a 13-week schedule on the Phil Norman Show on KNX thru CBS Radio Spot Sales, New York. . . . Bob Considine guests on Pat Michaels' "Candid Session" on KABC Wednesday. . . . Al Petker has signed Larry Finley for a Personality Scope series of spot interviews to be released to over 1,600 radio stations, starting Mar. 1. . . . Keely Smith will guest-star on NBC-TV's "Dinah Shore Show" Feb. 23.

☆ ☆ ☆ ☆

• • • Hugh Downs and Julia Meade will be feted as the television commercial spokesman and spokeswoman of the year at the IBA Awards Dinner in the Paladium Feb. 13. . . . Mitch Miller really started something! KCOP preems a new sing-along show Feb. 12. It will be a half-hour live opus starring Organist Gaylord Carter. "Sing Along with Gaylord?" . . . The "Ben Casey" episode Feb. 15 could stir a bit of storm, dealing as it does with incompetent doctors, even though they are admittedly in the minority. . . . Henry Jaffe Enterprises has inked Juliet Prowse to star in "Highways of Melody," one hour color telecast scheduled for Easter night, April 22.

☆ ☆ ☆ ☆

• • • Jack Warden has been signed by exec producer Earle Lyon to play a top role opposite Dale Robertson in "The Traveler" episode of NBC-TV's "Tales of Wells Fargo," which got under way at Revue Wednesday. . . . MCA is packaging an Alan Young special featuring Young and Mr. Ed, to be produced and directed by Arthur Lubin. . . . Veteran actor and rodeo star Monte Montana has been signed by Executive Producer Richard Lewis as technical advisor for rodeo sequences in "Second Chance," "Alcoa Premiere" segment that rolls today at Revue.

'What's My Line?' Marks 12th Anniversary

"What's My Line?" celebrated its 12th birthday on CBS-TV yesterday. Dorothy Kilgallen, Arlene Francis and Bennett Cerf have been with the show since its first year, as have moderator John Daly and producer Gil Fates.

Actor Solicits Muse

West Coast Bureau of RADIO-TV DAILY
Hollywood—Grant Williams, of Warner Bros.' "Hawaiian Eye" on ABC-TV, is writing a novel from the screenplay he completed recently. Title is "Speak Again Bright Angel," a Korean love story based on an adventure while Grant was in the Air Force in the Far East.

Religious Station Joins Patterson's Calif. Chain

West Coast Bureau of RADIO-TV DAILY
Fresno, Calif.—KBIF, an all-religious station, will join the Norwood J. Patterson chain of California TV and radio stations this month. The station will be managed by Richard P. Bott.

Alaskan CAP Awards

Anchorage — A. G. Hiebert, Northern Television, Inc., president, has been named the fifth honorary member of the Alaskan Civil Air Patrol. He joins Mike Stepovich, former territorial governor here; Ed Sullivan, TV star; Robert Reeve, of Reeve Atlantic Airways, and Gov. William A. Egan.

'Play of Wk.' on NE Via TV Guide Grant

"The Play of the Week" will air on 12 stations of the National Educational TV Network, beginning Feb. 18, through a grant from TV Guide magazine. Each station will telecast one drama a week for 13 weeks from a series originally produced by National Telefilm Associates.

Since its inception in the New York metropolitan area, the series has been seen commercially in over 100 markets.

Jane Pinkerton Posting Public Relations Shingle

Jane Pinkerton will open New York offices of Jane Pinkerton Public Relations/Communications Mar. 1. She is resigning on that date as U. S. Radio managing editor to specialize in PR, sales promotion and development business writing for the advertising and broadcast industries.

Previously Miss Pinkerton has been a senior presentation writer for Radio Advertising Bureau, New York, and midwest editor of Broadcasting Publications, Chicago.

Programming Probe To Hear ABC Execs

(Continued from Page 1)

Winding up for NBC Friday were Senior Executive Vice President David C. Adams and NBC Executive Vice President William R. McAndrew.

Backs FCC Policy

Adams gave firm endorsement to the FCC's statement of programming policy as CBS' Frank Stanton had done during the previous week. He maintained that NBC's policy is to put the burden on stations to discuss and meet community needs.

He denied NBC has been a transient or unreasonable, opposing network regulation argued that "proponents of regulation should have the burden of proof."

USC Offers Credits For ETV-Radio Courses

Los Angeles—Dr. Harry Skowron of the U. of Illinois will conduct a workshop on educational and radio at the U. of Southern California, June 25-Aug. 3. Ten semester hours of graduate or advanced undergraduate credit will be available to participants.

Disk Spinning

GM Records' Connie Francis tomorrow opens a four-week stay at the Sahara, Las Vegas... Disk-believes there's a future in business for Tony Morell, of "Here's to Love" album (mono and stereo) has been released.

ing B. Green, Mercury Record president, has announced the field of the Smash label into a plan called "Magnum '62," part of Merc's program of building up its lines. Charles Byrnes, new PR director for Mercury, formerly with Billboard. George Smith was named merchandising manager.

Werner Bros. Records has added Gene Singer, Philadelphia, and Marvin Deane, New York, to its promotion staff. Both sales promoters report directly to WB's national sales promotional manager, George Smith.

"Dive's Record Room," a new lounge dance party is seen every Friday night in KEYC-TV, Anato, Minn.

The quarterly meeting of ARMAs executive board, scheduled for January 29 in Chicago, was postponed for several weeks because of the press of business in the industry... Morris Levy, president of Roulette Records and the Antary-Patricia Music firms, has appointed Wally Schuster general professional manager of all firms.

Ervin Browdy has been named title Artists Records Eastern regional sales manager. Joe Medals has joined UA to handle R&B nationally... Philips Record has signed eight new artists ranging from opera star Patrice Caster to Hash Brown, R&R hits.

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Videotape Productions Sees Low-Pressure TV Ad Trend

Lower-pressure commercials appear to be setting a trend in taped production this year as against hard-sell techniques, Herbert W. Hobler, sales director of Videotape Productions of New York, told RADIO-TV DAILY. He said that a lot more emphasis is being placed on sets, props and production values, compared with simple staging in the past, and more music and creative lighting are being used to achieve moods and scenic values.



HOBLER

Striking is a trend-setting pattern of videotaping commercials in segments rather than in their entirety, Hobler continued, adding that with scene-by-scene shooting, more attention is given to the development of detail, mood and atmosphere.

He pointed that although tape

production of commercials is still less expensive than film in the large majority of cases, some videotape-oriented advertisers are applying completely different production techniques involving larger budgets. Shooting schedules range from one hour to two full days for a one-minute commercial, depending on the complexity involved.

Points to Clients' Use

Hobler explained that one of the principal reasons for the noticeable swing toward production of tape commercials is the medium's rapid technological and creative developments combined with its inherent efficiency and speed. As examples he pointed to heavy use of the medium by Videotape Productions' major clients: Armstrong Cork Co., General Electric Co., National Biscuit Co., Pharmaceuticals, Inc., and Texaco.

☆ ☆ *Let's Talk It Over* ☆ ☆

(Continued from Page 1)

major nets to spread on the public record their achievements in informing and entertaining a nation of 180,000,000.

Even though an occasional reporter or headline writer for the consumer press may have distorted the evidence to the detriment of the witness-companies, the viewing-listening-thinking public has received the benefit of data, ideas, aspirations and a modicum of fears assailing TV's leadership.

The conclusion is there—inescapably: the American people are happy with what they are receiving via the video lanes, from Matt Dillon and that conversational equine, Mr. Ed, to the Philharmonic and the presidential debates. Let those in authority consider the fact that the appearance on TV of the two principal contenders for Chief Executive of the land was largely responsible for the greatest turnout at the polls in U. S. history. Mr. Kennedy came through the victor by a fraction of one per cent of the 68,400,000 ballots cast. How could any critic thereafter say that the TV camera delivers hasty impressions with such a tight-squeeze result?

When NBC news chief McAndrew told the Commissioners Friday his network lost \$12,000,000 last year on TV and expects to lose even more this year... when he says that more sponsors are buying into news programs, though the total audience prefers entertainment... when he adds that NBC has to pick up the unsupported outlay, there is no whining for subsidy, nor special consideration sought. All the broadcaster desires is removal of the sword of incipient censorship that dangles—real or imagined—over his head.

As Ollie Treyz moves his ABC-TV manpower to the hearing halls of Washington, we offer a fervent prayer that the FCC will desist from disinterring shrouded skeletons and, instead, assiduously devote its attention to Mr. Treyz's more recent accomplishments, such as securing the services of expert newsmen Jim Hagerty, or the "Close Up!" kind of programming it has broadcast with Bell & Howell sponsorship.

In that direction lies the path of true enlightenment... and the Commission needn't wear itself out on useless spadework to justify an increased budget request and more personnel.

Ginsburg Distributor To U.S., Foreign TV

Vid-Ex Film Distributing Corp and Lewis S. Ginsburg Associates has been formed for the distribution of feature films, shorts and cartoons to TV stations and theatrical outlets. Headquartered in New York, the firms also have offices in New Haven and Paris.

Ginsburg, just back from a three-month business trip abroad, has acquired the rights for TV release of a group of 34 features, 10 of them in color.

Ginsburg and his associates have also formed an international producing and releasing organization which will encompass the production of features and sales to TV stations and theatres in foreign areas as well as the U. S.

Baltimore Fifth Stop On 'Pro Bowlers Tour'

The Baltimore Open, fifth stop on "Professional Bowlers Tour," will be televised Saturday on ABC-TV. A field of 144 bowlers will shoot for a total prize fund of \$25,200.

Chris Schenkel and Jack Buck are the commentators, Jim Colligan producer, and Jack Lubell director of the telecast. The show will originate at Towson, Md., a suburb of Baltimore.

Ask Law for CATVs

(Continued from Page 1)

whose operations tend to have a depressing effect on the successful and continued operations of such stations."

The resolution calls for insuring that the programs of the local TV station will not be duplicated by CATV systems operating within its primary market area, and it noted that the FCC has said it does not have authority to prevent such duplication.

For this reason, the resolution continued, the NAB should study the possibility of appropriate legislation and should employ professional research assistance to determine the economic impact of systems on stations where programming is duplicated.

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'Golden' Theme Set For '62 IRE Meet

"The Golden Age of Electronics" has been announced as theme of the IRE convention Mar. 26-29 at the Waldorf-Astoria and the New York Coliseum. This year is also the institute's golden anniversary.

David Sarnoff, RCA chairman, will be principal speaker at the Golden Anniversary dinner Mar. 28. A total of 240 papers are scheduled for delivery, in 54 work sessions and symposiums. Some 850 exhibitors will occupy all four floors of the Coliseum, displaying \$15 million worth of electronics equipment, most of it for the first time.

A special session will be held the morning of Mar. 26 to discuss possible consolidation of the IRE with the American Institute of Electrical Engineers.

William Morris Named TvAR Account Exec

Robert M. McGredy, executive VP of TvAR, has announced appointment of William A. Morris as account executive in the New York office.

Morris comes to the station representative firm from WCBS-TV, where he has been since 1958. Before that he was a time buyer at Compton Advertising.

Nick Gearhart to Become KHOU-TV News Director

Houston—Nick Gearhart, newsman of TV, radio and press, will succeed Dan Rather Mar. 1 as KHOU-TV news director. He formerly was with KFMB-TV, San Diego, and WDSU, New Orleans.

Rather will become CBS-TV News Southwest correspondent following three months training in New York.

Courtroom Coverage

(Continued from Page 1)

distract witnesses, degrade the court and create misconceptions in the mind of the public."

The NCAB argued that the presiding judge in each case should have authority to grant or deny coverage by broadcast media.

Panel on Blindness For Liz Morgan Show

A special panel on blindness will be heard Wednesday on WNTA's Elizabeth Morgan show. Participating will be Dr. Ross McConnell and Stanley Wartenberg, of the Lighthouse for the Blind; Dr. Gregory Siemer, American Foundation for the Blind, and Norma Farrar, of the Seeing Eye Center at Morristown, N. J.

AGENCY NEWSCAST

By WM. McCUTTIE

Paul E. J. Gerhold, VP and national director of media and research, Foote, Cone & Belding, has been named Advertising Research Foundation technical committee chairman. William M. Weilbacher, Dancer-Fitzgerald-Sample VP and research director, and Gordon A. Hughes, Scott Paper Co. marketing research director, each were named chairman of a technical committee consultation panel.

The American Association of Advertising Agencies' central regional office, Chicago, has moved to the new United of America building.

Falstaff Brewing Corp., headquartered in St. Louis, will distribute Amstel Holland Beer throughout its 28-state territory. Donahue & Coe is agency for Amstel American Corp. . . . Co-Ordinated Marketing will handle

Dahl Now Sports Head

Minneapolis — Don Dahl has been promoted to post of associate sports director at WCCO-TV. Dahl, with the station since 1958, will have charge of all sports activities and will continue as sportscaster on daily and Saturday news programs.

Now A TV Spec Interrupts Ad!

What will happen next in TV? Now, for the first time, a commercial will be interrupted by a program. This is the way some people are describing the six-minute Clairrol commercial that will be introduced Friday night on the hour NBC-TV documentary, "Debutante '62."

The commercial, a four-act play titled "The Adams Family," is a family situation story and features three generations of women attending a birthday party. At the end of each act announcer Roger Pryor, former movie star and bandleader, advises viewers to "stay tuned" for more suspense and action in the story of "The Adams Family."

Directed by Schnitzer

The Clairrol story of "The Adams Family" was written as a complete family situation TV show by Shirley Polykoff, copy writer for Foote, Cone & Belding; produced by Robert Lawrence Productions, and directed by Jerry Schnitzer, who formerly helmed "Lassie."

Ad Men's Post Meets

An executive meeting of the American Legion's New York Ad Men's Post will be held Wednesday at 6 PM at the Seventh Regiment Armory.

Royal Viking Lager, a new Danish import. Fox Head Brewery, Waukesha, Wis., will assist in 28-state distribution.

A new firm, Philip C. Cohan Public Relations, New York, has been formed to handle corporate, political and radio-TV accounts. Grey Advertising has named Estelle McBride a consultant on creative special projects.

Salt Lake to Hear 'Broadcaster' Suite

Hartford — Robert Maxwell's symphonic suite, "The Broadcaster," will be performed by the Utah State Symphony Orch. in Salt Lake City's Mormon Tabernacle Feb. 16.

This will be the first performance since the November world premiere when Maxwell conducted the WTIC Concert Orch. at dedication ceremonies of Broadcast House, the station's new home here.

The Utah performance was arranged by Paul W. Morency, Travelers Broadcasting Service Corp. president, at the request of Arch L. Madsen, KSL-TV, Salt Lake City, president.

St. Louis Road Reports

St. Louis—KSD, in cooperation with the Motors Carriers Council of St. Louis, today begins three reports a day on conditions of major highways within a 250-mile radius. Information will be compiled by the council staff by short-wave radio and telephone reports from over-the-road drivers.

Dual Texas Honors for Carol

Comedienne Carol Burnett of CBS-TV's "The Garry Moore Show" has been commissioned a Texas Ambassador of Goodwill by Gov. Price Daniel, and named the "outstanding TV personality of 1961" by the Headliners' Club of Austin, Tex. She is a native of the Lone Star State.

The goodwill ambassadorship

Ziv-UA's 'Ripcord' Nears 175-Mar

Ziv-UA's "Ripcord" series ed seven new sales last week, placing it in a total of nearly 175 stations. Standard Oil of Indiana, via D'Arcy Advertising and Ziegler Meats, via Park Associates, became the latest regional sponsors. In addition, UA's new "Keyhole" program was bought by four more stations.

Standard Oil's "Ripcord" was for WWTW, Cadillac, Mich., while Ziegler took it for WTVT, Birmingham. Its other sponsors were to KTRK-TV, Houston; KHVH-TV, Honolulu; WRD-TV, Raleigh-Durham; KEB-TV, Beaumont; and KTHV, Little Rock.

New purchasers of "Keyhole" which offers a candid look at private operations of different types and occupations in their own habitats, are WTVN-TV, Columbus, O.; WGR-TV, Buffalo; WFMJ-TV, Youngstown; and KGHL-TV, Billings, Mont.

Horton Doffs Six-Guns For U.S. Steel Drama

TV western star Robert Horton will temporarily put aside his six-shooters to portray a tenacious insurance claims investigator in the U. S. Steel Hour drama, "Perfect Accident," Feb. 21, CBS-TV. Adapted for TV by old Gast from a play by Mic Gilbert, the live teleplay also star Nancy Wickwire, Lynn Groves and Alan Bunce. "The Perfect Accident" will be directed by Bruce Minnix. Steel Hour is produced by Theatre Guild, George Konrad executive producer.

Origin of Church Music On 'Directions' 4-Part

"With Hearts and Hands and Voices," a four-part "Directions '62" series on the origins and development of church music, begins Sunday on ABC-TV, hosted by baritone Earl Wrightson. In addition to the Protestant perspective, it is being produced in cooperation with the National Council of Churches. Lloyd Tweedy, rector, and Wiley Hance, executive producer.

was bestowed at a reception at the Executive Mansion at Austin, state capital.

The Headliners' award was presented at a dinner in Austin, Texas, Gov. Daniel, substituting for President Lyndon Johnson, was detained in Washington by the postponement of the President's Mercury manshoot.



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90, NO. 26

TUESDAY, FEBRUARY 6, 1962

TEN CENTS

TREYZ DENOUNCES 2-CH. 'BIND'

Search, Training Program Launched With NAB \$100,000

With \$100,000 of NAB funds earmarked for organization and operation affairs during the first year, a broadcast search and training program is issued for the industry as a means of providing continually better service to the public. The plan was adopted by the

(Continued on Page 3)

Broadcast Executives Honoring Dr. Sockman

Dr. Ralph Sockman, veteran radio preacher, will be honored by constant radio and TV executive tonight at Riverside Church, New York at the annual dinner of the National Council of Churches Broadcasting and Film Commission. Guest speaker will be Dr. Theodore A. Gill, president of San Francisco Theological Seminary. Dr. Elmer Engstrom, president, also will speak.

50-Watter in Louisville Purchased for \$500,000

Washington Bureau of RADIO-TV DAILY — Garvis Kincaid has purchased WINN, Louisville 50-watter, from WINN Broadcasting Corp. for \$500,000, subject to FCC approval. The deal is handled by Hamilton-Landis, national media brokers.

JHF City-Survey Expanded

In an effort to supplement the FCC study of UHF in New York, segments of the broadcasting industry yesterday announced a \$100,000 TV study project.

Data will be sought on the quality and reliability of UHF picture reception in a "canyon city" and its suburbs. The operating groups are from among multiple TV station owners, together with national sales representatives of TV stations and the Association of Maximum

Congressman Asks End of R-TV Harassment

Washington—The FCC has been asked by Rep. Frank Boykin (D., Ala.) to stop "what appears to be a harassment of the radio-TV industry." In a letter to chairman Newton N. Minow he noted that "these good, free-enterprising businessmen have been under many commission pressures recently." Boykin specifically objected to a proposal which would prevent sunrise stations from starting operations until 6:45 AM in some cases, and noted that he, as well as many others, tend to get up early and want to get the local news between 4 and 5 AM.

Bomb Threat Linked To FM Birch Show

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KPFK-FM, non-commercial station operated by the Pacifica Foundation, received three telephoned bomb threats before it aired a program last night dealing with the John Birch Society. Jim Wilcox, the station's public affairs director, told police the callers said they were "going to bomb us out of business."

KPFK-FM broadcast passages from society founder Robert Welch's book, recorded by Robert Ryan, Rita Moreno and John Raitt. Ryan was also a target of a bomb threat because of his part in the program.

WVIP Cranks Up Power; Going to 5,000 Watts

Mt. Kisco, N. Y. — WVIP here has received FCC approval to increase power to 5,000 watts. The station is part of the Herald Tribune Radio network.

Service Telecasters. AMST is serving as the group's coordinating agent.

Major thrust will be in the area beyond the 25-mile circle, which the FCC has set as their limit for in-home picture quality analysis. All of the industry group's in-home analysis will take place in private dwellings located in an area 25 to 65 air miles from the Empire State Building. Both black and white and color receivers will be involved in the study.

KANSAS CHARTING WEATHER SYSTEM

State Service to Include Reports on All H'ways

Topeka — The Kansas Association of Radio Broadcasters is working on an arrangement with the phone company to provide teletype service on weather and highway conditions to all radio and TV stations in the state.

The service will be more extensive (Continued on Page 8)

Feb. Color Orders Taxing RCA's Output

January was RCA Victor's best single month in color TV's seven-year history, and distributors' current set orders for February already exceed the company's production capacity for this month, according to W. Walter Watts, president and board chairman of the RCA Sales Corp.

Noting that color set sales sparked the biggest January in 11 years in sales volume of RCA Victor home instruments, he said last month's color TV surpassed (Continued on Page 8)

Satellite Plans on Tap

The RTES Newsmaker luncheon tomorrow at the Hotel Roosevelt will learn the latest plans for transatlantic telecasting from Jean H. Felker, assistant chief engineer for AT&T.

On the same day, President Kennedy is expected to outline to Congress a plan for a communications satellite system to be operated under private ownership.

Scarcity of Outlets, He Says, Cost ABC Many Fine Shows

Washington Bureau of RADIO-TV DAILY

Motivations for sex and violent action in "Bus Stop" and "The Untouchables" provided most of the juicier tidbits for public consumption at yesterday's portion of the FCC's long, long look-see at network programming practices.



TREYZ

But, from a serious industry point of view, the "hard news" was supplied in a plea by ABC-TV president Oliver Treyz for a truly, competitive three-channel arrangement for all cities.

Claiming shortage of facilities stifles the growth of TV, he maintained that, if his network could get into many of the 2-channel markets, latent creative forces would be unleashed "that will broaden the public's choice of programming and further enrich (Continued on Page 6)

Ed Pfeiffer Appointed Manager of WFAA-TV

Dallas—Ed Pfeiffer, formerly station manager of WGR-TV, Buffalo, has been appointed manager of WFAA-TV. General manager (Continued on Page 6)

Bob Kleiman Succeeds Schoenbrun in Paris

Robert Kleiman, chief of the U. S. News and World Report Paris bureau, will become bureau chief in the French capital for CBS News, Richard S. Salant, president, said yesterday.

Kleiman will take over the CBS Paris post within a few weeks, succeeding David Schoenbrun, who just assumed charge of the CBS News Washington bureau.



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Dann, Weaver Speak At Mich. 4-A Confab

Michael H. Dann, CBS-TV VP for network programs, New York, will be a guest participant at the annual meeting of the Michigan Council of the AAAA Feb. 14 at the Rackham Auditorium in Detroit.

He and Sylvester L. (Pat) Weaver, president of McCann-Erickson Productions, will cover network programming in their talks. Author Vance Packard and writer-marketing expert Stuart Britt will discuss the evils and accomplishments of present-day advertising and marketing.

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COMING AND GOING

DAN R. SCHEIN, of Hal Philips & Associates, Los Angeles, is in New York for a week of conferences.

HOWARD KLARMAN, account executive for WMCA, to Acapulco, Mexico, next week on vacation.

ARTHUR HULL HAYES, president of CBS Radio, has returned to New York from Sarasota, Florida, where he attended NAB meetings.

J. C. JEFFREY of WIOU, Kokomo, Ind., in town this week visiting agencies.

STANLEY DUDELSON, syndicated sales manager of Screen Gems, to Indianapolis and other Midwest cities on business.

AL HIRT and his Dixieland combo to Omaha, Wichita, Kansas City, Chicago, St. Louis, Rock Island and Elmhurst, Ill., on a jazz concert tour.

Exec Cites Danger Of Station-Fee Bid

Nashua, N. H.—D. A. Rock, general manager of WSMN here, has written a letter to his Congressman, Rep. Perkins Bass (R., N.H.), asking him to "look closely" at legislation introduced into the House by Rep. Charles S. Joelson (D., N.J.) which would impose fees on radio and TV stations.

Rock pointed to efforts of his station in support of government bond drives, recruiting programs, immigration "month," the Post Office and other agencies, and enclosed complimentary letters from officials.

These efforts are but one reason not to vote for such fees, Rock said. "I think," he continued, "the cost of advertising value to the government—is far and away greater than the mere 20 or so million dollars that might be received under . . . (the) plan.

"I feel it would be an unfair tax on communications," he added, "and would eventually lead to a limitation of freedom of the press and eventually censorship."

Wohl Joins Ward-Kemp

Milt Wohl has become associated with the Ward-Kemp Agency in an executive capacity. The New York organization handles talent for both TV and motion pictures.

Jack Ging in 'Cain's 100'

Jack Ging, co-star of "Tales of Wells Fargo," will guest-star in "The New Order" episode of MGM-TV's "Cain's Hundred" series.

Pitt Prof Resurrects Broadway 'Flop' Tunes

Pittsburgh—Dr. Abe Laufe, of Pitt U., is discussing hit songs from flop musicals and flop songs from hit musicals, in his current appearance on KDKA Radio's "Program PM." Host of the show is John Stewart.

Blind Enjoy Video Shows

Hartford, Conn. — Staff members at WTIC-TV have been astonished to discover that blind people frequently prefer TV to radio.

A group of 25 men and women from Mitchell House for the Blind recently toured the station's new studios, and though the staff expected the visitors to be principally interested in radio, they learned that TV is also followed by many of them.

"We enjoy many TV programs," said one woman. "I have found I'm able to follow most of the comedies and adventures without help, and when I'm with someone who sees, a few questions enable me to understand everything that's going on."

Serling to Address Writers

West Coast Bureau of RADIO-TV DAILY
San Francisco — Rod Serling, five-time Emmy winner, will address a joint meeting of the local chapter of ATAS and the California Writers Club, Feb. 13 at the Claremont Hotel in Berkeley.

Industry to Test New Film

Eastman Kodak yesterday announced release of an improved Eastman color negative film for motion pictures trade tests in New York and Hollywood.

Kodak expects to have the improved film available for commercial sales later in the year. Donald E. Hyndman, Eastman official, indicated the improvements involved less grain and better color quality.

Hyndman also announced trade

tests for an improved professional motion picture color print film to be available later this year. The color print film, he said, provides a gain in speed and further improvement in color quality and definition.

Complete details will be given at the spring meeting of the Society of Motion Picture and Television Engineers, scheduled to be held from April 30 to May 4, in Los Angeles.

FINANCIAL

(Feb. 5)

NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	177/8	171/2	175/8
AB-PT	47	45	46 1/2
A. T. & T.	130 3/4	129 7/8	130 3/4
AVCO	27 1/4	26 7/8	27 1/8
CBS	41	40 3/4	41
Columbia Pic.	28 7/8	28 1/4	28 7/8
Crow-Collier	39 1/4	38 1/8	38 3/4
Decca	42 3/8	42	42 1/8
Disney	38 3/8	38	38
East. Kodak	104	102 1/2	103 1/4
Gen. Prec.	56 1/2	55 1/2	56 1/2
Gen. Tel.	27	26 1/8	26 3/4
Hozeltine Corp	27 7/8	27 1/2	27 1/2
Loew's Thea.	47 1/4	44 3/4	47 1/4
Magnavox	44	43	44
M-G-M	55	52 1/2	54 7/8
NAFI	30	29 5/8	29 3/4
Nat. Theatres.	7 3/8	7 1/4	7 3/8
Plough	82 3/4	82 1/4	82 1/4
RCA	55 7/8	55 1/8	55 1/8
Storer	31 3/4	31	31 1/4
20th-Fox	36	35 5/8	35 7/8
United Artists.	33 1/8	32 5/8	33
Warner Bros.	82	81	81
Westinghouse	37 3/4	37 1/8	37 5/8
Zenith Radio.	67 3/4	66 5/8	66 3/4

AMERICAN STOCK EXCHANGE

Capital Cities	21	19 3/4	21	+
Desilu	113 3/4	107 1/8	113 3/4	+
Movielab	13	13	13	-
MPO	12 1/2	12 3/8	12 1/2	+
Reeves Sound.	6 1/2	6 3/8	6 3/8	-
Rollins	11 7/8	11 7/8	11 7/8	-
Screen Gems.	21 1/4	21 1/8	21 1/8	-
Technicolor	23 3/4	21 7/8	23 3/8	+
TelePrompTer	14 1/4	14 1/8	14 1/4	+
Trans-Lux	18 1/4	17 5/8	17 3/4	+

* OVER THE COUNTER

	Bid	Ask
Bartell	37 1/8	37 1/2
Jerrold	8 5/8	8 7/8
Meredith	35	35 1/2
Metromedia	143 1/2	144
Official Films	2 1/2	2 3/4
Scranton	8	8 1/2
Sterling	2 1/2	2 3/4
Taft	19 3/4	20
Transcontinent	9 1/2	9 3/4
Wometco	25	25 1/2

* Courtesy of National Association of Security Dealers.



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PUBLIC CULTURAL LEVEL HELD KEY TO BETTER TV

Industry leaders today expressed their accord with the views of Dr. Samuel B. Gould, president of Educational Television for the Metropolitan Area, voiced at the Edison Foundation Mass Media Awards dinner.

Dr. Gould apparently struck a sympathetic chord with his observation that "in actuality there is television that is not education."

Ultimately, the direction and method of fashioning this medium are and should be the prerogatives of the public itself. But those who serve as the wielders of this weapon or the disseminators of this influence must assume the responsibility of seeing that the public has a long, well-stocked and diversified menu from which to do its shopping.

Viewer Education First

If we are willing to accept television as a fact of television life, obviously it behooves us to provide as much as possible to the viewer that is of educational or cultural significance. It should be provided through commercial as well as non-commercial means. We believe all responsible broadcast stations recognize and accept this as a good conscience, whether or not they are willing to say so. Why could we persuade the American public to accept more programming of a cultural nature and, at the same time, maintain the large audiences they require for financial stability, they would benefit more of such programs. The tragedy is that they find themselves caught in a vicious cycle brought about by their immediate need to create a mass audience and the immediate demands for satisfying and holding that mass audience. Under such circumstances they cannot venture too far or dare to much. Once a larger portion of the public accepts a program, a formula resulting in a fad and therefore an imbalance in programming.

Broadcasters Cooperating

The secret... lies in developing a sense of discrimination and a taste as well as the habit of selectivity. This can come about only by active efforts in our educational systems. It can be assisted mightily by those of us in broadcasting who are unfettered by the chains so often forged by commercial interests who must serve tens of millions in their eagerness to justify their investment.

truly believe that as we try to perform such a service for the American people, we shall also be helping commercial TV itself to mature more boldly in new directions.

WOW's Cele McGuire Ends 27 Yrs. in Radio

Omaha—Cele McGuire has retired after 27 years with WOW here. She joined the station as secretary to the late Johnny Gillin, and stayed through three ownerships. For the past 12 years she has been secretary to Frank P. Fogarty, WOW-AM-TV VP and general manager.

Brewers Hear AWRP's Prexy

Montez Tjaden, president of American Women in Radio and Television, will be the principal speaker during the week-long 100th anniversary convention of the U. S. Brewers Association at Bal Harbour, Fla., which ends Friday. She will discuss "The Right of Free Pressures" at a USB business session to be held tomorrow.



TJADEN

Miss Tjaden, who is promotion director of KWTW, Oklahoma City, and a commander in the Naval Reserve, will point out in her talk that one of the benefits of our free society is the right to speak out, but that more and more, too many issues are being solved by "pressure group" emotionalism rather than thoughtful, clear logic.

Robertson in New York For Drama Rehearsal

Cliff Robertson is in New York for rehearsals in Leland Hayward CBS special "Saturday's Children," with Inger Stevens and Ralph Bellamy. Marshall Jamison is producing the Robert Emmett adaptation of the Maxwell Anderson play for Breck "Golden Showcase" Feb. 25.

Robertson expects to firm a deal in New York for a second live "special" before returning to Hollywood. He is under non-exclusive contract to Columbia where he has just completed "The Interns."

Instructors Aligned For RTES' Seminar

The Radio and Television Executives Society has set up the roster of instructors for its spring Time Buying and Selling Seminar, an eight-week course in the ins and outs of the broadcasting business, which begins Feb. 27 at the CBS Radio studio on 52nd St.

Among those who will lecture are Matthew J. Culligan, RTES president and Interpublic VP; John Dickinson, VP and director, manager of new business development, Harrington, Righter & Parsons; Maurie Webster, VP and general manager, CBS Radio Spot Sales; Dr. Darrell Lucas, marketing professor, NYU Schools of Business.

Also, Bernard Ober, research department manager, William Esty Co.; Cris Rashbaum, VP and research-promotion director HR&P; Mel Goldberg, research director, Westinghouse Broadcasting Co., and Dr. Thomas Coffin, NBC research director.

NAB Launches Program For Research, Training

(Continued from Page 1)

NAB board in its closing session at Sarasota last week, following a presentation by Donald H. McGannon, Westinghouse Broadcasting Co. president.

Additional financing for the research program will be sought from foundations which provide grants for specific projects and from advertising agencies, advertisers, and other organizations interested in providing "matching funds."

The committee decided not to establish a specific training center on any one university campus during the first three years of operation, but to utilize the various research strengths of different universities and colleges.

The NAB research effort will, however, designate under the title of "affiliated university or college" a select number of schools whose background, history, faculty, experience, and research material afford an important contribution to the research-training program. During the first phase of the program, institutional seminars also will be undertaken at affiliated universities conducting specific research projects.

Pitt Hears WDIA Story

Pittsburgh—Archie C. Grinalds, Jr., sales VP for WDIA, Memphis 50,000-watter, will address the Pittsburgh Radio and TV Club luncheon today at the Penn Sheraton on "Radio—Heart to Heart Style," the story behind WDIA's programming and public service policy, all tailored to the specific needs of its Negro audience.



in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**

Satirist Anna Russell In Key 'Zero One' Role

London—Anna Russell, musical satirist who has performed at the White House, Carnegie Hall and the Royal Albert Hall here, has been signed for a key role in "Danger on Cloud 7," 10th episode in MGM-TV's "Zero One" series. Teleplay is by Robert Stewart.

11th Sale Is Notched By 7 Arts Volume 3

Seven Arts Associated has sold its Volume 3 of 41 Warner Bros. post-'50 features to ABC for airing on WBKB, its O&O station in Chicago. Placed into distribution Jan. 2, the package is also in 10 other major markets: WCBS-TV, New York; WCAU-TV, Philadelphia; KSD-TV, St. Louis; WBEN-TV, Buffalo; KHOU-TV, Houston; WTIC-TV, Hartford; KXTV, Sacramento; WBAY-TV, Green Bay; WHYN-TV, Springfield, Mass., and WOC-TV, Davenport, Ia.

Robert Rich, vice president and general sales manager for Seven Arts Associated, also reports that the company's Volume 2 package of post-'50 features, released last May, is now in 87 markets, and Volume 1, its initial release of Warner Bros. post-'50s, is now in 121 markets.

says **ARB**...

says **NIELSEN**

FIRST IN DETROIT

WJBK-TV

2

the **STORER** station in the Nation's Fifth Market

Represented by Storer Television Sales



By **TED GREEN**

• • • A hardy soul is public relations man Milburn McCarty, who braved the Russian winter by going swimming in an outdoor pool in Moscow with the temperature 20 below zero. He's back in his New York office now with not a sign of a cough or a cold, but with a souvenir bathing cap which he had to wear so that his hair wouldn't freeze.

• • • Zacherly, TV's famous ghoul-comic, stepped out of character for an hour yesterday, when he guested with Elizabeth Morgan on WNTA. . . . Merv Griffin's stock rose even higher after last week's Jack Paar Show. Merv proved once again he's a topnotch air personality and was signed to take over for Paar again on Feb. 12. . . . Apartment huntress Pat Palmer is subletting Grace Kelly's old Fifth Ave. luxury apartment. . . . The Luau 400 now has take-home luaus. . . . Horace Silver back home after a successful Japanese personal appearance tour. . . . Maestro Phil Bennett was extremely personable during his guest shot on NBC "Family." He should have a show of his own. . . . The Gaslight Club opened its Paris Room with girls doing the Can Can on tabletops.

• • • Guy Mitchell broke his toe while he was doing an impersonation of Wallace Beery at a Canadian night club. . . . Eydie Gorme and Steve Lawrence, who expect their second child in May, are looking for a home in Westchester. . . . The Ray Charles Singers have been added to "A Night With Gershwin," which stars Rhonda Fleming and Earl Wrightson and will tour the country in March. . . . Comedienne Rusty Warren had a problem. Someone burglarized her home and she didn't know whether to call "The Untouchables" or "Robert Taylor's Detectives."

• • • Ben Hoberman, VP and general manager of KABC, Los Angeles, off today for Chicago and New York on a business trip. While in New York, Hoberman will attend a management meeting of ABC O-O stations. Incidentally, KABC has named Jan Schaeffer radio operations coordinator, and promoted Don Schwartz to sales service assistant.

• • • With the addition of her new 15-minute Saturday evening program on WNBC-TV, Dr. Joyce Brothers is now seen in the metropolitan area nearly 2½ hours a week. The sale to the station of her new program, sponsored by International Latex, was negotiated by GAC VP Larry Lowenstein. As one scribe summed up the reason for Dr. Brothers' success (her syndicated program is carried in 60 U. S. markets): "She looks like Loretta Young, walks like Marilyn Monroe and talks like Dr. Freud." . . . Singer Jeff Low came to town between exams at Syracuse U. to sign with Tribute Records. . . . Brook Benton broke house records at the Apollo. . . . Arthur Godfrey, always ready to try something new, will make his Las Vegas nitery debut this month. . . . Elsa Maxwell's being considered for a syndicated radio show. . . . Britania tummy-tosser Marlene Adamo on the Twist: "The only purpose it serves is to work up perspiration. You can get the same result from doing push-ups."

• • • Rhoda Mann doing a great job of voice-over on the commercials for Centrex Cold Tablets. . . . Aside to agencies handling automobile accounts: Have you heard the Coral disc, "Take Me for a Ride in the Car Car?" It's a cute novelty number by The Ivy League Trio. . . . Barry Wood back from a hurried trip to Hollywood on behalf of the "Bell Telephone Hour," of which he's executive producer. Barry's brother, bandleader Barney Rapp, now the entertainment king of Cincinnati. . . . An actor boasted to Dick Rattazzi he's finally made the grade, beaming, "I just got myself an unlisted Social Security number." Doug Rattazzi, the restaurateur's number two son, has returned from two years duty with the Marines in Morocco. . . . By the way, today is Dick's birthday—he is now 21 (plus).

• • • "The Jazz Nocturne" premiered Saturday on WRFM, hosted by Alan Grant. Featuring top modern American jazz, the show will be heard every Saturday and Sunday, from 11 PM to midnight. . . . Caught Lee Sullivan on the "Joe Franklin Show," and this handsome lad was great. Lee should have his own TV spot again.

Radio Stations Observe 'Jewish Music Month'

St. Louis—Five St. Louis radio stations are playing Jewish music in observance of "Jewish Music Month," Jan. 20-Feb. 20. Special tapes are being aired on KICFM, KFUE, KSHE and KMBC. "Jewish Music Month" is sponsored nationally by the National Jewish Music Council of the National Welfare Board.

Lynde, Hutchins Star In Ziv-UA's 'Howie'

Work has been completed in Hollywood on a half-hour pilot "Howie," starring Paul Lynde and Will Hutchins, scheduled for 1962-'63 airing. A co-production of Ziv-UA, CBS and Christie Productions, the series is based on the characters created in Hennequin and Phoebe Ephron's Broadway play. Hutchins, former star of "Sugarfoot," plays the title role. Lynde, who gained fame in Broadway's "Bye Bye Birdie," portrays Hutchins' father-in-law.

Produced and directed by William Asher from a script by Sidney Sheldon, the pilot's supporting cast includes Peggy Knudsen, Mary Mitchel, Sherry Alberoni, Shirley Mitchell, Lindsay Worman, Robert F. Simon, Percy Helton, Jeanine Cassells and Allan Hunt. The musical score is composed and conducted by Sam Burke.

Hank Luhrman Named RSS Regional Sales Mgr.

West Coast Bureau of RADIO-TV DEALERS — Henry (Hank) Luhrman has been named regional western sales manager for RSS Corp. here, syndicator-distributor of "Science in Action."

Luhrman, who will headquarter in Chicago, formerly was with National Telefilm Associates, MCA-TV, MCA-TV and Official Films.

Bernstein Joins GAC

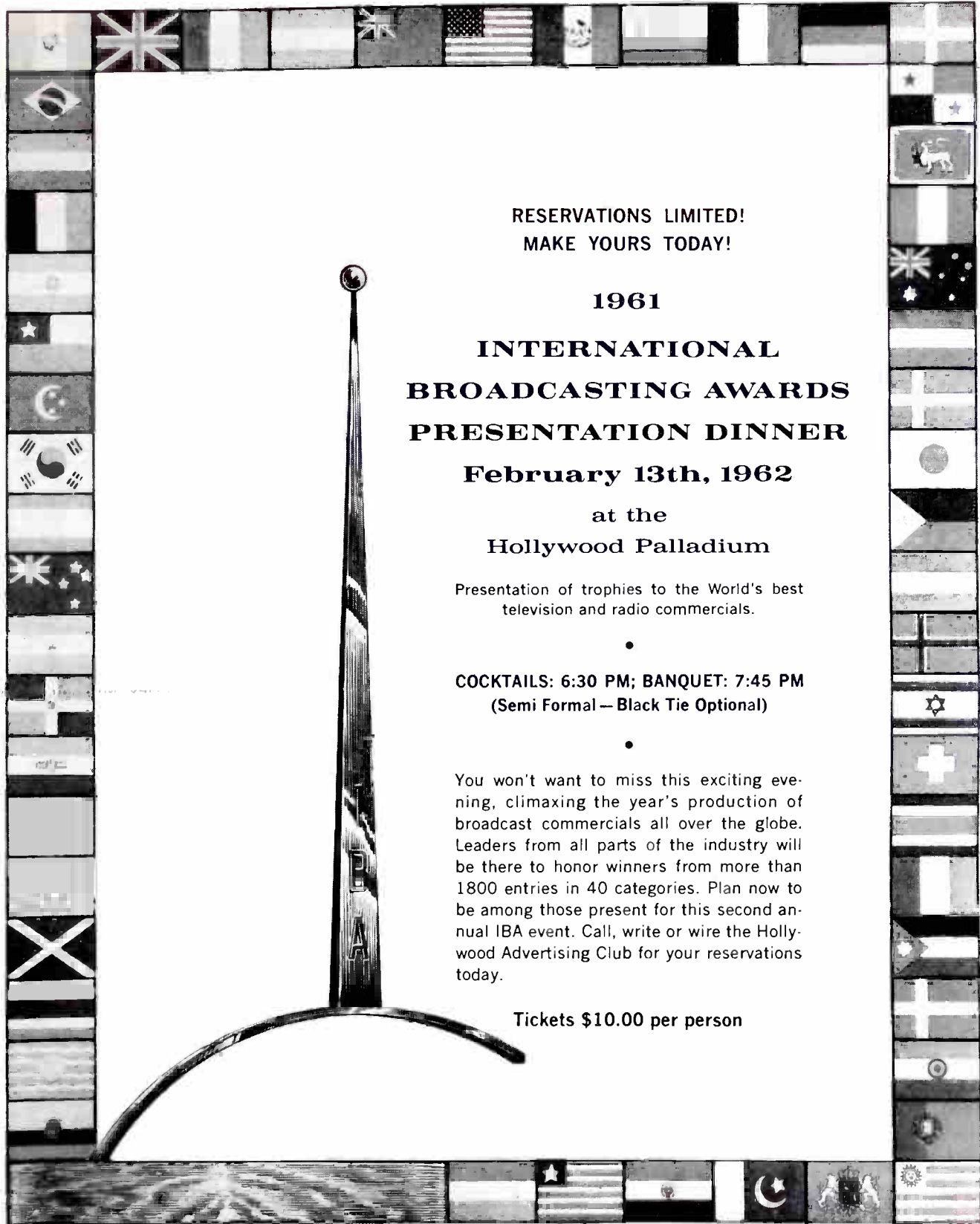
Sid Bernstein has joined staff of General Artists Corp. and will handle concert tours and concert nighters, in coordination with Ruben and Sol Saffian.

STORK NEWS

William Skilling, announcer WGHQ, Kingston, N. Y., and wife are parents of a baby girl.

R-TV-FILM PRODUCTION MAN

available—desires opportunity in agency R-TV-Film Dept. Strong bkgd. & Experience all phases of production—(L Film-Tape) 4 years at heavy action agency & 2 years—tour of duty as film producer. Strong potential. Write: BOX 152, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.



RESERVATIONS LIMITED!
MAKE YOURS TODAY!

1961
**INTERNATIONAL
BROADCASTING AWARDS
PRESENTATION DINNER**

February 13th, 1962

at the
Hollywood Palladium

Presentation of trophies to the World's best
television and radio commercials.

•
COCKTAILS: 6:30 PM; BANQUET: 7:45 PM
(Semi Formal — Black Tie Optional)

•
You won't want to miss this exciting evening, climaxing the year's production of broadcast commercials all over the globe. Leaders from all parts of the industry will be there to honor winners from more than 1800 entries in 40 categories. Plan now to be among those present for this second annual IBA event. Call, write or wire the Hollywood Advertising Club for your reservations today.

Tickets \$10.00 per person

For reservations please contact:

HOLLYWOOD ADVERTISING CLUB
6362 Hollywood Boulevard • Hollywood 28, California
Telephone: HOLLYWOOD 5-1183
Cable address: HADCIBA

Ed Pfeiffer Named WFAA-TV Manager

(Continued from Page 1)

Mike Shapiro has been handling active management of WFAA-TV in addition to his duties as head of both radio and TV properties of the Dallas Morning News.



PFEIFFER

Pfeiffer began his TV career more than a decade ago on the local sales staff of WDEL-TV, Wilmington, and after three years became a New York account exec for Edward Petry & Co. He joined KOTV, Tulsa, in 1958 as commercial manager and, after two years, went to WGR, Buffalo, as sales manager. Pfeiffer was promoted to the position of WGR-TV station manager in 1961.

Hottelet Talks in Detroit

Detroit—WJBK-TV newscaster Carl Cederberg will introduce CBS newsman Richard C. Hottelet tomorrow when the latter addresses the Detroit Town Hall on the topic "Latin America—Next Cold War Battleground?"

'Herb Lyon Show' in Debut

Chicago—A new weekly variety show, hosted by Herb Lyon, premieres this Friday night on WGN-TV.

Titled "The Herb Lyon Show," the program will feature a minimum of six current Chicago entertainment acts, plus one relatively-unknown as "Herb's pick of the week." The opening show will in-

clude Jane Russell, the Four Stepbrothers, Bill Hayes and Dick Gregory.

The show is produced by Philip Mayer, assistant program manager for the station, directed by the Dale Juhlin and scripted by Fred Silverman. Robert Trendler's orchestra provides background music.

Minute Maid Backs Marineland Special

Rosemary Clooney will join Lloyd Bridges as a star of "Marineland Circus," CBS-TV special for April 22. In addition, Bill (Jose Jimenez) Dana has been signed as the show's ringmaster.

"Marineland Circus" is sponsored by Minute Maid, via Dancer-Fitzgerald-Sample. Producer is Charles Andrews.

Ingraham Sales Head

West Coast Bureau of RADIO-TV DAILY

Hollywood — James W. Ingraham, KNX Radio account executive for the past three years, has been named general sales manager KNX-CRPN, effective Feb. 13, it has been announced by Robert P. Sutton, vice-president and general manager of KNX.

Sports Show Switch: Sprinters for Skaters

The Los Angeles Times track meet will be presented Sunday on ABC-TV's "Wide World of Sports," in place of the previously announced St. Paul Winter Carnival, which will be scheduled at a later date.

Star of the track meet is expected to be Peter Snell, New Zealand runner who just set a new record of 3:54.4 for the mile. He will compete in the 1,000-yard dash against a strong field including Gerry Siebert and John Bork.

Toronto R-TV Club Adds Two Directors

Special To RADIO-TV DAILY
Toronto—The Radio and Television Executives Club here appointed Warren Reynolds, aid-Renold & Co. president, Alan Savage, manager of broadcast department and a director, Cockfield Brown & Co., to board of directors.

Club president is K. D. S. CHCH-TV president and general manager, and CHML, Hamilton president. VP is W. C. T. C. Roger Radio Broadcasting (CFRB) president.

John Butler Radio Mgr. For PGW Texas Office

John G. Butler has been appointed radio manager in Dallas-Fort Worth office. Peters, Griffin, Woodward.

For the past three years he commercial manager of K. Dallas. Previously he held same post with KOKE, Aust

Drop-Ins, Deintermix Urged By Treyz At FCC Hearing

(Continued from Page 1)

the total service our industry can provide."

Because ABC-TV was unable to get into many 2-channel markets, it lost "many fine programs, such as the 'United States Steel Hour,'" Treyz said. In addition, he said, "we find ourselves hampered in scheduling top quality hour-long live dramas or live variety shows. The deficiency in our ability to clear programs where we lack facilities, therefore, restricts our ability fully to serve the public interest in the areas that we can clear."

Outlines 'ABC-TV's Goal'

ABC-TV's goal, he said, is to provide the most varied possible program schedule "to the maximum number of different people," he added, but true diversity requires true competition — and the range from which we can choose is definitely narrowed by the large number of two-channel areas."

"Major strides" can be taken now in two ways, he said, through:

Drop-ins, by adding a third VHF to markets such as Syracuse, Rochester, Grand Rapids-Kalamazoo and Louisville.

De-intermixture, by conversion to all UHF's markets such as Champaign-Urbana, Montgomery and Binghamton.

Treyz testified that ABC over the past three years has spent over six millions in development

and research of new programs, and that for the '62-'63 season, expenditures in this area exceed \$3 million.

Treyz defended the practical getting financial organization interested in programs, that such an interest is not a dominating scheduling factor. He program commitments now over \$100 million per year, ABC has not achieved parity income with other networks financial interests now "in some of the risks we must take."

Hagerty, Moore Heard

ABC News vice president James C. Hagerty describe first year of a three-year program "to build a vital major news operation."

In questioning which centered mostly on matters already taken into by the Dodd subcommittee, Treyz and vice president T. Moore insisted that the counter-programming technique had resulted in placing programs such as "Valiant Years" of action shows on other networks as well as scheduling shows on ABC. They denied any ABC official had ever given instructions to add more violence to beef up ratings, to memos from Dodd committee files, Moore said "through years one of the great programs is memo writers try to outdo writers."

"... more than 600 members of the broadcasting industry and allied fields, government dignitaries, national and local press, filled the Latin Quarter for the joint launching of the 'Mike Award' and the Broadcasters' Foundation..."

February 1961

RESERVATIONS LIMITED!

MAKE YOURS TODAY

BROADCAST PIONEERS

NEW YORK CHAPTER

1962

ANNUAL "MIKE AWARD" BANQUET

SUNDAY, FEBRUARY 25, 1962

at the

Latin Quarter — New York City

Presentation of the "Mike Award" to
WGN, INC., Chicago

Cocktails: 5:00 P.M.

Banquet: 7:00 P.M.

Contribution \$25.00 (tax deductible)

PROCEEDS FOR THE BENEFIT
OF THE BROADCASTERS' FOUNDATION, INC.

507 Fifth Avenue, New York 17

OX 7-5895

AB Cash Awards Hypo Air-Ad Creativity

Commercial Contest Offers New Incentive Radio Campaigns

The Advertising Bureau has announced a commercial competition with incentive awards of \$500 and \$250, for creators of three best ads heard on radio for the first time last year. The deadline for entering is Mar. 1. AB president Kevin Sweeney says the awards were instituted to recognize the imaginative "sell-words" of today's radio commercials; to offer an incentive which will help broaden interest in commercial techniques, and to honor the actual creators of commercials.

'Screens Hundreds'
David, "RAB, which annually screens hundreds of regional and national radio commercials, has recognized the need for the establishment of major awards in radio. We hope these awards will spotlight some of the people who create the many bright radio commercials currently in radio. Now, these people haven't given sufficient recognition." RAB also makes a number of awards for distinction in the field of the radio commercial. Record plaques are presented every year to the agencies and advertisers responsible for the "most effective" national radio commercial of the year. Periodic awards are made for outstanding national commercials.

Mahoney Promoted

Philadelphia—John R. Mahoney has been promoted to the post of national sales manager at WCAU-TV. He has been with the station since last April, and before that served with stations WRCV, WJZ and WIP.



BOAC JETS FROM NEW YORK, SAN FRANCISCO, HONOLULU TO:

- Tokyo
 - Hong Kong
 - Southeast Asia
 - India
 - The Middle East
- Your Travel Agent or BOAC offices in all principal cities.

B.O.A.C.
OVERSEAS AIRWAYS CORPORATION
World Leader in Jet Travel

4 Hr. Documentaries Hypo Wolper Activity

David L. Wolper begins work this week on "D-Day," expanding his 1962 TV program total to four hour documentary films for the first quarter of the year. Negotiations will soon be completed for the launching of three more TV specials.

The documentary uptrend at Wolper Productions is also being accelerated by current production on two half-hour series, "The Story of" for Ziv-UA and "Biography" for Official Films. Series producers are Mel Stuart and Jack Haley, Jr., who have seven shows in the can and 12 others humming in Wolper's editorial rooms.

Of the four hour specials, two have already been bought by NBC-TV for "DuPont Show of the Week." They are "Biography of a Movie," to be shown May 6, and "D-Day," to be telecast June 3. Also in production are "Hollywood: The Talkies," a 90-minute sequel to "Hollywood: The Golden Years," on which Procter & Gamble has taken an option, and "The Race For Survival."

Clark Brown Co. Splits As Weed Aide in South

Atlanta—In a move to provide greater concentration of sales efforts for the stations represented by each firm, Clarke R. Brown, president of Clarke Brown Co. Southern regional representatives, has announced that his firm's offices will no longer handle time sales for the Weed Radio and Weed TV Corp.'s stations.

Also, Grady Berry has been named manager of the Atlanta office, replacing Richard M. Walker who resigned.

Recap of 'The Best'

Detroit—WDTM has added "The Best of Taliesin" to its Sunday evening schedule. The 10-minute program repeats news and feature highlights of the week.

WPIX Covers Dog Show For 13 Years Straight

"Gun Dogs in Action" will be a highlight of WPIX's telecast, for the 13th consecutive year, of the 86th annual Westminster Kennel Club Dog Show from Madison Square Garden Feb. 13. The way pointing breeds hunt and find quail will be demonstrated by pointers, setters, a Brittany Spaniel and a Weimaraner. National Biscuit Co. is the sponsor.

'Lassie' to Do Tricks

Houston — "Lassie," CBS-TV's canine star, will perform at the 1962 Houston Livestock Show and Rodeo scheduled Feb. 21 through Mar. 4.

Ruth Hagy U.S. Rep To Bogota ETV Unit

Ruth Hagy, producer-moderator of NET-TV's "College News Conference," has been appointed U. S. representative to the newly-organized Educational TV Committee in Bogota, Colombia.

Object of the committee is to promote educational TV in Colombia for the benefit of adult peasants. "Till now," Miss Hagy said, "all our efforts have been directed at children in school. This will be the first attempt to use TV for teaching adult campesinos."

Engineer Aide Named

Ft. Wayne, Ind.—Herbert Lyons has been named WANE-AM-TV, assistant chief engineer. Previously with WJIM-TV, Lansing, Mich., he joined WANE in 1955 as an engineer.

Ga. 'Voice' Winner Competes in Capital

Commerce, Ga.—A 17-year-old local high school senior has won Georgia's 1962 Voice of Democracy competition, as entries broke all records by increasing 100 per cent.

Russell "Rusty" Nelson, sponsored by WJJC here, is competing in the national Voice contest today at Washington, along with 51 other state and area winners. This state's competition is sponsored jointly by the Georgia Ass'n of Broadcasters and the Georgia Department of VFW.

Grady Cooper, owner-manager of WJJC and the GAB Voice chairman, reported that more than 2,000 students from 50 Georgia high schools participated in this year's contest. Last year only 19 schools and some 1,100 students took part.

Voigt Chief Engineer

Providence—Ralph T. Voigt has joined Capital Cities' WPRO-TV as chief engineer. Voigt has had broadcast installation and operation assignments in various parts of the world, and recently completed installation of the new, 50-kw WUHF-TV in New York.

Within all of us there are basic needs which must be met if we are to live a full, well-rounded life.

The feeling of being wanted and needed is as essential to us as food.

We cannot live by bread alone.

A word of encouragement, a compliment, a kindness or a favor, will do much to assure another he means something to somebody.

To let someone know that he is wanted is one of the best ways for us to be of service to others.

—A Thought For The Day—

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

'Father of the Bride' Finds Favor Abroad

MGM-TV's "Father of the Bride" series has been licensed for telecast in England and Japan, bringing to 11 the number of foreign countries in which the half-hour comedy has been licensed.

In England, the series will be telecast by Associated Rediffusion starting in March. Associated Rediffusion has contracted for all 34 episodes. In Japan, the Broadcasting Corp. of Japan, which operates the NHK network, also has licensed 34 episodes.

The series, starring Leon Ames, Myrna Fahey, Ruth Warrick and Burt Metcalfe, is seen in the U. S. on CBS-TV. It also is telecast in Canada, the Philippines, Australia, Spain, Venezuela, Argentina, Peru, Uruguay and Finland.

SRA to Present Annual 'Silver Nail' & 'Gold Key'

Edward Codel, executive VP of The Katz Agency, has been appointed chairman of the Station Representatives Association awards program for 1962. SRA will present the "Silver Nail" Timebuyer of the Year Award and the "Gold Key" Award at a luncheon May 10 in the Waldorf-Astoria.

Lawrence Webb, SRA managing director, said the "Chicago Timebuyer of the Year" Award will be made on the same date at a similar luncheon to be held in Chicago.

FBI Helping Series

Warner Bros., in cooperation with the Federal Bureau of Investigation, is filming "Bomb Aboard—Call the FBI" for ABC-TV. Jack Kelly and Andrew Duggan star. Stanley Niss is producing the special and Leslie H. Martinson is directing.

CBS News, Network Cited

CBS-TV and CBS News have been awarded a special citation

Yank Mag for Soviet Tells of 'Meet Press'

The December issue of "Amepnka," the only magazine published by and circulated in the Soviet Union by the U.S. Information Agency, describes NBC's "Meet the Press" as a "hardy perennial" on TV through its "airing the great questions of the day." Distribution of the magazine is part of a reciprocal agreement between the U. S. and USSR.

AGENCY NEWSCAST

By WM. McCUTTIE

Clark Oil & Refining Corp., Milwaukee, has set up its own advertising agency. The wholly-owned subsidiary, Greenfield Enterprises, Inc., has been allocated a \$1 million budget, most of which will be directed to campaigns on 100 Midwest radio stations. Clark's exec VP, I. H. Dawes, has been named agency president. Offices will be in Milwaukee and Chicago.

Kaiser, Sedlow and Temple will handle an overall campaign for Allied Artists Television Corp.'s series and current sales efforts on post '48 library of feature films . . . Frederic M. Parke has joined Guild, Bascom & Bonfigli, San Francisco, as an account exec.

A new book, "How to Write Better Retail Advertising Copy," has been published by the National Retail Merchants Association sales promotion division. The book contains chapters on copywriting for radio, TV, newspapers, as well as other media.

Cars on Trading Stamps, Premium Exec Predicts

Mrs. Eileen Bennett, Premium Merchandising Club of New York exec secretary, told Joseph Kaselow on Mutual Radio's "About Advertising" that cars, planes and expensive appliances will be listed in trading-stamp catalogues "in the not-too-distant future." In 1950, she said, premiums ranged from 25 cents to \$2; today the range is from 50 cents to \$15.95.

NEW VPs: Joseph Stone at Kenyon & Eckhardt; Elias B. Baker, Austin H. Gedney, Jr., and Robert H. Spencer at Lambert & Feasley; Norton R. Cotterill at N. W. Ayer & Son, and Howard Edward Ottley and Marshall Ward, Jr., at Geyer Morey Madden & Ballard.

ABC Completes Paris Move For European News Center

ABC has moved into its spacious new European news center in mid-Paris, after 15 years in the N. Y. Herald Tribune building there.

The six-room setup consists of a combined radio-TV studio with adjoining control room, a film dark room, a technical office for cameramen and soundmen, a Teletypewriter and Telex room, plus business office space. And there is even a kitchen.

Two-way links with the French postal administration provide the news bureau with 24-hour radio and cable contact with New York.

This complex is under the supervision of Robert N. Sturdevant and Lou Cioffi.

3 BENEFIT SHOWS FOR BENNY, VIOLIN

He'll Also Talk at 'Dimes And Israel-Bond Drives

Jack Benny will play three benefit violin concerts in February and March with symphony orchestras in cities along the eastern seaboard. During his tour, the CBS-TV star will also appear at a Bonds for Israel rally and at the opening of the March of Dimes fund-raising drive. His schedule:

Feb. 20, guest soloist, Miami U. Symphony Orchestra, Miami; Feb. 24, speaker, Bonds for Israel convention, Miami; Feb. 26, guest soloist, Hartford Symphony, Hartford, Conn.; Feb. 27, speaker, March of Dimes drive opening, New York, and Mar. 1, guest soloist, Baltimore Symphony.

1961 Sales Set Record At Cleveland Station

Cleveland—WJW's "total local and national sales were 59.18 per cent higher in 1961 than the previous year," James E. Bailey, VP and general manager, said. "More than 190 advertisers in 19 categories purchased time on the Storer station," he added, to provide "the greatest percentage of sales increase in the past five years."

Metrecal Buy Fatter 11 Series on NBC-TV

Edward Dalton Co., manufacturer of Metrecal, has purchased sponsorship in seven NBC prime-time programs including "David Brinkley's Journal," "Chet Huntley Reporting," four daytime programs including the new drama series, "Our Daughters." Agency is Kenyon Eckhardt.

Other night-time participants are "87th Precinct," "Laramie," "Cain's Hundred," "Robert Lord's Detectives," and "Saturday Night at the Movies."

Other daytime buys are "When," "The Jan Murray Show" and "Make Room for Daddy."

RCA Cites Color Surge

(Continued from Page 1)

January, 1961, by 164 per cent and was ahead of the previous month—September—by 15 per cent.

Marketing VP R. W. Spotted out that "the color sales record in January is especially noteworthy since it follows all-time high pre-Christmas movement."

Watts, meantime, reported b&w TV increased by 58 per cent in units last month over the month of 1961, and achieved dollar volume second only to January of 1951 and 1955; it jumped 78 per cent in dollar volume and 121 per cent in tape recorders registered the single month in RCA history.

Kansas Weather Plan

(Continued from Page 1)

seven than existing weather type service now available limited number of stations Topeka and Wichita. It is expected to furnish regular reports 9 AM and 4:30 PM, plus additional reports during bad weather tailed information by zones, and summaries several times a day and hourly reports of temperature, wind, rain and conditions.

A flat monthly fee for execution is now being negotiated presentation at the KARB convention in May.

Resigning Philly Mayor Faces Video Camera

Philadelphia—WCAU-TV director Charles Shaw and Philadelphia's mayor Richardson Dilworth will engage in a half-hour filmed conversation about "Dilworth Years" Thursday. "Channel Ten Reports" will air four days before Dilworth's departure as mayor, the program will feature retrospective discussion of years in public office.



Indiana University Library
Bloomington, Ind

Established February

90, NO. 27

WEDNESDAY, FEBRUARY 7, 1962

TEN CENTS

FCC CLEAR DROP-INS ASSAILED

Anti-Red 'Blockbusters' Primed

FCC Gears Initialer on Nation's Youth

FCC News yesterday acknowledged it is actively exploring the idea of presenting a retire group major TV programs dealing with Communism and its challenge to the United States. First of these, planned for next season, FCC president Robert E. Kentner revealed last night in Washington, is a major special geared to the



KINTNER

Mexico City Video Shows Born to Texas Station

San Antonio — Emilio Nicolas has been appointed general manager of KUAL-TV. A change to more than 30 hours of Spanish language programming flown from Mexico City to San Antonio is planned.

Paramount, KFS Co-Produce

Paramount Pictures and King Features Syndicate yesterday were reported in an unusual co-production deal on three cartoon properties out of KF's large stable of comic strips. Deal calls for both theatrical and TV release of the animated cartoons, with Paramount handling theatrical and KF's handling TV distribution. The three properties are "Beetle Bailey," "Barney Google and Snuffy Smith" and "Krazy Kat." Al Brodax, KF's TV director, began developing them for TV a year ago, and signed a West Coast

(Continued on Page 5)

26 Hr.-Specs Packed For Syndie Market

Sterling Television Co. this month starts syndicating an integrated package of 26 hour programs entitled "The Special of the Week." It will comprise top TV specials plus new programs made for the series, Elliott Abrams, Sterling vice president, syndication sales, said yesterday.

First outside acquisition is the Pierre Crenesse production of "Invitation to Paris," Maurice Chevalier-hosted tour of the French capital. Among the Wol-

(Continued on Page 7)

Six Iron Curtain 'Crashers'

ABC Radio's six o & o stations yesterday were signally honored by Radio Free Europe for their individual community efforts on behalf of the fund for worldwide broadcasts that penetrate the iron curtain.

Lillie Reed Shope, RFE fund president, presented a specially awarded certificate of appreciation to AB-PT president Leonard Oldenson and ABC Radio station president Stephen C. Riddle.

ABC outlets in cooperation with the Advertising Council. The stations are: WABC, New York; KQV, Pittsburgh; WLS, Chicago; WXYZ, Detroit; KABC, Los Angeles, and KGO, San Francisco.

An additional set of announcements recorded the voices of refugees from the iron curtain countries and were tailored to each city's audience.

Commission to Fight Four Bills in House Attacking Its Plans

Washington Bureau of RADIO-TV DAILY
Washington—With current network program hearings soon out of the way, the FCC is grooming for its appearance before the House Commerce Communications Subcommittee next week, when it will fight four bills seeking to reverse commission plans to put at least one more station on 13 of the 25 clear channel outlets.

Principal prop in the FCC's case is seen in its claim that technological advances since the

(Continued on Page 8)

Thomas Manages KRNY

Kearney, Neb. — Bi-States Broadcasting Co. has appointed Wayne Thomas manager of KRNY here. For two years he had been manager of KOMC-TV, McCook, and before that was sales manager of KCKT-TV, Great Bend, Kan. Bi-State also owns KHOL-TV-FM here, and KHPL-TV, satellite of KHOL-TV in Hayes Center.

\$2.5 Million Station Sale

Washington Bureau of RADIO-TV DAILY
Washington—The FCC yesterday approved sale of WNCT-TV, channel 9, Greenville, N. C., by Carolina Broadcasting to Roy H. Park for \$2,557,458.

JFK Asks Federal Cash To Build ETV Stations

Washington — President Kennedy told Congress yesterday in his message on education that "the use of TV for educational purposes—particularly for adult education—offers great potentialities" as he urged the House to approve a Senate-passed measure providing Federal funds for building ETV stations.

CBS Sells Warner Rights To 'My Fair Lady' Movie

The CBS tit figuratively bulged yesterday as the result of an agreement between board chairman William S. Paley and Warner Bros. president Jack L. Warner. In the deal, CBS as majority owner of "My Fair Lady," sold the motion picture rights to Warner's firm for \$5.5 million. Filming preparations begin immediately. Columbia Records already has sold 3,250,000 "MFL" albums.

SG Comedy Series Bagged by ABC-TV

"Our Man Higgins," half-hour situation comedy starring Stanley Holloway and co-starring Audrey Totter and Frank Maxwell, debuts on ABC-TV this Fall in prime evening time. A Screen Gems film presentation, the

(Continued on Page 2)

'Dragnet' in Syndication By MCA Under Net Title

"Dragnet," starring Jack Webb, has been placed in syndication by MCA TV, with up to 276 half-

(Continued on Page 6)

VA GABOR! TONIGHT ON 'PM' STARRING MIKE WALLACE



Westinghouse
Broadcasting
Company, Inc.



Established Feb. 9, 1937

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46-4324.

Insurance Co. Signs For Smith Analyses

Howard K. Smith's "News and Comment" will bow Feb. 14 on ABC-TV, with a comparative analysis of the U. S. and Russia. Sponsor is Nationwide Insurance, of Columbus, O., via Ben Sackheim.

Guests on the opening program will be Edward R. Murrow, director of the U. S. Information Agency, and Arthur Trace, author of "What Ivan Knows that Johnny Doesn't."

The show is produced for ABC News by William Weston and directed by Jack Sameth.

TV SALES EXECUTIVE

Available Immediately. Presently employed as world-wide sales manager in the distribution of films for TV. 10 years experience with extensive traveling in the United States and in the foreign markets in Europe, Latin America, Far East. Fluent speaker and able correspondent. Educational background includes college degree and post graduate studies in law. Write

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COMING AND GOING

SAM MENACKER, commentator for "Big Time Wrestling from Calgary," leaving Mexico for Great Falls, Mont., to start a live wrestling show on KRTV.

DANNY THOMAS, star of CBS-TV's "Danny Thomas Show," in Miami for an ALSAC meeting.

SAVERIO SARIDIS has left on a personal appearance tour to Baltimore, Detroit, Chicago, Los Angeles and Philadelphia, in conjunction with his recording, "Love Is the Sweetest Thing."

BONITA GRANVILLE WRATHER, associate producer of CBS-TV's "Lassie," has left the Coast on a publicity promotion tour to Chicago, Detroit, Cincinnati and Boston.

LAWRENCE WHITE, VP of daytime programs for CBS-TV Network, has returned from a business trip to the West Coast.

WALTER CRONKITE, CBS News correspondent, to Denver to address the Rotary and the Advertising clubs of that city.

Newark TV Code Stresses Parental Duties in Viewing

Newark, N. J.—The Legion of Decency here has submitted to the National Catholic Welfare Conference in Washington a 10-point code for TV viewers, stressing parental responsibility and the duty of individuals to work for better TV programs.

It specifies that there must be "strict moderation" of TV viewing by children so that homework and other duties are not neglected, that horror shows and "excessive violence" should be ruled out, that children and teenagers must give way to adults in regard to control of the set, that viewers have a duty to protest "objectionable programs" and commend good ones with phone calls and letters to stations, sponsors performers and producers.

Fan Mail Favored

The Newark Legion said that the air waves are "public, not private property," and so viewers have a duty to see that the air waves are properly used. Family viewing should be fostered, and National Legion of Decency ratings of televised movies should be consulted, it was added.

SG Series to ABC-TV

(Continued from Page 1)

ries is A Company of Writers Production, created and produced by Paul Harrison.

The purchase was jointly announced yesterday by Thomas W. Moore, ABC-TV programming vice president, and John H. Mitchell, SG Sales vice president.

A Company of Writers, an independent, was organized by Harrison last year with five writers, Ivan Goff, Ben Roberts, Richard Murphy, Liam O'Brien and Marion Hargrove.

Murphy, who wrote the screen plays for "Compulsion" and "The Last Angry Man" and directed "Wackiest Ship in the Army," wrote and directed the "Our Man Higgins" pilot, filmed last month in SG's Hollywood studios. Harry Ackerman, SG vice president was production executive.

Holloway plays a butler of an exurbanite family.

TV-AM-FM Membership Hits New High for NAB

Washington—NAB reports that as of Jan. 1, membership by TV stations totaled 380, up from 362 the previous year, while radio membership increased to 1,756 AM and 602 FM stations from last year's 1,696 AM and 565 FM stations. Radio network membership remained at four.

942 Pubserv Casts In '61 Aired by WHLI

More than \$360,580 in time was donated for public service programming during 1961 by WHLI, Hempstead, L. I., according to the annual report of public affairs director John T. Clayton.

WHLI broadcast 942 separate public-service programs, on which 1,188 persons appeared for non-profit organizations, and aired 11,037 announcements for national and area campaigns such as Red Cross, Cerebral Palsy, Safety, Cancer Crusade, Christmas Seals, etc.

The station also contributed time for 1,148 "Calendar of Events" announcements.

FINANCIAL

(Feb. 6)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	17 7/8	17 3/8	17 5/8	+
AB-PT	47	46 1/2	47	+
A. T. & T.	131	130 1/8	131	+
AVCO	27 1/2	26 7/8	27 1/2	+
CBS	41 1/4	40 3/4	41 1/4	+
Columbia Pic.	29	28 1/4	28 3/8	—
Crow-Collier	39	38 1/2	39	+
Decca	43 1/4	42 1/8	43 1/4	+
Disney	38 1/4	37 3/4	37 3/4	—
East. Kodak	106 3/8	103	106 3/8	+
Gen. Prec.	57 1/8	56 7/8	57 1/8	+
Gen. Tel.	27 1/8	26 7/8	27 1/8	+
Hazeltine Corp	28 1/8	27 5/8	28 1/8	+
Loew's Thea.	47 1/2	46 3/4	47 1/4	—
Magnavox	44 7/8	44 1/8	44 1/2	+
MCA	73 1/2	73	73 1/2	—
M-G-M	55 1/4	54 1/4	54 1/2	—
NAFI	29 3/4	29 1/2	29 5/8	—
Nat. Theatres	7 7/8	7 3/8	7 7/8	+
Plough	81 1/2	81 1/2	81 1/2	—
RCA	55 1/4	54 3/4	55	—
Storer	31 3/4	31 1/2	31 3/4	+
20th-Fox	36 3/8	35 1/2	36 3/8	+
United Artists	33 3/4	32 3/4	33 3/4	+
Warner Bros.	81 1/2	80 1/2	80 1/2	—
Westinghouse	37 3/4	37	37 3/4	+
Zenith Radio	67 3/8	66 5/8	66 7/8	+

NEW YORK STOCK EXCHANGE

Capital Cities	21 3/8	21	21 3/8	+
Desilu	12	11 1/8	11 3/4	—
MPO	13	12 3/4	12 3/4	+
Reeves Sound	6 1/2	6 1/4	6 1/4	—
Rollins	11 3/4	11 3/4	11 3/4	—
Screen Gems	21 3/8	20 3/4	20 3/4	—
Technicolor	23 7/8	23 1/8	23 5/8	+
TelePrompTer	14 1/2	14 3/8	14 1/2	+
Trans-Lux	18	17 3/8	17 3/8	—
TV Industries	2 3/4	2 3/4	2 3/4	—

* OVER THE COUNTER

	Bid	Asked
Bortell	37 1/2	45 1/2
Jerrold	8 3/8	9 1/4
Meredith	35	38 1/2
Metromedia	14 1/4	15 1/4
Official Films	2 3/8	2 3/4
Scranton	2 1/2	2 3/4
Stirling	2 1/2	3
Taft	19 3/4	21 1/4
Transcontinent	9 1/2	10
Wometco	25 1/2	27 1/4

* Courtesy of National Association of Security Dealers.

Katz's Barrett in Detroit

Halsey Barrett, director of TV sales for The Katz Agency, is in Detroit calling on automobile makers and their advertising agencies, as part of the agency's continuing campaign to sell Detroit greater use of the spot TV medium.

Q.

How can I protect and control negatives of our TV spots?

A.

Let BONDED catalog and store your pre-print material at its Fort Lee, New Jersey warehouse.

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*And in its 3rd
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LATEST 24-MARKET NIELSEN

26.0

(TOP RATED SHOW IN ITS TIME SLOT)

"THE UNTOUCHABLES' ARE
STILL UNTOUCHABLE!"

A DESILU-LANGFORD PRODUCTION

'At Random' Syndicated

Chicago — Irv Kupcinet's "At Random," which has gone on the air at WBBM-TV every Saturday night but one for the last three years and won four Emmy awards, is now being syndicated to 10 stations across the country.



By TED GREEN

Station Units, NATAS To Meet Tomorrow

Thirteen TV station groups will be represented at a luncheon given by the National Academy of Television Arts and Sciences tomorrow in the Pillement Room of the Waldorf Astoria. Robert F. Lewine, president of the Emmy organization, will greet and address the gathering comprised of the heads of each of the groups, including Capital Cities Broadcasting Corp.; Corinthian Broadcasting, Crosley Broadcasting Co., Metropolitan Broadcasting Corp., RKO General and Storer Broadcasting.

Networks Included

Also Time, Inc.; Triangle Publications, Washington Post Co., Westinghouse Broadcasting Company, ABC owned-and-operated stations, CBS Television Stations Division, and NBC-owned stations.

The purpose of the luncheon meeting will be to discuss ways of developing the relationship between the Academy and local stations represented by those groups.

Overseas Rep Splits Sales Service Sections

Creation of separate radio and TV departments was announced by Intercontinental Services, Ltd., overseas station representatives.

The division into radio and TV departments, according to ISL president Harry M. Engel, is designed to give stations more specialized service.

Heading the radio section of ISL is Jeanette F. Sytsma, who has been associated with international media for several years. The TV section will be headed by John P. Barton, who had TV station management experience before joining ISL in 1960.

MacBride Promoted

Mt. Kisco, N. Y.—WVIP has appointed Ken MacBride program director. He was formerly on the production staff.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

New York 22, N. Y. ELdorado 5-0405

• • • To the many friends of John Gartis: Send get well cards to him at the Presbyterian Medical Center, Fort Washington Ave. and 168th St., New York. . . . If any outfit is looking for an all-around gal as casting director, recording director or commercial producer, contact this column. . . . Veteran WNTA deejay Paul Brenner back from a Miami Beach hiatus, where he enjoyed the thrill of watching his friend, Howie Katzen, pull in a seven-foot, 58-pound sailfish. Paul's score? A six-pound dolphin. . . . Former CKLW spinner Eddie Chase deserting Detroit to head up a national waxworks program out of Bellingham, Wash. . . . Las Vegas interviewers always ask Jerry Vale, currently at the Sands, to bring along his wife, Rita Grable. She used to headline shows out there when she was dancing.

☆ ☆ ☆ ☆

• • • The John Holbrook reported by this paper as having been added to the WAFB-TV news staff in Baton Rouge is not the veteran network personality of the same name. New York's John Holbrook is president of J. H. Film Services, new film procurement and distribution organization. J. H. has recently been incorporated into the expanding Faillace Productions set-up. . . . George Burns and Al Hirt will co-star in a new nightclub act, debuting Feb. 15 at Miami Beach's Eden Roc Hotel—with Al supplying the high notes on his horn and Burns supplying the hilarity with his ad-libs. The show will be telecast from the Eden Roc on "The Ed Sullivan Show" Feb. 18.

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• • • How they got started: Shirley Fischer, who lines up contestants for Goodson-Todman's "Say When" morning show on NBC, celebrates her 19th year in broadcasting this month. Shirley joined CBS in 1943 as a page, explaining that "all the boys were in another kind of uniform at the time." After graduating as a page, she worked as a production assistant at CBS, NBC and ABC, and reported to "Say When" on its debut a year ago January. An attractive brunette, Shirley lives with her husband, David, a real estate man, and their 3-year-old son, in Far Rockaway. "I have a lot more responsibility now than I had in 1943," Shirley says, "but, by choice, I'm still showing people where to go in TV. I never wanted to become a career girl—you know, a producer or director. That would take me away too much from my family. I have just as much to do now as I possibly care to handle—and, believe me, I've learned more about people in my job than some psychologists!"

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• • • How real should art get? Mark Goddard, leading man of "Robert Taylor's Detectives," was briefed on latest suspect-questioning techniques at New York Police Academy recently. When he tried routine on the show, he got letters—"unconvincing"—"a good policeman wouldn't do that." Should he tell New York? . . . Twisted arm of coincidence: Joan Patrick, playing femme lead in current "Perry Mason" show, found she and the producer, Mrs. Gail Patrick Jackson, had both changed their last names going into show business—from Fitzpatrick.

☆ ☆ ☆ ☆

• • • The Howard Weissman office here is now the East Coast rep for Pam-Joseph Public Relations of Hollywood. . . . Elisa Dorfman, 16-year-old daughter of CBS-TV's director of advertising and promotion, is winning honors in her own right. She just topped more than 10,000 entries in WINS' Word Scrambling Contest and walked away with the grand prize.

☆ ☆ ☆ ☆

• • • At Columbia Records: Don Costa, one of the record industry's most successful arranger-conductors, has signed an exclusive long-term contract. Clifford J. Benfield has been appointed director of management services and David Kleger has been appointed product manager, classical albums. . . . Sid Bernstein has joined General Artists Corp., responsible for young talent and artists relations in connection with tours, concerts and records.

KOOL Prexy Honored

Phoenix—Tom Chauncey, president of KOOL-AM-TV, has been chosen as the City of Hope's "Man of the Year." He was honored chairman of the City of Hope leukemia drive in 1959.

British TV Producer Here for Sales Push

Frank Stuart Viner, executive vice president of Armand Dem. Productions, London, is spending a fortnight in New York to organize a sales and promotion set up for his company's TV series "On Safari," and to complete details on a new TV series, "Test Pilot."

The "On Safari" series consists of 78 films shot in Africa and now showing throughout the world except in the U. S. and South America.

"Test Pilot" will be filmed in France in association with Paris TV, using American actors and in cooperation with the U. S. Air Force. Viner is staying at the Hotel Alrae.

NBC News Considering Anti-Red 'Blockbusters'

(Continued from Page 1)

needs of American youths' understanding of the Red threat to democratic living.

Kintner disclosed the project at the annual VFW Congressional dinner in Washington where he accepted the veteran organization's Gold Medal Award for "his many outstanding achievements in the field of news and public affairs."

He said there is no form of journalism today "enjoying greater freedom of inquiry and expression, or working more effectively to fulfill responsibilities such freedom, than the news actuality programs of broadcasting," adding:

"Despite claims about advertiser domination, the network forthright documentaries on controversial subjects have been presented without pressure, protest or interference from advertisers who continue to sponsor these efforts in greater numbers. . . . The results of these efforts may be seen, for example, in programs that had no real counterpart five years ago—such programs as the NBC White Papers, the JE Reports, CBS Reports."

STORK NEWS

Mr. and Mrs. Justin R. Mecham have become parents of a boy, Roger Langdon. Father production manager of WSB-AM-TV, South Bend, Indiana.

Class III AM Outlets Lose Power Boost Bid

Denies Increase 5 kw Maximum ,900 Stations

The Bureau of RADIO-TV DAILY in Washington—Class III (regional) stations, intended to service primarily to a metropolitan district and its contiguous area, lost their bid yesterday for an increase in power from the maximum now allowed, to 5 kw. There are some 1,900 such stations on 41 regional channels, for an overall total of over 3,500 outlets.

Request Made Year Ago

The station group had asked for a power boost over a year ago for the Class III stations, but the commission turned them down yesterday on grounds that their service is frequently limited by interference from co-channel and adjacent-channel regional stations.

"We would certainly not be in the public interest to authorize an increase in power for these stations on the basis that no new increased interference" would be the decision stated. At a hearing it was held, the proposed change could benefit only a small number of stations and in opinion this does not constitute a fair and equitable distribution of radio services."

'Century' Shows Hitler's Bitter War

The story of one of Hitler's colossal blunders—his defeat policy of atrocity against Jewish populations during the Soviet war, which created a largely Russian partisan movement and the "scorched earth" policy—will be told Sunday on NBC's "The Twentieth Century" with Walter Cronkite as the narrator.

Official Sales Exec

Bob Ash has joined Official Radio as a sales executive for Midwestern stations. He formerly was in charge of western sales for National Radio Associates.

Gould Is Chosen Outstanding Hoosier

Wayne—Jay Gould, farm director of WOWO, has been presented the first annual Outstanding Hoosier Farm Broadcast Award by the Hoosier Cow Club. Purpose of the award is to recognize mass-media personalities whose work contributes to a better understanding of agricul-

7 Arts Vol. 3 Sales Spurt to 16th Market

Five more sales of the 41 Warner Bros. Post-'50s in Seven Arts' Volume 3 have been made this week, it was announced by Donald Klauber, vice president and national sales manager.

New stations signed for Vol. 3, now is in 16 markets, include WCKT-TV, Miami; KJFO-TV, Fresno; WMTW-TV, Portland, Me.; KROC-TV, Rochester, Minn., and KGMB-TV, Honolulu. In addition, 191 Looney Tunes cartoons were sold to KOAT-TV, Albuquerque.

A special ARB study of Post-'50s programmed in prime time slots in Miami, San Diego and Colorado Springs shows that Seven Arts "Films of the '50s" top all network and local competition combined.

Chemstrand, Sara Lee Sponsor Garland Special

Toronto—The Chemstrand Corporation and the Kitchens of Sara Lee will sponsor the Judy Garland Special, Feb. 25 on CBC-TV.

The production will co-star Frank Sinatra and Dean Martin. Producer-director of the program is Norman Jewison.

The Chemstrand order was placed through Doyle, Dane & Bernback Inc. (New York) and the Sara Lee order was given through Hill Rogers Mason & Scott (Chicago).

Mass. Outlet Launches February RFE Drive

Pittsfield, Mass.—Through the month of February, WBRK is scheduling a series of twice-daily 10-minute programs on the menace of Communist propaganda and an appeal for support of Radio Free Europe.

Tapes are used from Radio Moscow broadcasts, with an introductory opening and a recorded RFE appeal.

Broadcasters Turn 'Profs'

Bloomington, Ind.—Indiana U. radio and TV students are learning about the industry from broadcast officials serving as visiting lecturers. First to address them was Joseph H. Lemoyne, vice president in charge of sales at WPFB, Middletown, O.

Others who will appear include Harry D. Trigg, programming director, WNEQ, Chicago; Dorcas Ruthenburg, public affairs director, and George Walsh, program

CONTACT SPONSORS CONVICT'S TALE

Seattle Killer Relates
Story of Bitter Life

"The Volcano Named White," a one-hour documentary on social circumstances behind a pair of senseless killings, will be sponsored Monday on WPIX by Contact Cold Tablets, via Foote, Cone & Belding.

Don White, a convict now awaiting execution in Seattle for the Christmas Eve slaying of two strangers in 1959, is the principal narrator of the show, with comment and prompting by Bob Schulman. White details the bitter emotional frustration he associated with Christmas-time.

The taped show was produced for KING-TV, Seattle, by Lee Schulman and Kit Spier. Camera director is Merle Severn.

Cristal Animation Names Magna New Eng. Rep

Cristal Animation has appointed Magna Film Productions, Boston, as its exclusive representative in the New England area for its filmed animation and stop motion services. Robert Berman is president of Magna Film, which produces films for TV industry and education.

Paramount, KFS Deal

(Continued from Page 1)

animation plant to produce a pilot on each. Paramount's New York cartoon studio will produce a dozen subjects spread over the three properties.

Brodax this week returns from the West Coast where he completed the pilot on "Beetle Bailey." He plans to offer the three properties in an "omnibus" half-hour TV show.

WIBR Picks Rep

Baton Rouge—WIBR has appointed Devney O'Connell as its national sales rep.

Costigan Scores Ban At Carlino Hearings

Albany—Tom Costigan, of the Radio-Newsreel-TV Working Press Association, has protested the banning of broadcast coverage at public hearings of the ethics committee of the New York State Legislature.

The committee is hearing conflict-of-interest charges brought

With some 1,700 bills expected before the New York State Legislature this session, WCBS-TV explores the ways in which legislative proposals become laws in a special half-hour documentary, "An Eye on Albany: Part II" tomorrow. CBS News correspondent Tom Costigan is reporter and narrator.

against Assembly speaker Joseph Carlino. Under Section 52 of the Civil Rights Law, radio and TV coverage of the proceedings has been banned.

Costigan's protest is on grounds that Section 52 should not apply, because the witnesses had been appearing voluntarily. The section is intended to protect privacy rights of persons testifying under subpoena, and is usually interpreted to cover anyone either already subpoenaed or who may be.

Costigan was allowed to address the committee, and his remarks were recorded in the official transcript.

VPI Net Games Aired By WDBJ for 3rd Year

Roanoke—WDBJ, CBS Radio affiliate here, is in its third consecutive season as originating station for Virginia Polytechnic Institute basketball games.

The 22-game schedule, which includes such opponents as West Virginia, Wake Forest, Tennessee and Alabama, is completely sponsored on a quarter-by-quarter basis.

Will Success Spoil Rod Taylor?

Rod Taylor, currently filming his new 20th-Fox TV series, "Deadline, San Francisco," has just completed the star role in the MGM film, "Sir Francis Drake"; was signed by Alfred Hitchcock for the lead in his feature, "Birds," and three additional movies; will do three more MGM films, and top three features for 20th-Fox Pictures. Hitchcock has scheduled the start of his work on "Birds" Mar. 5 on the Coast.

Priest On Air In Race Issue

"The Catholic Church and Race Relations" will be discussed Sunday on WLIB's "The Urban League Presents," by the Rev. John La Farge and Guichard Parris.

Father La Farge is chaplain of the Catholic Interracial Council, and Parris is PR director of the Urban League. The Urban League program, formerly heard Sunday mornings, has been shifted to the afternoon and will become part of "The Community Sounding Board."

WEMP to Originate Braves Baseball Net

Milwaukee—For the tenth consecutive year, WEMP has been selected as the originating radio station for the Milwaukee Braves baseball network, which consists of 31 stations throughout Wisconsin. Announcement was made by the sponsors, Miller Brewing Co., Clark Oil & Refining Corp. and the American Tobacco Co.

WEMP sports director Earl Gillespie will again handle the play-by-play, assisted by Blaine Walsh. Gillespie also will originate on WEMP his dugout interview show, "Play Ball," 10 minutes prior to each game and a five minute scoreboard, "Extra Inning," following the games.

Construction Started On 4th Ala. ETV Outlet

Montgomery, Ala.—Construction has begun on UHF Channel 26, which is to be the fourth ETV station in the Alabama Educational TV network.

Money for construction of the station was raised by citizens and civic organizations here, under an agreement with the Alabama Educational TV Commission, which has undertaken to operate and maintain it.

'Instant Casting' Helps Sponsors Decide Talent

William Van Praag, president of Van Praag Productions, has installed a complete closed circuit TV system as a service to advertising agencies and clients.

The new set-up, called "Instant Casting," gives viewers a chance to have a remote transmission center for on air viewing of films, slides and film strips. A small audition studio has been equipped with a TV camera. Through three monitors, producers and clients see actors and narrators on screen during an audition.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

Ozzie Nelson was given the green light by ABC-TV to film the first five shows for next season's run of "The Adventures of Ozzie and Harriet." Filming gets under way as soon as this season's programs have been completed. Next fall, the series begins its 11th year on TV. Including its run on radio, the Nelsons' program has been on the air for 19 years.

Wilbur Stark's record as a producer goes back to 1946 in radio. He took TV in stride when it evolved. He evinces traces of pardonable pride in the fact that most of his shows had long runs. They include "My Romance" on NBC-TV for 5 years, "Rocky King, Detective," "Newsstand Theatre," "Colonel Flack," "Brothers Brannagan" and "True Story."

Interested in all types of programming, Stark has refused to concentrate on any one type of program. He's a stickler for quality. For that reason, he favors filmed shows over live because "you can't do a retake on a live show."

Stark has just completed a pilot of "Timberlake," a one-hour outdoors dramatic show, featuring four young actors with a different guest star each week. Now in work are a half-hour filmed panel show, "Humantics"; a half-hour daytime strip, "I Saw It Happen," and, in preparation, is a feature film, "Then There Were Nine," scripted by John Blayhos. Starks believes that the chief ingredients of any program or picture are, in the order of importance, script, cast and editing. With his kind of track record who can argue?

James Parks reports renewal sponsorship by Leon Ames Ford of three full length movies a week on KRCA. The KTV remote crew got word of a fire at 11:35 AM. Tuesday and was on the air and telecasting at 12:34 PM. Coverage was presented by Liggett and Myers and Great Western Savings and Loan, who sponsor all KTTV special events.

Roberta Linn is back from Hawaii. Her new show is just starting in the Lounge of the Stardust Hotel in Las Vegas. She will do radio and TV guest shots during her engagement.

The Henry Greenberg play, "People Need People," which was the debut show for "Alcoa Premiere" on ABC-TV Oct. 10, will be staged by inmates of San Quentin.

KHJ-TV will telecast 26 Los Angeles games this season. Mal Klein, General Manager of KHJ-TV, has announced signing of a two-year contract with Bob Reynolds, president of the ball club.

With scheduling of eight new programs for "The Bullwinkle Show," Jay Ward Productions return this week to full operation, following regular mid-season slow-down, to concentrate on recent syndication sale of "Fractured Flickers," a series based on silent movies with added dialogue.

In addition to "Bullwinkle," "Rocky & His Friends" and "Fractured Flickers," Ward starts on another 52 "Bullwinkle" shows in the light of General Mills sponsorship for next season, again on NBC-TV, but with possible new time slot from present 7 PM Sunday evening. Ward is flying to New York Feb. 15 to finalize all deals.

Staff writers Chris Hayward, Chris Jenkins, Lloyd Turner and Al Burns have already been assigned to "Fractured Flickers" scripts, with Ward also renewing contracts for regular offstage voices of Bill Conrad, Hans Conreid, Paul Frees, June Foray, Edward Everett Horton, Charles Ruggles and Walter Tetley. Co-producer Bill Scott continues as voice of Bullwinkle.

WJBK-TV Appoints Bergeson Sales Mgr.

Detroit — Charles W. (Chuck) Bergeson has been named WJBK-TV (Storer) local sales manager. He succeeds Herbert Weber, who has been named general sales manager of Storer's newest radio outlet, WMGM, New York.

Prior to joining the station, Bergeson had been with WFDF, Flint, Mich., as an announcer-sportscaster, and with WSOO, Sault Ste. Marie, Mich., in a like capacity.

Walter Kaufman Joins Screen Gems Law Dep't

Walter J. Kaufman has been appointed to Screen Gems' legal department. A specialist in international law, he will concentrate his efforts in Screen Gems' expanding operations in countries overseas.

Kaufman was previously assistant to president Ira Gottlieb of Flamingo Films for two years, and spent three years in the legal department at Warner Bros.

White House Tour Repeat

Richard S. Salant, president CBS News, has announced "A Tour of the White House, Mrs. Kennedy," to be shown CBS-TV Feb. 14, will be repeated Mar. 25.

"The decision to repeat program even before it has been broadcast was made so that it would be available to young people and others who might not be able to see the first show," Salant said.

CBS News correspondent Charles Collingwood will interview Mrs. Kennedy on the history of the White House and changes she has made in it. At request of the White House, CBS is making program available to the other networks.

276 'Dragnet' Segs Syndicated by MCA

(Continued from Page 1) hours available to local stations and markets for the first time under the series' original title.

The new offering has already been sold locally to WFIL Philadelphia; WGAL-TV, Lancaster; WCHS-TV, Charleston, Va.; KOOL-TV, Phoenix; KSTV, Las Vegas; KTNT-TV, Tacoma-Seattle; WSB-TV, Atlanta; and WGAN-TV, Portland, Me.

The detective drama, aired eight years on NBC-TV as a first-run series under the "Dragnet" title, was initially placed into syndication as "Badge 714."

Levy, Gallagher Move to Golden Circle Group

Springfield, Mass.—Communications Industries Corp. of New York City has promoted Sy Levy, WACE general manager to assistant to the president of the Golden Circle Radio-TV Group. Wil J. Gallagher, station's sales manager, has been promoted to vacant post.

Levy, 13-year radio veteran, has been with WACE for nine years. Gallagher, prior to joining station, was a ZIV TV Program Inc., account exec.

OBITUARIES

Walter Arthur Dreher Funeral services will be held tonight at Simonson Funeral Home, Richmond Hill, N. Y. Walter Arthur Dreher, author, playwright, and husband of Edna Dreher, associate editor of the BMI Newsletter, who died Monday.

Advertisement for 'Golden Gate' and 'Directions '62' Topic' with various headlines and text.



Golden Gate and its environs

By BILL SHEA

San Francisco — Kiplinger Brighton Agency has renewed membership of three KCBS programs marking the second consecutive year the advertiser has his station to promote subscriptions for its Washington letter and "Changing Times."

Part of an introductory campaign for Rio Grande Estates, Albuquerque, the Horizon Co., has purchased a seven-week schedule on KCBS Radio.

Cooper, Emerson West president, has announced this introducing a new portable V set. It includes a rabbit-ear antenna, retractable...

Dundas, CBS Radio VP general manager, KCBS was re-elected to the board of directors of the Down Town Association. He also is a board member of this city's Heart Ass'n., Business Bureau, United Cerebral Palsy Ass'n., California Council on Health and Welfare and By Area Council.

L. Porter, formerly manager, most accounting, for Ampex Corp. has been appointed finance manager of Ampex International.

For the second successive year the Lucky Lager Brewing Co. sponsored the Lucky International tournament, via McCann-Donohue.

Due to increased programming news and public affairs, KSFO director Chet Casselman will also assume responsibility as grand public affairs director.

Growth of Hymn Singing Directions '62' Topic

The growth of hymn singing in the U. S. and England, from the 18th century to the present will be explored on "Directions '62" Sunday, on ABC-TV. "Gently Light" is the second of four-part series under the title, "With Hearts and Hands and Feet," which stars baritone Earl Lightson.

Guild Blames Profs For Industry Woes

West Coast Bureau of RADIO-TV DAILY Oakland—While praising efforts of the AAW-AFA and "some members of the advertising profession who are educating America" to the industry's values, Walter Guild, president of Guild, Bascom & Bonfigli, yesterday blamed "uneducated college professors" for current threats to the industry.

He told an Oakland Advertising Club luncheon that professors who write books and make statements detrimental to advertising, when they are not qualified to do so, have undermined the public confidence in the industry and created threats of government control.

'Specialized Ignorance'

Guild likened this to the bartender who deals in psychiatry, the cab driver who touts stocks and the baseball player who acts as a shaving authority, and termed this avocation "Specialized Ignorance."

To back his attack, the head of the San Francisco-based ad agency pointed out that 86 textbooks listed by the American Publishers Association as being used by high schools and colleges "contain strong anti-advertising and anti-free enterprise material" and nearly all were written by professors.

Pat Hingle in 'Quack' Role

Pat Hingle will guest-star as a medical quack in the "Witch Doctor" episode of MGM-TV's "Dr. Kildare" series.

NEWS DIRECTORS PURSUE AP-STATION CO-OP STUDY

Daniel W. Kops, president of the Associated Press Radio-Television Association, yesterday announced completion of the organization's Continuing Study Committee for '62. Kops, general manager of station WAVZ, New Haven, said news directors who have accepted regional chairman appointments are:

East, Don Decker, WTRY, Troy; Central, Harry Boyes, WION, Ionia, Mich.; South, Roy Eaton, KXOL, Ft. Worth; West, Bruce Miller, KALL, Salt Lake City.

Under Edward Ryan

They will serve under Edward F. Ryan, general manager of WTOP News, Washington, D. C.

Assignment of the '62 Continuing Study Committee is to follow last year's studies of the regional news report, with emphasis on increased cooperation between bureaus and member stations. Representatives will be designated in each state to work directly with the regional chairmen.

The national committee will report to the APRTA board at its annual meeting in New York this September.

Sterling Syndicating

(Continued from Page 1)

per-Sterling products also part of the series are "Hollywood: The Golden Years" (after completion of its network commitments), "The Legend of Rudolph Valentino," "Biography of a Baseball Rookie" and "Greatest Athlete in the World," story of decathlon champion Rafer Johnson.

'BOZO' SPROUTS NEW OFFSPRING

Harmon Adds 'Slippery Bly' To Animated Cartoon Stable

West Coast Bureau of RADIO-TV DAILY Hollywood—Larry Harmon has added "Slippery Bly—International Spy" to his list of animated cartoon series spin-offs from his "Bozo the Clown" program.

Larry Harmon Productions is also turning out additional segments of "Bozo," along with "Wacko Wolf," "Snooper Sniffer and Kookie Koyote" and "Butch and Belinda."

Stressing that "healthy humor is an antidote for a sick world," Harmon pointed out that the language may be dubbed but humor is universal the world over. He said a score of multi-lingual live "Bozos" have already been trained to introduce his series in many Latin, European and Asiatic countries.

Harmon, who does the male voices of most of his characters, including "Bozo," also supervises the writing of all series with sketched story boards, rather than typed scripts. His "fun factory" employs some 225 artists, cartoonists, writers, special effects men, lab technicians, printers, inkers, "voices" and other craftsmen.

News Flashes From Coast-to-Coast

TAC Subscriber

Portland, Ore. — KOIN-TV has become a subscriber member of Television Affiliates Corp. More than 100 locally produced programs of informational, educational and cultural subjects will become available to TAC subscriber stations during 1962.

Book of the Day

Newark — Every afternoon on WNTA's "Bob Brown Show," Bob runs a short special that he calls "A Look Inside Books," wherein he reviews a different book each day.

Focus on Foreign Policy

Lincoln—For eight weeks during February and March, about 300,000 persons will participate in a nationwide review of U. S. foreign policy entitled, "Great Decisions . . . 1962." Discussions will take place in hundreds of communities, colleges, high schools, chambers of commerce, and pri-

vate homes. Howard K. Smith will host the series.

Reporting for WFIL

Philadelphia — Paul Shields, veteran newscaster, has joined the WFIL staff as a newscaster. Shields presents "Panorama," a 10-minute evening newscast each hour, Monday-Friday, from 9 PM-1 AM.

'Burke at the Cove'

St. Louis—Jim Burke, KSD personality and newscaster, will have

Jimmy Hawkins Signed To Play 'Andy Hardy'

Jimmy Hawkins has been signed to play the title role in MGM-TV's new "Andy Hardy" series after 318 actors were auditioned. Philip Ober and Marjorie Reynolds will play the parts of Judge and Ma Hardy. The series, being filmed for NBC-TV, rolls, Tuesday.

a new program beginning Saturday, entitled "Jim Burke at the Cove." The show, broadcast from Nantucket Cove Restaurant, will consist of recorded music and interviews with special guests.

Jaycees Honor Murray

Pittsburgh — David C. Murray, news director of WTAE-TV, has been named "Man of the Year in Communications" by the local Junior Chamber of Commerce. The award was presented by Jaycee president Gerald Wyatt at the group's annual dinner.

1st Profile: India

San Diego — "San Diego State Profile," a new 13-week series of broadcasts to be carried by KOGO-TV starting Sunday, will profile the many and varied activities and departments of San Diego State College. "India — Gateway Between East and West," hosted by Marv Beasley, will be the first program.

Merck Sponsors Web Mental Health Spec

Merck, Sharp & Dohme will sponsor an hour special on mental health June 22 on NBC-TV, in cooperation with the American Medical Assn. The agency, Troy-Beaumont Co., will create and produce the "non-commercial messages" for the show.

Untitled as yet, the show will be produced by the NBC News Dept. under the supervision of Lou Hazam, and will be one of three NBC "Breakthrough" specials planned for '62.

This marks the second in a series of network specials backed by Merck and the AMA as a public service in the interest of the health professions.

FCC to Fight 4 Bills Opposing Its Plans

(Continued from Page 1)

clear channels were allocated some 32 years ago make it possible to add full-time stations to selected channels without disturbing their present occupants.

The commission's moves have brought a veritable flock of protests from congressmen, military officials and farmers' agents who have rallied to the side of broadcasters opposing the change.

'Common Sense' Doubted

Rep. John D. Dingell (D., Mich.) questioned the FCC's common sense in no uncertain terms when asked what he thought of the commission's wisdom in opening the clear channels. He said, "... I have seen actions which have raised grave questions not only as to whether they (the FCC) are experts in this field, but as to whether they have any sense at all.

"Whether their action results from malignance or just plain dumbness," he added, it will still mean less radio service for the American public. Other Congressmen in favor of the bills were Rep. John J. Bennett (R., Mich.), Rep. John J. Flynt, Jr. (D., Ga.), and Rep. Roman C. Pucinski (D., Ill.)

Defense Dept. in Favor

Maj. Gen. John B. Bestic, Air Force director of telecommunications, voiced the Defense Department's support of the bills, and National Grange master Herschel D. Newsom and Kit H. Haynes of the National Council of Farmer Cooperatives pointed out the clears provide the only radio service for over 25 million in remote areas.

Roy Battles, Washington Director of the Clear Channel Broadcasting Service, noted that 16 of the original clears have already been broken down and history shows that when one additional station is added, others follow.

AGENCY NEWSCAST

By WM. McCUTTIE

FCC Chairman Newton N. Minow will be a panelist this morning at the FCC Session of the fourth annual Mid-Winter Conference of the AFA and the AAW at the Statler-Hilton,



RATNER

Grey Advertising VP.

P. Lorillard Co. today disclosed that the new York Imperial size cigarette has successfully passed its 11-market trial and will be put on sale throughout the country this month accompanied by a saturation campaign in all mass media. Participations in five top-rated night-time TV shows begin Sunday. Heavy TV spots in all major markets begin Feb. 18. From 200 to 300 one-minute messages have been set for major-city radio stations.

Harvell Kilgore Corp., Bolivar, Tenn., (Hostess Grills and Super-coal) will launch a 30-market TV campaign beginning on KRCA, Los Angeles. Frank B. Sawdon, Inc., is the agency. Gothic Color Co., Inc., New York, manufacturer of scenic paints and supplies for pro and educational theatres, has retained Coordinated Marketing Agency. Maxwell Sack-

Washington, D. C. Conference vice chairman Donald H. McGannon, Westinghouse Broadcasting Co. president, will preside. Other panelists include William R. Hesse, Benton & Bowles president, and Victor Ratner,

ARF's 22-Man Group Plans 8th Conference

The 22-member program committee in charge of the Advertising Research Foundation's Eighth Annual Conference, set for October in New York, met yesterday to outline plans. Chairman is Leonard Kent, Needham, Louis & Broby VP and research director; vice chairman is John D. Henry, Procter & Gamble market research department manager.

heim-Franklin Bruck has appointed Barbara Kumble space buyer and assistant to Julius Joseph, Jr., VP and media director. Papert, Koenig, Lois has named T. Craig Ward an account exec.

Trans Caribbean Airways and its agency, Warwick & Legler, have been given the Islands Research Foundation Pace-Setter Award for "the best ad campaign on Caribbean travel in 1961." The award is especially noteworthy in view of the campaign being rebuked recently by the National Better Business Bureau.

Federal Life & Casualty Co. of New York has placed a 13-week contract through Metlis & Lebow Corp. for participation's on WABC's "The Happiness Exchange." Weightman, Inc., Philadelphia, is doubling its space—the agency's second expansion in three years.

Power Converter Marketed

St. Paul—Terado Corp. is marketing a new transistorized power converter which converts 12 volts DC (storage battery) to 110 volts, 60 cycles AC, with a capacity of 275 watts continuous and 300 watts intermittent. Remote control has variable AC output switch and light indicating proper AC output voltage.

Trade-named the Terado Continent Power Converter (Model 50-191), the transistorized unit was described by company president D. G. Munson as being completely filtered for use with tape recorders. Its 60-cycle frequency is maintained to accuracy of plus or minus one cycle regardless of changing load or input voltage.

The converter will operate from a 12-volt car battery 110-volt electric appliances of all kinds and description—recorders, TV, radio and hi-fi sets, test equipment, emergency lighting, power tools, and many other equipment items.

Boston 'Romper Room' Commencing Fifth Year

Boston—On Monday, "Romper Room with Miss Jean" will start its fifth year on WHDH-TV.

"Miss Jean" (actually Mrs. William Harrington) is a former teacher and in the four year's of the show's existence she has welcomed some 1,300 children to her program as participants.

Temple U. Honors Clipp

Philadelphia—Roger W. Clipp, radio-TV veep at Triangle Publications, has been presented the Russell Conwell Award by Temple Univ. The award is reserved for non-alumni who contribute time and energy to help the school.

Eric Johnston Joins Eddie Cantor Tribute

MPAA president Eric Johnston will be a principal speaker national celebration of Cantor's 70th birthday Feb. 10 at the Fontainebleau Hotel, Miami Beach. The tribute, expected to attract over 2,000 persons, will be a highlight of the Inaugural Conference launching the 1962 campaign for the sale of a minimum of \$66.5 million in Israel Bonds.

Louis H. Boyar, national chairman of the tribute, said leading figures on the National Sponsoring Committee include Jack Benny, Steve Allen, Bellamy, Polly Bergen, Brown, Nat King Cole, J. Durante, Mischa Elman, Kenny, Leonard Lyons, Y. Menuhin, Paul Newman, Pearce, Roberta Peters, Ed G. Robinson, Dore Schary, Sobel, Isaac Stern, Sophie Tucker, Rudy Vallee, Mike Wallace and Earl Wilson.

WNYC Music Festival Airs 15 Live Concerts

WNYC's 23rd annual America Music Festival, Feb. 12-22, year will feature 15 public concerts which will be broadcast on WNYC-AM-FM.

In addition to the public concerts, Herman Neuman, I director of WNYC and coordinator of the festival, has scheduled over 100 special live and recorded programs.

The UN broadcasts, heard regularly on WNYC, will not be during the festival, but highlights of the day's proceedings will be taped and played on WNYC each night.

Jay Ward to New York

West Coast Bureau of RADIO-TV L Hollywood—Jay Ward, who last week completed the final segment of this season's "Bullwinkle Show," will spend the next several weeks in New York in conferences with General Mills, TV, agency executives and theatrical distributors on behalf of "Bullwinkle," "Rocky and His Friends" and other projects for theatrical distribution.

Here's Big Chance For Lincoln Devotees

Springfield, Ill. — Lincoln devotees here in Lincoln's home will have a chance to win Lincoln books on Lincoln's birthday, according to WTAX. It is presenting a "stump the experts" show Monday. Any listener who phones in a question panel can't answer, will receive a book.

RADIO TELEVISION DAILY

The



Indiana University Library
Bloomington Ind

Established Febru

90, NO. 28

THURSDAY, FEBRUARY 8, 1962

TEN CENTS

GOV'T RULE STIRS FCC DISCORD

JAPAN TV TO AIR COMBAT DEFEATS

NBC Sells Fuji System
'Victory at Sea' Episodes

Japanese TV viewers will soon be watching their World War II defeats go down to defeat by the U.S. naval might, with that country's Fuji Broadcasting System having purchased the "Victory at Sea" series of 26 half-hour episodes. (Continued on Page 2)

Color TV Reaches 20-Mil. Yr. Rate

The color TV industry has reached an annual going rate of 20 million—far ahead of last year's prediction it would attain that figure by the end of the year. In fact, Walter Watts, RCA executive v.p., told the press in Washington yesterday: "Now we are aiming higher." He said more than 20,000 in- (Continued on Page 4)

Jaffe and Stagg Join Network Show Deals

Hary Jaffe Enterprises, packaging and Jerry Stagg, award-winning producer, yesterday were reported in a deal to develop a number of filmed TV properties, to be marketed under the Jaffe banner for network advertisers.

NBC Radio Harvests \$1 Million in Sales

More than \$1,700,000 in new and renewed NBC Radio Network advertising during the past three weeks was announced yesterday by V.P. Lam Fairbanks. Included was the first network radio purchase by the Upjohn Co., through Mc- (Continued on Page 5)

WATE Begins 36th Yr.

Knoxville—Monday is the 35th birthday of WATE, an NBC affiliate and sister station of WATE here. The station serves a tri-county, 33-county area. W. H. Linegh is exec VP and general manager.



Untrumped honor

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

NEW YORK'S PRESTIGE INDEPENDENT

Adv.

3 on the Bench Argue Twixt Selves Import Of Their '60 Stand

Washington Bureau of RADIO-TV DAILY

Washington — Three FCC Commissioners wound up the network programming hearings yesterday with a smiling, no less emphatic, dispute among themselves as to whether the Commission's '60 programming declaration threatens government censorship.



HYDE

The battle began with Commissioner Rosel Hyde warning Oliver Treyz, ABC-TV president, that he'd better look at the statement again after the latter had testified he could find nothing wrong with the FCC stand.

Another feature of the final day was an exchange between Commissioner Frederick Ford and (Continued on Page 5)

Senate Snubbing Equal Time

Washington Bureau of RADIO-TV DAILY

Washington — The question of changes in political equal time requirements will have a relatively low priority in Senate Commerce Communications Subcommittee broadcasting deliberations this year, according to Sens. Gale McGee (D., Wyo.) and Clifford Case (R., N. J.). Addressing the Washington chapter of American Women in Radio and TV, McGee listed hearings on all-channel TV receivers as the first order of business, after (Continued on Page 12)

ABC O&Os' Managers Gather Monday in N.Y.

ABC o&o radio and TV managers will hold a series of meetings in New York Feb. 12 to 16.

The sessions will be the first under leadership of Julius Bar- (Continued on Page 4)

Franklin Seeks Merger With Radio Concepts

Franklin Broadcasting Co. and Radio Concepts, Inc., have applied to the FCC for approval of a merger that would retain the Franklin (Continued on Page 4)

Let's Talk It Over ~~~~~ **Georgia '61 Survey A Perfect Squelch For Boorish Critics**

By ARTHUR PERLES

I'M IN DEBT TO Jack Williams from down Georgia way for sending along the first annual statewide survey of radio and TV public service efforts. This summary has just been forwarded to every FCC member by the Georgia Association of Broadcasters. It's a masterful document of stripped-down facts that will heighten the Commissioners' respective opinions of station contributions, everywhere being made without public fanfare.

Speaking personally, the report is going to be my arsenal of data henceforth when those self-anointed critics of broadcasting (there's bound to be one at every clambake) start caterwauling about rock 'n' roll, deejay chatter, western shoot-'em-ups and soap operas, ad nauseum. We intend thereupon to drench these half-baked plaintiffs with knowledge like this: (Continued on Page 11)

MGM-TV Shooting Pilot On Sports 'Grand Slam'

MGM-TV yesterday revealed production will start in a fortnight on the pilot of a new half-hour dramatic series, "Grand Slam," to star Murray Hamilton. He portrays a sports columnist.



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Audio Engrs. to Meet On Coast in March

West Coast Bureau of RADIO-TV DAILY Los Angeles—The ninth annual convention of the Audio Engineering Society is scheduled for Mar. 20-23 at the Ambassador Hotel here. Chairman of the convention is William H. Thomas, of Lansing Sound.

The convention is being held again this year in conjunction with the Institute of High Fidelity Manufacturers music show, running from Mar. 20 through 26. A joint awards dinner to open both shows will be held the evening of Mar. 19.

VIEW THAT SELLS! SHIP WDAU-TV SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK H R OR CALL CONWAY IN SCRANTON.

COMING AND GOING

OSCAR KATZ, VP Network programs for CBS-TV, has returned from a business trip to the West Coast.

TOM PEPE to Jamaica for 10 days, on a business-pleasure trip.

IRVING LEVIN, vice president of NT&T, has returned to the coast following a week in New York on business.

COLEMAN L. FINKEL, president, and HAL B. COOK, executive director of International Sound Fair, arrive in Detroit today for meetings to finalize plans for the forthcoming fair, July 25-29 in Cobo Hall.

NORMAN KATZ, VP foreign operations for Seven Arts Associated, arrives in New York from London today prior to an extended sales trip through Latin America.

'Minute Mike' Gets To Heart of Matter WINS, in its new "Minute Mike" feature, currently is asking "the man on the street" various interesting questions about love. One-minute capsules of the interviews will be broadcast throughout St. Valentine's Day. Surveys are planned for Washington's Birthday, April Fool's Day and Arbor Day.

Columbus, O., Cites Crosley VP Bartlett

Columbus, O.—Walter E. Bartlett, 33-year-old vice president and general manager of WLWC, Crosley's TV station here, has been awarded the Columbus Junior Chamber of Commerce Distinguished Service Award as the outstanding young man of the year in the greater Columbus area.



BARTLETT

Bartlett, who was named WLWC general manager in 1960 following two years as the station's sales manager, was elected a vice president of Crosley Broadcasting Corp. in 1961. A member of the board of directors of the Ohio Association of Broadcasters, he served as chairman of its convention last Fall.

Japan to See 'Victory'

(Continued from Page 1)

documentaries from NBC International. Much of the combat footage in the programs was captured from Japan.

Fuji's purchase of the series marks the 28th foreign market in which it will be aired. Negotiations began shortly after a special 90-minute version of "Victory at Sea," commemorating the 20th anniversary of the Pearl Harbor attack, was shown on Japanese stations last November.

15 More Markets Buy 4 MCA Hour Series

Fifteen additional sales of the four one-hour off-network TV programs have been announced by MCA-TV Film Syndication. The programs are "Suspicion," "Cimarron City," "Riverboat" and "Overland Trail."

New purchasers include KXAB-TV, Aberdeen; WJZ-TV, Baltimore; WBEN-TV, Buffalo; WCAX-TV, Burlington; KMBC-TV, Kansas City; KSHO-TV, Las Vegas; WLUC-TV, Marquette; WCKT, Miami; WSFA-TV, Montgomery; WVUE-TV, New Orleans; WTAR-TV, Norfolk; KWTV, Oklahoma City; WPRO-TV, Providence; WSLs-TV, Roanoke, and KREM-TV, Spokane.

Rock Hudson Narrates UN Radio's 'Open Door'

Rock Hudson narrates "The Open Door," true story of a Lebanese doctor who helped inspire new attitudes in the treatment of mental patients, on "Around the World" to be heard on the Mutual Broadcasting System Sunday. In New York it will be aired Saturday on WOR. The program is produced weekly by UN Radio.

ATAS Offers 'TV Quarterly'

Television Quarterly, a cooperative publication of the National Academy of TV Arts and Sciences and the Syracuse U. Radio-TV Center, will appear on Feb. 15, being distributed as an ATAS privilege of membership to 6,000 members in eight chapter cities, and sold to non-members by subscription, according to academy president Robert F. Lewine.

It is being edited by Dr. A. William Bleum of the Center, and Sydney H. Eiges, NBC public information VP, is Editorial Board chairman, with CBS News correspondent Walter Cronkite as co-chairman.

The journal will contain articles commissioned from authorities in commercial TV, social scientists, government spokesmen, educational leaders in the field of communications, critics and others

FINANCIAL

(Feb. 7)

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, Esquire Inc., etc.

OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Bartell, Jerrold, Meredith, etc.

* Courtesy of National Association of City Dealers.

concerned with the medium, excerpts from major address and from other publications, reviews and letters from readers to the editor.

ADVERTISING ADMINISTRATIVE ASSISTANT

Young lady, familiar all phases agency operation — print and time billing, copy, production. Executive secretarial skills and qualifications... creative... capable of responsibility, own correspondence. College grad looking for "Right Hand" position to executive. Prefer advertising agency. Possibility of bringing in new business. Salary desired \$6,500, to start. Write

Box No. 154, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

VOL.3-"FILMS OF THE 50's"- NOW FOR TV
FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS



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ASSOCIATED
CORP.**

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DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564 — STate 8-8276

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 SRDS (Spot TV Rates and Data)

BATTLE CRY!

Rambler Buys 'Monitor' For 5th Year in Row

For the fifth consecutive year, American Motors, makers of Rambler, is purchasing 52 weeks of "Monitor" week-end newscasts on NBC Radio. Agency for American Motors is Geyer, Morey, Madden & Ballard.

WABC Names Cosell To Beef Up Sports

WABC, which will broadcast the New York Mets entire National League schedule, has named Howard Cosell sports director. He will appear on the pre and post-game shows accompanying the play-by-play broadcasts, in addition to his other assignments.

Cosell also will help the station expand its coverage of major sports events, sports documentaries and specials.

ABC O&Os' Managers Gather Monday in N.Y.

(Continued from Page 1)

nathan as president of the TV o&o's and Stephen C. Riddleberger as president of the radio o&o's. Meetings will be held at the Sheraton East Hotel. Leonard H. Goldenson, AB-PT president, Simon B. Siegel, executive vice president, TV president Oliver Treyz and radio president Robert E. Pauley will participate.

Station chiefs attending are: Joseph Stamler, WABC-TV, New York; Sterling Quinlan, WBKB-TV, Chicago; John Pival, WXYZ, Inc., Detroit; Elton Rule, KABC-TV, Los Angeles; David Sacks, KGO-TV San Francisco; Harold Neal, WABC, New York; Ben Hoberman, KABC, Los Angeles; Elmer Wayne, KGO San Francisco; Ralph Beaudin, WLS, Inc., Chicago; John Gibbs, WXYZ, Detroit.

RCA Institute Conducts Centenary R-TV Course

The RCA Institute is conducting a training program in TV production and studio operation for the students in the Radio-TV department of Centenary Institute in Hackettstown, N. J.

Nixon on Paar Tonight

Former Vice President Richard M. Nixon will appear on the "Jack Paar Show" tonight on NBC-TV. Originally scheduled to appear on Monday, a virus infection forced him to remain at his home in California.

STORK NEWS

It's a boy, William Alexander for KFMK-FM station manager Bill Mack and his wife Jerry.



By TED GREEN

• • • David L. Wolper says more than a million feet of film was viewed to select footage for his TV special "Hollywood: The Golden Years." A theatre showing a picture that long would have to charge, not admission, but rent. "If the documentary had not been cut," says Wolper, "it would have taken two weeks of 24-hour-per-day watching to see the show!"

☆☆☆☆

• • • Two of the four radio webs are dickering with the New York Mirror's nationally syndicated TV columnist John David Griffin about his own show, and John is currently in talks with a network and a local station, concerning TV programs. His popular, stimulating daily reports are a reflection of the Griffin personality. The other PM Errol Garner had his ears tuned to Barberry Room pianist Conrad Monjoy, who was playing Errol's compositions. At the Grotto Restaurant, Horace McMahon ("Naked City's" Lt. Parker) signing autographs between bites.

☆☆☆☆

• • • Talent, beauty and the art of being well-spoken are three essential elements of show business. Many have made it big, possessing just one of these traits. Lorraine Rogers is a gal who owns all three. Watch her closely, 'cause this charming and talented gal is climbing the ladder fast. . . . Casey Allen doubling from his TV announcing and directorial chores into public relations. . . . Bill Treadwell back from another business trip to Nigeria, showing off batches of attractive and unusual promotion pieces for his favorite stopover spot, the Ariel Hotel at London airport. . . . Jerry Vale postcards from Las Vegas, where he's at the Sands, that the only slot machine he's played since leaving his Englewood, N.J., home is the one that doles out life insurance at Idlewild Airport.

☆☆☆☆

• • • Meet: Al Bennett, dynamic president of Liberty Records, started out to be a cotton farmer but ended up guiding one of the fastest growing diskeries. After Army service he got a sales job with Decca Records, and by 1950 was Decca's top salesman in the Southern territory. Six years later Bennett came to Hollywood as Dot Records VP and West Coast manager. When Dot was sold to Paramount in 1957, he was approached by Liberty Records, a small label founded in Hollywood by Simon Waronker. Bennett accepted the post of VP and general manager and, in 1958, he helped Liberty's "Witch Doctor" to make recording history—in a few months, 1.5 million copies were sold. Bennett was subsequently elected president of Liberty and the company has had one hit after another. In 1961, the company set up its own headquarters in London, and for the first time is marketing records in Europe under the Liberty label.



BENNETT

☆☆☆☆

• • • "The Jazz Nocturne" premiered Saturday on WRFM, hosted by Alan Grant. Featuring top modern American jazz, the show will be heard every Saturday and Sunday, from 11 PM to midnight. Caught Lee Sullivan on the "Joe Franklin Show," and this handsome lad was great. Lee should have his own TV spot, again. . . . Maj. Don Moy, owner-host of the beautiful Joy Palace Restaurant in the Roosevelt Field Shopping Center, is a charter member of the "Early Flyers' Club." Maj. Moy headed up the Free Chinese Air Force in World War II. His eatery was the scene of a fine Chinese New Year's Eve party Sunday night, hosted by Broadway columnist-WNTA food editor Ray Wilson. . . . Singing star Julia Steele readying a new disk on the A-J label, which will be ready later this month. . . . CBS newsman Allan Jackson is planning the second part of his series entitled "You Have to Write, Too!" — a study on how to prepare a news script for radio and TV. . . . Gloria Okon, the weather gal and spokeswoman for Arnold's baked goods, is expanding into the coffee field. Arnold's recently purchased a Colombian coffee firm. ■

Kennedy Speech Mark VOA 20th Anniversary

Washington — President Kennedy will make a world-broadcast Feb. 26 to mark the anniversary of the Voice of America. The President will speak mid-day here, the peak evening listening time in Europe, and speech will be rebroadcast at appropriate times to other parts of the world.

FM's 15th-Yr. Spectacular Hail Northwest Artists

Seattle—KING-FM, which celebrate its 15th anniversary Monday, is saluting Northwest arts and artists this month with special programming.

Tomorrow, Feb. 22 and 27, Green will talk with three artists on "Conversation with Artist."

"Northwest Poetry," magazine selections, will be broadcast Friday and Feb. 20.

On Feb. 15 a live, hour-long broadcast of a Chamber Music Concert with the Henry S. Quartet will be aired.

With Radio Concepts Franklin Seeks Merger

(Continued from Page 1)

name. Radio Concepts is a tributor of radio advertising promo material, while Franklin and its subsidiaries own and operate WMIN, St. Paul; WEW, Louisville; WWOM, New Orleans; WME, Tulsa, and WLOD, Ft. Lauderdale. The merger was negotiated by Edwin Tornberg & national media brokers.

Color Surge Quickens

(Continued from Page 1)

dividual firms—big and small—"right now sharing in the manufacture and sale of color sets.

Color TV, Watts pointed out, became a \$100 million industry in 1960, reaching the mark in 12 years while it took automobiles 12 years and oil 40 years to get there.

OBITUARY

Donald Manson

Montreal — Donald Manson, general manager of the Canadian Broadcasting Corp. in 1951-52, a pioneer of the Canadian radio industry, died in Ottawa.

Born in Wick, Scotland, he came to Canada in 1907 to work for the Marconi company in establishing commercial radio communication between Canada and Ireland. Manson helped in drafting radio laws and regulations, including the Canadian Broadcasting Act of 1936, which created the CBC.

er Stations Aid eland Olympics

eland—WJW-AM-TV, Stor-
ions here, will cover this
er's 1962 Greater Cleveland
unior Olympics for the 15th
ad, in addition, will provide
antial cash contribution, it
nounced by Bob Huber,
TV public affairs director.
ge Kozak of the Lake Erie

eland — Again this year,
TV will cooperate with
College in a credit course
studios on fundamentals of
ading, directing and produc-
instructors will include the
os Bob Huber.

said that foremost among
asons for Cleveland's pro-
esuccess in the Olympics is
"Excellent cooperation from
Sorer stations." Last year's
es attracted 52,550 partici-
s.
our said coverage will con-
roadcasting and/or tele-
in various events throughout
met schedule, as well as full
il of the finals.

ont Call Us' Satires

lias on 'Lamp' Drama

B-TV's "Lamp Unto My
" will present a satirical
n: Sunday on the difficulties
emes encountered by minor-
i obtaining preferred posi-
n business and professions.
id "Don't Call Us," the origi-
TV play was written by Rob-
Leas. Guest will be the Rev.
is Lambert, Chicago U. New-
lub chaplain.

CBS Rejects Mass. Request For 'Bookie Bio' Broadcast

Despite displeasure of the Massachusetts House of Repre-
sentatives, CBS News yesterday still refused to broadcast its
"Biography of a Bookie Joint" in
the Bay State.

The program was originally
broadcast last November but was
withheld from stations in south-
ern New England because it in-
volved defendants in criminal
trials still pending in Massachu-
setts.

The Massachusetts House of
Representatives has passed a
resolution stating that public in-
terest requires letting its citizens
see the film, and urging CBS to
show it there "at its earliest con-
venience."

"We must respectfully decline,"
Richard S. Salant, CBS News
president said. "The privileges of
a free press carry with them a
responsibility to the courts and
defendants in legal proceedings.
Broadcast of the program in Mass-
achusetts at this time could delay
the judicial process."

Bob Horton Hitches Up With 'U.S. Steel Hour'

Robert Horton, star of "Wagon
Train," plays an insurance claims
investigator in "The Perfect Ac-
cident" on "The U. S. Steel Hour"
Feb. 21 on CBS-TV.

Also in the cast are Alan Bunce,
Shepperd Strudwick, Laurence
Weber, Fred Scollay and Moletta
Reagan. Bruce Minnix directs the
program. George Kondolf is exec
producer. Agency for U. S. Steel
is BBDO.

**COLLINS SEES
'ROOM TO GROW'**
Says 'Casters Know Need
For Better Public Service

Atlantic City—Broadcasters re-
cognize that the industry still has
"plenty of room to grow in serv-
ice to the public, and our respon-
sibility is not merely to refrain
from doing wrong but beyond
this to measure our deeds by our
capabilities and constantly strive
for the goal that nothing we do
shall fall short of our best," ac-
cording to NAB president LeRoy
Collins.

In a keynote address at the an-
nual convention of the National
Association of Automobile Deal-
ers here this week, Collins, as an
example, said: "It is not enough
that the broadcasting business
be able to assure itself it is not
a contributor to the delinquent
behavior of American youth.

"It is our responsibility—and
we intend to discharge it—to help
get to the root of the real causes
of juvenile anti-social behavior
and then help carry that story to
the American people and assist
them in treating those causes."

Lipman at WMEX

Boston—Jerry Lipman, former-
ly account exec with WJR, De-
troit, has joined WMEX in a simi-
lar capacity.

Alter Runs RAB Hunt Of Million-\$ Budgets

Radio Advertising Bureau has
promoted Robert H. Alter to di-
rector of key account sales. He
formerly was sales administration
manager.

Alter will be fully responsible
for the direction of RAB's unit
which seeks commitments of \$1
million or more annually from
major advertisers.

The unit, which presents com-
plete marketing-advertising plans
to advertisers and their agencies,
is the spearhead of RAB's efforts
to lift radio's national billings by
\$30 million within 18 months.

Gregg Oliver to WTOP As Feature Show Host

Washington Bureau of RADIO-TV DAILY
Washington—Gregg Oliver has
joined WTOP as host of a new
noon-time hour series of behind-
the-scenes news and features daily,
starting Monday. He was former-
ly with ABC and WNEW in New
York, and WGBS, Miami.

Oliver will do feature stories
on everything from what's new
in women's shoes to what's new
with the atom, will telephone
celebrities all over the world as
well as having them visit him in
the studio.

NBC Radio Harvests \$1.7 Million in Sales

(Continued from Page 1)
Cann-Marschalk, and Campana
Corp., thru Post & Morr; Ford
Motor Co., J. Walter Thompson
Co.; Wagner Electric Corp., Ar-
thur R. Mogge; Curtis Publishing,
BBD&O; Time Inc., Y&R; Sterling
Drug, Dancer-Fitzgerald-Sample;
Ex-Lax, Warwick & Legler,
American Motors and Sinclair Re-
fining Co., both thru Geyer,
Morey, Madden & Ballard, and
Longines-Wittnauer Watch.

RFE Exec Alvin Bennett To Guest on Dixon Show

Alvin Bennett, chairman of the
executive committee of Radio
Free Europe, will guest today on
WCBS Radio's Bob Dixon "At
Your Service" program.

Wins \$500 Heart Prize; Gives it to Heart Fund

Jacksonville—A \$500 cash award
from the American Heart Associa-
tion to WJXT, has been turned
over by the station to the North-
east Florida Heart Association in
its annual fund-raising campaign.
The check was presented to WJXT
last Fall as the TV winner in the
American Heart Association's
Howard W. Blakeslee Awards.

Treyz Upholds Stations on Programming

(Continued from Page 1)
in which the ABC president
ed that individual stations
al make the decisions as to
er or not to air programs,
e than rely on the NAB Code
r. Treyz said the Code Board
a non-licensee, and that the
ia has legal responsibility be-

Chairman Minow addressed
usual compliment to James
Merty, ABC News and Public
's vice president, saying
body would feel better about
roadcasting situation "if there
more people like you in tele-
a."

"the man on the local spot
d really be on the spot."
d had earlier expressed his
doubts that stations should
it the Code Board to make
decisions of this nature for
Treyz added that stations
d normally act in line with

code board recommendations in
any case.

Hyde sought to bring out in his
questioning that additional outlets
would improve program standards
where more regulation cannot,
that a free people will stay free
only if the media of communica-
tions are kept free, and that cen-
sorship may be "the by-product"
of well-intentioned efforts to im-
prove programming.

Sees Licensee Responsible

It was at this stage that Hyde
took issue with the Treyz expres-
sion of lack of dissatisfaction with
the FCC program declaration. He
noted particularly the word "pri-
marily" in the statement that this
should be primarily the responsi-
bility of the licensee, and said it
should be the licensee's responsi-
bility, alone.

Ford expressed vehement dis-
agreement, pointed out that the
vote had been 6-1 in favor of

adoption of the policy and that
Hyde made up the entire minority.
As to Hyde's view, he argued "I
don't think it can be supported."

Chairman Minow, for his part,
pointed out that he wasn't on the
commission when the policy was

Quinn Martin, former exec producer at Desilu on "The Untouchables," wired ABC-TV programming v.p. Thomas Moore:

"We never had any pressure
from ABC brass to inject sex or
violence."

adopted, but that he supports it.
He went on to read from the re-
port of the Harris subcommittee
following the payola scandals com-
mendation for the FCC's refusal
to censor, and the further state-
ment that the FCC still has the
duty to see that stations "operate
in the public interest" without
hiding behind Sec. 326."

A GIRL NAMED DINAH/A MAN NAMED JACK/THE FUN OF SINGING ALONG AND SATURDAY NIGHT



THIS IS NBC

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

ES / A CIRCUS IN DENMARK AND KHRUSHCHEV AND BERLIN



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

If Marconi Had Been Born Before Madison

"Experience should teach us to be most on our guard to protect liberty when the government's purposes are beneficent. . . . The greatest dangers to liberty lurk in insidious encroachment by men of zeal, well meaning, but without understanding."

Strong words from any source, these are particularly compelling because they come from one of the great liberal minds of American jurisprudence, Justice Louis Brandeis.

Today in broadcasting the words have particular meaning. The issue is whether programming shall be determined by the people through the turn of a dial, or for the people through government direction, either by edict or official "suggestion."

Guaranteed by the First Amendment, *freedom of speech is the absence of restraint by government*. Down through the years it has been applied by the courts to every form of communication—to newspapers, books, magazines, pamphlets and motion pictures.

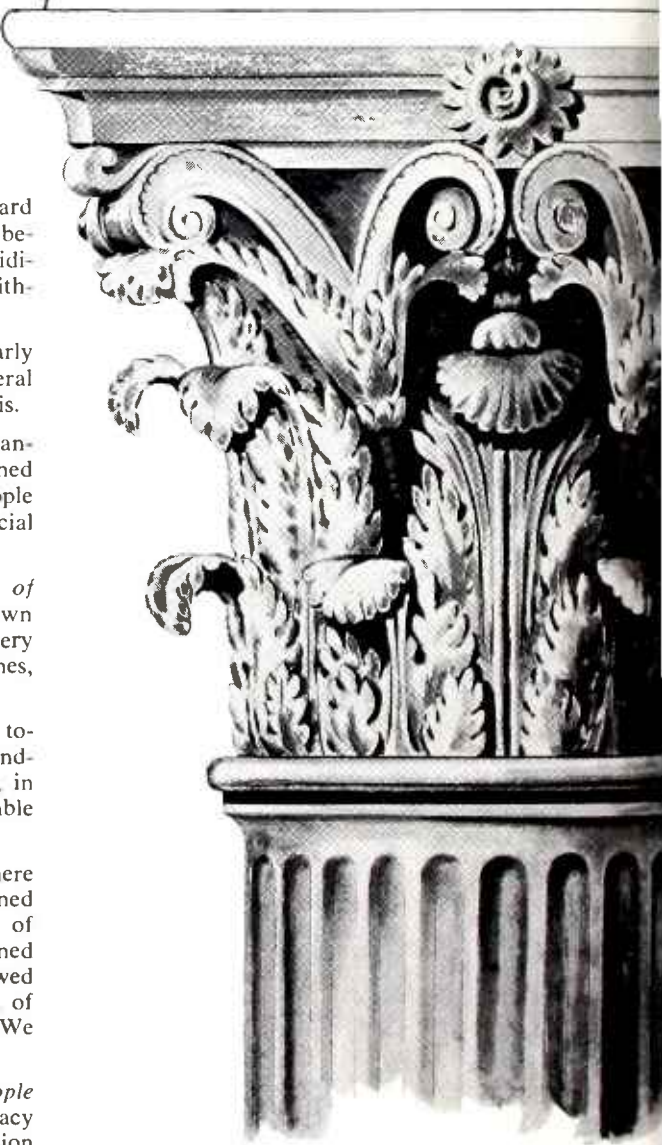
Vitaly important 170 years ago, equally important today, freedom of speech as embodied in the First Amendment is the essential ingredient of a free society. It is, in the words of Justice Cardozo, "the matrix, the indispensable condition of nearly every other form of freedom."

If Marconi had been born before Madison, is there any doubt that broadcasting would have been mentioned by name? Would those who feared government control of the speech methods of their day have been less concerned about control of broadcasting? Would they have allowed the need to prevent signal interference, or the limitation of spectrum space, to vitiate so fundamental a precept? We Corinthians think not.

Faith in the discriminating good sense of the *people* is the premise of the First Amendment and of democracy itself. The premise applies to both ballot box and television set. The institutions of freedom do not endure because they are perfect. They endure because they are free.

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances.

—FIRST AMENDMENT



Responsibility in Broadcasting

THE CORINTHIAN

Vivian Vance Joins Dr. Burke on Panel

Stamford, Conn.—Two diverse TV personalities will discuss the inner workings of the medium and tell of their international travels Monday night as live panelists on WSTC's "Community Affair" program moderated by Ethel Kveskin, who conceived, produces and directs the series.

They are Dr. Albert Burke, whose "A Way of Thinking" program is syndicated nationally by Banner Films, and Vivian Vance, who portrayed Ethel Mertz for 11 years in the "I Love Lucy" series, has appeared on "Candid Camera" and the "Jack Paar Show" and this week is taping a guest star role for an upcoming "Red Skelton Show."

N.Y. Viewers to Watch Growth of British Empire

"The Commonwealth of Nations," a TV film series depicting the evolution of the British Empire, will debut Sunday as a weekly WNBC-TV presentation. Produced by the National Film Board of Canada, it is narrated by Edward McInnis, president of the Canadian Institute of International Affairs.

The films will show the people and places that comprise the British Commonwealth, beginning with "The Sceptre and the Mace," which explains the nature of Canada's allegiance to the Crown.

206,000-MI. TREK FOR FREMANTLE

Emphasizing that "you don't sell expensive film packages by writing letters," Fremantle International president Paul Talbot notes that executives of his TV distribution company trekked over 206,000 miles throughout the globe during 1961, covering 26 different countries.

Talbot ran up the most miles with a total of about 65,000, followed by Ralph Ellis, president of Fremantle of Canada, Ltd., who accounted for 53,000. Other Fremantle globe-trotters were Lionello Torossi, head of Fremantle Italiano, Rome; Bob Laphorne, manager of the Fremantle Far Eastern Division, and Angela Cuthbertson, who handles United Kingdom and Continental sales.

Deejay Faces Lincoln Quiz

Cleveland—In a 12-hour program saluting Abraham Lincoln's birthday, KYW Radio's Harv Morgan will attempt to answer any and all questions about Lincoln from Northern Ohio listeners for 12 hours this Sunday. Talent normally heard during this period will have the day off.

Morgan has just finished writing book about Lincoln, highlighting the President's career.

Chicago Auto Show Telecast 11th Year

Chicago—For the 11th consecutive year, WGN-TV will preview the Chicago Automobile Show. A two-hour program will be telecast Feb. 17, prior to the formal opening of the show.

Jack Brickhouse, Vince Lloyd and Jack Taylor will interview auto technicians and describe the many 1962 automobile and truck models on display. Producing the program for WGN-TV will be LeRoy Oiliger.

The program directors include Dale Juhlin, William Lotzer and Arne Harris.

Scott to Plan U.S. Sales For Young's Canada Co.

Young Canadian Ltd. has named Arthur W. Scott, Jr., director of sales development, a newly formed division. Headquartered in New York, he will be responsible for the creation and development of new business in the U. S. for the Young Canadian stations. It was announced by Adam Young, president of the Adam Young Companies.

Scott worked for the Henry I. Christal Co. in Chicago, and more recently he was associated with the Meeker Co., where he sold both radio and TV. He was last with WOLF, American Network outlet in Syracuse, as national sales manager.

News Flashes From Coast-to-Coast

Go Around with KPHO-TV

Phoenix — "Roller Skating Championships," to be seen on KPHO-TV beginning today, will consist of taped rebroadcasts of the live roller skating championships originating from Hollywood.

Air Traffic Reports

Philadelphia — WCAU is airing traffic reports from the American Automobile Association during peak morning traffic hours, Monday-Friday at 7:35, 8:05 and 8:35 AM during the "Bob Menafee Show."

Peterson Panel Member

Minneapolis — WTCN news director Sheldon Peterson will represent broadcasting as member of a panel discussing "Inter-Media Relations" during the Region Six Convention of Sigma Delta Chi at the Minnesota Press Club, Feb. 17-18.

'Covenant'

Los Angeles—KRCA has begun

a new series entitled "Covenant," which features outstanding clergymen of various denominations of Southern California, relating their beliefs on four major subjects, over a four-week span.

Gets 5th Nomination

Dallas — For the fifth straight year, Wes Wise, sports director for WFAA-TV, has been nominated as one of the Texas finalists in the balloting for the National Sportscasters and Sportswriter

NET Series Reflects Existentialist Works

Denver — "Self Encounter," a new, 10-program series on existentialism, premieres this week on the 58 stations of the National Educational TV Network. Dr. Hazel E. Barnes, Colorado U. classics professor, hosts the taped series, produced for NET by KRMA-TV here. Director is James Case; producer, John Parkinson.

awards. He is the only sportscaster in the area to be so honored this year.

'French in the Air'

San Antonio—KAPE has begun a series of Sunday programs produced and recorded in Paris by Radiodiffusion - Television Francaise, entitled "French in the Air."

Indoor Games on Radio

Los Angeles—KABC will broadcast the Los Angeles Times Indoor Games from the Sports Arena on Saturday, from 8:30 PM to conclusion. Sports director Sam Balter will handle the mike.

Artist Draws Awards

Charlotte, N. C.—Jim Blackmon, promotion artist for WSOC-TV, was given first and second place awards for TV slide art in competition sponsored by the Charlotte Art Directors Club. His winning efforts were reproduced in the January issue of "Art Direction" magazine.



-  **KOTV**
TULSA
-  **KHOU-TV**
HOUSTON
-  **KXTV**
SACRAMENTO
-  **WANE-TV**
FORT WAYNE
-  **WISH-TV**
INDIANAPOLIS
- WANE-AM**
FORT WAYNE
- WISH-AM & FM**
INDIANAPOLIS

Presented by H-R

ATIONS

Public Trust Held Top AFA Responsibility

WTOP, B&B Prexys Say Citizens' Faith Is Key to Prosperity

Washington Bureau of RADIO-TV DAILY

Washington—The public's trust must be maintained for broadcasting, advertising and allied industries to prosper, the annual AFA Mid-Winter Conference at the Statler-Hilton here was told yesterday by John S. Hayes, president of WTOP-AM-TV, Post-Newsweek stations in Washington, and William R. Hesse, president of Benton & Bowles.

Hayes said, "Broadcasting will continue to grow and perform its vital functions within our democ-

Victor Ratner, of Grey Advertising, Inc., pinned responsibility for present pressures against TV on those who want the medium to be an "intellectual nursemaid for the people." He told the advertisers that Americans want TV for relaxation from life's tensions.

cratic society . . . if faith is maintained in public selectivity, broadcaster responsibility and the advertiser-supported system.

"Anyone who doubts the effectiveness of public choice has never sat in a program director's chair. When the public fails to approve or actively disapproves, that is the moment of change." The government and advertisers should not usurp this prerogative, he stated.

"The ultimate social, moral, legal and economic responsibility for what is broadcast belongs to the broadcaster," he continued, "and he must resist encroach-

Rep. William H. Avery (R., Kans.), told the AFA that private enterprise broadcasting supported by advertisers has given the U. S. a service second to none. He said misleading or fraudulent advertising is of such a small percentage as not to be "a matter of serious concern."

ments from friends, government, networks, advertisers and others."

Hesse illustrated his plea for public trust by recalling ventriloquist Edgar Bergen's former radio shows featuring dummy Charlie McCarthy, in which "the public overwhelmingly took for granted that what was represented to be the case, was the case. The fact that they couldn't see whether the ventriloquist moved his lips or not, or even if he used a dummy, no longer mattered."

Cites 'Prime Benefits'

Discussing the prime benefits of broadcasting to advertising, he said radio and TV offer continuity; the important dimension of time; movement, and awareness and curiosity of the audience.

Dick Linke to Stage Sound Fair Concert

Richard O. Linke has been signed to produce the first of five concerts to be presented at the International Sound Fair, July 25-29 in Detroit.

Linke is manager and associate producer of CBS-TV's "Andy Griffith Show." The concert will be presented on two rotating stages, allowing the audience greater proximity to the performers.

On following days there will be a "Teen-Beat" concert, a "Country" concert, a jazz concert and a classical concert.

Disney Net for Quarter Rockets to \$1,669,213

West Coast Bureau of RADIO-TV DAILY

Hollywood—Walt Disney Productions earned a consolidated net profit of \$1,669,213, equal to one dollar per share, for the quarter ended Dec. 30, 1961, Roy O. Disney reported to stockholders at their annual meeting at the studio. This compares with the previous year's first-quarter net profit of \$115,589, equal to seven cents per share. The current quarter's earnings were after tax provision of \$1,899,000, which compares with last year's \$119,000.

Gross revenues for the quarter were \$15,634,302, an increase of \$5,662,143 over last year's corresponding period.

Disney told stockholders the increase is accounted for primarily by film revenues.

Julie London Visits Benny

Julie London will sing and share in the comedy when she appears as guest star on CBS-TV's "The Jack Benny Program" Mar. 4 (taped).

Lewis May Quit Alcoa Helm For New Spin-Off Series

West Coast Bureau of RADIO-TV DAILY

Hollywood — Richard Lewis, who as executive producer at Revue Studios supervises ABC-TV's "Alcoa Premiere" series, has indicated he may soon bow out of the Alcoa assignment to develop new programs as spin-offs of that show. This follows his previous policy of developing new series and then departing, with "Laramie," "Checkmate," "Suspicion" and "Bachelor Father" among his credits.

Lewis told RADIO-TV DAILY, however, that he enjoys the Alcoa assignment because the sponsor—the Aluminum Co. of America—has stressed that "it wants a quality, prestige show," and has

U. S. Populace Spent 1.27 Billion Hours Per Week Listening to Radio, Indoors and Outside

CBS Radio's Press Department has compiled the following body of substantial information on the healthy status of the electronic sound medium:

At the beginning of 1961, radio was reaching 49.5 million American homes, equipped with 115.7 million receivers—10 million more than the year before. On the highways there were 42.6 million radio equipped automobiles, and there were 10 million sets in public places giving a total of 168.3 million individual points of contact with listeners. Radio sets substantially outnumbered the 132.7 million Americans 12 years of age or older, and during the period from January to October this vast majority of the population spent 1.27 billion hours per week listening to radio—indoors, outdoors, away from home and in automobiles.

The pervasive companionship of radio was further emphasized by the estimate that Americans spent almost a billion dollars for portable radios alone in the past five years.

Purex Shifts Specials For NBC Color Day

"The Indiscriminate Woman," scheduled as the Feb. 15 "Purex Special for Women" on NBC-TV, will be presented instead Mar. 14 as a feature of NBC Color Day. The Feb. 15 "Purex Special" will be a repeat (in b&w only) of "The Trapped Housewife," originally aired Nov. 10, 1960.

Peter Snell, John Uelses On ABC-TV Track Show

Peter Snell, the New Zealand speedster who set three world track records in eight days, and John Uelses, the only man to ever pole vault 16 feet, head the field for the Los Angeles Times track meet which will be shown Sunday on "ABC's Wide World of Sport."

Jim McKay, regular host for the series, and Jim Simpson and Dick Bank will handle the commentary.

Talk Series to Probe Top Harlem Issues

"The Community Sounding Board," consisting of 45 minutes of discussion on subjects of direct interest to Harlem, debuts Sunday as the newest weekly feature on WLIB. The program will be divided into three segments of 15 minutes each.

The first will be conducted by a different local branch of the NAACP, with special guests at the inaugural to be President Percy Sutton of the New York branch and the Rev. Robert C. Chapman, its executive secretary.

The second segment, to be devoted to the Harlem Neighborhood

"Participation of French-African States in African Unity" will be discussed Sunday on WLIB by Ambassador Louis Ignacio-Pinto, of Dahomey, when he is special guest of the "Africa Speaks" program.

Association, will feature key officials and other responsible citizens talking on major local issues and problems. The final portion will consist of "The Urban League Presents" program, which interviews outstanding authorities from various fields.

New Sound Breaks On Baltimore's WJZ

Baltimore—WJZ-TV, Westinghouse station here, has introduced a "musical image" concept for its station breaks. The new WJZ-TV sound is based on a musical interpretation of the station's call letters and channel number and is produced by a full orchestra in nine variations on the same theme. The music was written and recorded by Roy Ross Enterprises of New York.

NBC Int'l Sets Myers To Direct Nigeria TV

NBC International Enterprises Division has named J. Robert Myers managing director of the newly formed Federal Nigerian TV Service, slated to begin operations in early April as the Federal Nigerian Teleservice. Initial programming will be in the areas of education, news, public affairs and entertainment.

Myers will headquarter in Lagos, capital of the Federation of Nigeria, and direct the efforts of 3 key technicians and administrators provided by NBC International, managing agent for the TV service.

With the network since joining as a statistician in 1936, he has served as NBC International's managing consultant to Radio-Television Caracas, Venezuela, from 1960 until his latest appointment. Before that, Myers was NBC Int'l general manager of Television West Wales in London, assistant to the manager of NBC-TV and budget director and controller of the company.

Watch on KOMO-TV

Seattle — KOMO-TV will telecast live, Sunday's basketball game between Seattle U. and Gonzaga at the Civic Arena.

AGENCY NEWSCAST

By WM. McCUTTIE

The Atlanta Advertising Club's 13th annual Advertising Institute will be held there Apr. 19-20 at the Dinkler Plaza Hotel. Already 10 top ad execs have agreed to speak. Among the many subjects are "Measuring Advertising Goals," "Advertising Agency-Client Fiscal Arrangements," "Media Trends" and "The Use of Electronic Brains in Media Selection."

Benton and Bowles has appointed Aldis P. Butler a senior VP and director. Formerly with J. Walter Thompson, he will share responsibilities for senior management on the General Foods account and others. Butler has also been VP in charge of Young and Rubicam's Detroit office.

M. Polaner and Son (preservers) has set a campaign on WOR-TV's "Territoon Carnival." Sponsorship on another New York TV station is being planned. Agency is Fuller & Smith & Ross . . . Product Services, Inc., is running a campaign through Apr. 2 on NBC-TV's Jack Paar and "Today" shows to introduce Technical Tape's new Tuck Pop-Outs, clear

Agency Booklet Sets The Record Straight

"Because now . . . all advertising is coming under indictment," the Lawrence C. Gumbinner Advertising Agency is mailing a second printing of a 15-page booklet, "Advertising, What's In It for You?" to hundreds of companies suggesting that they be made available to employees. The booklet aims to clarify advertising's purposes and achievements to consumers.

plastic utility bags . . . Sy Shaffer Enterprises has completed music for a 60-second commercial for Vaseline Hair Tonic and a 60-second TV message for Revlon's "New Eye Velvet" and "New Brush-On Mascara." Norman, Craig & Kummel is agency for both . . . Piano music for a Helena Rubinstein TV commercial was supplied by Billy Nalle. Agency is L. W. Frohlich.

N.J. Senator Spreads GOP Word via Radio

New Brunswick, N. J.—The Republican legislative program for New Jersey is being discussed this week and next by State Sen. Frank S. Farley on 20 radio stations throughout the state via tape.

The original program was broadcast Tuesday on the "Rutgers University Forum" on WCTC-AM-FM. Two local newsmen interview the Senate president. Moderator is Arnie Zucker of the School's Radio Center, producer of the weekly forum.

Young-TV Does Survey Of WLUK Wis. Market

A comprehensive market-station presentation covering Green Bay and Northeastern Wisconsin has been published this week by Young-TV. Researched and written by Marvin Roslin, Young-TV research director, the brochure offers new and detailed market information of this region.

The pamphlet contains two maps offering circulation and other coverage data pertaining to WLUK-TV, Green Bay.

Repping WNEB

Worcester, Mass.—WNEB has appointed Venard, Rintoul & McConnell as national sales reps.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

The 141 radio and TV station members of the GAB (shame on the 15 who haven't joined) during 1961 broadcast 540,000 public and community service spot announcements and programming, with a conservative value of \$5,000,000 in air time, personnel services and materials.

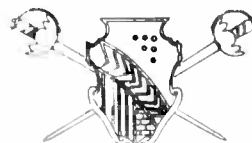
A highway safety campaign on the air was officially credited by Georgia for sharply reducing death and accident tolls on state roads. The GAB on Gov. Vandiver's gratitude for spurring trade and commerce developments, for promoting tourism, a "rubbish roundup" and razing of unsightly buildings.

THE GAB sparked two special projects on behalf of education, conducted a seminar for 150 county school superintendents, produced and coordinated a 13-week "Reading Improvement" series on TV and another 7-week series on "Child Development" with Georgia State College. The Atlanta Chamber of Commerce praised the broadcasters for helping obtain citizen cooperation during the school integration crisis.

Farm economy, a major problem, got a big lift via regular and special programs. There were the "Thankful Sharing Crusade" to assist CARE and cores of spots for dozens of other worthwhile religious and charitable causes. The nation was served through drives on behalf of Treasury savings bonds, etc., etc.

One can't possibly fit all the doings into this space—but I'm sure you get the idea by now. Nor, do I mean to imply that broadcasters in other states aren't doing as much. It's simply this: I'm gratified to see it all in one piece or a change, instead of being chewed to bits at public hearings and interlarded between desultory questioning by examiners fishing for inconsequential but provocative headlines.

American broadcasting has little to be ashamed of, so much to be proud of . . . And now that the FCC has fumbled through the final round of its quiz, I hope the foregoing will help set the record straight again.



EACH DAY COUNTS

Just as our today has been determined by the way we lived yesterday so our tomorrow is determined by the way we live today.

We are not at liberty to act as freely as we choose because we are conditioned by our past. Our character, for instance, is the sum total of our decisions and those decisions govern the decisions we make today for tomorrow.

The old slogan of "Live and let live" has real value in determining our decisions, for it stresses tolerance and respects the rights of others. Yet helpful as such an attitude is, it does not offer as a guide for tomorrow the positive, constructive approach that is to be found in the philosophy, "Live and help live."

—A Thought For The Day—

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

Suburbia Psyched By Hub City Outlet

Boston—"Self Centered Suburbia," a half-hour documentary, will explore the attitudes of suburbanites toward their own problems, as well as those of the overall Boston Metropolitan Area on WBZ Radio Feb. 16.

This first in a series of documentaries on suburbia, written by Harry Durning, produced by Jack Williams, and narrated by Bob Lape, will be presented on behalf of the station's "Sounds of Democracy: 1962" public service campaign.

AWRT Hears Senators

(Continued from Page 1)

which the subcommittee would turn its attention to bills having to do with regulation of networks. He said there would be a report on space communications, and listed as a possible third set of hearings, the political broadcasting situation.

McGee said "we must wait for Mr. Barnum—Newton Minow—downtown, to get rid of his circus before we can tell where we go from there."

Present as guests were FCC Commissioners Ford, Lee, Cross and Chairman Minow.

'Village' Is Coming Down Your Street

Hollywood—"Video Village," CBS-TV daytimer, will take to the road in April for an extensive tour of cities and towns. The show, which uses stores and a main street as a format, will be telecast from theatres and main streets themselves. Residents will be contestants.

Execs Jump to Peru On 22-Day Latin Tour

Lima, Peru—Seventeen Radio and TV executives, under NAB auspices, who concluded a four-day visit to Mexico last night, will continue a 22-day, six-nation tour of Latin America here today.

Among the execs are Herbert E. Evans, Peoples Broadcasting Corp. president; Howard H. Bell, NAB industry affairs VP; George C. Hatch, Intermountain network chairman; Robert W. Ferguson, WTRF-TV, Wheeling, W. Va., exec VP and general manager, and D. L. Provost, Hearst Corp. VP.

President Adolfo Lopez Mateos of Mexico hailed the visit as "one more proof of the friendship which exists between the U. S. and Mexico."

THIS MAN IS SENTENCED TO DIE



The man is Don White, 24-year-old convicted murderer. He lives today in the King County Jail in Seattle. His story is not pretty. It is sordid, shocking. Yet its telling might save the lives of other Don Whites walking the streets of our cities.

Next Monday evening, February 12, at 9:30 p.m., Menley & James Laboratories, makers of CONTACT will present Don White's story on WPIX-TV. See and hear Don White for 60 minutes. You will never forget him.

"THE VOLCANO NAMED WHITE"

WPIX-TV, CH 11

Monday, February 12 • 9:30 P.M.

This is more than a powerful television program. It is a shocking and disturbing commentary on our times, our attitudes, our wasted people. Produced by the Crown Stations of the Pacific Northwest.

THE CROWN STATIONS

KING-AM-FM-TV SEATTLE
KGW-AM-TV PORTLAND
KREM-AM-FM-TV SPOKANE

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS



Established February

Indiana University Library
Bloomington Ind

OL. 90, NO. 29

FRIDAY, FEBRUARY 9, 1962

TEN CENTS

VIDEO NEWS 'BELIEVABILITY' TOPS!

1/2 Million, All Cash, for WNCT Proclaims Tycoon's TV Entry

Ithaca, N. Y. — Purchase of WNCT-TV, Greenville, N. C., for \$2,557,458 cash by Roy H. Park, president and sole stockholder of Roy H. Park Broadcasting Inc., marks his full-fledged entry into TV broadcasting. Parks yesterday stated he will retain the station's present staff, headed

(Continued on Page 3)

West Picks Jorgensen as 'Ad Man of Year'

West Coast Bureau of RADIO-TV DAILY Los Angeles — Kai Jorgensen, president of Hixson & Jorgensen, is to be named Western States Advertising Agency Association's advertising Man of the Year for 1961, at a special luncheon today in the Ambassador Hotel.

TP Begins 4-City Tour to Show New Process

Two West Coast executives have arrived in New York to start a four-city tour of advertising agencies, demonstrating examples of Paramount TV Productions' "farconi-direct-to-film" process.

(Continued on Page 7)

Mexican Broadcasters Find Glenn's Orbit Delays Costly

Mexico City—Mexico is champing at the bit because of the U.S. delay in putting Lt. Col. John H. Glenn, Jr., into an orbital orbit. While this country's broadcasters can't spend as much money on American radio and TV for coverage, the postponements nevertheless are proving costly to Mexican radio and TV.

Telecentro, which will have a crew at Cape Canaveral, has not released any figures on the actual outlay, but it is believed to

(Continued on Page 4)

Radio's Reach in Suburbia Outscores Print

Los Angeles—Radio commercials reach more than 30 per cent more potential buyers in the higher income suburbs than newspaper ads, Maurie Webster, CBS Radio Spot sales VP and general manager, told Southern California advertising execs yesterday.

Within the newspaper-defined city zone, the city's radio stations reach 84.5 per cent of all the people in an average day, he said, and in the retail trading zone, these same stations have an 83.6 per cent penetration; in the city zone, they reach 78.1 per cent, but in the retail trading zone they drop to less than 50 per cent. Suburban income is 42 per cent higher than in city centers, Webster said.

NAB PLANS BOARD SHIFT FOR BETTER MEMBER AID

Washington Bureau of RADIO-TV DAILY

Washington—The NAB has appointed a committee to study possibilities of realigning its radio and TV boards of directors for better member representation. Called the Composition Committee, its establishment and the study were recommended at the recent meeting of the NAB joint board at Sarasota. Findings will

(Continued on Page 8)

Travelers & Arrow Back Masters Golf on CBS-TV

CBS-TV coverage of the 26th Masters Golf Tournament Apr. 7-8 from the Augusta (Ga.) National Golf Club will be sponsored by Travelers Insurance and Cluett, Peabody & Co. (Arrow Shirts), both via Young & Rubicam.

Media for Red Cross

Washington—All radio and TV networks will carry a message by President Kennedy Feb. 28, inaugurating Red Cross Month. During March, a galaxy of stars will promote the fund campaign. NBC chairman Robert W. Sarnoff is the campaign's national vice chairman for public information, and George Murphy is vice chairman for entertainment.

Hazel Bishop Tabs Million for ABC-TV

Hazel Bishop, Inc., will sponsor five prime time programs on ABC-TV beginning in April, with an over-\$1-million purchase representing the company's first such campaign since its merger with Lanolin Plus. No agency was involved because Hazel Bishop currently is shopping for a new one.

Programs involved in the buy

(Continued on Page 3)

Roper Survey Shows 60% More Preferring TV Source to Press

Philadelphia — A stinging response to the recent assertion by Wall Street Journal president Bernard Kilgore that news and information are not prime functions of the broadcast media came in this city yesterday with the announcement of results in a nationwide public opinion survey showing:

This conclusion is derived from a study conducted by Elmo Roper and Associates, reputed research firm, which used "a statistically accurate representative cross-section, comprising 2,000 adults in the United States."

The findings were revealed by

(Continued on Page 8)

Horton in Exclusive Pact With NBC for 1962-'63

Robert Horton, co-star of NBC-TV's "Wagon Train," has signed an exclusive agreement with NBC-TV for the 1962-'63 season and will perform as a guest star on many network programs next season, singing as well as acting. Horton was represented by the Ashley-Steiner Agency in the negotiation with NBC. "Wagon Train" moves to ABC-TV next season.

London Critics Rapped For Scorning Old Movies

London — Critics, who have been complaining of ITV's increasing use of old movies because of the Equity strike, have been rapped by Sir Robert Frazer, head of Britain's Independent Television Authority, "watchdog" of the entire ITV setup. "You can't go wrong with old films," he said, adding, "I don't think there is an easier way for popularity with audiences."

CAROL CHANNING! TONIGHT ON 'PM' STARRING MIKE WALLACE



Westinghouse Broadcasting Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 29 Fri., Feb. 9, 1962 10 Cts.

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ARTHUR PERLES : : : Editor

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Omaha Station Offers Hockey Party for Fans

Omaha—KMTV held a special hockey-party at the Aksarben Coliseum, buying out the house for the Indianapolis-Omaha game and giving tickets to viewers who wrote in for them.

The station gave candy to all children attending, introduced its air personalities and, between periods, Yogi Bear, Huckleberry Hound and Quick-Draw McGraw entertained. The home team won the game.

ADVERTISING ADMINISTRATIVE ASSISTANT

Young lady, familiar all phases agency operation — print and time buying, copy, production. Executive secretarial skills and qualifications . . . creative . . . capable of responsibility, own correspondence. College grad looking for "Right Hand" position to executive. Prefer advertising agency. Possibility of bringing in new business. Salary desired, \$6,500, to start. Write

Box No. 154, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

COMING AND GOING

DANNY THOMAS, CBS-TV star, arrives in New York today. On Sunday he will be honored with a special Entertainment Industry Tribute at a dinner at the Waldorf-Astoria.

JAMES G. RIDDELL, ABC VP in charge of Western Division, and ELTON H. RULE, VP and general manager of KABC-TV, will arrive in town Monday for week-long home office meetings.

VERA DAY, British television luminary, has arrived in the United States.

WILLIAM KRONICK, producer-director, will arrive in New York from Hollywood on Monday to film sequences for Wolper Productions' TV special, "Biography of a Movie."

CAROL BYRON, featured in CBS-TV's "Window on Main Street" and "Oh, Those Bells!," will arrive in New York Monday.

Barnathan Elected To Board of TvB

Julius Barnathan, newly-elected president of the ABC o&o TV stations has been named to the board of directors of the Television Bureau of Advertising. He succeeds Stephen C. Riddleberger who recently was elected president of the ABC o&o Radio Stations.



BARNATHAN

Barnathan joined ABC in 1954 as supervisor of ratings. In 1956, he was named manager of TV Research and in 1957, director of Research. He was elected vice president in charge of Research in March 1959 and in July of that year was made vice president for affiliated TV stations. Before joining ABC, Barnathan was K&E director of media research and statistical analysis.

Other network members on the TvB board of directors are Craig Lawrence of CBS TV Stations and P. A. Sugg of NBC.

Minneapolis Exec Plans Middle East News Trek

Minneapolis—WTCN public affairs director James H. Grant leaves Tuesday on a one-month tour of the Middle East during which he will send back daily taped reports on current conditions there.

3 Ads in IBA Finals

Three videotape commercials produced by MGM Telestudios are among 11 category finalists for the second annual International Broadcasting Awards. They are "Miles" for GE, "Dog with Toy" for Reynolds Metals and "Orange Juice" for Alcoa.

Capsule Accounts

Pittsburgh—One - minute book reviews prepared by the Carnegie Library are being broadcast daily over WWSW-AM-FM.

No Paper Monday

Monday, Feb. 12, is Lincoln's Birthday, a legal holiday. In observance, RADIO-TV DAILY will not be published. Publication will be resumed on Tuesday.

Show World Marks 'Variety Club Week'

New York City Tent No. 35, Variety Clubs International, will join in the fourth annual observance of Variety Week, Monday thru Saturday.

The work of the 35-year-old club and its present 10,000 show business members will be highlighted in the United States, Mexico, Canada, England and Ireland (the Variety International convention will be held in Dublin May 14-19), according to Chas. A. Alicoate, chief barker of New York Variety.

\$80,000,000 Raised

Variety Clubs International has raised more than \$80,000,000 since it was founded, Alicoate said. Last year they raised more than \$3,000,000 for handicapped children.

New York Variety's "Heart Projects" include the Hempstead, L. I. Center for Orthopedically Handicapped Children, sponsored by the Bill Corum Fund, the Cancer Control Research Foundation, which supports the research of Dr. Emanuel Revici at the Institute of Applied Biology and Trafalgar Hospital, and AGVA's JD Youth Fund.

FINANCIAL

(Feb. 8)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. 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 stocks like Capital Cities, Desilu, MPO, Reeves Sound, etc.

* OVER THE COUNTER

Table with columns: Bid, Ask. Lists stocks like Bartell, Jerrold, Meredith, etc.

* Courtesy of National Association of Security Dealers.

Author Lillian Smith On 'Youth Forum' Panel

Lillian Smith, noted southern author of "Strange Fruit" and "Killers of the Dream," will join a panel of high-school students examining the question: "Do Laws Outlaw Prejudice?" on WNBC-TV's "Dorothy Gordon Youth Forum," Sunday.

ASCAP Arbitrates on Fees

ASCAP has begun arbitration proceedings against Cascade Broadcasting Co. of Seattle, owner of four TV and three radio stations, to recover \$68,351.14 in unpaid license fees. Four separate demands for arbitration were filed, based on the four ASCAP license agreements which cover the Cascade stations.

The license agreements between ASCAP and Cascade resulted

from a court proceeding begun in 1959 in which 68 radio and TV stations located in the state of Washington asked Judge Ryan to determine reasonable rates for their use of musical composition in the ASCAP repertory. On Nov. 20, 1959, Judge Ryan approved the forms of radio and TV contracts on which ASCAP bases its arbitration demands in the current proceedings.

Private Video Cost \$7 Million in Revenue

Ad Dollars Drained From Gov't Network By 8 '2nd' Outlets

Special To RADIO-TV DAILY

Montreal—Emergence in Canada of privately-owned "second" TV stations in eight major centers meant a "drain" on some \$7 million from CBC advertising revenue during 1961, according to J. Alphonse Ouimet, president of the crown-owned network. He added, however, that the figure—about 7 per cent of CBC's previous revenue—was "just about what we anticipated."

Ouimet said that other than the effect on commercial revenue, the

"TV is a mass appeal medium," Ouimet said, "different from radio. It may well be that as TV becomes more mature, the program 'mix' might be more varied, but we still have to serve all tastes."

Development of the competitive private stations had resulted in little change in CBC's operations, and it is not expected that the network will adjust TV along the same specialized lines it follows in radio—leaving the more commercial aspects of broadcasting to private operators.

But the CBC president said the network faces two major tasks in the immediate future—the extension of TV coverage to areas not now served, and completion of a nationwide production operation to reflect all of Canada to the whole country." Named as the latter's prime requirements by Ouimet were a CBC outlet in Saskatchewan, English-language facilities in New Brunswick and improved service from Newfoundland.

KGB-FM to Broadcast Multiplex Stereo

San Diego—KGB-FM will begin broadcasting multiplex stereo Monday from 6 AM to midnight seven days a week. Also, power has been increased to 74,000 watts. The station's programming of popular, listenable and melodic music will continue," Marion R. Harris, president, said.

Listeners Draw Bows On Famous Lovers

Detroit—WJBK deejays are dropping clues on their programs everyday until St. Valentine's day to help listeners identify the 'Famous Sweethearts' of the day. The romantic couple is selected daily from history, fiction, comics, etc.

Peter Straus Heads UJA Div. Campaign

R. Peter Straus, of The Straus Broadcasting Group, has accepted the 1962 chairmanship of the TV and Radio Broadcasters Division of the United Jewish Appeal of Greater New York. The current UJA drive seeks a goal of \$95 million, of which \$35 million is earmarked for a special



STRAUS

"opportunity fund" to help the increased wave of immigration to Israel, America and other democratic countries.

Meantime, a panel discussion on "Reunion with Life," concerning worldwide migration, will inaugurate the campaign of the UJA Women's division in New York, moderated by CBS News correspondent Stuart Novins Wednesday at the Waldorf-Astoria.

FCC Nixes WQXR Plea Against L. I. Application

Washington Bureau of RADIO-TV DAILY
Washington—The FCC has tentatively denied the protest by WQXR, New York, and moved toward grant of application of Patchogue Broadcasting for a new AM Radio station to use the call letters WAPC on 1570 KC, 1 KW, directional antenna, daytime, in Riverhead, N. Y.

The FCC staff was directed to draw up papers to that effect, but the action will not become effective until a final vote is taken.

Rasky to Produce

Harry Rasky, who has won many top awards for public affairs and news broadcasting, has been named producer of ABC-TV's "Meet the Professor."

NBC Distributes Student Aid To Supplement Orbit Prevue

As a special aid to students who will be watching the attempt to place Lt. Col. John H. Glenn, Jr., in orbit, NBC-TV is distributing a special discussion guide to grade schools, high schools and colleges throughout the country.

The guide, prepared by NBC News, will provide background material for teachers and students that will supplement its "How to Watch an Orbit Shot," to be pres-

ADMEN BRAVING CAMERAS TO DEFEND PROFESSION

The critical attitude of intellectuals towards advertising will be examined closely Sunday on WNBC-TV's "Open Mind" by a group of experts operating with in the peripheral title, "Does Advertising Deserve Its Reputation?"

'BAIT AD' TARGET OF FILM EXPOSE

BBB Association Offers 20-Minute Documentary

A 20-minute color film on "bait advertising" is being made available to TV stations by the Association of Better Business Bureaus.

The film, "Too Good to be True," shows how unscrupulous dealers victimize not only unwary customers but also legitimate competitors.

The film utilizes a professional cast of actors to dramatize various "bait and switch" situations such as a \$19.95 rebuilt sewing machine, incredible used-car bargains and a refrigerator that is nailed to the floor.

Bud Collyer narrates the production.

Slapstick Returning In New CBS Series

A new comedy series, "Oh, Those Bells!" starring the Wiers Brothers, will debut Mar. 8 on CBS-TV.

The new show, featuring slapstick comedy, will be set in a Hollywood property house inhabited by three brothers—Herbert, Harry and Sylvester Bell—the last living descendants of a dynasty of theatrical prop, wig and costume makers, popular in another day and age.

The series is produced by Ben Brady and directed by Norman Abbott, Jack Arnold and Charles Barton.

David Ogilvy, chairman of the board, Ogilvy Benson & Mather; Walter Weir, chairman of the executive committee, Donahue & Coe; Mildred Brady, editorial director, Consumer Reports; Albert G. Seidman, attorney-in-charge, N. Y. field office, Federal Trade Commission, will comprise the panel.

Professor Eric F. Goldman, history dept., Princeton University, will be the moderator.

Park, Industrialist Enters the TV Field

(Continued from Page 1)

by A. Hartwell Campbell, general manager.

Park, active in business, publishing and public relations, is a native of North Carolina, with extensive business interests and investments there and in New York state. He is vice president and general manager of the Duncan Hines Institute, Inc., editor-in-chief of the Duncan Hines Travel Books, and vice president and general manager of Hines-Park Foods, Inc., Ithaca.

Park also heads several of his own Ithaca companies: a publishing and printing company, Roy H. Park, Inc., which includes the agricultural business paper Cooperative Digest and Farm Power; an advertising agency, Agricultural Advertising and Research, Inc.; and the Upstate Small Business Investment Company, Inc. He is a member of the board of directors of KREB, Shreveport, La.

Hazel Bishop on ABC-TV

(Continued from Page 1)

are "77 Sunset Strip," "Hawaiian Eve," "Surfside Six," "Target: The Corrupters" and the new Sunday Night Movies. Commercials will promote all Hazel Bishop and Lanolin Plus brands.

Pitt Radio-TV Club To Hear PGW Chief

Lloyd Griffin, TV president of Peters, Griffin, Woodward, will address a luncheon meeting of The Pittsburgh Radio and Television Club Feb. 20. Title of his talk will be "The Case for Media Planning by Markets."

ented on the "Today" show one day before the scheduled launching.

The special "Today" program features Roy Neal and Frank McGee, NBC News anchormen for the orbit coverage, telling viewers what to look for and how to interpret various stages of the undertaking.

Latest word is that the shot will be attempted Wednesday.

Texas Solons Honor San Antonio's Gaines

San Antonio—James M. Gaines, president of Southland Industries, Inc., operators of WOAI and WOAI-TV, was honored by a resolution passed by the State House of Representatives. Sponsored by the seven Bexar County representatives, it praised Gaines as "a man of outstanding achievement in business, a leader in civic enterprises, an active force in charitable projects."

Cooperstein Pushing All-Channel TV Sets

Newark—Because "UHF is the only place New Jersey can go in TV" now that Channel 13 has been sold to a New York ETV group, Edwin Cooperstein, head of New Jersey Television Broadcasting, has written his state's entire congressional delegation urging support of the FCC's proposals for manufacture of all-channel receivers.

The FCC has recommended legislation requiring all new TV sets to be capable of receiving UHF as well as VHF.

"The most important step which could be taken to aid the development of UHF everywhere would be a home receiver capable of getting all channels in the UHF band as well as VHF," Cooperstein said in his letter.

'British Calendar' Issue On Industry, Colonies

The current issue of "British Calendar," a series of quarter-hour TV films distributed by British Information Services, presents nine features dealing with British colonies in Africa, a machine that re-creates human speech, the casting of cathedral bells and a new anti-tank missile.

The series is available either on a weekly or bi-weekly basis.

Soderberg and Miller Manage Austin Stations

Austin, Minn.—Ken Soderberg, former sales manager, has been named manager of KAUS. Ross Miller will manage KMMT-TV. He has been regional sales manager at KGLO, Mason City, Ia.

STORK NEWS

A son, Michael Francis, was born to Mr. and Mrs. Joe Cullinane. Father is advertising and sales promotion manager of WEI—CBS Radio in Boston.

Hal Duchin, associate media supervisor with Batten, Barton, Durstine & Osborn, and his wife, have a new daughter, Debra Ann.



By TED GREEN

• • • Owners of the Malibu Shore Club, Lido Beach, L. I., huddling with several N. Y. stations on airing a late-night deejay show from there this Summer . . . Those two sparkling teenagers on the cover of this week's Saturday Evening Post are Linda and Bob Rich, offspring of Seven Arts Associated VP and general sales manager Robert Rich . . . WDSU-TV, New Orleans, will present live coverage for the fourth year of the \$30,000 Greater New Orleans Open Feb. 22-25, airing the golf tourney in color . . . Casper Citron was host this week on his WRFM midnight show to Judge Michael Musmanno, author of the Macfadden paperback, "Ten Days to Die," story of Hitler's last 10 days. The busy judge will also appear next week on WGR-AM-FM, Buffalo.

☆ ☆ ☆ ☆

• • • It's been less than three months since Herb Landon left Grey Advertising, Inc., to form his own PR firm, Herbert K. Landon, Inc., and he already has a diversified client list and will soon be publicizing upcoming TV shows, in addition to product promotion.



LANDON

☆ ☆ ☆ ☆

• • • Meet: Caroline O'Connor, commercial spokeswoman for the Purex Co. on all its TV advertising, is 5-foot-7, has dark brown hair, blue eyes and weighs 119 pounds, and at one time was a top Powers model. The wife of ad exec Bryant Seaman and the mother of two sons, her 9-year-old Bryant, Jr., frequently appears with her whenever a youngster is needed for a Purex commercial. A graduate of Barnard College, Caroline has been doing TV commercials on all of the networks for several years. Since 1960 she has been noted as the spokeswoman for Purex. Last Summer she replaced Carol Reed for two weeks on the CBS-TV weather show. Her Purex commercials this year are featured on the "World Of . . ." TV specials series.



MISS O'CONNOR

☆ ☆ ☆ ☆

• • • Gary Reynolds of the Ford and Reynolds comedy team will become a proud papa around Mar. 1. His beautiful wife, Lyndia, was "Miss North Carolina" in the 1960 Miss Universe Pageant! . . . Send get well cards to Audio Fidelity's Diane Terman in University Hospital on E. 20th St. . . . Some of the commercial boys should get on the ball and grab announcer Frank Waldecker, who was long associated with the famed "Twenty Questions" show. Frank not only sounds good, but looks like a million on camera. . . . Eurasian actress Nai Bonet, who did TV work in Japan, ought to be a natural for any show that needs a beautiful gal in an East-West type plot.

☆ ☆ ☆ ☆

• • • Lovely (36-24-35) singer Diane Pane is back in town after an 8-month engagement in Miami. She's signed with Joe Fontana for personal management and Morse-Gurtman Associates for press . . . Ben Werba, vet bartender at the Park-Sheraton and favorite of the show biz crowd, is on the mend at Brooklyn Jewish Hospital after a heart attack . . . Child star Barry Gordon will return to Broadway in "A Thousand Clowns," in which Jason Robards, Jr., gets top billing . . . Teenage singers Patty and Peter, who are clicking with their "Tarzan Baby" disc, are being considered for a TV pilot.

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• • • Shirley Bassey's superb performance on the Garry Moore TVer this week should open all doors to major hotel spots and night clubs for England's top singing star! Incidentally, the deejays are giving Shirley a big play with her new UA album! . . . Peter Duchin, son of the late Eddie Duchin, will tell about his own musical career when he guests Monday on Elizabeth Morgan's WNTA show. . . . Michael Dominico, who has solo danced on the Ed Sullivan and Garry Moore TV stanzas, trips the light fantastic in "The Golden Apple," the prize-winning musical which is revived at the York Playhouse starting Monday night.

Army Using 'Ripcord' To Pull in Recruits

Footage of actors Larry Penno and Ken Curtis doing their own free-fall pin-point para-diving in Ziv-UA's "Ripcord" has been so cited by and granted to the U. Army for use in its recruitment campaign for enlistments in the service's Airborne Division.

Scheuer to Program Cellomatic Features

The Cellomatic Division Screen Gems has appointed Charles Scheuer program development director for its expanding industrial theatre department.

Scheuer formerly was associated in a similar capacity with Mauri Evans Industrials, Inc., and, with Evans, played a major part in producing the 1959 General Motors Motorama. He also created industrial shows for such companies as General Electric, Mutual of New York, Motorola, Ford Motor Co. and Hotpoint.

Cellomatic said it now is able to present anything "from a touring show with a large cast, to a small presentation with compact speakers and visuals—from silent films and live presentations to motion pictures and closed-circuit TV."

3 New Foreign Outlets Name Michelson U.S. Rep

Three newly established TV stations, Grampian TV, Aberdeen Scotland; Manila Times TV (DZMT-TV) Manila, and Malta TV, Island of Malta, have appointed Charles Michelson Inc., their U. S. station rep and publicizing agent.

Michelson now represents area stations in nine countries. The others are Australia, Thailand, Nigeria, Virgin Islands, Rhodesia and Canada.

Orbit Show in Mexico

(Continued from Page 1)

be over \$50,000. Commentator Jacobo Zabudowsky has had shuttle back and forth between Florida and Mexico, but will be at the Cape for next week's try.

Monterrey area viewers will get direct coverage of the show while those in this capital and Guadalajara will see it six hours later via videotape rushed here by special plane from Emilio Azcarraga's KWEX-TV in San Antonio. Cost of the retransmission will be around \$4,000.

In Monterrey, prior to the shoot, a number of documentaries and scientific shorts will be shown along with animated cartoons explaining the operation. Radio Station XEW here, key outlet in the Azcarraga chain, will air direct coverage from the Cape by Zabudowsky.

Wolper Show Starts Katz 'Trailblazing'

"Trailblazer," the Katz Agency-UA arrangement for the purchase of first-run 30 minute series for the fall of '62 by a group of stations, will begin with a David Wolper production, "The Story of . . ."

Under the "Trailblazer" plan, David L. Wolper yesterday announced purchase of all motion picture, TV and radio rights to Theodore H. White's best-selling book, "The Making of the President 1960." Wolper soon will produce two hour-long TV documentaries based on the book.

Participating Katz-repped stations will guarantee a prime evening time period for the series to a national or regional advertiser. With the prime time series, Katz will seek sponsors interested in required markets. A guarantee of prime time clearance is considered the key to the plan and a prerequisite for program sale to a national or regional sponsor.

FMA Names Hamilton, Zimbert to Staff Posts

FMA has appointed G. Edward Hamilton, engineering director and Richard Zimbert business affairs director.

Hamilton was with ABC for 12 years before leaving to join FIA, and before that was with Wabont Laboratories. Zimbert, whose appointment takes effect April 26, is currently business manager of Leo Burnett. Formerly, he was assistant executive secretary for AFTRA and SAG.

WCBM Appoints Edwards

Baltimore—WCBM has appointed Edwards as director of production.

BBC Video Audience Share Climbed 6 Per Cent in 1961

Special To RADIO-TV DAILY

London—Viewers able to choose between BBC-TV and ITV spent 6 per cent of their time watching BBC programs and 55 per cent watching ITV in the October-December quarter of 1961, according to figures released this week. In the same quarter in 1960, 39 per cent watched BBC-TV and 61 per cent ITV.

In their report on viewing trends, the BBC's audience research department, which questions 4,000 different people every day, said that in October—which is before the Equity dispute with ITV contractors began—the

IT'S 'COL. HAYES' NOW FOR ARTHUR

Owensboro, Ky. — Arthur Hull Hayes, president of CBS Radio, has been commissioned a Kentucky Colonel following an address before the Owensboro - Daviess County Chamber of Commerce. He said:



HAYES

"Only informed citizens are equipped to make the difficult decisions on which the democratic process rests. Radio's emergence as perhaps the most relied-upon source of news ever known happened almost overnight, as history is measured. Today, radio is the public historian of events."

Miami to Eye Project Amigo

Miami — The needs of Cuban refugees and the way they are being met by Dade County welfare programs will be examined Sunday in "Project Amigo" on WCKT-TV.

The show is a public affairs presentation, produced by the local chapter of the National Conference of Christians and Jews, and is the first of four to be presented here by the NCCJ on a variety of present-day social problems.

Moderating a panel discussion in the program will be Max Karl, regional director of the NCCJ. Director is Russ Rose, of WCKT News.

New Omaha Studios Seal Time Capsule

Omaha -Meredith Publishing & Broadcasting companies have sealed a time capsule, to be opened in the year 2000, in their new Meredith WOW building here. Ceremonies of the sealing were aired on WOW and WOW-TV.

Contained in the capsule are letters from NAB president LeRoy Collins; RAB president Kevin Sweeney; TvB president Norman Cash; CBS president Frank Stanton; CBS-TV president James T. Aubrey, Jr.; CBS Radio president Arthur Hull Hayes; AT&T exec F. R. Kappel; Gov. Frank B. Morrison, and Mayor James Dworak of this city.

Comic to Razz Ratings On 'Garry Moore Show'

Singer Mel Torme and comedian Cliff Norton are special guests on "The Garry Moore Show" Tuesday on CBS-TV. They join host Moore and regulars Durward Kirby and Carol Burnett.

Norton will present a comedy routine based on TV rating methods. The show is produced by Joe Hamilton and directed by Dave Geisel. Bob Banner is exec producer.

AGENCIES

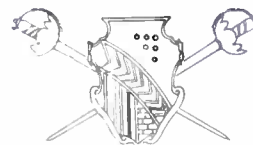
By WM. McCUTTIE

Herbert D. Strauss, Grey Advertising president, in a recent speech before the Pharmaceutical Advertising Club, predicted "revolutionary changes in proprietary drug advertising." Five types of "formula" commercials are wearing out fast, fast, fast, he said, and will be replaced by a warm, human approach and arresting techniques.

Radio Television Training of America, New York, (correspondence courses) has begun a 13-week campaign on WABC through Metils & Lebow.

Peter Gagarin has joined Kenyon & Eckhardt as an account executive. Lennen & Newell has added Michael Remba to the copy department. Grant Advertising has named Greg Sherry exec VP. He will direct all Chicago office operations.

The Wampole Laboratories Division of the Denver Chemical Manufacturing Co., Stamford, Conn., has retained Kastor Hilton Chesley Clifford & Atherton. Oscar Krauss Advertising has moved to larger New York quarters on E. 41st St.



When business is good it pays to advertise; when business is bad, you've got to advertise!

—A Thought For The Day—

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

Dwight D. Eisenhower

HONORARY CHAIRMAN of the BOARD

AMERICAN HEART ASSOCIATION

IN A FILM MESSAGE TO

THE AMERICAN PEOPLE



"As free citizens of a free society, we have always voluntarily joined together to serve our own needs as they arise. This is a philosophy deeply rooted in the American past. To my mind, one of the most vivid demonstrations of this philosophy can be seen in the work of the American Heart Association. It is a truly democratic organization composed of laymen, physicians and scientists. We are working voluntarily to combat our nation's most serious health problem. I speak of diseases of the heart and blood vessels which take almost one million lives in the United States each year—more than all other causes combined. I urge you to join with me in supporting the Heart Association and the Heart Fund. The part you play has a very real, a very important influence on the outcome of this vital national effort."

Eisenhower, on film and record, in support of American Heart Association and the 1962 Heart Fund Campaign, February 1-28.

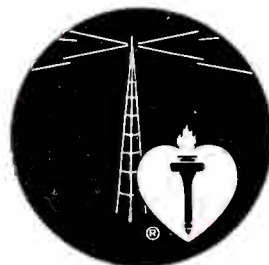
Anna Marie Alberghetti	Burl Ives
Frankie Avalon	George Jessel
LaVern Baker	Carolyn Jones
Anne Bancroft	Kitty Kallen
Tony Bennett	Jack Kelly
Polly Bergen	Deborah Kerr
Milton Berle	Frankie Laine
Claire Bloom	Steve Lawrence
Pat Boone	Peggy Lee
Shirley Booth	Jack Lemmon
Marlan Branda	June Lockhart
George Burns	Guy Lombardo
Richard Burton	Gordan MacRae
Van Cliburn	Mary Martin
Rosemary Clooney	Marvin Miller
Ron Cochran	Garry Moore
Bud Collyer	Jaye P. Morgan
Bobby Darin	Paul Newman
Don Dunphy	The Notworthies
Jimmy Durante	Edmond O'Brien
Ralph Edwards	Patti Page
Maurice Evans	Betsy Palmer
Peter Falk	Robert Preston
Eileen Farrell	Vincent Price
Jase Ferrer	Donna Reed
Ella Fitzgerald	Richard Rodgers
Jane Fonda	Jo Stafford
The Four Lads	John Cameron Swayze
Connie Francis	Lee Tracy
Mona Freeman	Conway Twitty
Jackie Gleason	Mike Wallace
Eydie Gormé	Jack Webb
Lena Horne	Meredith Willson
Robert Horton	Shelley Winters

Networks and stations, advertisers and agencies are urged to give these voices time on air to help save hearts and lives.

HEART COMMITTEE OF THE BROADCASTING INDUSTRY

Co-Chairman,
Network Division:
James T. Aubrey, Jr., Pres., CBS-TV

Co-Chairman,
Local Station Division:
Joe Floyd, Pres.,



**AMERICAN
HEART
ASSOCIATION**

RADIO-TV-FILM DIVISION

44 E. 23rd ST., NEW YORK 10, N.Y.

GR 7-9170



By HJORDIS LINDELOW

At the Executive Club of Chicago's recent luncheon meeting, FCC Commissioner Newton N. Minow predicted that the 543 TV stations will double in the next 10 years. He also said more homes have TV sets than inside dumbing. . . . Chicago's TV stations alone had an income of 41 billion dollars and pre-tax earnings of 14 million.

VBBM, in a new form of promotion, is releasing a new record album featuring all the station's musical talent. Personal copies are being distributed to top advertisers, agency personnel and press in key cities of the U. S. WGN's "Lyric Opera of the Air" continues to feature young musical talent, presented through its Public Affairs Department.

visiting in Chicago after a week of conferences in New York is Max Webb. . . . Jim Hanlon, of WGN, to attend big advertising show in Washington in April. Publicity department: Dick Gregory in wife celebrating their third wedding anniversary.

Modification in music programming with rock and roll tapering is foreseen by Bob Lawler, WJZD's new dynamic vp and general manager. The station will offer a mixture of today's pop music and old standards in modern arrangements.

WGN-TV's "The Other Guy" program will present a weekly food-safety quiz beginning tomorrow, with teams of high-school students competing for prizes and school trophy.

Solons, Civic Groups Praise Flint Mental Health Special

Flint—A half-hour documentary on the problems of a state mental hospital, telecast last month by WJRT, has drawn high praise from legislators and mental groups. Entitled "A Wind Is Rising," it included silent and sound film footage from inside the Lapeer State Home and Training

School, and a statement by Gov. John B. Swainson praising the institution.

A member of the Michigan State Senate Appropriations Committee asked for a showing before a joint legislative session because of the program's bearing on pending mental health bills.

Pitt U. Prof Starts Show Tune Series

Pittsburgh—Dr. Abe Laufe, associate professor of English at the University of Pittsburgh and a leading authority on the musical theatre, has started a series on show tunes for KDKA.

Planned as an alternate Friday series, the half-hour features Dr. Laufe discussing music with host John Stewart and demonstrating various points at the piano. Dr. Laufe gives courses on the theatre at Pitt and lectures extensively on the subject.

Comic to Do One-Nighter For His Paar Following

Comedian Jackie Mason, who has made many appearances on the "Jack Paar Show" on NBC-TV recently, will do a one-man show at Town Hall Feb. 17. Two folk groups will appear with him: The Dudaim from Israel and Ian and Sylvia from Canada.

PTP Begins 4-City Tour

(Continued from Page 1)

including "The Stan Freberg Show" and "Mahalia Jackson Sings," staged at KTLA, Los Angeles. KTLA assistant general manager Don Quinlan and PTP production sales coordinator Don Patton will also visit Chicago, Cincinnati and Kansas City.

TELEVIEWS

L & L's Broadway

Starring: Maurice Chevalier, Richard Burton, Julie Andrews, Robert Goulet and Stanley Holloway.

After "The Good Years," Stan Freberg specials, and a couple of other highly-touted shows that didn't quite come off, Chrysler Corporation came up Sunday with a delightful special. Credit goes to a great cast, producer, director, choreographer and, of course, Messrs. Lerner and Loewe.

Chevalier narrated and offered several delightful numbers of his own. Julie Andrews was sparkling in the "Show Me" number from "My Fair Lady." Holloway was tops in "Get Me to the Church" opener and dueting with Chevalier. Robert Goulet was in top voice. Richard Burton contributed a good sing-talk version of "Gigi" and a monologue from "Camelot."

The commercials were excellent. A plug for the Imperial following the dramatic bit by Burton made sense.

Credits: Music by Alan Jay Lerner and Frederick Loewe; Producer-Director, Norman Jewison; Executive Producer, Norman Rosemont; Choreographer, Carol Haney; Musical Director, Franz Allers.

Disk Spinning

MGM Records' new Connie Francis single has made the best-seller charts in its first week of release. The New Jersey warbler treats "Don't Break the Heart that Loves You" with Don Costa and ork. backing, and "Drop it, Joe" with ork. conducted by Sammy Lowe.

The MOA membership will vote soon to determine winners in its annual poll, and will announce results at the MOA Convention in Chicago May 6-8. United Artists Records has been nominated in the "Most Consistent Supplier of Juke Box Records" category.

Birmingham Sound Reproducers (USA), Ltd., College Point, N. Y., has introduced a new automatic record changer designed by Raymond Loewy/William Snaith, Inc. Among many features, a "Magidisk" selector permits intermixed playing of 12, 10 and 7-inch records. It plays monaural or stereo disks, and may be operated either manually or automatically.

Riverside Records has signed vibes star Milt Jackson to an exclusive contract. First album, "Bags Meets Wes," to be released this month. . . . Some class! Radar Records has been mailing its first new singles this year covered by specially designed envelopes made of imported Italian paper.

Johnny Hallyday, Europe's popular R&R singer, will begin a two-week trip in New York next Friday as part of the promo planned by Philips Records which has signed the 18-year-old vibrating Frenchman. Johnny will cut an album in Nashville for the diskery. In another area, the label has begun a contest at the dealer level in which personnel guess how the firm's first 12 releases will sell.

News Flashes From Coast-to-Coast

Where to Dine
Pittsburgh—Kay Neumann, star of "Kay Calls" on WIIC-TV, has added a continental touch to her daily program with a series of reviews of New York's most outstanding restaurants and recommendations for her viewing audience on places to visit when there.

Fun with Books'
Columbus O.—The Junior League of Columbus, Inc., is sponsoring "Fun with Books," jointly with the public service department of WTVN-TV for 15 weeks. The program features two or

three school children discussing their favorite books each week.

A WDAU-TV First

Seranton—WDAU-TV has begun a new hour morning series,

'Rifleman' to Appear On 'Dimes' Telerama

Asheville, N.C.—Chuck Connors and Johnny Crawford, stars of ABC-TV's "Rifleman" series, headline the talent on the 1962 March of Dimes 18-hour telerama on WLOS-TV this weekend.

"Ladies Home Theatre," which presents top feature films. WDAU's Carol Guild handles the live commercials.

Ampex Names Gross

San Francisco — William A. Gross has been named research department director of Ampex Corp., with headquarters at Redwood City.

Going to the Dogs

Albany — The internationally famous Westminster Dog Show, held annually at Madison Square Garden, New York, will be carried by WAST-TV on Feb. 13.

THE **HIT!** OF THE WEEK

BREAKING BIG!
SHEB WOOLEY
SINGS
"THAT'S MY PA"
K 13046

M-G-M Records

Radio Remotes Set For Gotham Fairs

WNBC Radio this Spring will offer listeners 135 hours of live, on-the-spot coverage of four of New York's most popular annual expositions via remote broadcasts.

Beginning with a three-day visit Mar. 14 to the "45th Annual International Flower Show" at the Coliseum, the station will follow up with the Mar. 26-30 "International Photography Fair" at the 71st Regiment Armory.

The "6th Annual International Automobile Show" at the Coliseum will be aired next Apr. 23-27. Finally the "6th Annual U. S. World Trade Fair" will be covered at the Coliseum May 11-22.

Special "Press Preview" programs featuring Tex Antoine will be presented preceding both the auto and trade fair shows.

Video Survey Reveals News 'Believability'

(Continued from Page 1)

Louis Hausman, TIO director, in an address before the Television and Radio Advertising Club of Philadelphia, who said:

The question asked the interviewees was which they "would be most inclined to believe" in the event of conflicting news reports. The answers: 39 per cent for TV, 24 per cent for newspapers. By contrast, the same people

When conflicting versions of a news story appear on TV and in the press, 60 per cent more people say they believe the video account than that which appears in the press.

were asked which source they would be less inclined to believe. The answers: 28 per cent, newspapers; seven per cent, TV.

A content analysis study of Scripps-Howard newspapers in New York, Cincinnati and Cleveland, he said, showed that 61 per cent of the newspaper space was devoted to advertising, 23 per cent to special sections and 16 per cent to news. Hausman cited the Roper results on "believability" as evidence that the public doesn't share Kilgore's views. He urged critics of TV to "avoid the temptation of using 'do-it-yourself research' to measure public attitudes towards the media."

'Wasteland' Rejected

Of special interest to FCC chairman Minow is the respondents' rejection by more than 2-to-1 of his characterization of TV programming as "a vast wasteland."

Given their choice, 48 per cent stated they would prefer to keep TV, while 28 per cent said they'd elect to keep newspapers.

HOLLYWOOD TELE-RADIO

• • • Cliff Robertson has received approval from Leland Hayward to delay until Feb. 15 his trek to New York for rehearsals of "Saturday's Children," a Breck Showcase special to air on CBS-TV Feb. 25. Robertson is busy negotiating a major release deal for his feature picture, "The Two Worlds of Charlie Gordon," based on his Emmy-nominated TV role.

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• • • J. Edward McKinley, having completed two consecutive guest roles on "Gunsmoke," has signed for an important role in an upcoming episode of "Cheyenne" . . . Robert Horton is in New York to begin rehearsals for his starring role in "The Perfect Accident" for the U. S. Steel Hour on Feb. 21. He will return to the Coast immediately thereafter for two more "Wagon Train" segments before tackling his eighth starring role on "Alfred Hitchcock Presents."

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• • • Craig Stevens will be co-guest of honor with the Archbishop of Canterbury at the London Variety Club luncheon on Feb. 13. Stevens currently resides in London where he is preparing his ATV-ITC one hour television series, "Man of the World" . . . Also in London, Bobby Vee has been set for TV appearances on ABC's "Thank Your Lucky Stars," BBC's "Juke Box Jury" and two local television shows.

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• • • Actress Patricia Blair, currently filling a role in "Follow the Sun" at 20th, has signed with the Lester Salkow Agency . . . Bill Dana will entertain at the International Broadcasting Awards dinner at the Hollywood Palladium Feb. 13.

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• • • MGM's "Father of the Bride" has been licensed for telecasting in England and Japan, making a total of eleven foreign markets for the Leon Ames starrer. The series will be seen on the NHK Network in Japan and will be telecast by Associated Re-Diffusion in England beginning in March.

Dennis Weaver planned to New York yesterday to tape the one hour pilot film for his own television series, "TV Tonight," to be produced by Bob Banner Associates for CBS next fall . . . Patti Page has been set for her third appearance this season on the Ed Sullivan Show April 1. She does a stint on the "Bell Telephone Hour" colorcast on NBC-TV March 20.

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• • • Burt Kennedy has been tabbed as writer-director of "The Virginian," NBC's new 30 minute colorcast series, by executive producer Richard Irving. The star of the series has not yet been selected, nor has sponsorship been announced. Ralph Edwards and Larry White, CBS daytime programming topper, working up a dramatized version of "This Is Your Life" as a daytime sudser. Tentative title is "Life Story." Edwards will produce with Bob Warren as host narrator.

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• • • Theodore Bikel is in from New York for his starring role in "Four O'Clock," an original by Rod Serling for his "Twilight Zone" . . . Bert Leonard has inked Steven Hill for a "Naked City" guesting. Hill continues to impress with top performances on TV, which have won him a co-starring role with Burt Lancaster and Judy Garland in a feature picture at U-I.

DGA Awards on Closed Circuit

West Coast Bureau of RADIO-TV DAILY

Hollywood — Some 2,000 members of the Directors Guild of America will attend the Guild's annual awards ceremonies, East and West, tomorrow evening, with the two sections of the dual function—celebrated in Hollywood at the Beverly Hilton Hotel and in New York at the Waldorf Astoria—linked together by a closed-circuit TV hookup.

In the Hollywood section of the exercises, presided over by DGA president George Sidney, awards will be made for each of the five

outstanding directorial achievements of the motion picture year, selected from 22 nominees, and the annual major awards for the most outstanding of the five.

In the New York section of the event, presided over by DGA first vice president George Schaefer, awards will be made for the five outstanding directorial achievements of the television year selected from a large slate of nominees, and the annual major award for the most outstanding of the winning five.

CBS Films in Shift Of Hewitt, Perkinso

Edward E. Hewitt has been named Western Division manager of CBS Films, and William Perkinson has been appointed manager of the Division's St. Louis office in a realignment of executive personnel.

Hewitt, who has been manager of the San Francisco office of CBS

Two "CBS Reports" programs "The Fat American" and "The Germany—The Land Beyond Wall" have been licensed by CBS Films for distribution in the theatrical 16mm. film market. Licensee is Carousel Films.

Films since 1957, will continue to make his headquarters in that city and will be responsible for supervising sales in the 10 Far West states.

Perkinson has been with CBS Films since 1952 in various managerial capacities.

NAB Names Committee

(Continued from Page 1)

be presented to the Joint Board in June.

Radio board members of the committee are: John S. Boardman, WCHA, Chambersburg, Pa.; Harold O. Potter, WOMI, Owensboro, Ky.; Ben B. Sanders, KICD, Springfield, Mo.; Ben Strouse, WWDC, Washington, and Richard W. C. Spin, KFOR, Lincoln, Neb.

From the TV board are: Herb B. Clay, KTHV, Little Rock, Ark.; James D. Russell, KKTU, Colorado Springs; Eugene S. Thornton, KETV, Omaha; William B. Quinlan, WMT-TV, Cedar Rapids, Iowa; Joseph C. Drilling, WJW-TV, Cleveland.

Appointments were made by Clair R. McCullough, Steinsaltz Stations, Lancaster, Pa., chairman of the Joint Board, in association with George C. Hatch, KATV, Salt Lake City, radio board chairman, and Dwight W. Marston, WAFB-TV, Baton Rouge, La., board chairman.

Philly Outlet Ups Noon

Philadelphia — WCAU-TV has named Gerald P. Noonan an account executive. He had been national sales rep since August. Prior to that he was a Benton & Bowles media buyer in New York.

NY Philharmonic on Closed Under Nadia Boulanger

French musician Nadia Boulanger will conduct the CBS Radio broadcast of the New York Philharmonic, Feb. 17. Boulanger was invited on the occasion of her 75th birthday (Sept. 1962) and in further recognition of her influence upon American music.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Indiana University Library
Bloomington Ind

Established February 9, 1927

Vol. 90, No. 30

TUESDAY, FEBRUARY 13, 1962

TEN CENTS

REGULATION: YES; LICENSING: NO

ALL-CHANNEL RECEIVERS HEARING SET BY SENATE

Washington Bureau of RADIO-TV DAILY

Washington — Echoes of the FCC program hearings had barely died away before the Senate Commerce Communications subcommittee slated Feb. 21 as a definite starting date for its all-channel TV receiver hearings, with FCC Chairman Minow as its first witness.

The subcommittee was awaiting part of the hearings before getting into a series of subjects having to do with broadcasting. Legislation to give the FCC power to require that all TV sets sold in

(Continued on Page 10)

Triangle Asks Wide Study of TV Standards by FCC

Washington Bureau of RADIO-TV DAILY

Washington — A nationwide study of technical TV standards was urged on the FCC Friday by the Radio-TV Division of Triangle Applications in a filing made in

(Continued on Page 11)

30 Half-Hours in Can for Current SG Shows

Screen Gems has completed 33 half-hours of new TV programming so far this season, with

(Continued on Page 7)

Currency Exchange Bars TV Sales to Arab Lands

John G. McCarthy, TV Program Export Association president, on Monday said only the currency exchange problem is blocking sale of "thousands of American programs" in Arab countries.

McCarthy, just returned from a five-week tour of the area, said, "The whole Arab world is seething with excitement over TV. They are pleading for programs. The remaining impediment to our furnishing them is currency-exchange."

STA. FEES BILL STIRS PROTEST

Jersey Solon Still Ogles \$20 Million-Yr. Revenue

Washington Bureau of RADIO-TV DAILY

Washington — Broadcasting stations have written letters to Rep. Charles S. Joelson (D., N. J.) threatening to discontinue public service programming if Congress passes his bill calling for license fees.

Joelson said if they do so, the

(Continued on Page 8)

Cal. Packing Plunks Million into Daytime

California Packing Corp., San Francisco, makers of Del Monte products, has signed a major CBS daytime TV sponsorship contract, effective the first week in April. William H. Hylan, network vice president of sales administration, said yesterday. Agency for the sponsor is McCann-Erickson, Inc. Deal reportedly is in excess of a million dollars.

The contract marks Del Monte's return to network television. It

(Continued on Page 7)

KMOX-FM on the Air

St. Louis — KMOX-FM, CBS O-O, yesterday began broadcasting 18 hours a day, seven days a week, from 6 AM until midnight, duplicating KMOX-AM programming.

'Interleaved' Sound To Ride Pix Circuits

An experimental trial of "interleaved" sound, an NBC-developed method of transmitting sound within a TV picture, is being conducted jointly with AT&T, William H. Trevarthen, NBC v.p., op-

(Continued on Page 8)

Allied Artists Projects Get Giroux's Benison

West Coast Bureau of RADIO-TV DAILY

Claude Giroux, substantial Allied Artists stockholder has issued the following statement:

"I have spent the past several days in discussions with Steve Broidy, (AA president), concerning operations, TV activities, and future plans. There was a full agreement on pursuing the program."

Self-Regulation Best, Couric Advises Admen

Charlotte—John M. Couric, the NAB's PR manager, told the fifth annual Advertising Institute here that "support of self-regulation in advertising is the best answer to advocates of government controls."

They're Ford's Views On Issue; Semantics An Industry Puzzle

Direct regulation of networks "as a means of promoting station responsibility" but

opposition to the licensing of networks "as detracting from that responsibility" is the preference of FCC Commissioner Frederick W. Ford, it was learned yesterday.

Although he spoke at some length on this subject, the semantics

(Continued on Page 9)



FORD

Moler, Arundel to Open Charles Town Station

Charles Town, W. Va. — This city's first radio station has been approved by the FCC and is expected to go on air this Spring.

Executive VP and general manager will be J. Strider Moler, and president will be Arthur W. Arundel, now chief executive of WAVA-AM-FM, Washington.

More Wampum Keeps Dodd On Warpath for Regulation

Washington Bureau of RADIO-TV DAILY

Washington—Having obtained an appropriation of \$178,000 for continuing his Senate Judiciary Subcommittee probe into the effect of TV on juvenile delinquency, Sen. Thomas J. Dodd (D., Conn.) said his staff is working on legislation enabling the FCC "to insure programming in the public interest." Last year, Dodd called for network regulation. He told Congress:

"We learned that it is not the

government that threatens free speech, but rather the networks themselves that are restricting originality and expression of talent by directing producers to create shows according to a formula of crime and violence which has proven to be successful and moneymaking."

ARTHUR KITT! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse Broadcasting Company, Inc.



Established Feb. 9, 1937

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46-4324.

'20th Century' Profile Of Frank Lloyd Wright

Frank Lloyd Wright's 90-year life and work in architecture will be documented Sunday in CBS-TV's "Twentieth Century." Walter Cronkite will be the reporter.

Sponsor is Prudential Insurance, via Reach, McClinton. Executive producer is Burton Benjamin, producer is Isaac Kleinerman, and associate producers are Marshall Flaum and Peter Poor.

Texas UHF Going Spanish

San Antonio—KWEX-TV, UHF Spanish-language station here recently purchased by Mexico's Emilio Azcarraga, will soon begin airing 30 hours a week of bullfights, boxing, soap operas, musicals, variety shows and other programming imported from Mexico City. General manager Emilio Nicolas said the station, through

a new remote unit, will also air local sporting events, news and special public service programs not covered by other area facilities.

Taped programs from Mexico's Telesistema to be shown here include "La Comedia Humana," a serial featuring top stars of Spanish-language TV, films and the theatre, now aired in Mexico and other Spanish-speaking countries.

Bullfights include full uncut versions taped at Mexico City's El Tereo and Plaza Mexico bullrings, and musicals feature the modern hits of Mexico and the U.S., as well as traditional folk songs and dances of Mexico.

COMING AND GOING

NORMAN KATZ, VP of foreign operations of Seven Arts Associated, has left New York on a sales trip to Puerto Rico, Venezuela, Brazil, Uruguay, Argentina, Chile, Peru, Colombia and Mexico.

BOB BANNER, producer, has left for Hollywood with KEITH TEXTOR of Scott-Textor, Inc., to complete final scoring on the upcoming series, "Kings of Broadway," scheduled for broadcast on the NBC-TV Network.

MICHAEL H. DANN, CBS-TV Network VP; SYLVESTER L. WEAVER, president of McCann-Erickson Productions; VANCE PACKARD, author, and STUART BRITT, writer-marketing expert, to Detroit for the annual meeting of the American Association of Advertising Agencies.

ROBERT LIVINGSTON, Pacific Coast sales manager for the CBS-TV Network, has returned to the Coast after a business trip to New York.

PULSE PUTS EMPHASIS ON PERTINENT VIEWERS

So that an advertiser may determine the number of his "pertinent" viewers as against mere total number of viewers, Pulse Audience Profile has compiled and cross-indexed answers to a set of 56 marketing questions for each program carried on the TV networks.

The questions cover points such as how many viewers of a particular show smoke cigarettes, have children under two, are about to buy a new car, etc. The information is tabulated and stored in electronic memory files, and cross-tabulation of any two or more questions can be done for subscribers.

"With this information at hand," Pulse associate director Laurence Roslow says, "the cost per thousand viewers may be reduced to the cost per thousand pertinent viewers—those who are actually a part of the advertiser's market potential."

Slingland Helms Brinkley

Frank Slingland has been named director of "David Brinkley's Journal," NBC-TV Wednesday night color series. He will continue to direct Brinkley's segments on the daily "Huntley-Brinkley Report" in addition to handling "Meet the Press" when it originates in Washington. He joined NBC in 1946 as a page.

WLIB Axes 21 Air Ads To Carry Negro Festival

Clearing its air for its ninth annual Negro Music and Drama Festival, WLIB canceled Saturday's schedules of 21 commercial sponsors between 2-5 PM.

The three-hour program was broadcast live from Carnegie Hall as a special salute to the artistic achievements of Negro performers.

Panel Airs Problems Of FM Stereocasting

Managers and chief engineers from 45 FM stations in New York, New Jersey and Connecticut have been invited to a Feb. 20 symposium on "Experiences in FM Stereo Multiplex Broadcasting," conducted by the New York Section of the Audio Engineering Society at Bell Sound Studios in New York City.

Moderator will be Richard W. Burden of Burden Associates, and panelists are Ridgely Bolgiano, WDHA, Dover, N. J.; John R. Rieger, Jr., WLIR, Garden City, L. I.; Sherman Egan, WTFM, Fresh Meadows, L. I., and Adamant Brown, WRLB, Long Branch, N. J.

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Box No. 154, RADIO-TV DAILY
1501 Broadway, New York 36, N. Y.

NBC Int'l Latin Tour Plugs Dubbed Series

Special To RADIO-TV DAILY

Mexico City—Alastair Mackenzie, head of NBC Internacional de Mexico, has initiated a swing through Latin American nations to build up the market for the firm's shows dubbed in Mexico.

According to Mackenzie, films dubbed in Mexico have "great demand and preference" in Argentina, Peru, Venezuela, Chile, etc.

Mackenzie said that major Telesistema Mexicano programs are being distributed with increasing success in Latin America, and he foresees an early exchange of programs which will make it possible for Mexican viewers to see the best of programming from other Latin American countries.

COVER
AUGUSTA, GA.
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WRDW-TV
Ch. 12

get SHOPPER-TOPPER MERCHANDISING

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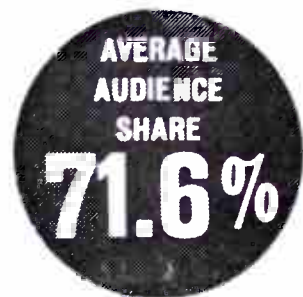
another market...another record for a COLUMBIA POST-48!



THE CAINE MUTINY starring HUMPHREY BOGART • JOSE FERRER • VAN JOHNSON



WCAU-TV PHILADELPHIA
SATURDAY, JANUARY 20, 1962
11:15 P.M.-1:15 A.M.
SPECIAL TRENDEX



HIGHEST RATED POST-48 FEATURE EVER SHOWN ON WCAU-TV!

On December 23rd, a COLUMBIA POST-48 feature, "Human Desire," set an all-time rating high for POST-48 feature films on NEW YORK's WCBS-TV. Four weeks later, COLUMBIA's "The Caine Mutiny," playing on PHILADELPHIA's WCAU-TV "Late Show," matched that record-smashing performance by topping all previous Post-48 movie ratings recorded in the Philadelphia market for the 11:15 p.m.-1:15 a.m. time period.

These record-breakers are just two of over 200 fine COLUMBIA POST-48's. Others include "Born Yesterday," "Miss Sadie Thompson," "The Man From Laramie," "The Harder They Fall," "The Last Hurrah," "Knock On Any Door," "Fire Down Below," "3:10 To Yuma" and "Death Of A Salesman."

For availabilities in your market, contact

SCREEN GEMS, INC.



SYNDICATION BLUES



It comes as no surprise that, with a few notable exceptions, the syndicators are crying the blues again, as they have for the past three or four years.

After considerable soul searching, the syndicators have almost unanimously decided to blame their plight on the lack of time period availabilities, or the magazine concept; which happily for the industry, appears to have passed its peak. Both are valid reasons and make a lot of common sense.

But the syndicators have "overlooked" another major cause for their troubles: the nature of the product they produce and sell.

What type of product does the typical syndicator offer the local station or local sponsor? With extremely rare deviations, he offers the same type of programming that affiliates receive from the networks! Or at least the syndicator HOPES it will be as good, but it is seldom anything more than a cheaper carbon copy of network programming.

If Westerns happen to be in vogue, the syndicator will offer Westerns to local stations — usually about two years after the cycle has started. He will follow the same pattern with situation comedies or musical shows, just as so many syndicators are now planning medicine shows patterned after Ben Casey and Dr. Kildare. (Again, they'll come too late and will look like carbon copies).

Look back, if you will, over the syndicated shows that were offered to your station or agency last year. You would be hard put to find a single syndicated series worthy of being described as "new" or "different." The crop has consisted primarily of cop shows and some "action" formats that were out of style even before the pilot films had been completed. But the syndicators, generally a stubborn lot, ploughed right ahead, with a sharp eye to Mecca for a few miracles that never came. And so, stuck with "formula pap" programming, decidedly inferior to similar product available to local markets via network ties, the syndicators have flooded the chapel with tears.

And yet, although they have been crucified by the rigid law of supply and demand, the syndicators have continued to perpetuate the same show patterns and sales beliefs of a decade ago.

Although I have numerous properties in world-wide syndication, I do not pretend to be well grounded in this specialized field. And yet, if I were to entertain thoughts of setting up shop as a syndicator, even a limited amount of common sense would compel me to cope with the law of supply and demand by supplying network affiliates throughout the country with types of programs that they CANNOT get from the networks.

The syndicators have a right to sing the blues, but they are not without responsibility for the present drought.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Philly's Rex Morgan aired a new studio fun show last week on WFIL-TV. With Rex's other successes on the banquet circuit at TV, our tip to the nets is that Rex is netwo caliber. Incidentally, he was guest speaker inmates at Philly's Holmsburg Prison recently, a was a riot. Rex had a hundred volunteers w responded to his quip that he was heading ba to town and had room for two riders.



MORGAN

• • • Southern-Peer Organization in N. Y. h put out a flyer, being sent to every radio statf in the U. S. It will include all of the latest albr information on their catalogue, and will be monthly. . . . Allen Swift, known as "TV's M of a Thousand Voices," whose many different voi are heard on hundreds of TV and Radio commercials, portrayed t voice of Andy Griffith for a trailer for Griffith's new 20th Centur Fox movie, "Second Time Around." . . . Zsa Zsa Gabor, who recent completed decorating of a magnificent suite at the Savoy Hilton, h left it for a while to embark on Earl Blackwell's celebrity cruise the Leonardo da Vinci.

• • • Meet: Ronnie Brown, handsome, young pianist protege Duke Ellington and Dave Brubeck, who will open at the Embe Mar. 19, is a native of Rhode Island and was graduated from the New England Conservatory of Music in Boston with both BA and MA degrees. Following a two-year hitch in the Army, during which he played in the band, Ronnie picked up his professional career and appeared in major clubs throughout the country, doing accompaniment, arrangements and musical composition for such stars as Ellington, Tony Pastor, Tony Bennett, Ella Fitzgerald, Frank Sinatra, Sammy Davis, Jr., and others. Presently, Ronnie has his own trio, consisting of piano, bass and drums. Doubling on vibraphone, bongos and conga drum, plus singing and doing his own arrangements, he is versatility-plus! Among TV shows Ronnie has appeared on are the old Ste Allen "Tonight" Show, Dave Garroway's "Today" and "Art For Greenwich Village Party."



BROWN

• • • Do you know a couple getting ready to say "I Do"? Ser their names and tell in 50 words or less why they should be t winner of the WWRL Honeymoon contest. This being Valent month, WWRL wants to play cupid and will marry the couple befo, the WWRL mike, furnish the bridal bouquet, wedding cake, pay t license fee, provide a gala evening for the wedding party at a plu spot and send the lucky couple off for a honeymoon week at t Utopia Lodge in the Catskills. WWRL will also give them \$500 wor of furniture of their choice.

• • • Monique Lemaire, the delightful young Parisian chanteus who has appeared several times on Mike Wallace's "PM East" sho can be seen in person at The Columns of the Savoy Hilton when she begins a singing engagement on Valentine's Day this Wednesda. She'll do two shows nightly with Gunnar Hansen's Orchestra backir her, and she's also recording an album with the Savoy Room pianis Ray Hartley. General manager Nelson Vermette said he plans t continue presenting international talent in an elegant background.

Sanders on 'Checkmate'

Guest star George Sanders portrays an actor whose receipt of a death threat pulls Checkmate into an investigation at a West Coast Summer theatre, in "The Sound of Nervous Laughter" on "Checkmate" Wednesday on CBS-TV.

Story of Ethan Allen

"Ethan Allen and the Green Mountain Boys," first in a series of historical dramas for young people, will be presented Feb. 17 on CBS-TV's "Accent." Storyteller for the first program will be Henry Hull.

device

It's so easy for people to register displeasure. In broadcasting, an audience can ignore you with a mere turn of a knob or the push of a button. A choice is presented, a judgement is made. There is only one device in the world that will lock a station selector in place: consistently good programming. People listen. People watch. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

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

WJXT, CHANNEL 4, JACKSONVILLE, FLORIDA 

WTOP RADIO, WASHINGTON, D.C.

22 Stations License MGM's 30/62 Films

MGM-TV has licensed 22 stations so far for its 30/62 Group of post-'48 features, eight of the deals coming prior to the group's release in the second week of January. Several of the stations also licensed MGM-TV's earlier group of post-'48s, the 30/61 group (previously known as "The Best of the Fifties"), which is now in 50 markets.

The 14 licensees of the 30/62 Group since its release are KM-OX-TV, St. Louis; WFMB-TV, Indianapolis; KLZ-TV, Denver; KONO-TV, San Antonio; WCCO-TV, Minneapolis; KONA-TV, Honolulu; KTAR-TV, Phoenix; WKZO-TV, Kalamazoo; WMTW-TV, Poland Springs-Mt. Washington; WDAU-TV, Scranton; KOLO-TV, Reno; WTEN-TV, Albany; WCIA-TV, Champaign-Urbana, and WM-BD-TV, Peoria.

Levy at Newhart Helm; Bob Writes Own Scripts

Bob Newhart has signed Ralph Levy as producer-director of "The Bob Newhart Show" beginning with the Mar. 7 NBC-TV colorcast. On the same date, Newhart takes over as head writer and supervisor of scripts for the program.

Levy's production credits include those for Jack Benny, Burns and Allen and "I Love Lucy" series.

The Newhart show is sponsored by Sealtest Division of National Dairy Products Corp., Beechnut Life Savers, and in Western states only, by All-State Insurance Corp.

The agencies are N. W. Ayer & Son, Young & Rubicam and Leo Burnett Co.



B·O·A·C
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TO LONDON CONNECTING
WITH ALL OF EUROPE

FROM: Los Angeles
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New York
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Detroit
Boston
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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



By PETER C. DAVALLE

European TV bosses are meeting to pool ideas on the plan to bounce pictures from a U. S. satellite in May. The signals, relayed to a special station in Cornwall, will give Britons an as-it-happens view of Washington street scenes, and Americans will see shots of Buckingham Palace . . . TWW, one of Britain's independent TV companies, have offered the U. S. the use of their mobile Video-tape recording unit for the experiment . . . In Cornwall, pictures on the American 525-line system will be converted to Britain's 405 lines.

☆☆☆☆

Talking of TWW reminds me that they've just bought up, for the first screening in the U. K., the Freemantle TV series "Silents Please." First episode went out on Sunday night. Response: "excellent" (I quote TWW) . . . NBC's "White Paper" documentary "Khrushchev and Berlin" gets a BBC-TV slot on Feb. 13.

☆☆☆☆

Britain's pint-sized blonde bombshell Vera Day, now over in the U. S., has TV and cabaret spots lined up . . . BBC-TV's erstwhile personality girl, Jacqueline Mackenzie, seeking a divorce from her broadcaster husband Peter Forster . . . Divorced three years ago, ATV producer Colin Clews is to re-marry his former wife Mary, who works on TV presentation . . . "Slightly unfortunate" says BBC-TV "Tonight" editor Alisdair Milne about the decision of "Tonight" folk song team of Robin Hall and Jimmy McGregor to appear at a "Daily Worker" (Britain's Communist daily) birthday party.

☆☆☆☆

Big wave of American singers now sweeping British TV screens. In Val Parnell's Palladium Show on Sunday night, both Buddy Greco and Bobby Vee had big spots . . . Gene Pitney presented his hit recording of "Town Without Pity" in TWW's "Disco a Gogo" disc program . . . Eartha Kitt returns to London luxury night-spot "Talk of the Town" on Feb. 21. No talk yet of TV dates.

☆☆☆☆

BBC sound radio chiefs plan a "dummy run" in London this month of a local radio service. This follows 10 similar experiments in the provinces . . . Tyne Tees Television put on a color-TV demonstration at their City Road studio. TTT announcer Valerie Dennis provided some glamour on the 625-line CCIR European standards . . . ATV's Midlands TV is six years old this month; viewing audience is now 6 million.

☆☆☆☆

And still the Equity strike against the ITV companies goes on—after 3½ months! Both sides are still talking, but prospects of peace are slight. I've even heard it said that the strike could go on until the end of the year . . . Now, the Variety Artists Federation, who settled their pay dispute with the ITV companies last November, will fight BBC-TV for more money.

☆☆☆☆

New head of light entertainment for ARTV is 39-year-old Elkan Allan, the man who wrote the scripts for the Intertel features "The Quiet War" and "Living with a Giant" (the latter goes out on the network on Feb. 21) . . . Hugh Findlay, 64, a publicity executive in ARTV Press Office, has died . . . Ulster TV director Derek Bailey (he's only 26) produced Belfast Studio Opera Group's presentation of "The Italian Girl in Algiers" and earned adjectives like "triumph" from local critics.

☆☆☆☆

Leading poster architect Abram Games predicts that poster boardings will be replaced by two-dimensional screens on which new ads will be flashed every 10 seconds. He says developments in TV would be used to screen the pictures . . . Brian Reece, compere of BBC sound radio's weekly series "Movie Time," is having to record his links from hospital bed. He's having an X-ray on his shoulder.

Montrealers Elected

Montreal — Jean-Paul Fugere, CBC producer, has been elected president of the Montreal Producers Association, succeeding Fernand Quirion. Fernande Chouinard was elected secretary, and Jacques Blouin was re-elected treasurer.

Rubin WABC Acct. Exec

Harold L. Neal, Jr., vice president and general manager of WABC has appointed Gene Rubin an account executive for WABC Radio in the New Jersey territory. Rubin previously was with Jersey stations WNJR and WVNJ, and most recently with WNTA.

Bartell Co. Absorbs Macfadden Affiliate

Macfadden Publications a Bartell Broadcasting are merging into the Macfadden-Bartell Corp., with the latter as the surviving corporation with broadened structure. The two firms have been affiliated since February, 1961, when the Bartell Co. became Macfadden's largest single stockholder.

Bartell owns WADO, New York; WOKY, Milwaukee; KY San Francisco, and KCBQ, San Diego, and recent appraisals submitted by three leading mercantile brokers fixed their present market value at some \$9 million. The company also owns a half-interest in a TV station at Curacao, as the FCC has just approved purchase of 77 per cent of WHE Newark, N. J., from James Shearer for \$400,000.

WHBI operates Sundays on the same frequency as the six-day-a-week WADO, and the transaction clears the way for WADO to operate the full week for the first time, with WHBI going off the air.

Storer Appoints Willis WMGM's News Director

Stan Willis has been appointed news director of WMGM (to become WHN Feb. 28), Storer station in New York. For the past year he has been a freelance news writer for WOR and WPLJ and authored the recently published novel, "Paper Swan."

Willis previously was a news writer and on-the-scene news broadcaster for WNEW; a radio news writer for the New York Daily News, which provided news copy to WNEW; news director of WAKR Radio-TV, Akron; and WHHH, O., and served two years as a radio-TV columnist for the Warren Tribune-Chronicle.

10,000 for 'Early Worm'

Columbus, O. — Deejay Irwin Johnson has passed his 10,000th broadcast as "The Early Worm" on WBNS.

WIBG Spends Day With Frank Sinatra

Philadelphia — WIBG observed "Frank Sinatra Day" last week with 24-hour use of voice track especially for the Storer station by Sinatra who also spent along his hit songs. The special is one of a continuing series of "Sound Specials" which already has featured one-day appearances by Connie Francis, Eydie Gorme, Steve Lawrence and other prominent entertainers.

\$500,000 KRMG BUY OK'D AS FCC PASSES 15 SALES

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has approved the purchase of KRMG, Tulsa, by Swanco Broadcasting from Meredith Broadcasting

for \$500,000, and okayed 14 other station sales as follows: WJBW, New Orleans, by Radio New Orleans to Carmen Macri for \$250,000; WSHE, Raleigh, N. C., by Raleigh Broadcasting to Raleigh-Rhram Broadcasting for \$180,000; MAK, Fresno, by McMahan Broadcasting to Fresno Broadcasters for \$172,200, subject to adjustments, and agreement not to compete in radio for five years within 35 miles.

\$170,000 Minot Deal

KCJB, Minot, N. D., by North Western Enterprises to Big K, Inc., for \$170,000; KCKC, San Bernardino, at public auction by Jules Cheek, trustee in bankruptcy, to J. H. and A. I. McIlvra for \$155,000; KJAY, Topsham, by KJAY, Inc., to Midland Broadcasters for \$150,000; WMMT, Minnville, Tenn., by Regional Broadcasting to Ogram Broadcasting for \$92,500.

WMTE, Manistee, Mich., by James and Naomi Sumblor to Leonard Schoenherr and Raymond Plank for \$85,000; KVLG, Grange, Tex., by Melvin Amman, et al., to Vernon Nunn for \$49,500 with agreement not to compete within 35 miles for five years; KSRF-FM, Santa Monica, by J. D. and C. D. Funk to Pacific Ocean Broadcasting for \$41,833; KRAE, Cheyenne, by Ray Ankler, et al., to Radio Cheyenne for \$45,000.

WKLE, Washington, Ga., by Washington Broadcasting to Norman Young and J. S. Carter for \$40,000; KTAT, Frederick, Okla., by Ronald W. Wheeler, Jr., to W. Moss, Jr., and David W. Ratner for \$31,000; 70 per cent of KRIZ, Coral Gables, by Sioux Broadcasting to Dominion Enterprises for \$1,750 and stock considerations.

ATV Names Broiles Southwest Sales Chief

Barney Broiles has been appointed southwestern sales manager for Allied Artists Television. He will headquarter in Dallas. He was previously southwestern sales manager for NBC Films and Ziv-TV.

MEXICO & BRAZIL IN VIDEO SWAPS

Reciprocal Tape Offerings To Inaugurate New Policy

Special To RADIO-TV DAILY

Mexico City—An interchange of TV material between Mexico and Brazil will be presaged Thursday when the arrival here of Brazil President Joao Goulart is shown in the two countries via videotape. Brazil will reciprocate with a videotape of Mexican Admiral Zermeno's visit to that country.

Rodolfo Landa, National Association of Actors head, and Arturo Martinez, board member, are touring South America and exploiting 10 music, sports and cultural programs.

Landa dismisses as "not valid," criticisms of the inclusion of Cuba in the interchange. He pointed out that Mexican TV newsreels release a great deal of information from countries behind the Iron Curtain.

330 Half-Hrs. in Can For New SG Programs

(Continued from Page 1)

the total expected to reach a minimum of 437 half-hours, according to figures released by William Dozier, SB production chief. The total does not include pilot production for next season.

Tony Owen has completed 29 half-hour episodes on "The Donna Reed Show;" James Fonda has finished 27 episodes on "Hazel;" Winston O'Keefe has wrapped up 29 segments of "Dennis The Menace;" Jerry Briskin has 36 episodes on "Shannon;" Ezra Stone has completed 26 segments on "The Hathaways."

Herbert Leonard has produced 20 "Naked City" episodes and 20 for "Route 66," between them accounting for 80 half-hours, and the Hanna-Barbera cartoon shop has completed 24 segments on "Top Cat," 25 on "The Flintstones" and a total of 54 composites on "Huckleberry Hound," "Yogi Bear" and "Quick Draw McGraw."

'Back to Bible' in Ohio

Columbus, O. — WBNS this week began "Back to the Bible," a daily religious show scheduled to run for 52 weeks.

WBRO Loses in Plea For Longer Renewal

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has turned down a petition by WBRO, Waynesboro, Ga., that the commission reconsider its action in giving the station a 15-month license renewal instead of the regular three-year renewal. The commission said WBRO had offered no new facts to justify setting aside the short-term grant.

Meanwhile, the FCC was having trouble getting KCPA - FM, Dallas, to comply with an order last November that it should return its license for cancellation. The station didn't answer and the FCC has directed operator Merchants Broadcasting to appear at a Washington hearing on license revocation. KCPA has been off the air since early August because of financial difficulties, and it is charged with violating various technical rules.

Sullivan Signs Galaxy For Two Miami Shows

Lloyd Bridges, the Crosby Brothers, Al Hirt and his combo, Patrice Munsel, George Jessel, Jan Murray, the Everly Brothers, Damita Jo, George Kirby and Timi Yuro are headliners who will appear on "The Ed Sullivan Show" on CBS-TV when the program is broadcast from Florida's Miami Beach area, instead of New York, the next two Sundays.

The shows will originate live at the Hotel Fontainebleau, with taped remotes from Cypress Gardens, haven for water skiers, the Miami Seaquarium, renowned for its acrobatic seals and porpoises, and various oceanside locations.

Del Monte Back on Net

(Continued from Page 1)

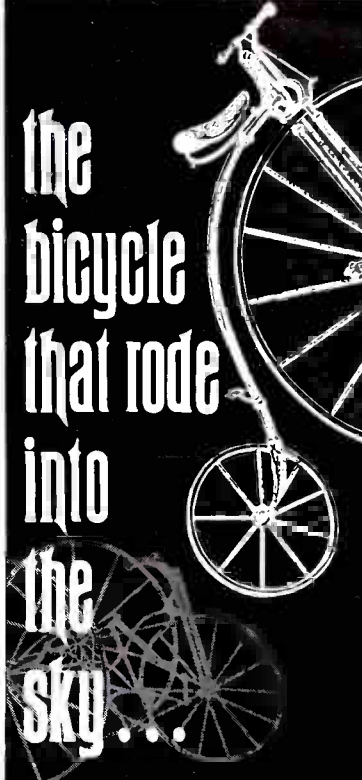
calls for quarter-hour sponsorship in such top-rated shows as "Art Linkletter's House Party," "Love of Life," "The Millionaire" and "Password." Also purchased were participations in the network's Morning Minute Plan encompassing programs in the 10 AM-11:55 AM, EST time period.

Joins WBKB Spot Sales

Chicago — John J. McMahon, formerly Ziv-UA TV Productions manager, Detroit, has joined WBKB national spot sales.

Valentines for Shut-Ins

Pittsburgh — KDKA personalities are urging listeners to send valentines to the patients at Children's Hospital. This is the fourth year the station has requested cards to brighten the day for the youngsters, and each February more than 25,000 valentines have been received.



the bicycle that rode into the sky...

Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine! And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America.

Here's a diversified, progressive industrial center combined with a wealthy agricultural region . . . a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person . . . and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton television

the other dynamic WLW Stations

WLW-A WLW-I WLW-C WLW-T WLW

Television Television Television Radio
Atlanta Indianapolis Columbus Cincinnati

Crosley Broadcasting Corporation

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

SPI's 'Divorce Court' In 31 Tape Markets

Storer Programs, Inc., has sold "Divorce Court" to WPIX, New York, and KGMB-TV, Honolulu, for a daytime strip. WPIX bought the TV series re-runs, consisting of 130 programs, after televising them in first-run evening slots for two and a half years.

Currently limited to markets equipped for videotape, "Divorce Court" is being run in 31 cities, both as an evening feature and daytime strip.

Other markets where the reruns have been sold for daytime stripping are Atlanta, Chicago, Cleveland, Los Angeles, Miami, Milwaukee, Salt Lake City, San Francisco, Detroit, Houston and Sacramento.

Station-Fees Bill Hit

(Continued from Page 1)

FCC should either put them off the air or adopt regulations requiring that "a certain percentage" of broadcast time be devoted to public service programs.

"These licensees obtain from the government a monopoly out of which they make huge profits," he said, adding the government would net more than \$20 million per year from his one per cent of gross revenues license fee.

Twisters Get All Shook Up

Claiming the "Twist" is nothing more than an overdressed hula with a built-in sacroiliac violator, Miss Nona Kramer, who regularly shakes her grass skirt at a Waikiki Beach hotel, this week will challenge local twisters before the press and TV cameras in San Francisco, St. Louis, Pittsburgh, Cleveland and Baltimore.

The hula dancer calls her hip swinging the "Follow the Sun" dance, named after ABC-TV's comedy-adventure series which is set in Honolulu.

'Interleaved' Sound

(Continued from Page 1)

erations and engineering, has revealed. The experiment was okayed by the FCC for one year and operation was initiated on Dec. 19.

"Interleaved" sound eliminates audio interruptions caused by the failure of normal sound circuits. The system is used automatically as breakdowns occur and it is expected to lead to uninterrupted sound continuity in the future.

A single circuit is used to carry both picture and sound. The sound is inserted between picture elements, like tissue paper, but is undetectable by the viewer.

NAB Radio Members To Elect 12 Directors

(Washington Bureau of RADIO-TV DAILY)

Washington — All NAB radio members are being mailed ballots today to elect 12 of 28 nominees to seats on the association's radio board of directors which will become vacant Apr. 4, concluding day of NAB's 40th annual convention at Chicago. Secretary-treasurer Everett E. Revercomb said ballots must be returned by Feb. 28, and results will be announced Mar. 1. Nominees are:

District 2—Michael Hanna, WHCU, Ithica, N. Y., and John Henzel, WHDL, Olean, N. Y.; District 4—Charles Blackley, WTON, Staunton, Va.; Charles Crutchfield, WBT, Charlotte, N. C.; Harold Essex, WSJS, Winston Salem; Boyce Hanna, WADA, Shelby, N. C., and Frederick Houwink, WMAL, Washington.

Haas, Parham Named

District 6—Julian Haas, KAGH, Crossett, Ark., and Carter Parham, WDEF, Chattanooga; District 8—Robert Enoch, WXLW, Indianapolis, and Lester Spencer, WKBV, Richmond, Va.; District 10—Richard Chapin, KFOR, Lincoln, Neb., and Eugene Flaherty, KSCJ, Sioux City; District 12—Allan Page, KGWA, Enid, Okla.; Thad Sandstrom, WIBW, Topeka, and Robert Schmidt, KAYS, Hays, Kan.

District 14—Rex Howell, KREX, Grand Junction, Colo., and Ken Nybo, KBYM, Billings, Mont.; District 16—Lloyd Sigmon, KMPC, Hollywood, and Calvin Smith, KFAC, Los Angeles; Large Stations—Frank Gaither, WSB, Atlanta, and John Patt, WJR, Detroit; Medium-size Stations—John Box, Jr., WIL, St. Louis, and Daniel Kops, WAVZ, New Haven; Small Stations—Robert Mason, WMRN, Marion, O., and Don Olson, KTRF, Thief River Falls, Minn.; FM Stations—J. R. Livesay, WLBH-FM, Mattoon, Ill., and Fred Rabell, KITT, San Diego, Calif.

Scranton Station Cited For Salvation Army Aid

Scranton—WSCR has been commended by the Salvation Army for its assistance to the army's toy-collecting campaign. The station helped promote the campaign by offering Community Club Award bonus points, good for cash awards, for each toy donated.

David Opatoshu Stars On 'Hitchcock Presents'

David Opatoshu, who achieved prominence in the role of the terrorist leader in "Exodus," will star in "Strange Miracle" tonight on "Alfred Hitchcock Presents" on NBC-TV.

Canada Fear U.S. Culture

(Special To RADIO-TV DAILY)

Montreal—"Just in case Canadian viewers and listeners do know it, radio and TV form front line of national defense against cultural encroachment from the United States," the Radio and TV Directors club was told last week by the Rev. Emil Davies, a member of the Board of Broadcast Governors.

Discussing regulation, the Rev. Davies asserted that "a radio and TV industry that had nothing control it other than growth and expansion would provide no saleable programs, and whether they were culturally good or bad would be a secondary consideration."

STEM Delays Bid To BBG for License

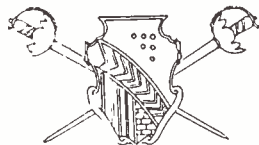
(Special To RADIO-TV DAILY)

Montreal—The Society for Television Education in Montreal has delayed its license application to the Board of Broadcast Governors (which was to have been made Feb. 6) until May to give time to interested parties to study the project, a STEM executive said.

The spokesman also refuted claims made by a local TV broadcaster that the group's announced annual budget of \$500,000 is inadequate. It is higher than local budgets in Buffalo and Boston, he pointed out.

Role for Juney Ellis

Juney Ellis has been signed to the regular starring role of "Annie Millie" in MGM-TV's new "Annie Hardy" series. Other regular stars will be Jimmy Hawkins, Phil Ober and Marjorie Reynolds.



PREMIUM MERCHANDISE



Air Line tickets, Paris, Rome, Tokyo. Caribbean Cruises, Mediterranean Cruises available as prizes for your important Radio & TV promotions.



Consultants To New Clients
Of Radio and TV

DUNNAN & JEFFREY, Inc.

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PLaza 7-5500

MARTIN HIMMEL, President



**FLY BOAC JETS
FROM NEW YORK,
SAN FRANCISCO,
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Tokyo
Hong Kong
Southeast Asia
India
The Middle East

See your Travel Agent or BOAC
Offices in all principal cities.

B·O·A·C

BRITISH OVERSEAS AIRWAYS CORPORATION
World Leader in Jet Travel

Political Reports roadcast by WHLI

WHLI, Hempstead, L. I. has resumed its weekly "Report from 'bany'" series, concurrent with the opening of the 1962 session of the New York State Legislature. The station also has begun a new Sunday series, "County Executive Report," which on alternate weeks will feature reports from top officials from Nassau and Suffolk counties.

"Report from Washington" is another regular feature of the station's "Community Servant" program.

Cederberg Directs News for WJBK-TV, Detroit

Detroit — Carl Cederberg has been appointed director of news and public affairs for Storer's WJBK-TV. He succeeds Dr. John Dempsey, who has resigned to return to a more active teaching schedule.

Cederberg has been with the station since 1960, and is a winner of the Freedoms Foundation award.

No 4th Net Now, Ford Says

(Continued from Page 1)

of "licensing" and "regulation" obscured clearcut understanding of how the latter would be effected.

One of the most respected members of the Commission, Ford also made known his views on a number of other critical subjects for broadcasters. These included:

There is plenty of room for more TV stations . . . but the time is not ripe for a fourth network.

Today's TV programming has shown marked improvement since 1950 and "is getting better."

Speed, full utilization of the VHF broadcast band and production of all-channel sets, thus obviating the need for deintermixing.

Ford's opinions were freely expressed in an interview by Leo Solomon, Washington representative of the National Audience Board, who posed questions gathered from industry trade press editors.

Favors More TV Outlets

Although already on record as believing there are too many AM radio outlets, the Commissioner does not think we are near the saturation point in TV. As for a fourth network, his prerequisite would be enough TV stations in every major market "to afford opportunity for profitable operation" of the new skein.

The proposal that the government establish or help set standards of public taste, he stated

TV Marketers' No. 1 Medium

TV is adding new dimensions to sales promotion and merchandising campaigns — heightening efficiency, broadening scope and increasing effectiveness — the Television Bureau of Advertising reports in a new folder "TV's RPM."

"TV, as a mover of products, has become marketers' No. 1 medium. Today, as the key to the revolution in promotion and merchandising, this same TV is finding additional tasks, previously assigned to other media," the bureau notes.

TV is being used to increase showroom and dealer traffic, to improve dealer relations, to dram-

matize sales meetings, to cultivate special markets, as a tie-in with national holidays, to accelerate awareness of new developments, to promote regional travel and special events and to improve effectiveness of visual tools and direct mail, among others, TvB said.

Examples of how advertisers have used TV in these different ways is also reported by the bureau: "Its first purpose as an advertising medium is to move products," but the added uses are to "improve sales promotion and sales merchandising for the basic objective of sales."

Life Lite Recharges As Paar Ups Sales

Gulton Industries, manufacturer of Life Lite Rechargeable Flashlights, attributing a 54 per cent increase in product sales to participations in "The Jack Paar Show" NBC-TV colorcasts, has placed a new order in that late-night time-spot via Compton Advertising.

91st SMPTE Conclave Opens Apr. 30 in L.A.

Los Angeles—The 91st SMPTE convention has been scheduled for Apr. 30-May 4 at the Ambassador Hotel. Exhibits and research papers are being invited both from the U.S. and foreign countries. D. J. White is in charge of foreign paper presentation, and reports one paper already submitted from Hungary.

7 Arts Post-'50s Top St. Louis Competition

Seven Arts Associated's post-'50 features aired by KSD-TV, St. Louis, on its Saturday night "Gold Award Theatre" at 10:15 PM. continue to top all network and local competition, according to the latest (November) ARB ratings.

Seven Arts VP and national sales manager Donald Klauber yesterday said that during the November rating period KSD-TV scheduled "Strangers on a Train," "Tea for Two," "Hondo" and "The Big Trees," with ARB giving them an average quarter-hour rating of 16 with a 38 per cent share of audience.

"It is interesting to note," Klauber added, "that the Seven Arts post-'50s scored a 38 per cent average quarter-hour share of audience, as compared with only a 30 per cent share for the NBC-TV network lead-in feature."

FM Outlet Ups Rates 2nd Time in 6 Months

WBFM, a Muzak station, will increase its rates some 20 per cent beginning Mar. 1, the second such boost in the past six months, it was announced by Sheldon Van Dolen, manager of the FM outlet.

Meantime, new national accounts added to the station's roster are the Sheraton Hotel chain, Magnavox Corp. and Shearson Hammill & Co., Wall Street company.



**Sold . . .
on wsb
radio!**

When The Homestead — featuring Ethan Allen Early American furniture — opened a new store for Atlantans, it scheduled WSB Radio. And WSB got results! "Our sales have been so far above expectations that we are revising our advertising budget upward. This means we will be spending three times as much on WSB," declared Robert B. Eckert, President of The Homestead. Local advertisers have tested and proved WSB Radio's selling power. You can profit by their experience on the 50,000 watt "Voice of the South!"

WSB Radio

Affiliated with The Atlanta Journal and Constitution
NBC affiliate. Associated with WSOC-TV, Charlotte.
WHIO WHIO TV, Dayton



Station Pays Bounty For Dead Insects

Washington Bureau of RADIO-TV DAILY
Washington—WWDC last week held a one-day drive to help rid the area of flies and mosquitoes before the onset of warmer multiplication weather. The station offered listeners a dime for every dead fly or mosquito and 15 cents for each wasp mailed in. Limit: 10 to a customer. The hunters bagged 1,180 flies, 30 mosquitoes and 48 wasps.

'Recital Hall' Skeds 7 Top Concert Stars

Seven of the country's foremost concert artists will be presented during February and March on WNBC-TV's "Recital Hall" series. Saturday's performer was Augustin Anievas; Feb. 17, Oscar Shumsky and Beveridge Webster; Feb. 24, Paul Jacobs; Mar. 3, Helen Vanni; Mar. 10, Marjorie Mitchell, and Mar. 17, Michael Rabin.

The series is presented in association with the Lincoln Center for the Performing Arts and the Juilliard School of Music. Host is Ben Grauer, producer and director is Paul Kane.

Senate Slates Hearing On All-Channel Sets

(Continued from Page 1)

interstate commerce be able to receive all channels was tabbed as the first order of business. The FCC's request for power to regulate the networks is still believed to be the second subject which the subcommittee will take up.

The FCC has taken the position that there can't be a genuinely competitive nationwide system of TV without more stations on the air, and that no significant number of new stations can be made possible without wide use of the UHF channels. It has also held that if all sets in the hands of the public could receive UHF stations, it would greatly facilitate expanded use of these channels. Minow has been particularly active in promoting legislation of this type recently, joining with Commissioner Robert E. Lee. At the recent hearings, network officials backed the idea, as did NAB in the recent meeting of its board of directors.

Juliet on 'Highways'

Juliet Prowse will star on "Highways of Melody," on NBC-TV Apr. 28. The program is one of three live, color specials produced this season by Henry Jaffe Enterprises, others being "The Bell Telephone Hour" and "The Dinah Shore Show."

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Washington's Birthday marks the seventh anniversary of Jack Douglas' series, "The Golden Voyage," which would claim the distinction of longest-running travel program if it weren't for his "I Search for Adventure" series, six months its senior. Both are prosperous weekly half-hours on NAFI flagship station, KCOP, and in nationwide syndication. The Douglas shows have won three out of four "Emmys" for KCOP, two for "Golden Voyage" and one for "Adventure."

• • • Milton Berle has joined the Composers and Lyricists Guild of America, longstanding craft group recently authenticated by the NLRB as official bargaining agency for "words-and-music" writers. It permits him to write the music for his upcoming NBC-TV show and brings CLGA membership in Hollywood and New York to 387.

• • • Hugh O'Brien, Janet Blair, Mary Costa and Paul La Valle have been named to support guest star Juliet Prowse on the one-hour Gordon and Sheila MacRae special for NBC-TV on Easter evening—a real talent spread for producer-director Gregg Garison, composer-conductor Harry Zimmerman and choreographer Tom Hansen.

• • • Sitters-up-late in the Los Angeles area are witness these nights to one of the hottest dial-twirling contests on record, with three one-man shows fighting it out for first place from 10:30 PM on. At that time, Henry Morgan takes over at KCOP for 90 minutes, six nights a week. Half an hour later, Tom Duggan, who used to work the KCOP spot, commences at KTTV, holding forth for 90 minutes, five nights weekly. Fifteen minutes after Duggan, Jack Paar arrives on KRCA (24 hours after his New York airing due to color complications) for 105 minutes.

• • • The three are totally dissimilar. Morgan's suave, acrid, cultured mastery of his program yields him a high grade of guests—frequently longtime greats who wouldn't be caught dead on a less civilized program, but costs him some of the rough-hewn citizens of the West. Duggan's gusty, blustery, off-the-cuff mannerisms and critical size-ups of the political greats on both sides of the fence, appears to get him the numerically powerful middle-class. Paar's following is long-held, substantial and steady as a rock.

• • • It's a good balance, and a fair fight except for one small advantage enjoyed by Duggan by way of his phone girl, Pamela Mason, who has a daytime radio show of her own on KABC and uses it steadily to plug the Duggan show and slam the others. Paar is longest on the local air, Morgan is second longest, and Duggan (this time) the newcomer. Anybody can win—most of all the viewers.

• • • At Chrysler Corporation's party at Chasen's the other night the hosts had a talented caricaturist at the disposal of the guests. On completing each drawing he wrote the subject's first name in a corner. When Janis Paige saw her caricature she was delighted until she saw that Robbins had written Anita on it. She had a puzzled expression on her face as she came away and asked her escort, "Who is Anita?" Only a few of those present recalled the screen star of the twenties, Anita Page.

What Should Kids Read?

What children should be permitted to read will be the topic of CBS Radio's "University Explorer" on Sunday. Hale Sparks is host and narrator.

WTHI Names Sales Rep

Radio Station WTHI in Terre Haute, Ind. has announced the appointment of Venard, Rintoul & McConnell, Inc. as national sales representatives.

Starring Guess Who!

Scranton—Wilkes Barre—WD-AU-TV has begun a new program entitled "John Wayne Theatre" aired each Thursday at 7:30 to 9:00 PM.

Godfrey in Las Vegas

Beginning Feb. 22 and running through Mar. 5, the CBS Radio program, "Arthur Godfrey Time," will originate from Las Vegas where Godfrey will be making a night club appearance.

Foster a Bolling Mgr.

Robert C. Foster has been named manager of the Boston office of the Bolling Co., station reps. He has been in broadcast sales in the Hub area for 22 years.

Wilson Joins KMA

Shenandoah, Ia.—Dan Wilson has joined the KMA announcing staff. He was previously with KOKX in Keokuk.

ASCAP Prexy Adams UCLA Guest Lecturer

Los Angeles—Stanley Adams, president of ASCAP, will deliver a guest lecture at UCLA Feb. 15 on the subject "ASCAP, Nationally and Internationally." Adams, author of several song hits, will address a class on the structure and economy of the music industry.

Ike Talks of Leadership On Last of Series

Dwight D. Eisenhower will discuss past and future global domestic problems of the President of the U. S. Thursday night on CBS Reports: "Eisenhower, the Presidency" Part III. The CBS-TV program will be the last of a series.

In an informal conversation with CBS News correspondent Walter Cronkite, the former President also will appraise several of the world's leading statesmen.

Air Force Academy Life On Sports Spectacular

Life at the U. S. Air Force Academy in Colorado Springs, Colo., will be explored in detail with emphasis on the physical fitness program, during "Cadet Sports—Training for Leadership" on the Mar. 4 "Sunday Sports Spectacular" on CBS-TV.

"Cadet Sports — Training for Leadership" was produced for CBS by Craig Gilbert, and directed by Jack Carver of KLZ-TV, the CBS-TV affiliate in Denver, Colo.

Todman Is Re-appointed To Cancer Crusade Post

Howard Todman, director of business affairs for Goodson-Todman Productions, has been re-appointed chairman of the Radio-TV Division of the Cancer Crusade's April Crusade.

The New York City Cancer Committee is the local division of the American Cancer Society. To expand its program of research and education in 1967, the committee has set a goal of \$1,750,000.

OBITUARY

Herman M. Paris

Washington Bureau of RADIO-TV DAILY
Washington—Herman M. Paris, 59, WWDC national sales VP since 1956 who died at Washington Medical Center after a short illness, was buried Sunday in Philadelphia. He was a member of the local Ad Club, Variety Club, Sales Executives Club and Broadcasters Club.

AIEE-IRE Merger in Planning Stage

Plans to consolidate the American Institute of Electrical Engineers and the Institute of Radio Engineers by next Jan. 1 were discussed during the winter general meeting of the AIEE. Patrick E. Gaggerty, IRE president, and Warren H. Chase, AIEE president, opened members in the talks.

A tentative name for the merged group is the Institute of Electrical and Electronic Engineers (IEEE). The international interests and scope of the group indicated by omission of the word "American" in the name.

John Hicks, Jr., Joins Hamilton-Landis Firm

West Coast Bureau of RADIO-TV DAILY in San Francisco—John H. Hicks, Jr. has joined the Dallas office of Hamilton-Landis & Associates, nationwide media brokerage firm. He is currently president of KOLE, Fort Arthur, Tex.; WTAW, Bryan-College Station, Tex., and KPFL, Lafayette, La.

Hicks also is chief officer of weak franchises in Beaumont, Fort Arthur, and Orange, Tex., in Port Arthur Sound Co., and Port Arthur Bowling Corp.

Previously, he was national advertising manager of The Houston Ad; advertising director for Burr-Mills, Inc., and manager of the Dallas office of the Paul H. Kramer station firm.

AGENCY NEWSCAST

By WM. McCUTTIE

New members elected to the Advertising Research Foundation are Robert Wood Johnson Co., Division of Johnson & Johnson, New Brunswick, N. J.; Television Center, Iowa State U., Iowa City; Perdue U. Libraries, Lafayette, Ind., and Villanova U., Commerce and Finance Library, Villanova, Pa.

Wynn Oil Co., on behalf of its Friction-Proofing, Engine-Tune-Up and Auto-Medic, has set sponsorship of CBS Radio's "Dimension" program. "Sidelights." Agency is Erwin Wasey, Ruthrauff & Ryan.

David B. Carmel Co. for its Armo Interfacing products (fabric-lining material), has purchased directly a five-minute weekly sewing segment with Carol Knox on WNBC-TV's (New York) "Family" show. The 13-week buy starts today. Carson/Roberts/Inc., Los Angeles, has been retained for all divisions of Calusa Chemical Co. (laundry and dye products).

Sterling Forest Gardens, Tuxedo, N. Y., has appointed de Garmo, Inc., to handle advertising and promo.

Grant Advertising, Chicago, has named Richard F. Gorman, a VP. Lambert & Feasley has named Robert D. Richardson associate creative director on the Phillips Petroleum Co. account.

and Jim Seay have joined the announcing-production staff of WIS. John Wrisley, air personality, has been promoted to production supervisor and Howard Hamrick, formerly program director, is now local sales coordinator.

'Carves' 25th Yr. at KOIN

Portland, Ore.—Johnny Carpenter, KOIN director of sports and special events, recently celebrated his Silver Anniversary with the station. He entered radio in 1923 as a singer at KGA, Spokane, and joined KOIN in 1937.

At the Movies

San Antonio — Bob Wolfe and Jerry Wilder, KBER deejays, will edit the taped intermission music and commentary for 18 local drive-in theatres.

Goddard Greeted

St. Louis — Bob Goddard, St. Louis Globe-Democrat columnist and amusement editor and host of the "Bob Goddard Show" each

Canadian Churchmag Blasts 'Cynical' TV

Montreal—An editorial in the February issue of the "Canadian Churchman," official Anglican Church of Canada newspaper, described TV advertising "as one of the crudest and most blatant examples of organized cynicism ever devised by man about fellow man."

Roosevelt Field, Garden City, L. I., industrial, business, entertainment and shopping center, has begun a spot and participation campaign on WLIR-FM.

Kastor Hilton Chesley Clifford & Atherton has appointed Joseph Caggiano assistant treasurer. Leo Nejelski has been named senior consultant at John J. Henderson & Associates, Inc., marketing and communications research firm.

Mrs. Paul's Kitchens is running a saturation campaign on the 32-station Yankee network including the flagship station, WNAC, Boston, for its frozen foods. Agency is Aitken-Kynett Co., Philadelphia.

Saturday night on KMOX, has received the first annual "Man of the Year" award from the St. Louis chapter of the Hotel Greeters Association.

Danzler Film 'Appreciated'

Jacksonville, Fla.—Ray Dantzer, WFGA-TV's news editor, has received a Plaque of Appreciation from James E. Thomas, president of Rodeheaver Boy's Ranch, for producing a color film depicting the activities and purpose of the Ranch. The film will be used throughout the nation to help find support for the Ranch's program for homeless boys.

8-Year Man

Dallas — Hugh Lampman, disc jockey on KRLD, has started his eighth year as host of the "Music Till Dawn" show.

KBON Picks Nat'l Reps

Omaha — KBON has appointed Advertising Time Sales as its exclusive national representative.

TV 'Bunny' Doubles; Sponsor Buys News

ABC-TV has disclosed that "The Bugs Bunny Show," to be sponsored by General Foods Corp. through Benton & Bowles, will be presented on the network Saturday afternoons beginning Apr. 7, in addition to its regular Tuesday night schedule.

The network also announced that the American Tobacco Co., through Sullivan, Stauffer, Colwell & Bayles, has become a participant in the nightly "ABC Evening Report" telecast.

Other sponsors are Block Drug Co., through Grey Advertising; Consolidated Cigar Sales, Lennen & Newell; Schick Safety Razor Co., Compton, and E. R. Squibb & Sons, Donahue & Coe.

WABC Appoints Linden Director of Research

David Linden has been appointed WABC Radio research director. He formerly was project director for Bennett-Chaikin, Inc., New York market research firm. Prior to that he was a CBS-TV research analyst.

VP and general manager Harold L. Neale, Jr., said Linden's background and experience provide "a valuable addition to WABC's growing organization."

Triangle Asks Wide Study

(Continued from Page 1)

response to FCC proposals for encouraging expanded use of UHF. Triangle warned against proposals to take single operating VHF stations out of markets, as proposed, and also suggested that the time has come to consider whether there might not be a better system for color TV than the present one.

The "basic, nationwide" TV study should include increased band width, utilization of recently involved "information theories," revised picture aspect ratio and improved color standards, the FCC was told. Triangle said the Commission must base its UHF decisions on the many new techniques and the data which has become available in the past decade.

Music Men Measure 'Queen' Contestants

The National Association of Music Merchants has begun its annual contest to find the "Music Queen of 1962." Entry blanks are being mailed throughout the country to retail music stores for use by women employees. Winner will receive more than \$2,000 in prizes and will reign over the Music Industry Trade Show in New York June 24-28.

News Flashes From Coast-to-Coast

Wavy Hears Grant

Waveland, Tex.—Howard Grant, WT deejay, is emcee of "Music Westside," which is broadcast to the Seventh Fleet from an aircraft carrier in the Western Pacific.

Announcing: Emery

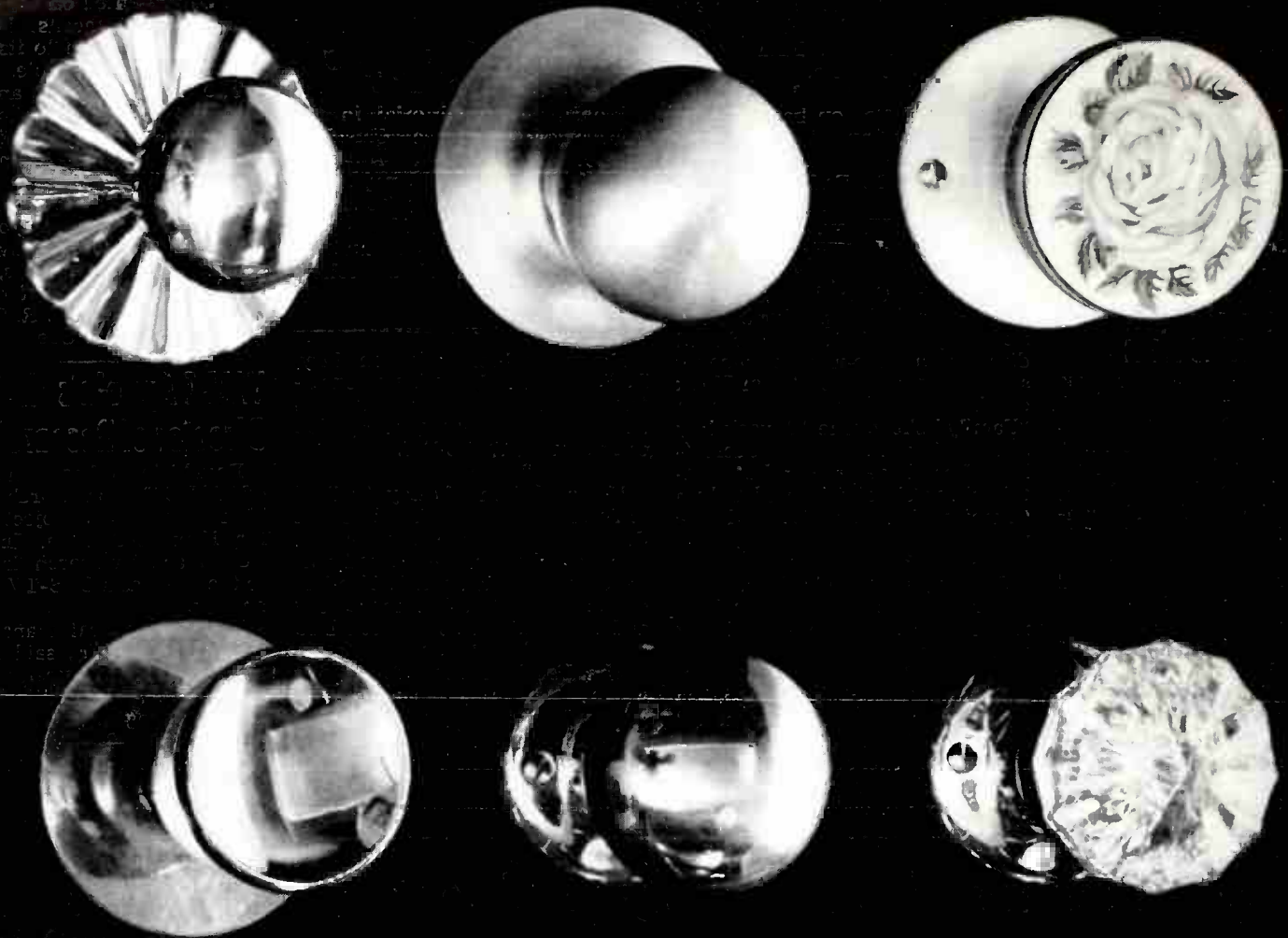
Cincinnati — Bob Emery has joined the announcing staff of WWD, coming from WAVI, Dayton, where for two years he was continuity director, deejay and worked in operations and production.

Gift of Receivers

St. Wayne, Ind.—Some \$7,500 worth of 27-inch TV receivers, originally loaned to 19 schools in the area by the Magnavox Co. to permit evaluation of the Midwest program for Airborne TV Instruction, have been donated to the schools.

Ben Some Changes Made

Columbia, S. C. — Don Jackson



six ways to open the door

(Each of the 6 ABC owned radio stations opens the door to sales in its own way)

Do you want to open the door to more sales in six top markets of the U. S.? The six great ABC owned radio stations can do it for you. Different handles — yes — but the same results — delivering active, high spending audiences. Each station opens the door in its own way using the “flexibility factor,” which is an awareness of

varied and ever-changing climates of listeners' preference and need. To find the right handle for more radio homes (and sales) call John Blair and Company about WABC, WLS, WXYZ and KGO. Adam Ycung, Inc. for KQV. The Katz Agency for KABC. Open the door to sales by using the ABC owned radio stations.



ABC OWNED RADIO STATIONS

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



Indiana University Library
Bloomington Ind

Established February

VOL. 90, NO. 31

WEDNESDAY, FEBRUARY 14, 1962

TEN CENTS

DISCORD ON 'CLEARS' SPLITS FCC

\$8-Million 'McCoys,' Five Yrs. of Reruns Bought by CBS-TV

CBS-TV has purchased "The Real McCoys" series, plus five years of reruns, for presentation next Fall, it was learned yesterday. RADIO-TV DAILY was informed the package had been offered previously for \$8-million. CBS would not disclose its purchase price. Negotiations were carried out through the William Morris Agency.

The new episodes will be shown
(Continued on Page 4)

MGM Begins Production On 2 New Video Series

MGM-TV has begun production on "Andy Hardy" and "Grand Slam," seventh and eighth new series projected for the 1962-'63 season. Gene Reynolds is directing "Andy Hardy," and Buzz Kulik is directing and producing "Grand Slam."

Morris Heads Tex. Corp. To Buy Radio Stations

Houston—David H. Morris has been elected president of Texas Coast Broadcasters, Inc., which
(Continued on Page 6)

Seven Arts Going Global

Seven Arts Associated now is engaged in worldwide distribution of Warner Bros.' and 20th Century-Fox films for TV and theater use. Norman B. Katz has been named VP in charge of foreign operations, with headquarters in London. He will handle all theatrical and TV distribution of Seven Arts products outside the U. S. and Canada.

In addition to the distribution

of films, Seven Arts also handles legitimate theater properties such as "Night of the Iguana" and "Rhinoceros," literary properties such as Jacques Deval's "Romanero," and real estate, on Grand Bahama Island.

Economee Acquires 93 'Sothern' Segs

Ziv-UA's Economee Programs has acquired 93 segments of "The Ann Sothern Show" from ANSO (Ann Sothern Production Co.)



WEIS

for rerun release starting in April. Pierre Weis, VP of Ziv-UA and general manager of Economee, said this is the division's first transaction of its kind and signals the latest extension of Ziv-UA's policy of distributing selected products of top in-

(Continued on Page 2)

JFK Honors Industry For Aiding Handicapped

Washington—The Distinguished Service Award, highest honor of the President's Committee on Employment of the Physically Handicapped, will be presented to NAB president LeRoy Collins, representing the industry, by President Kennedy and Maj. Gen. Melvin J. Maas, committee chairman, at the White House at noon today. The award results from a seven-year "Hire the Handicapped" radio-TV campaign.

First Prime Time Bid By Storer Programs

Storer Programs, Inc. has completed arrangements for a new TV film series in color, "The Litest Hobo," to be produced in cooperation with McGowan Productions, Inc. The 39 half-hour pro-

(Continued on Page 4)

H. B. Anderson Resigns As ABC Films Sales VP

Howard B. Anderson has resigned as ABC Films VP in charge of sales. Until a successor is named, president Henry G. Plitt said VP Harold J. Klein would handle all matters pertaining to sales.

'11 Peanut Whistles' Never to Materialize Is Lee's Objection

By HARRY LANDO

Washington Bureau of RADIO-TV DAILY

Washington—The FCC yesterday defended its action in providing for single new stations on 13 of the 23 radio clear channels and asked that countermanding bills to provide for "super power" be defeated. The Commission however conceded that engineers believe higher power will mean better radio reception.

There were three dissenters on
(Continued on Page 5)

NBC-TV Pacts Mitch For 2 More Seasons

"Sing Along with Mitch" colorcasts will continue on NBC-TV through the 1962-'63 and 1963-'64 seasons, according to an agreement negotiated with Mitch Miller and his production company, All America Features.

Jack Webb and Mark VII Moving to Warner Bros.

Jack Webb will report to Warner Bros. Pictures Mar. 5 as a producer, it was announced by Jack L. Warner. The deal includes Mark VII Productions Ltd. and Michael Meshekoff, producer.

Rybutol Sales Pitch Given FTC Damper

Washington—An initial decision by Federal Trade Commission examiner Walter K. Bennett has directed Lanolin Plus to reduce its claims for Rybutol, in radio and TV commercials, and to disclose that, in many cases, the product would be of no value.

Hollywood Admen Announce 2nd Annual IBA Winners

West Coast Bureau of RADIO-TV DAILY

Los Angeles — With a capacity audience embracing agency heads, radio and TV executives and distinguished guests, the Hollywood Ad Club last night announced the winners in its second annual International Broadcasting Awards competition at its presentation dinner and show in the Palladium.

In addition to special awards to industry personalities, and citations for achievement in techniques, awards were presented in

(Continued on Page 5)

HUGH O'BRIAN! TONIGHT ON 'PM' STARRING MIKE WALLACE



Westinghouse
Broadcasting
Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 31 Wed., Feb. 14, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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'Here's Hollywood' Junkets in Europe

Peer Oppenheimer, executive producer of NBC-TV's "Here's Hollywood," and Jack Linkletter, co-host on the series, will leave for London, Paris and Rome with a production staff Saturday, to film interviews with theatrical personalities.

In London, Feb. 18-23, they plan to film talks with Van Johnson, Richard Todd, Jose Ferrer and Deborah Kerr. In Paris, Feb. 24-26, Linkletter will film talks with Ingrid Bergman, Tony Perkins and Sophia Loren.

WDAU TV SCRANTON WILKES BARRE

AN ADDITIONAL 52 COMMUNITIES EACH WITH A POPULATION OF 5000 OR MORE. FOR AVAILABILITIES CHECK H R OR CALL CONWAY IN SCRANTON.

COMING AND GOING

BILL KAUFMAN, of Screen Gems' publicity, to Philadelphia to meet PAUL PETERSEN of the "Donna Reed Show," for a publicity tour and an appearance on "The Dick Clark Show."

MAURIE WEBSTER, VP and general manager of CBS Radio Spot Sales, has left on a three-week business trip to Detroit, Los Angeles, San Francisco and Portland, Ore.

PHIL COWAN, Metromedia's PR chief, to WHK, Cleveland.

MARTIN BAUM, president of motion picture and equity of GAC, back to the West Coast from Europe after a stopover in New York.

MICHEL GRILIKHES, general program executive for CBS-TV, and his wife, LARAINE DAY, in town for conferences with CBS.

HERMAN RUSH, senior VP of GAC-TV, returns to New York after Coast conferences.

Nat'l Spot Audience Of Radio Surveyed

Frank M. Headley, president of H-R Representatives, and Dr. Sidney Roslow, Pulse president, yesterday announced that a qualitative study will be made to determine the basic composition of the national spot radio audience.

In announcing H-R's part in the underwriting, Headley said, "We hope enough station representatives will be cognizant of the value of this Pulse survey and help both companies underwrite the effort."

Dr. Roslow explained that the study would be used to better define the scope of the radio audience and show advertisers why spot radio should be used. Both men agreed that such a study would be a valuable bonus to radio sales and build the image of radio nationally.

Dr. Roslow said he will enlist the support from all national radio representatives.

Sale of FM 'C.P.'s Hits A Roadblock by FCC

Washington Bureau of RADIO-TV DAILY Washington—Plains Broadcasting efforts to secure additional time to build FM stations on permits for Denver, Cincinnati, Minneapolis, Portland, Ore., and Seattle and approval of sale of the "c.p.'s" to United Communications has hit a temporary roadblock. FCC hearing examiner H. Gifford Irion, in an initial decision, denied the applications on all counts.

CANADIANS GET TWO-WAY RADIO

Citizen's Band to Provide Contact Up to 10 Miles

Special To RADIO-TV DAILY Montreal — Beginning Apr. 2, Canadians will be able to get in touch with their homes, offices or friends from any spot within a 10-mile radius via a private, two-way radio system.

The low-power, citizen's band will have 19 channels for shared frequencies around the 27-megacycle band.

One snag is that with so many people on the same wave-length, users will have to adopt a bit of telephone party-line courtesy.

It's Linkletter, Bishop As First Paar Subs

Art Linkletter and Joey Bishop will be the first two program hosts on NBC-TV's "Tonight" show following the departure of Jack Paar Mar. 30 from the weeknight 11:15 PM-1 AM colorcasts. Linkletter will serve as host the full weeks of Apr. 2 and Apr. 9 and Bishop the week of Apr. 16.

Paar, as previously announced, will begin a weekly series of prime-time colorcasts for NBC-TV next Fall.

Linkletter, a 27-year veteran in show business, for many years was host of "People are Funny" and "House Party." Bishop, star of his own NBC-TV comedy series was a nightclub headliner.

Gagwriters Discuss Thievery

"Is Joke Stealing Legal?" will be discussed Mar. 2 at an open-house seminar sponsored by the National Association of Gagwriters at 2 PM at Al Cooper's Herald Square Restaurant. The discussion will start after the regular Laff Luncheon meeting of the Gagwriters held the first Friday of every month. George Q. Lewis, NAG founder and director of the national humorists' organization,

will conduct the discussion.

Copyright laws now afford protection to 50 words or more in consecutive sequence. Jokes, which are sometimes only 20, 30 or 40 words long, thus are not subject to copyright. The Gagwriters Protective Association, a division of NAG, has recommended to Congress that copyright laws be extended to include the joke-writer.

FINANCIAL

(Feb. 13)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. 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 stocks like Capital Cities, Desilu, Esquire Inc., MPO, etc.

OVER THE COUNTER

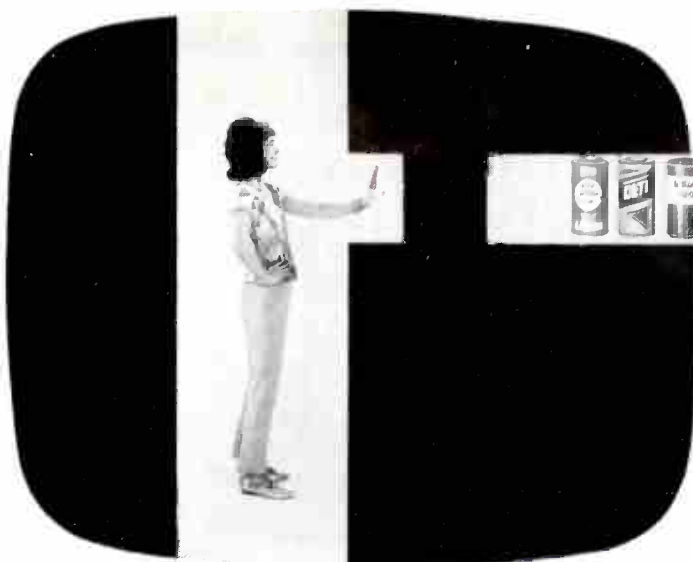
Table with columns: Bid, Ask. Lists stocks like Jerrold, Meredith, Metromedia, etc.

'Southern' Segs Acquired

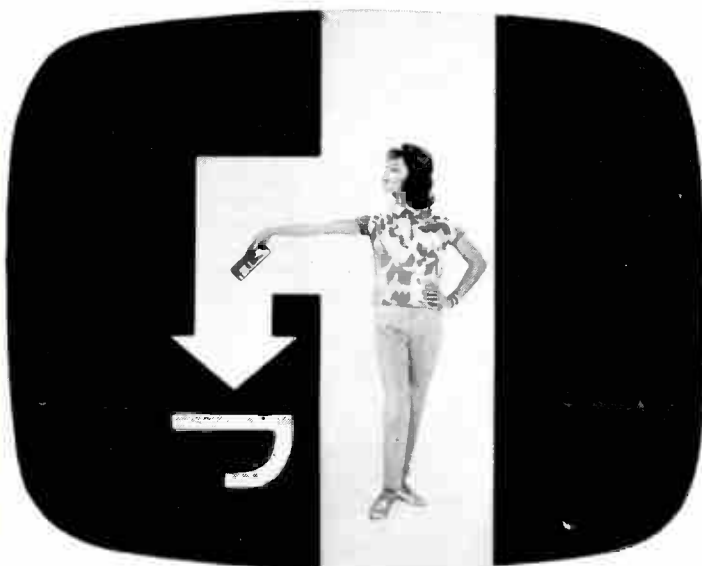
(Continued from Page 1) dependent producers. The series, which was on CBS TV for three years through 1960, starred Miss Sothorn as assistant manager of a metropolitan hotel. Producers were Devery Freeman and Arthur Hoffe, and Richard Whorf, Abby Berlin and James Kern directed.

Weis noted that, with the addition of "The Ann Sothorn Show," the new Ziv-UA distributive principle now embraces all areas of production, including general programming, syndication and reruns.

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



Cleaning? Who cleans? Household cleansers? Fine . . . but . . . !



Stoop and scour . . . Not with VANiSH.



Today's modern housewife lives a life of ease.

ADVERTISER: Dracket Company—VANiSH
 ADVERTISING AGENCY: Young & Rubicam, Inc.
 PRODUCER: Transfilm-Caravel, Inc.

FILM does the unusual . . .

THE PROBLEM: How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do . . . show how and why VANiSH obsoletes old ways and old ideas.

THE ANSWER: A unique combination of animation and live action together with precisely synchronized mattes! On film, of course! For film gives you the range of effects to make commercials exciting . . . arresting . . . the way you want them—and when!

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing requires.

For more information, write Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Drive, Chicago 1, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

or **W. J. German, Inc.**, Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

Station Returns Teeth In Time for Dinner

Columbus, Miss. — WCBI-TV, which provides a lost and found, buy or trade, swap and for-sale service on its "Bulletin Board," last week reached the pinnacle of success: a pair of false teeth were returned after only one announcement, and despite the fact that no picture of the teeth was available.

AA TV Post-'48 Pix Sold in 2 More Marts

Allied Artists Television's "Cavalcade of the 60s" has moved into two more markets, according to Robert Morin, VP and general sales manager. The package of 40 post-'48 feature films has been sold to WCCO, Minneapolis, and KMBC, Kansas City. Also sold to WCCO was AA TV's "Bomba" package of 13 features.

Now in over 20 markets the "Cavalcade of the 60s" is a package of top Allied Artists films including "The Phenix City Story," "Wichita," "Friendly Persuasion" and "Al Capone."

Storer Signs for Series

(Continued from Page 1)

grams aimed at prime evening time, will feature London, an intelligent German shepherd dog.

Terry H. Lee, Storer Broadcasting Co. V.P. and head of SPI, completed negotiations with Bruce Eells, president of TV Artists and Producers Corp. Pilot screenings begin next week.

Producers Dorell and Stewart McGowan have produced films since 1927. Their TV successes are identified with "Death Valley Days," "Sky King," original pilots for "Doctor Christian" and "Silent Service" and numerous live and animated commercials for U. S. Borax, Westinghouse, National Biscuit, General Motors, Howard Hughes, Revlon and Campbell Soup.

Stanley Holloway Reads On 'Lamp Unto My Feet'

Stanley Holloway, noted English actor who created the role of Eliza's father in the original Broadway production of "My Fair Lady," will read dramatic highlights from John Masefield's vivid narrative poem, "The Everlasting Mercy," on "Lamp Unto My Feet" Mar. 11 on CBS-TV.

AVAILABLE MARCH 1ST

Young film sales executive with 15 years' major studio experience. Film and TV distribution specialist with thorough knowledge of transportation and TV syndication. Capable of complete department management. Can travel.

Box No. 155, RADIO-TV DAILY
1501 Broadway New York 36, N. Y.



By TED GREEN

• • • CBS director Martin Carr will address Radio and TV students at NYU Monday on "Public Affairs Programming—Its Development and Future." . . . Producer Bill Hobin got all 25 male members of the "Sing Along" cast to join the local Vic Tannys on a group rate. . . . Lovely singer-actress Nancy Tribush receiving raves for her performances in Washington in the road company of "Bye Bye Birdie." . . . If you look in the current issue of "Who's Who of American Women" you will find Henriette K. Harrison listed.

★ ★ ★ ★

• • • Meet: Malcolm C. Klein, VP and general manager of KHJ-TV, Los Angeles, has also served in the same posts for WNTA-TV, Newark, N. J., and was the youngest station manager in both markets. He held the posts at the age of 30 in Newark, and 33 on the West Coast. Klein started in broadcasting in 1947 at KLAC (now KCOP), Los Angeles, as a stage manager; entered the sales end as an account exec at KABC-TV on the coast, and eventually became its assistant general sales manager. He came East less than three years ago to take over WNTA-TV, where he was responsible for such programming as "The Play of the Week" and "The Mike Wallace Show." A native of California, Klein returned to the Coast in May, 1960, to take over KHJ-TV.



KLEIN

★ ★ ★ ★

• • • Jayne Meadows has received a citation for her work on behalf of mental health from the Maryland Association for Mental Health at a dinner in Annapolis. . . . WNTA reporter and food expert Ray Wilson hosted a party at Mitzi Holmes' Jager House on Lexington Ave. for the station's deejays. . . . No word from Keefe Brasselle about his video activities. A few months ago, he had very big plans for '62. . . . There have been some mumbles recently about a possible romantic association between John Crosby, the TV oracle, and Joan Fontaine.

★ ★ ★ ★

• • • Peter Elgar, who films some of TV's top commercials (General Foods, Esso, etc.), will mark his 30th anniversary as a film director and producer with a cocktail bash at Peter Elgar Productions office tomorrow. Elgar, with a stage background in Austria, teed off his film career at age 26 as director of the controversial European film, "Maedchen in Uniform." . . . Six reels of personal home movies of Field Marshal Erwin Rommel have been "captured" by David L. Wolper from a private source in Germany for use in his TV special, "D-Day," to be aired by NBC as a "DuPont Show of the Week." . . . Monique van Vooren will become a regular TV panelist on NBC's daytime quiz, "Your First Impression," in March. About her new job, Monique says: "As a serious actress I am still looking for good dramatic TV roles. But my biggest ambition is to become another Arlene Francis in the TV panel field. I'll trade anything in the world I've got just to have half her wit and charm." (How about it, Arlene?)

Rita Garner to Assist D'Antoni Thru Promo

Philip D'Antoni, Mutual Broadcasting System general sales manager, has named Rita L. Garner sales promotion director. She will supervise both presentation and promotion activities for the network's nationwide sales organization.

Miss Garner, who joined MBS in October as a writer and assistant to the sales development director, has held posts in promotion with WABC, WMCA, WMGM and Associated Artists Productions, Inc.

Intermountain Network Forms New SW Group

The Intermountain Network, which has 59 radio station affiliates, has just completed the organization of a Mexico-El Paso Group which will be available to advertisers as a supplement to the network, Lynn L. Meyer, president, said.

Last year the network, now in its 26th year, joined with ABC Radio Pacific and with The Arizona Network to form ABC Radio West. Both Intermountain and the latter are represented by Avery-Knodel, Inc., station reps.

When Columbus Tried It, He Discovered America

Hugh Downs, announcer for NBC-TV's Jack Paar show, is taking a two-week vacation in the Caribbean this month, chartering a 93-foot ketch to sail to the Windward Islands. "I'm taking my own sextant along," says Downs, "and I'll do the navigating myself."

TV Cameramen Click With NPPA Judges

Irving Heitzner, now with Hearst Metrotone News, New York, and Lew Clark, WCAU-TV News, Philadelphia, have won three awards in the 19th annual Newsfilm of the Year Competition sponsored by the National Press Photographers Association, Missouri U. and the World Book Encyclopedia.

Heitzner, while with CBS News, won both second place for spot news and the special "sound on film" award for coverage of pro-Lumumba demonstrations in New York.

Clark received spot news third place for coverage of attempted rescues in a fire in which three died. This is the fifth NPPA award won by Clark. Awards will be given in May during Journalism Week at Missouri U.

Oklahoma U. Station Becomes CBS Affiliate

Norman, Okla.—WNAD will become a CBS Radio network affiliate Monday, Arthur Hull Hayes, CBS Radio president, and Dr. George L. Cross, Oklahoma U. president, have announced jointly.

The station, which serves metropolitan Oklahoma City, is owned and operated by the university. It operates with a power of 1,000 watts on 640 kilocycles.

'McCoys' to CBS-TV

(Continued from Page 1)

on CBS Mondays, 8:30-9 PM and the reruns will be aired daily in a daytime slot. Sponsors were not named.

ABC-TV, which now carries the series, is reported to have turned down the package because the price was "too high." It is understood the series' star, Walter Brennan, will appear in only 12 episodes next season; he has an option to quit the show in 1963.

HOWARD E. STARK

Brokers and Financial
Consultants

Television Stations—Radio Stations

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

Broadcast Pioneers' 'Mike Award' Dinner Reported A Sellout

ICC members, NAB president Roy Collins, and top Illinois officials will be among the capacity gathering of 650 at the Quarter House in New York City on Feb. 25 when the Broadcast Pioneers' Dinner and annual "Mike Award" dinner, which will honor the outstanding contribution to the art of broadcast-



QUAAL

Two Officials to Accept
Accepting the award, a gold-embroidered actual "ribbon" microphone of pioneer radio days, and an accompanying plaque will be presented by Howard Wood, president of the Rine Co. and WGN, Inc., and Val L. Quaal, executive VP and general manager of WGN, Inc.

The "Mike Award" comes to WGN, Inc., just before its 38th birthday, which will be marked on Feb. 24. Illinois officials attending the award dinner include Gov. Otto Kerner, Sens. Paul H. Douglas and Everett M. Dirksen and Chicago Mayor Richard J. Daley. Expected to address the dinner are H. V. Kaltenborn, founder of the Broadcast Pioneers, with Arthur Brickhouse, WGN sports anchor, serving as emcee.

WLW Won Last Year
The "Mike Award" was launched last year with WLW, Cincinnati as the first recipient. Proceeds from the annual affair go to the Broadcasters' Foundation, Inc., which was created in 1960 as an aid to needy broadcasters. Serving as the foundation president is Arthur H. Green, advertising manager of RADIO-TV DAILY.

NETWORKS — AGENCIES — SPONSORS

Do you think Old Blue eyed Banditti's because I have scaled the wall like an old Mustache like I am can't do something for "you all"?

"apologies to Bill Longfellow"

Oh! I'm Sixty-Five and want a job!

Full Time — Full Time — Any Time —
Travel — Publicity — Manager —
Exploitation — Talent Scout.

PAUL BLAUFOX

10-31 73rd Road, Forest Hills 75, N. Y.
BO 3-8924

Awards Made by the IBA

(Continued from Page 1)

25 television and 15 radio categories.

The winning commercials, listed in the order of category, sponsor, program title, agency, and producing organization, follow:

Open, over 60 seconds, Radio: State Farm Insurance, "Traffic Sign," Needham, Louis & Borby, Hollywood, Jack Kuehlmo, Beverly Hills; Open, under 60 seconds, Radio: Table Pepper Shaker, W. H. Malkin Co., Ltd., Young & Ross Advertising, Vancouver, B. C., CKLG-Radio, North Vancouver, B. C.; Live Action, over 60 seconds, TV: Chevrolet Automobiles, "Cyril Swamp," Campbell Ewald Co., Detroit, Woodburn & Walsh, Coral Gables, Fla.; Live Action, 60 seconds, TV: Inst. Maxwell House, "Cup and a Half," Benton & Bowles, Inc., N. Y.; P. V. Graphics, N. Y.; Live Action, under 60 seconds, TV: Conter Chocolate Biscuits, "Park Keeper," Fritchard Wood & Partners-London, TV Advertising, Ltd., London, England.

Promotional, Station, TV: News, Channel 3, Keltz & Herndon, Dallas, Keltz & Herndon, Dallas; Promotional, Program, TV: Thriller, no agency, NBC Hollywood; Humorous, under 60 seconds, Radio: Cheetos-Gon, Mills, "Toasted," Stan Freberg, Hollywood, Proberg, Ltd., Hollywood; Local, Regional, 60 seconds & over, Radio: Phillips Park & Beans, "Pet Pig," W. B. Dorer & Co., Baltimore, W. B. Dorer & Co., Baltimore; Local, Regional, under 60 seconds, Radio: Country Cousin Chicken, "Manners Children," Wyse Advertising, Cleveland, Wyse Advertising, Cleveland; Videotape: General Electric Inst., "TV Traffic Control," H. B. D. & O., N. Y., Al de Caprio Prod., N. Y.

Stop Motion, TV: Jaffa Oranges, "Feel a

Jaffa In a Jiffy," Mather & Crowther, Ltd., London, Guild TV Serv., Ltd., London; I. D. S., TV: Water Softeners, "Call Softly," Alex T. Franz, Inc., Chicago, Dallas Williams Prod., Hollywood; I. D. S., Radio: Johnson & Johnson Baby Powder, "Eleven O'Clock," Young & Rubicam, N. Y., RKO Studios, New York, Dramatic, 60 seconds and over, Radio: Elmer Physics Cigarettes, "PH 8-60," McKim Advertising, Ltd., Toronto, Eastern Sound Co., Ltd., Toronto; Dramatic, under 60 seconds, Radio: Home Kerosene, "Winter Warmth," Dobbs-Wiggin-Goldberg, Wellington, New Zealand, Dobbs-Wiggin-Goldberg, Wellington, N. Z.; Combination, over 60 seconds, TV: General Electric Inst., "Gerdwin Yance," H. B. D. & O., N. Y., Robert Lawrence Prod., N. Y.; Combination, 60 seconds, TV: Alka-Seltzer, "Alco Nuevo," Robert Otto & Co., N. Y., Platoff Productions, N. Y.; Combination, under 60 seconds, TV: Tango Soft Drink, "In a Can," LPS Television, Ltd., London, Digby Turpin Films, London, England.

Local, Regional, TV: Millbrook Bread, "Chorale," McCann-Erickson, N. Y., Gauding-Elliott-Graham, N. Y.; Animated Art, over 60 seconds, TV: American Tel. & Tel., "It's Great To Phone," N. W. Ayer & Son, Philadelphia, Platoff Productions, N. Y.; Animated Art, 60 seconds, TV: Bank Credit Card, "Bankamerica #1," Alan Aich, Johnson & Lewis, San Francisco, Film Fair, Los Angeles, Animated Art, under 60 seconds, TV: Bank Credit Card, "Bankamerica 20 sec," Alan Aich, Johnson & Lewis, San Francisco, Film Fair, Hollywood.

SPECIAL MARKETING AWARDS IN TELEVISION: Sergeant's Flea Spray, Drug Store, N. W. Ayer & Son, Philadelphia, Group Productions, Detroit, Second Award to: Alka-Seltzer, "Alco Nuevo," Robert Otto & Co., N. Y., Platoff Productions, New York.

Commission Is Split Over 'Clears' Action

(Continued from Page 1)

the Commission with respect to its specific action, but only one opposed the proposal for partial duplication, as Rep. Moulder's (D., Mo.) House commerce communications subcommittee resumed its hearings. Commissioner John Cross dissented because he wanted a decision ordering new stations on all 25 channels. Commissioner Frederick Ford dissented because he believes that along with the duplication on the 13, he felt there should have been action looking toward higher powers on the remaining 12.

It remained for commissioner Robert E. Lee to go all-out for higher power with no duplication, saying "after 15 years . . . it has now been decided to cut the baby in half . . . to foster 11 peanut whistles that may never be constructed."

Presenting the case for the majority, chairman Newton Minow denied that the new stations, using directional antennas, would cut into the actual service areas of the stations they would duplicate. He also denied that this new station duplication would lead to "erosion" through assignment of additional stations.

All agreed, however, that it would be a good thing if Congress gave an expression of its "intent," otherwise a 1938 Senate resolution against higher power would still have influence in FCC deliberations.

Oh Give Me a Home Where the Gauchos Roam

"Bonanza" and "Laramie" are galloping across the Argentine pampas in a close race for that country's top TV film ratings. "Laramie" made its Buenos Aires debut in February, 1961, and soon led the field. "Bonanza" started over the rival network there in June, 1961, and is now out in front by a nose. Both series, distributed by NBC International, have been rerewed for 39 more episodes.

M. S. Greenman Named Movietone News Chief

M. S. Greenman has been named to succeed William R. Higginbotham as manager of United Press Movietone News. He first joined UPI in 1938, and for 14 years was broadcast news editor. He rejoined UPI in 1960 to organize its commercial motion picture division.

H & B Names Sugarman

West Coast Bureau of RADIO-TV DAILY
Hollywood—H & B American Corp. has appointed Harold R. Sugarman vice-president of finance and treasurer, board chairman David E. Bright has announced.

Blind Thank KMOX Radio

St. Louis—KMOX Radio has received an award from the St. Louis Society for the Blind for its "exemplary service for the blind and their fight against blindness."

WOW!
WHLI Island*
IS A BIG "SEPARATE" MARKET!

yep! over
\$ 5 1/4 BILLION
EFFECTIVE BUYING INCOME!

And **WHLI** DELIVERS A BIGGER, MORE LOYAL AND HIGHER QUALITY 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.

→ **10,000 WATTS**

WHLI AM 1100 FM 98.3

the voice of long island

WHEMPSTEAD LONG ISLAND, N. Y.

PAUL GODOFSKY, Pres., Gen Mgr.
JOSEPH A. LENN, Exec. Vice Pres., Sales
Represented by Gill-Perna

Carol to 'Guest' With Moore

Comedienne-singer Carol Burnett next season will not appear on Garry Moore's CBS-TV show as a regular weekly performer, but has offered to "make as many guest appearances . . . as I may desire," Moore said yesterday.

Giving his "complete blessing and encouragement" Moore explained, "The time has come for Carol to try her wings in other fields—Broadway, motion pictures and major night clubs. Only in this way can she become the full-fledged star that she is most certainly destined to be."

Moore said he was proud of the three years that Miss Burnett "has given us" and said he would "cherish" the four remaining months of the present season.

Four-station TV Web Formed in Kansas

Wichita—A four-station TV network has been formed here "that covers 70 per cent of Kansas," William Moyer, KARD-TV general manager and chief executive officer of the newly named Kansas State Network, said.

KARD-TV is the flagship station. The other stations, purchased by KARD, are KCKT, Great Bend, and its satellites, KGLD-TV, Garden City, and KOMC-TV, Oberlin-McCook. Sale is subject to FCC approval.

The stations, all NBC affiliates, will carry the same NBC programming and many of the same local programs from 6 AM to midnight, Moyer said.

The network, which has a four-state, 89-county viewing area, will be represented nationally by Peters, Griffin, Woodward, station rep firm which has been serving KARD-TV.

Weedin Radio Chairman For Hollywood Museum

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Harfield Weedin, program director at KNX, has been appointed chairman of the Radio Acquisitions Committee for the Hollywood Museum. The museum is being created by the county board of supervisors to "find and preserve the best of the Hollywood scene."

Weedin's committee will collect memorabilia of the radio industry for display and workshop use at the museum.

Station Names Sales Rep

Philadelphia—WCAU-TV has appointed Brian Patrick Hogan national sales rep. He formerly was Benton & Bowles media buyer, New York.

AGENCY NEWSCAST

By WM. McCURTIE

Hazel Bishop, Inc., which merged with Lanolin Plus Jan. 22 and has retained Kenyon & Eckhardt beginning Apr. 1, will spend \$1 million on five ABC-TV programs for the April-May-June quarter. Heavy spot TV and mag ads also will be bought. Overall budget for 1962 will be over \$2.5 million.

Lever Brothers, through Reach, McClintock, Inc., is one of the six new sponsors of "Keyhole," released in syndication by ZIV-UA. The Lever buy is on WJW-TV, Cleveland. New station signers on the series are KBOI-TV, Boise; WGAN-TV, Portland, Me., and WKYT, Lexington, Ky.

Helene Curtis, for its new Suave Shampoo, has arranged a prime-time NBC-TV schedule. Shows include "87th Precinct," "The Dick Powell Show" and Saturday night first-run films. A stepped-up spot campaign in 50 major markets is also planned. Agency is Campbell-Mithun.

Denver notes: Durey Ranck Advertising, Inc., has added J. Stuart Moore as account exec . . . Max Goldberg Advertising has appointed Phil Steele art director . . . Mosher, Reimer & Williamson has been retained by Heath Engineering, Fort Collins, Colo., makers of high-speed guidance equipment.

Benton & Bowles international operations has announced the assignment by Max Factor, France, of all product advertising to Aljanvic, the Paris agency with which B&B recently signed an exclusive agreement. In London,

Marine Iwo Jima Victory Available on Records

"A Common Virtue," a special radio transcription commemorating the anniversary of the U. S. Marine Corps victory at Iwo Jima, will be made available to radio stations through Marine Corps district offices for broadcast during the week of Feb. 19.

The 15-minute records were produced by the Gotham Recording Corp. and include comments by Gen. Holland M. Smith, USMC Ret.; and by several correspondents who were on the scene.

The program was narrated by Richard Stark and features announcer Ed McMahon, both Majors in the Marine Corps Reserve.

'Heart Sunday' Chairman

Philadelphia—Phil Sheridan, host of WFIL's "Rise and Shine," is co-chairman of "Heart Sunday," Feb. 25, for the fourth consecutive year.

Brand Names Contest Pares Entries to 411

Of thousands of entrants, 411 stores have been chosen to compete for the 1961 "Brand Name Retailer-of-the-Year" Awards in 23 categories. Winners, to be chosen next month, will be honored at a banquet May 17 at the Waldorf-Astoria, New York.

W. Lawrence Baker has been named B&B, Ltd., associate director.

David Susskind, Jackie Robinson, Fannie Hurst and Rudy Vallee were taped on individual locations for Herald Tribune institutional TV commercials by Video Tape Unlimited. Agency is Papert, Koenig, Lois.

Producing Artists, Inc., New York, has retained George Jacobson's exclusive services as cinematographer in the field of TV film commercials . . . Jeffrey A. Abel, radio and TV director and an associate in Henry J. Kaufman & Associates, is celebrating 30 years' service with the Washington, D. C. ad and PR firm.

Adams & Keyes has acquired Peter Finney & Co., Miami . . . Security National Bank of Long Island has renamed Walter Kaner Associates PR consultants . . . Shulton, Inc., has retained Papert, Koenig, Lois.

'Perspective' to Salute Gen. Douglas MacArthur

Gen. Douglas MacArthur is the subject of the next "Perspective on Greatness" documentary to be televised on WOR-TV Feb. 23.

The show will take a one-hour look at the historic military career of one of America's greatest military minds.

"Perspective," produced by Hearst Metrotone News, was created by Nat Gassman, of BCG Films. BCG also distributes the documentary.

Van Praag Productions Begins Global Expansion

The opening of a Paris office is the first phase of world-wide expansion, William Van Praag, Van Praag Productions president, said. Elliot Saunders will head the office. A similar operation is planned for London.

Britain's ITV Censor-Free

Special To RADIO-TV DAILY

London—Britain's Independent Television Authority, "watchdog of the entire TV setup, has ruled against adopting a censorship code and will instead continue to influence and, if necessary, statutory powers against dramatic which portrays erotic or violent action without discrimination for its own sake," according to ITA chief Sir Robert Frazer.

He reported that imported programs occupied 12.6 per cent of ITV broadcast time during the past season, against 12.3 per cent in 1959-'60, and spot advertising averaged 4.9 minutes an hour on all the ITV networks. During the peak hours of 7-10 PM the average was 6.8 minutes, which compares with America's 12 minutes in off-peak hours and 7 minutes in the evening.

Morris Heads Group Buying Tex. Outlets

(Continued from Page 1)

has been formed to take over the business and broadcasting license of the Houston partnership that owns and operates KNUZ, KQVE-FM and Muriel King, a background music service, as a prelude to expansion into additional Texas cities. The action awaits FCC approval.



MORRIS

Morris said "As opportunities present themselves, it is our intention to acquire desirable radio properties in the Gulf Coast area. This first step is to provide an appropriate corporate structure as a framework for this expansion."

Other TCB officers, all associated with KNUZ and its affiliated activities since its inception February 18, 1948, are Max H. Jacobs, chairman; Douglas B. Hicks and Leon Green, VPs, and Bailey A. Swenson, secretary. The firm's officers make up the board of directors and own all of its capital stock. KQVE-FM, which went on the air in October, 1960, has just increased its power to 280,000 watts.

Formerly of KTBS

Morris, general manager of KNUZ since its inception, was previously commercial manager of KTBS, Shreveport, and in the sales department of KTBC, Austin. Jacobs, a former Houston newspaperman and PR exec, was one of the organizers of KNUZ and serves as its managing partner.

Broadcast Promoters Seeking 500 Members

Coordinators Named for New BPA Drive

A 500 membership goal has been set in a new drive of the Broadcasters' Promotion Association, according to president Don Curran, advertising-promotion director of ABC radio stations. Meeting in New York recently, BPA's executive committee also formulated plans for the association's national convention Oct. 29-31 at Dallas. Curran said it will be a "work-and-learn" get-together, with emphasis on more effective promotions. Coordinating the drive for voting members among station and network promo reps will be BPA's VP Jim Bowermaster of WMT, Cedar Rapids. Caley Augustine of WIIC, Pittsburgh, will lead the drive for associate members among ad agency, client and station sales reps. Jean Riopel of CFM-TV, Quebec, will seek more members from north and south of the borders. The BPA membership is now at 435.



CURRAN

Committee Assignments
Curran, meantime, announced committee assignments as follows: Seminar Program, Stan Cohen, WISU, New Orleans; Seminar Arrangements, Casey Cohlma, WFDA Dallas; Seminar Promotion, John Wycant, WBAP, Fort Worth; Publicity, Alice Koch, KMOX, St. Louis; Convention Site, Judd A. Cohler, KMOX, St. Louis; Education, Clark Grant, WOOD, Grand Rapids; Awards, Dave Partridge, Westinghouse, N. Y.; BPA Plans, Erce Wallace, WTMJ, Milwaukee; Regular Membership, Jim Bowermaster, WMT, Cedar Rapids; Associate Membership, Caley Augustine, WIIC, Pittsburgh; Moderator, Heber Darton, WHFB, Rock Island; Constitution Revision, Bob Freeland, KOTV, Tulsa; Liaison, Haywood Meeks, WIAL, Washington. Liaison, Jim Mullen, WCBS New York; TIO Liaison, Dan Debus, Trans Continent, N. Y.; Liaison, Bud Vaden—WJZ, Baltimore; Dues Revision, Montez

Paul Harper Advises Media 'Rifle' Aiming

Chicago—"Buckshot media-buying is over and the day of the rifle is here," Paul C. Harper, Jr., Needham, Louis & Brorby, president, told the Broadcast Advertising Club of Chicago yesterday, adding that "what may be a solid market for one man's product can be a wasteland for another man's product."

Harper asked his audience of broadcasters, producers and sales reps "to provide agencies with much more broadcast audience characteristic data than is now available so the vital need for buying selectivity can be accomplished."

Stresses Three Factors

Basic factors contributing to the need for more precise media buying, Harper said, are rising costs, increased competition both from within broadcasting and from other media and the record number of products being advertised.

"It follows from this," Harper continued, "that network buys must be made with the particular product and its market in mind. Each buy must be pointed at the most promising and responsive segment of the market."

Sale of CFCO, Ontario Awaits BBG's Approval

Montreal—John Beardall, owner of CFCO, Chatham, Ont., retiring to a new firm, has tentatively sold 50 per cent of his station to Maclean-Hunter Publishing Co., Ltd., subject to Board of Broadcast Governors approval.

Tjaden, KWTW, Oklahoma City; Historian, Charlie Cash, KTVI, St. Louis; World Communications Campaign, Mike Schaeffer, WLWB, Miami; Steering Committee: Dan Bellus, Trans Continent; Caley Augustine, WIIC, Pittsburgh; Judd Cohler, KMOX, St. Louis; Bulletin Editors: Audience Promotion, Paul Woodland, WGAL, Lancaster, Pa.; Sales Promotion, Bud Vaden, WJZ, Baltimore; Merchandising, Art Garland, WGY/WRGB, Schenectady; "Shop Talk," Kirt Harriss, KPRC, Houston.

Big Clambake for Chill Wills

Dallas—Feb. 27 has been proclaimed "Chill Wills Day" in Seville, Tex., hometown of the character actor who stars on CBS-TV's "Frontier Circus." An "old-fashioned Texas country picnic" will be held in the high-school football stadium, according to the mayor, and invita-

tions have been sent to dignitaries all over the nation. Wills himself will be on hand, and possibly Vice President Johnson.

A portrait of Wills entitled "Ole Man Texas," with a Lone Star flag for background, will be unveiled and placed on display at the courthouse.

WHYS OF MEDIA PLANS INTEREST YOUNG BUYERS

Today's young buyers and reps are more concerned than ever in learning marketing considerations which led to the media plan—before they begin buying the schedule—according to a survey just completed by the Radio-Television Executives Society Time & Selling Seminar among last Fall's participants.

A large majority felt the seminar session on "A look behind the Media Plan" had "practical value to me in my job." (Respondents were provided three categories of classification: "Practical value," "limited practical value" and "no practical value.")

Only one other session gained a higher score for "practical val-

ue"—and only by a slim margin. It was "Buying the Schedule." Other sessions heavily endorsed by survey respondents for their "practical value" were: "Using Research for your Decisions" and "Getting Your Media Money's Worth."

A total of 46 industry employees—representing agencies, station representative firms, stations and advertisers—have been presented graduation certificates for completion of the eight-week Fall series.

PENGUIN 'SQUARE' NEWSMAN FINDS

Flip Book by Pat Trese of Antarctic Impressions

"Penguins Have Square Eyes," written by NBC News' Pat Trese, will be published Feb. 27 by Holt, Rinehart and Winston. The book recounts Trese's four months in the Antarctic preparing an NBC-TV documentary on Operation Deep Freeze. Written in a flip-pant tone, the chronicle concludes that penguins do have square eyes: "At least, the one I saw did."

Trese is assigned to the Gulf Instant News Special unit. He joined NBC in 1952, and is a former writer for the "Huntley-Brinkley Report."

TV Outlet in Seattle Signs 3 Dep't Stores

Seattle—KOMO-TV has signed three local department store contracts within a five-day period, Paul R. Swimelar, local sales manager, said yesterday.

The three are: Sears, Roebuck and Co. for an eight-week campaign through Romig C. Fuller & Associates; Frederick & Nelson for a 52-week schedule of ten-second announcements in prime time, also through Fuller Associates; and the J. C. Penney Company, using a test campaign, in connection with their 60th anniversary.

Ludgate to WKIP

Poughkeepsie, N. Y. — Michael Ludgate, former salesman for WG-HQ, Kingston, has joined the WK-IP staff.

Al Capp Will Enter TV Via Series for Ziv-UA

Al Capp has signed with Ziv-UA for a half-hour cartoon series of his own creation, it was announced today by Richard Dorso, executive vice president for all programs of Ziv-UA.

The new series, created and supervised by Capp, will be produced entirely in metropolitan New York.

Capp's video debut will bring him into the Ziv-UA fold along with such already-announced personalities of other media as S. J. Perelman, Peter Lawford (Chrislaw Productions), Leslie Stevens, Jack Lord, Keely Smith, George C. Scott, Paul Lynde, Walter Matthau, Anne Jackson, Sidney Sheldon and others.

'The Gene London Show'

Philadelphia—Roy Williams, a Walt Disney studios cartoonist and one of the original Walt Disney Mouseketeers, will visit WCAU-TV's "The Gene London Show" Thursday. He will discuss the early days of Hollywood "talkies," and "Pinocchio" and will show some of the first cartoons ever made.

Cleveland Lassies Vie For Beauty Queen Title

Cleveland — Applications for the "Miss Cleveland" contest are now being accepted by WERE. Winner of the contest will go on to compete for the title of "Miss Ohio" and, if successful, compete for "Miss USA" and "Miss Universe." The "Miss Cleveland" contest carries prizes valued at more than \$8,000.

**1954 HA HA HA HA HA HA HA HA HA HA
HA HA HA HA HA HA HA HA HA HA HA
HA HA HA HA HA HA HA HA HA HA HA
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HA HA HA HA HA HA HA HA HA HA HA
HA HA HA HA HA HA HA HA HA HA HA 1961**

people are funny!

(and we've got seven hilarious years to prove it)

For seven long years on NBC Television, "People Are Funny" kept audiences in stitches and sponsors in sales. With Art Linkletter as host (one of the best-liked emcees in television), "People Are Funny" amassed a seven-year average share of 37.4 — against some of the toughest competition around. ■ Lawrence Welk and Dick Clark fell victim to its popularity. Even such TV powerhouses as Lassie and Perry Mason couldn't dent the loyal following of "People Are Funny." ■ Now, this time-tested audience hit is available to your station through NBC Films. Use it as a daytime strip. Put it in your nighttime schedule. "People Are Funny" is a solid attraction anytime... in any market.

■ People in your area will go for "People Are Funny" on

NBC FILMS 



Established February 1945

Indiana University Library
Bloomington Ind

VOL. 90, NO. 32

THURSDAY, FEBRUARY 15, 1962

TEN CENTS

FILING FEES IN 4-3 SQUEAK-THRU

BS' 4th Qtr. '61 Hits All-Time Profits High

Columbia Broadcasting System, Inc. net sales and profits for the fourth quarter of '61 were the highest for any quarter in the company's history. William S. Paley, chairman, and Frank Stanton, president, announced yesterday.

Net sales for the fourth quarter totaled \$134,825,689, compared with \$128,016,098 for the corresponding period of 1960. Consolidated net profits for the quarter

(Continued on Page 6)

Fermac Producing Series On KF's 'Johnny Hazard'

The "Johnny Hazard" comic strip syndicated by King Features will be produced as a half-hour series by Fermac Graphic Industries, Ltd., a Canadian company with interests in various branches

(Continued on Page 6)

FW Video Chief Talks To Pittsburgh 'Casters'

Pittsburgh—Lloyd Griffin, president for TV of Peters, Griffin, Woodward, station reps, will address members of the Pittsburgh TV Club Tuesday on "The Case for Media Planning by Markets."

Mer Sought in Texas

Lockhart, Tex.—Dr. Samuel N. Morris of San Antonio has asked the FCC for a permit to build a standard broadcast station here. The station would broadcast in daytime only at 1 kw power.

Slo-Motion 'Freeze' Debut

First use of a new slow-motion TV system and its "freeze frame" function, developed by NBC to rebroadcast quality pictures at varying speeds is NBC's "secret weapon" coverage of the orbital shot.

Unlike other TV slow-motion systems, NBC claims a free flow of motion and enables extremely slow movement to be broadcast without "jerky" transition. A control can reduce the rate of



A station's programming is exposed every day. All you need do is look to see that WPIX-11 has a "network atmosphere" of network-proven and network-quality programs. And the finest national advertisers.

NEW YORK'S PRESTIGE INDEPENDENT



Advt.

Commissioners Alter Usual Pro and Con; Opinions Due Apr. 16

Washington Bureau of RADIO-TV DAILY

Washington — A proposal that the FCC charge fees to cover part of the cost of handling applications for licenses, renewals, etc., was carried by a 4-3 vote yesterday. Those affected have until Apr. 16 to file their opinions.

The 4-3 vote brought out an unusual pro-and-con lineup of commissioners. Commissioners Craven and Hyde, known as the most vigorous defenders of free enterprise broadcasting on the commission, joined Chairman Minow, with Lee providing the fourth vote in favor of the fees. Opposed were Bartley, who almost always votes with Minow; Ford, who usually does, and Cross.

This is the second time such a

(Continued on Page 6)

Third Rand Station Joining Mutual Web

The three Rex Rand-owned radio stations in Florida will all be affiliates of the Mutual Broadcasting System by Monday, when WINQ, 50,000-watt Tampa outlet, joins the network. The link was announced in November when arrangements were completed for the Rand Broadcasting Co. stations to become MBS affiliates.

WINZ, Rand's 50,000-watt Miami

(Continued on Page 8)

It's Official!—Carson Is Paar Replacement

Johnny Carson will replace Jack Paar as permanent host of NBC-TV's late-night entertainment show, beginning Monday, Oct. 8, Mort Werner, vice president, NBC-TV Programs, said yesterday. The program will be titled "The Tonight Show, starring Johnny Carson."

Paar leaves the late-night show Mar. 30 to star in a one-hour prime time NBC weekly color program next Fall.

Anti-Trust Hangover Bothers GE Stations

Schenectady — A supplemental statement to the application for the renewal of the broadcast licenses of General Electric stations, WGY, WRGB and WGFM, has been filed with the Federal Communications Commission.

J. Milton Lane, general manager of GE's broadcasting station operations, said it was in response

(Continued on Page 4)

San Francisco Radiomen Headed by KGO's Wayne

West Coast Bureau of RADIO-TV DAILY

San Francisco—KGO general manager Elmer O. Wayne has been elected the new president of the San Francisco Radio Broadcasters Association. He succeeds Milt Klein, former manager of KEWB.

Class B FM for Mobile

West Coast Bureau of RADIO-TV DAILY

Washington—The FCC's broadcast bureau has granted Radio Mobile a new Class B FM station on 97.5 mc in Mobile, Ala.

British Unions In a Flap Over Provine on 'Telly'

London—A clash between two British unions may prevent Dorothy Provine from appearing Sunday in Val Parnell's Palladium Show on ATV. Equity, currently on strike against the Independent TV companies, wants a labor permit withheld. Variety Artists Federation claims jurisdiction over Miss Provine, says it doesn't object to her appearance.



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Color Lures Zenith; 10 Receivers Bow
Chicago—Zenith Sales Corp. has entered color TV with a new line of 10 receivers all produced at the firm's own plants. In 1954, Zenith successfully demonstrated a color receiver to its distributors, but declined to enter the market because "we felt color TV was not far enough advanced for home use," chairman Hugh Robertson said. Robertson announced Zenith's plans to enter the color TV business a year ago.

ADVERTISING ADMINISTRATIVE ASSISTANT
Young lady, familiar all phases agency operation — print and time buying, copy, production. Executive secretarial skills and qualifications ... creative ... capable of responsibility. own correspondence. College grad looking for "Right Hand" position to executive. Prefer advertising agency. Possibility of bringing in new business. Salary desired, \$6,500, to start. Write
Box No. 154, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

COMING AND GOING

MILTON ROGIN, president, and TOM HOWELL, executive VP of Cellomatic, to Detroit, Chicago and Toronto on business.
SID GARFIELD, director of press information for CBS Radio, to Chicago, Hollywood and Las Vegas for promotion conferences with CBS owned station executives and Arthur Godfrey's opening at the Stardust, Feb. 22.
AL HIRT and his combo, the EVERLY BROTHERS, GEORGE JESSEL, TIMI YURO, and GEORGE KIRBY, to Miami to appear on the "Ed Sullivan Show" Sunday.
PAUL TALBOT, president of Fremantle, Inc., to Toronto to visit Fremantle of Canada.

BONITA GRANVILLE WRATHER, associate producer of CBS-TV's "Lassie," is in Washington, D. C., on a promotion tour for the series.
WALTER CRONKITE, CBS Newsmen, has returned to New York after delivering a series of lectures in Denver.
JOHN L. KOSHOURIS, VP of operations for VHF Inc., is in Washington, D. C. on business for series of meetings with Air Force and Government agencies.
JOHN F. BOX, JR., managing director of the Balaban Stations, has returned to St. Louis after conferences at WRIT Milwaukee. He was accompanied by DAVID KLEMM, director of promotion of WIL.

ARB Study Profiling Salt Lake Video Mart
Salt Lake City — Results of a qualitative profile of the TV market in this area are now being released to national advertisers by the city's three stations, KUTV, KCPX-TV and KSL-TV.
The survey was conducted in November by the American Research Bureau, and covered 50 counties in eight states, with a total of 1,067 diaries received and tabulated.
The report, in addition to listing the number of homes reached by area stations, includes individual program data, types of homes reached and varying characteristics of the viewers.

College for Deaf Visited By 'Washington Profile'
Washington Bureau of RADIO-TV DAILY
Washington—The sixth in WRC-TV's series of prime-time local specials, "Washington Profile," is titled "The Gallaudet Story" and will be seen Monday.
Narrated by Newsmen Bryson Rash and using film, TV tapes and live studio segments, "The Gallaudet Story" will present a behind-the-scenes view of the world's only college for the deaf. Jack De Viney is writer, director, producer.

BBC-TV USING LITTLE U. S. FARE
Only 10 Per Cent of Shows Were American in 1961
Special To RADIO-TV DAILY
London — Only 10 per cent of the programs shown on BBC-TV last year were imported from the U. S., according to the recently issued BBC Handbook for 1962. Other items in the handbook: Round-the-clock radio, color TV and a Welsh TV channel are planned for 1962; Costs of TV programs in the year ended March, 1961, were \$47 million, as compared with \$42 million the preceding year; One hour's time on BBC-TV costs twice now what it did five years ago, and Top-rated TV programs last year were "Black & White Minstrels," "Dixon of Dock Green," "Sportview" and "Maigret."

ABC Int'l U.S. Rep For Toronto Station
ABC International Television, Inc., has been appointed U. S. sales rep for CFTO-TV, Toronto, by Baton Broadcasting, Ltd. CFTO-TV, according to Nielsen, reaches more Canadian homes than any other TV station in Canada.

FINANCIAL

Table with columns: High, Low, Close, Change. Includes NEW YORK STOCK MARKET and AMERICAN STOCK EXCHANGE data for various companies like Admiral Corp, AB-PT, A. T. & T., etc.

Table with columns: Bid, Asked. Includes OVER THE COUNTER data for companies like Jerrold, Meredith, Metromedia, etc.

Political Analyst Harris Joins CBS Election Unit
Louis Harris, the political opinion analyst, has been named consultant to the new CBS News Campaign and Election unit. It was announced by CBS News President Richard S. Salant.

"It's Your War, Too!" RFE Brochure Explains
A new folder—"It's Your War, Too!" — brochure reviewing American citizens' stake in the outcome of the cold war — has been produced by the Radio Free Europe Fund. It explains the importance of RFE broadcasts in upsetting the Soviet Union's efforts to brainwash the 80-million captive people in East Europe.

Q. What advantage is there in BONDED's four-city service?
A. Orders can be placed in any office and coordinated for most efficient handling.
BONDED TV FILM SERVICE
NEW YORK CHICAGO LOS ANGELES TORONTO
A Division of NOVO INDUSTRIAL CORP.

VOL.3-"FILMS OF THE 50'S"- NOW FOR TV

**FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES
PRODUCED BY WARNER BROS. FROM SEVEN ARTS**

VINCENT PRICE • FRANK LOVEJOY • PHYLLIS KIRK • CAROLYN JONES



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
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DALLAS: 5641 Charlestown Drive ADams 9-2855
L.A.: 232 So. Reeves Drive GRanite 6-1564 STate 8-8276

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 SRDS (Spot TV Rates and Data)

HOUSE OF WAX!

Scott Goes to Twins, Brother Is Replacement

Minneapolis—Hal Scott, since 1958 a sportscaster for WTAE-TV, Pittsburgh, has been hired by WCCO-TV here to replace his brother, Ray, who leaves the station Friday to become announcer for the Minnesota Twins. Ray's last official act will be to introduce his brother to the viewers.

2 MGM Series Up U.S., Foreign Sales

"The Asphalt Jungle" and "The Islanders," hour series syndicated by MGM-TV, have been licensed in a combined total of 23 markets and seven foreign countries. "Jungle" leads the U. S. transactions with 14, while "Islanders" was picked up for showing in six foreign countries.

Licensed for "Jungle" were WPIX, New York; KTTV, San Francisco; KGO-TV, San Francisco; WCKT, Miami; WJZ-TV, Baltimore; KPHO-TV, Phoenix; KMSP-TV, Minneapolis; WTTV, Bloomington, Ind.; WBAP-TV, Ft. Worth; WNEP-TV, Scranton; WTVO, Rockford, Ill.; WALA-TV, Mobile; KOVR-TV, Stockton; WANE-TV, Ft. Wayne, and the Republic Broadcasting System, the Philippines.

Licensing "Islanders" were KVOS-TV, Bellingham, Wash.; KMSP-TV; KGO-TV; KPHO-TV; WBAP-TV; KTTV; WCKT; WTVO; CHAN-TV, Vancouver, B. C.; the Philippine Islands; Australia; Argentina; Peru, and Uruguay.

Betty Furness to Intro New CBS Radio Series

Betty Furness will inaugurate a new series of "Dimension" features, titled "Woman's World," on CBS Radio Feb. 26. She will be heard three times a day Monday through Friday.

NETWORKS — AGENCIES — SPONSORS

Do you think Old Blue eyed Banditti's
Because I have scaled the wall
That an old Mustache like I am
Can't do something for "you all"?
"apologies to Bill Longfellow"

YUP! I'm Sixty-Five and want a job!

Part Time — Full Time — Any Time —
Will Travel — Publicity — Manager —
Exploitation — Talent Scout.

PAUL BLAFOX

110-31 73rd Road, Forest Hills 75, N. Y.
BO 3-8924



By TED GREEN

• • • TV-film star Arlene Dahl is rehearsing a song-and-dance act to debut at a Las Vegas hotel in mid-March . . . Video beauty authority Larry Mathews completing plans for a daily half-hour beauty hint program for milady to be syndicated to 250 radio stations across the country . . . The Four Lads have joined Dot Records' roster of artists.

★ ★ ★ ★

• • • If you recall we said some time back that Ed Herlihy would make a terrific after-dinner speaker. Now he's been invited as "The Most Creative Salesman on TV" to address the AAAA Southeast Conference tomorrow at its concluding convention dinner in Atlanta. On Mar. 18 he goes to Boston College (his alma mater) to kick off a \$15-Million development program for BC's 100th anniversary, and on Apr. 5 he will be toastmaster (for the third time) for the Boys Town of Italy dinner at the Waldorf. Nice going, Ed!

★ ★ ★ ★

• • • Beverly Aadland showed up at Mama Goldberg's East with her manager, Harry Steinman, to discuss TV and radio interviews in connection with her N. Y. cafe debut Monday at the Living Room. . . . Michael Ansara, TV's "Cochise" in the "Broken Arrow" series, signed for the title role in the Broadway-bound play, "In-Fidel Caesar." . . . Songstress Fran Warren, who opens at the Roundtable Feb. 28, will tape a "PM" from there for WBC Productions. . . . Dorothy Olim and Gerald Krone, co-producers of "The Golden Apple" at the York Playhouse, are talking to network execs about a TV spec for the prize-winning musical.

★ ★ ★ ★

• • • Meet: Curt Gowdy, one of the nation's top sportscasters for many years, is currently the "voice" of ABC-TV's "Wide World of Sports." At present he is in Europe, where he did commentary on the world bobsled championships at Garmisch, Germany, then went to Chamonix, France, for the telecast of the world skiing championships this week-end. Shortly after Curt returns to the U.S., he will join the Boston Red Sox for his 12th year as their No. 1 broadcaster. Gowdy, one of the most reliable "pros" in the business, will begin doing radio and TV commercials in between his baseball and other sports commitments.



GOWDY

★ ★ ★ ★

• • • Clair Olah, of the Tuesday shows at Roseland Dance City, is signed for a series of TV film appearances in "Naked City." . . . Credit for all those raves we've been hearing about the new Schaefer beer spots should be given to the radio-TV department at BBDO—Joe Hornsby and Ted German for writing the jingle, and Romanis & Messner for the musical production. . . . John Reed King expanding his activities in the Pittsburgh area. Adding to his present daily half-hour on KDKA-TV and a long string of personal appearances is a new contract with KDKA Radio to have King as a daily newscaster, a role he has not filled since his days with CBS-New York. His new radio news series has been sold and starts shortly. King also has been offered a teaching slot with one of the Pittsburgh universities in the field of public speaking, starting in the Fall of '62 and depending on his heavy schedule.

★ ★ ★ ★

• • • Don Morrow will be the emcee of an international fashion show to be taped in Paris and Rome and sponsored by A. Schreter & Co. of Baltimore. . . . Joe "Prescott" Lombardi, former personality at WICC, Bridgeport, Conn., signed for a new cycle of film blurbs for Chevrolet and is in line for new music radio show on one of our Gotham indies. Happy to have Joe back on the airwaves, he is one of the best. . . . WWRL's Hal Jackson was emcee for the salute to Roy Campanella at the Four Seasons Country Club on Long Island.

KDKA DJ Tot Appeal Nets 31,500 Valentines

Pittsburgh—Children's Hospital received more than 31,500 Valentines this week as a result of announcements by KDKA radio personalities. Disc Jockey A. T. Pallan, only recently out of another hospital after an auto accident, visited Children's Hospital to distribute Valentines by the handful to the young patients.

In three prior years, response to the KDKA appeals had averaged 25,000 cards.

So. Dakotans Award R-TV Study Grants

Rapid City, S. D.—The South Dakota Broadcasters Association has awarded \$100 scholarships to two students at the State University of South Dakota as partial payment toward second semester tuition costs. The grants are made available for SUSD juniors and seniors who hope to make professional broadcasting their careers.

Receiving one scholarship was Stephen O. Arnold, a senior who has served as operator-announcer for KUSD; a student director for KUSD-TV, and remote-recording engineer for KUSD the past two years, and has been employed by commercial radio stations during the Summer.

The other grant went to Dennis Williams, a junior who has been operator-announcer for KUSD, producing his own weekly musical comedy program which is being aired by commercial stations in the state.

Anti-Trust Hangover Disturbs GE Stations

(Continued from Page 1)

to a Commission request that GE show "in the most detailed form" that it is "qualified to operate a broadcast station in the public interest."

The statement, contained in four volumes, concludes with the statement:

"General Electric Company makes no excuses . . . for its involvement in the heavy electrical equipment antitrust cases. Their consequences are still being visited on every GE employee and stockholder, and they will be well into the future. The civil injunction cases and scores of private suits alleging damages as a result of these activities are still pending.

"Nevertheless, the company submits that neither it, nor the thousands of people served by its broadcast stations should be subjected to additional penalties by the commission for conduct which in no way involved its broadcast operations or these people."

Britain's 'Sea War' WPIX Entry for Fall

"Sea War," a new half-hour series depicting Britain's battle for survival during World War II, has been acquired by WPIX for fall presentation. Produced by the Arthur Rank Organization in cooperation with the British Admiralty, it is distributed by Independent Television Corp.

Much of the series is compiled from actual archive films, with other scenes reconstructed to make the overall picture complete. It tells the story of Britain's escape from the moment the German prison ship Altmark sailed from the Norwegian Joessing fjord in April, 1940, through the war in the Mediterranean and the Far East.

Each segment is introduced from the Board Room of the Admiralty in London by First Sea Lord, Admiral Sir Caspar John, C.B., and narrated by Rear Admiral Roy Foster-Brown, C.B.

Conn. AP Cites WICC For '61 News Coverage

Firfield, Conn.—WICC has been cited by the Associated Press for outstanding 1961 coverage.

AP Radio-TV news editor John Lowell revealed that the station led all member stations in Connecticut in the number of stories filed with the AP.

WICC's news bureau, with six full-time staffers, operates around the clock in the Southern Connecticut-New York suburban territory.

Trial of Jeanne d'Arc Opens Exchange Series

Chicago—WBBM-TV will present "Jeanne d'Arc; The Trial," a 4-part series as its contribution to the CBS-TV stations' exchange-program series.

The series consists of programs produced by the five CBS-owned stations, rotating weekly for 10 weeks from Apr. 4. The other stations are WCBS-TV, New York; KMTV-TV, Los Angeles; WCAU-TV, Philadelphia, and KMOX-TV, St. Louis.

Large Audience Worth the Risk

Large audiences are both a great asset and a challenge to a comedy program, director John Rich says. "The 'Dick Van Dyke Show' is a hard sell. 'There's always the danger you'll explode in your face.' When the faces change, Rich says, he can always find the 'hardy perennial' types:—the Giggle, the Contagious Cough, the Icicle, the Mashed Fuse, the Misfire and the

Stereo Rule Still in Effect

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has denied a petition by WCRB-FM, Walton, Mass., for amendment of the rules so that FM stations need log only actual hours of stereo operation.

The denial was based by the FCC on the grounds that because of the importance of the new FM

stereo to the public, rapid changes and development, great interest of the trade press and the broadcasting industry, stations should continue to notify the FCC within 10 days of commencement of stereo operation or any change in the scheduled hours of such operation.

'Mason' Role at Times Can Be a Small Bore

Homework for Raymond Burr means more than learning his lines for "Perry Mason." For "The Case of the Crippled Cougar," to be broadcast Mar. 3 on CBS-TV, he spent hours one week-end taking apart a .25-cal. automatic just right for a courtroom scene.

Top Stars Pitch in To Help Red Cross

Washington Bureau of RADIO-TV DAILY

Washington—The American National Red Cross annual fund campaign during the month of March will be aided again this year by the top personalities of radio and TV.

Among those airing appeals during Red Cross Month will be Jack Benny, Pat Boone, Bing Crosby, Bob Hope, The Four Lads, Frances Langford, Art Linkletter, Ted Malone, Mitch Miller, Rosalind Russell and Lowell Thomas.

President Kennedy will open the campaign on all radio and TV networks Feb. 28. NBC chairman Robert W. Sarnoff is national PR vice chairman of the Red Cross campaign committee.

For the fifth consecutive year J. Walter Thompson will be the Advertising Council's volunteer agency for the drive.

Mel Allen at Vatican City With World Series Films

Sportscaster Mel Allen flew to Italy this week with films of the 1961 World Series, which he will show and narrate to students at the American College in Vatican City and also to members of the Armed Forces at various installations.

Early Bird.

"Directing the Audience" starts with a preliminary dry run before shooting. It calls for psychology, luck and all the knowledge and ability Rich has been able to accumulate in a dozen years' experience; but he says it's worth it, "to get a spontaneous response instead of using a canned laugh-track."

All-Channel Set Quiz Opener Now Tuesday

Washington Bureau of RADIO-TV DAILY

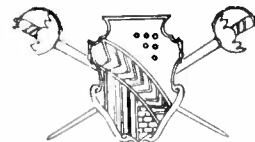
Washington—Hearings on all-channel TV sets have been moved forward from Wednesday to Tuesday, it was announced by Sen. John O. Pastore (D., R.I.), chairman of the Senate Commerce Communications Subcommittee.

FCC chairman Newton Minow is still set as first witness on legislation to require TV sets sold in interstate commerce to be able to receive both VHF and UHF. Industry witnesses are slated to begin their testimony Wednesday morning.

The FCC, in asking for the legislation, says it needs jurisdiction over TV receivers in order to make possible "an efficient and nationwide communications service." It says the fact that fewer than 6 million of 55 million sets in operation can receive UHF has resulted in sparse use of those channels.

'Sci. Editor' to Discuss Medical Hypnosis Aspects

Certain medical aspects of hypnosis will be discussed Feb. 23 on CBS Radio's "Science Editor," between host Hale Sparks and Dr. Loring F. Chapman of the UCLA neuro-psychiatric institute.



Many receive advice; only
the wise profit by it.

Syrus.

—A Thought For The Day—

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

Arabs Want Shows But Dough's Scant

John G. McCarthy, president of TV Program Export Association, found TV booming so in the Near East that he cancelled a flight to Africa to spend more time in the Arab countries.

Egypt, alone, he said, now has about 80,000 TV receivers, and is producing new ones at the rate of 5,000 per month. Other countries he visited included Kuwait, Saudi Arabia, Lebanon, Syria, Iran and Iraq. Everywhere the situation was the same, TV stations going up without enough programs to keep them going.

The problem is that the currency of these countries cannot be easily converted into dollars, and some of them, such as Egypt, will not allow large amounts of money to be removed from the country.

Narrow Squeak-Thru For Filing-Fees Plan

(Continued from Page 1)

proposal has been advanced. Early in 1954, in response to prodding by the Budget Bureau, following congressional appropriation action in 1952, the FCC issued a proposed schedule of fees, which never became effective after the Senate Commerce Committee requested that the FCC hold off.

Fees Start at \$250

Applications for new TV stations, for license renewals, for major changes or for sale, would each call for payment of \$250. For AM and FM radio, the fees would be \$150. For applications by AM, FM and TV stations other than the stated major ones, including TV translators and pro-forma transactions, the fee would be \$30.

The commission asks for written comments by the April 16 deadline on what, if any, fees should be applied to non-commercial educational broadcast FM and TV stations. The safety and special services will pay between \$5 and \$20 under the proposals. Common carrier fees will run \$5 to \$250. A tentative fee of \$20 has been set for experimental services, but the commission asks for guidance on this.

1952 Money Bill Cited

The FCC yesterday noted that its current action is in line with a 1959 budget bureau circular again designed to implement the provisions of the 1952 money bill, stating government policy to be that recipients of special benefits from a federal agency should pay a reasonable charge.

The FCC had never withdrawn its Jan. 27, 1954 proposal to charge fees, but did so yesterday to clear the way for the new proposed rulemaking.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Contracts are all signed for renewal of "The Danny Thomas Show" for next season. This will mark Danny's 10th season as star of his own TV series. Bill "Jose Jiminez" Dana will appear more frequently in his role of elevator operator on Thomas' show, thanks in part, to the amount of fan mail he's been receiving.

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• • • The Crosby boys are being seen around the UCLA campus quite a bit, they're whipping up a pilot of a TV show based on college life . . . 20th-Fox has a crew in San Francisco shooting scenes for "Dateline San Francisco," the hour-long pilot that Jules Bricken is producing, with Rod Taylor starring.

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• • • Alvin Boretz has completed the first draft of "Rules of the Game," drama on a highly controversial subject to be shown on "Alcoa Premiere." The theme is a newspaper's right to influence public opinion and a jury by publishing information which may be declared by the court as inadmissible evidence. It was originally written in 90-minute form for "Playhouse 90" and was in rehearsal when it was cancelled.

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• • • TV actress comedienne Irene Cuff, who appeared at the Troupers Club's burning of the mortgage ceremonies, repeats her one woman comedy show Feb. 18 at the Annual Hawaiian Event at the club . . . Elizabeth Seal, star of "Irma La Douce" will do a guest star shot on the "Blues For the Left Foot" segment of "Route 96" as her dramatic debut on American television.

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• • • Filming is under way at Revue on the second segment of the two-part drama, "I Was A Spy" for "General Electric Theatre." It co-stars Jeanne Crain and producer Ronald Regan . . . 20th producer Robert Blees has completed casting the "County General" spin-off pilot of "Bus Stop." It will star Frank Lovejoy and Donald May.

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• • • Warner's has inked Anthony Spinner to a term contract as producer and writer. Spinner wrote the opening episode of "The Lakotas," new TV series. He also wrote for "Studio One" and "Kraft Theatre" before joining Warner's . . . Don Everly, of the Everly Brothers, was married to Venetia Stevenson at Camp Pendleton, where he is stationed with the Marine Corps. They will honeymoon in New York where Don and his brother Phil appear on the Ed Sullivan show Sunday.

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• • • Stage actress Colin Wilcox makes her MGM-TV debut as guest star in the "Solomon's Choice" episode of "Dr. Kildare." She appeared on Broadway in "Member of the Wedding." . . . Plaudits to Bob Forward for the new sound on KLAC. The new jingles are humorous and ear-catching, while the new personalities and program features are calculated to change the ratings picture in L. A. radio. . . . Howard Keel has replaced Steve Lawrence on "Hollywood Melody," Arthur Freed's one hour colorcast special for Chrysler to be aired on NBC-TV March 19.

Parlay in So. Carolina Station Deals Okayed

Washington Bureau of RADIO-TV DAILY

Washington — In a complicated set of deals: the FCC approved transfer of WMSC, Columbia, S.C., from WMSC Radio to Speidel Broadcasting; sale of WOIC in the same city by Speidel to WMSC Radio for \$60,000; sale of WOIC by WMSC Radio to Midlands Radio for \$120,000, with Speidel to get the WOIC call letters and rights in pending application for increase in power from 1 kw to 5 kw; Midlands authorized to use call letters WMSC.

Fermac Producing Series On KF's 'Johnny Hazard'

(Continued from Page 1)

of the communications industry. Concerning the globe-trotting adventures of a free-lance pilot, the strip has been drawn for 18 years by Frank Robbins for King Features.

Fermac said it will produce "Johnny Hazard" on locations in Canada, Europe and India, with shooting to begin this Spring in Toronto. William Pape will be executive producer and Guy Tomajan director. Howard Liss will be chief script writer.

New Video Doctors Right Rx for 'Medic'

The current popularity of the "Dr. Kildare" and "Ben Casey" shows has prompted an upsurge in syndication sales of "Medic," the NBC-TV series of several seasons back, according to Bill Breen, national sales manager for NBC Films. Reporting eight new sales, he noted that "Medic" not only "benefits from the present popularity of doctor shows, but also from its documentary approach which is so prevalent in the current news and public affairs programs."



BREEN

Shown from 1954 to 1956

Purchasing the series of 59 half-hours originally shown on NBC-TV from September, 1954, through November, 1956, were WBZ-TV, Boston; WTCN-TV, Minneapolis; WDSM-TV, Duluth; WGAN-TV, Portland, Me.; WBTV, Charlotte; KHVH-TV, Honolulu; WVEC-TV, Norfolk, and KATV, Little Rock.

Breen pointed out that "Medic" entered syndication in 1956 and sold in 127 markets before its boom "finally leveled off." The series was conceived by Jim Moser, the writer whose "Ben Casey" just joined "Dr. Kildare" in the country's top 10 Nielsen-rated programs.

CBS' 4th Qtr. '61 Hits All-Time Profits High

(Continued from Page 1)

were \$9,384,315 compared with \$7,738,761 earned in the fourth quarter of 1960.

The two chieftains also disclosed that CBS net sales for '61 set an all-time high, exceeding the previous sales peak reached in 1960 by more than nine million. Net income, however, was 5 per cent lower than in 1960.

Last summer the unprofitable CBS Electronics Division was discontinued to eliminate its drain on earnings. Substantially all of its assets have been disposed of and losses and expenses related to the disposition were charged to retained earnings, not income.

Net Sales Increase

Consolidated net sales for the full year amounted to \$473,843,935, compared with 1960 net sales of \$464,598,318.

The CBS Board voted to hold the 1962 annual meeting of stockholders at Television City in Los Angeles on April 18. The company has many stockholders on the West Coast, 10 per cent in California alone.

Unequal Economics Seen Slowing Deintermix

Smythe Report Finds V's in Mid-Illinois Retard U's Success

Springfield, Mass. — A three-month study of deintermixture in the Central Illinois area by Prof. Dallas W. Smythe, which found that "inequitable economic competition" from a single VHF in the area is "still drastically retarding" the move, has been applauded by William L. Putnam, chairman of the UHF Committee for Competitive TV and operator of UHF stations WWLP-WRLP. Smythe, the FCC's former chief economist, found that although deintermixture in the Central Illinois area has fulfilled all specified FCC criteria since the move was ordered in 1957-58, the UHF stations there are only surviving economically.

Sees Trend to UHF

However, his report indicates a trend toward UHF in Central Illinois, showing that deintermixture has resulted in more extensive and efficient use of the "U" channels assigned to the area; that four "U" outlets have expanded their facilities since 1957, and that four other "U" stations have gone on the air and two applications for channels are pending.

Smythe's study further noted that if and when the inequitable elements in the competitive situation—economic dominance of the VHF station in the area—is removed, positive effects of more equal competition will generate additional further improvement in service and in the efficiency of channel utilization.

Smythe's Service Praised

Putnam stressed that Smythe had done an exemplary job of tearing away a vast amount of defensive rubbish that the opponents of monopoly have built up against the logical policy of deintermixture, and pointed out that the report revealed that the TV industry is using two yardsticks. "One yardstick for use only with the FCC is that of predicted outlays, a standard we all know to be fallacious in practicality. The other yardstick, which broadcasters use almost totally in their day-to-day business, is that of audience tune-in. This is the true measure of what people actually watch," he said, "but this yardstick has never been recognized by the FCC although everyone else in the business uses it exclusively."

Charges Lack of Reality

"Smythe has shown the lack of reality in having our regulatory body trying to uphold a standard that is unusable in practice," Putnam concluded.

4 Performers Tapped For Apr. 9 Oscarcast

Fred Astaire, Shirley Jones, Debbie Reynolds and Andy Williams will appear on the 34th Annual "Oscar" show to be broadcast Apr. 9 by the combined ABC Radio and TV networks and the CBC.

Miss Jones, winner of the "Oscar" for Best Performance by a Supporting Actress last year, will present this year's award for Best Performance by a Supporting Actor. Astaire and Miss Reynolds will present "Oscars" to other winners.

Williams will sing one of the nominated songs which will be selected by vote of the Academy of Motion Picture Arts and Sciences membership.

Ziv-UA's 'Everglades' In 100-Plus Markets

Additional sales have raised the market total for Ziv-UA's "Everglades" to over 100 this week. In Birmingham, the series is on WAPI-TV, sponsored by Morris Shell Homes and the Bank for Savings & Trust, the latter through the Goldman advertising agency.

On KLFY-TV, Lafayette, La., the show is sponsored by Southern State Drug and LeBlanc Auto Sales. The series also has been bought by KTVT, Dallas; WFMJ-TV, Youngstown, and KROC-TV, Rochester, Minn.

Westinghouse Using Classics In Series on Commandments

"Legacy of Light," correlating great works of literature with the Ten Commandments, will be produced for TV syndication this spring by Westinghouse Broadcasting Co. Each of 10 programs will depict one of the Commandments, using literary classics to illustrate its meaning and use, as interpreted by Judaism.

With noted actors heading the cast of each dramatization, Rabbi Maurice N. Eisendrath of New York will serve as host, and each week a second rabbi from various parts of the United States will deliver a summarization. Being produced in association with the Union of American Hebrew Congregations, the series is part of a continuing WBC project in the area of religious programming for television.

Charles Friedman in Charge

Charles Friedman will produce and stage the programs, and TV direction will be by John Potter of KYW-TV, Cleveland, the station at which the entire series will be taped. Members of the Cleveland Playhouse will provide the supporting casts. Michael R. Santangelo is the executive producer.

Goethe's "Faust" will illustrate the First Commandment, "I Am the Lord, Thy God." The cast will be headed by Hurd Hatfield as Faust and Myron McCormick as Mephistopheles, with Lyzanne La Due as Marguerite.

It's "Business Today"

Pittsburgh — Arthur R. Friedman, business editor and columnist at the Post-Gazette, has begun presenting daily financial and stock-market news in "Business Today" on WWSW-AM-FM. Sponsor is McKelvy & Co., members of the New York Stock Exchange.

Six 'Blue Chips' Buy 'Ball Game of Week'

Six national advertisers will sponsor the live Saturday and Sunday "Baseball Game of the Week" when it returns to CBS-TV for its eighth year Apr. 14. The 25-game Saturday schedule ends Sept. 29; 22-game schedule ends Sept. 9. Dizzy Dean and Pee Wee Reese will again call the play-by-play.

Buyers are Falstaff Brewing Corp.; Philip Morris; General Mills; Carter Products; Colgate-Palmolive, and Bristol-Myers, respectively via Dancer-Fitzgerald-Sample; Benton & Bowles; Knox Reeves Advertising; Sullivan, Stauffer, Colwell & Bayles; Ted Bates & Co., and Doherty, Clifford, Steers & Shenfield.

News Flashes From Coast-to-Coast

2 Additions

Miami — Sid Knight, program director and DJ at WAME for the past three years, has moved to WCKR as promotion and merchandising manager. Herb Humphries, news editor of KCRS, Midland, Texas, and Texas journalist, has joined the WCKR news staff.

Reinhart Steps In

Salt Lake City — Fred Reinhart has replaced Kent Jewell in the 9 PM till 1 AM slot on KALL. Reinhart, a charter member of the Utah Folk Music Council, is a folk singer and plays the banjo and guitar.

He's Happier Now!

Philadelphia — Howard Jones, WFIL-TV's "Happy the Clown," has been awarded the Certificate of Merit of the Southern New Jersey Chapter of the Leukemia Society "for distinguished service in

the community-wide volunteer effort to combat leukemia."

Friars Commend WSUN

St. Petersburg — WSUN has received a Certificate of Achievement from the Graymoor Friars for carrying "The Ave Maria Hour" during the last 19 years, "thereby furthering religious broadcasting."

Candid Camera

St. Louis — WIL, celebrating its

40th anniversary, has installed closed-circuit TV throughout its Broadcast House facilities. A studio camera focuses on the deejay personalities and transmits the picture throughout the building.

Dimes Event a Success

Pittsburgh — The WIIC-sponsored "Wrestling Show" for the March of Dimes drew a record crowd of 12,500 people, bringing in \$37,000, the largest gate that has been received for a wrestling or boxing event at the City Arena.

For the Gardener

Dallas — Tips on gardening will be featured on agricultural director A. B. Jolley's "Farm and Garden" show Saturday on KRLD-TV.

'Cornerstones' Premiere

Chicago — "Cornerstones," an exploration of America's political, economic and social heritage, premieres Monday on WBKB.

Koufax Plays Koufax On 'Dennis the Menace'

Sandy Koufax, the Los Angeles Dodgers relief pitcher, has been signed to play himself in the "Dennis and the Dodger" episode of Screen Gems' "Dennis the Menace" series which stars Jay North.

Mexican Videofiles

By PEDRO MARIO AMARO

Mexico City — Dick Powell, in Mexico for a second honeymoon with June Allyson, conferred with his Mexican distributor, Henry Ehrlich, on expansion plans which envisage dubbing and distribution of Powell produced shows in Central and South America.

A French TV production unit has hired the America Studios for background music and laboratory work in completion of a series based on "The Magic Flute."

The UN Information Center in Mexico plans to increase collaboration with Mexican TV this year, with accent on informative, cultural programs sent on from New York headquarters.

Three French Camarettes, portable TV cameras have been acquired by Telesistema Mexicano to improve remote control telecasts in inaccessible sites including rugged terrain, higher floors of buildings and crowds.

Mario Moreno (Cantinflas), Mexico's top comic who sticks pretty closely to motion pictures, said that, if he gets an "adequate theme," professionally presented, he will do a TV series. Time, and not money, is the main obstacle, Cantinflas said, because of his motion picture commitments.

3 Days of 'Solid' Sinatra Fails to Faze Fervid Fans

Because of a half-hour gap in programming Saturday night, WINS wound up playing a solid three days of nothing but Frank Sinatra.

DJ Murray Kaufman filled in the gap with an album of songs by Sinatra, and the immediate telephone response was so overwhelming that the station's general manager, Ted Steele, decided to make it an all-night show. Even

ANA Previews Film On Advertising Role

Leading advertising and media men and women yesterday viewed the Association of National Advertisers' new documentary film depicting the role of advertising in the nation's development.

The 27-minute presentation, narrated by TV announcer Joel Aldred, describes how the ad industry helped bring the nation from an economy of scarcity to one of abundance. Varied use of TV, radio and print commercials are shown.

Ad agencies, media companies, the AFA and AAW will show the film. Schools, colleges, PTA meetings and service clubs also will see it.

The film "This Is Advertising," was produced by Fred Niles Productions, Chicago.

3rd Rand Outlet in Fla. Joining Mutual Network

(Continued from Page 1)

ami outlet, became affiliated Nov. 13 and at the same time became Mutual's news bureau in that city and the network's Caribbean "listening post." The third Rand station, WEAT, West Palm Beach, has been an MBS affiliate for many years. WINQ's affiliation replaces WHBO, Tampa.

Other recent MBS affiliations include WDIX, Orangeburg, S. C., which joined Mutual from another network Feb. 8, and KRIB, Mason City, Ia., which made its first web tie-up Feb. 1. WDIX is a 5,000-watter, and KRIB broadcasts with 250 watts.

this didn't appease the listeners, who kept the switchboard jammed to the point that the phone company complained.

Finally, late Tuesday afternoon, Sinatra called the station from the coast to say he was grateful, but that there really were also other artists and he felt they should be given time too. Accordingly, after 65 hours of solid Sinatra, the station began to work in records of Ella Fitzgerald and Connie Francis as well.

In a broadcast editorial Monday, Steele announced that the station would henceforth play whatever music was demanded by its audience, rather than be ruled by music charts and the "Top 10," etc. "From now on," said Steele, "the music played by this station will be picked by the people."

AGENCY NEWSCAST

By WM. McCUTTIE

Mogul Williams & Saylor has promoted Joyce Peters to head timebuyer. She will supervise timebuying for all agency accounts. David Alan Rapaport moves up from assistant timebuyer to timebuyer. Formerly Miss Peters had been ABC radio and TV network sales coordinator, assistant timebuyer with Harry B. Cohen and a Katz Representative media staffer. Rapaport was a network TV estimator with Grey Advertising and Dancer-Fitzgerald-Sample.

Roy M. Terzi, formerly a Dancer-Fitzgerald-Sample media supervisor, has become a TV account exec at the Peters, Griffin, Woodward station rep firm in the New York office. Lambert & Feasley has named Arthur L. Hofmann an account exec. Had been marketing assistant.

WGBI (CBS affil), Scranton, Pa., reports a record sale in one week of 21 accounts for saturation campaigns. Beech-Nut Coffee, Contadina and Spotless Cleaners are a few of the prestige local and national buyers. Dubonnet, a division of Schenley Import Co., has renewed—direct—its schedule

Now It's Stereo Spots
Towson, Maryland — Charles Gerber, WAQE-FM station manager, claims "the world's first stereo radio advertising" will be heard on the multiplex station tomorrow when spots promoting the Boy Scouts Baltimore Area Council are aired.

on WNTA's "Elizabeth Morgan Show" for 13 weeks beginning Feb. 27. Polyfoto, Ltd., and British Nursing Association, both London, have retained Armstrong-Warden, Ltd.

"The Judy Garland Show" on CBS-TV Feb. 25 will be co-sponsored by Chemstrand and the Kitchens of Sara Lee. Agencies are Doyle Dane Bernbach & Hill, Rogers, Mason & Scott. Timex of Canada, Ltd., has bought, on CBS TV, one-third participation in the Mar. 11 Wayne and Shuster special and sponsorship of "The Bob Hope Show" Mar. 22. Agency is Ronalds-Reynolds Co., Ltd.

Nothing Outshouts

Quality And Integrity!

THE ASSOCIATED PRESS

This is to notify you that Arnold Fetbrod is no longer associated with Promotional Services, Inc. and is no longer empowered to make any transactions in their name.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER



Established February 9, 1945

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Bloomington, Ind

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FRIDAY, FEBRUARY 16, 1962

ENTS

GOP CHARGES LICENSE COERCION

CBS' \$10.2-Mil. Wins NCAA Sked

Net to Choose Games in 2-Year Contract

The National Collegiate Athletic Association and the Columbia Broadcasting System yesterday signed a contract giving CBS-TV exclusive rights to the full NCAA football schedule for the seasons of 1962 and 1963 at a price of \$10,200,000.

The announcement was made jointly by William C. MacPhail, CBS vice president of TV sports, and Bill Flynn, chairman of the NCAA TV committee.

The 1962 fall schedule will run from Sept. 15 through Dec. 8 and will include nine games on the full

(Continued on Page 4)

New Mobile Radio Unit Covers Fatal Holocaust

Chicago—WBBM's new ultra-modern mobile radio unit went into service this week in time to cover a major fire. Reports described the collapse of a building wall, recovery of a fire chief's body, eyewitness accounts, a coroner's report and search for other bodies.

FCC Simplifies Ruling For 'Togetherness'

Washington—The FCC has simplified its rules so that a licensee operating an AM, FM and TV station at a common transmitter site and producing programs at a common studio location may use a single radio channel to deliver different aural program material at each station simultaneously. Similarly, a licensee relaying program material from an outside station can add circuits to relay programs from other stations in order to serve more than one class of station licensed to him.

ABC Makes It a '3-Net' White House Tour

"A Tour of the White House with Mrs. John F. Kennedy," and broadcast by CBS and NBC Wednesday night, will be rebroadcast Sunday, 6:30-7:30 PM, EST, over ABC-TV, James C. Hagerty, ABC news chief said yesterday. The program will pre-empt "Maverick."

"The program conceived and produced by CBS News, was one of the finest hours ever seen on TV," Hagerty said.

Transcontinent Net Leaped 12% in '61

Transcontinent TV Corp. president David C. Moore yesterday reported consolidated revenues for 1961 totaling \$15,464,184, compared with \$13,117,251 the preceding year, while net income of \$1,331,179, or 75 cents a share, was 12 per cent higher than 1960's \$1,185,056, equal to 67 cents per share.

He also announced purchase of

(Continued on Page 3)

'New Radio Concept' Seen in WHN Future

Reports of a "whole new concept in radio enjoyment," soon to be introduced in metropolitan New York, yesterday emanated from WMGM headquarters as that station prepared to change its call letters back to the original WHN.

John C. Moler, president and general manager, said details will be revealed prior to the official name-change date, Feb. 28.

Let's Talk It Over	Query for Congress: Is Video Being Blamed For Educators' Dud?
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By ARTHUR PERLES

FAITH PARTED the Red Sea so that the children of Israel could escape from their Egyptian tyrants; Joshua commanded the sun to stop in its heavenly course—and it did, the Bible tells us.

Now, there's at least one latter-day prophet in Washington who apparently thinks he can work a similar bit of De Lawd's "conjuring" just by passing a law. He'd transform the whole 185,000,000 of us into lofty-domed citizens who shun westerns, whodunits, music shows and fast-stepping gals on the video air; instead we'd pant for broadcast lectures on the avant garde, bird calling, or the artifacts of Micronesian culture.

All you have to do—he seems to be saying when you strip away the layers of gobbledegook—is make these station operators and networks submit their programs to the Fed's eagle eye and, in jig time, we'll all have the world's highest IQ's.

There are two very healthy democratic reasons for our thriving com-

(Continued on Page 7)

Claims of Pressure For JFK Coverage Meets Swift Denial

Washington Bureau of RADIO-TV DAILY

Washington — The Republican National Committee yesterday charged that coverage by radio and TV stations of the president's press conferences may be a factor in the future for getting their licenses renewed.

Tedson Myers, FCC chairman Newton Minow's administrative assistant, retorted that the Commission has never encouraged or discouraged carrying any specific

(Continued on Page 7)

Provine Work Permit Threatened by 'Equity'

Special To RADIO-TV DAILY

London — Hugh Jenkins, assistant general secretary of Equity, says the actor's union, now in the third month of a strike against ITV stations, will oppose the granting of a government work permit to Dorothy Provine, slated to appear Sunday night on ATV's "Palladium Show."

Great Lakes TV Applies For UHF-TV Satellite

Washington Bureau of RADIO-TV DAILY

Washington—Great Lakes Television has applied for a new UHF TV station in Oil City, Pa., to be used as a satellite of the company's WSEE-TV, UHF channel in Erie, Pa., the FCC disclosed.

Providence Outlets Sold For "Over \$400,000"

Providence—Purchase of WICE and WYCE-FM for a price "in excess of \$400,000," subject to FCC approval, has been negotiated by Blackburn media brokers. Buyer is Susquehanna Broadcasting. Present owner is Providence Radio, headed by Tim Elliot.

THE THREE STOOGES! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse Broadcasting Company, Inc.



Established Feb. 9, 1937

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46-4324.

'CBS Reports' Scans Voice of Conservative

The voice of the American conservative will be heard Thursday when CBS-TV presents "CBS Reports: Thunder on the Right," with CBS News correspondent Eric Sevareid as reporter. The program will seek to put the various spokesmen for the many shades of conservatism in perspective and to highlight their differences in philosophy.

Producer of the program is Jack Beck, with Charles Mack and Wade Bingham as cameramen. Fred W. Friendly is CBS News executive producer of "CBS Reports."

'Hand of Esau' on NBC

"The Hand of Esau" by Joseph Mindel will be presented on the Eternal Light Sunday on NBC Radio, in observance of Brotherhood Week.

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COMING AND GOING

SHELDON SMERLING, president of NTA, and BERNE TABAKIN, executive VP, leave for Europe Sunday on business. They will join J. REMI CRASTO, general foreign manager, who has been in Europe for several weeks.

JOHN CIARDI, of CBS-TV's "Accent," leaves on a Caribbean cruise today.

DON WILSON, announcer on CBS-TV's "The Jack Benny Show," is in Tucson, Arizona, today for an appearance at the National Electric Week Banquet.

GERTRUDE BERG will be in Baltimore tomorrow, where she will be honored by the Advertising Club as "the outstanding TV personality of 1961."

BILL SMITH and BILL PAPE, executives of Fermac Graphic Industries, Ltd., of Canada, to the West Coast to purchase additional TV and feature film properties.

SAUL JEFFEE, president and board chairman of Mavielab Film Laboratories, and MRS. JEFFEE have left on a vacation trip to the Gulf Coast of Florida.

ROBERT WUSSLER of CBS News, is in Cape Canaveral to co-produce the CBS-TV Network coverage of Lt. Col. John H. Glenn, Jr.'s Project Mercury space flight.

PETER AFFE, WNBC-TV station manager, to Miami and Palm Beach on a two-week vacation.

ARNOLD ROSTON has returned to New York from Boston, where he judged the 8th Annual Art Director's Show.

TOM PEPE has returned to New York after a ten-day business-pleasure trip to Nassau.

DANNY THOMAS has returned to the West Coast.

KNXT PLANS 2 SPECIALS ON PUPILS' VISIT TO D.C.

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KNXT, CBS-TV O-O, in association with the City School System, is planning two hour programs on experiences of 12 6th-grade students who will tour Washington Apr. 7-13. Titled "For Which We Stand," the two specials will be telecast this Spring in prime time.

The programs will be recorded on film during the students' visit to the halls of government activity and historical landmarks. Accompanying them will be teacher-guide Robert Content and a KNXT camera crew. All arrangements for the trip are being made by program director Leon Drew, who will serve as executive producer.

Two 6th-graders from each of the six Los Angeles school districts will be chosen on the basis of their understanding of democracy, experience in student government, maturity and a bent for leadership. The students also will represent a balance of races, faiths and economic groups.

FM Outlet Approved

Port Arthur, Tex.—The FCC has approved a construction permit for a new FM outlet here to the Port Arthur College, Madison Monroe president. The station will operate on 98.5 mc.

British Miracle Play In Pre-Easter U.S. Bow

"Laudes Evangelii" (Praises of the Gospel), British-produced miracle play depicting the Annunciation, Nativity and Crucifixion, will be presented in America for the first time April 8 as a pre-Easter special on CBS-TV. Director is Joan Kemp-Welch and executive producer is Norman Marshall.

Excise on R-TV Sets \$46 Million for Quarter

Washington—The Treasury took in \$45,944,000 in excise taxes on radio and TV sets, phonographs and components during the quarter ending Dec. 31, according to the Internal Revenue Service. Receipts for the first half of fiscal 1962 amounted to \$76,699,000.

Mich. Solons to See Flint Mental Special

Flint—The Michigan Legislature has passed a concurrent resolution calling for a special showing of the WJRT documentary, "A Wind Is Rising," before a joint session of the House and Senate Tuesday night.

Originally telecast in January, it presented an objective look at conditions in the Lapeer State Home and Training School and a statement by Gov. John B. Swainson on pending mental health legislation. WJRT has received a steady flow of letters and calls from persons interested in helping the hospital. A repeat telecast is being planned.

Sugerman Upped to VP

Los Angeles—H & B American, operator of 17 CATV systems in 11 states and Canada, has promoted Harold R. Sugerman to VP for finance. He joined the company in 1959 as treasurer.

FINANCIAL

(Feb. 15)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Admiral Corp.	18 3/4	17 3/4	18 1/4	+
AB-PT	46 1/2	45 1/4	46 1/2	+
A. T. & T.	134 1/4	133 3/8	133 7/8	+
AVCO	28 5/8	28 1/4	28 5/8	+
CBS	41 7/8	40 7/8	41 7/8	+
Columbia Pic.	29 7/8	29 3/8	29 3/8	+
Crow-Collier	39 3/4	39 1/8	39 3/8	+
Decco	45 3/4	44 1/2	45 3/8	+
Disney	39 3/8	39 1/8	39 1/4	+
East. Kodak	107	106 5/8	106 3/4	+
Gen. Prec.	55 1/8	54 3/8	55	+
Gen. Tel.	26 1/2	26 1/2	26 1/2	+
Hazeltine Corp.	27 5/8	27 1/2	27 5/8	+
Loew's Thea.	45 1/8	44 7/8	45	+
Magnavox	44 1/8	43 1/2	44	+
MCA	76 3/4	76 3/4	76 3/4	+
M-G-M	58 1/8	55 3/4	57 7/8	+
NAFI	30 1/8	29 3/4	29 3/4	+
Nat. Theatres	7 3/4	7 1/8	7 1/8	+
Plough	81 1/4	81	81 1/4	+
RCA	57 1/2	56 1/4	57 1/8	+
Storer	31 3/4	31 1/4	31 1/4	+
20th-Fox	37 1/4	35 3/4	37 1/8	+
United Artists	35 1/4	34 1/4	35 1/8	+
Warner Bros.	20 1/2	20 1/4	20 3/8	+
Westinghouse	36 5/8	36	36 1/2	+
Zenith Radio	70 1/2	69 3/4	69 3/4	+

AMERICAN STOCK EXCHANGE

Capital Cities	20 7/8	20 5/8	20 3/4	+
Desilu	11	11	11	+
MPO	14	14	14	+
NTA	2 1/8	2 1/8	2 1/8	+
Reeves Sound	6 1/2	6 3/8	6 3/8	+
Rollins	11 1/2	11 1/2	11 1/2	+
Screen Gems	22 1/2	22 1/2	22 1/2	+
Technicolor	22 1/2	22 1/2	22 1/2	+
TelePrompTer	14 1/2	14 1/8	14 1/2	+
Trans-Lux	17 3/8	17 1/8	17 1/8	+
TV Industries	2 5/8	2 5/8	2 5/8	+

OVER THE COUNTER

	Bid	Ask
Jerrold	83 1/2	91 1/2
Meredith	36	39 1/2
Metromedia	15	16 1/2
Official Films	2 1/2	2 3/4
Scranton	7	8 1/4
Sterling	2 1/2	2 3/4
Toft	20	21 1/2
Transcontinent	10 3/4	11 1/4
Wometco	23	25 1/2

* Courtesy of National Association of Security Dealers.

Evansville Outlet Marks 25 Years as NBC Affil

Evansville—WGBF this month is celebrating its 25th anniversary as an NBC Radio affiliate. Now in its 39th year of broadcasting, it went on the air Nov. 22, 1923, and joined NBC Feb. 1, 1937.

WGBF's general manager and principal owner is Martin L. Leitch.

B. Rogers, Mary Pickford Sell Wichita AM Station

Washington—KIRL, Wichita, Kans., 10 KW day and 1 KW night has been sold subject to FCC approval by Mary Pickford and Buddy Rogers to the Lynch family, according to national media broker Blackburn & Co., who handled the deal. Price was reported as "over \$400,000." The Lynch family owns KBYE, Oklahoma City, and KFMJ, Tulsa.

Skelton to Entertain RTES 22nd Dinner Honoring Dr. Stanton

Red Skelton, the Skelton dance and David Rose's orchestra will provide entertainment for the 22nd anniversary banquet of the RTES, to be held Mar. 8 at the Waldorf-Astoria.

Dr. Frank Stanton, president of CBS, will be presented with the society's gold medal for distinguished service to broadcasting. Previous recipients of the medal include Gen. David Sarnoff and Presidential candidates John F. Kennedy and Richard M. Nixon.

Thomas S. Murphy, executive vice president, Capital Cities Broadcasting, is chairman of the banquet. Murphy says he expects delays to be occupied by some 40 members in the fields of government, broadcasting media and advertising.

Discontinent Net Up

(Continued from Page 1)

The remaining 40 per cent minority interest in WNEP-TV, Scranton, by TTC's subsidiary, Northeastern Pennsylvania Broadcasting, Inc., giving it 100 per cent ownership. The station is a UHF and operates with 1.7 million watts, the maximum authorized by the FCC.

More noted that special items, particularly the gain on the sale of WROC-TV-FM, Rochester, N. Y., added \$1,591,454 or 90 cents a share to the 1961 consolidated revenues. Dividends last year totaled 30 cents per share, compared with 5 cents in 1960.

In addition to WNEP-TV, TTC owns and operates WGR-TV-AM-FM Buffalo; KERO-TV, Bakersfield; KFMB-TV-AM-FM, San Diego, and WDAF-TV-AM-FM, Kansas City.

Pearson to Rep WFMD

Federick, Md. — WFMD has named the John E. Pearson Co. as its national rep.

Percy Faith Marathon' Seen Part of a Trend

It. Kisco, N. Y. — WVIP will power WINS' "Sinatra Marathon" this weekend with the "Percy Faith Marathon." Station manager Jean Ensign said "The Percy Faith marathon will hasten the trend back to the big bands."

WLW ENDS TIFF, AIRS UAW SHOW

Mutual Accord Returns
'Eye Opener' Newscast

Cincinnati — A disagreement between WLW and the United Automobile Workers over a UAW-sponsored newscast has ended with resumption of the half-hour morning program, beginning Mar. 5. UAW had protested to the FCC and had charged WLW with keeping liberal and labor points of view off the air, charges which were denied by the station.

Now the contending parties have issued a joint announcement that the "Eye Opener" program featuring Guy Nunn will be resumed, and that both parties are happy and confident of "a mutually satisfying relationship."

Steve Allen Guesting In 'Great Book' Skein

Chicago—Steve Allen will discuss humor on the Hans Conried "Great Voices from Great Books" public service TV programs, it has been announced by Encyclopaedia Britannica, sponsor of the series which will be released for distribution to commercial stations in April.

"Great Voices from Great Books" is produced by Television Features, Inc., a Chicago TV packaging firm, and is emceed by Jim Stewart, president of Television Features and a performer on Chicago's WBKB-TV. Syndication will be handled by Television Affiliates Corp., N. Y.

On each of the 13, 30-minute programs in the series Conried reads passages from the Great Books of the Western World and discusses subjects from them with experts in various fields.

Ray Oja in 'Gypsy' Role

Little Ray Oja, who has played 37 children's roles on TV, will make his motion picture debut in "Gypsy," the Mervyn LeRoy Production for Warner Bros.

Illegal Operator Told 'Pack Up'

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has ordered Frank Van Hobbs to stop his unauthorized operation of WGRC, Green Cove Springs, Fla., and has started proceedings to revoke the license of authorized operator Palms Broadcasting. The commission says Hobbs operated the station without its approval from about Feb. 1 to Dec. 18, 1961 (when it went off the air in violation of the federal communications act).

The FCC said when the station was apparently abandoned by the

Use R-TV to Reach Anti-Church People, Cleric Conclave Told

Radio and TV are the only means at present of reaching the growing number of "pro-God but anti-Church" men, the board of managers of the Broadcasting and Film Commission of the National Council of Churches was told at its recent annual meeting in New York by Dr. William Hamilton, theology professor at Colgate-Rochester Divinity School.

He agreed with Dr. Theodore A. Gill, president of San Francisco Theological Seminary, who also spoke, that the Christian message in radio and TV needs to be brought up to date to parallel technological advances in the communication industries.

The Rev. S. Franklin Mack, BFC executive director, called 1961 "a year of transition" for the commission and declared that the "era of piecemeal experimentation" is being replaced by "an era of master planning" and hoped "it will also be an era in which a major breakthrough will be achieved in the churches' use of TV, radio and films and in broadcast training."

Iams To Guest on WNTA

Jack Iams, TV critic of the N. Y. Herald Tribune, will guest Monday on WNTA's "Elizabeth Morgan Show." He will discuss his work reviewing TV shows and comment on TV standards.

Gilbert Miller Joins H-R

Gilbert W. Miller has been appointed a senior account exec for H-R Representatives. Previously an account exec with Venard, Rintoul & McConnell in New York, he began his broadcast career with WMEX, Boston.

TV Spec Ends Casting

Philip Carey will round out the cast of "Bomb Aboard! Call the FBI!" the TV special which Warner Bros. is producing for the ABC network.

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

Maybe Sen. Thurmond Isn't Tuned In: WWDC

Washington Bureau of RADIO-TV DAILY
Washington—WWDC, answering charges by Sen. J. Strom Thurmond (D., S.C.) that some broadcasters and newscasters are not adequately reporting his side of the "muzzling"-at-the-Pentagon story, is editorializing that the station has aired the senator's views 14 times this year. It suggests that if the Senator believes his story has not been told "perhaps he listens to the wrong radio station."

London Will Be Site Of Paar's Last Tape

Jack Paar will tape four shows in London, Mar. 11-14 to be broadcast on his regular NBC-TV slot Mar. 13-16. They will be in black and white and will mark his last remote originations before leaving the program permanently Mar. 30.

Guests lined up for the London series include actor Robert Morley, journalist Malcolm Muggeridge, Member of Parliament Michael Foote and Lord Boothby, who has been described as "England's Alexander King."

Phila. Outlet Begins Americanism Series

Philadelphia—WFIL-TV, in cooperation with the Philadelphia Council of the Navy League, has begun a series of patriotic shows on the theme "As An American." The initial program included excerpts from President Kennedy's inaugural address and the recent address by former President Eisenhower as he received the American Patriot's Medal from the Freedoms Foundation.

OBITUARIES

Addison Smith, Jr.

Miami—Addison Smith, Jr., 43, radio writer and director, died here Monday. His body was sent to Mars, Pa., for funeral service and burial. A member of the Screen Writers Guild and Radio Directors Guild, Smith wrote and directed "The Joe E. Brown Show," "What Makes You Tick" and "Hobby Lobby." He moved here from New York 10 years ago.

Terry F. McAuley

St. Louis—Terry F. McAuley, 42, KMOX account exec, died suddenly Wednesday while driving. The father of eight, he formerly was publicity director for Boys Town of Missouri.



By TED GREEN

• • • Buddy Bregman, TV producer and composer, guests with Elizabeth Morgan Thursday on WNTA. . . Vincent Lopez, the Hotel Taft Grill maestro, who is also noted for his predictions based on numerology, will tell his "Personal Story" on CBS Radio's "Dimension" all next week. . . Imogene Coca, currently co-starring in the national company of "The Thurber Carnival," has signed to appear in TV and radio commercials for Prince Macaroni Manufacturing Co. of Lowell, Mass.

• • • Producer-director Joe Mawra passing out real expensive seegars (the long thin kind)—he became the papa of David Brian. Congrats to you and Barbara. . . WGN, Chicago, has renewed Sig Sakowicz contract for the third consecutive year.

• • • Meet: Zel deCyr, one of the industry's busiest young actresses who is probably best known as "TV's Big Girl With The Little Boys' Voices," began her show business career at the age of 3 in her home town of Newark, N. J., making benefit appearances as a singer-dancer. Majoring in radio broadcasting, writing and directing at NYU, and at the same time conducting her own local radio shows and acting in summer stock, she received a BA degree, then really started to get big breaks on the networks. Zel has since appeared on "My True Story," "CBS Theatre," "Aunt Jenny," "Modern Romances," "Omnibus," "Mama" and "Studio One," among others. She has also done the voices and dialects in hundreds of commercials and animated cartoons for such products as Pepsi-Cola, Kiwi Shoe Polish, Coca Puffs, Surf, Borden's and Lorna Doone Cookies. Zel also has made talking records for the blind, as well as children's records for Columbia and RCA Victor. Her outstanding talent has made her one of TV and radio's most sought-after personalities.



deCYR

• • • Society maestro Phil Bennett will lead his band at the Colonial Ball. He should . . . Phil's a member of the Sons of the American Revolution and his great grandfather was George Washington's aide. . . The Luau 400's very talented mimic and ventriloquist Solomon Gideon should be on TV. He does a show five times nightly with customers, without a repetition. . . NBC music director Paul Taubman has a birthday coming up soon and he promises to give 10 per cent off on all checks at his swank Penthouse Club Restaurant to members of the TV and radio fraternities (now all you have to do is find out when he was born).

• • • Jazz star Julian "Cannonball" Adderley has a wardrobe of over 200 suits. . . Swanky Billy Reed opening a new Little Club shortly—very hush hush. . . A definitive hour TV program for sports fans of all ages, concerned with the life of former heavyweight champion Joe Louis, is being planned by Metropolitan Broadcasting. . . The thought just occurred to us that Johnny Carson, although one of the least pressing, is one of the most consistently successful of the comedians.

• • • Off the Record—Goings on at Columbia: Bandleader Les Elgart has recorded a Twist LP titled "The Twist Goes to College." Featuring a collection of college favorites, it will be released next week. . . Vocalist Carol Sloane's first single, "I Want You to be the First One to Know," from the Broadway revue "New Faces of 1962," has been released this week. Her first LP will be released by Columbia in June. . . Don Costa, one of the record industry's most successful arranger-conductors, has signed an exclusive long-term contract with Columbia. Costa's first single release, "Sugar Blues," is due this month. . . Columbia is releasing nine four-track stereo tapes this month, including two original Broadway cast recordings: "Flower Drum Song" and "Gypsy." Additional releases are Eileen Farrell's "Here I Go Again"; Andre Previn's tribute to the music of Duke Ellington, "A Touch of Elegance"; Lionel Hampton's "Soft Vibes—Soaring Strings," and "Radio's Great Old Themes" by Frank De Vol and the Rainbow Strings.

Englewood Exclusive For WWRL's Newsmen

Herb Norman, WWRL mobile unit newsmen, conducted an exclusive interview with Mayor Austin N. Volk of Englewood, N. J., concerning the school integration situation in that community. WWRL, New York's only fulltime Negro market station, has conducted daily on-the-scene coverage from the suburban Englewood area.

'Big Lie' to Debunk Red Claims on Abe

Mutual Radio's weekly "Big Lie" series, which monitors communist radio and then debunks its "line," devotes a major portion of tomorrow's broadcast to Communist versions of Lincoln statements.

Radios Moscow, Havana and Sofia this week aired various excerpts of Lincoln statements and writings on slave labor in what Mutual's Phil Clarke calls "an apparent effort to picture Abe Lincoln as a Marxist." Clarke adds: "But what they don't quote are Lincoln's statements about the rights of capital and capital investments. We'll broadcast both, particularly his oft-quoted remarks about capital having rights 'which are as worthy of protection as any other rights,'"

"The Big Lie" was voted "Best Public Service Program in Radio" by 422 critics responding to RADIO-TV DAILY's 20th annual "All-American Awards" poll.

Cohen Heads WCBS-TV Research, Sales Promo

Aaron M. Cohen has been named research-sales promotion director of WCBS-TV. He joins the station from WPIX, where he was supervisor of research and sales development.

Cohen's previous business experience includes service in the research department of William Esty Co. advertising agency, and G. P. Putnam's Sons, book publishers.

NCAA Sked to CBS

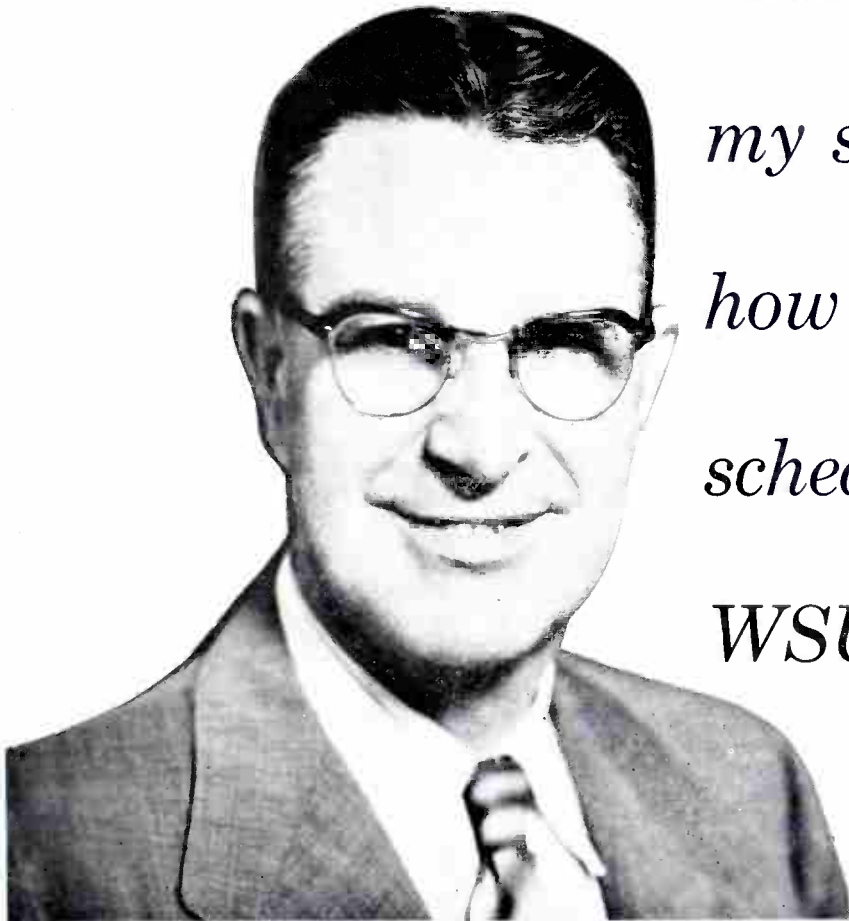
(Continued from Page 1)

CBS-TV network and five Saturdays of regional game coverage with three or more games telecast on those days.

CBS has three weeks to choose the specific games it wants in the schedule.

The 1963 season will provide similar coverage.

It was reliably learned that NBC bid \$9,500,000 and ABC bid \$9,400,000.



*“who knows
better than
my salesmen
how our spot
schedule on
WSUN pays off?”*

THIS IS HOW C. J. STOLL, MOBILE HOME DEALER IN ST. PETERSBURG, FLORIDA, AND PAST PRESIDENT OF THE NATIONAL MOBILE HOME DEALERS ASSOCIATION, FEELS ABOUT WSUN RADIO.

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa-St. Petersburg buy

WSUN radio 62

TAMPA - ST. PETERSBURG

NATIONAL REPRESENTATIVES:
Venard, Rintoul & McConnell

SOUTHEASTERN REPRESENTATIVES:
James S. Ayers, Inc.

“Whenever we prepare a budget for advertising my salesmen always remind me of the important results delivered to us by WSUN radio and insist that a good portion of our advertising dollars be spent on this station. I ask you, who knows better than my salesmen how our spot schedule on WSUN pays off?” This is how most local advertisers feel about the Suncoast’s greatest coverage radio station. It will pay off for you, too!

KMOX Boosting JC's; Aids in Sports Show

St. Louis—KMOX has begun a new series, "Jaycees in Action," and is also maintaining a booth at the Midwest Sports and Boat Show here.

"Jaycees in Action" is designed to highlight the year-round activities of the Junior Chamber of Commerce, and is produced by the station's public affairs department. Moderator is newsman Steve Rowan.

The KMOX booth at the sports show, which opens today, will be staffed by the station's sports personalities, including John David Crow and Hal Smith. The show runs till Feb. 25.

'Lamp Unto My Feet' Airs Ellstein Cantata

Music in observance of Brotherhood Week, featuring the TV premiere of the cantata "Ode to the King of Kings" by Abraham Ellstein, will be broadcast on "Lamp Unto My Feet" Sunday, on CBS-TV.

"Lamp Unto My Feet" is produced by Prentiss Childs for the Public Affairs Department of CBS News.

Lowell Thomas Is Judge At N. H. Sled-Dog Derby

Laconia, N. H.—Lowell Thomas will be one of the judges of the World's Championship Sled-Dog Derby Feb. 23 here. On that date he will make his regularly scheduled CBS Radio newscast from WEMJ.

Rocky Faces 'Searchlight'

Gov. Nelson A. Rockefeller will appear Sunday on WNBC-TV's "Searchlight," to field questions from a panel including Gabe Pressman and Milton M. Bergerman, chairman of the Citizens Union. Ben Grauer is moderator and Ben Weinles is producer.

Jr. Achievement Probed

Chicago—WBKB's "Let's Look at . . . Youth, Inc.," one in a series produced by Tele-Chievers, a Chicago based Junior Achievement company, will examine the ideas behind the Junior Achievement program, tomorrow.

Both Pro and Amateur Try Iambic Pentameter

Host John Ciardi will recite several of his poems and compare notes on poetry writing with a group of third graders on the "Accent" program, "The Children and the Poet," scheduled Feb. 24 on CBS-TV.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • John McRae has been appointed general manager of KFWB, Crowell-Collier's Bay area outlet. The announcement was made by Robert M. Purcell, C-C prexy. A native of Winnipeg, McRae formerly managed KOBV, San Francisco, and more recently was general manager of Crowell-Collier's KDWB, Minneapolis-St. Paul.

Steven Hill, currently here to co-star in "A Child Is Waiting," for Stanley Kramer, guest stars in "Downfall" segment of "The Untouchables," rolling at Desilu this week.

The International Broadcasting Awards dinner at the Palladium was a real swinger. With Jack Webb as emcee, the program moved along smoothly and the winning commercials were highly entertaining, including some that we don't get to see or hear on local stations.

Wolper Productions' Mel Stuart leaves for Europe next week for a month's location filming on the assault beaches in Normandy for Wolper's hour-long special "D-Day."

★ ★ ★ ★

• • • Jay Ward Productions has sold "Rocky and his Friends" for TV showing in Peru by Peruania Radio Diffusion (Lima). The animated cartoon series is currently airing in 100 U.S. cities as well as in Mexico, Canada, Australia and the Philippines.

Greyhound has bought "Jack Latham News" on KRCA Monday nights on a 52-week contract, it was announced by Jimmy Parks, director of sales . . . Hollywood Television Service's "The Mighty 40" package of pre-'48 features, has been set in a total of 175 markets, it was announced by David Bloom, general sales manager.

Ben Frank, former-boxer-turned-actor, has been set for a continuing part in "Trade Winds," series to be produced by Don Hix with William J. Hall Jr. directing. Pilot will be filmed on location in San Francisco.

★ ★ ★ ★

• • • Patti Page will follow up her appearance on the "Ed Sullivan Show" Apr. 1 with a guest shot on the "Garry Moore Show" Apr. 18 and then go into a straight dramatic role in "The Defenders" . . . George Gobel replaces Garry Moore for the Mar. 23 show while Garry vacations. Until then Gobel will keep busy with engagements at the new Copa Club in Atlanta, the National Boat Show in Chicago for 10 days and then a club date in Hot Springs, Ark.

★ ★ ★ ★

• • • Alan Reed, Sr. and Jr. will play father and son in "Dad's Day" segment of "The Gertrude Berg Show" rolling this week at Four Star. The show is produced by Hy Averbach with Dick Kinon directing.

Joseph Kearns, Mr. Wilson in "Dennis the Menace," is under observation at Parkview Hospital following a stroke. Kearns, 58, has been an actor since the age of 14 . . . Huntington Hartford's Show Magazine will pick up the tab for sponsorship on KTTV of the Annual Awards Dinner-Dance of the Institute of High Fidelity Manufacturers at the Coconut Grove March 19.

Robert H. Klaeger Associates of California, Inc., New York producer of industrial films, TV commercials and film training programs, will open West Coast Studios at Republic Studios. Robert Drucker will head up the new office, with Jack G. Hastings as his assistant.

★ ★ ★ ★

• • • Pat Michaels, KABC newscaster and host of the station's nightly "Candid Session," resigned Wednesday to file for election as Congressional representative from the 27th district of California on the Democratic ticket. Michaels first attracted state-wide newspaper attention several years ago when, as newscaster on station KTLA, he broadcast a series of special programs describing, vocally and by camera, discriminatory forces in the one-time resort city, Lake Elsinore, which led to long and bitter legal activity that was terminated, ultimately, by mutual consent of opposing factions.

Trans-Lux Corp. Promotes

Trans-Lux Corp. has named Margot Forbes assistant to Barbara Wilkens, publicity and promotion director. Miss Forbes, who has been with T-L since June, previously was with ABC Film Syndication, Sales Communication, and Ted Bates & Co.

Les Nichols News Chief

West Coast Bureau of RADIO-TV DAILY
Portland, Ore.—Leslie Nichols has joined the staff of KATU-TV as news director. His previous experience includes work for MBS; WGN and WGN-TV, Chicago; KIMN, Denver, and KTVU, San Francisco.

Donovan to Explain His Spy-Swap Role

An exclusive filmed interview with James B. Donovan, the lawyer who negotiated the simultaneous U.S.-Soviet-East German release of Francis Gary Powers, Frederic L. Pryor and Col. Rudolf Abel, will be presented Wednesday on "David Brinkley's Journal" NBC-TV colorcast.

The interview was conducted by Brinkley and filmed in New York last week. It was arranged by Stuart Schulberg, co-producer of the program, who served with Donovan in the wartime Office of Strategic Services and at the Nuremberg trials.

Wednesday's program will also include a previously announced segment dealing with a New England fishing fleet that is being crowded off the Georgia Banks by superior Soviet trawlers. The Donovan interview replaces a previously scheduled feature on motels.

'Youth Forum' Originates From Williamsburg Site

From historic Williamsburg, Va., where students from all over the world are gathering for the annual Burgess Conference, Dorothy Gordon's "Youth Forum" will present two programs with the theme: "Are All Men Created Equal?" on WNBC-TV.

Samuelson PR Expands

West Coast Bureau of RADIO-TV DAILY
Los Angeles—Chief Samuelson & Associates, Inc., which recently expanded into industrial public relations with the signing of Toyota Motors and Worldwide Industrial Development Corp., has moved into larger quarters on Santa Monica Blvd.

Ingels 'Andy Hardy' Guest

West Coast Bureau of RADIO-TV DAILY
Hollywood—Marty Ingels has been signed for the comedy guest-star role in the "Andy Hardy" pilot which rolls today at MGM. Star is Jimmy Hawkins, Rudy Abel is producer and Gene Reynolds will direct.

Phoenix's 'Sheriff Bill' Receives Legion Award

Phoenix—KOOL-TV has received the Golden Mike Certificate Award from the American Legion Auxiliary for its "Sheriff Bill" show.

The program is directed to combating juvenile delinquency by teaching children respect for the police.

Teach Vaughn to Sing?

Vaughn Monroe will make his TV debut as a western star on NBC-TV's "Bonanza" Mar. 4. He will play the role of a ranch foreman who has to be taught to sing in order to win the girl.

John to Live Adman's Life

Pittsburgh — In observance of Advertising Week, KDKA will devote its "John's Other Life" daily series next week to announcer John Stewart's experiences at an advertising agency—working with various media: newspapers, radio, TV, magazines, outdoor and others. "John's Other Life" features good adventures of Stewart in various vocations. The episodes will find Stewart as an "employee" of Lando Advertising Agency whose president, Robert N. Lando, is serving as Advertising Week chairman for the Pittsburgh Advertising Club.

License Coercion Charged, Denied

(Continued from Page 1)

program and that it doesn't ever intend to. The GOP based its charge on alleged recent conference between White House press secretary Pierre Salinger and aides of western Democratic senators, in which Salinger was said to have expressed dissatisfaction because many stations don't carry the press confabs. The Republican statement said: This new pressure from Washington, of course, does not stand for itself. It comes against the background of the threats made by the Kennedy FCC chief. Early in his career, Minow strongly indicated the FCC might not renew broadcasting-telecasting licenses unless a program content more in line with New Frontier thinking were developed.

Apprehension Felt

The local stations are left with a clear impression from the Minow-Salinger squeeze that full coverage of White House news conferences may well be a factor in license renewal proceedings from here on in.

Myers said "the charge is baseless." He pointed out that broadcasters make certain public service commitments when they secure their licenses, that they can reject any programs they choose to meet these commitments.

KAND Airs New Show

Ennis, Tex.—A new country and western talent show, "Ellis County Jubilee," which is a regular Saturday night feature at the Grand Theatre, will be aired by KAND, Corsicana.

Hilker Shows Interest In 3rd Charlotte VHF

Charlotte, N. C.—Broadcast exec Robert R. Hilker says he "will probably apply" for rights to Charlotte's third VHF channel, if and when the FCC allocates it. But he added that a lot of legal tangles and controversial FCC policies must be unsnarled before it is certain that a new Channel 6 will be "dropped in" the Charlotte market area.

Hilker is president of Central Broadcasting Co. and operator of radio stations in Belmont, Concord, Albermarle, Valdese and Clinton, S. C.

In a move to increase the number of TV channels available to viewers in the U. S., the FCC proposed last July that an additional VHF channel be dropped in Charlotte and in 12 other U. S. cities. Charlotte's two other TV channels, WBTV and WSOC, are VHF.

Willard Chief TV Engineer

Detroit — Roy C. Willard has been named chief engineer of TV at Detroit U. He is a charter member of the Cleveland chapter of the Audio Engineering Soc.

MORE LANGUAGE AIRINGS AID CANADA IMMIGRANTS

Special To RADIO-TV DAILY

Montreal — The Board of Broadcast Governors plans to allow radio stations here and in Toronto to use 25 to 40 per cent of their air time between 6 AM and midnight for foreign-language programs, as an aid for newcomers unable to speak English or French. BBG said the policy would be extended to other multi-station markets later, provided a station can reach 150,000-200,000 potential listeners needing such a service.

It was pointed out by the board that by mixing some periods of foreign-language programs with English and French, the broadcaster can assist in making the newcomer feel less lonely in a new land and, additionally, will inculcate instruction in the Canadian way of life.

2-DAY SEMINARS SHOW OFF WARES

Cellomatic Touring U. S. With Audio-Visual Aids

The Cellomatic Division of Screen Gems has instituted a traveling seminar program, which will move from city to city to expose a greater number of people to new developments in audio-visual techniques and equipment. The Cellomatic unit will remain in each city for a two-day period, offering viewing and discussion sessions each day.

The seminars kicked off at the weekend in Camden, N. J., where TV stations and industry in the Camden-Philadelphia area viewed demonstrations of the Cellomatic animation projector and graphic arts packages designed for TV programming.

Texas ETV Transmitter Readied for Spring Bow

Austin Tex.—The KLRN TV transmitter building is nearing completion midway between San Antonio and Austin, with a 1,000-foot tower atop a hill 1,000-feet above sea level permitting transmission up to a 75-mile radius.

KLRN is licensed to the Southwest Texas ETV Council, a non-profit corporation, and expects to be on the air this Spring.

Polka-Go-Round Features Polish-American Dancers

Chicago—The 26th Street Polish-American Dancers will be featured tomorrow on WBKB's "Polka-Go-Round." The program is produced and directed by George Paul.

Kern's Life Re-broadcast

"Jerome Kern—Master of Musicals," a musically illustrated life story of the composer, will be re-broadcast on WQXR Sunday night. It was originally broadcast as a WQXR special entitled "Music in the Air" on Thanksgiving Day.

☆☆ *Let's Talk It Over* ☆☆

(Continued from Page 1)


mercial TV system. Let's not overlook them, though broadcasters who are today fulfilling their responsibilities very well indeed, will still keep trying to improve the services—without fear of extinction to nudge them forward. The two prime *raison d'être* are: to inform (and not even the most dyed-in-the-wool critic can find much fault there), and to entertain. (If you don't believe TV is currently doing that job in accordance with what the people want, just take a hard look at the ratings.)

So, now they'd legislate the whole proposition; some administrative power would decide what is proper and fitting—and uplifting for the people to see. What a mishmash for the weary breadwinner or housewife seeking news, analysis or relaxation via the dials!

WE ALWAYS thought the central government was supposed to stay out of education, which is a function of the state, community and home. Encourage learning on the air? Sure . . . through ETV setups that are sprouting like Jimson weed throughout the land, aided by stations and networks with money, technical assistance and even programming.

Why are we bringing the matter up at this time? It's because we have recently gone through the final phase of a most inept official exploration of the broadcasting industry. After that record is put together by the Commission, it will be dumped into the big Congressional lap for action. We deem it advisable now to post lawmakers to the fact that this culture kick can be carried too far; it can't be handled like so much Gross National Product.

There's education aplenty on today's ether, with regularly-scheduled shows like "Close Up!," "Leonard Bernstein and the Philharmonic" and "Meet the Press," or the history-laden "Tour of the White House with Mrs. J.F.K." But these are, and must remain, supplemental to the basic job of inculcating education and freedom's mores. That task must go back where it belongs: in the home, where parents rear their young; in the schools, where bizarre courses are being dumped wholesale for a return to basic knowledge, and in the community, where leaders set the example. In short, culture cannot be mandated, it has to be desired . . . and when the need for more is there, you can count on the broadcasters being a little ahead of the demand.



CREATIVE IDEAS
EXPERT TECHNIQUES
LOWER COSTS

CRISTAL ANIMATION, INC.
17 East 45 St., New York TN 7-3480

Smaller Markets Lack Effective Sales-PRO

A study conducted by Prestige Representation Organization indicates that radio stations in the smaller markets are failing to effectively sell their services to the right advertisers, according to Sam Brownstein, president of the organization.

The PRO study found that 52 per cent of the national accounts placed in markets below the top 50 are buying into that market for the first time; 38 per cent are renewals of previous business, and 10 per cent are switches from competitive stations.

"One can only conclude," said Brownstein, "that not enough attention has been devoted previously to getting new accounts in these markets."

Schmidt Business Mgr. For Pittsburgh Stations

Pittsburgh—Joseph E. Schmidt has been promoted to business manager-auditor for KDKA-AM-TV. He joined the stations as a financial accountant in 1957 and later was appointed assistant auditor.

Thomas W. Rose has joined KDKA-TV as a producer-director, coming from a spot as production manager for WTOL-TV, Toledo. He also has worked for KVTU, Sioux City; WSYR-TV, Syracuse, and WHTN-TV, Huntington, W. Va.

AGENCY NEWSCAST

By SHELBY COOPER

Representatives of the broadcasting and advertising arts, currently under fire from a number of quarters for over-commercialization, will take the



WEAVER

air in two debates Saturday on WDTM-FM, Detroit, to refute some of the charges. Sylvester (Pat) Weaver, former NBC board chairman and now board chairman at McCann-Erickson, will debate whether viewers are being "short-changed" in TV programming, with Michael Dann, CBS-TV program VP. The other debate will be between Vance Packard, author of "The Status Seekers" and Stuart Henderson Britt, advertising man now a marketing professor at Northwestern U., on the topic of "Overcommercialism in American Life." Both debates are part of the annual meeting of the Michigan Council of the American Association of Advertising Agencies.



DANN

Footnote, Cone & Belding, GmbH,

KRAK's Station Manager Resumes His Prof Role

Sacramento—Jay Hoffer, KRAK station manager, is offering a weekly advertising course at Sacramento City College. He previously taught at Brown University, Adelphi College and Pace College.

Frankfurt, has been appointed by Hallmark Cards to handle its advertising in Germany. The agency already has Hallmark's ad business in the U.S. and in Great Britain . . . Daniel F. Sullivan, Inc., Boston, has appointed R. Martin Dwyer to its creative staff. Formerly he was advertising supervisor for Dewey & Almy Chemical.

* * *

In April, Amstel Holland Beer, via Donahue & Coe, will undertake an advertising campaign featuring one-page ads in color and column ads each month in Esquire, Holiday, Playboy, Time, Sports Illustrated and The New York Times Magazine. This schedule will double the company's magazine coverage . . . Patrick Collins, formerly with WLW-D, Dayton, and WAKR-TV, Akron, has joined R. Jack Scott, Inc., Chicago, as writer-producer in the agency's radio-TV department.

News Flashes From Coast-to-Coast

KNX Expands News

West Coast Bureau of RADIO-TV DAILY Hollywood — "Ten O'Clock Wire," a nightly news summary on KNX, will be extended to 15 minutes for its Saturday segment beginning this weekend. Don Rose of the news bureau will be commentator.

Pierce on 6 Days

Scranton — The "Bill Pierce Morning Program," featured for more than 30 years, has been extended to Saturday, making it a complete six-day strip on WEJL.

Evans Operations Mgr.

Augusta—Virgil Wolff, general manager of WRDW-TV, has appointed Jeff Evans operations manager. Evans has been with the station since 1956 as production manager and added the duties of promotion manager in 1961.

WSAZ Show Tops

Huntington, W. Va. — "R-F-D

930," WSAZ farm information show, has been awarded first place and top honors in the National Council of Farmer Cooperatives judging of radio farm programs throughout the country.

KHUL-FM Manager

Houston — Chris Chandler has been named station manager of KHUL-FM. The veteran broadcaster, who was formerly sports

Diamond Spurs Vote For DJ's Record Spin

Baltimore — WJZ-TV deejay Buddy Deane will spin the 100,000th record of his career during his Mar. 1 show, and listeners are being invited to vote on what disk is to be played. In addition, the listener who votes for the winning record and also makes the closest guess to the number of votes it receives, will be awarded a \$500 diamond.

director and weathercaster at KHOU-TV, will still do his sports and other programs.

News at the Source

El Centro, Calif.—KICO has become associated with the Calexico Chronicle, Holtville Tribune, Calipatria Herald and Imperial Valley-El Centro. The editors of these papers will broadcast local news direct from their editorial rooms.

Longer Listening

Dallas — KVIL-FM, which previously signed off at midnight, has now become a 24-hour operation and KVIL-AM, which previously signed on at 5:45 AM, has advanced its morning opening to 4 AM on a standard year-round schedule.

Hanna Upped

Miami — Robert (Bob) Hanna has been named local sales manager for WCKT-TV. Hanna joined the station last November as national sales service coordinator.

WOW!

WHLI Island
IS A
BIG
"SEPARATE
MARKET"

yep! over

\$ 5 1/4
BILLION
EFFECTIVE
BUYING
INCOME!

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AUDIENCE THAN

ANY OTHER

STATION.



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MONDAY, FEBRUARY 19, 1962

TEN CENTS

MIAMI 'HOT POTATO' SERVED UP

NAB Hails Murrow, Sets Confab

ASIA Chief to Get Achievement Award

ASIA director Edward R. Murrow has been named by the NAB as recipient of its '62 Distinguished Service Award, for presentation at the 40th annual convention in Chicago Apr. 1-4.



MURROW

NAB President LeRoy Collins said Murrow was chosen for the honor by the Convention Committee, headed by Joseph M. Hig-

gins, WIBC, Indianapolis, and William B. Quarton, WMT-TV, Cedar Rapids, on nomination by a sub-

(Continued on Page 4)

CE Brings \$500,000

Washington Bureau of RADIO-TV DAILY
Washington — WICE, Providence, R. I., AM and FM has been sold for \$500,000 subject to FCC approval, according to Blackman & Co., media brokers. The station along with its companion FM, was bought by Susanna Broadcasting.

CBS Films' Australian Unit Keys Market's Importance

CBS Films, pointing up "the importance of the Australian market," has formed CBS Films Pty., Ltd., headquartered in Sydney, to represent the company in that country and New Zealand. Appointed managing director of the new operation is William G. Wells, service manager for CBS Films in Australia since early 1960. He entered broadcasting in 1956 when he joined Amalgamated Television Services' Sydney station, ATN,

(Continued on Page 3)

WBC NEWSHAWKS 'NEST' IN LONDON

Documentary on Algeria
On Dick Pack's '62 Slate

Special To RADIO-TV DAILY

London — The principal European correspondents of Westinghouse Broadcasting Co. have just concluded their annual blueprint conference here. Richard Pack, WBC vice president, programming, outlined '62 projects, which include a documentary series on

(Continued on Page 3)

'Inkwell' Characters Go Syndie in Color

Video House Inc., new TV distribution firm, makes its debut this week with 100 five-minute animated "Out of the Inkwell" cartoons for syndication. Each, a complete story, is to be available in Eastman color or B and W.

President of the firm is William P. Andrews, formerly ITC vice president of syndication and in sales for Ziv.

The new series will feature the

(Continued on Page 5)

Editorialists Recruit Rusk, Ford, Minow

Broadcasting's first Public Affairs and Editorializing Conference in Washington Mar. 1 and 2 will include a panel discussion and two workshop sessions on essentials and results of on-air editorials.



KOPS

The conference sponsored by the NAB's Editorializing Committee

(Continued on Page 5)

Frank Org Names McKee Veepee and Treasurer

West Coast Bureau of RADIO-TV DAILY
Hollywood — Ernest W. McKee, Jr., has been elected VP and treasurer of The Peter Frank Organization and its subsidiaries,

(Continued on Page 6)

Rust Co. Buys Genesee

Rochester, N. Y. — Genesee Broadcasting, owners of WHAM and WHFM, has been sold to Rust Broadcasting, subject to FCC approval. Rust is headed by W. F. Rust, Jr., and owns stations in New Hampshire and Pennsylvania.

FCC Okays Texas Sale

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has approved purchase by W. P. Hobby of 32.5 per cent of KFDM-TV, Beaumont, Tex., for \$232,901. Commissioner Bartley dissented and Chairman Minow abstained.

L. B. Wilson, Others Instructed to Apply For Ch. 10 License

Miami — The explosive Channel 10 case — which rocked the industry, resulted in a suicide, the resignation of an FCC commissioner and it is believed, eventually led to the rigged quiz and payola exposes — appears, at long last, to be drawing to a peaceful and ethical close.

L. B. Wilson has been directed to file a license renewal application for WLBW-TV, by Mar. 20. Competing applications for the channel will be accepted by the FCC between Mar. 20 and May 21.

National Airlines' subsidiary, Public Service TV, operated WPST-TV on the channel when the House Legislative Oversight subcommittee made headlines with charges of onerous activi-

(Continued on Page 5)

NTA Expands to Meet Foreign Sales Upswing

National Telefilm Associates, whose 1961 sales to the United Kingdom and Europe were 87 per cent ahead of the previous year, is making major changes to expand its foreign operations to take advantage of the upswing. Meeting in London with NTA general foreign manager J. Remi Crasto

(Continued on Page 7)

3 TV Nets' Gross Billings In '61 Rose 9.2% to Dec.

Network TV gross time billings in the first eleven months were up 9.2%, from \$621,686,247 in '60 to \$679,068,137 in '61, the TVB reported this morning. ABC-TV billings in the eleven months were \$174,042,240, an increase of 21.0%; CBS-TV billed \$252,820,720, up 0.8% and NBC TV, \$252,205,177, plus 11.1%.

ABE BURROWS! TONIGHT ON 'PM' STARRING MIKE WALLACE

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Established Feb. 9, 1937

Vol. 90, No. 34 Mon., Feb. 19, 1962 10 Cts.

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REAU: Glenn F. Iretton, Manager. Office: 58
Kamiyama - Cho, Sh'buya - Ku, Tokyo; Telephone
46-4324.

St. Paul's Archbishop Installation Scheduled

Minneapolis—The installation of the Most Rev. Dr. Leo Binz as Archbishop of St. Paul will be the subject of a special WTCN-TV live remote from the Cathedral of St. Paul, Feb. 28.

The installation will be presided over by the Most Rev. Egidio Vagnozzi, Titular Archbishop of Myra and Apostolic Delegate to the U. S. TV commentary will be by the Rev. William Bumgartner, professor on the staff of the St. Paul Seminary.

It's Brotherhood Wk. On Detroit Airwaves

Detroit—Brotherhood Week will be observed on WXYZ-TV, beginning Monday, in a devout manner. WXYZ president John F. Pival has arranged with the Detroit Round Table of Catholics, Jews and Protestants, to provide a "Prayer of the Day" throughout the observance.

Seven prominent Detroit members of the laity, representing the

Detroit—WJBK has arranged for a series of specially voiced greetings on the observance of Brotherhood Week from the various WJBK international correspondents stationed throughout the world.

three major faiths, were selected by the Round Table to deliver a one-minute prayer which the station taped. Then, on each day during the observance, the "Prayer of the Day" will be telecast several times.

CBS 0-0 in St. Louis Adds FM Simulcasts

St. Louis—KMOX-FM has begun broadcasting on 103.3 megacycles with an effective radiated power of 47,000 watts.

"The station is the newest extension of broadcasting service by the Columbia Broadcasting System to listeners in Mid-Mississippi Valley," Robert Hyland, CBS VP and KMOX general manager, declared.

KMOX-FM will broadcast 18 hours a day, seven days a week, from 6 AM until midnight and will duplicate KMOX programming.

Baptist Conclave To Hear WWRL Exec in PR Talk

Leon Lewis, WWRL community relations director, will address the Baptists Ministers Conference of Greater New York this afternoon. His topic will be "Public Relations and The Church."

COMING AND GOING

HARFIELD WEEDIN, program director for KNX, Los Angeles, has left on a Mid-western swing of CBS owned and affiliated radio stations.

GEORGE THOMAS, WCAU, Philadelphia, personality, leaves on week vacation today.

JACK MABLEY, personality of WBBM, Chicago, is in New York this week to gather tapes at the United Nations.

JULIAN "CANNONBALL" ADDERLEY and his jazz quintet to Hartford, Conn., to play date at Hublein Hotel.

IRA G. DELUMEN and ROBERT C. TROUP of VHF, Inc., leaving for Chicago for sales meetings with agencies.

'Bozo' Unreels Tour of Asia

Boston—"Bozo's Adventure in Asia" on WHDH-TV Mar. 3 will show, in color, how children live, play and study on that continent.

This is the first of a series of film specials dealing with the recent seven-week trip to six Asian countries by a five-member WHDH-TV group.

The team was headed by Frank (Bozo the Clown) Avruch and Virginia Bartlett, award-winning producer of "Dateline, Boston," under United Nations Children's Fund auspices. The station paid expenses.

Phila. Outlet Kicks Off 'The All-Night Watch'

Philadelphia—WCAU today inaugurates "The All-Night Watch," with veteran newsman Alan Scott as host and producer.

Guest panelists will be experts in their professions and discuss various subjects with Scott, following the pattern of the station's daytime "Talk of Philadelphia." Initial topics slated for discussion include alcoholism, conservatism among college students and the income tax. Listeners may participate via telephone.

One of the Boys

Seattle—Phelps Fisher, account exec for KOMO-TV, has been named to the Board of Directors of the Boys' Clubs of Seattle.

John Daly to Narrate 'Perspective' on FDR

John Daly, emcee of "What's My Line," will narrate part one of the two FDR episodes in BCG Films' "Perspective on Greatness" on WOR-TV. Hearst Metrotone News produces the series, written by Nat Gassman.

Linger at Corinthian As Ad-PR Director

Corinthian Broadcasting Co. has appointed Dean Linger advertising-public relations director. He will headquarter in New York and coordinate publicity, promotion, advertising and public relations for the company and its stations.

Linger joins Corinthian Broadcasting Corp. from ABC-TV, where he served as advertising-promotion director nearly five years.



LINGER

COVER AUGUSTA, GA AREA with WRDW-TV Ch. 12

get SHOPPER-TOPPER MERCHANDISING

Select any program or spots from WRDW-TV available on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours. WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER.

SHOPPER-TOPPER guarantee

- complete area direct-mail service
- in-store displays, placement of point-of-sale material, shelf stocking, checks on competitors in 32 high volume super markets
- product highlighting on WRDW-TV
- activity report every 13 weeks

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IN AUGUSTA: Virgil Wolff, TA. 4-5432
IN NEW YORK: Lee Gaynor, OX. 7-0306

Represented nationally: Avery-Knodel, Inc.
Member of the FRIENDLY GROUP

Other FRIENDLY GROUP Stations

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Steubenville, Ohio | Joplin, Mo.



WBOY-TV | WRGP-TV
Clarksburg, W. Va. | Chattanooga, Tenn.

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Kilowatt daytimer on an excellent frequency in a two-station market. Great opportunity for an aggressive owner-operator with \$10,000 down. Easy payout. Substantial discount available for cash.

FLORIDA \$30,000

Daytimer in a single-station market, now showing some profit on a low-gross, low-cost operation for owner-operator. \$10,000 cash and balance on easy terms.

BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

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

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

CBS Blueprinting 38-Story N.Y. Skyscraper

New Building to Rise on Ave. of Americas Targeted for 1964

CBS today revealed its plans for the 38-story headquarters building on New York's Ave. of the Americas, between 47th and 53rd Sts., scheduled for completion in 1964. The first skyscraper to be constructed under the newly revised New York zoning laws, the building will provide offices for six of the company's operating divisions—CBS International; CBS News; CBS Radio; CBS-TV; CBS TV Stations, and Columbia Records—with several floors to be leased to other tenants.

Details from Paley, Stanton

CBS chairman William S. Paley and president Frank Stanton, in discussing the project yesterday, stated that the building was the first and only skyscraper designed by Eero Saarinen, who completed his plans shortly before his sudden death last September. The general contractor will be George P. Fuller Co., builder of the new Regam, Time and Life and World House skyscrapers, among others.

The building will contain over 800,000 square feet of floor space, the CBS structure will be a rectangular, free-standing, granite-clad, sheer tower standing 491 feet. It will be centered on a spacious, granite paved plaza which will be slightly lower than street level. The tower will occupy 40 per cent of the site; the remaining 40 per cent to be open on all four sides. Its facade will be of dark granite, and glass panels will be kept to a desirable minimum.

In Fall CBS announced another major construction project: the CBS Production Center on Ave. between 56th and 57th Sts. This \$14.5-million project will include studios and related facilities for CBS-TV, CBS Radio, CBS and WCBS-TV.

Chambon Joins McGavren

Robert Chambon today joined the staff in the Chicago office of the F. McGavren Co., Inc., an rep firm. He formerly was with Venard, Rintoul & McCon-

Surplus AA Beacon Gets Light on WOWL

Montgomery, Ala.—WOWL-AM-TV has been lighting up the sky here with an Army surplus anti-aircraft searchlight. The powerful beacon weighs a ton, has a 60-inch diameter and was made by GE, said president Dick Biddle said.

3 Drug Reps Move To Tidewater Area

Norfolk—"The coming year will show a complete changeover in the market strategy of many advertisers as far as the Norfolk-Tidewater market is concerned," according to officials of WAVY-TV, WVEC-TV, and WTAR-TV, which have been conducting an extensive area promotion for the past nine months.

They noted that three different national drug manufacturers have moved their local reps from the Richmond area into the Norfolk area "as a result of our combined promotional efforts, and agencies and media men have shown an interest in our market never before seen."

The change in local rep set-ups was reported by L. Scott Gruel, field sales manager for the Henry Gilpin Co., wholesale druggists here, who was instrumental in the move.

Korn Lands Ad Post With Boston Stations

Boston—Alvin Korn, former advertising and promotion director WNTA-AM-FM-TV, Newark, has been named to the same posts at WNAC-AM-FM-TV here, and the Yankee Network division of WKO General.

Korn was also executive art director and production supervisor for NTA and NTA O-O stations. Before that he was a partner in Ross-Korn Associates and art consultant for Bartell Broadcasting Corp.

Australia Vital to CBS

(Continued from Page 1) and two years later was named the outlet's program manager. From 1947 to 1956 Wells was associated with M-G-M Pty., Ltd., in Sydney.

CBS Films said that during his two years as service manager its properties in Australia more than doubled; he worked out the exchange of programs for "The International Hour" between Australian broadcasters and the CBS-TV Stations Division, and assisted in making it possible for the 13 new "country" stations there to receive series distributed by CBS Films.

Gals to See Foreign TV Ads

The New York chapter of AWRT will see a showing of filmed foreign commercials Feb. 26, following a buffet supper.

The films will be presented by William Duffy and H. Donald La

NEW AM, FM STATIONS RECEIVE FCC GO-AHEAD

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has cleared the way for a number of new radio stations. A new AM on 1490 kc, 250 watts, unlimited hours, went to Jefferay Broadcasting, Wilmington, N. C. Marshall Rosene, Celina, O., received a new AM on 1350 kc, 500 watts, directional antenna.

New FMs went to Midwest Radio-TV, class B, Minneapolis; Port Arthur College, class B, Port Arthur, Texas; Charles B. Persons & Associates, class B, Minneapolis; Valley Broadcasting, class B,

Flint, Mich., and Little London Broadcasting, class A, Colorado Springs.

The FCC also made final an initial decision clearing the way for new AM stations for Loves Park Broadcasting, 1520 kc, 500 watts, day, Loves Park, Ill., and Radio Joliet, 1510 kc, 500 watts, day, Joliet, Ill.

ALTER PROCESS ON FM REQUESTS

Application Hearings Due If Interference Prohibitive

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has again amended its FM interim processing procedures to designate hearings for applications that would involve mutually prohibitive interference, if the applications meet all other interim criteria. Applications which cause slight interference to one another or to existing stations would not go to hearing.

The Commission also adopted simplified methods for predicting contours, as recommended by the Federal Communications Consulting Engineers.

Newshawks in London

(Continued from Page 1)

Algeria, the OAS and France.

Pack said Ed De Fontaine, correspondent for Germany, will open a news bureau in West Berlin late this month. De Fontaine will divide his time between there and the WBC office in Bonn.

Rod MacLeish, European news chief; James Anderson, London; Bernard Redmont, Paris; Alexandra Gill, European features editor, also addressed the meet.

Weathergal Aids WAC

Jan Crockett, WABC-TV's weather girl, has recorded a number of First Army Recruiting radio-TV promotion spots honoring the 20th anniversary of the Woman's Army Corps. They will be aired during the May recruiting drive.

RTES Goes Western; Tunes Replace Talks

The Country Music Association, in cooperation with Charles Ber-

nard of the Country Music Network, will take up the agenda of the RTES Newsmaker Luncheon Wednesday at the Hotel Roosevelt. It was announced by society president Matthew J. Culligan, general corporate executive of Interpublic. He added that there will be no speeches at the session.



CULLIGAN

Providing entertainment will be Capitol recording artists Ferlin Husky, Smiley & Kitty Wilson and a group of musicians. Husky, who will do his well-known characterization of Simon Crum, is a featured member of the WSM (Nashville) "Grand Ol' Opry" troupe.

'PM' Starting on KTLA

West Coast Bureau of RADIO-TV DAILY

Hollywood—Paramount-owned station KTLA will launch Westinghouse Broadcasting's "PM" today in the 11:30 AM time slot Monday-Fri., running the series day-and-date with all other stations across the country using the 90-minute show.

Dixon's Show Returns \$30,000 to 'Lost' Heirs

Over \$30,000 in "Forgotten Fortunes" has been returned to heirs, including the finding recently of a \$6,600 heir in California, by Bob Dixon's daily "At Your Service" program on WCBS Radio. The thrice-weekly feature is based on information supplied by the Tracers Company of America.

THE BLASE BIT



I am accustomed to color — mainly color film — and recent trade paper reports concerning the size and worth of our color library are not too greatly exaggerated. Every series we have produced, though released in black and white, originated from color negatives. I've never filmed a series in black and white negative.

So, one might say that I had become blase about color; I was indifferent to the enticements of the NBC peacock and the RCA admonishments to see my nearest dealer.

The day before Christmas, my bride of 16 Summers (and some damn cold Winters) proudly announced that she had ordered an RCA color set, and I gave her the blase bit, with just the right amount of ho hum, and allowed as how it might be nice for her and the kids, but I, being the color expert—the full blown, blase kind—could manage without color, since I work with color film all day long.

The first week, the TV repair guy wore out the driveway, and after the 8th or 9th trip, he took to breaking bread with us, and before the week had ended, he even brought his wife and kids along to admire his "adjustments." All this time, I was still very much blase, wisecracking at the green faces and purple hair. And on New Year's day, the Bowl games looked like something that Dali left behind, and the kids cried, and my bride of 16 Summers and damn cold Winters went to pieces, and I mentally dashed off a dozen stern letters to General Sarnoff.

Lo and behold, the next day, Tom—by now we knew him as Tom—finally had his adjustments down pat, and suddenly, that crazy peacock showed us what is meant by "living color."

Well, we haven't seen a trace of ole Tom since January 2. My bride of 16 etceteras is smirking, and our two kids have forsaken murder and violence shows, to "Sing Along With Mitch," which is a mighty fine habit to get into. We find ourselves watching TV as a family, and have forsaken the three black and white sets that formerly divided us the moment dinner had ended.

And you know, the wholesome color shows make the black and white violence stuff look like tripe. Frankly, this has been a big surprise to me, since ours has always been an action-loving family: the westerns, the mysteries, and the cop shows. Now, we find the wholesome shows incredibly appealing, and look forward to them as we never did in the past, especially "Mitch" and "Perry." (We sneak in Jack Paar after the kids have hit the dreamland.)

There is, of course, the beauty element of color, and on this score, the recent Dinah Shore Special was the most stunning color entertainment I have ever seen, and that includes Broadway musicals and the movies. I refer to the Special in which Dinah hosted Yves Montand, Audrey Meadows and Mary Healy. For the most part, the show was worked in the mildest of pastels, yet the trueness and richness of the final product left me completely spellbound.

The peacock has a right to crow. (Or whatever it is that peacocks do.)

—JACK DOUGLAS

Advt.



By TED GREEN

• • • FCC commissioner Robert E. Lee, following his talk Friday night at the Institute of Radio Engineers' 50th anniversary dinner in Tarrytown, N. Y., "pressed the button" to demonstrate UHF broadcasting. The demonstration was a video-taped talk by Mayor Robert F. Wagner on WUHF, New York's experimental station . . . Arnold Morrison, veepee of Don Twomey Associates, distributors of Cinebox, has taken a leave of absence to return to his film production firm, Arnold Morrison Ltd. . . . Have you heard Rick Sklar's hilarious spots for the new WHN? There's no end to this guy's talents. . . . Mario Robella, bartender at Rattazzi's celebrating his 21st plus birthday . . . Fred Robbins is in Rome taping interviews on the set of "Cleopatra" with Elizabeth Taylor and Rex Harrison. Before that he was in London to tape David Niven, Leslie Caron, Jose Ferrer, Bob Wagner and Pat Boone on set of their respective pictures . . . Mrs. Eleanor Roosevelt is braving a Paris visit, while the French capital is in turmoil, to tape a "Prospects of Mankind" program on "France's Future" to be aired Sunday on Metropolitan Broadcasting's WNEW-TV (Channel 5).

☆ ☆ ☆ ☆

• • • Michael Laurence (WMCA Radio and RPI) is currently exploring new promotional ideas for the station. Insiders say that he will probably come up with a dazzler. . . . Wonder what happened to Milton Robertson now that he's on the West Coast with Westinghouse Broadcasting? . . . Civic and fraternal groups are besieging Radio and TV stations to do a documentary on the effects of fallout on food. They appear to be particularly concerned about strontium 90 in milk and a Consumers' Union report which appeared in the January issue. One of the groups is headed by Jeanne Bagley, a Radio-TV executive in Washington. . . . If you haven't seen Patti Reubin (she's associate producer on "Hallmark Playhouse") you can take it from this reporter that she belongs in front of the camera. . . . Elayne Kupferberg and Herb Kassoff, both of U. S. Tele Service, Inc., walked down the middle aisle in NYC. . . . TV-cafe comedy star Phil Foster will be feted by his many showbusiness pals Sunday night at the Israeli Cafe Sahbra nightclub.

☆ ☆ ☆ ☆

• • • Harry Angus and Hal Golden in earnest conversation at Sardi's West the other PM, while waiting for their respective lunch dates. What gives, fellers? . . . Robert I. Queen, who is writing the annual report for New York Central System, also handles Radio-TV public relations for the line. . . . Laura Stump, formerly with a consultant public relations firm, is now with Fairchild Publications, where she screens TV shows to see the latest innovations in the houseware industry. . . . Actresses Jane Fonda and Capucine, both stars of the new film, "Walk On The Wild Side," will appear Wednesday on WBC Productions' "PM," hosted by Mike Wallace. . . . Lee Jordan, host of WCBS Radio's "Music of Broadway," substitutes for vacationing Jack Sterling for two weeks on the latter's early morning opus beginning today. . . . WCBS Radio's Kenneth Banghart will interview Joseph Gandy, president of the Seattle World's Fair, and Bernice Offenber, authoress of "Angel of Hell's Kitchen," on his program next week. . . . Gloria Okon, the WPIX weather gal and spokeswoman for Arnold's baked goods, is now seen on New York TV screens 23 times a week, selling bread, cookies and Colombian coffee on WNBC-TV, WCBS-TV and WPIX. She's also seen in eight other Arnold markets doing the same top sales job. . . . CBS Newsman Allan Jackson will speak before the South Carolina Auto Dealers Ass'n at Myrtle Beach, Va., this Spring.

NAB Award to Murrow

(Continued from Page 1)

committee, headed by Henry B. Clav, KTHV, Little Rock.

Previous recipients include former President Hoover, for setting up the present system of broadcast regulation while Secretary of Commerce. In '61, the award went to Justin Miller, an ex-jurist, former law school dean, and one-time President of the NAB.

Wolper Winds Up 2 Seas In Its 'Story Of' Series

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Wolper Productions has finished editing and scoring "The Jockey" and "The Prisoner," segments in its "Story Of" series. The completed shows were delivered at the week end to Ziv-UA, which will syndicate the series this Fall.

McCarthy to WPAT in News Build-Up

Capital Cities Broadcasting Corp., expanding the news department of WPAT, Paterson, N. J., has named Charles F. McCarthy to the new post of news-public affairs director and announced he will also be heard in a series of feature newscasts on WPAT-AM-FM. The stations, however, will continue to air five-minute newscasts from the radio desk of The Daily News, a service begun in January, 1959.



McCarthy

Was With WOR

McCarthy joins the station from WOR, and before that aired early morning and noontime programs on WABC for seven years and was with NBC for 10 years. He has been featured as commentator on "Music of the New World" with Frank Black and the NBC Symphony and "Radio Music Hall of the Air," among others, and has narrated "News of the Day" newscasts, "Fox Movietone News" and a number of films.

Avery-Knodel Creates Two New Sales Posts

Avery-Knodel station reps has appointed Frank J. Carlson to the newly created post of Eastern assistant sales manager for the New York office, and Donald F. McCarty to the post of Western assistant sales manager, also a new post, for the New York office. Carlson has been a member of the Avery-Knodel sales staff since 1958, and McCarty since 1950. The move is designed to give Avery-Knodel-represented radio stations more intensive sales and service supervision.

Mel Most to New Post as WBAI-FM Manager

Mel Most, one-time AP newsman interned by the Nazis, has been named the new station manager for Pacifica Foundation's New York outlet, WBAI-FM. He succeeds John F. Day, who joined Time Inc.'s broadcast division as European chief.

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HOLLYWOOD TELECASTS

• • • All Hollywood is digging out from the one-two punch dealt by the elements. Production schedules should be back to normal by today—but there's no way to recapture lost time. . . . Irwin-O'Donnell Productions has announced "The Clown" as its next hour documentary, based on the news story of an American circus tent's collapse.

• • • Jay Ward, never one to miss a bet, has a tie-up with Colgate-Palmolive whereby a million cases of bubble-bath will reach the market in April. The product will be in plastic bottles fashioned after Bullwinkle and Rocky cartoon characters. Ward is currently in New York for meetings with sponsors and to work on additional promotions.

For the fourth consecutive season KTTV will telecast all Los Angeles Dodgers games this season, to be played with the San Francisco Giants at Candlestick Park. The telecasts will be sponsored, as in the past, by Union Oil and the American Tobacco Company, with Vince Scully and Jerry Doggett doing the play-by-play.

• • • Publicist Jim Chadwick left for "Truth or Consequences," to New Mexico Friday to plan for Ralph Edwards' 13th annual fiesta. . . . Don't know whether indecision is a feminine trait, but Danielle Aubry appeared on KTTV's Tom Duggan Show Thursday night as a blonde, Friday night as a brunette and tonight she will appear as a redhead. She'll continue to rotate colors all week. She appears, appropriately enough, for Hotpoint. . . . J. Edward McKinley, actor who has appeared recently on "Outlaws," "Ben Casey," "The Cheyenne Show" and "Gunsmoke" will do four weeks at the Seattle World's Fair for "Advise and Consent," in which he plays an important role.

• • • Lawrence Welk will attend the "Lawrence Welk Day" celebration in Hollywood, Fla., Mar. 17 which will climax an "Irish Week" celebration. . . . The Limelights reported to MGM Studios Friday to do a special commercial for Ford. They played to capacity audiences in all six of their Los Angeles concerts last week. The talented group leaves tomorrow on a four-month national tour.

• • • G. Stanley Jones, featured as Martin Bormann in Allied Artists' "Hitler" will appear as a winged angel in an upcoming "Twilight Zone" segment for Rod Serling. At least he can't complain about being type-cast. . . . Bing Crosby will host Family Theatre's presentation of "Second Chance," to be broadcast Feb. 28 over the Mutual Network. The drama stars Bary Sullivan.

Editorializing Confab

(Continued from Page 1)

tee, will feature a background briefing by Secretary of State Dean Rusk. Under Secretary George W. Ball, and other State Department officials; Luncheon addresses by FCC Chairman Newton N. Minow, USIA director Edward R. Murrow, Eisenhower administration HEW secretary Marion B. Folsom, Renewal Commissioners Wm. L. Slayton, and New Haven Mayor Richard Charles Lee.

Committee Chairman Daniel W. Kops, president of WAVZ, New Haven, and WTRY, Troy, said: "The Conference is intended to serve both broadcasters who are seasoned editorializers and the many interested in getting started. It will provide an occasion to share the techniques and standards that have been developed at various stations."

Lyons Assisting

Ft. Wayne, Ind.—Herbert Lyons has been named assistant chief engineer of WANE-AM-TV.

Miami Channel 10 Case Seen Near Settlement

(Continued from Page 1)

ties that won it the award.

Before long, FCC Commissioner Richard Mack was forced to resign, later to be indicted, along with Thurman Whiteside, on bribery charges. Whiteside committed suicide and the charges were subsequently dropped against Mack. Meanwhile the subcommittee, under chairman Oren Harris (D., Ark.) continued probing rigged quizzes and payola-plugola and other practices.

The channel was taken from National and given to L. B. Wilson, Inc., only applicant said to have been ethical during the original contest. But the grant was only for a four-month permit and new applicants were permitted to seek the valuable franchise. The L. B. Wilson permit was extended for three months, with Commissioner Hyde dissenting. Commission procedure permits a company to continue on the air pending a final decision.

Mitch Miller to Lead Cancer Drive Division

Mitch Miller has been reappointed chairman of the New York City Cancer Committee's Music Division, and will serve during the 1962 April Cancer Crusade here. Host of "Sing Along with Mitch" on NBC-TV, the former concert oboist is currently on leave from Columbia Records, where he was for many years in charge of Artists & Repertory.



MILLER

Ralph T. Reed, chairman of the committee's board of directors, said Miller will be helping the organization expand its continuous program of research, education and service. The goal for 1962 is \$1,750,000.

'Long Gene' Kelly Signs To Cover Cincy's Reds

Cincinnati — Burger Beer and Taft Broadcasting have announced appointment of sportscaster Gene Kelly as associate of Waite Hoyt for play-by-play broadcasts of the Cincinnati Reds on WKRC.

Kelly is popularly known as "Long Gene" because he stands 6' 8" tall. He will also present the five-minute "Diamond Dope," which precedes each broadcast of a Reds game, and host a daily sports show, "Kelly's Klubhouse."

'Inkwell' Goes Syndie

(Continued from Page 1)

voices of Larry Storch. The "Out of the Inkwell" concept was created by animated cartoon pioneer Max Fleischer, also noted for his "Bouncing Ball" and "Betty Boop."

Producer is Hal Seeger, associated with Fleischer for 25 years and now heading his own film production company. Myron Waldman directs.

IT'S SURPRISING—
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Hallmark's 12th Season Opens with 'Teahouse'

The Hallmark Hall of Fame will open its 12th drama season on NBC-TV in October with an adaptation of John Patrick's "The Teahouse of the August Moon." George Schaefer is producer-director. The next Hallmark show Apr. 15 will be a color production of the Biblical drama, "Give Us Barabbas," an original TV play starring James Daly and Kim Hunter.

Skein on Research Acquired by WPIX

WPIX has acquired for Fall airing the "Frontiers of Knowledge" series of 12 half-hour programs being produced at the rate of one per month by WFIL-TV, Philadelphia, in cooperation with Pennsylvania U., and distributed by Trans-Lux TV Corp.

The series introduces new discoveries and investigations currently being conducted by scientists and researchers in such important fields as criminal detection, the problem of the overweight American and the strong link between illness in humans and animals.

The programs are highlighted by discussions between top experts in the specific fields and John B. Roberts, host and narrator of the series. The productions are filmed in the laboratories and hospitals where the actual research visualized in the programs is conducted.

Macandrew to Direct ETMA School Programs

James F. Macandrew has been appointed director of school programs by ETMA, new owner of Channel 13 in Newark, N. J.

Macandrew has been executive director of the Regents ETV Project since 1958, a position he will continue to hold. He has also been host and moderator of CBS-TV network's "Camera Three" since 1953.

WOW Globe-Girdlers

Omaha—Arnold Peterson, farm-service director of WOW and WOW-TV, and Mal Hansen, of Travel & Transport, are leading a group of 29 midwesterners on the 11th annual WOW farm-study tour to Hawaii and the Far East.

Vegas Outlet Joins CBS

Las Vegas—KRBO, previously KIAS, today joins the CBS Radio net as an affiliate. It is owned by Rainbow, Joe Julian president and general manager.



By PETER C. DAVALLE

Much speculation has been sparked by the visit to Britain of Robert O'Brien and Maurice Silverstein, vice presidents of MGM. They had talks with Elstree Studios production boss Lawrence P. Bachmann . . . Talk has it that the Americans' visit was to discuss a further TV series to follow the MGM-BEC TV co-produced series "Zero One" currently in production at Elstree. This seems to tie in with last week's statement by BBC-TV program controller Stuart Hood that more co-productions with the U. S. were in the air. . . . Hood also said that he was hoping to buy up for BBC-TV showing some of the Marx Brothers films as well as one or two of the Buster Keaton comedies.

☆ ☆ ☆ ☆

BBC sound radio chiefs have decided to scrap the system of supplying program recordings to the U. S. It's reported that at one time, 1,500 U. S. stations used the programs which included the popular "Dateline London" (taken by 150 stations). The North American service will, however, continue to broadcast for 2½ hours a day on short wave. . . . BBC comes under fire from the Association of Broadcasting Staff who, in a memorandum to the Government-appointed Pilkington Committee, complain of BBC interference on questions such as employees' political activities and leisure-time work.

☆ ☆ ☆ ☆

First commercial sound radio station in Britain — South Western Broadcasting Ltd., of Bristol—is ready to start up operations. All that's needed now is the Postmaster-General's "O.K." If he gives the green light (and it's a big "if!") a whole rash of other commercial radio stations is likely to cover the country. . . . South Western plans to put out a two-hour closed circuit transmission as a "telescoped example" of a normal day's program.

☆ ☆ ☆ ☆

Two new U. S. series bow on Independent TV any day now. ARTV get a whole-network showing for "Ben Casey" and a limited showing for "Naked City." This latter series replaces "Rawhide" on Monday nights, and "Rawhide" replaces "Gunsmoke" on Fridays. . . . Ulster TV's "With a Fiddle and a Flute" shared top position in the "Top Ten" ratings with the all-network favorite "Coronation Street." . . . Granada TV has won a big contract to set up a TV and radio station at Kaduna, Northern Nigeria. . . . National Union of Townswomen's Guilds are to ask their 200,000 members to answer this question: "Is there too much sex and drinking in TV plays?" . . . Stephen McCormack, program controller of Anglia TV has resigned because of "differences of opinion about future program policy." . . . Britain's top pop singer, Adam Faith, put up a remarkably intelligent show when he expressed the teenager's point of view on religion in a BBC-TV discussion with the Archbishop of York.

☆ ☆ ☆ ☆

ITV's stockpile of "Drama 62" plays has run out and from now on, the Sunday night spot will be filled with feature films. This is just another result of the seemingly endless (3 months) dispute between Equity and the ITV companies. . . . Equity has made another offer in an attempt to break the deadlock over pay rates. They're prepared to negotiate a collective agreement with the regional TV companies through the ITV Companies Association. This would, if accepted, allow striking actors to appear in the regions. But the networking fee problem remains.

☆ ☆ ☆ ☆

Canadian newspaper czar Roy Thomson was to be quizzed by BBC-TV's top inquisitor John Freeman in "Face to Face" on Sunday. In addition to his many newspaper interests, Thomson also owns Scottish TV. . . . ATV put out a vivid production of Canadian playwright John Lucarelli's "The Key." . . . TV actress of the year (1960) Billie Whitelaw and her actor-husband Peter Vaughan, now playing Bill Sykes in the BBC-TV production of "Oliver Twist," have separated after nine years of marriage.

One Viewer Holds Key To Call of Open Road

Cleveland—On or about Mar. 15, 100 contestants in WJW-TV's "Magic Keyboard Contest" will line up at a special party and try to open the door of a new station wagon with a contest key. One will succeed and will win the vehicle. To enter, viewers mail a card to the station. When called, they must answer a contest question to win a key.

Peter Frank Elects McKee VP, Treasurer

(Continued from Page 1)

headquartered in the company's New York offices, the activities of



McKEE

which he will also direct. The main PFO office is located here. PFO subsidiaries include Richard H. Ullman, Inc. and Stars International, the latter producing various jingle and radio program and production aids packages for which Ullman is the sales firm.

McKee was formerly secretary-treasurer of Equilease Corp., New York City, a subsidiary of Electric Autolite Co.; assistant manager of the equipment financing department of the Franklin National Bank, Long Island, N. Y., and with the National City Bank, New York.

Advertising Time Sales Named Rep for WPSD-TV

Advertising Time Sales has been named the new exclusive rep for NBC affiliate WPSD-TV, serving the tri-market area of Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill. The station recently increased its antenna tower height to 1,638 feet.

OBITUARY

John W. Griffin

A requiem mass will be held today in the Chapel of Faith, Hope and Charity, New York, for John W. Griffin, 68, who died Thursday. Burial will be in Watertown, N. Y., his birthplace. He was the first executive of the Record Industry Assn. of America, Inc., serving from 1951 through 1960. In 1932, he was eastern sales manager for RCA Victor and later vice president, sales, for American Record Corp., now Columbia Records.

Record Exec Praises WINS Music Switch

The action of WINS, New York, in discarding rock 'n roll music last weekend after having been in the forefront of stations embracing such music, has been hailed by Enoch Light, executive director of Command Records, who expressed his gratitude in a letter to the station's president, J. Elroy McCaw.

"I have no doubt that the musical tastes of the American people — including teenagers — have grown up," Light said. "In fact, frequently have felt that the rock 'n roll craze was not the fault of the American public's taste, as much as the fault of people within the record industry, itself," Light added.

Jim Carmine Promoted, Phila. Outlet Sales Head

Philadelphia—Jim Carmine has been promoted to local sales manager at WRCV. With the station since 1955, when its call letters were KYW, he previously was a cameraman with WPTZ-TV, Pittsburg, N. Y., and sales manager for Philco at Richmond.

TPEA's McCarthy Hails BRAZIL'S NEW TV REGS

John G. McCarthy, president of the Television Program Export Association, has hailed Brazil's new decree governing TV as "a substantial improvement over the highly restrictive and unsatisfactory Quadros edict of last April," which it replaces.

Among distinct improvements, he said, are "the comparative mildness of penalties and fines, the segmentation of programming which allows more flexibility and balance and elimination of the obligation showing of one national motion picture to two foreign films."

Dubbing Being Eyed

However, McCarthy pointed out that "the compulsory dubbing requirement, particularly as it may affect feature films, is still to be examined — as our discussions indicate it was no intention to include feature-length motion pictures in this provision."

He told his directorate the new decree, promulgated this month, is the result of many months of negotiation between TV station and union representatives and the government of Brazil and embodies the minimum acceptable provisions from each interested sector.

Spec Shows Taxpayers How to Get It Up

Chicago—"Tax Report," a special public service program presented by WBKB in cooperation with the U.S. Internal Revenue Service, will be telecast tomorrow as an aid to viewers in filing 1961 returns. Visual charts and guides will be used. Guy De Filippis is host.

Concert Salute Marks Stravinsky's Birthday

Igor Stravinsky, who will be 80 on June 17, will be given an hour birthday salute on CBS-TV Mar. 26 by "The New York Philharmonic Young People's concert, with Leonard Bernstein." Titled "Happy Birthday, Igor Stravinsky," the tribute will consist of an all-Stravinsky concert taped in Carnegie Hall.

The special will pre-empt "To Tell the Truth" and "Pete and Gladys."

NTA Changes Aiding Hypoed Foreign Sales

(Continued from Page 1)

to set the realignment are NTA president Sheldon Smorling and executive VP Bernie Tabakin.

In line with the expansion the London office will act as the central coordinating unit for overseas sales and become responsible for distribution of NTA product for the entire German market previously serviced through a franchise agreement.

Talks are also being held regarding production of a new Manhattan series as a follow-up to the first group of shows and NTA is negotiating with Tele-Ha Fets of France for a new fully animated color cartoon series and other productions the U.S. firm would distribute.

Smorling and Tabakin will also meet with Macgregor Scott of Associated British-Pathe, Ronald Waldman of the BBC and Nat Cohen of Anglo-Amalgamated Film Distributors to discuss acquisition of other TV and theatrical properties for distribution.

Newscaster Named Boss

Wheeling, W. Va.—Dale Schussler has been promoted from WTRF-TV newscaster to news director and has assumed full responsibility for the newsroom.

Coast-to-Coast Flashes

WKY-TV Photogs Take Honors

Oklahoma City—For the third straight year, photographers of the WKY-TV news department have won awards in the National Press Photographers Association competition. Houston Hall repeated as second-prize winner in the general news classification with his "Mississippi U. S. A." coverage of the Freedom Riders.

Exchange Club Prexy

Toledo—Emerson W. Kimble, national sales manager of WSPD, has been elected president of the Downtown Toledo Exchange Club.

Sally 'Round Mt. Holly!

Flint—In addition to weekly broadcasts of weather and snow conditions at each of this state's 34 ski resorts, WFDF is co-spon-

soring a series of free "beginners" ski lessons, conducted each Thursday and Friday evenings at Mt. Holly Ski Area by certified Central United States Ski Association instructors.

Outstanding Farm Broadcaster

Ft. Wayne, Ind.—Jay Gould, farm service director of WOWO, has received the first annual "Outstanding Hoosier Farm Broadcaster" award, presented to him at the Hoosier Farmers' Cooperative clinic at Purdue U. in Lafayette.

Butler PGW Radio Mgr.

Dallas—John C. Butler is the new radio manager for the offices of Peters, Griffin, Woodward here. For the past three years he has been commercial manager of KIXL.

KLRN-TV to Open ETV Week

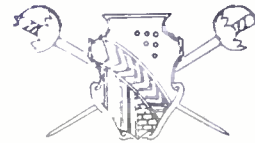
Austin—KLRN-TV, an educational TV station now under construction here, has accepted \$10,000 worth of video tape from the Minnesota Mining and Manufacturing Co., in order to open Educational Television Week in Texas. The station also received a video tape recording machine from the National ETV and Radio Center.

Anton Publicity Chief

Philadelphia—John Anton has been named publicity director for WFIL-AM-FM-TV. He was formerly a TV and radio news reporter for the station.

TBC Grants TV Rights

Binghamton, N. Y.—The newly formed Triplet Baseball Club has granted rights to WNBC-TV to telecast live, all Triplet Sunday afternoon home games.



PREMIUM MERCHANDISE



Air Line tickets, Paris, Rome, Tokyo, Caribbean Cruises, Mediterranean Cruises available as prizes for your important Radio & TV promotions.



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MARTIN HIMMEL, President

AGENCY NEWSCAST

By SHELBY COOPER

There'll be lots of new commercials in sound and pictures on the airwaves starting this week as William Esty kicks-off a multi-media campaign for "Brandon," Reynolds Tobacco's new king-size, non-filter cigarette. An intensive schedule of radio and TV spots has been established through major outlets covering New England and Southern California. Esty also handles advertising for other Reynolds brands, Camel, Winston and Salem.

Spitzer, Mills & Bates, Toronto, has bought three 60-second spots per week on CBS Radio's Tommy Hunter show for Colgate-Palmolive. This is the first radio spot the soap company has used in more than four years. . . . Arnold Fetbrod has rejoined Regal Advertising Associates as VP in charge of programming. He was formerly with Screen Gems. . . . John J. Martin has been hired as account executive by Hicks & Greist.

Smith/Greenland has been appointed to handle accounts for Steero Bouillon and Doxsee Clam Chowder, by American Kitchen Products and Fred Fears respectively. The Doxsee campaign will begin in New York and Portland. One., extended to other markets later. . . . Kim Garfield has left the New York publicity office of MGM to join Arthur P. Jacobs, Inc. She was with MGM for eight years.

RKO General has released a Pulse survey of listening preferences in the Boston market area, conducted at request of RKO's WNAC Radio, Boston. The station first polled more than 80 agencies from coast to coast, to determine the specific area considered by advertisers to be most important. This study, unlike previous ones, includes data on the "whys" of listening as well as sizes of the audience, and is specifically directed to the marketing requirements of the advertiser.

Warner-Lambert Pharmaceutical, on behalf of Bromo Seltzer,

Teachers are Here to Stay, ETV Exponent Tells Profs

Houston—"The text book didn't replace teachers and neither will TV," Dr. Richard I. Evans, host of KUHT-TV's "Evans on Psychology" and Houston U. social psychology professor, maintains. He adds, "I think it's pure nonsense, but that's what many faculty members are afraid of."

The young (39) educator will

has renewed its sponsorship of the WABC-TV "Sunday News Final," via BBD&O. . . . Harvey Hickman, of Fuller, Smith & Ross, has purchased a full year renewal of "Doctor's House Call" on KNX Radio, Los Angeles, for Occidental Life.

Sullivan, Stauffer, Colwell & Bayles is handling an intensive "change of pace" campaign for Lip'on Tea, with a boxtop-and-jingle contest and sponsorship of the Jack Benny show on radio and TV. . . . Carle F. Cziske, Michael Brown, Kenneth Howard and John H. Nolan have been added to the writing staff of the Oldsmobile division of D. P. Brothier, Detroit. The agency has also hired Walter B. Archer and Arnold J. Chabot, in its media and marketing-and-research departments, respectively.

The Advertising Federation of America has accepted Clearwater Advertising Club, Clearwater, Fla., as an affiliated member. . . . D. William Bennett, formerly Northwestern U. assistant director of information, has joined Leo Burnett Co.'s PR department as account exec and assistant to department manager Harold Gully.

Robert B. Conroy, marketing specialist for the Western division of Geyer, Morey, Madden & Ballard for the past year, has been elected a VP of the agency. He headquarters in the Chicago office. Before joining GMM&B, Conroy had been a national field director in Detroit for N. W. Ayer & Son, and before that he was with Grant Advertising, Detroit. . . . Gumbinner Agency has won an Edgar award for its pre-Christmas TV campaign on behalf of Browne Vintners' Cherry Kijafa. The campaign covered New York, Chicago and Miami.

appear on ABC-TV's "Meet the Professor" Sunday to further state his case. The radio version will be presented on the network Mar. 12.

Evans, who taught America's first course in video education in 1957, believes that film and TV tapes one day will be stocked in college libraries.

THE GREATEST NAMES IN ENTERTAINMENT COME TO YOUR CITY DAILY



Rock Hudson



Mitzi Gaynor



James Cagney



Liz and Eddie

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WITH YOUR PERSONALIZED
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FRED ROBBINS

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"ASSIGNMENT HOLLYWOOD"

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Dean Martin	Kim Novak	Debbie Reynolds
Lucille Ball	Peter Lawford	Henry Fonda
Alec Guinness	Roz Russell	Doris Day
Dinah Shore	Phil Silvers	Perry Como
Eddie Fisher	Natalie Wood	Mitzi Gaynor
Troy Donahue	Rock Hudson	James Cagney

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Bloomington Ind

Established February 9, 1937

VOL. 90, NO. 35

TUESDAY, FEBRUARY 20, 1962

TEN CENTS

CBC IS REBUKED FOR BOLD DRAMA

Canadian Web Is Advised to Avoid Offending Public

Special To RADIO-TV DAILY
Montreal — CBC-TV's recent Sunday night "Quest" telecast concerning the seduction of a woman psychiatrist by a patient has prompted a blunt warning by National Revenue Minister George Nowlan, who answers in the Canadian House of Commons on CBC. Nowlan told the government-

(Continued on Page 3)

Milwaukee U Case Demanded for Trial

Washington Bureau of RADIO-TV DAILY
Washington—CBS will have to stand trial on charges by Lou Poller that the network conspired to drive his Milwaukee UHF station out of business. Poller's \$4,300,000 treble damage anti-trust suit was thrown out on summary judgment by the District Court. This action was upheld by the

(Continued on Page 3)

WPTR Managerial Post Goes to Perry Samuels

Albany — Perry Samuels has been appointed general manager of WPTR, G. David Schine, president of Schine Enterprises, said yesterday. Samuels was a salesman with the Straus Broadcasting Group for six years. More recently, he served as manager of WBNY, Buffalo.

Lee Smith at WAKE

Atlanta—Lee R. Smith has been appointed general manager of Radio Station WAKE. He was operations manager of WLOU in Louisville under Robert Rounselle, and since '56 has served in various capacities with WQXI.

NBC Set for 1st Lady's Trip

NBC News yesterday began preparations for extensive coverage of Jacqueline Kennedy's good-will tour of India and Pakistan Mar. 4-26. White House correspondent Sander Vanocur, New Delhi correspondent Welles Langen, "Today" reporter Barbara Walters, two camera crews and special writers are being read-

COURT COVERAGE BAN HIT



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.

Control Shifts Hands On Eau Claire Outlets

Washington Bureau of RADIO-TV DAILY
Washington — The FCC has approved the sale of 52 per cent of WEAQ and WIAL-FM, both in Eau Claire, by the first National Bank of Madison, as executor of the estate of William E. Walker, to William R. Walker, et al, for \$130,000. Other transactions approved included:

Sale of WNCA, Siler City, N. C., by Chatham Broadcasting to D. P. Welborne and C. R. Fry for \$80,000, plus \$25 for realty; and sale of 50 per cent of KLOQ, Yakima, by William E. Shela to Virginia S. Richardson for \$20,517.20.

100 FMers Now Stereo

Washington—An estimated 100 FM stations were broadcasting stereo by the end of '61, according to the Electronics Industry Assn. The FCC Broadcast Bureau predicts this year 40 per cent of all FM stations will do likewise.

K-NUZ Group Wants Stations in Beaumont

Houston — Five businessmen, who own K-NUZ and K-QUE-FM here, have agreed to buy KRIC and KRIC-FM in Beaumont, subject to FCC approval. The Beaumont stations are owned by the Beaumont Enterprise and Journal company.

In addition to Max H. Jacobs, other officers and directors of Texas Coast Broadcasters, of Beaumont, Inc., which is making the purchase offer, are: David H. Morris, president; Douglas B. Hicks and Leon Green, vice presidents, and Bailey A. Swenson, secretary.

NAB, Minow Support Broadcasters' Appeal To Relax Canon 35

Noticeable cracks appear today in the Chinese wall of legal stodginess that have held back TV camera and microphone coverage from most of the nation's courtrooms.



FOGARTY

Working press groups, which pleaded their case before the American Bar Association's Committee on Canons and Ethics in Chicago over the weekend, yesterday declared they intend to keep on fighting to the end against what they termed

(Continued on Page 8)

Britannica R-TV Affairs Assigned to Mulderick

Chicago — Ray Mulderick has been named TV and radio manager for Encyclopaedia Britannica Inc., Harry E. Houghton, president, said yesterday.

Mulderick will be responsible for all of the company's network and local affairs.

Files Succeeds Sinclair

Charleston, W. Va.—Bert Files has been named general manager of WCHS by Al Lanphear, vice president in charge of radio for Rollins Broadcasting Co. He succeeds Robert M. Sinclair who resigned to enter the restaurant business in Macon, Ga.

Paley Denounces Hints Of White House 'Deal'

CBS board chairman William S. Paley has denounced as nonsense "any suggestion that CBS made a contribution to the White House fine arts committee as a quid pro quo for televising the tour of the mansion with Mrs. Kennedy." "Mrs. Paley," he said, "is a member of the committee and has contributed two Audubon prints and three small busts."



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MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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REAU: Glenn F. Ireton, Manager, Office: 58
Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone
46-4324.

COMING AND GOING

CARMEL QUINN to Chicago and Cleveland. She returns to New York tomorrow.

CAROL BYRON, featured performer on CBS-TV's "Oh, Those Bells!" has returned to the West Coast after a week's stay in New York.

LAWRENCE WHITE, CBS-TV VP of daytime programs, has left for Hollywood on business.

FRAN CONWAY, director of sales for WDAU-TV and WGBI, Scranton-Wilkes-Barre, arrives in New York today for a three-day stay, headquartering at the offices of H-R TV.

ARTHUR M. SWIFT, WTCN station manager, in town until Friday, and ROBERT C. FRANSEN, sales manager, returns from the West Coast Katz station representatives offices Saturday.

WINZ Ups Coverage, Doty Now News VP

Miami — Rand Broadcasting Co. president Rex Rand, announcing a new emphasis on WINZ news coverage at both local and world levels and greater participation in civic affairs, has promoted Dick Doty to vice president in charge of news and public affairs and appointed Frank D. Ward operations manager.

Doty, the station's programming-public relations VP since joining it a year ago, was previously executive VP and general manager of WWIL, Ft. Lauderdale, and an NBC network commentator and correspondent as well as one-time anchorman on the daily NBC World News Roundup.

Headed WKBW Programming

Ward, who entered radio at the age of 16 with WEBR, Buffalo, was program director of the 50,000-watt WKBW there at 21 and came to Miami's WFUN in 1960 from WQXI, Atlanta. The latter two are Rounsaville Radio Stations.

Among Ward's first programming changes was the return of jazzman John Eastman for the 11 PM-6 AM show after an absence of two years from the local scene. Eastman first joined the WINZ staff in 1957 after serving as news director of WKRQ-TV, Mobile, and for the past two years has been in Los Angeles and Pittsburgh.

Gloria De Haven Stars In Dual 'Steel Hour' Role

Gloria De Haven appears in a dual role in "Who Is This Woman?" on "The U. S. Steel Hour" Mar. 7 on CBS-TV. The story is about a woman who frantically attempts to establish her identity in order to save her life. Co-starring with her are Arthur Hill and Donald Davis.

"Who Is This Woman?" was adapted by Thomas W. Phipps from a story by Allan Vaughn Elson. Ron Winston directs and George Kondolf is executive producer. Sponsor, U. S. Steel Corp. is represented by BBDO.

Comic, Folk Singer Pair Up for Tour

Cleveland — Comedian Dick Gregory, who met folk singer Tedd Browne while visiting Mike Douglas' KYW-TV show, thought so much of Browne's style that he offered the singer a spot on his concert tour, and contracts were signed that day.

Series Grows With Teeners

Cleveland — WGAR's weekly 15-minute "Teen Time" program, produced by 19-year-old Bill Baker and his staff since its debut last Feb. 25, will be expanded to a half-hour when it begins its second year. Sponsor of the Saturday feature is the Pepsi-Cola Bottling Co. of Cleveland. The station said a total of 52 programs have been completed, with over 75 interviews for possible use.

Subject matter has included psychology, "The Twist," teenage fashion, the most frequent asked questions about college admissions, etc. The program on "The Twist" included opinions from a local psychologist and an osteopath.

Charity Group Praises Aid by Westport Station

Westport, Conn.—Goodwill Industries of Western Connecticut, serving handicapped persons in the most populated areas of the state, has presented its public service award to WMMM here as the station contributing most to the organization's development.

FINANCIAL

(Feb. 19)

NEW YORK STOCK MARKET

	High	Low	Close	Chg.
Admiral Corp	18 3/8	17 3/4	17 7/8	— 3/8
AB-PT	47 1/2	47	47 1/4	— 1/4
A. T. & T.	133 1/2	132 7/8	133 1/4	+ 1/2
AVCO	28 1/2	28	28	— 3/8
CBS	42 1/4	42	42	+ 1/4
Columbia Pic.	28 1/2	28	28	— 1/4
Crow-Collier	39	37 5/8	37 5/8	— 1 3/8
Decca	45 3/4	45 1/4	45 1/4	— 3/4
Disney	40	39 3/8	39 3/8	— 5/8
East. Kodak	107 1/4	106 1/4	106 3/4	— 1 1/2
Gen. Prec.	55 3/8	54	54	— 1/2
Gen. Tel.	26 3/4	26 1/4	26 3/8	— 1/8
Hazeltine Corp	27 5/8	26 7/8	27 3/8	— 1/2
Loew's Theat.	44 7/8	44 5/8	44 7/8	+ 1/2
Magnavox	42 5/8	41 1/2	41 3/4	— 7/8
MCA	75 3/4	75 3/8	75 1/2	— 1/4
M-G-M	57	55 1/2	55 5/8	— 7/8
NAFI	30	29 1/8	30	+ 3/8
Nat. Theatres	7 1/2	7 3/8	7 1/2	— 1/4
Plough	81 1/8	80 1/2	80 1/2	— 3/4
RCA	57 1/4	56 5/8	56 5/8	— 1/4
Storer	31 7/8	31 3/4	31 7/8	+ 5/8
20th-Fox	36 3/4	35 1/4	35 1/2	— 1
United Artists	35	34 3/4	35	+ 1/4
Worner Bros.	20 5/8	20 1/4	20 1/2	+ 1/4
Westinghouse	36 1/4	35 5/8	35 5/8	— 5/8
Zenith Radio	69	67 1/2	67 1/2	— 1

AMERICAN STOCK EXCHANGE

Desilu	11 1/8	10 5/8	10 5/8	— 1/2
M-vielab	12 7/8	12 7/8	12 7/8	+ 1/4
MPO	13 1/2	13	13	— 1
NTA	2 1/4	2 1/8	2 1/4	— 1/4
Reeves Sound	6 1/2	6 1/4	6 1/4	— 1/4
Screen Gems	22 1/4	21 7/8	21 7/8	— 3/8
Technicolor	21	19 1/4	19 1/2	— 2
TelePromTer	14	13 3/4	14	— 1/4
Trans-Lux	18 1/8	17 3/4	17 7/8	— 1/4
TV Industries	2 5/8	2 5/8	2 5/8	— 1/4

* OVER THE COUNTER

	Bid	Asked
Jerrold	8 1/2	9 1/4
Meredith	35 1/2	38 3/4
Metromedia	14 5/8	15 3/4
Official Films	2 1/2	2 7/8
Scranton	7	8 3/4
Sterling	2 1/2	3
Taft	20	21 1/2
Transcontinent	10 3/4	11 3/4
Wometco	22 3/4	24 7/8

* Courtesy of National Association of Security Dealers.

W. R. Weaver Resigns As Coast News Editor

West Coast Bureau of RADIO-TV DAILY Hollywood—William R. Weaver, for the past four years West Coast News Editor of RADIO-TELEVISION DAILY and The Film Daily, has resigned those posts, effective Feb. 25. His successor will be announced shortly by Charles A. Alicoate, president and publisher of both papers.

BMI's Burton Assists Legal Aid Fund Drive

Robert J. Burton, BMI vice president for domestic performing rights administration, has been appointed chairman of the Radio & TV Division of The Legal Aid Society's current campaign for funds.

The Legal Aid Society, founded in 1876, provides legal services to New Yorkers unable to pay a lawyer.

Burton, acting city judge of New Rochelle, has served as president of the Radio and TV Executives Society, belongs to the Copyright Circle in New York and has lectured at the Practising Law Institute, the Copyright Circle and the Los Angeles Copyright Society.

He had aided the Society before in its drive for public support.

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A Division of
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Sponsors' Help Sought for Honesty in Ads

Swezey Cites Rise Of Criticism Aimed At Radio-TV Blurbs

Radio and TV advertisers must share responsibility with broadcasters in guaranteeing the honesty and good taste of commercials; theirs is a joint obligation to define the role of advertising so that no one misunderstands its purposes and limitations. That's the firm opinion of Herbert D. Swezey, NAB Code



SWEZEY

Authority director, and one which he intends to pursue with vigor to uphold "basic rules for the decent and efficient conduct" of broadcasting. These, he further maintains, cannot be fully effective "without the support of our partners in advertising, our clients, their agencies and program suppliers."

Advises Ad Women

A few days ago Swezey told the Advertising Women of Buffalo at a luncheon meeting that fulfillment of this responsibility is the best means of stemming the rising tide of severe criticism leveled at broadcast commercials. Much of the blame, he admitted, lies in the rather widespread and nurtured misconception of the function of advertising.

He advised, however, against women being dissuaded from defending their profession.

"Many advertisers," he said, "have demonstrated that it is perfectly possible to create a commercial which will do a good selling job and at the same time entertain rather than annoy the audience. Why not do it that way?"

Styne Directs 'Bells'

Palm Beach—Composer-producer Jule Styne directs Celeste Blum and Johnnie Johnston here next month in "Bells are Ringing."

Welk Balloon Parade To End 'Irish Week'

West Coast Bureau of RADIO-TV DAILY
Hollywood — Lawrence Welk, who was honored by the proclamation of a "Lawrence Welk Day" last July when he opened at the Hollywood Palladium here, will round out the honor with the celebration of "Lawrence Welk Day" in Hollywood, Fla., Mar. 17.

The festivities will climax an "Irish Week" celebration featuring a giant parade throughout the city, dedicated to the youth of America. The Champagne Music Makers will ride on a musical float featuring 50,000 green balloons.

Engineers Seek Papers For Autumn Conference

Technical papers, describing significant original advancements in research and development, are being accepted for presentation at the 1962 Northeast Electronics Research and Engineering Meeting (NEREM) Nov. 5-7 in Boston.

IRE-member registrants will receive free copies of the NEREM Record.

CBC Sco'led for Drama

(Continued from Page 1)

run web to exercise stricter censorship control of its radio and TV programs to make sure they are not offensive to the public. He emphasized that no form of governmental censorship would be instituted, saying: "I suggest that if we were to start interfering with the programming of the CBC we would be laying the foundation for either a Fascist state or a Communist state."

NBC to Report Trip

(Continued from Page 1)

devoted to her trip. Vanocur will describe the tour on his "Bristol-Myers Saturday Night Report." Miss Walters will report to "Today" by live radio, plus filming features of the trip.

NBC News manager Len Allen will coordinate daily coverage.

Bullwinkle Picnic in Ballroom

Jay Ward has announced a box-top "picnic" to be held Mar. 1 in the grand ballroom of the Plaza Hotel marking the birthday of his loose, Bullwinkle.

All male guests will be furnished with straw hats, and women with gingham aprons. Unfortunately, the 22-foot Bullwinkle otem-pole now being carved in Vancouver, B. C., will not be

ready in time for the festive picnic.

Feature of the evening will be a contest to select "Miss Bullwinkle of 1962." Among the inducements to compete are assurances that the winner will not have to go on a two-week tour of the Caribbean, not attend any lunches or banquets nor appear on TV.

FCC ROUGH ON CATV NETS TO PROTECT LOCAL VIDEO

Washington Bureau of RADIO-TV DAILY

Washington — The FCC, in two actions showing its increased concern with the effects of CATV service on local TV operations, has denied a Carter Mountain Transmission Corp. bid for additional microwave TV relay facilities to serve CATV systems in Thermopolis, Riverton and Lander, Wyo., on protest by KW-RB-TV, Riverton, and said the application can be refilled with a showing that duplication of programs will be avoided and that the CATV system will carry KW-RB programs; and ordered a hearing on the bid of Collier Electric for renewal of its microwave facilities on petition by KSTF-TV, Scottsbluff, Neb.

Advertising a Factor

The commission said in the Wyoming case that if the KW-RB audience is reduced, the station would find it harder to sell advertising and might be forced off the air. "A grant . . . would permit better service by the CATV, but at the expense of destroying the local station and its rural coverage." It noted that CATV can provide choice of stations for cities, but can't cover the rural areas as do local stations.

UPI Sends Frank Eyrl To Canada as Gen. Mgr.

Frank Eyrl has been named general manager for Canada of United Press International, effective Mar. 1. He will headquarter in Montreal.

Eyrl will be in charge of all UPI services in Canada as well as the British United Press operation in the United Kingdom. In addition, he will be a member of the board of directors and managing director of British United Press.

David Gifford to WHIM In Sales Manager Slot

Providence, R. I. — David W. Gifford has been named sales manager of WHIM Radio, a Buckley-Jaeger Broadcasting Corp. station. He had been an account executive at WDRC, Hartford, Conn., another B-J station.

Crime Documentaries Gain WRCV-TV Kudos

Philadelphia — WRCV-TV has been given the Citation of Merit Award by the National Exchange Club "for noteworthy public service" in presenting "The Price We Pay" documentary series. These consisted of 11 episodes examining crime and correction produced in cooperation with the Philadelphia Crime Commission and telecast in prime time.

TV Camera to Examine Life Behind the Bars

Minneapolis — KMSP-TV tonight will present "A Lonely Place," first of a two-part series about crime and punishment on "Pursuit." Candid filmed interviews with inmates and officials at Minnesota Reformatory, St. Cloud, will be telecast. The special was written, produced and narrated by Jim McGovern.

MGM-TV Signs Four To Guest in 2 Series

MGM-TV has signed four guest stars for roles in two upcoming episodes in two series on NBC-TV.

Barbara Baxley and Colin Wilcox both bow with MGM-TV in the "Solomon's Choice" segment of "Dr. Kildare."

Barbara Eden will appear in "Savage in Darkness" on "Cain's Hundred." Telly Savale also will appear in this episode, marking his second stint in the series.

Milwaukee UHF Case Remanded for Trial

(Continued from Page 1)

Appeals Court but yesterday the Supreme Court by a 5-4 vote reversed the lower bench's decision and remanded the case for trial on the issues.

Poller, who operated WCAN, a Milwaukee UHF which had the CBS affiliation, claimed he had one of the nation's most successful U operations. He charged that in 1954 CBS entered into "an unlawful conspiracy in which Thad Hoyt was to secure an option to buy WOKY, another U in the city, and was to turn over the option to CBS when the FCC amended its rules to permit CBS to acquire UHF's in addition to holding on to its VHF's. WCAN was then to be forced out of business, so that CBS would have the WOKY license, plus the superior WCAN equipment, Poller charged, adding that CBS dropped its UHF in 1959, after it got a VHF affiliation agreement.

Denied by CBS

CBS denied conspiring with anybody, and the district and appeals Courts agreed that, on the basis of affidavits, the charges entered should be thrown out of court.

KFRC Alerts Listeners To FBI's 10 Most Wanted

San Francisco—KFRC general manager Alfred Racco is cooperating with the local office of the FBI in broadcasting the names and descriptions of the 10 most wanted criminals in the nation. The bulletins are read each evening at the conclusion of the 6 PM newscast.

CBS News Elevates Dan Bloom, Lee Otis

CBS News has appointed Daniel Bloom TV editor-producer and Lee Otis radio managing editor, with Gerald Griffin assuming Otis' former assignment as TV news administrator, handling business and financial matters. Otis takes the spot formerly filled by Bloom.

Bloom joined CBS in 1955 as a news writer after nine years on the N. Y. Herald Tribune. He has produced many CBS News documentaries, including "The Khrushchev Tour."

Otis joined CBS in 1942 as a news writer and has worked on both TV and radio coverage. He once was news director for WHK-WCLE, Cleveland. Griffin joined the CBS accounting department in 1951.

Ask Storer
Television Sales
why

WJBK-TV

is the

No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • WWRL, New York, recently came to the rescue of 66 adults and children residing in an apartment house in Brooklyn without heat. News director Leon Lewis and the WWRL Mobile Unit interviewed the residents, and then the station appealed to the Health Department for action. Result! —the unhealthy conditions are being corrected. . . One of Joe Franklin's sponsors whispered to us in Monsignore that the "Memory Lane" rating has doubled since switching to a new time spot last month, and that Franklin's interview with Maureen O'Hara last week reached a conversational zenith. . . My Stetson's off to WOR acting program manager Jim MacAleer, for doing a great job programming while Slatter Barkentin recuperates. . . Have you TV station promotion managers heard about Hart & Leiber's new National Miss Television U. S. A.? A great idea.

• • • Aside to Record companies: Sixteen-year-old Vicki Spencer is a great bet. We heard Jan Murray's talented Micki Marlo rehearsing Vicki's new "William Can't Twist" and take it from us, it's a winner. Micki will sing it on the Jan Murray show Mar. 2. . . Tony Messuri, who recently produced and directed "F.B.I., New York" for WNBC-TV, has been reassigned by the station to co-produce with Gene Barnes and to direct "The Family Show," a daily strip from 9:15-10 each morning. We know this free-wheeling variety show will pick up speed with Tony at the helm. . . Elliott Levene, long-time sales promotion exec of Storecast Corp. of America, has been named vep and general manager of the new "Be My Guest" service whereby travelers abroad are gifted by friends at home. The new project is headed by Stanley Joseloff, founder of Storecast.

• • • The beauty in the new Sweetheart Soap commercial is Inger Stratton, Denmark's gift to the USA. Incidentally, Inger holds a master's degree in business administration and was one of the top actresses in Denmark. . . Pretty Bernyce Thau, "Gal Friday" to Art Ford at WNBC, and David Rosner, assistant program director and deejay at WNTA, will be taking marriage vows this Spring. . . Rita Hayes has been signed for a four-week singing engagement beginning Feb. 27 at the Bon Soir. . . Jules Nassberg, passing out seegars 'cause he just became a gran-pa, wants it to be known "it's the first time."

• • • Goings on at WCBS: WCBS has its own LBJ. She's Linda B. Johnson, new secretary to Joe Cook, public information director. Terry Cohen (Cook's former) takes over as secretary to Dave Driscoll, WCBS News director. Nora McKenzie (Driscoll's former) is storkexpecting. . . Carol Barnard promoted to program coordinator of the "Bob Dixon Show". . . Jack Sterling leaves for a two-week busman's holiday in Puerto Rico, where he'll look over business properties while sunning. While Jack's away, Lee Jordan will play. . . Kenneth Banghart in Philadelphia to address an assembly of young playwrights. . . WCBS personality Bill Randle starts as assistant professor of English at Columbia U. Randle's best known as one of the nation's top deejays, and will soon have his doctorate.

Spec Eyes Life in Big House

Chicago—Life at Illinois' maximum-security Stateville prison is presented from the point of view of inmates tomorrow on WBBM-TV's news special, "The Wasted Years."

Produced and narrated by reporter Hugh Hill, the special half-hour program depicts prison activity and centers around the endless routine to which inmates are subjected. Ten inmates speak (in many cases voice-over-action film) for the more than 5,000 men

who are confined in Stateville.

Cameraman on the assignment was Irv Heberg, soundman was Mike Kesmar, Stanhope Gould edited the narration and Bill Robbins directed.

STORK NEWS

Mr. and Mrs. Thomas Thornton are parents of a girl, Kelley Margaret. Thornton is an account executive for KNX, Los Angeles.

'Today' Views Tomorrow From '62 Seattle Fair

NBC-TV's "Today" show will originate from the 1962 Seattle World's Fair from April. 23-27. The Fair, officially called the Century 21 Exposition, will open Apr. 21. Host John Chancellor, Frank Blair, Louise King and the program's production staff will travel to Seattle for the live series.

Bing & Rosie Face Ann'y Without Date

CBS Radio's "Bing Crosby & Rosemary Clooney" begins its third year the end of this month but will not be able to celebrate its second birthday, or even its first.

Reason is that Bing and Rosemary did their first broadcast of the show on Feb. 29, 1960, a leap year.

The two singers will therefore have to wait until 1964 to celebrate the first birthday of their program. When they do, they'll also be observing the start of its fifth year.

MGM Releases Disks To 150-Station Service

MGM Records has made arrangements for the KER Radio Programming Service to feature albums and singles on 150 radio stations subscribing to their programming service, as follows:

"Don't Break the Heart That Loves You," Connie Francis; "Focus," Stan Getz; "Here's to Love," Tony Morell; "Classics in Percussion," Gene Krupa; "That's My Pa," Sheb Wooley; "The Tables Are Turning," Tommy Edwards; "Imagination," The Quotations; and "Ramona," Alonzo Tucker.



FLY BOAC JETS FROM NEW YORK, SAN FRANCISCO, OR HONOLULU TO:

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Southeast Asia
India
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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

WINS

7 central park west

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Gotham broadcasting corporation

AN OPEN LETTER:

A phenomenon has occurred at WINS. Tens of thousands of telephone calls — a tremendous flow of mail — extensive magazine and newspaper coverage throughout the world stand as its impressive proof of this fact.

The circumstance which touched off this truly dramatic response came about by pure happenstance. However, it has highlighted a policy which was instituted at WINS many months ago of continually and progressively broadening the musical base to include the beautiful music and the great artists of all time.

The Sinatra spectacular accelerated this transition by many months and allowed us to reach our present status of which we are proud.

Only superlatives accurately describe what has actually happened. We at WINS wish to thank you who have so overwhelmingly and generously responded.

And to Mr. Sinatra — our compliments for being one of the few great artists who could sustain such an event.

Gratefully yours,

Ted Steele

Ted Steele
General Manager

Roncom to Present Western Kraft Show

Perry Como's Roncom Productions on Feb. 28 will present Western star Rex Allen in "The Kraft Music Hall Goes West," an NBC-TV color special which pre-empts "Perry Como's Kraft Music Hall" that night.

Guests include vocalist Jaye P. Morgan, comedian-magician Carl "The Great" Ballantine, and the Sons of the Pioneers, vocal-instrumental group. Vic Schoen will be music director.

The program (taped) will be sponsored by Kraft Foods Division of National Dairy Products Corp. through J. Walter Thompson.

'Heart' 3-Parter on TV Wins Medical Citation

Orlando, Fla.—On the last program of a three-part TV series, "Modern Problems in Heart Disease," Joseph L. Brechner, WLOF-TV president and general manager, accepted a citation for outstanding public service from the participating medical and educational organizations.

The half-hour programs, presented Jan. 28, Feb. 4 and 11 by the Brevard Junior College of Melbourne, Fla., were sponsored by the Brevard Heart Council, and the Orange County Heart Association and endorsed by the Brevard County Medical Society.

Hospital Thanks WINZ

Miami—WINZ has received a Certificate of Merit from the National Children's Cardiac Hospital in grateful recognition of the support and cooperation rendered. The station recently also received a traffic safety citation from the State of Florida.



B-O-A-C

**ROLLS-ROYCE 707's
TO LONDON CONNECTING
WITH ALL OF EUROPE**

FROM: Los Angeles
San Francisco
New York
Chicago
Detroit
Boston
Washington/Baltimore

See your Travel Agent or BOAC.
Offices in all principal cities.

B-O-A-C

BRITISH OVERSEAS AIRWAYS CORPORATION
World Leader in Jet Travel



By PETER C. DAVALLE

BBC and NBC International in association with Kierara Productions are discussing a pilot program for a TV series called "Waltzing Matilda." It's the brainchild of actor Kieron Moore and scriptwriter John Kruse . . . Title refers to an old motor bus in which two ex-paratroopers carry freight and passengers between London and Singapore . . . Big location job, this! It involves 10,700 miles, through 16 countries . . . BEC TV tells me that assuming agreement on the series is reached, the first of the series couldn't hit our screens until autumn 1963.

★ ★ ★ ★

ARTV's third contribution to the Intertel program hits our screens tomorrow. It's "Living with a Giant," a study of the relationship between the U. S. (the Giant) and Canada.

★ ★ ★ ★

So, Dorothy Provine is not coming to London, after all. Opponents of Equity (the actors' union now striking against the independent TV companies) are pleased to note that it wasn't Equity that stopped Dorothy, though; it was a fractured spinal column bone . . . But Equity is still fighting to keep foreign (Americans included) artists off British TV screens. They've asked the Ministry of Labour to refuse working permits to such artists. Equity has already asked the International Federation of Actors to advise its members not to appear on British independent TV.

★ ★ ★ ★

U. S. actor Bill Smith, starring in the M-G-M-BBC TV series "Zero One," now being filmed at Elstree, has settled down nicely to London life with his wife and son. He expects to be over here about 39 weeks . . . American singer Bobby Ryall has had a busy TV week. He starred in Val Parnell's Sunday Night at the London Palladium Show and had a guest spot in ATV's "Alma Cogan Show" three days later.

★ ★ ★ ★

"Ring-a-Ding Girl," sung by Ronnie Carroll, won the British heat of the Eurovision Song Contest, screened by BBC TV on Sunday night . . . 73-year-old Berlin-born TV and film actor Paul Hardtmuth fell to his death from a window of his London home . . . Scottish TV's Press Manager Don Cumming becomes a program director . . . London's "Strip King," Paul Raymond, has offered to buy a Tyne-Tees Television program in which he talks about striptease. TTTV have dropped the program (temporarily, they say) "to avoid complaints." Raymond says he would sell the film to a TV or film company.

★ ★ ★ ★

Granada TV boss Sidney Bernstein has challenged the BBC's director-general, Hugh Carleton Greene, to meet him face to face on the small screen, to discuss "derogatory statements" made by Mr. Greene about independent TV standards. Bernstein says Greene made some of the statements in New York, London and Manchester (Granada's H. Q.) . . . Four regional ITV companies—Anglia, Southern, Tyne Tees and T. W. W.—turned down ATV's £50,000 series "The Four Freedoms," intended for Sunday afternoon viewing. Programs weren't satisfactory for that time of day, say the companies.

★ ★ ★ ★

BBC-TV personality Peter West, regular compere of the BBC's "Come Dancing" program, has won the Carl-Alan award "for the person who did most for dancing in 1961." In the audience at London's Lyceum, Strand, to watch him get the award, was John Monte, Fred Astaire's dance director from New York . . . ARTV's quiz program "Double Your Money" is 250 editions old this week. To mark the occasion, the ITV companies will release 250 special balloons all over the country. Finders will receive a "Double Your Money Box."

Asks Fund for Mo. ETV Study

St. Louis—Gov. John M. Dalton said that private foundations would be asked for funds with which to survey the possibility of setting up a state-wide educational TV network.

A committee appointed by the

governor has discussed the establishment of such a network. The governor became interested in the project when he attended a conference of Southern governors in Nashville last Fall. South Carolina has a network of this type.

Kitty Broman Heads New England AWRT

Springfield, Mass.—Kitty Broman, women's and special service features editor on WWLP-TV here, has been installed as president of the 150-member New England Chapter of the American Women in Radio and TV during the chapter's recent annual meeting. She will serve for two years.

Other installations are: First VP, Mrs. Freddie Seymour, WBET, Brockton, Mass.; second VP, Mrs. Libby Schimmelpfenning, WJOY, Burlington, Vt.; secretary, Mrs. Florence Tepper, WCAT, Orange, Mass., and treasurer, Miss Louise Morgan, WNAC-TV, Boston.

Committee chairman, state representatives and state directors will be appointed by Mrs. Broman at a later date.

KGO Ups Jack Gregory; Adds Sherbert in Sales

West Coast Bureau of RADIO-TV DAILY

San Francisco—Jack Gregory has been promoted to assistant general sales manager of KGO-TV, and Jim Sherbert has joined the station's local sales staff, general sales manager Russ C. Coughlan has announced.

Gregory came to KGO-TV in 1960 after seven years on the Ziv sales staff in New York and Seattle.

Sherbert has been on the advertising sales staff of the San Francisco Chronicle for five years.

Four Education Reports View Schools, Schooling

Dr. George A. Kramer, Rutgers U. admissions director, will serve as moderator for three of the four remaining "National Education Report" programs on WNBC-TV.

The programs will view international education Mar. 3, the schools of the future Apr. 28 and, in May, the re-training of college-educated women who plan to re-enter the labor market after their own children enter school.

A program on automation Mar. 31 will be moderated by Dr. Luther Evans, director of the NEA's project on the Educational Implications of Automation.

Florence Charney Named

Florence R. Charney has been appointed casting director for Gerald Productions.

AVAILABLE MARCH 1ST

Young film sales executive with 15 years major studio experience. Film and TV distribution specialist with thorough knowledge of transportation and TV syndication. Capable of complete department management. Can travel.

Box No. 155, RADIO-TV DAILY
6425 Hollywood Blvd., Hollywood, Cal.

Mexican Videofile

By PEDRO MARIO AMARO

Mexican newspaperman and commentator Luis Spota, a novelist who has sold his work in Hollywood, charged that Mexican TV pays niggardly wages to writers. He said that pay averages 40 pesos (\$20) for a half-hour script with "exceptional" pay considered 500 pesos (\$40) and rarely does this go up to 2,000 pesos (160) per segment. For his novel, "Practically Paradise," Spota received Mexican TV interests 250,000 pesos (\$20,000) and these, he said "blanched."

American newspaperman Joseph McAllen is putting finishing touches to a new type of TV news show, presenting reporters and writers in a "sensational" story of the week. Plan is to present "news in action" while it is actually happening.

Mexico seemingly can't get away from violence in TV programming. A series of French episodes dealing with contraband gags, detectives, jewel thieves, counterfeiters, etc., is now being dubbed for distribution here and in Latin American market.

Salt Lake City Area 52nd in Prime Time

Salt Lake City — ARB has informed KUTV, KCPX-TV and KSL-TV here that their market ranks 52nd in the nation on the basis of homes reached (circulation) during the prime evening hours.

ARB compared all markets based on findings of last November's national sweep and revealed that some, formerly considered larger than Salt Lake City's, actually are—based on this concept—considerably smaller.

'Realistic Guide,' Says Kirk
Brent Kirk, KUTV general manager, said that it is the belief of all stations here that "this concept more closely parallels the objective which national advertisers want to achieve in evaluating market importance and clearly presents a realistic guide to market selection."

Marseilles Back in N.Y., Walker Is Atlanta Mgr.

William P. Marseilles, till recently manager of Robert E. Eastman & Co.'s Atlanta office, has rejoined the station rep firm's New York sales staff. He's been with Eastman since 1958, and was originally in the New York office. Richard M. Walker replaces him as Atlanta manager.

NBC Awards Promo Winners Big Time Visit to Hollywood

West Coast Bureau of RADIO-TV DAILY

Hollywood — Five winners of the Fourth Annual NBC Promotion Managers Awards Campaign have begun an all-expenses-paid visit to Hollywood and its environs this week.

Alexander S. Rylander, NBC promotional services VP, is accompanying the winners: Caley Augustine, WHC, Pittsburgh; James Knight, WTRF-TV, Wheeling; Cal Mahlock, WKJG-TV, Fort Wayne; Don Fischer, WCKT, Miami, and Dick Paul, WAVY-TV, Norfolk.



RYLANDER

The group will visit Disneyland, attend the taping of the Feb. 27 "Bob Hope Show" and tour studios, including those at NBC Color City, Revue, Four Star, M-G-M and Paramount.

To Be Dined by Stars

In addition to visiting well-known restaurants, they will be guests at a dinner hosted by NBC-TV's "Bonanza" stars, Lorne Greene, Pernell Roberts, Dan Blocker and Michael Landon.

Station Airs 'News' From Red Capitals

Albany — WPTR has installed a short wave reception center in the station's Action Central to monitor, record and re-broadcast the "news" of Radio Moscow and Radio Havana, plus the daily North American service of the British Broadcasting Corp.

A daily monitor of the three basic short wave services is supervised by the station's four-man news staff headed by executive news director James Casey, with selected portions broadcast as part of WPTR's twice-an-hour newscasts.

U.S. Productions Names Butterfield Chairman

Alfred Butterfield has rejoined United States Productions as chairman and executive producer, after several years in independent production. He was co-founder of Information Productions, now merged with United States Productions.

JUST IN TIME

For your summer promotions.

JUST IN TIME

Unsold, that is, will be the total test for a tried and proven smash protection that answers your

*MERCHANDISING

*AUDIENCE

*SALES problems

Exclusive in Your Market

GOB HATS imprinted with exciting fluorescent message — for your D.J.'s, supermarket or any station promotion.

Write or Phone NOW for the Explosive Details on the "GOB" HAT CRAZE

PROMOTIONAL SERVICES INC.

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PLaza 5-1060

NEW YORK CITY 22, N. Y.

American Doll Rides 'Supercar' on WPIX

The American Doll and Toy Co. now co-sponsors WPIX's weekly British-produced children's science-fiction series, "Supercar," it was announced by John A. Patterson, vice president in charge of sales. The contract, which continues through June 30, was handled through Madison Square Advertising, Inc.

The new client joins with Drake Bakeries in co-sponsoring this animated puppet series for youngsters.

Documentary on Flight Available Through TAC

Atlanta, Ga.—WAGA-TV's half-hour documentary, "From Kitty Hawk to the Astronaut," has been accepted for inclusion in the Television Corp. (TAC) library.

The film, produced by Angelo Mangialetta, shows highlights of U. S. Air Force films and includes rare footage of the first over-60,000-foot balloon ascent in 1934, and of Billy Mitchell's fledgling carrier force.

Shepard Heads WBKB Research, New Sales

Chicago—WBKB has appointed Howard S. Shepard research-sales development director, it was announced by Robert F. Adams, sales director.

Shepard this week will be in New York for indoctrination by the research departments of ABC-TV, National Station Sales and WABC-TV, returning here Feb. 26.

Shepard has worked for William H. Weintraub & Co., B.B.D. & O, and Harrington, Righter and Parsons.

Stations Up Two Execs

Austin, Minn.—Stan Stydnicki has been promoted from operations manager to business manager of KAUS and KMMT (TV) here, and Don Jones, former KMMT (TV) sales manager, was named to head regional sales for KMMT (TV) and KWWL-TV Waterloo, Ia. The promotions were announced by Ralph J. McElroy, president of the stations.

TV Host Plays Role In 'The Real McCoys'

Columbus, O. — Gene Fullen, who hosts two daily WTVN-TV (Taft Broadcasting) programs, will appear on ABC-TV's "The Real McCoys" in an episode entitled "The Law and Mr. McCoy." The program will be shown in two or three weeks.

AGENCY NEWSCAST

By SHELBY COOPER

Latest development in the advertising fraternity's continuing drive to attract the best available young talent comes via Mutual Radio's "About Advertising." Dr. Peter Sammartino

took the network microphone to urge agencies to provide summer jobs for advertising students to supplement college curricula liberal arts courses.

Sammartino, president of Fairleigh-Dickinson Univ., said "the function of education is to make the person more discerning." He suggested that ideally "about 10 per cent" of a student's class time should be in advertising and the rest in studies such as languages and history.

Sara Lee Kitchens has been conducting a campaign to inform food retailers throughout the country of the large audience expected for the Judy Garland show it is sponsoring Sunday on CBS-TV. Special presentation materials were used . . . Thomas J. Carnese, senior VP, director and general manager of Ted Bates, has accepted chairmanship of the advertising industry's executive and employee solicitation committee for the 1962 campaign of The American Red Cross.

Young & Rubicam has made a number of major changes and promotions in its creative departments. Charles Feldman, senior VP and creative director since 1958, now is chairman of the plans

Media Hammer at Canon 35

(Continued from Page 1)

the "arbitrary and dictatorial" bans of lawyer-judicial interests.

Moreover, the electronic newsmen have been heartened by the strong support they have developed within the NAB and the FCC.

While the ABA hearing members made no comment beyond notifying all concerned the matter would receive full airing at their annual convention this Summer, there were hopeful signs of lessening opposition to the broadcast media's presence in judicial proceedings. One straw-in-the-wind is an ABA decision to explore broadcasts of trials in Colorado and Texas which, it is widely acknowledged, have been conducted unobtrusively and in an orderly manner.

Minow View Supported

Among proponents of the "open door" policy for all newsmen there was general agreement with the view of FCC chairman Newton N. Minow that:

"It should be for the trial judge to decide whether, and under what circumstances and safe-

Thought for Today

"... if advertising were to lose believability, its whole impact would be lessened and this would amount to an invisible, intangible cost which no thinking advertising man would countenance."

—John Crichton
Pres.-Elect, 4A's

board, responsible for creative review in all domestic and foreign offices, beside retaining his present responsibilities.

Dermott F. McCarthy and Stephen O. Frankfurt, both VPs are new directors of copy and art departments, respectively. Alexander S. Peabody becomes a VP and associate creative director; Frederick Frost, manager of commercial art and production, and Walter Glenn, a VP, manager of the art department.

Carling Breweries says it will again put the bulk of its \$12 million annual advertising budget for 1962 into radio and TV spots. Sponsorship of major sports events will continue, including TV coverage of the Cleveland Browns and Indians, and the All-Star Football game in Chicago.

guards, proceedings in his court might appropriately be reported by radio or TV."

The NAB's position on abolishing Canon 35 was presented by Frank P. Fogarty, executive vice president of Meredith Broadcasting Co., Omaha, who is chairman of the industry organization's Freedom of Information Committee. He said:

Court Dignity Vital

"I believe, as do my colleagues, that the ultimate dignity of the court must be protected at all costs. Broadcasters, of their own volition, have undertaken to assure the bench and bar that, so far as they are concerned, this will be done. As evidence of this, they have published a "Code of Conduct for Broadcasting Public Proceedings" with a special section on the coverage of trials."

Among his recommendations was one seeking selection for direct broadcast from the courtrooms of Appellate Court decisions of an importance comparable to the Supreme Court's civil rights, steel seizure and Smith Act decisions.

'Expedition Boston' Eyes Area Colleges

Boston—This month's edition of WNAC-TV's "Expedition Boston" Feb. 27 will focus on colleges and new directions in educational technique in the greater Boston area.

Highlights of the program will include interviews with foreign students on why they came to Boston to study, discussions with prominent education officials and extensive film footage on the 4 colleges and universities in the area.

Host-moderator Victor Best will open the show with a quotation from Mark Twain, supporting the claim that citizens of Boston value education more than money or social prestige.

Don Russell Appointed WSTC Production Exec

Stamford, Conn.—Don Russell has returned to the staff of WSTC and WSTC-FM, here in his native city. Russell who was until recently with WSM, Nashville, and with NBC before that, has been assigned as production supervisor assistant. He will also be doing a daily two-hour afternoon program, "Matinee."

Harmon's 'Sports Final' Reaps Bank's Dividends

West Coast Bureau of RADIO-TV DAILY
Hollywood—The United California Bank has renewed its sponsorship for another year of Tom Harmon's "Sports Final," heard daily on KNX Radio and eight other stations of the CBS Radio Pacific net.

Purchase of the renewal was made by Ted Schwamb of Erwin Wasey, Ruthrauff & Ryan.

Drama Role for Ed Wynn

Veteran comedian Ed Wynn stars in a straight drama role in "10 Days in the Sun" Mar. 4 on CBS-TV's "General Electric Theater." Script was written by Jameson Brewer and Katharine Anderson. Harry Keller is director and Stanley Ruben is executive producer.

Harringtons, Sr. & Jr. Guest on 'Family' Show

Pat Harrington, Sr., and Pat Harrington, Jr., father and son actor-comedians, will make joint guest appearance tomorrow on WNBC-TV's "Family" show hosted by Paul & Mary Ritts and Carol Knox. Pat, Jr., was an NFL spot salesman until his amateur characterization of Italian golf pro "Guido Parzini" precipitated his into show business.

RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



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VOL. 90, NO. 36

WEDNESDAY

TEN CENTS

'ALL-CHANNELS' HITS ROADBLOCK

Production, Sales Soaring at ITC

Six Million Invested in New Properties

Intense action on every front of production and sales during the past week has given



MANDELL

Independent Television Corp. the biggest seven-day stretch in its history.

Abe Mandell, ITC vice president, Sales and Administration, commented yesterday to RADIO-TV DAILY as follows:

More than six millions earmarked for new production, these include: "Man of the World,"

(Continued on Page 7)

TV License in Houston Sought by Automated

Houston—Automated Electronic Inc. has applied for authority to operate a commercial TV station here on Channel 23. Herbert B. Ford, a board member, would head of the staff. The application proposed a minimum of 85 hours of broadcasting per week.

St. Louis FMer Folds; Defaulted on Mortgage

St. Louis—KWIX-FM went off the air yesterday because of financial difficulties but officials hoped they could resume broadcasting soon. Collins Radio Co. today began disposing equipment, after winning a Circuit Court order to get back \$25,000 worth of gear because of a defaulted \$539 monthly mortgage payment. Stockholders will meet soon to reorganize and negotiate a new loan.

Video Ratings Went into Orbit with Glenn

A. C. Nielsen Co.'s I. A. ratings yesterday for TV in the 17-county Greater New York area showed that 47.9 per cent of all TV homes were tuned to the orbit launch at 9:47 AM, and climbed to 52.5 per cent five minutes later. The rating for this time period on an average day is 14.9.

Figures remained at the spatial level through the flight, reaching a peak of 57 per cent at 3:15 PM, time of the pickup.

Base Media Strategy On Product: Griffin

Pittsburgh—Growing competition dictates a new concept of media strategy which begins with the product, the Pittsburgh Radio and TV Club was told yesterday by Lloyd Griffin, TV president of Peters, Griffin, Woodward. He predicted a product information serv-

(Continued on Page 5)

'Hot Seat' Quiz Strip Arrives in Summer

Screen Gems and CFTO-TV, Toronto, have reached agreement for a co-production deal and a mid-Spring debut of "The Hot Seat," an across-the-board, five-a-week, hour panel show for late night viewers in Canada. Lloyd Burns, SG vice president, International Operations, said yesterday.

Screen Gems now is negotiating

(Continued on Page 3)

Commie Expert on KNX

West Coast Bureau of RADIO-TV DAILY Hollywood—Charles Malamuth, of the Research Institute of Communist Strategy and Propaganda, at U. S. C.'s School of International Relations, will guest Monday on KNX Radio's "Communist Challenge."

6 Lawmakers Oppose FCC Deintermix Plan At Senate Opener

Washington Bureau of RADIO-TV DAILY

Washington—All FCC commissioners are in favor of a bill to give them power requiring TV sets sold in interstate commerce be able to receive all VHF and UHF stations. But fireworks were provided at yesterday's opening session of Senate Commerce Communications Subcommittee hearings on all-channel set legislation by four congressmen and two senators opposing deintermixture.

Despite an opening statement by subcommittee chairman John Q. Pastore (D., R.I.) expressing hope that the deintermixture question wouldn't enter into the hearings — but fearing that it

(Continued on Page 6)

Briton Here to Screen MGM 'Zero One' Initialer

Lawrence P. Bachmann, in charge of MGM's British production, is in New York to screen "Zero One" for networks and advertisers. The new half-hour series is a co-production with the BBC.

Jack Tobin Is Elevated To ABC Films Sales Chief

John F. Tobin has been elevated to vice-president and domestic sales director for ABC Films, Inc., by Henry G. Plitt, president.

The new syndication sales chief (Continued on Page 3)

'Sullivan Show' Losing Julia Meade to Drama

Julia Meade yesterday said she's resigning "very reluctantly" from CBS-TV's "Ed Sullivan Show" to make herself available for stage and movie roles. With the show since February, 1953, she will make her last appearance on Sunday.

WOR Celebrates

... 40 years of broadcasting

By CHAS. A. ALICOATE

IF YOU young timers will take out your pad and pencil and do a little checking up you will find that WOR-RADIO STATION, 710 On the New York Dial, will reach the ripe old age of 40 years of broadcasting tomorrow.

WOR first saw the light of day when the cobwebs were cleaned from the wall of a stuffy little room in the corner of the sporting goods and meager radio department in the Newark, New Jersey store of Bamberger & Co. There was no fanfare, no oratory, no opening ceremonies. Oriental rugs were hung up for acoustics.

(Continued on Page 7)

VIVIAN BLAINE! TONIGHT ON 'PM' STARRING MIKE WALLACE

Westinghouse
Broadcasting
Company, Inc.



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Hayward to Produce Breck's 'Samarkand'

Producer Leland Hayward will present the Broadway play, "Tonight in Samarkand," written by Jacques Deval, on the "Breck Golden Showcase" Mar. 24 on CBS-TV.

This is the fourth program of the monthly series and the second Hayward will produce.

Hayward's production of "Saturday's Children," starring Inger Stevens, Cliff Robertson and Ralph Bellamy, will be aired Sunday on CBS-TV.

BEST LIVE & FILMED LOCAL SHOWS **WDAU-TV** SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK H R OR CALL CONWAY IN SCRANTON.

COMING AND GOING

JOHN C. GILMORE, Community Club Awards president, leaves today for Chicago to attend a WAIT CCA kickoff.

ERIC FLEMING, CLINT EASTWOOD and PAUL BRINEGAR, stars of CBS-TV's "Rawhide," to Japan on a personal appearance tour.

DONALD KLAUBER, VP and national sales manager of Seven Arts Associated, returns to New York today following a 10-day sales trip.

AUDREY MEADOWS to London and Paris by BOAC.

MICHAEL LAURENCE, director of public relations for WMCA, to Florida.

GEORGE BRISTOL, administrative director of advertising and sales promotion for CBS-TV, has returned from two weeks on the West Coast.

GERTRUDE BERG back on the Coast after being honored as "the outstanding TV personality of 1961" by the Advertising Club of Baltimore.

CHARLES MICHELSON leaves today for a one-week visit to VITV, St. Thomas, Virgin Islands.

Ron Cochran Shifts to ABC News Mar. 15

Ron Cochran, with CBS for ten years, will join the ABC news staff Mar. 15, James C. Hagerty, vice president, News, Special Events, and Public Affairs, said yesterday.

Cochran, formerly with CBS, will be assigned to a regular berth on the "ABC Evening Report," the network's early evening newscast starting Mar. 26.

Campus Video Sought For That 'Live' Feeling

South Bend—A two-hour live telecast of a St. Mary's College musical by WSBT-TV here, will originate in O'Laughlin Auditorium on the campus tomorrow night.

Station producer Tom Brubaker said, "In electing to do this telecast, we wish to translate the experience of seeing a live stage production to TV."

Joe Gillis Named Chief In WTOL News Shifts

Toledo—Joe Gillis has been appointed director of WTOL news and public affairs and Oscar Huff has been named radio news director, it was announced by Thomas S. Bretherton, executive vice president and general manager for the Community Broadcasting Co.

Alan DePetro, a recent addition to WTOL news, will handle the national news segment of the daily "11th Hour TV News Final," and former assistant program director Joe Weaver will report the local news on the show.

No Paper Tomorrow Tomorrow is Washington's Birthday, a legal holiday. In observance, Radio-Television Daily will not be published.

5 FCC Commissioners At Pioneers' 2nd Dinner

FCC commissioners Bartley, Cross, Ford, Hyde and Lee and NAB president Collins will be among the myriad industry names at the second annual "Mike Award" dinner of the New York chapter of the Broadcast Pioneers Sunday in the Latin Quarter. Proceeds will go to the Broadcasters' Foundation, Inc., created in 1960 to aid needy industry members. Radio-TV Daily advertising manager Arthur Simon is foundation president.

Neal Joins Coleman In Tribe's TV Teepee

Cleveland — Sportscaster Bob Neal will join Ken Coleman for the 56 Cleveland Indians games on WJW-TV this year.

Neal, who has been active in sports here for 10 years, has long been describing Tribe games on radio. Coleman, last year's TV voice for the Indians, also covers the Cleveland Browns football games on WJW-TV.

Pittsburgh's 5-Part 'Heart'

Pittsburgh — The day when a child can ask, "What was heart disease?" will be envisioned as part of a series of five documentaries being presented this week by KDKA in association with the Western Pennsylvania Heart As-

FINANCIAL

(Feb. 20)

NEW YORK STOCK MARKET				
	High	Low	Close	Net Chg.
Admiral Corp.	18	17 1/2	17 7/8	—
AB-PT	47 1/4	46 1/4	46 3/4	— 1/2
A. T. & T.	134 3/8	133 3/8	134	+ 3/4
AVCO	28 7/8	28 3/8	28 1/2	+ 1/2
CBS	42 1/2	42	42 1/2	+ 1/2
Columbia Pic.	28 3/8	27 7/8	28	—
Crow-Collier	38 1/2	38	38 1/8	+ 1/2
Decca	46	45 1/4	45 3/8	+ 3/4
Disney	39 3/4	39 3/8	39 3/4	+ 3/8
East. Kodak	108 1/4	107 1/4	108 1/8	+ 1 3/8
Gen. Elec.	54 1/4	53 1/4	53 1/4	— 3/4
Gen. Tel.	26 3/4	26 3/8	26 3/8	—
Hazeltine Corp	27 3/8	27	27 3/8	—
Loew's Thea.	45 1/2	44 3/4	45 3/8	+ 1/2
Magnavox	42 3/8	41 1/2	41 3/4	—
MCA	74 3/4	74 3/4	74 3/4	— 3/4
M.G.-M.	56 3/8	55 3/4	56 3/8	+ 1/4
NAFI	30	29 1/4	29 1/4	— 3/4
Nat. Theatres.	7 1/2	7 3/8	7 3/8	— 1/8
Plough	81 3/8	80 3/4	81 3/8	+ 7/8
RCA	58 3/8	56 5/8	58 1/8	+ 1 1/8
Storer	31 1/4	31 1/4	31 1/4	— 3/8
20th-Fox	36	35 1/2	35 5/8	+ 1/8
United Artists	35 1/8	34 3/4	35 1/8	+ 1/8
Warner Bros.	81	81	81	—
Westinghouse	36 3/8	35 1/2	36 1/8	+ 1/2
Zenith Radio	68 7/8	67 5/8	67 5/8	+ 1/8

AMERICAN STOCK EXCHANGE				
Capital Cities	20	19 1/2	19 3/4	— 3/4
Desilu	11	10 3/4	11	+ 3/8
Esquire Inc.	14	14	14	— 1/4
MPO	12 3/4	12 3/4	12 3/4	— 1/4
NTA	2 1/4	2 1/8	2 1/4	—
Reeves Sound	6 3/8	6 1/4	6 1/4	—
Screen Gems	22 1/4	22 1/4	22 1/4	+ 3/8
Technicolor	19 7/8	18 1/4	19	— 1/2
TelePrompTer	14	14	14	+ 1/4
Trans-Lux	17 7/8	17 1/2	17 7/8	—
TV Industries	2 3/4	2 3/4	2 3/4	+ 1/8

* OVER THE COUNTER		
	Bid	Asked
Jerrold	8 5/8	9 1/2
Meredith	35 1/2	38 3/4
Metromedia	14 3/4	15 7/8
Official Films	2 1/2	2 7/8
Scranton	7 1/4	8 3/8
Sterling	7	8 3/8
Taft	19 1/4	21 1/4
Transcontinent	10 3/4	11 3/4
Wometco	22 3/4	24 7/8

* Courtesy of National Association of Security Dealers.

GLENN'S CIRCUIT SEEN WITH ZOOMARS

Fourteen super universal ZOOMARS covered astronaut John Glenn's take-off . . . ZOOMARS are also good for less hazardous production.

Congratulations to NBC, ABC and CBS crews.

HERBERT LEROY RICE AGENCY, INC.

RCA Building—New York City

Leading insurers in the Broadcasting and Advertising fields for over 32 years

PERSONAL INSURANCE COMMERCIAL

Telephone: CI 7-1456

\$85-Mil. Transfusion for CBC

Jack Tobin Helms Sales at ABC Films

(Continued from Page 1)

had been Western division manager. Tobin will assume his new position upon his arrival in New York from the ABC Films' leverly Hills office.



TOBIN

Tobin entered broadcasting as salesman with FI-TV, Los Angeles, in '51. The following year, he started two companies, Century Productions and Market TV Associates. Among the shows his companies handled were Alvaro Rey and the King Sisters. He shuttered these businesses in '53 due to rising production costs and joined the NBC Film Division as salesman, becoming supervisor of sales for eleven Western states in 1954. Later that year, he moved first as supervisor and later as Eastern sales manager. Tobin joined ABC Films in 1961.

Montreal, Toronto Projects Ignored?

Special To RADIO-TV DAILY

Montreal — The Canadian Government is proposing to pump an extra \$4,576,000 into the CBC for the coming fiscal year which starts Apr. 1. However, no provision was made to meet CBC's bid for capital outlays in both Montreal and Toronto.

Included are an increase to \$74,994,000 from \$70,418,000 for radio-TV operations and to \$10,572,000 from \$9,640,000 for capital spending.

Consolidation Studied

The additional \$932,000 in capital expenditures for the publicly owned CBC may include some preliminary work on consolidation of its widely separated facilities in both Toronto and Montreal, but it is far short of the \$30 to \$40 million the CBC wants to spend in each city.

Fay Spain in 'Kildare'

Fay Spain has been signed by MGM-TV as the feminine guest star lead in the "Roaring Boy-O" episode of "Dr. Kildare," starring Richard Chamberlain and Raymond Massey.

Radio Free Europe Aided by WBZ Push

Boston — WBZ, Westinghouse Broadcasting Co. station here, is conducting an intensive on-the-air promotion this month for Radio Free Europe, featuring a heavy saturation spot campaign and newspaper advertising plus a special half-hour report tomorrow by a Boston U. graduate student who has toured RFE in Europe as guest of WBZ.

Last September, Edward J. Shaughnessy, graduate student at Boston U.'s School of Public Relations, was awarded a 10-day tour of RFE facilities in West Germany and Lisbon by WBZ.

In July, WBZ was cited as one of two radio winners in a 1961 nationwide broadcasting competition for support of RFE and was awarded the trip to Europe as a prize.

Protestant Broadcasters Cite Religious Programs

Doris Ann, NBC-TV religious programs manager, and the network have been cited for "outstanding programs of inspiration and information" in 1961 by the Council Broadcasters' Fellowship on behalf of major Protestant religious broadcasters.

'Hot Seat' Coming

(Continued from Page 1)

with a Canadian TV-literary personality to moderate the series. A U. S. version of "The Hot Seat" by Screen Gems is scheduled for telecast here early in the Summer.

"The Hot Seat" will feature a constantly changing panel of three well-known, often controversial personalities from politics, entertainment, education, literature, etc., who will adlib answers to viewers' phoned-in questions.

Many of the stations to telecast the series will also serve as origination points.

Steve Krantz, vice president and general manager, SG (Canada) Ltd., is now negotiating with a number of major Canadian TV outlets on the series.

Barney Would Settle For 1 Star on 'Hennesey'

Barney Elmore has served in every Navy rank except admiral on the "Hennesey" series, but his longest speaking part was only a three-word line. Barney's primary job is as stand-in for Jackie Cooper, but in 30 episodes he has also done walk-ons. Says Barney, "If the series goes long enough, maybe I'll finally make admiral."



in the public interest

WGAL-TV

STEINMAN STATION
Clair McCollough, Pres.

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

Representative: **MEEKER**

When You Can Have The Best,

Why Be Satisfied With Less?

THE ASSOCIATED PRESS



By TED GREEN

• • • Joseph Rosenfield, Jr., who has been presenting the late-night "Big Joe's Happiness Exchange" on metropolitan New York radio for 13 years, the last four on WABC, has written a book on his career and experiences in broadcasting. Through the years, Joe has aided thousands of shut-ins and needy with on-air appeals answered by his listeners. His book, "The Happiest Man in the World," will be released in paperback tomorrow by Macfadden Publications. . . . A new sound is happening in Indianapolis "The Scout," a new record by Andy Anderson and The Jets, is going great guns. A dance by the same name has been originated by The Versatiles, popular teen dance group, under the direction of the writer and his wife. . . . How come Jim Morse isn't on New York radio? He'd be a natural for a local station with his own late-at-night celebrity interview show. He conducted such programs on several out-of-town radio and TV stations before coming to the big town. . . . Chubby Checker may be the rage on these shores now, but Elvis still reigns supreme on the steppes of Soviet Central Asia. The rock 'n roll king's popular recordings are still in great demand in the Soviet Union, and the Freedom network's staff tries to answer most of the inquiries concerning them.

• • • TV scouts who are looking for something different should drop in at Greenwich Village's Room At The Bottom, where Melitta Berg makes her American debut tonight. The young lady escaped from East Germany a year ago, when the Comms tried to detain her following a singing engagement. . . . TV and recording organist Billy Nalle's article in the Music Journal created much excitement. He's been commissioned to write other articles for TV and music publications. . . . Dubonnet, division of Schenley Import Co., has renewed its schedule on WNTA's "Elizabeth Morgan Show" for another 13 weeks. . . . "Doc" Wheeler celebrating his 14th anniversary on WWRL. Fans of his long-time-favorite Gospel program are celebrating for him Sunday at the Faith Temple.

• • • Music publisher Jack Mills celebrating his 70th birthday. . . . Aside to TV interview shows: The Steak Pit in Paramus, N. J., has retained Dr. David Goldman, a licensed chiropractor, to be on hand every Friday at their Twist parties just in case a patron gets a bit too frisky on the floor. . . . Bob Hope's daughter, Linda, is dating Dr. Donald Nelson. . . . Mark Goodson of Goodson-Todman Productions is in Mexico City to meet with top TV execs on Spanish versions of some of the Goodson-Todman programs, such as "Password." . . . The new Parliament Cigarette campaign was created by Lou Garisto and Sonny Hayes of Selling thru Sound. This is the second time in a row that they got the Parliament nod. . . . Producer-director Joseph P. Mawra back in town after a tour through the Midwest, completing 13 quarter-hour films on various subjects of local and national interest. When completed, the series will be released for national syndication.

• • • Goings on at Mercury Records: Xavier Cugat has a big hit in the album, "Cugat Plays Continental Hits." He plays top tunes from around the world. . . . The label has a new sampler that should find favor with sound buffs. A two-pronged wedge aimed at the sound and stereo buyer, it showcases Mercury's new film recording technique, F:35d, and gives added longevity to past PPS albums in Mercury catalog. . . . Maestro David Carroll, best known for his music artistry and artist and repertoire talents for Mercury, has come in for further accolades. His Palatine, Ill. home is the subject of a two-page feature in the current issue of Better Homes & Gardens' Home Building Ideas.

Century Lighting Brings George Gill to New York

Century Lighting, Inc., has transferred George Gill, TV and photographic lighting sales manager, to the main office here. He had been Miami Beach branch manager. Gill has been associated with the theatre since 1931, and TV since 1936.

New Philly Mayor Begins Video Reports to Voters

Philadelphia—James H. J. Tate, newly appointed mayor of Philadelphia, made his first report to the people on "The Mayor's Report" this week on WCAU-TV. He will continue these reports on a monthly basis throughout the year.

Jersey Joe Walcott Makes TV Acting Bow

Jersey Joe Walcott, former world's heavyweight boxing champion, will make his TV acting debut in a new episode of MGM-TV's "Cain's Hundred" series. The ring great will guest star in the episode, "The Swinger," in which Sammy Davis, Jr., also makes a special guest appearance.

Goodman and Cosell Team Up for Sports

Larry Goodman, for five years editor and writer for ABC News and special events department, will become co-producer, Mar. 3, of all shows of sports-commentator Howard Cosell.

Goodman has worked frequently with Cosell in the past on a number of shows, including ABC Radio's "Year-End Sports Review;" the 1961 TV special, "The Race for Ruth;" on both Patterson-Johansson fights, and a number of baseball specials. He entered the news industry in 1948 on THE FILM DAILY.

In March Goodman and Cosell will go to Florida to interview major-league ball players at every camp.

Roger Williams' 'Best' Offered 3 Networks

Taylor/Nodland, Ltd., having completed five- and 10-minute pilots for TV series entitled "The Best of Roger Williams," is offering both to the three major networks.

Williams, pianist who has sold five million albums and 13 million single records and has appeared in concerts in 200 cities, is backed by a 25-piece orchestra. He also comments on the music.

Taylor/Nodland also produce NBC-TV's "Kukla and Ollie," and is planning several new shows featuring prominent personalities.

Ireland's UN Envoy Joins 'Invitation to Learning'

Frederick H. Boland, permanent representative of Ireland to the UN, and critic and lecturer John Mason Brown will participate in a discussion of Seal O'Casey's "Juno and the Paycock" on CBS Radio's "Invitation to Learning" Mar. 5.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street

New York 22, N. Y. ELdorado 5-0405

WLW-A has been used by the John Smith Company, Georgia's oldest General Motors dealership, as the base of its television activity consistently since 1955. The Station's merchandising cooperation has been an invaluable asset towards successful promotions for the Old Reliable.

Harry L. Siegel

President, Eastburn-Siegel Advertising Agency

"For results that count"



wlw-a atlanta
tower of stars

reaches 3 million people in 117 counties

the other dynamic WLW Stations

WLW-C WLW-D WLW WLW-I WLW-T
Television Television Radio Television Television
Columbus Dayton Indianapolis Cincinnati

Crosley Broadcasting Corporation

Roanoke Station Airs Legislature Activities

Roanoke, Va.—“Legislative Report,” a daily chronicle of activities of the Virginia General Assembly, is being broadcast daily direct from Richmond by WDBJ here, sponsored by the First Federal Savings & Loan Association of Roanoke and the General Electric Industry Control Department. Aired every two years by the station, the series presents WDBJ news director Forrest Landon and WDBJ-TV news director Don Murray, who are alternately stationed in Richmond to gather interviews, news about legislative proceedings and other developments.

Case Media Strategy On Product: Griffin

(Continued from Page 1)

“that can be even more complete than the market-by-market research that is available on TV for TV advertisers.”

In his luncheon talk on “The Use for Media Planning by Markets,” he pointed out that the regional areas covered by the national research companies often contain individual markets which have very little in common with others in the area, and thus “advertising programs undertaken to cover a single large region without regard to individual market differences can be both wasteful and inadequate.”

Cites Spot-TV Budget Plan

The station rep executive, said that “the same is even more true of national advertising when it is not supplemented by local advertising.” “The need to make market-by-market adjustments,” he said, “has much to do with the little-known fact that the biggest users of spot TV assign their biggest spot budgets to their well-established, nationally distributed brands.”

“With such advertisers, combined use of broad national media and a powerful mobile task force of spot TV is—I have been told,” said Griffin, “based more on the concept of product information by markets than on media efficiency alone. As market-by-market media strategy becomes the primary consideration of media planning, spot TV and network TV can compete with each other and form the strongest part of the most effective media planning pattern devised.”

'Perry Mason' Travels East For Safety, Freedom Talks

Raymond Burr, CBS-TV's “Perry Mason,” will combine two of his offstage interests—community safety and freedom

Golden Gate

... and its environs

By BILL SHEA

San Francisco—CBS veeep Jules Dundes, general manager of KCBS, has discovered his “Spectrum 74”—afternoon radio show which wants to smash the jukebox barrier—is paying off. For the week ending Feb. 10, 23 contracts were signed for the purchase of more than \$140,000 in air time and programs. Eight were renewals.

Typical of new radio advertising “Spectrum 74” is attracting is the Northern California Owens Yacht Dealers, which will sponsor a twice weekly boating news program starting March 2.

This is the first time the Owens Dealers or any other boating firm has advertised on radio in this territory. Lloyd Koppel, director of market merchandising for Owens, a division of the Brunswick Corporation of Baltimore, recommended “Spectrum 74” on KCBS as only Golden Gate radio station with regularly scheduled boating news.

Other new accounts contracted during the record week were Knomark (Donahue & Coe; N. Y.); Wilshire Oil (Doyle, Dane Bernbach, Los Angeles); Tuttle's Cottage Cheese (Hoefler, Dieterich & Brown Inc., San Francisco); Hospital Service of California (J. Walter Thompson, S. F.) and Swift & Company Leo Burnett, Chicago.

KTVU, the Golden Gate indie TV station, was presented with the American Legion Auxiliary Golden Mike Award for the “Ben Alexander Show,” given in recognition for outstanding local programs broadcast in the interest of youth.

OBITUARY

Jean Geiringer

Jean Geiringer, Broadcast Music, Inc. (BMI), VP in charge of foreign relations, died yesterday after a short illness. He was 62. Geiringer also was an author, composer and an authority on international copyright law.

Larry Glickman

Hollywood — Larry Glickman, 62, owner of Pacific Title and Art Studios, and head of Larry Glickman Enterprises, died unexpectedly yesterday. He leaves his wife, two daughters and a son.

32 Du Pont Shows On NBC in '62-'63

A new series of 32 hour shows, including 14 dramas, two seasonal musical variety programs, six drama-documentaries and 10 rebroadcasts has been announced by E. I. du Pont de Nemours & Co., beginning Sept. 16 on NBC-TV in the Sunday night time slot now occupied by “Du Pont Show of the Week.” All of the dramas and the seasonals will be in color. BBDO is the agency.

Production by NBC

The company said an executive producer will be named by NBC, which is handling the production reins, and the series will highlight live or live-on-tape dramas by top quality writers and producers as well as originals in the musical-variety and drama-documentary fields.

Drury Replaces Borders At St. Louis Station

St. Louis—Dick Drury has been appointed program director of WIL, replacing John Borders, who resigned to become station manager of KBDO, Waco.

Drury had been program director of KQV, Pittsburgh, for the last two years, and before that was associated with WERE and KYW, both in Cleveland.

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



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

Jet-lane to Rome Awaits Bowling Score Guesser

Boston—A trip for two via jet to Rome, including a visit to southern Italy, will be awarded to the WHDH-TV contestant who correctly estimates the total pin-fall of six televised games from Feb. 3 to Mar. 10 on "Fun for All Ages—Candlepin Bowling." Entries must be mailed before March 3 with proof-of-purchase.

Time-Life Broadcast Names Canada Rep

Air-Time Sales, Ltd., Toronto-based syndicator, has been appointed exclusive sales agent in Canada for the Time-Life Broadcast News Service, which at the same time designated the Dominion Broadcasting Co. of Toronto as the Canadian production center for "Topic A," its basic program service, it has been announced by Sig Mickelson, Time-Life Broadcast VP.

'All-Channels' Opposed

(Continued from Page 1)

would — the lawmakers issued remarkably identical statements, almost word for word in some parts and argument for argument at other times, assailing the FCC for the proposal to deintermix eight markets.

Calls 70 UHF Bands Essential

The FCC statement, read by chairman Newton Minow, argued it will be impossible to get adequate TV service without full use of the 70 UHF channels. He testified that of the nation's 278 TV markets 127 have only one TV station and 70 are two-station markets. Just 81 can receive all three networks and of these only 24 also have an independent.

All six of the dissenting legislators said they would favor the bill if it were amended to direct the FCC not to remove any operating VHF station, and all six asked further amendment to limit FCC authority over TV sets to the all-channel requirement, with all six saying that otherwise the FCC might confine set making to color sets.

'Asinine,' Says Thurmond

Sen. Strom Thurmond (D., S.C.) called it "utterly asinine" to consider eliminating the Columbia, S. C., VHF, and Rep. Robert Hemphill (D., S. C.) called TV "important to national defense—too important to risk" on experimentation with deintermixture. Sen. Everett Dirksen (R., Ill.) called for development of UHF TV "side by side with but not instead of, VHF." He added that "the State of Illinois is slated to become one of the first victims" of an FCC policy to destroy VHF

HOLLYWOOD TELEPARTS

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Edie Adams has been signed by Consolidated Cigar Co. for a series of TV commercials for Muriel Cigars during the next two years. Edie accepted the Directors Guild of America Award for the late Ernie Kovacs' TV special for the same sponsor. The award was made at the annual dinner at the Beverly Hilton.

☆ ☆ ☆ ☆

• • • Gordon and Sheila MacRae will host and star in their third special for Cities Service when their color telecast pre-empts the DuPont Show of the Week, Easter Sunday. The hour-long show will be taped at the NBC-TV Burbank Studios the week of Mar. 11. The couple is currently playing a three-week engagement at the Flamingo, Las Vegas.

☆ ☆ ☆ ☆

• • • Wilbur Stark is still in New York for meetings in connection with sponsorship of "Timberlake," an hour TV adventure series, the pilot of which was financed by CBS . . . Larry Blyden will produce "The Shari Lewis Show" Mar. 31 and Apr. 7, filling in for Bob Scheerer, who is taking time off to work on an upcoming "Bell Telephone Hour," which he will direct. Blyden will also supervise the comedy staging for the NBC-TV colorcast.

☆ ☆ ☆ ☆

• • • Steve Allen will emcee the sixth annual Franklin D. Roosevelt Birthday Dinner Mar. 4 at the Biltmore. This will be a \$100-a-plate affair . . . Eric Fleming, Clint Eastwood and Paul Brinegar, stars of "Rawhide," are on a personal appearance tour of Japan, sponsored by CBS Films.

☆ ☆ ☆ ☆

• • • Executive producer Richard Lewis has four writers working on five projects for "Alcoa Premiere," Revue-produced ABC-TV series. Fred Astaire hosts the series which alternates one-hour and half-hour formats.

☆ ☆ ☆ ☆

• • • Mel Blanc will be named "Man of the Year" by the United Jewish Welfare Fund at its area campaign breakfast at the Beverly Hills Hotel Mar. 4. Mel, incidentally, received a tremendous ovation at the IBA dinner at the Palladium last week. He is just starting to get around after suffering severe injuries in an auto accident.

☆ ☆ ☆ ☆

• • • KTTV has an impressive list of stars set to appear Sunday on its "Stop Arthritis Telethon." In addition to KTTV personalities, there is a long list that looks like "Who's Who in Show Business" . . . Gene Barry was honored in a City Hall ceremony for his contributions toward better understanding between the peoples of Latin America and the U. S. Barry made a 21-day tour of Latin America last year.

☆ ☆ ☆ ☆

• • • Plaudits to Du Pont "Show of the Week" for consistently high-wax quality and public service aspects of its programs. The program last Sunday, covering a Police Emergency Squad in New York was a shocker and highly informative . . . Anita Bryant will cut a quarter-hour radio show for syndication, to be produced by manager Bob Green. The first programs will be taped in Miami next week.

☆ ☆ ☆ ☆

• • • Norman Boggs, president and general manager of KGIL, has appointed Robert A. Lerner to the newly created position of news editor. This is the first step in the expansion of news and community affairs programming at the Valley station.

☆ ☆ ☆ ☆

• • • Rose Marie, co-star of "The Dick Van Dyke Show," has signed with William Morris Agency . . . Pat Buttram guests on "The Arthur Godfrey Show" on CBS Radio all this week from The Stardust, Las Vegas. His daily two-and-a-half hour show on KNX continues on tape.

TV nationwide. He argued "let the two types of service compete in the American tradition—side by side."

Rep. Peter F. Mack (D., Ill.) said the proposal to take VHF Channel 3 from WCIA in Springfield would be "unfair discrimination—against Illinois and rural people." He and Rep. W. L. Springer (R., Ill.) said that loss

of Channel 3 would mean loss of all TV for 140,000 people and curtailment of service for 600,000. Springer said "the FCC should not have the power to maim TV service." Mack said the FCC should do the opposite of its current proposals, that densely populated areas should have UHF and sparsely settled areas should have the wider ranging VHF.

Farm Editor Accepts White House RSVP

Seattle—Jim Hansen, KOMO AM-TV farm and garden editor has accepted an invitation from the White House to participate in President John F. Kennedy's conference on occupational safety Mar. 6-8 in Washington, D. C. While in the Capital, he will tap program material relative to the agricultural matters now before Congress.

Spot TV in 76 Markets Seen at \$405 Million

The Adam Young Companies in a projection of the 1961 gross national spot TV billings of the top 76 markets, say the total will hit \$404,625,700, a 7 per cent increase over 1960's \$370,669,467, while the overall national and regional spot TV amount for the entire country will be \$491,337,535, \$32,143,577 more than the FCC figure for 1960 of \$459,193,958.

The market-by-market study, made by Young-TV research director Marvin Roslin under the supervision of executive VP James F. O'Grady, Jr., is, in effect, a prediction of the FCC figures scheduled for release in August. The top 76 markets covered in the research accounted for 82 per cent of the 1961 projected national and regional spot revenue. This is 1 per cent more than the 1960 figure.

Only five markets of the 76 show losses, while a number of cities—especially on the West Coast, and to a lesser extent in the South—show spectacular gains over 1960.

Marconi Protege Wins Medal of Achievement

Frank A. D. Andrea, president of Andrea Radio Corp., Long Island City, N. Y., manufacturer of TV and hi fidelity sets, will receive the Marconi Memorial Medal of Achievement at the Veterans Wireless Operators Association Dinner at the Hotel Edison Saturday. Andrea was a protege of the late Marconi.

STORK NEWS

It's a second daughter, Jamie Leigh, for the Jerrold Kushnick. Father is a theatrical attorney, mother is publicist Lillian Pickard.

A second daughter, Patricia Ann, for Mr. and Mrs. William M. McCormick. Pop is president Yankee network division of RKO General, WNAC - AM - FM - TV Boston.

It's a girl for the Franny Williams, Philadelphia. He's head of Impala and Delsey Records and Louwin Productions.

TC's \$1.2-Mil. Sales Firm's All-Time High

(Continued from Page 1)

hour episodes starring Craig Stevens; 26 hours of "The Saint," with Patrick McGoohan in a TV version of the famed radio series, and co-production with NBC International and Plautus Productions, Inc. for "Espionage," also to be an hour skein and slated for shooting on Apr. 1.

Sales in excess of \$1,200,000, including both a network deal and two important regionals.

Renewal of the "Fury" series on NBC-TV for the seventh consecutive year.

Regionals in 68 Markets

Regionals signed with American Oil & Toy Corp. for the new "Supercar" series (now in 68 markets), and with the Schlitz subsidiary Old Milwaukee Beer, for "Magic Moments in Sports."

At least one sale-per-diem on "The Gale Storm Show," launched in syndication ten days ago, following its network run. Also: plenty of signings both here and abroad for "The Beachcomber," recently acquired from Filmaster. Acquisition of 130 quarter-hours of "Slimnastics," now on NBC-TV's New York flagship station, for the syndie road. Also: for domestic market-to-market selling supplementing its rest-of-the-world distribution—"Sea War," Arthur Rank Org. filmed documentary.

Jay Ward Pact Closed

Wind-up of negotiations for co-production with Jay Ward Prods. for 26 half-hours of the new "Factured Flickers" series, with Has Conreid as narrator.

TC's International Department yesterday reported a 120 per cent gain in foreign business over the previous year, with 49 different properties in the company's portfolio representing over 35 per cent of its entire gross.

Sheils & Bruno in N.Y.

Sheils and Bruno Associates, personal management firm, has opened a new office in New York headed by Al Bruno. Tom Sheils heads the recently opened Beverly Hills office.

GLENN'S CIRCUIT SEEN WITH ZOOMARS

Fourteen super universal ZOOMARS covered astronaut John Glenn's take-off... ZOOMARS are also good for less hazardous production.

Congratulations to NBC, ABC and CBS crews.

WOR Celebrates

... 40 years of broadcasting

(Continued from Page 1)

which was just a name at the time. Jack Poppele, WOR's first engineer, set up the operation of the 250-watt transmitter that had been used by the late Lee DeForest in some of his early experiments. One of the assistants put a record on a phonograph, Poppele dragged a microphone alongside—it was merely a converted telephone with a phonograph horn at one end, snapped a switch, and WOR's first program was on the air!

During the first year, more or less makeshift programs were aired during the day for a total of eight hours. The station not only closed down for lunch, but also shut tight on Sundays and holidays. A far cry from today's carefully timed 24-hour-a-day jam-packed schedule.

WOR IS credited with many highly important "firsts" in the great field of broadcasting, such as "Radio's first successful International broadcast," in 1922, when Sir Thomas Lipton spoke into a carbon microphone and read a message to London, and in 1923, when WOR united the East and West Coasts by Radio, and again in 1924, when WOR made the spectacular "rescue" of the enormous dirigible Shenandoah, which was guided by WOR to its mooring in Lakehurst, New Jersey. WOR is credited, too, with being the first radio station to broadcast play-by-play descriptions of sports events, the first 50,000-watt station in the East to inaugurate round-the-clock broadcasting. It introduced radio's first woman announcer, Jessie König Brown, and many other firsts. WOR completely engineered "High-Fidelity" wide-range broadcasting with 100 per cent modulation.

In 1924, an up-and-coming young man by the name of Alfred J. McCosker joined WOR's staff as the station's first publicity director. McCosker brought the showmanship talent he had learned in the then thriving motion picture industry, plus the news sense he had developed as a reporter for New York daily newspapers. He was more than a publicity man with his far-reaching ideas. He might well be called the first special events man in radio, alert as he was to news highlights and human interest sidelights. To induce celebrities to visit Newark, McCosker opened auxiliary studios at Chickering Hall in New York. He gathered opera singers, legit actors, movie stars, great authors, statesmen, artists, and others, and brought them to Newark for their very first broadcasts. Among the names McCosker booked were Joe Cook, Jane Cowl, Alice Brady, Jackie Coogan, Thomas A. Edison, Paul Whiteman, Bebe Daniels, Charlie Chaplin, and other headliners of the Roaring 20's. In 1926, McCosker became manager of WOR, and in 1933, its president.

PERSONALITIES who have become synonymous with WOR operations and the many who joined the station in its first decade would make a striking "Who's Who of Broadcasting." Among the standouts is John B. Gambling, who joined WOR as an engineer in 1925, filled in when the regular announcer failed to show, and had been at it steadily up to the past year when he went into semi-retirement, being replaced by his son, John B., Jr.

The thirties saw WOR establish itself as a leader in the field of radio news broadcasting, developing such outstanding newscasters as Raymond Gram Swing, Gabriel Heater, Henry Gladstone, Prescott Robinson, John Scott, John Wingate, with Stan Lomax holding up the sports side.

TO THOMAS F. O'NEIL, president of WOR; Robert J. Leder, Vice Pres., and Gen. Manager, and to all of the many at WOR responsible for an outstanding International record in broadcasting down through the past forty years, along with the station's generous contributions of large sums yearly of air time devoted to announcements concerning the health, welfare and general improvement of the community—which reflects the finest pioneering and progress in this great Electronic Industry, we hereby present our "Two-Palm Award" and offer our deep wishes for continued, even greater success.

Founder's Day Cites King Pubserv Chief

Forest Grove, Ore.—Miss Gloria Chandler, director of public service and education for King Broadcasting Co. (KGW, KGW-TV, Portland; KING, KING-TV, Seattle; KREM, KREM-TV, Spokane) was presented with a Distinguished Citizenship Award at the annual Pacific U. Founder's Day Convention Monday.

Miss Chandler was selected on the basis of her contributions to education through radio and TV. She has been producer of a number of prize-winning educational shows and was named 1958 "Woman of Achievement" by Theta Sigma Phi, women's journalism honor society.

Richard Keating Joins WNAC Sales Staff

Boston—Richard A. Keating, former New England manager for the Henry I. Christal Co., is now with the WNAC Radio Sales department. It was announced by William M. McCormick, president.


An incorporator of the Wildey Savings Bank, Keating is the immediate past president of the Broadcasting Executives Club of New England and presently a director. He is also a member of the Achievement Awards Committee of the Advertising Club of Boston.

Troy-Beaumont Named Consultants for ETMA

The Troy-Beaumont Co. has been appointed programming consultant to Educational Television for the Metropolitan Area, operator of New York Educational channel 13.

CBC Names Secretary For 1963 Conference

Special To RADIO-TV DAILY
Montreal—William Armstrong, CBC information services director, has been appointed secretary to the fifth Commonwealth Broadcasting Conference next year. CBC will host the meeting.



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*The First Full Length Film
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This stirring documentary motion picture tells the exciting story of Project Mercury, its mission, purpose and future significance.

The entire project is traced, from its inception, showing the selection and rigorous training of the astronauts, early testing programs, the Freedom 7 and Liberty Bell flights and, as a climax, the monumental orbital flight of Astronaut John H. Glenn. You will witness the suspenseful launch and climb to altitude, see and hear Glenn in his capsule-to-earth conversations and watch the descent and capsule recovery from the sea.

By releasing all possible information to the people of the world, the U. S. once again demonstrates its willingness to share valuable scientific information with all interested nations.

The National Aeronautics and Space Administration is carrying out the charges of the Act of 1958 which created the civilian space agency and required the NASA to disseminate information contributing to the peaceful exploration of space for the benefit of all mankind.



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VOL. 90, NO. 37

FRIDAY, FEBRUARY 23, 1962

TEN CENTS

COMBO-TV TIED TO VHF STATUS

Fla. Reports Step-Up in On-Air Opinions

Miami—With the first Public Affairs and Editorializing Conference just around the corner (Mar. 1-2 in Washington), the Florida Association of Broadcasters yesterday laid claim to its state's radio and TV stations being "probably the most active in the country" in the use of on-the-air opinion.

FAB reported a just-completed survey of all stations in the state show that some 65 per cent of the respondents editorialize on the air. This includes six TV channels and 34 radio outlets. Seven other outlets will start shortly.

New AM for Flagstaff

Washington Bureau of RADIO-TV DAILY
Washington — Dateline Broadcasters has been granted a new AM station on 1400 KC, 250 watts, unlimited hours, in Flagstaff, Ariz., by the FCC's Broadcast Bureau.

\$105 Million on Books

Over \$105 million in new 52-week sponsorships for the '62-'63 have been booked by ABC-TV. This represents 45½ commercial minutes, or more than the equivalent of a solid sell-out of prime-time net nights.

NAFMB in Chicago Meet Preceding NAB Session

The National Association of FM Broadcasters will hold its annual convention Mar. 31 at Chicago's Conrad Hilton Hotel, preceded by meeting of the NAFMB Board of Directors there Mar. 30. On Apr. 1 the NAB convention will get under way in Chicago, with the opening designated as "FM Day."

GRIPES SHOWER CANADIAN R-TV

Federated Women Protest
Too Many Ads, Crimes

Special To RADIO-TV DAILY
Montreal—TV commercials are too loud and too frequent and there is too much crime and violence on Canadian TV and radio, according to a two-year, 10-province survey conducted by Mrs. George Wilson of St. Mary's, Ont., for the 74,000-member Federated
(Continued on Page 9)

P & G Buys 'Workers' For ABC's Fall Sked

West Coast Bureau of RADIO-TV DAILY
Hollywood—Procter & Gamble was reported here to have bought "The Workers," situation comedy half-hour starring Marty Ingels, young Brooklyn comic.

The new series bows on ABC-TV in the Fall in the 8:30-9:00 PM Friday slot. It was created by Lenny Stern, who also gave birth to "The Honeymooners," now in syndication. "Workers" will be filmed at Desilu.

IBA Competition Sharpens Ad World Focus on Coast

West Coast Bureau of RADIO-TV DAILY
Hollywood — The West Coast's steadily rising importance within the special world of advertising via radio and TV has been heavily underscored as a result of the International Broadcast Awards for 1961.

As a consequence, the competition in '62 is believed here certain to be stiffer and greater than the more than 1,800 commercials which were submitted this year. One thing is for sure: the latest

Video Tape Analyzer Slashes Time, Costs

A new NBC-engineered TV tape editor-analyzer, recently placed in operation, has reduced time devoted to editing duplicate tapes and has sped surveying the backlog of used tape by 2,000 per cent, salvaging sizeable segments for future use, William H. Trevarthen, VP for operations and engineering, said yesterday.

The machine, functioning as an editor, enables NBC to obtain copies of the so-called "master tape" of a program without view-
(Continued on Page 3)

70-Film Pack to KTLA

West Coast Bureau of RADIO-TV DAILY
Los Angeles — KTLA program director and assistant general manager Bob Quinlan has announced purchase of 70 feature films from Hollywood TV Service's "Constellation Package."

Rival: 'Have A Happy'

Sam J. Slate, WCBS vice president and general manager, went on the air twice yesterday with an editorial saluting the 40th anniversary of WOR, a competitive station.

Switch to U's Means Death to Bill, Pastore Hints at Hearing

Washington Bureau of RADIO-TV DAILY
Washington—Despite pleas from NAB, CBS, a spokesman for UHF stations and the FCC, the bill to give the Commission authority to require that all TV sets be able to receive all channels seems to be in trouble.

At the Senate Commerce Communications Subcommittee hearings Wednesday, Chairman John O. Pastore (D., R. I.) hinted it might be politically impossible to get the bill through Congress unless existing VHF-TV stations are assured they will not be switched to UHF. He indicated it might be best for the subcommittee to wait
(Continued on Page 9)

Editors Cite Marquette, Van Enger and Bernie

West Coast Bureau of RADIO-TV DAILY
Hollywood—The American Cinema Editors' top TV Achievement Award for 1961 was announced and presented Wednesday evening to Desmond Marquette, for his editing of "Ricochet," on the Dick Powell show. Tied for second place were: Richard Van Enger, for "A Lion Walks Among Us," on "Bus Stop," and Jason Bernie, for "Once Upon a Time," on "Twilight Zone."

Hope Aims for Fourth Nielsen Rating Topper

Bob Hope presents his fourth show of the season on NBC-TV Tuesday, pleased by word over the holiday that his previous three offerings all received top national Nielsen rating. Latest, for the two-week period, Jan. 22-Feb. 4, is "Hope's 'Christmas Show'" on Jan. 24, which peaked at 40.9. "Wagon Train" was second with 39.7 and "Bonanza" was third with 37.2, both also NBC shows.

VIVIAN BLAINE! TONIGHT ON 'PM' STARRING MIKE WALLACE

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Vol. 90, No. 37 Fri., Feb. 23, 1962 10 Cts.

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46-4324.

Nunn Takes Control On Texas 350-Walter

La Grange, Tex.—With the sale of 250-watt KVLG approved by the FCC, new owner Vernon R. Nunn of Streator, Ill., took over its operation this week. KVLG went on the air in June, 1959, and has been operated since by Melvin D. Ammermann as general manager and engineer, and H. E. Ruffin as office manager and program director.

Ammerman will remain with the station on a parttime basis. Ruffin has not announced his future plans.

Modern Liturgy is Topic

"The Liturgy Today" will be topic Sunday on CBS-TV's "Look Up and Live" series. The series is produced by CBS public affairs department, in cooperation with the National Council of Catholic Men.

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FM Radio Station for Immediate Sale.
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SIR HAROLD BISHOP SET FOR ENGINEERS' CONFAB

Washington Bureau of RADIO-TV DAILY

Washington — Sir Harold Bishop, BBC engineering director, and Dr. J. R. Pierce, communications research director for the Bell Telephone Labs, will address the Apr. 2 and 3 Broadcast Engineering Conference luncheons at Chicago's Conrad Hilton Hotel, during the NAB's 40th annual convention Apr. 1-4. Another speaker is to be named for the Apr. 4 luncheon.

Conference chairman Jack Petrik, chief engineer for KETV, Omaha, said another highlight will be the presentation of the Engineering Achievement Award at the Apr. 4 luncheon to Ralph N. Harmon, Westinghouse Broadcasting Co. engineering VP. for his "long and valued contributions to broadcasting."

Equipment Exhibit Included

Conference participants will join owner and management delegates the morning of Apr. 2 at the General Assembly opening the NAB convention. Separate radio and TV sessions are scheduled for engineers the following morning, with joint sessions the afternoon of Apr. 2 and morning of Apr. 4. The afternoon of Apr. 3 has been left open to enable the engineers to visit the annual exhibit of broadcast equipment.

Bert Briller Promoted To VP for Affiliates

Bert Briller has been promoted by ABC from VP in charge of TV network sales development, to VP for TV affiliate communications. He will be responsible for providing affiliated stations all available information on network programs, plans and activities.

Briller also will obtain from affiliates suggestions, comments and criticisms which can help to guide the network in its further development.

TPG 'Plaudit Award' Will Be Made Sunday

West Coast Bureau of RADIO-TV DAILY
Hollywood — The Television Producers Guild will present its first annual 'Plaudit Award' at the organization's dinner-dance Sunday evening at the Bel Air Hotel. Nominated for the award, to be given "for eminent contributions to television," are Leonard Bernstein, Paddy Chayefsky, Hubbell Robinson and Robert Lewis Shayon.

Transcontinent Dividend

Transcontinent TV Corp. has declared a 12½ cents dividend on its common. Total '62 dividends thus far are 25 cents per share. Dividends totaling 30 cents were paid in '61 on an equivalent number of outstanding shares.

CBS LABS CITES AID BY ABC AFFIL

Praises WSTC's Service
Despite Rival Web Link

Stamford, Conn.—CBS Laboratories has commended ABC affiliate WSTC here for its service to the area. The citation was presented to Julian Schwartz, the station's general manager, by Odum Fanning, public affairs director of the laboratories, also located in Stamford, following the broadcast of a meeting of the Management Council of Southwestern Connecticut.

Fanning noted, "The many services and courtesies you have extended to CBS Laboratories over the past year are especially noteworthy in view of the fact that you are affiliated with ABC. It shows your total devotion to the community by always cooperating in covering our activities as you do those of every major company in the area."

Mexican Ad Agency Pours Pesos Into TV

Special To RADIO-TV DAILY

Mexico City—Seeking a major improvement in TV here, a local ad agency has earmarked \$8,000 to sign top box-office names, and plans more on-location work using mobile video-tape equipment.

First production will be a play based on a Montezuma theme, with exteriors taken at the Pyramids of San Juan Teotihuacan. Another background will be the regional carnival in Tepoztlan, Morelos.

General coordinator of the program is Raul Astor; cameraman, Hector Cervera, aided by Alberto Montes and Victor Manuel Urieta.

Murphy a 'Thunderbird'

Phoenix—Jack Murphy, assistant manager of KOOL-TV, has been selected for membership in the "Thunderbirds," the special events committee of the Phoenix Chamber of Commerce.

Crosley Patents Gain Device

Cincinnati—Crosley Broadcasting has been granted a U. S. patent for an automatic gain control amplifier invented by engineering VP Ronald J. Rockwell.

Rockwell's AGC amplifier has been in use for almost two years

COMING AND GOING

MALCOLM KLEIN, KHJ-TV, Los Angeles VP and general manager, and general sales manager DON BALSAMO, arrive here Monday to visit agencies.

RICHARD W. JOLLIFFE, regional sales manager of WTCN, Minneapolis, to New York today on business.

SID CAESAR to Houston, Texas, for two-week engagement at the Cork Club.

TED MACK to Miami to tape two upcoming programs.

DOUGLAS M. SCHUSTEK of VHF, Inc. has left for Hollywood to visit agencies regarding production.

DON KELLERMAN, CBS-TV producer, to Israel to look over possible shooting sites for his "Accent" series.

Stoddard Goes To RKO Sound

William Stoddard has been appointed director of musical recording production for RKO Sound Studios, manager John B. Hayes has announced.

Stoddard is recognized both as a musician and as one of the leading sound mixers in the recording industry. He was formerly with Bell Sound Studios and before that with Universal Recording, in Chicago.

Aronson, Ennis Join WCBS-TV Sales Staff

S. William Aronson and Conrad (Red) Ennis have been named account execs on the WCBS-TV sales staff.

Aronson was formerly an account exec in the ABC-TV sales department, and has also served in TV program sales with GAC sales service with ABC Radio, and as account exec with Brown Bigelow.

Ennis comes to WCBS-TV from the New York sales staff of WGN TV, Chicago, where he was an account exec. He also was a senior research analyst for NBC TV and Radio Spot Sales, and BBDO time-buyer.

KNX Gifts Hospital

West Coast Bureau of RADIO-TV DAILY
Hollywood—KNX has donated a full set of Encyclopedia Britannica to the Children's Hospital in Los Angeles.

at WLW, and has recently been purchased by KSTP, Minneapolis. Rockwell joined the staff of Crosley in 1929, and has patented at least 26 other inventions in the field of radio broadcasting engineering.

Research Doesn't Write Ads: Gallup Chief

Survis Tells Admen Creative Use of Data Will Increase Effect

Atlanta — "Research does not write commercials or ads; it is the creative application of research that is the key to increased effectiveness," the AAAA South-east Council was told at its recent annual meeting here by L. E. Survis, chairman and president of Gallup & Robinson, one of eight speakers at the session.

Interviews Emphasized

Also emphasizing that personal contact interviews, in depth, are essential for advertisers to determine the effectiveness of their ads from the standpoint of the consumer, he said the contrast between run-of-the-mill and outstanding ads dramatically demonstrates how agency creative people put a multiplier or leverage factor on their client's investment of time and space.

Leonard Reinsch, communications consultant to President Kennedy and executive director of the Cox radio and TV properties here, pointed out that such things as American products and programs have been introduced to the far corners of the world through various communications media, and pledged that the radio-TV industry will "join hands wholeheartedly" with ad firms in accepting the responsibilities that go along with this global concept of communications and advertising.

Creativity Stressed

The majority of the other speakers stressed creativity in advertising, with Don Tennant, TV commercial VP for Leo Burnett Co. warning that consumers grow tired of and un-responsive to the old ideas in ad style and content. No matter how old a solution is, he said, it can always be presented with a fresh angle, and it is the responsibility of creative admen to present what sells in new and ever-changing ways.

Radio Hams' Week

Washington Bureau of RADIO-TV DAILY — A bill to designate the third week in June of each year as National Amateur Radio Week has been introduced by Sen. Kenneth Keating (R., N. Y.).

DJ Contest Takes Listeners for a Spin

WRL is offering listeners a chance to be guest disk jockeys on the "Hal Jackson Show" weekdays. Winners will spin records, read spots and run the show that they think a dj should. Postcard writers who best explain why they would like to be a dj will be selected.

Editorializing Panels Filled by Executives

Washington Bureau of RADIO-TV DAILY — Among the panels and workshops scheduled for broadcasting's first Public Affairs and Editorializing Conference here Mar. 1-2 (sponsored by NAB's Editorializing Committee) are "The Mechanics of Editorializing," "Editorializing on behalf of Political Candidates" and "Editorial Impact."

Participating in the first will be Simon Goldman, president, WJTN, Jamestown; WDOE, Dunkirk, and WGGO, Salamanca, all N. Y.; John F. Dille, Jr., president, Truth Publishing Co., Elkhart, Ind. (WTRC and WSJV-TV, Elkhart, and WKJG-AM-FM, Ft. Wayne); Frederick S. Houwink, VP, Evening Star Broadcasting Co. (WMAL-AM-FM-TV, Washington, and WSVA-AM-FM-TV, Harrisonburg, Va.); Richard Cherverton, WOOD-TV, Grand Rapids, president, Radio-Television News Directors Association, and John Corporon, news director, WDSU-TV, New Orleans.

Frederick Ford Participant

In the second, joining FCC commissioner Frederick W. Ford, will be Douglas A. Anello, NAB general counsel, and Ewald Kockritz, Storer Broadcasting Co., Miami, VP.

Participants in the third will be Eugene B. Dodson, VP and manager, WTVT, Tampa; Frank J. Abbott, Jr., president, WWGP, Sanford, N. C.; Lee Ruwitch, exec VP and general manager, WTVJ, Miami; W. C. Swartley, of WBZ, Boston, and Ben Strouse, WWDC, Washington.

MGM Post-'48 Package To KTTV for So. Calif.

West Coast Bureau of RADIO-TV DAILY — Acquisition of Southern California rights to the M-G-M post-1948 package of 60 pictures in a \$1,000,000 transaction has been announced by KTTV vice president and general manager Robert W. Breckner.

KTTV was the first station in the nation to buy M-G-M's pre-1948 package of 700 films.

'Voices' Aid Military Mikemen

The Armed Forces Radio-Television Service (AFRTS) is receiving help — gratis — from "pro" broadcasters and all networks to train and encourage military announcers serving 185 outlets overseas.

Of 24 planned 30-minute sessions, six already have been recorded by Ben Grauer, Ken Banghart, Andre Baruch, Jean Shepherd, Allan Jackson and Red Bar-

ST. PATRICK DAY PARADE IN 14TH WPIX TELECAST

The St. Patrick's Day Parade will be telecast by WPIX, New York, on Mar. 17 for the 14th consecutive year, with the four-hour program being sponsored for the second year in a row by Irish International Airlines via Geyer, Morey, Madden & Ballard. Three cameras will be used in the coverage, two opposite the reviewing stand and the other on a high tender focused on the line of march up Fifth Ave.

CARTA's Winter Frolic At Tavern-on-Green

The Catholic Apostolate of Radio-Television and Advertising will hold its annual winter cocktail and dance party next Wednesday, from 5:30 to 9:00 PM, at the Tavern-on-the-Green in Central Park. Ben Ludlow's orchestra will play. Tickets at one dollar each are available through CARTA members.

TTC's Moore Tunes Up Pix

Two travel films for which David C. Moore, Transcontinent Television Corp. president, composed the theme music, are currently playing in New York and around the country. The film, "Pink Sands — Blue Water," at The Radio City Music Hall, is a travelogue of Bermuda. "Bahamas Travelogue" is at the Grand Central Newsreel theatre in New York and other theatres throughout the country.

Moore, a BMI composer, also did the theme for three 16mm. films — "Wings to Bermuda," "Wings to the Bahamas" and "Portrait of Bermuda." The first-named film won the First Prize in the Travel Film category at the Cannes Film Festival this past Fall.

Tape Analyzer Valuable

(Continued from Page 1)

ing it while editing. By referring to records of splices in the "master" tape, the operator of the machine can make identical splices in duplicating tapes and NBC obtains exact copies of the master tape.

The machine was developed by project engineer Fred Himelfarb under the supervision of NBC engineering director James L. Wilson.

WPIX commentator Jack McCarthy will report on the event for the 14th year, relating interesting stories and anecdotes of past parades and interviewing notables in the reviewing stand. Supervising the production will be Walter D. Engels, the station's news-public affairs manager, with Herb Holmes executive producer; Jack Murphy producer-director, and Don Carney associate director.

Cowles Directors to Meet At San Juan Subsidiary

San Juan — The board of directors of Cowles Magazines and Broadcasting, Inc., will hold a series of meetings here the week of Mar. 5, with Gardner Cowles, editor and president, heading the list of those attending.

The sessions will be held at the offices of The San Juan Star, a Cowles subsidiary, and will be followed by orientation tours of Puerto Rico.

Richard McGeary Joins KNX as Ass't Sales Mgr.

West Coast Bureau of RADIO-TV DAILY — Hollywood — Richard F. McGeary has been appointed assistant sales manager for KNX-CRPN, filling the position vacated by James W. Ingraham due to his recent promotion to general sales manager.

McGeary was last with The Katz Agency as a TV account executive in its Los Angeles office. Prior to that he was with NBC Radio Spot Sales, first in Los Angeles and then in San Francisco.

Local News Around U.S. Aired by Tampa Outlet

Tampa — WFLA-TV has added an unusual feature to its regular 6 PM evening news report. Each weekday, on what is called "Hometown News," a direct report from a different city around the U. S. highlights the local news from that city. It was devised as a service for both "displaced" residents and tourists in the Tampa-St. Petersburg area.

Elizabeth Seal to Star In 'Blues for Left Foot'

Elizabeth Seal, who starred on Broadway in the musical "Irma La Douce," has been signed to star as a dancer brought out of retirement in "Blues for the Left Foot" on CBS-TV's "Route 66" on a date to be announced. Zack Matalon, Miss Seal's husband, will play opposite her, portraying a comedian.



By TED GREEN

• • • Maestro Sammy Kaye, signed to head the musical bill at the "Sunshine Festival of States Week" in St. Petersburg Mar. 21, is planning to produce a local telecast for Florida audiences to feature all the acts appearing with him . . . Producer-director Bill Hobin getting set to take his family on a trip to Annapolis to christen his new 35-foot sloop . . . Director Martin Carr, who had made three false trips to New Concord, O., Col. Glenn's home town, now has a gallery of greeters at his plane whenever he arrives there . . . Joe Hembree, veteran pianist at the Hostaria boite, will be recalled by mom, pop, grandma and grandpa as the accompanist for yesteryear's famed radio stars Billy Jones and Ernie Hare, known as the Happiness Boys, both long gone.



• • • The Friars dais will read like a list of today's show business' greats on Tuesday, when Jan Murray is the roasting victim. Expected to be on hand for the lambasting will be such stars as Jack Benny, George Burns, Jack E. Leonard, Hal March and Harry Hershfield . . . A new Eveready TV commercial, dramatizing the "Power to Spare" of four tiny radio batteries, required rental for three days of a Mineola, L. I., theatre, services of a 20-technician motion picture unit and the cooperation of WNBC Radio to provide a special music program. The 30-second ad will be seen Apr. 23-July 30 on nine prime-time series on the three major TV webs . . . Rhoda Mann, busy radio and TV announcer, and hubby Bob Winkler of Filmways, discussing their respective careers over lunch at the Carriage Club.



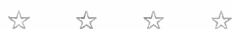
• • • Meet: Lew Heilbronner, VP and general manager of WJQS, Jackson, Miss., took over the station when it was doing less than \$1,000 a month, and built local sales alone to a peak month of over \$22,000. Probably one of the country's bitterest foes of rock 'n roll, he staged a "funeral" for it when it was really going strong, and has made good music policy pay off, along with heavy sports, news, civic and public service activity. He was former Southern rep for New York's Hotel Astor, under Bob Christenberry's regime and a feature newspaper and magazine writer. A song writer as well, Lew just penned a new one titled "Mary Ann" for former Miss America Mary Ann Mobley. He says radio is headed for its best years ever, especially stations programming in the public interest for adult audiences.



HEILBRONNER



• • • Jan Crockett, WABC-TV's lovely weather girl, is hostess of the station's "Expedition: New York" presentation of "City Fall-out" Monday night. She will discuss air pollution . . . Broderick Crawford, who was recently married to Joan Tabor, is moonlighting on WABC-TV. His "Highway Patrol" series is seen every Monday through Friday late afternoon and his new "King of Diamonds" is slotted Friday evenings . . . Joe Franklin, WABC-TV's popular celebrity interviewer, is becoming an off-Broadway producer. Joe has a number of productions in preparation.



• • • Cadence Records singing star Johnny Tillotson has reported for basic training in the six-months Army Reserve program at Fort Jackson, S. C. Cadence, planning to keep Johnny busy, will release his next disk, which he also wrote, in early March. Although the label is keeping the title under wraps until next month, advance reports indicate "it" could become the biggest record of Johnny's young career . . . Larry Kert records his songs on Sunday for the United Artists original cast album of "A Family Affair." Larry brought an advance copy to Joe Franklin's "Memory Lane" yesterday when he appeared as special guest . . . Paul Lynde will see the completed film of his "Howie" comedy pilot in New York sometime next week.

'Miss Teenage' Contest Enters 2nd Tidewater Yr.

Newport News, Va.—WGH, for the second successive year, will conduct the "Miss Teenage America" contest for 1962 in the Tidewater area. The search for the typical teenager between the ages of 13 and 17 starts in August. The area winner will go to Dallas to compete for the national title.

Beaumont TV Corp. Gets CP for Station

Beaumont—The FCC has approved the assignment to Beaumont Television Corp. of a construction permit for Channel 6 here, KFDM-TV. Beaumont Broadcasting Corp., which had proposed to operate KFDM-TV, had applied for voluntary assignment of its construction permit to Beaumont TV.

Under an option agreement, W. P. Hobby, chairman of the board of the Houston Post Co., which also operates KPRC and KPRC-TV, received a 32½ per cent interest for \$232,901. The option Hobby exercised was a part of an agreement to form a new company to operate the TV station after settlement of several years of litigation in connection with the channel assignment.

Capitol Names Meggs To Assist Eastern VP

West Coast Bureau of RADIO-TV DAILY
Hollywood—Brown Meggs, Capitol Records PR director since 1959, has been named exec assistant to Eastern operations VP Joseph Csida. Meggs, who headquartered here, will move to New York Mar. 1.

PR manager Fred Martin will succeed Meggs as PR head. He will report to Csida from his office here.

German Music Show

WNCN-FM has launched "Hello Germany," a German music and variety show starring Irwin Holl and Jeanette van Delden. Sponsors of the Saturday feature are the German HiFi Center and the Lorelei Restaurant.

OBITUARY

Robert H. White

Robert H. White, 71, a retired member of the NBC sales staff, died Feb. 16 in New York City. He joined NBC in October, 1934, as manager of its Detroit office and later served in sales capacities in Cleveland and New York. Reassigned to Detroit in 1953, he retired from that office in March, 1955. Services were held in White Plains, N. Y.

Balaban's Box Buys Time-Life's 'Topic A'

John F. Box, Jr., president of Balaban stations KBOX, Dallas; WRIT, Milwaukee, and WIL, St. Louis, has contracted with Time-Life Broadcast for its six weekly "Topic A" series.

As part of the deal, each station will also receive a library of 100 one-minute "Capsule" news shorts and a monthly half-hour special on current political issues.

The six series will be programmed on a strip basis individually by each station.

Hal Phillips to Handle RFE's '62 PR Drive

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Alvin S. Bennett, Radio Free Europe fund chairman for the record industry, has appointed Hal Phillips and Associates to handle public relations for his industry's campaign to raise \$1 million for RFE in 1962.

Bennett, who is Liberty Records president, said he will make top Liberty talent available to promote RFE.

Republic Revenues Rise To \$31,729,679 for '61

West Coast Bureau of RADIO-TV DAILY

Hollywood — Revenues of Republic Corp. for fiscal 1961, ended last Oct. 28, were \$31,729,679, which compares with \$29,073,164 in the preceding year, board chairman Victor M. Carter and president Gordon K. Greenfield have announced. Earnings totalled \$1,977,629, or 74 cents per share, from \$2,096,209, or 80 cents per share, the preceding year.

It was stated that Republic's sale of films to television were double this January to the level of the year before.

TAC Adds WCSC-TV

Charleston, S. C. — WCSC-TV president John M. Rivers has announced that the station now subscribes to Television Affiliates Corp. (TAC). Robert Weisberg, TAC VP, said subscribers will have a 100-program selection throughout the country in 1962.

ABC's Pauley Cited For Epilepsy Service

Robert R. Pauley, president, American Broadcasting Radio Network, has received a special award from the United Epilepsy Association for his "outstanding service in the fight against epilepsy." The award was signed by Rev. J. McCallum, president of the association, and H. Houston Merritt, chairman of the group's Professional Advisory Council.



PAULEY

Pauley has been instrumental in promoting the activities of the United Epilepsy Association personally and on ABC Radio, the citation noted.

Special for Purex Covers 4 Major Heart Operations

"Breakthrough: Heart & Artery Surgery," an hour special on advances in life-saving through new surgical methods, will be presented in prime time on NBC-TV Apr. 23 by the Purex Corp., via The Edward H. Weiss Co. Featuring four major operations covered by NBC cameras in different U. S. cities, the program will be hosted by John Chancellor.

From New York Studios

Situated in a New York studio, Chancellor will be joined by Dr. Henry A. Swan, a pioneer in heart surgery, who will offer informative comment on the operations taking place, while camera coverage is fed into the studio. As they operate, the surgeons will also talk with Dr. Swan, explaining exactly what they are accomplishing. Cameras will cover hospital operating rooms in Washington, Houston, Minneapolis and San Francisco.

Lou Hazam Producer

At the conclusion of the program the four patients will be shown weeks after the intricate operations, fully recovered and able to function normally. Producer of the special is Lou Hazam; director, Charles Christenson, and writer and researcher, Leonard Engel.

Radio Series Capturing Disk Stars 'On Location'

WCBS Radio's "On Location," which presents recordings of artists' personal appearances throughout the world, tonight will feature:

"Tony Bennett and Count Basie on Tour," "Glenn Miller at Carnegie Hall," "George Shearing and Peggy Lee in Person," "Jane Morgan at the Coconut Grove" and "Oscar Peterson at the London House."

Chambers Is Promoted To Station Clearance Mgr.

Robert Chambers, station rep for ABC Radio since 1959, has been promoted to the post of manager of station clearance.

Chambers joined ABC as a page in 1957 while attending St. John's U. In January, 1959, he was named manager of ABC's Little Theatre and in the Fall of the same year he was appointed station rep.

Boys' Clubs Praise WEEI

Boston — WEEI news director Fred Cusick has received a letter of commendation from the Boys' Clubs of Boston for the station's excellent coverage of the clubs' activities during 1961.

Minneapolis Viewers To See Shrine Circus

Minneapolis—The opening night of the 4th annual Zuhrah Shrine Circus Mar. 1 will be carried on WTCN-TV, with the Schaper Manufacturing Co., Minneapolis toy makers, sponsoring the 30-minute circus segment. WTCN personality Stuart A. Lindman will serve as TV host.

The program will include the Shrine parade, the grand circus spectacular parade and several acts. It will be taped at 8 PM the same evening, in order to include the opening parades, and aired one hour later.

Waco Outlet Doubles Transmission Radius

Waco—KWTX Broadcasting is erecting a new 1,069-foot TV transmitting tower south of the city.

M. N. (Buddy) Bostick, president and general manager of the station, said the new transmitter will cost \$250,000 and should be completed in June.

He added it will double KWTX-TV's present coverage pattern and provide "city-grade service" to Temple, Belton, Killeen and Fort Hood.

WCAU's Gene London Does TV World Tour

Philadelphia — "The Gene London Show" each day next week will telecast a special program on exciting and exotic places around the world.

Monday will feature Japan; Tuesday, Scotland; Wednesday, the seven wonders of the world; Thursday, "The Deep Sea Farm," a study of the oceans, and Friday, California, with the emphasis on San Francisco.

"The Gene London Show" is produced by Jim Hirschfeld and London.

Stokowski, Wallenstein Make Baton for Reiner

Leopold Stokowski will conduct the Mar. 4 CBS broadcast of the New York Philharmonic and Alfred Wallenstein will conduct the March 11 program.

Both concerts were originally scheduled to be under the direction of Fritz Reiner. However, Dr. Reiner has been advised by his physician to take a four-week rest between his conducting periods in Chicago, where he is music director of the Chicago Symphony.

Chicago's Big Heart

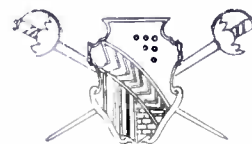
Chicago—John R. Leonard, McGinn-Erickson, will head the Allied Arts section of the '62 Heart Fund campaign in Chicago. David Ccey, George Hartman Co., and Daniel J. Sullivan, Doyle Dane Bernbach, are co-chairmen of the committee.

TNT-TV Enters 9th Yr.

Seattle-Tacoma—KTNT-TV begins its ninth year of telecasting in the Puget Sound area Mar. 1. The station has been a CBS affiliate continuously from January, '48 to June, '60.

Study of Speech Aired

Philadelphia — "The Miracle of Speech," a documentary study of the elements involved in producing speech, and the new frontiers in speech research, will be presented on "Frontiers of Knowledge" Tuesday on WFIL-TV. Narrated by John Roberts, the program is the 12th in the series produced by the station in cooperation with Pennsylvania U. Sponsor is Colgate-Palmolive.



There are two times in a man's life when he should not speculate: When he can't afford it, and when he can.

Samuel L. Clemens (Mark Twain)

—A Thought For The Day—

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



Thanks The

Hollywood Advertising Club

And The

International Broadcasting Awards Committee

For Selecting Our Production

Instant Maxwell House Cup & 1/2

As the Best Minute Live Action Commercial and our thanks to Benton and Bowles for the opportunity they have given us that made this award possible.

Thanks from

ROBERT LAWRENCE PRODUCTIONS

MAUI H. GOLDBERG, *director*

B.B.D.O.

KARL FISCHER, *producer*

FRANK SAVAGE, *writer*

EDDIE MANSON

MUSIC

to the

HOLLYWOOD ADVERTISING CLUB

For awarding first prize to our commercial for the

G.E. Theater's

"THE GERSHWIN YEARS"

Robert Lawrence Productions

NEW YORK, HOLLYWOOD, TORONTO, PARIS, ROME

Prize Commercials Studied By Sponsors and Agencies

(Continued from Page 1)

RADIO-TELEVISION DAILY herewith publishes the winning entries as tabulated by the certified public accounting firm of Scovell, Wellington & Co., of Los Angeles.

Awards were given in 22 TV and 11 radio categories. The 1,300 TV and 500 radio commercials entered were studied by preliminary judges in Chicago, Hollywood, London and New York and, of these, 200 were designated for the final judging.

The world's best radio commercial for 1961 was awarded to the Southern California Rambler Dealers.

A one-minute animated commercial for the Bank of America was elected the world's best TV commercial for 1961.

For overall excellence in its 1961 broadcast advertising in both radio and TV, an IBA special award was presented to the Chevrolet Division of General Motors.

Winners in all categories follow with credits in the following order: title, product, advertiser, advertising agency, production company.

TV COMMERCIALS

Stop Motion

"Peel A Jaffa In a Jiffy"
Jaffa Oranges
The Citrus Marketing Board of Israel
Mather & Crowther, Ltd., London
Guild Television Service, Ltd., London

Local, Regional

"Chorale"
Millbrook Bread
National Biscuit Company
McCann, Erickson, New York
Goulding, Elliott, Graham, New York

Promotional Program

"Thriller"
Program Promotion
NBC-New York
None
NBC-Hollywood

Animation—Under 60 Seconds

"Bankamericard," 20 sec.
Bank Credit Card
Bank of America, San Francisco
Johnson & Lewis Advertising, San Francisco
Film Fair, Los Angeles

Live Action (Under 60 Sec.)

"Park Keeper"
Coaster Chocolate Biscuits
Cadbury Brothers, Ltd., Birmingham, England
Pritchard, Wood & Partners, London
TV Advertising Ltd.

Video Tape

"TV Traffic Control"
General Electric
General Electric Company, New York

Batten, Barton, Durstine & Osborne, New York
Al De Caprio Productions, New York

I. D.'s

"Call Softly"
Culligan Water Softner
Culligan, Incorporated
Alex T. Franz, Inc., Chicago
Dallas Williams Productions, Hollywood

Combination (Over 60 Sec., One Entry)

"Gershwin"
General Electric
General Electric Company, New York
Batten, Barton, Durstine & Osborne, New York
Robert Lawrence Productions, New York

Promotional Station

"News—Channel 3"
TV Station Promotion
Keitz & Herndon, Inc., Dallas
Keitz & Herndon, Inc., Dallas

Live Action (Over 60 Sec.)

"Corvaire Swamp"
Chevrolet Corvaire
Chevrolet Division of General Motors, Detroit
Campbell-Ewald, Detroit
Woodburn & Walsh, Coral Gables, Florida

Animation (60 Sec.)

"Bankamericard No. 1"
Bank Credit Card
Bank of America, San Francisco
Johnson & Lewis, Inc., San Francisco
Film Fair, Hollywood

Live Action (60 Sec.)

"A Cup and a Half"
Instant Maxwell House Coffee
General Foods
Benton & Bowles, New York
Television Graphics, New York

Animation (Over 60 Sec.)

"It's Great to Phone"
Long Distance Calling
American Telephone & Telegraph Company, New York
N. W. Ayer & Son, Inc., Philadelphia
Pintoff Productions, Inc., New York

Combination (60 Sec.)

"Algo Nuevo"
Alka-Seltzer—Citrus Flavor
Miles Laboratories, Pan American, Inc.
Intam, Inc., New York
Pintoff Productions, Inc.

Combination (Under 60 Sec., One Entry)

"In a Can"
Tango Soft Drink
Beecham Foods, Ltd., Middlesex, England
L P E Television, Ltd., London
Digby Turpin Films, Inc., London

(Continued on Next Page)

22 TV, 11 Radio Sales Messages 'The Tops'

(Continued from Page 6)

Best Animation Design (TV)

"Bankamericard 20 Seconds"
Bank Credit Card
Bank of America, San Francisco
Johnson & Lewis Advertising,
San Francisco
Film Fair, Los Angeles

Best Special Effects (TV)

"Magic Ride"
Chevrolet
Chevrolet Division of General
Motors, Detroit
Campbell-Ewald, Detroit
Coco Films, New York

Best Use of Color (TV)

"It's Great to Phone"
Long Distance Calling
American Telephone & Telegraph
Company, New York
I. W. Ayer & Son, Inc.,
Philadelphia
Intoff Productions, Inc.,
New York

Best Cinematography (TV)

"Corvair Swamp"
Chevrolet Corvair
Chevrolet Division of General
Motors, Detroit
Campbell-Ewald, Detroit
Woodburn & Walsh,
Coral Gables, Florida

**Marketing Award
Marketing**

"Drugstore"
Argent's Flea & Tick Spray
Blk. Miller Products Company
I. W. Ayer & Son, Inc.,
Philadelphia
Group Productions, Inc., Detroit

Special Award

Best Use of Classical Music

"Bankamericard No. 1"
Bank Credit Card
Bank of America, San Francisco
Johnson & Lewis, Inc.,
San Francisco
Film Fair, Hollywood

**Sweepstakes Winner
Sweepstake Award**

"Bankamericard No. 1"
Bank Credit Card
Bank of America, San Francisco
Johnson & Lewis, Inc.,
San Francisco
Film Fair, Hollywood

RADIO COMMERCIALS

Humorous—Under 60 Seconds

"Toasted"
Cheerios
General Mills, Minneapolis
Dancer, Fitzgerald & Sample,
Los Angeles
Freberg, Ltd., Hollywood

Dramatic (60 Sec. and Over)

"Pil 8-60"
Filter Players Cigarettes
Imperial Tobacco Company of
Canada, Ltd., Montreal
McKim Advertising, Ltd., Toronto
Eastern Sound Company, Ltd.,
Toronto

Local—Regional (Under 60 Sec.)

"Manners Country Cousin
Chicken"
Country Cousin Chicken
Manners Enterprises, Cleveland
Wyse Advertising, Cleveland
Wyse Advertising, Cleveland
Promotional Station

The judges decided not to select a
winner in this category.

Dramatic—Under 60 Seconds

"Winter Warmth"
Home Kerosene
Europa Oil Ltd., Wellington,
New Zealand
Dobbs, Wiggins, Goldberg,
Wellington, New Zealand
Dobbs, Wiggins, Goldberg.

I. D.'s

"It's Eleven O'Clock"
Johnson & Johnson Baby Powder
Johnson & Johnson
Young & Rubicam, New York
RKO Studios, New York

Music (60 Sec. & Over)

"The Folgers Coffee Song"
Folgers Coffee
J. A. Folger & Co., San Francisco
Fletcher, Richards, Calkins &
Holden
Capitol Records, Hollywood

Open—Under 60 Seconds

"W. H. Malkin, Ltd."
Malkin's Black Pepper
W. E. Malkin Ltd.
Young & Ross Advertising, Ltd.,
Vancouver
Radio Station CKLG, Vancouver

Humorous (60 Sec. and Over)

"Saint Ives"
Rambler
So. Cal. Rambler Dealers
Anderson-McConnell, Hollywood
Spot Makers, Hollywood

Program—Promotion

The judges decided not to select a
winner in this category.

Local—Regional (60 Sec. & Over)

"Trains-60"
Cheese Soup
H. J. Heinz Company
Maxon, Inc., Detroit
Robert Swanson Productions,
New York

Music (Under 60 Seconds)

The judges decided not to select a
winner in this category.

Open (60 Sec. and Over)

"Think Smart"
Auto Insurance
State Farm Insurance Companies
Needham, Louis & Brorby,
Chicago
Jack Fascinato, Hollywood

Marketing

"Duet"
Renault Dauphine
Renault, Inc.
Needham, Louis & Brorby,
Hollywood
Jack Fascinato

Robert Swanson Productions 

689 FIFTH AVENUE, NEW YORK 22, N. Y.
Telephone: MUrray Hill 8-4355



CHEERS...

We would like to thank the 1961 International Broadcasting Awards for their selection of AT & T (Gee, But It's Great; N.W. Ayer, New York, Wynn Walsh, Producer) and Heinz Cheese Soup (Maxon, Inc., Detroit, Charles Chapman, Producer) as award winners.

We are most proud of the part we played in these award winning commercials.

We are doubly proud in that this is our 17th consecutive year for placing on the awards list. We expect to make it 18 years. Won't you join us?

'Lone Ranger' Riding In Over 35 Markets

Latest purchases of "The Lone Ranger" series syndicated by TeleSynd, a division of Wrather Corp., have placed the long-time-favorite in over 35 markets with a total of some \$700,000 worth of Lone Ranger property sold by TeleSynd to date.

Newest sale was to WFIL-TV, Philadelphia, which will begin telecasting the series in March, with other major markets now carrying or soon to carry it including WABC-TV, New York; WHDH-TV, Boston; KRLD-TV, Dallas; WBAL-TV, Baltimore; WTAR-TV, Norfolk; WLWC, Columbus, O.; KFRE-TV, Fresno; WFBG-TV, Altoona; WLYH-TV, Lebanon, Pa., and WNEM-TV, Bay City-Saginaw.

Ronald Reagan To Talk On 'What Price Freedom'

Dallas — Ronald Reagan will speak on "What Price Freedom?" Tuesday at Dallas Memorial Auditorium, under the sponsorship of the Dallas Freedom Forum, a non-profit organization formed to acquaint citizens with the nature of international communism's threat.

Teacher Exec Airs Reply To Station's Editorial

Hollywood — Larry Sibelman, chairman of the Elementary Committee, American Federation of Teachers, Local 1021, was given equal air time on KNX recently to reply to an editorial by the station. Called "Retreat to Common Sense," it dealt with the recommendations made by a special committee of 16 teachers, principals and educators which have not been acted upon by the Los Angeles Board of Education.

Three Join 'Cain's' Cast For 'New Order' Episode

Jesse White, Simon Oakland and John Deerfield have been signed by MGM-TV for top roles in "The New Order" episode of "Cain's Hundred," starring Mark Richman on NBC-TV. The story was written by Fred Freiberger and directed by Tom Gries.

Americantenna Buys Wis. CATV for \$200,000

Denver — Americantenna has purchased the Wisconsin Community Antenna System, Wausau, Wis., for a price "in excess of \$200,000," according to Americantenna president Wendell Fertig.

Red Barber Conducts New Sports Series

"Sports-A-Rama," a series of special sports programs with Red Barber doing the interviews, will be broadcast monthly on CBS Radio starting April 6. Sponsor is the Gabriel Co., manufacturers of automotive shock absorbers, via Gray & Rogers, Philadelphia.

The series will highlight the most seasonal topical sports of the month, with Barber doing on-the-scene interviews with participants, coaches and personalities. James M. Dolan, CBS Radio sports director, will supervise the series.

Scotland Station Buys 'Lloyd Mangrum on Golf'

Aberdeen, Scotland—Grampian TV, here in the land where golf was born, has purchased "Lloyd Mangrum Talks Golf" from Telemat, Los Angeles. The purchase was negotiated by Charles Michelson, Inc., U. S. representative for the Scottish station.

Blyden in for Scheerer, On 2 Shari Lewis Shows

Larry Blyden will produce NBC-TV's Shari Lewis show Mar. 31 and Apr. 7, while Bob Scheerer, the show's regular producer, is away directing an upcoming "Bell Telephone Hour."

'20th Century' Slates 2-Parter on Psychiatry

The development of psychiatry in America and the major role played in it by Doctor Karl and William Menninger, heads of the Menninger Foundation in Topeka will be documented in a two-part series titled "The Age of Anxiety" on "The Twentieth Century" on CBS-TV the next two Sundays.

Brotherhood Concert Airs All-Beethoven Program

Milwaukee — WTMJ-FM will present an all-Beethoven program during its seventh annual Brotherhood Concert Sunday. The live, multiplexed stereo broadcast, co-sponsored by The Milwaukee Journal and the Shorewood (High) School, features a 65-piece symphony orchestra conducted by Dr. Julius Ehrlich and a 200-voice Bel Canto Chorus directed by James Keeley.

Kleinsinger to Compose Background for TV Play

George Kleinsinger is composing original background music for the "Breck Golden Showcase" TV adaptation of the late Maxwell Anderson's play, "Saturday's Children," to be aired on CBS-TV Sunday.

INTERNATIONAL BROADCASTING AWARDS WORLD'S BEST 60 SEC. RADIO SPOT

(Humorous)

Plus Radio Sweepstakes

Won by
SPOTMAKERS
HOLLYWOOD



DAL WILLIAMS

CHUCK STUART

FOR THE SPOT

"MAN WITH SEVEN WIVES"

Produced for
RAMBLER DEALERS OF SOUTHERN CALIFORNIA

Agency: ANDERSON McCONNELL

THANK YOU IBA FOR YOUR AWARD

We congratulate, LOU du CHARME, PRODUCER
YOUNG & RUBICAM, AGENCY
JOHNSON & JOHNSON, CLIENT

for their great award winning spot.

We're happy to be part of this winning combination.

RKO SOUND STUDIOS

A DIVISION OF RKO-GENERAL, INC.

1440 BROADWAY, NEW YORK 18, NEW YORK

Showbiz Turns Out in Salute to Cantor

More than 2,500 persons will purchase a minimum of \$1,000 each in Israel bonds to attend tomorrow's 70th birthday dinner salute to Eddie Cantor at the Hotel Fontainebleau, Miami.

Participants will include Jack Benny, Carroll Baker, Roberta Peters, Edward G. Robinson, Dick Shawn, Ed Sullivan and Sophie Tucker.

The birthday, in accordance with Cantor's wishes, will be dedicated to the 1962 Israel Bond Campaign. A goal of \$15 million has been established for the dinner as a "birthday gift" to Cantor, one of the founders of the Israel Bond Organization.

New Guidebook to Aid FM, Good Music Outlets

A new 344-page guidebook is being made available to FM and good music stations, providing a wide range of musical definitions, descriptions and identifications; brief explanations of individual works, operas and symphonies; numerous musical examples, and drawings of instruments.

Called "The Harvard Dictionary of Music," the guide is published by Pocket Books, Inc., whose Special Projects Division is offering stations special discounts and prices the guide can be used as a premium for listeners or other promotions, in addition to staff sales.

Hatch on Nat'l Accounts

Salt Lake City — KSL-TV has promoted Ken Hatch from local account exec to national account exec. He will work with both national and regional ad reps of the station, furthering strong relationships with all local contacts of national accounts.

Combo-TV Bill in Trouble

(Continued from Page 1)

Until the FCC comes to a decision on its deintermixture cases before taking action on the all-channel bill. This would undoubtedly delay action past the date when congressmen close up shop and go home to reelection.

Outright opposition to the bill came only from L. M. Sandwick, staff director of Electronic Industries Association, who said receiver manufacturers would be the first to profit from the growth and extension of broadcasting, but that such manufacturers can contribute to the development of UHF without the legislation.

Consumers would have to pay an extra \$30 for sets capable of receiving channels, which might mean a 14 per cent drop in receiver sales, loss of jobs and loss of excise tax collections by the

ABC Eyeing Tucson Rodeo

La Fiesta de Los Vaqueros, annual Tucson rodeo with cowboys competing for cash prizes, will be presented Mar. 11 on ABC-TV's "Wide World of Sports." Jim McKay, regular host for the series, and Lex Connelly, rodeo champion, will be commentators.

Among the events to be contest-

ed are bareback riding, calf roping, bronco riding, girls' barrel racing, wild horse race and other contests.

"Wide World of Sports" is sponsored by Liberty Mutual Insurance, via BBDO; Gillette Safety Razor Co., via Maxon and General Mills, via Knox Reeves.

Boston Video to Explain Parliamentary Rules

Boston—A fictional club dramatizes the means individual group members have to protect and assert their rights under parliamentary procedure on "Member's Rights" to be aired Mar. 4 on WHDH-TV's "Speak Up!"

Prof. Carroll Arnold, Cornell U. speech and drama department chairman, will be the guest-expert, joining Prof. N. Edd Miller, of the Michigan U. speech department, who serves as host.

Solon Urges Use-Fees For Shows' Recordings

Washington Bureau of RADIO-TV DAILY

Washington — Rep. Robert N. Giaino (D., Conn.), in a letter to FCC chairman Newton Minow, has asked him to recommend what can be done under existing law or new legislation to compel broadcasters to employ more talent or pay for recordings used in sponsored programs.

John Croft Appointed WFBM-TV Sales Mgr.

Indianapolis — Hugh Kibbey, general sales manager, has announced the appointment of John Croft as local sales manager for WFBM-TV. He has been a member of the local sales staff since 1955. Previously, he served as commercial manager for WJTV, Jackson, Miss.

'Freedom' TV Series Wins Anti-Red Award

Philadelphia—WRCV-TV, NBC O-O, has been named winner of the National Vigilant Patriot Award for 1961 by the All-American Conference to Combat Communism, for the station's four-program patriotic documentary series, "The Story of Freedom."

The All-American Conference, now in its 12th year, is a voluntary, non-partisan conference of several civic organizations.

Stuart Busy on 3 Jobs For Wolper Productions

Hollywood—Mel Stuart is working on three assignments at Wolper Productions. In addition to producing-directing a half-hour segment for "The Story Of" series, he is producing two hour documentary telefilms, "D-Day" and "Biography of a Movie."

CTV Pays \$400,000 For Canada Gridcasts

Toronto — The Canadian Football League has accepted the \$400,000 offer of CTV Network, Ltd., for telecasting rights to Western Conference Football games for 1962 and 1963. First option on the Grey Cup telecast for Western Canada is included.

Since CTV, through CFTO here, already holds similar rights to Big Four games in Eastern Canada, it will now be able to provide, for the first time, nationally televised Canadian professional football games employing the interlocking schedule between the two leagues.

The private network consists of four major market TV stations in the East (Toronto, Montreal, Ottawa and Halifax) and four in the West (Vancouver, Winnipeg, Edmonton and Calgary).

Canada Women Protest

(Continued from Page 1)

Women's Institutes of Canada.

The women also complain of program interruptions, a need for more educational programs, and commercials that offer premiums to children, among others.

Children's, women's, religious and agricultural programs are highly rated.

Many Thanks!
INTERNATIONAL BROADCASTING
AWARDS
WORLD'S BEST TELEVISION ID



Produced by
DALLAS WILLIAMS PRODUCTIONS
HOLLYWOOD
FOR CULLIGAN, INCORPORATED
Agency: ALEX T. FRANZ, INC.
CHICAGO

Women Probe Foreign Ads

A comparison of U. S. and foreign advertising ideas and techniques will highlight the Monday evening program for members and guests of the N. Y. Chapter, AWRT, following a buffet dinner.

Leading the discussion will be two experts from McCann-Erickson: H. Donald LaVine, creative group head for international radio, TV and cinema, and William Duffy, senior art director for TV.

Latinos to See Intertel; Production Upped

Fremantle International has signed to distribute the Intertel series of hour specials throughout Latin America, with the programs now to be seen on all six continents. The series will be dubbed into Spanish and Portuguese for sale to stations in Mexico, Central America and South America. The series is syndicated in the U. S. by WBC Program Sales, a Westinghouse Broadcasting Co. subsidiary.

Drawn from 4 Nations

Intertel, the trade name for International TV Federation—a union of broadcasters in four English-speaking nations—is currently producing programs of global scope every two months. Representing the U. S., Westinghouse Broadcasting and NET carry the series on their own stations. Alternate producers with WBC and NET are Associated-Rediffusion Ltd. of Great Britain, the Australian Broadcasting Commission and Canadian Broadcasting Corp.

Since its inception last Summer, Intertel has released four programs: "The Quiet War" and "Heartbeat of France," produced by A-R; "Postscript to Empire," produced by WBC and NET, and "Don't Label Me," produced by CBC. Upcoming later this month is "Forty Million Shoes," a second CBC production. Beginning with these five documentaries, in which one nation examines another, Fremantle will syndicate the first full cycle of 12 programs.

All Sections Represented

The revised programming schedule, as announced by the Intertel Council, includes an examination of Turkey under its new leaders; "America Abroad," a study of American aid in action in Cambodia, South Vietnam, Pakistan, and Ghana; integration in the U. S. as it looks to reporters outside the USA; "Living with a Giant," an examination of Canadian-American relations; a report on the changing face of Mexico, and "The Last Paradise," a realistic closeup of Tahiti.

HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Yvette Mimieux makes her television debut Mar. 19 when she appears on Arthur Freed's "Hollywood Melody" on NBC-TV, teamed with Richard Chamberlain, Nanette Fabray, Shirley Jones and Donald O'Connor. The talented young actress has won acclaim for her performances in "The Four Horsemen" and "Light in the Piazza."

A special ARB coincidental survey taken last Tuesday from 8 to 9 a.m. revealed that, during this one hour, more than 2,226,000 TV viewers in Southern California were watching the orbit shot. Forty per cent of the television homes had their sets in use.

The KHJ-TV telecast of the Los Angeles Lakers-Boston Celtics basketball game last Sunday afternoon came up with top spot in a special ARB survey with an 8.0. That night "The Silver Chalice" came up in No. 2 position, with a 17.0 rating. Which proves again top sports events and first rate movies will attract big audiences.

★ ★ ★ ★

• • • Wendell Noble, featured on KABC, filled his 600th speaking date yesterday when he addressed a Freedom Rally in Encino Park . . . ABC's "Flair" this weekend will feature overseas reports by correspondents in Chile, Africa, Italy and the Orient.

KRLA won a commendation from the City Council for heroic service to the community during the recent rainstorms. The resolution lauded the entire broadcasting industry in Southern California, and KRLA in particular for public appeals and warning that undoubtedly saved many lives and prevented much property damage.

The Los Angeles City Council will also present a resolution Monday to Alan Young for his contribution to wholesome family entertainment through his "Mr. Ed" series on CBS-TV. The series is directed and produced by Arthur Lubin.

President Bernard Cirlin of Transis-tronics, Inc., has elevated Donald E. Hassler to sales and marketing manager . . . KHJ-TV will show the Grand Prize Winner of the Venice Film Festival, "Aparjarito" tomorrow night at 9 p.m.

★ ★ ★ ★

• • • Singer Kenny Roberts makes his debut as a dramatic actor with a guest star role in "A Piece of Tommy Minor," episode of "Surfside 6." He has been optioned to a term contract at Warner's, where the ABC-TV show is filmed . . . John Willis, KHJ-TV director of news, plays a newscaster in "I Was a Spy" for GE Theatre, starring Ronald Reagan and Jeanne Crain . . . Ann Barton, Fird Rainey, Bert Freed, Wally Rose and Robert J. Stevenson have been set by Jules Bricken for "Return to the City" segment of "Dateline: San Francisco" at 20th-Fox Television. Series has resumed production in the Bay Area following a six day delay occasioned by the recent rains.

★ ★ ★ ★

• • • Carol Lawrence has been inked by producer George Leferts for the title role in "The Indiscriminate Woman," one hour Purex daytime special to be aired on NBC-TV March 15. Dane Clark and Alex Davion co-star.

Round-Up of UN News In Weekly Stereocasts

"UN Review," a weekly news program broadcast directly from the UN building, will be heard every Sunday afternoon, in stereo, on WTFM.

According to David H. Polinger, director of Friendly Frost Broadcast Division and general manager of WTFM, the program will include taped excerpts of speeches made in the preceding week by delegates.

Daytime Limit Sought In New House Bill

Washington Bureau of RADIO-TV DAILY Washington—Rep. Joe L. Evins (D., Tenn.) has introduced a bill to permit daytime-only radio stations to operate at the minimum from 6 AM to 6 PM.

Manson to Write Suite On U.S. Route 1 for NBC

NBC has commissioned composer-conductor-arranger Eddy Manson to compose and conduct "U.S. 1 Suite," based on people and places along U. S. Route #1 from the northernmost tip in Key West.

The music will be background for the forthcoming Mar. 29 spectacular, "U. S. 1, American Profile," starring Van Heflin. Lou Hazam is the producer.

Manson's suite, to be composed for brass ensemble, woodwinds and percussion, will be performed by top artists. The scope is wide since the music has to dramatize events that occurred over a 100-year period, as well as events that may occur.

Shari's 'Folks' Ring Up Sales

More than a million sales of Shari Lewis puppet characters—Lamb Chop, Charlie Horse, Husk Puppy and Wing Ding—are leading sales of Shari Lewis—licensee merchandise this year. More than 50 types of toys, clothes and accessories are currently on the market.

The manufacturer, Ideal Toy Corp., which spends \$2-3 million for advertising yearly, sold the entire supply of puppets without ads, so great was the demand, a spokesman said.

"The Shari Lewis Show" is broadcast in color Saturday mornings on NBC-TV.

'Perspective' Follows MacArthur's Career

A candid portrait of Gen. Douglas MacArthur will be presented Friday on "The General," third WOR-TV "Perspective on Greatness" presentation. Series producer is Hearst Metrotone News, and the sponsor is Lieberman Breweries, via J. Walter Thompson.

The hour documentary will trace MacArthur's 52-year military career through his dismissal by President Truman in the Korean War.

Producer for Hearst Metrotone is C. B. Stratton. Writer is Cloyd Aarseth, and director, John Michon. Narrator is Louis Van Rooten.

Station, Sponsor Cited For Video Opera Series

"The Golden World of Opera," a series of 90-minute filmed operas presented Sundays on WOR-TV, New York, with commentary in English, has been singled out by the Italian Historical Society of America "in recognition of outstanding achievement in TV cultural entertainment."

The society presented citations to Hathaway Watson, vice president in charge of broadcasting for RKO General, owner-operator of WOR-TV, and Bruno Morel, president of Distillerie Stock, U. S. A., sponsor of the series, in on-air ceremonies on the station.

Hanson & Schwam Form Personal Mgmt. Division

West Coast Bureau of RADIO-TV DAILY

Hollywood—Hanson & Schwam, PR firm, has formed a personal management subsidiary, H.&S. management, to function concurrently with the parent company. VP Gene Schwam will head up the new division, with Addie Hanson as president of both concerns. Both execs soon will go to New York to open an East Coast office.

Mike Shapiro Heads Media Uses Panelists

Dallas—Mike Shapiro, general manager of WFAA-AM-FM-TV,



SHAPIRO

will head a panel of newspaper and broadcasting executives in a discussion of mass communications Sunday on WFAA-TV's "The Human Ingredient." Joining him in talking about "Mass Media-ness Attitude?" will be Boyd Kelly of KRRV, Sherman, and Bill Smith, managing editor of the Fort Worth Star Telegram.

The 30-minute program will feature an informal exchange of ideas between the panelists with each guest talking about his specific area of the communications media.

"The Human Ingredient," presented by WFAA-TV and the National Conference of Christians and Jews as a public service, features weekly panel discussions with outstanding leaders from the fields of religion, education, business and community affairs.

CBS Philharmonic Show Has VOA Music Chief

Harold Boxer, chief of the music branch of the VOA will be the intermission guest on the CBS Radio broadcast of the New York Philharmonic tomorrow in observance of the 20th anniversary of the VOA, which has transmitted the CBS Radio broadcasts of the Philharmonic to all parts of the world.

AGENCY NEWSCAST

By SHELBY COOPER

"Creativity in broadcast sales must begin and end with knowledge of the medium and its strengths and weaknesses." This is the firm belief of a 'front-line' adcaster, Ed Herlihy. "Even a brilliant idea, if unrelated to what the cameras can do, is of doubtful value," he opines.

Considered one of America's best broadcast salesmen, Herlihy is announcer for Kraft Food's Perry Como show and for Rambler automobile's radio show "Monitor." He expressed his views at the annual meeting of the South-East Conference of the 4A's in Atlanta, where he was honored guest speaker.

Marcus Advertising, Cleveland, has formed a PR affiliate, Curtiss & Marcus, with Sandford Curtiss as president and other principals Donald and Marvin Marcus. . . . Nancy Tomich, of Belleville Township High School took first prize in the Women's Advertising Club's high-school editorial contest in St. Louis. Prize was an engraved golden plaque, donated by station WIL and presented by Harriet Baker, the club's administrative assistant. Topic of Miss Tomich's essay was "Advertising and the Free World."

Albert Romano has joined Corbett Advertising, Columbus, O., as copy writer. . . . John Meskill is leaving McCann-Marschalk to assume the post of media director at Donahue & Coe. Also at Donahue & Coe, Peter Dalton is being elevated to position of associate media director. He has been with the firm for three years.

In observance of National Pen-

Thought for Today

"Many ads today fail to use effectively the creative ingredient of truth, and when they omit this ingredient they subvert function and the form the ad takes is essentially empty. A radical change in the form does not change the function—to persuasively inform and thereby make known a truth."

—Kensinger Jones

Senior VP-Creative Director
Campbell-Ewald

eil Week, Feb. 26 to Mar. 3, "Captain Kangaroo" today will display an unusual variety of pencils on his show. . . . Marvin I. Gold and Kelly O'Neill have been named ad director and assistant media supervisor respectively of Gardner Advertising, St. Louis. . . . TWA, via Foote, Cone & Belding is picking up sponsorship of Tuesday and Thursday night editions of "11th-Hour News" on WNBC-TV.

Hart Advertising, St. Louis, has been appointed to handle all advertising in the new International Airport at New Orleans by the New Orleans Aviation Board. . . . The Hollywood Ad Club luncheon this week heard a discussion of the Irvine Ranch residential development in Orange County by Charles S. Thomas, president of Irvine and former secretary of the Navy.

30 Ill. Groups Slate Pubserv Workshop

Chicago—In one of the first attempts by a state to develop grassroots' interest in action concerning the TV industry, some 30 statewide groups will sponsor an all-day workshop on "Broadcasting in the Public Interest" Mar. 20 at the LaSalle Hotel. Aimed at providing a better understanding of TV in everyday life, it will delve into how the industry operates and how it is regulated by itself, the government and the public.

Participants will study ways of making local action felt, and the establishment of criteria for serving the "public interest, convenience and necessity." The meetings and a luncheon will be open to the public. Host for the workshop—an outgrowth of recommendations for follow-up to the White House Conference on Children and Youth—is the Statewide Cooperating Organizations Committee of the Illinois Commission on Children.

Speakers will include FCC commissioner Robert E. Lee; TIO director Louis Hausman; NAB Code director Robert D. Swezey; A. C. Nielsen Co. VP William S. Ahrensbeck, and Janet Kern, former radio-TV columnist of the Chicago American. Workshop chairman will be Henry H. Mamet.

Montana Brewer Backs 'Big-Time Wrestling'

Great Falls, Mont.—"Big-Time Wrestling," produced by Foothills Athletic Club, Calgary, Alberta, is now being seen live at KRTV every Saturday. Sponsor is Great Falls Brewing.

Radio, TV Industry News Flashes from Coast-to-Coast

Joyces Name Gaughran

Waterbury, Conn.—Ken Gaughran, DJ-program director of TWCO and head of Ken Gaughran Productions, has been named publicity and news director of the 1962 Connecticut Junior Chamber of Commerce State Convention to be held here May 4-5.

More Weather on WRC

Washington, D. C.—WRC has expanded its weather coverage with the addition of a program at 1:05 PM, Monday-Friday. Frank Hoffrester, professional meteorologist, will limit this report to the regional weather picture and local forecast.

Wins 3 NPPA Awards

Houston—Two news film reporters of KPRC-TV, Chuck Pharris and Tom Jarriel, have won

three major awards in the annual nationwide competition conducted by the National Press Photographers' Association.

Jordan at KBOX

Dallas—Charlie Jordan, Jr., son of the late radio station owner and executive VP of the Texas State Network and KFJZ, Ft. Worth, is the new sales manager for KBOX.

Representing WRGB

Schenectady—Laurence E. Nyland has been appointed WRGB sales rep. He was formerly with the Schenectady Union Star as manager of that paper's general advertising.

Pick Operations Mgr.

Cincinnati—Jack Remington has been appointed operations

manager of WKRC, replacing Paul Shumate who has resigned. Remington joined the station in 1949 as an announcer.

KELP Help

El Paso—New staff members of KELP are Dennis Forsyth, Jack Devore and Jim Street. Charlie Russell has replaced Mike Hunter as program director. Hunter left the outlet to join WCOP, Boston.

KGGK-FM on Stereo

Hollywood—KGGK-FM, Garden Grove, Calif., is now broadcasting in multiplex stereophonic sound from 7 AM to midnight, seven days a week.

Gets KTRH Air

Houston—The "Bob Everson Show," which made its bow here

originating from the Esquire Club, is being aired on KTRH Monday-Saturday.

Miller to Sales

Minneapolis—Robert L. Miller has been appointed to the WTCN sales staff. Miller has been a member of the station's promotion department since last August, and before that was on its production crew.

WIL Sales Exec

St. Louis—Tom Heapes has joined WIL as account executive.

Americanism Applauded

Monroe, La.—KNOE-TV has received a plaque from the Chamber of Commerce in recognition of a number of programs of Americanism telecast by the station recently.

WOR



Thomas A. Edison on the occasion
of his first radio broadcast.

Now celebrating
its 40th anniversary,
WOR RADIO
continues to be
the *first* choice
for news and
personality programming
...listened-to by
more people
than any other
New York station.

WOR 710

fm 98.7 / An RKO General Station



Established February 1945

VOL. 90, NO. 38

MONDAY, FEBRUARY 26, 1962

TEN CENTS

CHI. BACK-DOOR INVASION FEARED

BRITISH STRIKE IMPERILS \$5.5-MIL. NEW PROJECT

Special To RADIO-TV DAILY

London—Equity's strike against independent TV companies, now in its fourth month, threatens to stop the Independent Television Corp.'s \$5,500,000 British production Schedule for the year.

Leslie Harris, ITC's production chief, revealed that the strike had already resulted in abandoning an "important color pilot" and cancelling of a new series. He said that unless the Equity strike were over by Easter, ITC would have to re-arrange its production schedules. This is likely to result in co-production deals with German and Italian companies and could lead to ITC's re-activating

(Continued on Page 9)

Ward Pair Due Home With Blighty's Silents

Bill Scott, "The Bullwinkle Show" co-producer, and Eddie Gifford, Jay Ward Productions sales rep, are due here today following a weekend trip from Hollywood to London to buy early English silent movies for the "Fractured Flickers" series.

Canada Due for Color In '63, RCA Exec Says

Montreal — Pointing out that the demand for color TV in Canada is growing rapidly in those areas where U. S. stations can be picked up, RCA Victor general manager Carl Whitaker, chairman of the color division of the Electronic Industries Association, has predicted that some Canadian stations may begin broadcasting next year. At least 10 Canadian stations are now equipped to telecast in color—CTO-TV, Toronto, and CFPL-TV, London, Ont.

NEW YORK WINS HERCULEAN JOB

40 Top Animators Sign For "Mighty H." Output

Trans-Lux Television Corp. has decided to produce its new \$1,500,000 "Mighty Hercules" cartoon package in New York, Richard Carlton, vice president, informed RADIO-TELEVISION DAILY over the weekend. It is slated for general release in 1963 under the aegis of Adventure Cartoons for Television, Inc.

European capitals and Hollywood

(Continued on Page 3)

WGN Gets Gold Mike At Pioneers' Banquet

A capacity turnout of 650 members of broadcasting and its allied fields was reported last night at the Latin Quarter, New York, for the second annual "Mike Award" banquet of the New York Chapter of the Broadcast Pioneers.

The "Mike Award," a gold-plated actual "ribbon" microphone of the pioneer radio days, and its accompanying plaque was

(Continued from Page 2)



QUAAL

Costs, Programming Held Key to Success For UHF Operations

Washington Bureau of RADIO-TV DAILY

Washington — To succeed, UHF must have lower rates, less expensive production, smaller operating staffs and programming which would influence people to buy readily available UHF receivers, the FCC was told at the weekend deadline for filing comments in its proposed sets of rule-making aimed at "encouraging"

(Continued on Page 10)

Richard Moore Resigning From KTTV for Pay-See

West Coast Bureau of RADIO-TV DAILY

Hollywood — Richard A. Moore, president of Times-Mirror Broadcasting Co. and chief executive of KTTV for the past ten years, has announced he will leave his position Mar. 1 to develop and operate pay-TV franchises in Los Angeles and other major cities.

Bristol-Myers Sponsors Glenn Parade Coverage

Bristol-Meyers, via Ogilvy, Benson & Mather, is sponsoring complete NBC-TV coverage of the arrival in Washington today of Lt. Col. John H. Glenn, Jr., his reception at the White House and subsequent parade down Pennsylvania Avenue.

Assurances by Lee Can't Allay Concern Over Program Rule

Mounting fear was plainly evident in leadership levels of the entire broadcasting industry that the FCC's surprise announcement of a public hearing in Chicago Mar. 19 is in reality "another back-door" attempted entry to program control by the commission.

The latest concern was seen as a part of the FCC's "creeping invasion" tactics—this despite assurances by commissioner Robert E. Lee that no subpoenas will be issued and nobody's license is in jeopardy.

Deep, dark implications were (Continued on Page 3)

Film Rentals Deductible, Revenue Service Decides

Washington Bureau of RADIO-TV DAILY

Washington — The Internal Revenue Service has ruled that the total rental costs of TV films, paid by a TV station under a rental agreement which permits the station to show the films over a limited period of time are deductible for tax purposes.

WNTA Sale Approved

Washington Bureau of RADIO-TV DAILY

Washington — The FCC on Friday approved sale of WNTA AM-FM, Newark, N. J. by National Telefilm Associates to Bergen Broadcasting Co. for \$2,500,000.

Tobacco Stain Blurb Okay

Washington Bureau of RADIO-TV DAILY

Washington—A Federal Trade Commission hearing examiner has ruled that TV commercials for Pepsodent toothpaste, depicting its capacity to remove tobacco smoke stain are not deceptive. Complaint had charged that the demonstration is not valid for proof of Pepsodent's ability to remove accumulated tobacco stain from teeth. Hearing examiner Harry R. Hinkes said that at no point did the commercial mention accumulated stains and that the models used in the demonstration appeared to have clean teeth before they used Pepsodent.

BROTHERS 4! TONIGHT ON 'PM' STARRING MIKE WALLACE





Established Feb. 9, 1937

Vol. 90, No. 38 Mon., Feb. 26, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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REAU: Glenn F. Ireton, Manager. Office: 58
Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone
46-4324.

Tokyo System Buys 2nd CBS News Run

Special To RADIO-TV DAILY

Tokyo — Tokyo Broadcasting System has purchased a second weekly news and news-background series, "Documentary of the 20th Century," from CBS Films.

The new series will be sponsored by Denki Onkyo Co., electronic equipment manufacturer, and will consist of selected programs from "CBS Reports," "Eyewitness," "Air Power" and "20th Century," plus current newsfilm footage.

KOOL Promotes Three

Phoenix — KOOL Radio Television, Inc., has named Leslie Lindvig and Mrs. Emma Williams VPs, and VP Homer Lane general manager. Lindvig is sales manager; Mrs. Williams, corporation secretary.

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

WTIC Exec Marks 40th Traveler Year

Hartford, Conn. — Walter Johnson, vice president and general manager of the Travelers Broadcasting Service Corp., owners of WTIC-AM-FM-TV, is celebrating his 40th year with the Travelers—giving him a three-year edge on WTIC, which is marking its 37th anniversary this month.

This paradox results from the fact that the broadcasting service is owned by the Travelers Insurance Co. and Johnson started there as a clerk in the indemnity underwriting department. Three years later he was appointed WTIC's first announcer because his boss thought he sounded good on the telephone.

Johnson became WTIC sales manager in 1939, assistant general manager in 1942, was elected to his present post in 1957. Reminiscing on radio's early days, Johnson says "I think the silliest rule was that announcers had to wear tuxedos every night during broadcasts."

Gale Gordon Plays Role In 'Dennis the Menace'

Gale Gordon has been signed for a running lead in "Dennis the Menace" on CBS-TV for the rest of the season. Joseph Kearns, who played Mr. Wilson, died Feb. 17. Producer Winston O'Keefe said that Gordon would not replace Kearns' role, but will play Wilson's brother.

Defense Chief Reports On America's Muscle

America's progress in providing a flexible defense force will be reported from the Pentagon by Defense Secretary Robert S. McNamara on WPIX' "The Big Picture" Mar. 4. Walter Cronkite will be the narrator.

Frank Sinatra to Emcee Milestone Awards Dinner

West Coast Bureau of RADIO-TV DAILY
Hollywood—Frank Sinatra will emcee the Screen Producers Guild's 10th annual Milestone Awards Dinner Sunday at the Beverly Hilton Hotel here. Frank P. Rosenberg will be dinner chairman. Annual awards will be made to producers of the best TV and theatrical films produced in 1961.

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

COMING AND GOING

SID GINSBERG, production head of Trans-Lux TV Corp., has left for the West Coast to confer with Rick Spalla about production on the "Guest Shot" series.

H. JEFF FORBES, president and executive producer of Forbes and Associates, in New York this week to discuss international syndication of "Vignettes by Vincent."

MONIQUE VAN VOOREN leaves Wednesday for Los Angeles, for personal appearances and a TV guest shot on a panel show, "Your First Impression."

TOMMY COOPER, British TV comedian has arrived in New York from London by BOAC.

MAURIE WEBSTER, CBS Radio VP and general manager of CBS Radio Spot Sales, back in town after three weeks of business on the West Coast.

HELEN CHIOTES, program coordinator for CBS-TV press information department, has returned from a Caribbean cruise.

ROSE MARIE O'REILLY, manager of ratings for the CBS-TV Network, has left for Puerto Rico on vacation.

NAACP Guild Lauds WLIB

WLIB's community service programming won the first award ever given by the Metropolitan NAACP Women's Guild for "enriching our community by dedication to our ideals."

WLIB claims it was the only New York station to accompany Borough president Edward Dudley and New York City building commissioner Harold Birns on a tour of Harlem slum areas. The taped tour was aired in prime time.

'Mike Award' to WGN

(Continued from Page 1)

awarded to WGN, Inc., Chicago, "for distinguished contribution to the art of broadcasting." Accepting the award for WGN was Ward L. Quaal, the station's executive vice-president and general manager.

The prize went to WGN, only several weeks prior to its 38th birthday, March 24.

Listed among the guests were FCC Commissioners Robert T. Bartley, John S. Cross, Frederick W. Ford, Rosel H. Hyde, Robert E. Lee and NAB president LeRoy Collins.

Proceeds of the affair, go to the Broadcasters' Foundation, Inc., started in 1960 for indigent broadcasters. Arthur Simon, advertising manager of RADIO-TELEVISION DAILY, is the Foundation's president.

'Flair' Devotes 1 Day To Fashion's Aspect

ABC Radio's "Flair" has scheduled a "Flair All-Fashion" for Apr. 11, it was announced by producers Clark Andrews Warren Somerville.

Edith Head, chief costume signer for Paramount, will appear on the program along with "Flair" "regulars" who will discuss various aspects—both serious and humorous—of the fashion industry.

The producers indicated that favorable response "Flair" received as the result of the experimental "Food Day" program, 31 has caused them to plan programming of special shows a once-a-month basis.

**COVER
AUGUSTA, GA
AREA with
WRDW-TV
Ch. 12**

**get SHOPPER-TOPPER
MERCHANDISING**

Select any program or spots from WRDW-TV available on a 13-week budget, and SHOPPER-TOPPER MERCHANDISING service is yours! WRDW-TV—serving a million people—is the only area station with SHOPPER-TOPPER!

SHOPPER-TOPPER guarantees

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- in-store displays, placement of point-of-sale material, shelf stocking, checks with competitors in 32 high volume supermarket markets
- product highlighting on WRDW-TV
- activity report every 13 weeks

For rates and avails:
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20 Sales-Problem Clinics on Agenda of TvB

Hartford First Site, Slated for Canada

Beginning in Hartford, Conn., on May 2, the TvB is planning to hold 17 sales clinics the U. S. and three in Canada in 1962.

The agenda, devoted to solving local sales problems, is based on a survey of TvB members on the content of clinics in preceding years. Subject rated best was how to determine a store's advertising budget for TV," followed by "The Progress of Discontent," the Pepsi-Cola film, "Why couldn't I Stick with Newspaper?" and "Value of Summer Advertising."

Preferences Differ

Sales managers attending previous clinics rated the newspaper of greatest value, while the preference of salesmen was "The Progress of Discontent."

The 1962 clinics will again include a session for local advertising. A portion of last year's clinics which resulted in a number of leads through station follow-ups. The 1962 advertiser-session will be directed to local advertisers—doctors, banks, auto dealers, service people, etc.

Daniel Kops Helming New Haven United Fund

New Haven — Daniel W. Kops, president of WAVZ, has been named president of the United Fund of Greater New Haven for 1962.

In recent years Kops has served extensively as a United Fund board member, budget-committee chairman and VP.

Hercules' to New York

(Continued from Page 1)

They were first considered for the 130 five-and-a-half minute air cartoons before the final decision came to base production in New York. Carlton said space had just been signed in Mid-Manhattan for a staff of more than 40 persons, including top animators. A national ad campaign on the series is timed to start with initial screenings of the pilot Mar. 5. News of the advance "Hercules" sale to WPIX already has stirred efficient industry interest to warrant new projections of a total of 195 cartoons by '63, it was learned.

"Hercules" is the creature of cartoonist Moe Leff's pen. The character is known for his work on "I Love Abner" and his origination of Humphrey Pennyworth, Jerry the mouse and Little Max.

Roger Carlin is executive producer, Joe Oriolo, producer, and Arthur Brooks, production coordinator.

MacDonald Applying For Miami's Ch. 10

Miami—William B. MacDonald, Jr., Miami civic leader, has joined forces with Walter Koesler, former general manager, Eleanor Larsen, former program chief, and William Needs, former chief engineer, of Public Service TV, Inc. (former operator of Chan. 10), to create the new South Florida TV Corp.

The MacDonald group will apply to the FCC for the Channel 10 license.

Under the latest Communication ruling, WLBW-TV, owned by the estate of L. B. Wilson of Cincinnati, current operators of Channel 10, also must apply for a license by Mar. 20. WLBW-TV is currently operating under a special temporary authority.

Texas Channel Studies Safety Factors in Cars

Dallas—How safe is your family car? To answer this question, WFAA special events director John Davenport called in top vehicle safety engineers from Detroit to appear on "Design For Safety," WFAA-TV's third "Crime on Wheels" documentary, presented in cooperation with the Citizen's Traffic Commission. A tour of the Ford Motor Co. assembly plant here and the General Motors plant in Arlington illustrated built-in car safety.

Chi. Hearings Stir Industry

(Continued from Page 1)

seen through the commission's announcement, which is believed certain to bring out the Windy City's complement of self-proclaimed do-gooders and embittered critics—just as the hearings "circus" did in New York last Summer. Questions such as "what have you done to satisfy community program needs?" are in reality of the can't-win type, like the yellow journalist's "when did you stop beating your wife?" variety.

Lee and Aide in Chicago

The hearing will be conducted by Lee and his assistant, Arthur Gladstone, and its length will depend on how many write the FCC requesting to be heard. An effort will be made to wind it up within five days, said Lee, who pointed out it will be "the first of its kind in recent commission history. We . . . will determine its desirability and efficacy for use in selected future situations."

Lee said Chicago was selected as the hearing site for two reasons: "First, a large city presents

NEW ORLEANS CHANNEL IN 3RD MARDI GRAS YEAR

New Orleans — WDSU-TV will begin live coverage of the Mardi Gras celebration in Friday for the third consecutive year, featuring colorcasts of four of the eight carnival parades to be aired, plus two special programs on Mardi Gras night, Mar. 6. The colorcasts, all remotes, will be aided by NBC and RCA, who are sending their mobile color unit here for the festivities.

TV Promenade Pecks At Spring Fashions

Los Angeles—What the up-to-date man, woman and child will wear this Easter and through the Spring will be displayed on KTLA's "Spring Fashion Promenade" on Thursday. Bea Canterbury Wile, Bullock's Downtown fashion coordinator, will be commentator on the half-hour program.

Stations 'Build Radio' Drive in High Gear

Washington Bureau of RADIO-TV DAILY
Washington — More than 1,400 radio member stations of the NAB currently are participating in its "Build Radio With Radio" campaign.

The drive is designed to promote active use of radio to acquaint the public with the medium's service. John M. Couric, NAB manager of public relations, said the current peak support was reached earlier this month. The continuing campaign, now in its second year, has offered 18 different sets of spot announcement packages free of charge to NAB member stations.

Festival Story Slated

One special will be on "The Reign of Rex," story of Mardi Gras Day as seen through the eyes of Rex, king of the revelry, with the filmed program eyeing him from his pre-dawn breakfast until late at night. This will be followed by "The Meeting of the Courts of Rex and Comus," a colorcast of the traditional finale of Mardi Gras, ending the season of revelry and ushering in the solemnity and fasting of Lent.

On-air host for the parades will be Mel Leavitt, WDSU-TV special programming director, assisted on Mardi Gras Day by Bob and Jan Carr who conduct the weekday morning show, "Second Cup." "Meeting of the Courts" host will be Gay Batson.

WGNU Will Sponsor Miss U.S.A. Candidate

St. Louis—Radio station WGNU, in nearby Granite City, will sponsor a local candidate in the forthcoming national Miss USA Pageant. She will be chosen in the St. Louis regional finals, to be carried on KPLR-TV here.

WKNU owner Chuck Norman will be the host on the KPLR-TV beauty pageant show.

WABC Joins in Fighting Teenage Drug Addiction

WABC has joined the fight against teen age drug addiction currently being waged in New York by the Committee of 500. The station is airing frequent announcements by members of the committee asking its listeners to sign petitions which urge Gov. Rockefeller to support the committee's legislative program to relieve the narcotics problem in New York.

NEW WAYS FOR NAUGHTY NABOBS



As one who was raised in Connecticut and New York, I still cling to certain Puritanical views. Among these is the belief that a man on a business trip to a city away from his home should try to conduct himself as he would in his own home town. But alas, very few of the television Nabobs who commute between New York and Hollywood share my views. As a result, they provide our local citizenry with a lot of laughs, and generally succeed in bringing shame upon those of us who, in better days, bragged about our Eastern background.

Well, all is not lost. After an extensive survey that lasted a full 10 minutes, I have been able to collect and pass to our New York colleagues the following excerpts from a book which will never be published, and is therefore a cinch to be made into a Hollywood film:

1) Upon checking in at your favorite Hollywood hotel, please DON'T try to pass off your luscious airline conquest as your secretary; or worse, as an important client. This jazz will only embarrass the desk clerk, and will have the bellboys too busy tittering to attend to their chores. Just register the girl under her real name and tell the clerk she's your guest, and nobody will bat an eyelash.

2) DON'T order your assistant to pick up your luggage until you're positive that EVERYBODY in the lobby is looking! This town appreciates people who play to a full house, but it doesn't care for wasted histrionics.

3) DON'T preface your cocktail order with trite expressions like "Well, since this is a special occasion . . ." If you drink—drink. If you're a lush, you'll be in good company. Many of our best known Hollywood Hillbillies haven't touched water since baptism.

4) DON'T have your assistant page you at the Brown Derby more than 7 times in 15 minutes. You're safe at 5 page calls, and only 3 will definitely stamp you as a man of enviable restraint.

5) Upon being introduced to a new face, DON'T say: "I certainly envy you, living and working in this happy haven of creativity." The Hollywood Hillbilly translates any statement resembling a compliment as follows: "This weirdo couldn't find his way home in a Secret Service car. And I wouldn't hire the miserable wretch for 5 minutes, even if I could afford his price tag."

Come to think of it, maybe that book WOULD sell a few copies.

—JACK DOUGLAS

Adv.



By TED GREEN

• • • Max Richard has completed a live miniature musical industrial show for Enjay Chemical Co. and Butyl Tires, which opens Thursday in Cleveland and will tour 26 cities. Appearing will be Lola Fisher, who starred in New York and Russia in "My Fair Lady," and Presky Masker of "Li'l Abner" fame . . . Tribute was paid to a distinguished musical figure yesterday when WRFM presented "Memorial To Bruno Walter." . . . Looks like 18-year old Mike Clifford, who registered so well on the Ed Sullivan Show earlier this season, has a big winner in his Columbia disc, "Mary, Mary." Ed ought to ask him back on the show to sing it . . . William Redfield, appearing in "A Man For All Seasons," will discuss the current Broadway season tomorrow when he guests with Elizabeth Morgan on WNTA.

☆ ☆ ☆ ☆

• • • Four audio tape machines recording special material for NBC Radio's coverage of astronaut Glenn's orbital flights were in continuous operation from 6:30 AM last Tuesday. After about seven hours, they became heated beyond the safety point and large electric fans had to be brought in to cool them off . . . Pate Trese, news writer for NBC's Gulf Instant Specials, who has been in Cape Canaveral on the man-shoot, has a new book out called "Penguins Have Square Eyes."

☆ ☆ ☆ ☆

• • • Meet: Bill Andrews, president of the newly formed Video House, Inc., distributor of syndicated series, is high on "Out of the Inkwell," 100 new five-minute animated cartoons created by animation pioneer Max Fleischer. The current series introduces several exciting characters and all new situations and features the many voices of Larry Storch. Series is produced by Hal Seeger and directed by Myron Waldman. Andrews comes to Video House after eight years in domestic syndication, during which he was syndication VP for Independent Television Corp. and a sales exec with Ziv TV programs. He spent many years on the West Coast before moving East with ITC as sales manager. A native of Chicago, he calls Oregon his home but resides with his wife and three children in Greens Farms, Conn. Bill served with the U. S. Navy for three years during World War II, much of it in the Pacific theater, and later began his TV career with KPTV, Portland, Ore., as an account exec.



ANDREWS

☆ ☆ ☆ ☆

• • • Word of Mouth Dep't—Bernie George working up a great take-off on the space flights. This guy's uncanny. Bernie's not only an excellent voice thrower, but does trick voices and impersonations as well . . . Tony Marvin, former long-time Godfrey associate, is hopeful of returning to network TV next season. Meanwhile he's keeping busy on Mutual Radio . . . Louis Armstrong is up for a Congressional medal . . . It's a good bet that Dave Garroway will be back on a major TV net next year. He's been huddling with ABC . . . Here's a new twist: actor-announcer Allen Swift, has been commissioned to do the voice of an English announcer for a Brylcreem commercial, to be heard in England!

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• • • Song favorite Fran Warren is scheduled to take a walk down "Memory Lane" on Joe Franklin's ABC-TV tomorrow, the day before she inaugurates the Roundtable's new King Arthur Room "Star Policy" . . . The British certainly have a sense of humor, as the description of a lead character for a projected J. Arthur Rank TV series will attest: "He looks like William Holden, has the approach of James Garner and the cockiness of Bobby Darin. But he doesn't drink, inhale opium or chase more than one girl at a time!" . . . That was Selma Diamond, ace of Goodman Ace's writing staff for Perry Como, busily scribbling away some funny goodies for Goody while sampling the goodies at Mama Goldberg's East . . . Micki Marlo of Jan Murray's "Charge Account" TVer likes to hide away at the Punjab in Greenwich Village and sample the exotic dishes.

From the desk of
PIERRE WEIS

ECONOMEETV

I have some very exciting news that I know will interest you.

You know one of the most difficult achievements in our industry is the making of a hit comedy series.

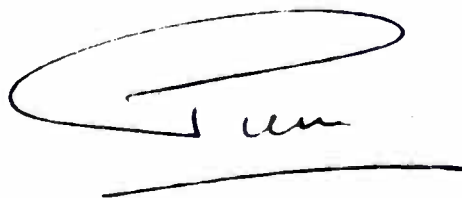
It takes years of blending the right ingredients - a charming and witty lead - the best comedy writers - and spare no dollars on production - to come up with a smash.

This successful combination is rare - so rare that the industry is lucky to have one series a season that falls into this class.

But right now, we have the only one available this season! A fresh off the network hit situation comedy available for re-run.

I know you will be as enthusiastic about this series as I am and that you will mail the attached card so that we can rush you all of the details.

Cordially,



P.S. Call me collect if you want to start immediately.

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THIS SEASON'S ONLY

Available Now!

93 sparkling, witty half hours!

THE ANN SOUTHERN SHOW

Hilarious situation comedy!

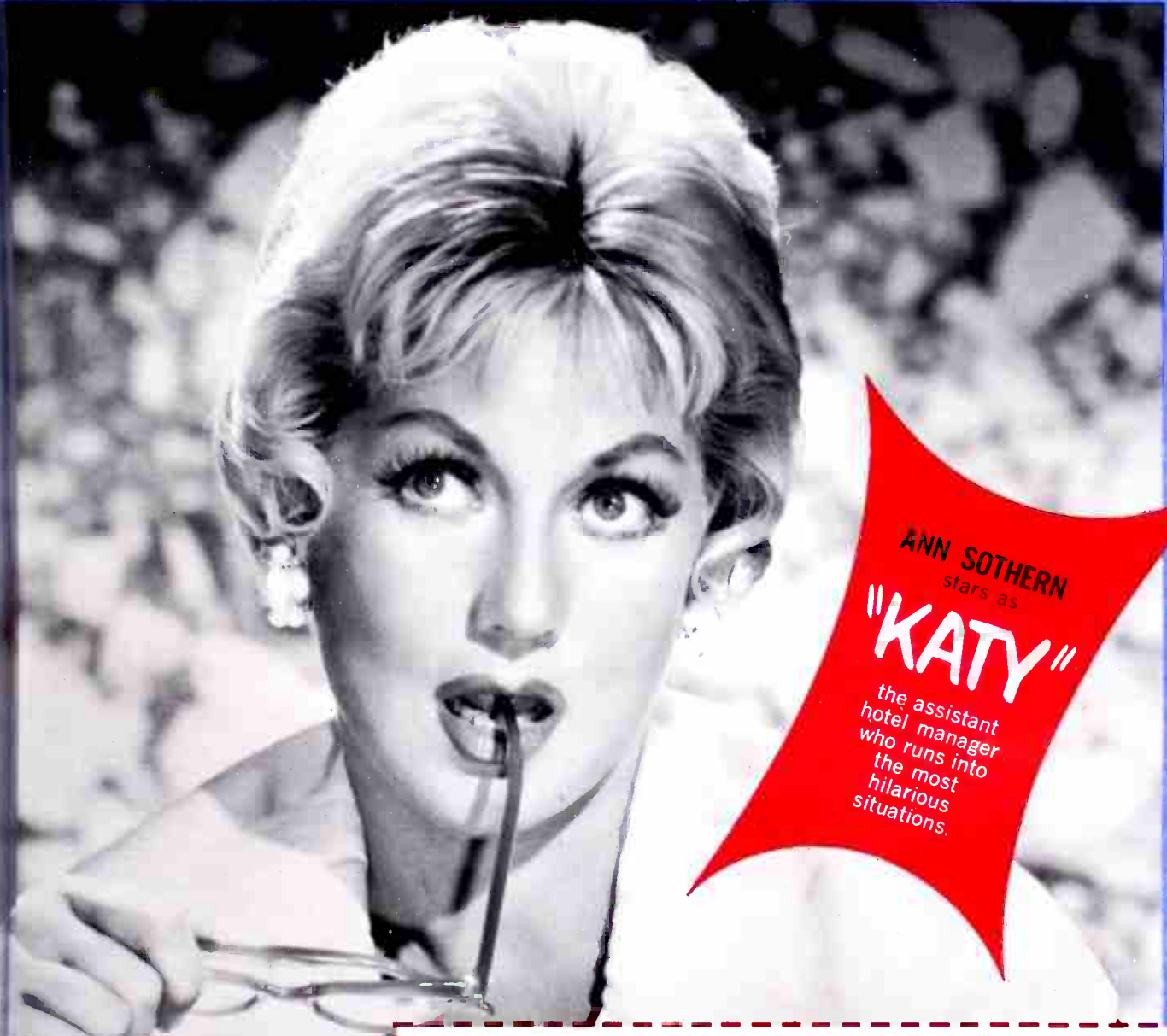
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AVAILABLE HIT COMEDY!



ANN SOTHERN
stars as
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the assistant
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PERMIT No. 26070
NEW YORK, N.Y.

BUSINESS REPLY MAIL
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POSTAGE WILL BE PAID BY

Economee TV

488 MADISON AVE., NEW YORK 22, N. Y.



Everybody

[ESPECIALLY ADVERTISERS]

LOVES THE ANN SOTHERN SHOW

THE HILARIOUS ADVENTURES OF A BOSS LADY...

HERE'S THE BEST PIECE OF BUSINESS YOU'LL DO THIS YEAR. YOU'VE A TREMENDOUSLY VALUABLE PROPERTY... YOUR STAR'S IN THE FRONT RANK OF HOLLYWOOD SUCCESSES, NOW AT THE VERY HEIGHT OF HER BRILLIANT CAREER. ON NETWORK: THE SERIES RANKED IN NIELSEN'S NATIONAL TOP 10 TIME AND AGAIN. IT BEAT IMPRESSIVE COMPETITION: BING CROSBY, ALCOA-GOODYEAR PLAYHOUSE AND OTHERS. THE SHOW'S ALL-FAMILY ATTRACTION SUITS IT FOR ANY TIME IN YOUR LOG, ONCE A WEEK, BLOCK-BOOKED, STRIPPED — FOR SPONSORSHIP, PARTICIPATIONS OR AS A SPOT CARRIER. THE ANN SOTHERN SHOW IS EXCEEDINGLY SALEABLE & PROMOTABLE. IT'S READY FOR RELEASE AT YOUR CONVENIENCE. WE INVITE YOUR INQUIRY. JUST FILL AND MAIL THE ENCLOSED BUSINESS REPLY CARD.



ANN'S

a riot as chic, peppery Katy O'Conner, assistant manager of a plush metropolitan hotel — and manager-in-chief in the lives of TV's laughingest supporting cast!



DON PORTER

portrays the Boss Lady's employer (and straight man). He and Miss Sothorn are one of the most successful comedy teams in all TV history.



ANN TYRELL

plays fluttery, scatterbrained, lovable Olive Smith, Katy's "office force" — a favorite comedienne with TV fans.



KEN BERRY

plays Woody, the young, good-looking bellhop — an extremely versatile and popular performer in a fast-moving role.



ERNEST TRUEX

— America's best-loved funny — man, stars as harried hotel executive and henpecked husband, in the most enjoyable role of his career.

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PIERRE WEIS,
Vice-President, General Manager
Economee-TV
488 Madison Avenue, New York 22, N. Y.



Dear Mr. Weis:

I am interested in learning more about THE ANN SOTHERN SHOW and how it can work for my station. Without obligation to me, please arrange for me to get this information.

NAME _____ STATION _____

TITLE _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

made available
in syndication by



488 Madison Ave.,
New York 22, N. Y.

YOUR BEST-BY-FAR SOURCE
OF VERSATILE PROGRAMMING
for your **SPONSORS**
and **SPOTTERS** alike

Bio' Series Scores 1st Urban Check

West Coast Bureau of RADIO-TV DAILY
San Francisco — "Biography," Official Films' new TV documentary series, outdistanced its opposition with a 17 rating and a 44 per cent share, according to an ARB survey.

In the 7-7:30 p.m. slot, on KRON-TV, "Biography" on Wednesday scored against "Shannon" on KTVU, with an 11 and a 28 share; "Wyatt Earp" on KPIX, 8 and 21 share; "Wanted—Dead or Alive," over KGO-TV, 3 and 8 share.

The series' first metropolitan audience check was taken in its third week of sponsorship by Pacific Gas & Electric, which underwrites the show in six other California markets.

Family Gets \$658,578 Gardner Prexy's Will

St. Louis—The estate of Elmer C. Marshutz, former president of the Gardner Advertising Co., has been inventoried at \$658,578 in Probate Court here.

Main assets were stocks valued at \$54,095, including 5,200 shares of Talston Purina stock listed at \$22,200. Under his will, previously filed, the estate was placed in trust for his wife, Betty G. Marshutz.

The remainder was left in equal shares to a son, John W. of New York; and a daughter, Mrs. John Earl, St. Clair, Mo.

Blue Cross Sponsors Medical Series in Conn.

New Britain, Conn.—"Medicine of the Sixties," a new medical program series sponsored by the Connecticut Blue Cross, has begun on WHNB-TV.

The first program, "The Broken God," dealt with the rehabilitation of paralytics. It was videotaped at Orthopaedic Hospital, Los Angeles.

The next program, "Radioactive Medicine," will be telecast March 2.

KALL Essayists Vie for Van Cliburn Album

Salt Lake City—When pianist Van Cliburn appeared in a concert here this month, KALL gave away 10 albums of the artist's "Piano Concerto" (Tchaikovsky) to listeners who wrote the best word essay on "How Van Cliburn could hit a million seller with a classical piece of music." The station, for years a top-40 station, now features "The Swingin' Sound of the Sixties."

AGENCY NEWSCAST

By SHELBY COOPER

Four national advertisers have ordered participations totaling over \$500,000 in NBC-TV's daytime schedule, according to James Hergen, the network's director of daytime sales.

Reader's Digest ordered participations in "The Jan Murray Show," "Say When," "Young Doctor Malone" and "Here's Hollywood," via J. Walter Thompson; Colgate-Palmolive in the Shari Lewis show via Ted Bates; Warner-Lambert Pharmaceutical in "Say When" and "the Jan Murray show" via Lambert & Feasley, and Chicopee Mills in "Say When" and "Young Doctor Malone" via Doyle Dane Bernbach.

Transogram Toys reports such good results from its first TV venture into TV advertising last year that for 1962 it has planned a heavy, 33-week schedule of TV spots including 10 weeks of commercials delivered by home-running Roger Maris. Commenting on the company's \$2 million appropriation for ads, president Charles S. Raizen said "We feel there is little to be gained by dabbling in the TV market."

Film commercials of Maris and spots on other items were created for Transogram by Mogul, Williams & Saylor.

Jones Associates, St. Louis, have been signed as advertising and PR counsel by three new accounts: Chippewa Trust, Manchester Insurance & Indemnity and Steak & Shake drive-in restaurants... Lee Fondren, station manager and sales director for KLZ Radio, Denver, has been given the Torch of Truth award by the Advertising Club of Indianapolis... Edwin B. Stern, advertising personnel specialist, estimates that 211 major New York agencies will add 75 copy writers to their staffs in the first six months of 1962. Present total of writers, supervisors and creative VPs in these agencies is 2,357.

Alex Pappas has announced formation of Pappas Advertising in Dallas. Pappas worked nine years with Erwin Wasey, Ruthrauff & Ryan, and for the past six years was general manager of their Dallas office... James R. Frazier has joined Daniel F. Sullivan Co., Boston, as PR director. He was formerly director of advertising and sales promotion with General Electric in Lynn, Mass.

"The Power of Creative Premium Advertising" will be theme of the Premium Advertising Association's conference, Apr. 10 in Chicago. Speakers will be William

Thought for Today

"Humor gets more attention than a straight pitch. Maybe it comes as a relief to people staggering under today's barrage of selling messages. The first nine months of 1961 showed a sharp upturn in favorable attitude toward Jax Beer, corresponding exactly with the start of our new ad campaign using animation and the voices of Mike Nichols and Elaine May."

—Robert J. Fabacher
Advertising director for Jackson Brewing

P. Dunham, president of the association, B. R. Prag, of Leo Burnett Co., Dr. Daniel Starch, business research consultant, and William R. Forrest, senior VP at Foote, Cone & Belding. In conjunction with the conference the association is sponsoring the National Premium Buyers Exposition scheduled to begin one day earlier.

Manila Outlet Buys 16 Series from NBC

Special To RADIO-TV DAILY

Manila — Bolinao Electronics Corp. has purchased 16 series totaling 324 hours of programming from NBC International for DZAQ-TV here, according to G. William Kreitner, the network division's director of Far East operations. Among the shows are "NBC White Paper," "Project 20," "Best of Groucho," "87th Precinct," "Dr. Kildare," "Bonanza" and "Life of Riley."

U.K. Project Imperiled

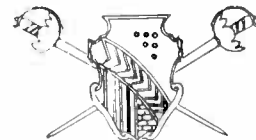
(Continued from Page 1)

its Hollywood program production set-up.

Low Grade, managing director of ITC, believes "once ITC pulls out of London, it is unlikely to return for quite a while."

The color pilot was "Espionage" which would have been the highest-budgeted TV film ever made in Britain. The cancelled series is "Collectors' Item." Work has had to be abandoned, temporarily at least, on two more series—"Man of the World," starring Craig Stevens, and the 26-episode "Supercar" series under the new title "Nova X 100."

Meanwhile the TV strike shows no signs of a settlement.



PREMIUM MERCHANDISE



AIRLINE TICKETS — Los Angeles, Chicago, New York



PRIZES for your important Radio and TV promotions.



Consultants to New Clients
Of Radio and TV

DUNNAN & JEFFREY, Inc.

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

PLaza 7-9500

MARTIN HIMMEL, President

Cats Make the Scene With Library of Congress

Orlando—The tape of a discussion between musicians Paul Whiteman and Dave Brubeck, telecast on WLOF-TV's "Orbit," has been accepted by the Library of Congress for its permanent collection of audio and video materials. In addition to music, the pair also described the favorable effect of American musicians as goodwill ambassadors abroad.

26-Episode Series Tells Anzacs' Story

"Anzac," a filmed series of 26 episodes telling the story of Australian troops in WW II, is being offered to TV stations through Peter M. Robeck & Co.

The new series was produced by Amalgamated Television Services in Australia, under direction of Hollywood-trained Alex Ezard. Associate producer was Frank Legg, Australian war correspondent. The original music score was composed by Thomas Tycho.

Program Suggested For UHF Operation

(Continued from Page 1)

wider use of the medium and deintermixing eight specific markets.

At the same time the three-day Senate Commerce Communications Subcommittee hearings on all-channel TV set legislation wound up at the weekend.

Little Demand, Says Zenith

Zenith Radio told the FCC that some 90 per cent of the people have refused to pay for UHF sets, although manufacturers are willing to supply them if the public wants them. Storer Broadcasting, arguing for the retention of the 12 VHF channels, said that the experience in the formative years of radio is applicable to the UHF problem today, and the key for UHF is solution of the receiver problem.

Triangle Publications told the FCC that deintermixture should be dropped, and the commission should instead concentrate on improving the technical and engineering performance of UHF.

ABC Backs Deintermixture

ABC filed unqualified endorsement of deintermixture, claiming it "would permit effective competition among a greater number of stations, and among the three national networks, in eight important markets." But CBS said the FCC is being inconsistent by back-

WEDDING BELLS

Willis-Burn

Stan Willis, WHN news director, was married on Feb. 17, to Beverly Ann Burn.



• • • Four Star Television and Henry J. Kaiser Co. have concluded a deal for a half-hour dramatic series starring Lloyd Bridges. The series is set for a September start and will occupy the 8:00 to 8:30 P.M. slot Tuesday nights on CBS-TV. Aaron Spelling will produce . . . Gene Kelly has started filming "Going My Way," at Revue. It is being readied for a Fall start on ABC-TV with 45 weeks firm. The series is being co-produced by Kelly's own Kerry Productions and Revue.

★ ★ ★ ★

• • • Eight episodes of the Danny Thomas CBS-TV series will be filmed in Europe this Spring for the 10th season of the show this Fall. London, Paris, Rome and Venice are on the itinerary for Thomas. This will be the first time any episodes will have been filmed outside of Hollywood, with the exception of two done in Las Vegas several years ago.

★ ★ ★ ★

• • • Pat McVey has the starring role as the New York Journal-American's managing editor in "Teenage Addicts," an Armstrong Theatre teleplay to be filmed in New York . . . "Seven Against the Sea," one hour comedy-drama about World War II Navy PT Boat men got under way last week at Revue for "Alcoa Premiere," with Ernest Borgnine starring. The eight-day shooting schedule includes three days of location work at Catalina. The story was written by "Laramie" producer John Champion, who will produce this segment. Richard Lewis is executive producer.

★ ★ ★ ★

• • • John J. Anthony, whose voice was familiar on network radio for many years, does "John J. Anthony Comments" on KMLA-FM from 6 to 7 P.M., Saturdays and Sundays. He discusses problems that come to him by mail or phone; listeners are apt to hear anything except "No Comment."

KDAS-TV, serving Fresno area from Kingsburg, has purchased 374 features from Hollywood Television Service, film syndication branch of the Republic Corporation . . . Gene Nelso has been signed to co-star opposite Laraine Day in "Run Clown Run!" segment of 20th-Fox Television's "Follow the Sun" series . . . Robert Butler, active at Four Star recently, has signed for his first directorial role at MGM-TV in "A Very Present Help" episode of "Dr. Kildare." Butler also directed a segment of "Ben Casey" recently.

★ ★ ★ ★

• • • Glendale Federal Savings has signed for complete sponsorship of three more one-hour music specials on KNXT during 1962. The first was broadcast on New Year's Day and the additional three are scheduled for Mar. 31, and one each in July and late September . . . Meyer Davis and his orchestra will play for all events promoting "The Bullwinkle Show" in the East. The first one is the "picnic" at the Plaza Mar. 1 . . . Marc Daniels, All-American Award winner for tv directing, has completed producing and directing "Joe and Josie," situation comedy pilot, at Four Star. It was written by Garson Kanin and stars Mort Sahl and Cloris Leachman.

ing all-channel receivers to permit UHF and VHF to "exist side-by-side on a fairly competitive basis," and at the same time proposing deintermixture. NBC stated, "It is imperative that all 82 channels be retained for TV and that the fuller use of all these available channels be encouraged."

AMST Calls It 'Cancer'

Opposition to proposed elimination of eight VHF stations in the deintermixture came from senators, congressmen, Chambers of Commerce and others who argued that the areas concerned would lose all TV service because of the restricted range of UHF. Ernest W. Jennes, general counsel for the Association of Maximum Service Telecasters, called deintermixture "a cancer," claiming it would lead to "a parade of horrors."

TV, Radio Manufacturing Rose Again Last Year

Washington Bureau of RADIO-TV DAILY

Washington—Production of TV receivers in 1961 was 6.1 million units, compared with 5.7 million in 1960, according to the report of the Electronics Industries Association. Production of radios in 1961 was 17.3 million, as against 17.1 million the year before.

KRAK Local Gross Sales Approach Alltime High

West Coast Bureau of RADIO-TV DAILY

Sacramento — February promises to wind up with the highest local gross sales in KRAK's history, according to Manning Slater, president and general manager, who noted that 47 new pieces of business already have been written this month.

Station's Book Reviewer Writes Book About It

Dallas — Miss Evelyn Oppenheimer, whose Sunday book reviews on KRLD have won awards by the National Federation of Press Women and by the Texas Women's Press Association, will have her new book, "Book Reviewing for an Audience," published Mar. 7. Subtitled "A Practical Guide in Techniques for Lecture and Broadcast," the book "explores every facet of her profession."

Live Radio Panelists Give Financial Tips

Stamford, Conn. — Three top finance and economics experts will comprise the live panel on WSTC's "Community Affair" program tonight, answering questions from the audience and those phoned in by listeners regarding the stock market, American business conditions and other matters relating to the world of finance.

Moderator is Mrs. Ethel Kwekin, who conceived and directs the weekly hour program from Bloomingdale's in downtown Stamford.

Panelists will be Benjamin Blackford, president of the State National Bank; John Mitchell, former Fulbright scholar and economist for the U. S. State Department who recently headed an economic study for the government of Peru and authored a book on the European Common Market, and Peyton Randolph, resident manager in Greenwich of the brokerage firm of Montgomery Scott & Co. and investments lecturer in the Adult Education program of Greenwich.

Richard Coogan Stars In Space-Age Daytimer

Richard Coogan has been signed to a leading role in "The Clear Horizon," daytime dramatic series returning today on CBS-TV.

Coogan, who had starring roles on such series as "The Californians," "Ellery Queen," "Captain Video," "Love of Life" and "The Fighting Senator," will create a new character in the space-age drama, which is being revived after a year's hiatus.

Talent Associates-Para. Moving to New York

West Coast Bureau of RADIO-TV DAILY

Hollywood — Talent Associates-Paramount, Ltd., will move its headquarters from Hollywood to New York, it has been disclosed by Alfred Levy, president of the firm. The move will be made immediately.



*"One of our
most productive
advertising media
is WSUN-TV
Tampa-
St. Petersburg"*

THIS IS HOW JACK M. ECKERD,
PRESIDENT OF ECKERD DRUG OF
FLORIDA FEELS ABOUT WSUN-TV.

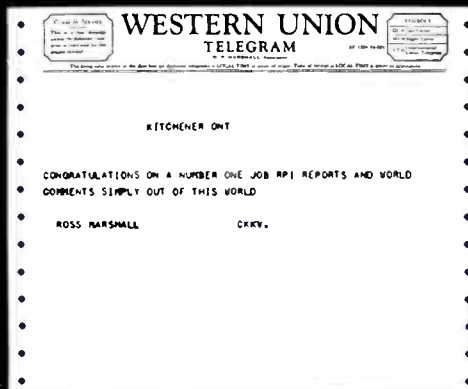
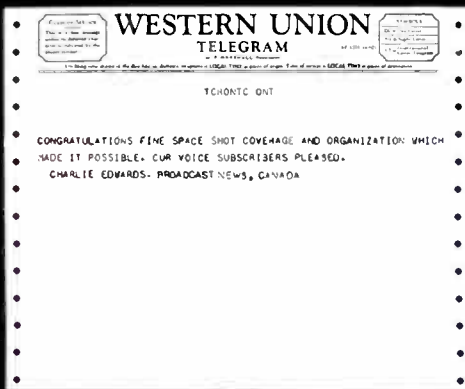
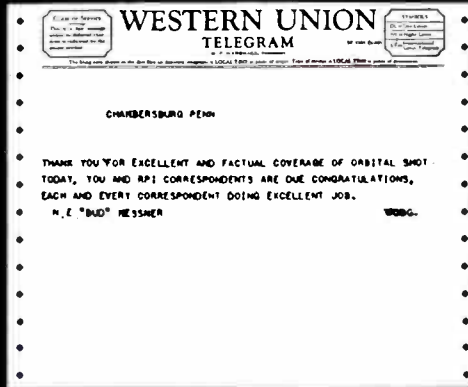
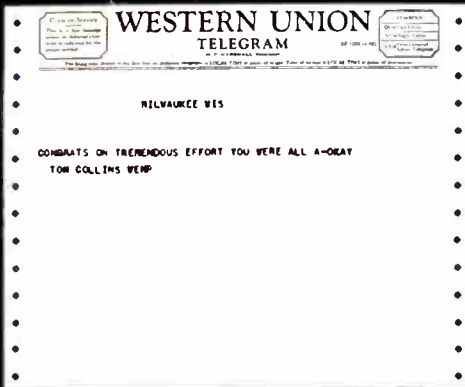
"Over 2 years ago we became sponsors of a Sunday evening movie, 6:00 to 7:30 pm, called "Theatre 38". Our results speak for themselves... at the time we had 5 stores, next month we are opening our 15th store in that market. When it comes to sales results we depend on WSUN-TV for a major share."

Ratings vary from survey to survey. The true yardstick is SALES! Dollar for dollar by any survey, your best Tampa-St. Petersburg buy is

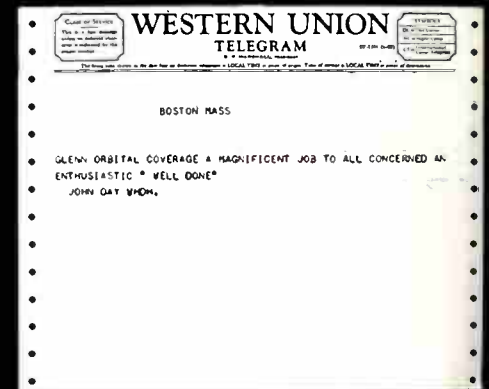
WSUN-TV 
CHANNEL 38
TAMPA - ST. PETERSBURG

National Representative: Venard, Rintoul & McConnell
Southeastern Representative: James S. Ayers

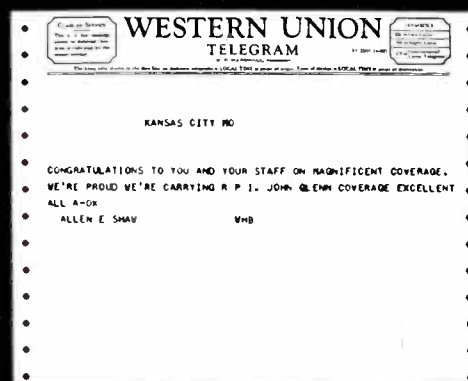
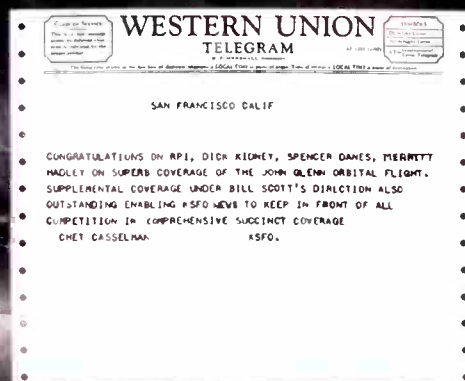
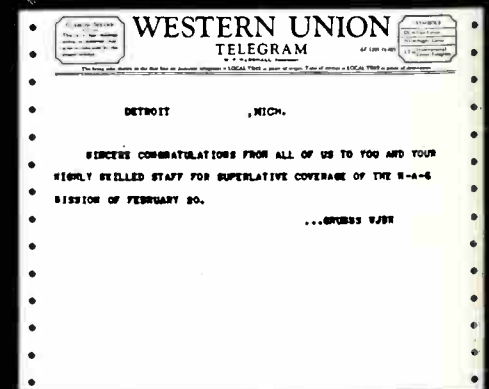
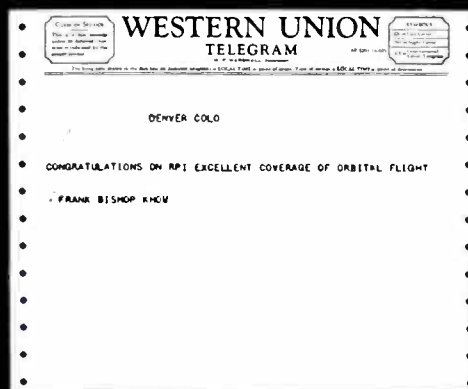
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TELEVISION DAILY

The INTERNATIONAL



Established February 9,

Vol. 90, NO. 39

TUESDAY, FEBRUARY 27, 1962

TEN CENTS

U.S. INCOME POWERS MEDIA ORBIT

Revamped Schedule heralds WHN Return for Quality Service

When New York's famed WHN call letters return to replace WMGM tomorrow at 6 PM, the event will mark "acceptance of the challenge and responsibility of a great pioneering tradition to improve and elevate radio's quality."

That's the way young, personable

George B. Storer, Jr., president of Center Broadcasting Company sees
(Continued on Page 8)

Waller Elected President of Connecticut Network

New Britain, Conn.—The Connecticut State Network, at its annual meeting here, elected Edward Waller, WTOR, Torrington, president, and Richard Chalmers, WHC, New Haven, VP. Directors are Samuel R. W. Elman, Charles Ed. Jr., Richard Reed and Julian Schwartz.

Ziv-UA Canadian Arm Market All Shows

John L. Sinn, Ziv-UA president, announced that with the company's takeover of its foreign distribution, ZIT, Canadian arm, will negotiate the marketing of all Ziv-UA shows in the Dominion.

Gleason Polishing New Show

Jackie Gleason, sporting a Florida tan, will return soon to his favorite haunts in New York where he will finish polishing the tails of his weekly hour variety show, slated for the video-lanes this Fall. CBS-TV president James T. Aubrey said Gleason and his staff will bring up from their South re-

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

Adv.

Screen Gems Posts Record in Earnings

A. Schneider, Screen Gems, president, yesterday reported net income for the first half of the fiscal year (July 1-December 30) of \$1,372,727 after estimated taxes, as compared to \$972,592 for the previous similar period. This is equivalent to \$.54 per share, based upon 2,538,400 shares outstanding, as against \$.38 per share earnings for the first six months of fiscal 1960.

Jerome Hyams, S. G. vice president and general manager, said these figures represent the best

(Continued on Page 2)

Some More 'Yanqui, No?'

Mexico City—Fernando Eleta, Panama broadcasting and TV operator here, has called for "Latinization of television and radio."

Stress of south-of-border programming looks like an attempted freeze-out of "foreign" shows.

Oklahomans Acquire KTVT for \$800,000

Oklahoma City—Edward L. Gaylord, executive vice president of The Oklahoma Publishing Co., yesterday announced acquisition of KTVT, Fort Worth-Dallas.

The TV station, involving a cost of \$800,000, plus assumption of a lease with the Texas State Network, Inc. and other obligations,
(Continued on Page 2)

Bernie Mann Moves Up To Plattsburgh Manager

Plattsburgh—Bernard Mann, formerly sales manager of WTRY, Troy, has been appointed general manager of WEAV AM-FM here.

\$431-Billions Purse Nets New Sponsors For Radio and TV

Broadcasting's economists, marketing and sales strategists yesterday were reported in the thick of final plans to corral the biggest chunk of the nation's total '62 advertising expenditures—now believed orbiting to a new all-time high.

Their zeal is fired by recently tabulated estimates of '61 personal incomes, which crossed the \$431-billion line—a gain of \$14 billion over the previous year. Within highest echelons of radio and TV services, this means, in its most important sense, that viewers and listeners will have more available

(Continued on Page 8)

Slate to Scour Industry For Lighthouse Aides

WCBS veep-general manager Sam J. Slate has been named broadcasting chairman of the Lighthouse for the Blind. Slate will spearhead the subscription drive and enlist industry volunteers for the Fall.

Graff Resigns from NTA

E. Jonny Graff, president of NTA broadcasting subsidiaries, has resigned, following the recent sale of WNTA-TV and of WNTA-AM-FM. He will continue serving as special consultant.

'Come a-Runnin' Pilot Canned by Bing's Firm

George Rosenberg of the Rosenberg-Coryell agency is in New York to meet with prospective sponsors of "Come a-Runnin'," new half-hour series on the problems of a country doctor. Created and produced by Harry Tatem, the pilot was just completed at Desilu Studios in Hollywood by Bing Crosby Productions. Bing sings the title song. Series stars Ruth Hussey, Stu Erwin and Linden Chiles.



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ARTHUR PERLES : : : Editor

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Framer's 'Big Payoff' Revived for Summer

Walt Framer, creator-producer of "The Big Payoff," for almost nine years one of TV's most popular live daytime audience participation shows, yesterday announced preparation for its return late this Summer.

Framer plans to bring the show into various top-market areas for on-the-spot taping, and is presently setting up a "network" of stations in the top 50, intending to gradually spread the show into over 200 markets.

All of the production values of the show will be returned to the air plus a number of innovations.

A New York "flagship" station, he said, will soon be announced, as well as the cast for the new '62 version of the daytime series.

S. G. Net Sets Mark

(Continued from Page 1) six-month earnings figures in the diversified company's history. SG concluded 1960 with a net income of \$2,665,371, with per share earnings for the year of \$1.05. Traditionally in TV, he said, third and fourth quarters account for more than half of the yearly earnings.

COMING AND GOING

JOHN BOX, JR., managing director of the Balaban Stations, to New York for a series of meetings.

WILLIM P. MALONEY, p.r. consultant for the American Committee on Italian Migration, to Chicago, Denver, Portland, Seattle and San Francisco for chapter meetings and establishing new units.

DAN HYDRICK, general manager of KBOX, Dallas, to New York for meetings with the Katz agency.

CARL REINER, creator of CBS-TV's "Dick Van Dyke Show," in town for a one-week stay.

DON WILSON back in Hollywood after a trip to San Diego where he was guest of honor at The Junior Golf Assn. dinner.

PEV MARLEY, director of photography, and JERRY SCHNITZER, producer and director of Robert Lawrence Productions, Hollywood, in town for work on TV commercials for Lawrence.

Phila. Outlet Studies City's Court System

Philadelphia — "One-Man Justice," a documentary about this city's system of magistrate's courts, will be presented Friday on WCAU-TV.

The program will provide a penetrating study of the magistrate's courts, currently subject of a campaign to reform or abolish them. Guests will include the chief of police, the state attorney general, a representative of the ACLU and Raymond Burr, who plays "Perry Mason" on CBS-TV.

The show is produced by Donald Lenox and Jim Krayer of the station's public affairs department. Cameramen are Ed Tycenski and Walter Dumbrow, and narrator is Herb Clarke.

Esquire Appoints Blum To Head WQXI Sales

The Esquire, Inc., radio-TV division has appointed Gerald S. Blum general sales manager of WQXI, its station in Atlanta. Most recently in the same post at WLEE, Richmond, Va., he previously was national sales rep for Commercial Recording Co., Dallas; publicity PR director for the Balaban Stations; account exec for Balaban's WIL, St. Louis, and KBOX, Dallas, and a PR staffer for Hanson & Schwam, Los Angeles.

KTVT to Oklahomans

(Continued from Page 1) will be transferred from NAFI Telecasting, Inc. of Oakland, Calif., to WKY TV System, Inc., subject to FCC approval.

Few personnel changes are anticipated, Norman Bagwell, V.P., WKY TV System, said.

R. C. Crisler & Co., Cincinnati, was the broker.

McGavren Reps WQXR

WQXR has named Daren F. McGavren Co. as its national sales rep. The company maintains offices in Atlanta, Chicago, Dallas, Detroit, Los Angeles, San Francisco and St. Louis.

Edd Byrnes Seeks Lead In 'Romantic' Story

Hollywood — Edd Byrnes of ABC-TV's "77 Sunset Strip" has asked the William Morris Office to find a "strong romantic story" he can option. He wants to submit it to Jack L. Warner for consideration as a feature production starring him. This new ambition resulted from Byrnes' loss of the star role in Columbia's "Bye Bye Birdie" because of his former "Kookie" characterization.

WBC Opens Berlin Bureau

Special To RADIO-TV DAILY London — Rod MacLeish, chief of Westinghouse Broadcasting Co.'s European news bureau, has announced that the company is opening a bureau in West Berlin this week.

The Berlin bureau will be headed by Edward J. DeFontaine, till now WBC correspondent in Bonn and also head of the news department of the Armed Forces Network. DeFontaine began his broadcasting career at KDTH, Du-buque, in 1946.

Robinson on Vacation, Calmer His News Sub

Ned Calmer this week hosts "The New York Report" on WCBS-TV's "The Seven O'Clock Report," while regular newsmen Prescott Robinson is on vacation.

Calmer will handle the daily five-minute local news segment until Robinson returns next Monday.

WWRL Guests Discuss Negroes in Broadcasting

Alan Morrison, Jet Magazine associate editor, and Major Robinson, Jet columnist and host of a WWRL interview program, will be guests on "The Alma John Show" on WWRL Wednesday. They will discuss the Negro in the literary and broadcasting fields.

FINANCIAL

(Feb. 26)

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

AMERICAN STOCK EXCHANGE table with columns: Bid, Asked. Rows include Capital Cities, Desilu, Movielab, NTA, Reeves Sound, Screen Gems, Technicolor, TelePromPter, Trans-Lux.

* OVER THE COUNTER table with columns: Bid, Asked. Rows include Jerrald, Meredith, Metromedia, Official Films, Scranton, Sterling, Taft, Transcontinent, Wametco.

* Courtesy of National Association of Security Dealers.

FLY BOAC JETS FROM NEW YORK, SAN FRANCISCO, OR HONOLULU TO: Tokyo, Hong Kong, Southeast Asia, India, The Middle East. See your Travel Agent or BOAC. Offices in all principal cities. B.O.A.C. BRITISH OVERSEAS AIRWAYS CORPORATION World Leader in Jet Travel

B&W in \$5-Million Pact for Mets Games

R-TV Third Tabbed for Next Five Years

Brown & Williamson Tobacco has signed a \$5-million, five-year contract as one-third radio and TV sponsor of the New York Mets National League games, promoting Viceroy and Kool cigarettes and Sir Walter Raleigh tobacco. Ted Bates & Co. is the cigarettes' agency; the tobacco is handled through Keyes, Madden & Jones, Chicago.

B&W sponsorship this year involves 136 televised regular and exhibition games with WOR-TV as the originating station, and 192 games on radio, originating on WABC. Liebmann Breweries, via Walter Thompson, is the major sponsor.

The B&W agreement calls for establishing regional networks to include Met games, with the TV end to include WNHC-TV, New Haven; WRGB, Schenectady; WPTZ-TV, Pittsburgh, N. Y.; WSYR-TV, Syracuse, and WBNF-TV, Binghamton. Seventeen stations are in the radio network.

Third Team for B&W

This is the third major league team under B&W sponsorship, with the company having just signed to air 50 televised games of the Cincinnati Reds and renewed radio and TV coverage of the Los Angeles Angels. It also sponsors Louisville U. basketball games on radio, and "Make that Spare" on ABC-TV, following the Saturday Night Fights."

Meantime, Atlantic Refining Co. of N. W. Ayer & Son has signed a three-year contract for Philadelphia Phillies sponsorship, including 56 regular games this season on WFIL-TV, fed to WGAL-TV, Lancaster, and WNEP-TV, Scranton, and 162 regular and exhibition tilts on WFIL Radio, fed to 22 other stations. Other sponsors are Ballantine, Tasty Baking Co. and Bayuk Cigars.

WCUM Appoints Rep

Cumberland, Md. — Starting Tuesday, WCUM will be represented nationally by Venard, Rinard & McConnell, New York.

Election Issues Program Spurs A Record Vote

Austin, Tex. — Following airing of issues on KTBC's "Tel-Opinion" show, citizens here turned out for a record vote in a city election. Listeners heard studio guests present arguments on each side of the questions, and were invited to call in with questions and comments. The show ran over its scheduled time, finally had to be cut off for the main nighttime news cast.

'People Are Funny' Syndie Gross Rises

Art Linkletter's "People Are Funny," in syndication less than a month, has grossed \$500,000, it was reported by Bill Breen, NBC Films national sales manager. Fourteen stations across the country have bought the package, containing 150 of 200 half-hour episodes that were televised from '54 to '61.

Buyers are WPIX, New York; KPHO-TV, Phoenix; WUSN-TV, Charleston, S. C.; WNBQ, Chicago; WBRE-TV, Wilkes Barre; WWJ-TV, Detroit; KMSP-TV, Minneapolis; KVOS-TV, Bellingham, Wash.; KGO-TV, San Francisco; WFBC-TV, Greenville, S.C.; KPTV, Portland, Ore.; WPSD-TV, Paducah; WLBZ-TV, Bangor, and KCPX-TV, Salt Lake City.

John C. Bechtel Named Aide to Trans-Lux VP

Richard Carlton, Trans-Lux TV Corp. VP, has named John C. Bechtel his assistant. Bechtel had been with NBC for 12 years. Since 1955 he had been with California National Productions, Inc. (NBC film subsid), where he became administrative sales manager.

Bechtel started as an NBC page in 1949, and later worked in the film division as manager of the sales service department.

Appoint Charles Hill! USIA TV Service Head

Washington Bureau of RADIO-TV DAILY
Washington — Charles N. Hill has been named head of the USIA's television service, succeeding Romney Wheeler who held the post since it was established three years ago.

Hill leaves his post as producer-director for NBC, New York, where he has been helming "Nation's Future." Before joining NBC he was producer-director for CBS for three years in Washington and six years in New York.

Longer Options on Series A Boon to Viewers: Nadel

West Coast Bureau of RADIO-TV DAILY

Hollywood — The audience will benefit from the present trend toward longer options on teleseries, according to producer Arthur Nadel of the hour "Robert Taylor's Detectives" on NBC-TV. Better shows will result from long-range planning and a steady weekly build-up, he told RADIO-TELEVISION DAILY.

"The ulcer-creating threat of a 13-week cancellation," Nadel commented, "pushed producers, editors and writers into a frenzied

Station Asks Bankers' Paper for Equal Time

Orlando — WLOF-TV in an editorial has asked the "American Banker" for "equal time" after that trade paper attacked TV for allegedly portraying bankers in a bad light, particularly in Westerns.

WLOF president and general manager Joseph Brechner said the criticism might be valid in isolated cases but is mostly "an undue emphasis of personal sensitivity." He said if the bankers checked yearly they would probably find their profession infrequently mentioned, and commented favorable mentions went unnoticed.

"It's like walking through the house in your bare feet and finding the only needle hidden in the carpet," Brechner editorialized.

DEINTERMIX CHIEF HITS "STATUS QUO SEEKERS"

Springfield, Mass. — "We must rely on the good judgment of the FCC to see through the clouds of half-truths and bullman-

ship thrown up against deintermixture," William L. Putnam, chairman of the UHF Committee for Competitive TV and president of WWLP here and WRLP, Greenfield, Mass.

Unleashing a blast at the variety of "pressures" and "political" influences by what he called "status-quo seekers" in areas being proposed for deintermixture, Putnam claimed there is one case in which "a Congressman has suddenly been granted free TV time on a station he could never get near before."

He also cited "the suddenly civic-minded VHF operator who donated \$30,000 to help the local

The NAM is seeking use of the eliminated VHF channels for industrial radio if the FCC decides to deintermix eight markets.

education outlet only after the FCC announced plans to deintermix his stations and swap the two channels" and "the enterprising VHF operator who tried to get the UHF operators to join the campaign against deintermixture with the promise that he would use his influence to help the UHF operators get VHF channels (after he kept his, of course) when there were no more VHF channels allocated by the FCC to the area."

Don Knotts Chosen Frat's 'Man of Year'

Don Knotts, featured as Deputy Barney Fife on CBS-TV's "The Andy Griffith Show," will receive the "Man of the Year" award from the Phi Sigma Kappa fraternity for his achievements in the field of entertainment. Knotts was a member of the West Virginia U. chapter.

Eye Solon's Home Duties

Pittsburgh — John Stewart will sample home district activities of a congressman all this week when his daily "John's Other Life" series on KDKA will have him working with Rep. William Moorhead of Pittsburgh.

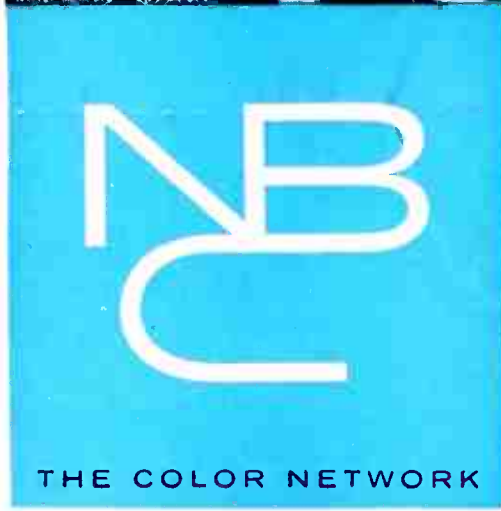
Programs he did several weeks ago with Rep. Robert Corbett, also of this area, centered on the Washington phase of a congressman's life. There's also a difference in the political identifications of the two principals, Corbett being a Republican and Moorhead a Democrat.

"John's Other Life" is a Monday-through-Friday feature of "Program PM."

Rival Station Hoopsters Play for Heart Fund

Waterbury, Conn. — The 1962 Waterbury Heart Fund Drive will benefit from a basketball game between the staffs of WATR and WWCO Wednesday at the State Armory here. WATR deejay Jim Nettleton and WWCO program director Ken Gaughran got the event going.

A PAGEANT OF THE PAST / THE PROMISE OF THE FUTURE / A GIRL AND HER HORSE AND TV



THIS IS NBC

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

OPS WITHOUT ROBBERS / AN OPERA AND A "HORSE OPERA"



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

'Books on Call' Slated For VOA World-Cast

The USIA has arranged with WCBS Radio to air its "Books on Call" in the regular VOA broadcasts to the rest of the world. The show is produced in cooperation with NYU, presented by Prof. Floyd Zulli and heard on WCBS every Monday. Director is Martin Magner.

TV Editorials Daily In WBBM-TV Future

Chicago — WBBM-TV will broadcast daily editorials, starting Mar. 12, Clark B. George, CBS-TV Stations Division VP and station general manager, said yesterday. The editorials will reflect the management position, he added.

John Madigan, former city editor and assistant managing editor of Chicago's "American" and for several years a Washington correspondent for Newsweek Magazine, has been named editorial assistant to the general manager.

AA TV Names Frank To Head Southern Sales

Fred Frank has been appointed Southern sales manager for Allied Artists TV, headquartered in Atlanta. His appointment brings the firm's sales staff to full strength.

'Mahalia Sings' TV Series Now Sold in 35 Markets

West Coast Bureau of RADIO-TV DAILY
Hollywood — With the latest sales to KTLA, Los Angeles, and KGMB, Honolulu, the "Mahalia Jackson Sings" TV series has been sold in 35 markets throughout the country. Television Enterprises Corp. produces and distributes the series.



B-O-A-C

**ROLLS-ROYCE 707's
TO LONDON CONNECTING
WITH ALL OF EUROPE**

FROM: Los Angeles
San Francisco
New York
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See your Travel Agent or BOAC.
Offices in all principal cities.

B-O-A-C

BRITISH OVERSEAS AIRWAYS CORPORATION
World Leader in Jet Travel



By TED GREEN

• • • Bob Dixon, heard daily on "At Your Service" on CBS Radio, was visited yesterday by New York Chief Justice John Murtagh, with tomorrow's guest to be Albert Ellis, psychiatrist and author, who discussed "trial marriages" and on Friday Fire Commissioner Edward Thompson will answer questions on fire prevention from listeners . . . The first meeting of singer Rudy ("How To Succeed") Vallee and "The Whiffenpoofers," official Yale Glee Club was a smashing success recently at Tom Pepe's Steak Casino . . . Congratulations to NBC's new "Update" for the high level of its production. Angled for teenagers, it has some of the most intelligent commercials this side of Newton Minow. Helena Rubenstein is sponsor, via L. W. Frohlich and Co. . . Carmel Quinn, the beautiful redheaded pixie from Dublin, will make another appearance on the "Jack Paar Show" on NBC-TV tomorrow night.

• • • My Stetson's off to composer-conductor-arranger Eddy Manson, commissioned by NBC to write and conduct the original score for the spectacular, "U. S. #1, American Profile" . . . to all stations for the great job they did in covering the Col. Glenn spaceshot . . . to actress Zel deCyr for the versatility she shows in each of her radio and TV performances . . . to Churchill Stereo Corp. and its engineering staff for many amazing innovations in stereo and hi-fi development for home use . . . to parents who show enough interest in their children to be sure they watch worthwhile TV fare.

• • • Meet: Howard Beder, young, handsome and bright new TV and nightclub singing star, will be singer-emcee of Hugh Heffner's new Playboy Club, which will open this Spring in Manhattan. Howard had completed two years at Hofstra College when his studies were interrupted by the Korean War. During two years in the service he acted as emcee for traveling groups of GI entertainers and stars. Howard began his TV career as a vocalist on Steve Allen's old "Tonight" show, and has subsequently appeared on "The Jack Paar Show," "Name That Tune" and "Chance of a Lifetime." As a nightclub performer he was emcee for several years at the Le Cupidon. This headliner has all the skill and polish of a veteran. Keep your eye on Howard Beder!



BEDER

• • • Merv Griffin has a busy week. He's set for another Jack Paar, does his own "Play Your Hunch" daily and subs for Bud Collyer on "To Tell The Truth." . . . Cannonball Adderley is going on another European tour . . . Paul Taubman's Mar. 18 concert at Carnegie Hall almost sold out . . . Singing cop Saverio Saridis starring on the "Dick Clark Show." His record is near the top of the list . . . Horace Silver a smash at the Jazz Gallery . . . Busy Bud Collyer, vacationing in the Virgin Islands, goes to work immediately on his return. He's also chairman of "National Sunday School Week," and his book, "Thou Shalt Not Fear," is having brisk sales across the country.

• • • Off the Record: Husky-throated blues-folk singer Barbara Dane has signed an exclusive recording contract with Capitol Records . . . Capitol has come up with a single that just won't die—even though it's almost four years old. It's "Thunder Road," by Robert Mitchum, originally released in June, 1958, and based on the chase theme from the 1957 movie of the same title. Mitchum, who starred in the movie, wrote his own lyrics for the theme and recorded it for Capitol in the Spring of 1958 . . . Lester Lanin's second Twist album, "More Twistin' in High Society," and Eddie Condon's first LP for Epic Records, "Midnight in Moscow," are being rushed to Epic distributors. Both were recorded and manufactured in the space of a week.

'Yeshiva Quiz Kids' Aired

Alex Daybreak will produce a weekly educational program entitled "Yeshiva Quiz Kids," on WEVD, New York, beginning Friday.

Honoski Joins Rep Firm

Radio TV Representatives, Inc., has appointed Frank Honoski as account exec, New York office. He was formerly with NBC Radio and WINS, New York.

'Circle' to Host Editor Of Narcotics Series

James D. Horan, New York Journal-American assistant managing editor, will guest tomorrow on CBS-TV's "Armstrong Circle Theatre." He will appear with host-narrator Ron Cochran during the closing portion of a dramatized presentation entitled "Assignment Teenage Junkies," story of how teenagers are lured into narcotic addiction. The program is based on a series which ran in the paper.

MGM Records Adds To Classical Staff

Gould Cassal, Ernest Coleman and Jack Roman have been named to the Classical Division of MGM Records, which will handle the exclusive distribution of new releases of Deutsche Grammophon recordings beginning Apr. 1, and assume distribution of their entire classical catalog beginning Jan. 1.

Cassal, who will serve as editorial and production manager, entered the recording industry in 1953 and was instrumental in the formation of Angel Records. Coleman, named national sales manager, was previously regional promotion manager for Columbia Records. Roman, who will be national promotion manager, most recently was eastern promotion manager for classical albums for both Angel and Capitol Records.

Karloff in 'Paradine Case' On 'Theatre '62' Series

Boris Karloff will appear as a special guest star in "The Paradine Case," a live, color drama on NBC-TV's "Theatre '62" Mar. 11. The broadcast will be based on the David O. Selznick screen drama of a murder trial.

The American Gas Association through Lennen & Newell, is sponsor. The story will be adapted for TV by Robert Goldman. Alex March will direct. Producer is Fred Coe.

CARTA Inaugurating First Friday Luncheons

CARTA will hold a First Friday luncheon this Friday at the Rose Restaurant, W. 52nd St. with CBS vice president Frank Shakespeare as speaker. CARTA president Jim Stabile inaugurated the luncheon idea in to replace First Friday suppers as a convenience for the commuting members.

ABC's 'Expedition' Sold to Canadian Net

The "Expedition!" series has been sold by ABC Films to the right stations of the Canadian Broadcasting Corp. Produced by Sight, Inc., it is currently in its second season on ABC-TV. Henry Plitt, ABC Films' president, had both years' production included in the sale.

Stations involved in the purchase are CBLT, Toronto; CBOT, Ottawa; CBWT, Winnipeg; CBXT, Edmonton; CBMT, Montreal; CHT, Halifax; CBUT, Vancouver; and CBYT, Cornerbrook. Handling the negotiations for the American syndicator was William P. Hannah, Canadian division manager for ABC Films in Toronto.

Chadwick Heads PR For Baltimore Channel

Baltimore — Herbert B. Cahlan, WZ-TV (Westinghouse Broadcasting Co.) general manager, has promoted William C. Chadwick as on-air promotion director to handle public relations management before joining the station four months ago, Chadwick for 10 years as a newsmen and announcer in California and Wilmington, Del.

Skelton Wins Hour Contract

"The Red Skelton Show," now in its 11th year on network TV, will be expanded to a full hour next season. CBS-TV president James T. Aubrey yesterday said Skelton had signed a new, six-year contract.

The hour version will be seen Tuesdays (8:30-9:30 PM, EST), starting this fall.

Skelton said he was extremely pleased by the move. He has been a professional entertainer since

the age of ten, when he danced for pennies on the streets of his native Vincennes, Ind. Red worked his way through medicine shows, circuses, burlesque, dance marathons, vaudeville, radio and motion pictures to become one of the world's greatest clowns.

3 Smith Bros. Head Pathe Management

The board of directors of Pathe News, Inc., has elected Joseph P. Smith as president, replacing Barnett Glassman who had resigned. Also appointed were Francis D. Smith and John C. Smith as vice presidents. All three are brothers.

The new president announced that Francis Smith will be in charge of west coast operations including supervision of TV production, Pathe News' main source of income in recent years. John Smith will head up Pathe News educational and public service film division.

Joseph Smith is president of Cinema-Vue Corporation, a television distributing organization.

Gene Kelly to Appear On Oscarcast Show

Gene Kelly has been added to the cast of stars who will appear on the 34th annual Oscar Awards show of the Academy of Motion Picture Arts and Sciences Apr. 9. Also appearing on the program will be Fred Astaire, Shirley Jones, Debbie Reynolds and Andy Williams.

Comedian Bob Hope will be emcee for the awards presentation, which will be carried by the combined radio and TV networks of ABC and the Canadian Broadcasting Corp.

KOIN Announcer

Portland, Ore. — Dick Gohlman has joined the announcing staff of KOIN. He was formerly with KOZE, Lewiston, Ida.

N. Y. Mardi Gras Ball In 8th Live Telecast

The 11th annual New York Junior League Mardi Gras Ball will be broadcast live by WCBS-TV Friday night from the Hotel Astor. As in past years, Mayor Robert F. Wagner will be in attendance and will crown the Queen of the Ball.

Bud Collyer will be emcee, and Betty Furness and Tom Poston will report the Mardi Gras festivities. The Mardi Gras Ball program, which is being presented by WCBS-TV for the eighth consecutive year, will be produced and directed by Ray Abel.

Passion Story Offer Finds Radio Receptive

Minneapolis — "It Happened Forever," the story of Christ's passion told in terms of contemporary impressionistic drama, has received "very encouraging response" from 4,500 radio stations, Bob R. Way, producer and originator of the 30-unit series, said.

Way is TV, radio and films department director in the American Lutheran Church, which is distributing the taped, 4½ minute installments free to the first responding station in each city.

JUST IN TIME

For your summer promotions.

JUST IN TIME

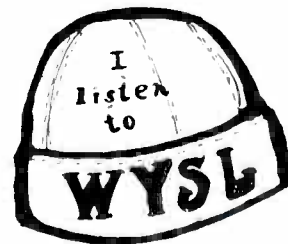
Unsold, that is, will be the total cost for a tried and proven smash promotion that answers your

- *MERCHANDISING
- *AUDIENCE
- *SALES problems

Exclusive in Your Market

GOB HATS imprinted with exciting fluorescent message — for your D.J.'s, supermarket or any station promotion.

Write or Phone NOW for the Explosive Details on the "GOB" HAT CRAZE



PROMOTIONAL SERVICES INC.

743 FIFTH AVENUE

PLaza 5-1060

NEW YORK CITY 22, N. Y.

NASA Offers TV Film Of Glenn Orbit Flight

Washington Bureau of RADIO-TV DAILY

Washington — NASA is making available free to the TV networks and individual stations, "Mastery of Space," a 58-minute color documentary on the Project Mercury man-in-space program and Lt.-Col. John Glenn's orbital flight. It is expected that prints will be ready within 10 days.

The networks will be serviced by the NASA pool representative in Washington. Prints for stations will be handled through Association Telefilms' national film centers. Shortly thereafter, 16mm. prints of the film will be released to schools and community organizations.

Complete Story Included

The film will trace the development of the manned-space program, describe the techniques of launching and orbiting and explain the purposes behind the nation's space probes. The final sequences will show the "Friendship 7" countdown, launch, ascent, tracking procedures and capsule recovery. There will also be scenes inside the capsule showing Glenn in orbit-to-earth conversations and manning the spacecraft.

Leebron Joins WRCV As Account Executive

Philadelphia — WRCV, NBC O-O here, has named Norman D. Leebron an account exec. He reports to James Carmine, newly appointed local sales manager. Leebron formerly was with Alan M. Shapiro Advertising as sales development director. Prior to that he was with Lavenson Bureau of Advertising and Reuben H. Donnelly Corp.

AGENCY NEWSCAST

By SHELBY COOPER

It will be hail and farewell for President Frederic R. Gamble when the 4A holds its annual meeting in April at White Sulphur Springs. Gamble, with the association for 33 years, retires in May, to be succeeded in the presidency by John Crichton.

Accommodations are being made at Greenbrier Hotel for 800 members, international delegates, press representatives and wives.

The opening session, Apr. 26, will be closed to all but members and delegates. The following two days will be open to guests and press. On the agenda are industry forums, film showings, an international advertising-art exhibit, barbecue and golf tournament.

Mary Pine, advertising manager for Montgomery Ward in Sacramento, arranged a February advertising schedule with KRAK which included an announcement every alternate hour seven days a week, and an ocean-trip contest . . . Ray-O-Vac, Madison, Wis., is awarding its Gold Hub-Cap for public service in promotion of highway safety to KSL, Salt Lake City; WHDH, Boston; WBNS, Columbus, O. and KUNO, Corpus Christi.

As a move to develop agency relations at the local level, WJXT-TV, Jacksonville, is currently acquainting the area's advertising agencies with its research program. Research director Jules A. Levy conducts an informal discussion of the station's research program and how it can benefit the agency, discussing rating services and their methods in the Jacksonville market. WJXT's use of bi-monthly market surveys and statistical data collected and analyzed.

Thought for Today

"Advertising is more sophisticated these days—more devoted to realities and facts. It is an integral part of our national economic policy, and as wide an educational background as possible should be made available to students who adopt it as their profession."

—Dr. Peter Sammartino,
President,
Fairleigh-Dickinson U.

Richard B. Eldridge, former president of Eldridge, Inc., Trenton, has been elected chairman of the board, being succeeded as president by his son, David R. Eldridge. Glenn H. Cox was elected executive vice-president and secretary, Jane M. Sarin and Robert T. Eldridge, were re-elected vice-presidents and Muriel T. Eldridge, treasurer.

J. C. Kellam, president of the LBJ Co., and general manager of KTBC-AM-FM-TV, Austin, has been chosen "Man of the Year" by the Austin Ad Club. He has been with the station for 16 years.

Gutman Advertising, Wheeling, W. Va., last week brought 50 Weimar Packing Co. sales executives into WTRF-TV studios for a preview and test run of the company's entire '62 ad campaign. They saw parts of the film "Manhunt," series and commercials, got a run-down on studio operation, and heard a detailed explanation by advertising manager James Knight.

Progresso Food Buys 8-Week Opera Deal

Progresso Brand food products has purchased an eight-week campaign on WNBC-TV, including sponsorship of two local Opera presentations, announcements and around NBC-TV Operas and a schedule of 10- and 20-second spots. The contract was arranged for the Uddo and Taormina Co. for its Progresso Brand products, through Carlo Vinti Advertising.

The campaign, which begins this week, calls for sponsorship of two filmed operas—"The Barber of Seville" and "Rigoletto"—to be presented on WNBC-TV Mar. 11 and Apr. 8; announcements in and around last Sunday's NBC-TV Opera presentation of "The Love Of Three Kings," and Cavalleria Rusticana" on Mar. 25, and a series of 10- and 20-second spot announcements during the week when local operas are heard.

Record Consumer Purse To Orbit Radio and TV

(Continued from Page 1)

cash to spend on durable, as well as quick-turnover goods.

Whereas last year's marketeers concentrated on short-term selling drives, not knowing the bulge of the public's purse, they are reportedly confident of buying at an undiminished clip.

Federal Aid Vital

One unexpected boost from the Federal Government is bringing new clientele to air media. The expanded Housing Act of '61, which extends into the Fall of '65, FHA insurance on bank loans for refurbishing old homes is luring major companies of the building trades field into broadcasting. Typical of these is the American Fir Plywood Ass'n, which instituted a surtax on its distributors to underwrite NBC-TV's "David Brinkley's Journal."

Similarly, Armstrong Cork, is supplying its dealers with special kits to parlay its TV campaign on CBS-TV's "Circle Theatre."

The American Gas Association, former "Playhouse 90" participant, also is back in video.

Radio Use Also Growing

Radio too is benefiting. Example: Mutual Network is being used in a 52-week campaign by General Electric's central air conditioning division. Sparked by the Erwin, Wasey, Ruthrauff & Ryan agency, GE's consumer outlets are also getting plenty of ammo to make the broadcasts work on a "grass roots" selling way.

One of the most significant aspects of these phenomena is the influx of banks, principally through spots in TV and radio, they are offering private home owners up to \$10,000 for private home repairs on long-term bases

Tomorrow's the Day for WHN Homecoming

(Continued from Page 1)

it. And he readily admits that the "pioneering tradition" is really a dual one: that of WHN's recognized contributions in New York's recent past and the Storer firm's broadcast services in eight other cities, since its founding by his distinguished father in 1927.

Suiting action to the word, WHN President-general manager John C. Moler has indicated incessant rock'n'roll is getting the heave-ho for the ear-balm of popular music; there will be "total information and news" through 281 regularly scheduled broadcasts weekly, plus bulletins and specials by a staff of 11 writers and 50 world correspondents—all under Stan Willis, director; a notable step-up in public affairs shows

also is charted, and the major faiths will be represented in religious programs for two hours on Sundays.

Hosting the daily music shows are to be Aime Gauvin, Ted Brown, Dean Hunter, Dick Shephard, Hans Andersen and John Connelly.

For two and a quarter hours, starting at 6:15 Sunday nights, there are to be informative reports and interviews with government officials; "People or Puppets," a 13-week series presented by the Union Theological Seminary; "Ethics for Broadcasting" begins with Mike Wallace, David Susskind, and David Brinkley discussing "Crisis in Communication."

In January, Storer Broadcasting

bought WMGM from Loew's Theatre Corp. for the record-high of \$19,950,000. Additionally, Storer owns and operates WJBK and WJBK-TV, Detroit, WJW and WJW-TV, Cleveland; WSPD and WSPD-TV, Toledo; WITI-TV, Milwaukee; WAGA-TV, Atlanta; WIBG, Philadelphia; WGBS, Miami, and KGBS, Los Angeles.

WHN started transmitting Mar. 18, 1922. In 1940, it was granted 50,000 watts and the 1050 dial spot. Among show business greats who have graced its mikes, are Nils T. Granlund, Eddie Cantor, Judy Garland, Gus Van, Joe Schenck, Whispering Jack Smith, Ted Husing, Bob Burns and Harry Richman. Major Edward Bowes' original "Amateur Hour" received first airing via WHN in 1934.

RADIO TELEVISION DAILY

The INTERNATIONAL



Indiana University Library
Bloomington Ind

Established February 9, 1937

OL. 90, NO. 40

WEDNESDAY, FEBRUARY 28, 1962

TEN CENTS

STATE PRESIDENTS HEAR MINOW

Storer, WHN Celebrate Tonight

ABC's Profits, Color Mark RCA '61 Gains

Color TV's "outstanding industrial success story" yesterday was cited as a prime factor in RCA's 1961 gains, which saw the company's sales exceed \$1.5 billion for the first time in its 42-year history, while profits after taxes topped \$35.5 million.

RCA chairman David Sarnoff and president Elmer W. Engstrom, in their annual report to the company's 167,000 shareholders said sales in 1960 totaled \$1,494,896,000, with a profit of \$35.1 million. The

(Continued on Page 4)

Patti Page Subsidiaries Handle TV, Features

West Coast Bureau of RADIO-TV DAILY Hollywood — Three new companies have been formed by Jack Patti, manager-partner of Patti Page. Companies, all subsidiaries of Page-Real Enterprises, are PATTI-GAP, for the production of motion pictures, Lear Publishing Co., and Para Television Production Co.

Arkansas Court Backs Move Toward Pay TV

Little Rock—The Arkansas Circuit Court has taken a new action tending toward the advent of closed-circuit pay TV here by Northwest Video Corp., which holds a Telemeter franchise, by rebuffing another attempt by a group of intervenors seeking to halt the move. A court decree reaffirmed an earlier opinion upholding the unanimous decision of the Arkansas Public Service which ordered Southwestern Bell Telephone Co. to provide necessary facilities.

1,500 Industry Execs Invited to Festivities

Tonight's "The Night" for WHN and its new proprietor, Storer Broadcasting Co. It's the occasion when New York's WMGM switches call letters back to the original WHN designation. And that, in turn, calls for a huge celebration in the Waldorf-Astoria's grand ballroom, with the Storer and station managements as hosts to some 1,500 executives

(Continued on Page 8)

'Aromarama' Pic to Air In Sterlings' Series

"Behind the Great Wall," recipient of many foreign film festival awards which received limited U. S. theatrical distribution as the first picture to use the

(Continued on Page 10)

CBS-TV Signs Lipton To Julie-Carol Spec

Thomas J. Lipton Inc. yesterday was reported signed to sponsor "Julie and Carol at Carnegie Hall" hour music and comedy special, starring Julie Andrews and Carol Burnett. It will be presented on CBS-TV Monday, June 11, William H. Hylan, network sales chief, said.

The program, merging two of

(Continued on Page 4)

Desilu 'Untouchables' Make It Across Border

West Coast Bureau of RADIO-TV DAILY Hollywood—Sale of 26 episodes of "The Untouchables" to Telesistema Mexicano has been concluded by Desilu Latin American rep John Manson of Magnum TV Int'l.

Let's Talk It Over

"Editorial Dynamics" — Why Broadcasters Must Air Opinion

By ARTHUR PERLES

TWO EVENTS of transcending importance get under way in Washington. Chronologically they are the State Broadcasters Presidents Association meeting which begins today and the Conference on Editorializing and Public Affairs, which follows.

While yielding none of the prexy conclave's great values, this column takes modest pride for having contributed over the past several months in helping materialize the editorial sessions. RADIO-TV DAILY has constantly prodded the conscience of station management to initiate and foster editorial broadcasts to influence public thinking and, as an indirect but valuable by-product, become a more significant factor within the signal range, or local community.

We have stated and echoed the thought that there is no boundary on opinion. Much of the people's conversation along "Main Street U. S. A." these parlous days is the same as that on London's Strand, Paris' Champs Elysee or Tokyo's Ginza. Thanks in large measure to

(Continued on Page 11)

FCC Chief to Speak Tomorrow; Editorials Conference Follows

Washington Bureau of RADIO-TV DAILY

Washington — FCC chairman Newton N. Minow will find an ample sounding board here tomorrow as he addresses most of the nation's top broadcasters at a joint luncheon of the State Broadcasters Presidents Association, winding up their two-day session, and the Editorializing-Public Affairs Conference, which got under way at the Shoreham Hotel today.

Highlighting the opening-day

(Continued on Page 11)

Two Stations Go Off Air Pending Reorganization

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has granted Gordon J. Forsyth, receiver of KLIL, Estherville, Ia., permission to remain off the air pending financial reorganization. WFAW, Fort Atkinson, Wis., also received authority to remain off the air for further financial reorganization.

Station Switches Base

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has granted KFRM permission to change its station designation from Kansas City, Mo., to Salina, Kan.

Bob Breckner Elected President of KTTV

West Coast Bureau of RADIO-TV DAILY

Hollywood — Robert W. Breckner has been elected president of the Times-Mirror Broadcasting Co. and chief executive of KTTV, Norman Chandler, board chairman, announced yesterday. Breckner, has been vice-president and general manager of KTTV since Feb., 1960. He succeeds Richard A. Moore, who resigned last week to head his own pay-TV company.

LARRY STORCH! TONIGHT ON 'PM' STARRING MIKE WALLACE

Washington 25
Broadcasting
Company, Inc.



Established Feb. 9, 1937

Vol. 90, No. 40 Wed., Feb. 28, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

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WAGA-TV to Mark 13th Year of Service

Atlanta—WAGA-TV celebrates its 13th year of service Mar. 8 and will mark the occasion by re-vamping its late evening news strip to include the "Panorama" name and news formula, year-old format which has been presented from 6-7 PM.

The "Panorama" concept de-emphasizes the strict allocation of time for news, sports and weather, allowing extra time for important news on any subject and the updating of stories by a "host-communicator."

RESERVE ADDRESSES THAT VIEW AND BUY

WDAU-TV SCRANTON-WILKES BARRE FOR AVAILABILITIES CHECK H R OR CALL CONWAY IN SCRANTON.

COMING AND GOING

ROBERT B. WEISS, international director of Warner Bros. Records, has returned to his Paris headquarters after completing his annual home office visit.

TOM GORMAN, VP and general manager, and BOB SINNETT, sales manager of WEEL, Boston, in town today.

GENE LITT, account executive for CBS Radio Spot Sales, to Washington and Baltimore on business.

SID GARFIELD, director of CBS Radio press information, back from Los Angeles and Las Vegas.

JOHN L. KOUSHOURIS and PETER J. SMITH of VHF, Inc., to Tucson and Laguna Beach to direct commercials for BBDO.

STAN DUDELSON, syndicated sales manager of Screen Gems, has left on a three-week business trip to Pittsburgh, Chicago, Los Angeles and Denver.

PERRY SAMUELS, general manager of WPTR, Albany, in New York on business.

JOE RAHALL, president of Rahall Stations, in town for one week of business conferences.

New Boston Format Revives Live Quality

Boston — WBZ, Westinghouse Broadcasting Co. station here, has instituted a new format in its nightly "Bruce Bradley Countdown" music segment, which program director Al Heacock says is devised to "set a pace toward revival of live quality programming that has been drained away from regular nighttime radio during the past few years."

Heacock noted that each program "affords recording artists an opportunity for in-person exposure and personality projection" by co-hosting the show with Bradley and introducing the tunes, analyzing music trends and commenting on the songs and artists highlighted. The top 15 hit disks of the day are featured, along with new releases.

'Frontiers of Knowledge' Completes 2 New Episodes

The completion of two new "Frontiers of Knowledge" programs, "Dead Men Tell Tales" and "Man's Deadly Burden," has been announced by Trans-Lux Television Corp., distributor of the series.

"Dead Men Tell Tales" is an account of successful teamwork by the FBI and criminal anthropologists at Pennsylvania U. as they investigate and solve a murder case. "Man's Deadly Burden" reveals facts about overweight, explaining how scientific research is attempting to combat this problem. "Frontiers of Knowledge," produced by WFIL-TV in cooperation with Pennsylvania U., is narrated by John B. Roberts.

See New York's greatest ticker tape parade to Lt. Col. John H. Glenn tomorrow on all Network Stations with TELEVISION ZOOMAR.

'SHOCKER' EYES HARLEM SCHOOLS

WLIB to Study 'Crisis' As Start of New Series

"Crisis in the Classroom," a "shocker" half-hour documentary on conditions in Harlem grade schools, will be presented Sunday on WLIB as the first in a series of monthly programs on controversial issues facing the community. Actual recordings of problem children in and out of class as well as on-the-scene interviews with underprivileged families and special forum sessions with parents and teachers will be heard.

Though all sequences are real, some identities will not be disclosed to protect participants against reprisals. It was prepared by the WLIB Public Affairs Department under the direction of George Goodman.

Granada Paris 'Doc' Syndie Deal to WPIX

Granada TV Network, Ltd., London, and WPIX, New York, have completed arrangements for telecast and syndication in the U. S. of the British network's hour documentary, "Paris—the Cancer Within."

This special report outlines the Algerian situation as it affects France.

FINANCIAL

(Feb. 27)

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, Asked. Lists stocks like Capital Cities, Desilu, Esquire, Inc., etc.

* OVER THE COUNTER

Table with columns: Bid, Asked. Lists over-the-counter stocks like Jerrold, Meredith, Metromedia, etc.

* Courtesy of National Association of Security Dealers.

Name Poodles, See Paris

Phoenix — KXIV has begun a "Paris Poodle Contest," wherein each week a genuine pedigreed somerville French Poodle will be given away and the person who suggests the best names will win a trip to Paris for two.

Q.

Can a TV film distributor use BONDED's facilities in other cities?

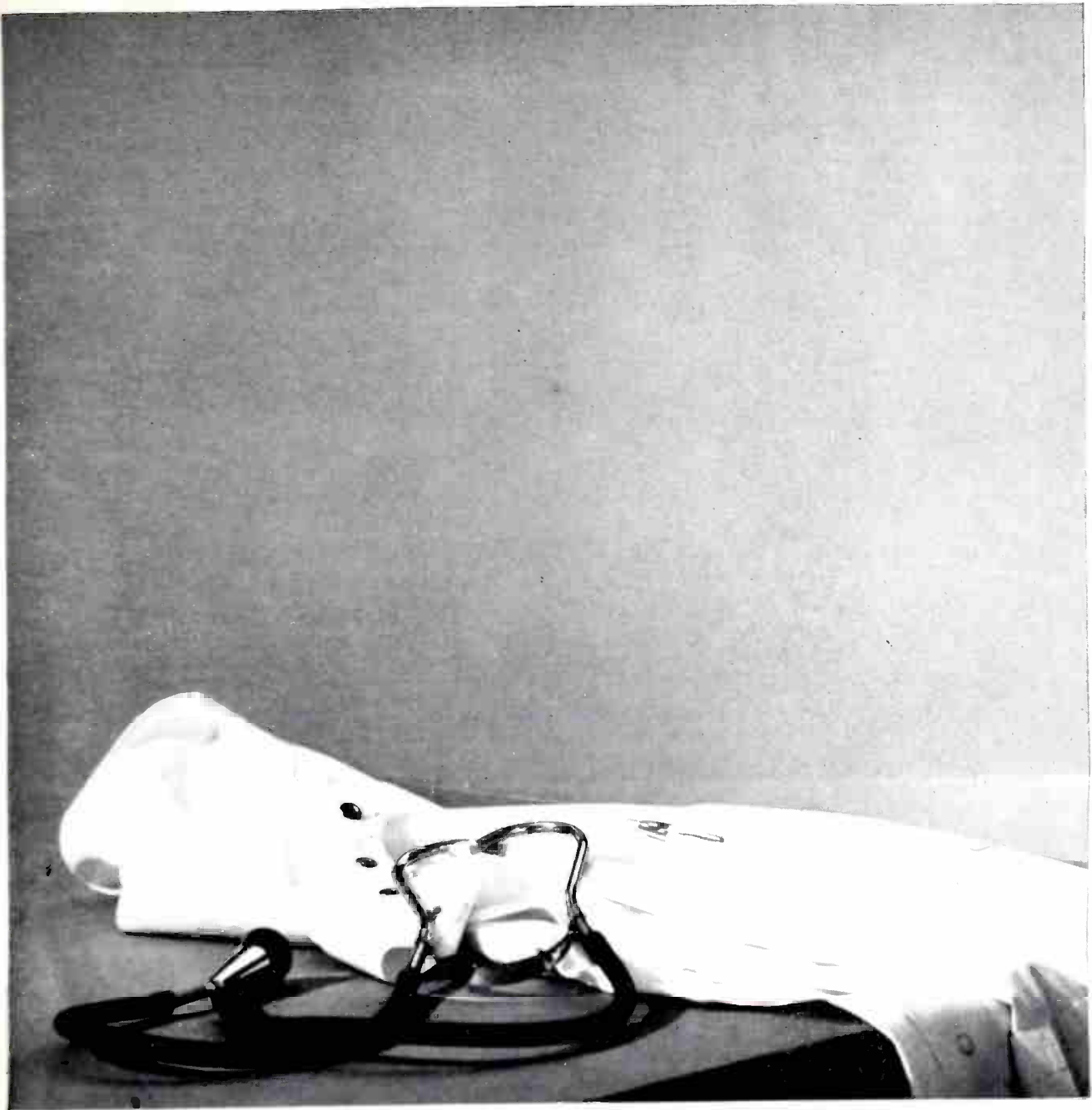
A.

Yes, BONDED has offices in New York, Chicago, Los Angeles and Toronto. This provides better control and reduces shipping costs.

BONDED TV FILM SERVICE

NEW YORK CHICAGO LOS ANGELES TORONTO

A Division of NOVO INDUSTRIAL CORP.



IS THERE A DOCTOR IN THE HOUSE?

Channel Switch on Tap For Winnipeg Outlets

Winnipeg — The CBC has announced plans to switch TV channels of its English and French-language stations here, CBWT and CBWFT. The proposed change is expected to improve service for both outlets and give the English telecast greater range.

'Biography' Previews Opener on LaGuardia

Mrs. Fiorello H. LaGuardia, widow of New York's late mayor, will be hostess at a luncheon at the Four Seasons on Friday, when personal friends and invited press will see a preview of "LaGuardia," first episode of "Biography," new half-hour series to debut on NBC-TV Mar. 9.

Produced by Jack Haley, Jr., and David Wolper, for Official Films, the weekly show is narrated by Mike Wallace, who will attend the luncheon. The LaGuardia biography was written for TV by Allan Lurie and Al Ramrus. In succeeding weeks, such figures as Babe Ruth, Mahatma Gandhi and Gen. John J. Pershing will be traced.

Among those invited by Mrs. LaGuardia are Fannie Hurst, former Gov. Thomas E. Dewey, Sen. Jacob Javits, Sen. Kenneth Keating, former Sen. Herbert H. Lehman, Newbold Morris, Robert Moses, Gov. Nelson Rockefeller, Ambassador Adlai E. Stevenson and Mayor Robert F. Wagner.

Liz' Guests to Discuss 'Social Rehabilitation'

A special panel discussion on Social Rehabilitation will be aired today on WNTA's "Elizabeth Morgan Show." Guests include Joseph Priendergast, executive director, National Recreation Association, and Helen Hennessey, rehabilitation consultant to the Visiting Nurse Service, New York

NBC Sparks RCA Gains

(Continued from Page 1)

report noted that NBC achieved the highest profits in its 35-year history, while color TV profits last year doubled over 1960 and emerged in such proportions "that our investment in color already appears to be one of the soundest this company has ever made."

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

• • • Local Radio and TV stations came in for much praise this week from New York City Fire Commissioner Edward Thompson. He singled out broadcasting in a statement as being "of immense public service value in educating citizens on fire prevention." Thompson credited stations with helping reduce the annual toll of lives and property and added that more public service of this type is needed to save hundreds of persons from being injured or killed each year through negligence.



THOMPSON

• • • A tip of the Stetson to: Publicist Norman King for spotlighting top performers at his Kingswood Country Club in Haverstraw, N. Y., where well-known jazz pianist Baron Starks is holding forth on week-ends. . . . WJQS, Jackson, Miss., for its annual "Dream House" promotion which this year will showcase a \$50,000 house featuring the first speculative property to contain a swimming pool in this area. VP Lew Heilbronner said the promo begins in March, with completion set for July. Over 15,000 visited last year's "Dream House" the first Sunday it was opened. . . . Michael Evans, who just returned to the leading role in "My Fair Lady" on B'way, has three dramatic TV offers from N. Y. producers. Michael, no stranger to TV, has starred in TV in Hollywood, England, New York, and Canada. . . . Direct English broadcasts of Radio Moscow will be heard on WIP, Philadelphia, beginning on Monday.

• • • Meet: Stu Hart, president of the Foothills Athletic Club, Ltd., of Calgary, Alberta, Canada. Stu played pro football for the Edmonton Eskimos and won every wrestling title possible in Canada. He took a giant step last year when he decided to make "Big Time Wrestling From Calgary" as a syndicated videotape feature. Now aired on stations throughout Canada and the United States, it was recently selected for overseas viewing by the U. S. Armed Forces Radio and TV Service and is seen on 22 foreign bases. Stu has signed the world's top grapplers for the series and brought Sam Menacker in from the U. S. to handle commentary. Stu served in the Royal Canadian Navy during World War II, where he was Navy wrestling champ. He is married to the former Helen Smith of New York City, and they live with their 10 children on a 30-acre estate overlooking Calgary.



HART

• • • New York City rolls out its red carpet for the Astronauts tomorrow. Mayor Wagner will lead the city in an affectionate and tumultuous salute to Lieut. Col. John Glenn, Jr., and his six fellow astronauts. Beginning at noon, the TV and Radio coverage, will follow the ticker tape parade up Broadway to City Hall.

• • • Carlo Productions prexy Carl A. Carbon has come up with one of the hottest ideas in years for a nighttime panel show, called "That's Me." . . . Johnny Carson speaking recently before the Harrisburg, Pa., Chamber of Commerce, was forced to extend his 20-minute stint to an hour. . . . "Debriefing," Jack Walters' weekly radio interview with American diplomats, has run into budget problems. Surely CBS can afford to keep this really tip-top show going! . . . Alan King is set for next Tuesday's "Garry Moore Show." His own series will probably have a time slot assigned to it in the next few weeks and start late in September. Should go into production here in April. . . . Pretty 19-year-old Jody Lane is secretary, chauffeur and bodyguard to Jimmy Durante's singing protege, 11-year-old Donna Lynn. Jody's an expert at Karate! . . . Singer Ben E. King, who has five straight disc hits, getting a \$5,000 dental job before his TV debut! . . . The Japanese will make news here in mid-April when they introduce the world's smallest radio, weighing 3 ounces!

'Ask the Police' Explains Work of Law Enforcers

St. Louis — KMOX has added a new segment, "Ask the Police," to its talk and information program "At Your Service." The program heard Monday afternoons, intends to familiarize listeners with the operations of the city's various police departments and to show how these departments work in support of the uniformed policeman.

7 Arts in 22nd Sale Of Vol. 3 Post-'50s

Seven Arts Associated has added six more sales of its Volume 3 of 41 Warner Bros. post-'50 films in the space of a week, placing the package now in a total of 22 markets.

The latest purchasers were WSB-TV, Atlanta; KVAL-TV, Eugene, Ore.; WJAC-TV, Johnston, Pa.; KOLO-TV, Reno; KENS-TV, San Antonio, and WDAU-TV, Scranton.

Previous sales include those to WCBS-TV, New York; WBKB, Chicago; WCAU-TV, Philadelphia; KSD-TV, St. Louis; WBEN-TV, Buffalo; KHOU-TV, Houston; WTIC-TV, Hartford; WCKT-TV, Miami; KXTV, Sacramento, and KJEO, Fresno.

New Avery-Knodel Study Shows Southeast Growth

Avery-Knodel, radio-TV station rep, is distributing to national advertisers and agencies the third edition of "The Southeast in 1962—Your Land of Marketing Opportunity."

The study, noting the population increase of 1.7 million in 10 years and the buying rise of \$8.6 billion, shows the increases in all categories of retail sales and spot TV money.

CBS-TV Signs Lipton To Julie-Carol Spec

(Continued from Page 1)

the most gifted talents in show business, will be taped in New York's Carnegie Hall Monday, Mar. 5.

Bob Banner will be executive producer. He said the production was inspired by successful pairing of the duo on "The Garry Moore Show."

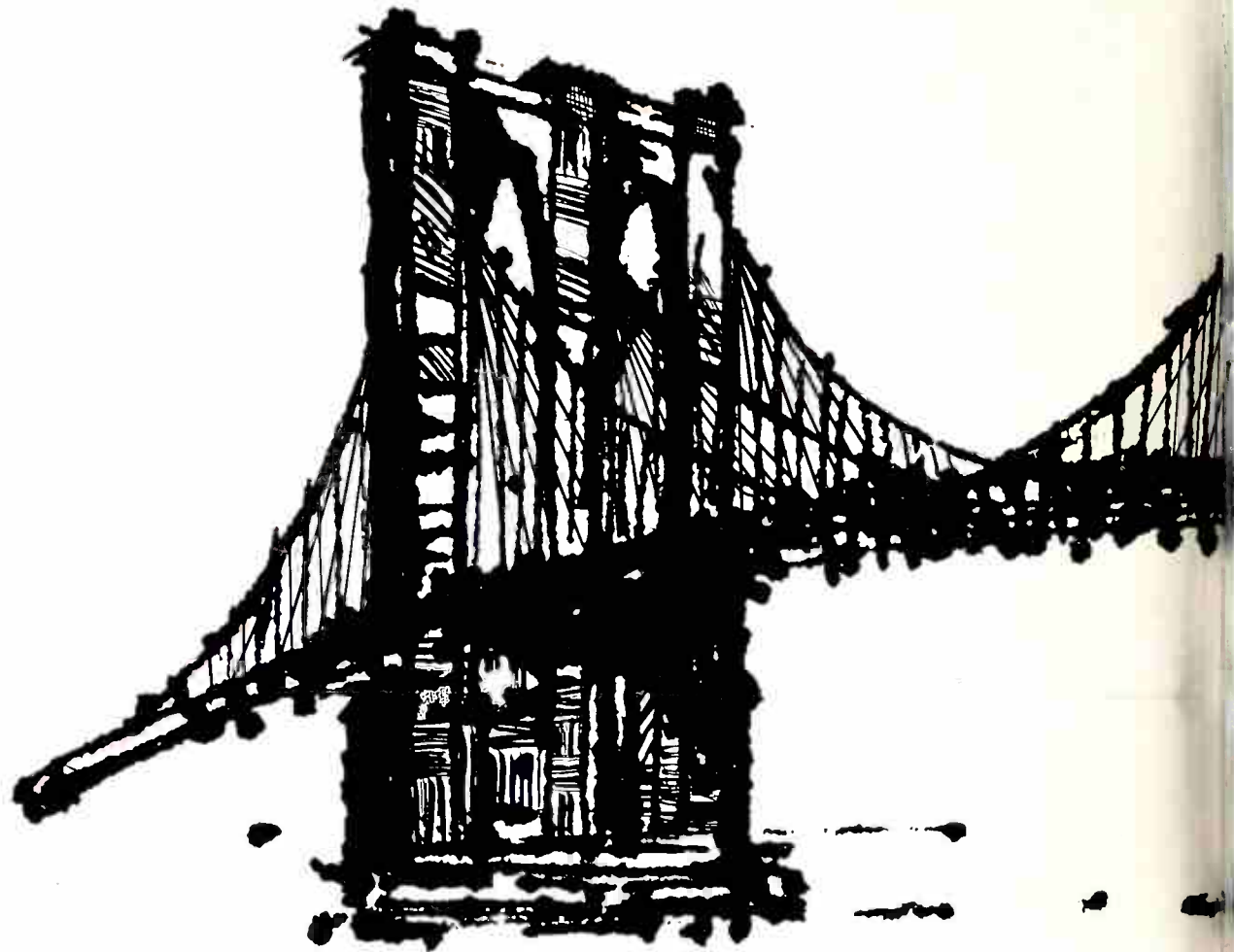
Boston Class B Stereo Multiplex FM Radio Station for Immediate Sale.
CASH PRICE \$75,000
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Contact
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23 Central Ave., Lynn, Mass.



YES!

MEDIC starring Richard Boone. A powerful, award-winning series with a star who is one of television's biggest attractions. Just what the doctor ordered for healthy audiences in your area! ■ Cited as "one of TV's most absorbing adventures" by Life Magazine; regarded as "required viewing for every television writer, director, producer" by the N.Y. Times; praised for accuracy by the American Medical Association; MEDIC owns one of the greatest critical ovations in television history. ■ Here's prime nighttime quality that set the pattern for "Ben Casey" and "Dr. Kildare"—both in the current top ten. Here's impact that catapulted Saran Wrap into national recognition... that attracted such first-rank advertisers as General Electric, Procter & Gamble, Revlon. Here's a program that'll capture more viewers and new sponsors in any market. ■ That's why, in a matter of days, eight new stations (including WBZ-TV, Boston; WTCN-TV, Minneapolis; WDSM-TV, Duluth; WGAN-TV, Portland, Maine; WBTV, Charlotte; KHVH-TV, Honolulu) all put MEDIC into their program lineups. ■ MEDIC is on call for your station, too... just dial

NBC FILMS 



They might have sold us the Brooklyn Bridge ...but broadcasting is our business!

Even in these days of "big numbers," no-one ever has paid \$11,000,000.00 for a radio station. But Storer Broadcasting Company did just that for its new voice in New York . . . **WHN*** Backing our faith that radio's future is bright with promise, Storer has invested this sum to be in the world's number one

*Represented by Katz Agency

NEW YORK
WHN

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

DETROIT
WJBK

DETROIT
WJBK-TV

MILWAUKEE
WITI-TV

CLEVELAND
WJW



market with **WHN** New York. Storer, publicly owned by over 6,000 stockholders, and in electronic media for some 35 years, believes radio has a function no other medium can fulfill. We invite you to listen to **WHN** New York, and Storer style performance. *Important Stations in Important Markets.*

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

MIAMI
WGBS

TOLEDO
WSPD

TOLEDO
WSPD-TV

STORER
BROADCASTING COMPANY

HOBBLER SEES VIDEOTAPE IN BOOM AS AD MEDIUM

A tremendous upsurge in production of videotape commercials by major advertisers during the next six months is forecast by Herbert W. Hobler, sales director of Videotape Productions of New York, in an analysis of the company's first three years of operation. He based his prediction not only on a progressive increase in volume but also on the interest shown by some leading sponsors, who have done little or nothing with videotape up to now, in tape seminars conducted by the company at its studios.

2,500 Commercials

A total of 2,500 commercials for 140 corporate advertisers and of 103 TV program properties has been made by Videotape Productions, Hobler said, which become significant considering that the company started only three years ago.

Food product commercials, accounting for 24.6 per cent of the company's TV commercial production and No. 1 category in its

Joseph Di Buono, formerly with NBC has joined Videotape Productions of New York as an account exec. At NBC Di Buono was producer-salesman for the Tele-sales department. Previously he was a TV commercial producer for BBDO on the du Pont account.

volume, were up 10 per cent from a year ago, Hobler reported. Fashion, responsible for only 3 per cent of the total, nevertheless jumped 50 per cent.

Insurance and bank commercials rose 20 per cent over last year's total, Hobler stated. Among other categories, proprietary drugs went up 18 per cent; toiletries and cosmetics, 15 per cent, and beer and soft drinks, 15 per cent.

Program Production Up

Remote or location commercials zoomed to 22 productions from six a year ago. The greatest increase, however, was registered in TV program production, which accounted for 70 shows in series or pilots during the last 12 months for an aggregate of 103 during the company's three-year history.

Survey Predicts Drop In TV-Set Purchases

Plans to buy TV sets within six months have dropped to 3.9 per cent of all U. S. families surveyed in January, compared to 4.4 per cent in January, 1961, and 4.5 per cent last October, according to the Federal Reserve's Quarterly Survey of Consumer Buying Intentions.

'Hound Dog' Stretches

WNJR, Newark, this week is extending its nightly "Hound Dog" show from one to two hours, with r&b deejay George Lorenz continuing as host, it was announced by operations manager Bob Leonard. In addition to its local airing, the program is syndicated to three other cities.

Seattle Rotary Slates Spacehawk Roy Neal

West Coast Bureau of RADIO-TV DAILY

Seattle—Roy Neal, NBC News correspondent who headed the network's TV news team at Cape Canaveral for preparation and coverage of the Glenn orbital shot, will be featured speaker at a luncheon meeting of the Rotary Club here Mar. 7.

Neal is considered one of the nation's best-informed reporters on space and astronautics.

'Clear Horizon' Series Fills 12 Major Roles

Twelve actors have been cast for the major supporting roles in "The Clear Horizon," daytime dramatic series co-starring Phyllis Avery and Ed Kemmer, according to producer Charles Polacheck. They include Richard Coogan, previously announced.

The five-day-a-week serial, which dramatizes the life of a young Air Force captain and his wife, stationed at Cape Canaveral, returned to CBS-TV this week.

Coogan, Grace Albertson, James Edwards, Hal England, Michael Fox, Charles Herbert, Rusty Lane, Eve McVeagh, Narda Onyx, William Roerick, Richard Vath and Jan Shepard complete the cast of the network's adventure-drama.

A Lot of Dimes

San Antonio — KONO-TV's 18-hour March of Dimes telerama raised more than \$83,000 in cash and pledges. It was the first ever staged here. A half-dozen Central and South Texas radio stations co-operated in the fund-raising effort by accepting calls from persons outside San Antonio who wished to contribute.

Snow-Blanket Feature At Winter Picnic

Fort Wayne — Some 10,000 people jammed Pokagon state park and an additional 2,000 cars were turned away as WOWO held its Winter Wonderland Carnival on the heels of a six-inch snow fall here. Star of the event was Sharon Jo Sutherland, the station's Alice in Wonderland queen, accompanied by "Chief Pottawatomie."

Chi. Outlet Creates Special Film Unit

Chicago—WBBM-TV has set up a special sound-film and editing unit within its news department, to handle local news specials, editorials and public affairs documentaries.

The new unit is to be staffed by cameraman Irv Heberg, soundman Mike Kesmar and film editor Marvin Sadkin, and headed by Lulu Bartlow, executive assistant to William Garry, news director of the station.

The new unit will also take over filming of the "I See Chicago" series.

Waldorf Scene of Tonight's Big Blowout

(Continued from Page 1)

in advertising and broadcasting. It will observe the official one-week change-over in street name plates at Park Ave. and 54th St., to "WHN Avenue." It will also mark today's announcement of Storer company fourth quarter net earnings after taxes of 70 cents a share, compared with 61 cents in the same period of 1960.

The Waldorf party will mark the Storer firm's full-fledged entry into the New York broadcast field. There'll be topnotch entertainment

A "typo" in yesterday's paper gave an incorrect figure for the purchase of WMGM by Storer. A record-high station-buy, it was \$10,950,000.

for the guests with Hugo Winterhalter's Orchestra, the Ray Charles Singers and the Kirby Stone Four among the featured headliners.

All of this is a far cry from the little company founded in 1927 by George B. Storer as chairman and chief executive officer, and his brother-in-law, the late J. Harold Ryan, to distribute petroleum and gasoline products. A short time later, to gain an advertising outlet in the Toledo area, they acquired control of a 50-watter there. Today, Storer Broadcasting, headed by George Jr. as president, is the

owner and operator of seven radio and five TV stations; a representative firm, Storer Television Sales, Inc.; a TV distribution and producing company, Storer Programs, Inc.; The Daily Sun, a Miami Beach daily and Sunday news-

paper; the Dade Journals, four weekly newspapers; a majority interest in the Standard Tube Co., producer of steel tubing in Detroit and Shelby, O., and a minority interest in the Nemir Plastics Co. of Bethesda, Md.



In ceremonies yesterday at southwest corner of Park Avenue and E. 54th St., New York's swankiest thoroughfare was officially proclaimed "WHN Avenue" for this week. Left to right are: George B. Storer, Jr., president of Storer Broadcasting Co.; Mimi Benzler, star of "Milk and Honey"; Manhattan Borough President aide Richard P. Jones, and Lionel Baxter, Radio Division vice president of the Storer company.

NEED JUST THE RIGHT PERSON TO TAKE TO BULLWINKLE'S PICNIC AT THE PLAZA? FEB. 29th AT 8 PM

... Then call Jay Ward Rent-A-Star—the exclusive celebrity rental service!

Make sure you make that all-important Big Impression by arriving with one of the big show biz personalities from the Jay Ward Register.

HERE ARE JUST A FEW:

Leilani Hadarooni, 43. (4'10", 156 lbs.) The World's foremost Lebanese hula dancer!

Cranford Pidd, 51. (6'4", 105 lbs.) Former female impersonator and geek.

Murphy Klung, 62. (5'1", 177 lbs.) Hurdy-gurdy virtuoso.

Merlin and Maude Lishnuss, 34. (5'8", 174 lbs. and 5'4" 198 lbs.) Billed as "World's Only Unrelated Siamese Twins"! (A great bargain offer!)

Ezra Bloot, 19, (7'1¼", 116 lbs.) Stand-in for Lance Nadleman!

Pansy Huff, 28. (6'5", 245 lbs.) Stunt woman and double for John Wayne!

THESE ARE JUST A FEW! CALL TODAY AND ASK TO SEE OUR NEW CATALOG!



JAY WARD RENT-A-STAR

D.J. Goes Underground— For Study of Subways

The complex workings of the world's largest underground railway—New York's subway system—will be examined and described when WNBC Radio's "Jim Lucas Show" takes its microphones into the Transit Authority's Central Control room in Manhattan Mar. 5, 12, 19, and 26. Lucas will talk with dispatchers, engineers, control tower personnel and transit police.

Add Rock, Dina, Gogi To Oscar's Line-Up

Rock Hudson, Dina Merrill, Gogi Grant and George Chakiris have been added to the list of stars who will appear on the 34th annual "Oscar" awards show. Apr. 9 on the combined ABC-TV and Radio networks and the Canadian Broadcasting Corp. As announced earlier, Fred Astaire, Shirley Jones, Gene Kelly, Debbie Reynolds and Andy Williams will also appear.

Miss Grant and Williams will each sing one of the songs nominated for the "Oscar," while the others will present statuettes to winners in various categories. Bob Hope will serve as emcee.

WPAT's Charles McCarthy To Host Morning News

Charles F. McCarthy, new WPAT news-public affairs director, will be heard three times a week on his own 15-minute morning newscasts, beginning Monday.

McCarthy, who formerly was with WOR, WABC and NBC, will cover major international, national and metropolitan New York news, tri-state weather reports and the well-known "unofficial McCarthy reaction."

The station recently became a division of Capital Cities Broadcasting Corp.

Colt Games in Spanish Via San Antonio Station

San Antonio—Home and away games of the National League's Houston Colts, will be broadcast in Spanish on KCOR here. Some 53 per cent of the city's population consists of Spanish-speaking residents. A Spanish-language network will supplement WCOR in carrying the Colt games throughout South Texas.

Masla Co. to Rep WSTC

Stamford, Conn. — WSTC and WSTC-FM, represented by Everett-McKinney for 15 years until that company's recent dissolution, has appointed Jack Masla Co. as its national rep.

HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • "People Need People," by Henry F. Greenberg, first aired on Revue's "Alcoa Premiere," has been nominated for state and national honors by the L. A. County Association for Mental Health. The drama dealt with group therapy in a Naval Hospital and starred Lee Marvin, Arthur Kennedy and James Gregory. Gov. Brown will make the State award at a banquet in Sacramento Mar. 14.

☆ ☆ ☆ ☆

• • • Lew Irwin, president of Irwin-O'Donnell Productions, announced yesterday that his firm has purchased "The Deaf Mute," original story and documentary by Bill O'Halloren. This will be the first TV documentary produced without narration or dialogue. The firm is winding up production on "The Idol," a story based on teenage star Bobby Vee.

☆ ☆ ☆ ☆

• • • Dr. Frank Berger, discoverer of "Miltown," will be guest on "Inquiry" on KGBS Sunday, Mar. 4. Dr. Berger will be questioned by Host Dick Wahl on the increased use and importance of tranquilizers and the correlation between material success and tension. The Brandy Company, publicists, opened new offices Monday and now occupy more than twice their original space. Client representation has been expanded to include New York, London and Rome.

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• • • The "Margie" comic book, featuring Cynthia Pepper, star of the 20th-Fox TV series, has sold more than 400,000 copies since it went on sale two months ago. . . . Verve Records, has set an April release date for a new comedy album by Jonathan Winters.

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• • • Phil Brestoff, general manager of KABC radio, has announced the appointment of Douglas Campbell as national sales manager. Campbell has been with ABC since 1950. . . . Paul Weston, president of the National Academy of Recording Arts and Sciences, announced that nomination ballots have been mailed to all voting members.

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• • • Rick Spalla Productions has completed filming of the Jerry Lewis segment of "Guest Shot" for Trans-Lux Television. This episode of the half-hour TV series was filmed at Jerry's home in Bel Air and included his FM station, the studio recording and dubbing facilities, filming and projection facilities and all the other unusually complete equipment that goes to make up Lewis' hobby.

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• • • James Dunn plays a clown in "Run, Clown, Run," segment of "Follow the Sun," which got underway at 20th-Fox-TV this week. This is Dunn's first appearance on the Fox lot since winning an "Oscar" for "A Tree Grows in Brooklyn" back in 1945.

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• • • The NBC "White Paper" on Red China Sunday evening was a revelation, including some hitherto unseen shots taken in Red China by the only Western newsman allowed in that country in recent years.

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• • • Bob Hope, Charlton Heston, Lena Horne and the Kingston Trio will appear in the one hour special, "At This Very Moment," to air on ABC-TV Apr. 1. Burt Lancaster will host, as well as appearing in dramatic sketches.

F. S. Mangan Appointed NBC-TV Account Exec

Chicago—NBC-TV central division sales here, has appointed Francis S. Mangan an account exec. He had been national sales director at WRCV-TV, Philadelphia, since April.

Previously Mangan was with NBC-TV Spot Sales here from 1955 to 1961. He was manager of the central division spot sales office from 1959 until he went to WRCV-TV.

Prior to that he was with the Katz Agency and the Chicago Tribune.

'Circle' Tells of Catholics Who Hid Jew from Nazis

The dramatized true story of a Polish Jew who escaped Nazis by living for almost two years in a cave under the kitchen floor of a Roman Catholic farm family's home will be presented Mar. 14 on CBS-TV's "Armstrong Circle Theatre."

Entitled "The Man Who Refused to Die," the taped production will star Alexander Scourby, with Marketa Kimbrell, Carl Low, Anne Hegira, Lydia Bruce and Perry Skaar filling other roles in the production.

**Dinner Menu Service
Rings Phila. Outlet Bell**
Philadelphia—WCAU's "Dinner Bell" has recorded a steadily growing volume of telephonic calls. A daily meal-planning service, it offers menu suggestions to callers by automatic answering service and has recorded over 10,000 calls in its first year.

Banner Films Puts 'Debbie' in 94th Market

The "Debbie Drake Show," physical fitness series distributed by Banner Films, Inc., has added 10 new sales and 10 re-sales and is now in a total of 94 markets. It was reported by Banner president Charles McGregor. He said the series has also been purchased for showing in Montreal.

New sales were to WNBQ, Chicago; KBOI-TV, Boise; WSOC-TV, Charlotte; WTOP-TV, Washington; KTVR-TV, Denver; WUSN-TV, Charleston; KPHO-TV, Phoenix; WCPO-TV, Cincinnati; KWTW, Oklahoma City, and WCCA-TV, Columbia, S. C.

Re-sales were to WALB-TV, Albany, Ga.; WJHG-TV, Panama City, Fla.; WDAY-TV, Fargo, N. D.; WKRQ-TV, Mobile; WTVF, Decatur, Ill.; KTVH, Hutchinson, Kan.; WTIC-TV, Hartford; WHDH-TV, Boston, and KGUN-TV, Tucson.

WQXR Increases Stereo To 27 Hours Weekly

WQXR-FM will increase its weekly stereo schedule to 27 hours on Friday, with the new line-up to consist of "Symphony Hall" on Friday, Sunday and Wednesday, and "The Opera House" on Saturdays. The entire stereo schedule will also be available in hi-fi monaural sound on WQXR-AM as well as non-stereo FM receivers.

'Aromarama' Pic to Air In Sterlings' Series

(Continued from Page 1)

"Aromarama" technique, dispensing scents related to action on the screen, has been acquired by Sterling TV for its forthcoming syndication series, "The Special of the Week."

TV rights to the color documentary, were obtained from Continental Distributing, Inc., a subsidiary of Walter Reade, Inc., currently completing a merger with Sterling.

Chet Huntley narrates as the film follows a camera expedition behind the bamboo curtain and objectively records the contrast between ancient Chinese culture and contemporary life under present Communist regime.

Pauley Tells Admen Of Radio Net's Climb

Detroit — The growth of ABC radio in the past few months was emphasized in a report delivered here Monday by network president Robert R. Pauley.

Pauley told a special luncheon meeting of this area's major advertisers and agencies at the Atlantic Club current plans of the network, described increases in station clearances and sales volume and outlined how the company is working to attract talent-youngsters to its staff.

The report was illustrated with slides and supplemented by taped statements from other ABC executives. Accompanying Pauley at the meeting were Jim Duffy, national sales director for ABC Radio; Ted Douglas, Eastern sales manager; Jack Mann, director of ABC Radio West, and account representative Jack Thayer.

Know Address Today Highlights SBPA Meet

(Continued from Page 1)

agenda of the state chiefs is a luncheon talk by Sen. John O. Pastore (D., R. I.), chairman of the Senate Subcommittee on Communications. Tomorrow morning, Civil Defense will be discussed by panelists Robert Bartley, FCC commissioner; NAB radio VP John F. Meagher, and assistant general secretary Stuart Pittman.

Later tomorrow, White House press secretary Pierre Salinger will address the groups, preceding today's talk. There will also be a State Department briefing by secretary of state Dean Rusk and under secretary George W. Ball.

On Friday, the final day of the editorializing Conference, a Community Leadership panel will feature urban renewal commissioner William L. Slayton and New Haven mayor Richard C. Lee, followed by a luncheon address by USIA director Edward R. Murphy and an afternoon discussion on health and welfare campaigns by former HEW secretary Martin B. Folsom.

Bill Rice Subs for Cossell

Bill Rice will substitute for Edward Cossell as host of the sports segment of WABC-TV's "Report to New York" each evening, beginning on Monday, while Cossell is in Florida to tape interviews with baseball players during Spring training.

AGENCY NEWSCAST

By SHELBY COOPER

Three TV network executives and a ratings analyst discuss the best use of public-service video programs and documentaries at an ANA workshop on TV advertising today in the Plaza Hotel.

Panel members are Don Durgin, NBC-TV sales veep; John J.



DURGIN



KAROL



SCHERICK

Karol, director of special projects, CBS-TV; Edgar J. Scherick, network sales veep, ABC-TV, and T. R. Shearer, of A. C. Nielsen. Principal subject to be debated is the growing interest among advertisers in news and actuality programs.

Gerald Light has been appointed VP in charge of advertising and marketing planning at Landers, Frary & Clark, makers of Universal appliances. He formerly was marketing VP for Schick, Inc., an account supervisor at McCann-Erickson, and director of advertising for CBS-Columbia and for Emerson Television.



LIGHT

Light is a member of the American Marketing Association, the ANA, the advertising post of the American Legion and the ATAS.

Donald Scandlin has joined

Fuller & Smith & Ross as media buyer, Donald E. Leonard, VP and media director has announced. Scandlin previously was media supervisor for six years with Erwin Wasey, Ruthrauff & Ryan. Before that he was media director for the former Roy Durstine Co., and a media buyer for Ted Bates.

Raymond H. Hagley has been elected VP in charge of art production and Richard E. Miller VP in charge of sales promotion at Advance Art Studios, Cleveland. Miller succeeds Sylvester A. Nock, now executive VP. Coordinated Marketing has been appointed advertising and PR agency for the Governor Clinton Hotel, New York. S. L. Brown and Associates, Houston, have changed the firm's name to Brown and Snyder, Inc.

☆ ☆ Let's Talk It Over ☆ ☆

(Continued from Page 1)

our own industry, the world is shrinking to the ideal of a community of human relationship.

THE FAR-SIGHTED operator realizes this; he knows his audience is entitled to thought-stirring via his station—whether the topic be the election of a mayor, downtown traffic control, hometown juvenile delinquency, a K & K summit meeting, or global drug trafficking. As the world's first democratic nation, our heritage has always been to "sound off" and, now that broadcasting has taken pre-eminence over the public prints as a communications medium, we must fulfill our function of mature, editorial leadership.

We urge, therefore, that everyone engaged in radio and TV pay closest attention to the outcome of the Washington editorializing talks. They represent a truly gigantic step in the right direction. While many stations already have started along this highway, there are still too many fence-straddlers and,—let's face it, every recalcitrant must be won over for community, national and industry weal.

Illinois VHF Operator Assails Deintermix

Rockford, Ill.—Joseph M. Baisch, general manager of WREX-TV, has assailed the FCC's proposal to deintermix eight markets as discriminatory and as opposed by the general population.

Baisch protested that his station had lost money in its early days of operation, and now that it is beginning to show a gain it faces a severe set-back in terms of costly equipment conversion and contract losses.

If deintermixture goes through, WREX-TV would be changed from VHF Channel 13 to UHF Channel 17. "More than \$350,000 in VHF equipment would become obsolete overnight," he said, "and more than \$325,000 in new UHF gear would have to be purchased and installed."

Additionally, the proposed deintermixture "would make thousands of persons dependent on extreme fringe VHF signals, or if they invest in converters and strip tuners, an unassured service," he charged.

Baisch claimed that some 113,000 persons in his area had expressed opposition to deintermixture, and that this "reflected the common will of the people."

WBBM Names Lazzaro Info Services Director

Chicago — WBBM, CBS O-O here, has named Paul Lazzaro information services director, in direct charge of all public affairs programs, and press activities of the station.

Lazzaro was a Balaban & Katz Corp. publicist before joining the station in 1961. He worked for the Chicago Sun-Times as a trade-publications editor in 1956, followed by two years with CBS affiliate WCOV-AM-TV, Montgomery, Ala.

Devney Has New Name

Devney O'Connell, station reps, changes its name tomorrow to The Devney Organization, Inc.

CREATIVE IDEAS

EXPERT TECHNIQUES

LOWER COSTS

CRISTAL ANIMATION, INC.

17 East 45 St., New York, N.Y. 7-3480

HIGHEST RATING NEW YORK **15.2** FIRST 4-WEEK AVERAGE-ARB

SUPERCAR

TELEVISION **WPIX** CHANNEL 11

FRED M. THROWER
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

February 8, 1962

Mr. Abe Mandell
Vice President
Sales and Administration
INDEPENDENT TELEVISION CORPORATION
488 Madison Avenue
New York 22, New York

Dear Abe:

Congratulations are certainly in order to ITC.

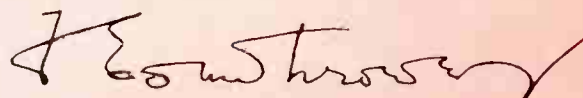
SUPERCAR premiered on WPIX-11 January 6th with a 16.3 ARB rating and, following four weeks on the air, has solidly established itself as the number one program in its time period and the number one weekend children's show in New York among all local children shows in this market.

Highly significant to us is the four week average rating of 15.2 which points up convincingly the consistent week-to-week appeal of SUPERCAR.

As we both know, ITC programs are well represented on WPIX-11. I would like to take this occasion to make mention of the fact that all are extremely successful and high rated. But SUPERCAR is the biggest yet.

SUPERCAR has lived up to its advance billing - in spades.

Sincerely,



Fred M. Thrower

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