

# RADIO TELEVISION DAILY

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TEN CENTS

## CLEAR CHANNEL 'CRUSH' BLOCKED

### TV Film Producers Sign Accord to Ban Alien Music Tracks

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Agreement to ban foreign scoring of music sound tracks on domestically produced TV films was reached over the weekend between the American Federation of Musicians and the Alliance of TV Film Producers.

The ban was contained in a two-year pact covering TV programs produced by the following Alliance companies: Belmar Enterprises, Bing Crosby Productions, Calvada, Desilu, Four Star TV, T & L Productions and Mayberry Enterprises.

The pact was negotiated here with major members of the Alliance by Herman Kenin, AFM president. It calls for a seven-months "transition" period, starting yesterday, before the foreign tracks are completely prohibited.

### John Roberts Elected Chicago SRA President

Chicago — John Roberts has been elected president of the local Station Reps Ass'n chapter, succeeding Thomas Harrison of the John Blair Co. Other officers are Harry Smart, manager of Midwest operations in the local office of Blair TV, VP; Robert Kalthoff, TV sales account exec here for Avery-Knodel, secretary, and Alan Axtell, treasurer.

### Murder Trial Judge Rules:

## Mikes, Cameras Are Fair

By JOHN CRASILNECK  
Special to RADIO-TV DAILY

San Antonio—The request for a change of venue in the Phil Dycus murder trial has been denied by the court which decided broadcasters did not give undue publicity to the defendant's trial for slaying his mother. Dycus, the presiding judge said, would receive a fair trial when he appears within several months on a charge of killing his father. Dycus was sentenced to five years in

### WESTINGHOUSE ENVISIONS PROTECTION FLAP PEACE

Westinghouse Broadcasting Company is asking other broadcasters to follow it down the path of dwindling product protection—a path that WBC believes has a peace pipe at the end.

Westinghouse is now enjoying accord with Edward A. Grey, senior VP in charge of media at Ted Bates & Co., Inc., chief antagonist of WBC's protection paring move.

Both firms made up after the broadcasting company issued a clarification of its new policy. A memo set up a WBC system of notifying an advertiser who wants 15-minute separations when a conflict occurs. He can then find another spot, change products, exercise normal cancellation rights or remain where he is.

When competitive conflict oc-

(Continued on Page 5)

### ABC-TV Begins Testing Color Pattern for Fall

ABC-TV today begins closed-circuit tests of its color pattern, airing them from 10:30-11 AM and 5-5:30 PM, when the network has no feed to stations. The pattern may be picked up by its o-o TV stations and any affiliates planning to go with the network into colorcasting this Fall.

### Nashville Multiplex OK'd

Nashville — The FCC's Broadcast Bureau has granted WNFO-FM here a subsidiary communications authorization on a multiplex basis.

### All-Channel Bill Passed; Awaits JFK's Signature

Washington — The House late Friday passed the all-channel TV set bill, permitting the FCC to require that all sets sold in interstate commerce be able to receive the 70 UHF channels as well as the 12 VHF, and also permitting the FCC to set the date for the changeover. The president is expected to sign the measure into law.

### Quaal Takes Office As Pioneers' Chief

Chicago — Ward L. Quaal, 27-year veteran of radio and TV, takes office today as president of the Broadcast Pioneers and said he plans to establish an annual award by the organization to recognize "superior performance" in individual local radio and TV stations.



QUAAL

The two awards will be made at the Pioneers' annual dinner, held in conjunction with the NAB convention.

Currently executive VP and

(Continued on Page 6)

### Broadcast Music Veep To Head Copyright Body

Robert J. Burton, VP of Broadcast Music, Inc., and acting Ctij Court Judge of New Rochelle, N. Y., has been named chairman of the copyright committee of the American Patent Law Association for the coming year.

### House Unit Asks FCC For One-Year Delay On Additional Outlets

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has been told to hold off on its plan to allow additional radio stations on 12 of the present 25 clear channels.

The House Commerce Committee has asked the Commission to delay the plan at least a year and to consider granting broadcast power in excess of the present 50 kw.

These recommendations are wrapped up in a resolution that needs only House passage and not in the Senate too. It would not be legally binding but, for practical reasons, the FCC would tend to observe it.

The clear channel stations, many of them pioneers in radio—and the property of networks or important multiple owners, have argued that new stations on their channels would cause destructive interference. They also contend that authorization to go to 75 kw

(Continued on Page 3)

### John Booth to Direct Pa.'s RFE Fund Drive

Chambersburg, Pa. — John S. Booth, president of WTOW, Towson, Md., has been appointed Pennsylvania radio and TV chairman for the 1962-'63 Radio Free Europe Fund drive. The announcement was made by Cecil Woodland, general manager of WEJL, Scranton, and Chairman of the RFE radio and TV campaign for the middle Atlantic states.

### Million Cash to Millers For Sale of WAIT, Chicago

Chicago — The purchase of radio station WAIT for \$1 million, all cash, by Maurice and Lois Rosenfield and Howard and Robert Weiss, was announced today, subject to FCC approval. The Chicago law firm of Devoe, Shadur, Mikva & Plotkin is also a participant. The Miller family has owned WAIT since 1954.



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## Capstaff Quits NBC For Own R-TV Deals

Albert L. Capstaff has resigned as NBC Radio programs VP to devote full time to his private broadcasting interests, including presidency of Eagle Broadcasting Corp. and the Virgin Island TV Cable Corp., which operates a CATV system (VITV) on St. Thomas.

A 15-year NBC veteran, he has served as executive producer of "Monitor" and produced the "Bob Hope Show" on radio a number of years. At one time he also operated KVAS, Astoria, Ore., WD-EW Springfield, Mass., and WB-ZY, Torrington, Conn.

Eagle is currently awaiting FCC approval of its acquisition of stations in Florida and upper New York and, with VITV, plans to develop additional broadcast and CATV properties in the southeastern and eastern United States.

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

# WNAC SALES STAFF DONS BLAZERS FOR 40th ANN'Y

Boston—WNAC, Boston's first radio station, is celebrating its 40th birthday this month. The station went on the air on July 31, 1922, as a promotional activity by a department store at a time when many radios were homemade crystal sets of oatmeal boxes and wire.

In honor of the birthday, WNAC will give away 160 transistors to winners of best slogans about the station on July 31, and Aug. 1, 2 and 3. The station's entire sales staff from national sales manager Proc Jones, to Hugh Wallace, Nat Herman, Mike Horn and Dick Keating will call on agencies and clients in new green blazers and green and gray regimental ties during July.

WNAC conducted what is claimed to be the first network broadcast in radio history on Jan. 4, 1923, between WNAC and NBC's flagship, WEAJ, (now WNBC), New York. The two stations were connected by long distance telephone wires to hear Nathan Glanz play "Lovelight in Your Eyes" on his saxophone, and other music.

## Stations Appoint ATS As Exclusive Sales Rep

Advertising Time Sales is the new national rep for WECT (TV), Wilmington, N. C., except in Dallas and Atlanta, where the appointment becomes effective Sept. 13.

ATS also announced it will rep WCIV-TV, which goes on the air this Fall as the third channel in Charleston, S.C., and will be an NBC affiliate. The WCIV-TV appointment is effective now in anticipation of an Oct. 1 airdate.

ATS was also named exclusive national rep for WCCA-TV, Columbia, S. C., and WCCB-TV, Montgomery, Ala.

## Oxley Production Head

San Antonio—Bill Oxley, who produced and directed "Primary Science" and Science V and VI for the "TV Classtime" project, is the local production supervisor for KRLN-TV.

## CBS Calif., O-Os Offer Debate to Brown, Nixon

CBS-owned KNXT (TV) and KNX, Los Angeles, and KCBS, San Francisco, have offered an hour of prime evening time to California gubernatorial candidates Edmund G. (Pat) Brown and Richard M. Nixon to discuss campaign issues. The program would originate at KNXT and be made available to affiliates of the CBS TV and Radio Pacific Networks, plus other outlets in the state.

## Nostalgia Rules the Roost On Detroit 'Soundtacular'

Detroit—WXYZ Radio will air the record hits of 1957 thru 1961 in its fourth annual "Soundtacular" for five days starting Wednesday. The station will incorrectly identify some of the artists on the records and the year songs hit the top, then award prizes to listeners who spot errors.

## Fairburn Novel Set For Revue's 'Astaire'

"The Voice of Charlie Pont," a novel by Douglas Fairburn, has been purchased by producer Dick Berg for dramatization next Fall on ABC-TV's "Fred Astaire Premiere," produced by Revue. Published by Random House in 1961, the novel deals with Harvard alumni of the '60s and has been likened to the first novel of F. Scott Fitzgerald.

Neither cast nor scriptwriter has been signed. Berg will produce 10 episodes next Fall; his acquisitions thus far indicate a strong bent toward contemporary themes.

Purchases include: "Impact of an Execution" by Saul Levitt, stage adapter of "The Andersonville Trial;" "Mother and Child" by Roger O. Hirson, whose "Journey to the Day," originally done on "Playhouse 90," will appear on Broadway this year, and "The Contenders" by James Lee, who wrote "Career" for stage and films.

## Dr. Steimle on 'Church'

Dr. Edward A. Steimle, of the Union Theological Seminary, will discuss "You Are Different" on CBS Radio's "Church of the Air" Sunday. The program is produced by Ted Holmes for CBS News' public affairs.

## News, Sport, Stock Wrap-Up

"Up to the Minute," a 45-minute nightly roundup of metropolitan New York's top news stories, debuts July 9 on WCBS as part of the station's extensive news expansion program. Produced by WCBS Radio News, it will feature Kenneth Banghart as anchor man.

Leading off will be a 15-minute summary of local, regional, national and international news, followed by a 10-minute wrapup of sports news and interviews by Marty Glickman, a weather roundup and background, analysis, "actualities" and prognosis of the

## COMING AND GOING

LORRIE REISSETTER and KATHY BUCKEY, of WTCN, Minneapolis, to Santa Fe and Denver on vacation.

DONALD F. COLEMAN, McCann-Marschalk Agency VP, to Minneapolis today to visit WTCN.

ROBERT B. MORIN, Allied Artists TV Corp. VP and general sales manager, to Chicago for sales meetings.

MARTIN L. BARSKY, Pacific Productions president, to Philadelphia on business.

ALAN SILVERBACH, 20th Century-Fox TV international sales director, has returned from a sales trip to Puerto Rico, Venezuela, Argentina, Peru and Uruguay.

ARTHUR O'CONNELL to Beverly Hills, where he will reside.

PAT BOONE back to California following a week of personal appearances in N. Y. and Bridgeport, Conn.

## Desilu Estimates Net Of \$600,000 for Year

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Net operating income of Desilu Productions, Inc for the year ended last April 30 was about the same as the \$319,146 or 28 cents a share reported for fiscal 1961, Edwin E. Holly, vice president of administration and finance told Dow-Jones.

However, "extraordinary income" of about \$300,000 from the sale of a television show property will boost total net earnings to slightly better than \$600,000 or between 55 and 60 cents a share, he said.

Gross income of the television film producer in fiscal 1962 slipped to approximately \$4,000,000 from the previous year's \$19,000,000, he added.

## In Sales-Analysis Post

Malcolm P. Murphy has joined the Schwerin Research Corp. as associate director of the newly formed evaluation-sales analysis division. He was formerly research director for the Gorham Co.

top news story of the day.

Next will be the feature story of the day, including book, magazine and play reviews, news of the theatre and interviews with prominent authors, followed by a five-minute wrapup of the day on Wall Street. The station then joins CBS for Lowell Thomas' commentary on the day's news, wrapping up WCBS' 45-minute roundup.

## FCC, Industry Execs Survey ETV's 10 Yrs. At Fordham Confab

FCC Commissioner Robert E. Lee and Broadcast Bureau chief Kenneth Cox are among the speakers topping a five-day conference July 16-20 at the Fordham U. Rose Hill campus in New York. The meeting is designed to present a complete and current picture of educational TV on its 10th anniversary. Sponsor of the event is the university's Communication Arts Department.



LEE

Lee will introduce a full day devoted to "UHF and TV Expansion" on July 19, with Cox to discuss FCC policy on licensing UHF. Other speakers that day include FCC engineering assistant Robert Weston; Vernon Bronson of the National Ass'n of Educational Broadcasters; C.



PETERSMEYER

Wrede Petersmeyer, Corinthian Broadcasting president, and Seymour N. Siegel, director of the Municipal Broadcasting System and WUHF, who will describe the New York City UHF experiment.

### Top Officials Slated

Opening day speakers July 16 include the three men most responsible for WNDT, NYC's first ETV station: NETRC president John F. White; Dr. Samuel B. Gould, president WNDT National Broadcasting Corp., and WNDT general manager Richard D. Heffner.

### Course Planned

Other speakers during the conference include Dr. Hyman Goldin, chief of the FCC's Research & Education Division; Gertrude Broderick of the U. S. Office of Education; Nicholas Zapple, communications counsel, Senate Commerce Committee, and Dr. John Bystrom, HEW special assistant.

In addition to the five-day conference, a six week course entitled "A Survey of Educational TV: Theory and Practice" will be given July 5-Aug. 14 in the Summer Institute of Communication Arts.

## Silver Dollars Roll Again For Capital Taxi Drivers

Washington — WWDC Radio is sending out "mystery riders" who give each taxi driver whose radio is tuned to the station a silver dollar, as well as the regular fare and tip. The riders also take the driver's name for a future chance at the "Taxi Booster Jackpot."

## 'WAR OF AERIALS' WAGED IN WALES

Two Overlapping Stations Switch Antennas Gratis

London — There's a hot video antenna war going on between TV Wales and the West and its rival, Westward TV. The two commercial stations have transmission areas which overlap in several places.

Six girls will tour the Westward TV area this week offering, free of charge, to turn household aerials around so that they face away from the T.W.W. transmitter. Meanwhile, T.W.W. is fighting back by offering—again free of charge—to switch viewers' aerials back to where they were before.

## Atlanta Kicks Off Show With Volkswagen Backing

Atlanta—"Sports on the Spot," a new series backed by Volkswagen, begins today on WSB, featuring Atlanta Journal sports editor Furman Bisher in live-minute interviews with noted sports personalities each Monday, Wednesday and Friday.

Kicking off the series will be guest Fred Blasie, world heavyweight wrestling champion.

## Waddell's Kiddy Script

Los Angeles—Richard K. Dix, Candix Enterprises VP, has engaged script writer Phillip Waddell to format "The Adventures of Ricky and Nibbles" into a children's TV series.

## 143% Rise Is Scored By Building Materials In Year's 1st Quarter

Advertisers of building materials, horticulture, radio-TV sets and sporting goods and toys more than doubled their use of network TV in first quarter 1962, TvB reports.

Gross time billings in the '62 first quarter were \$1,011,805 for building materials, up 143 per cent over first quarter '61; \$103,693 for horticulture, up 767 per cent; \$1,343,377 for radio-TV sets and phonographs, up 137 per cent, and \$1,877,480 for sporting goods and toys, up 105 per cent.

Leading product classification on net TV was food and food products, with billings of \$34,933,184 this year vs. \$32,365,903 last year, an increase of 7.9 per cent. Leading net advertiser was Procter & Gamble, with billings of \$11,490,046.

The next nine after Procter & Gamble, in descending order, were American Home Products Corp., Lever Brothers, General Motors, Colgate-Palmolive; R. J. Reynolds Tobacco, Bristol-Myers, Ford, General Foods and Brown & Williamson Tobacco.

## Standard Radio Reports Best \$ Year in History

Special to RADIO-TV DAILY

Toronto—Standard Radio, Ltd., has completed the most financially successful year in its history, the annual shareholders meeting here was told by company president W. C. Thornton Cran.

The company's CFRB-FM in Toronto had the largest audience of any FM station in Canada at the end of its first nine months of operation, Cran said.

Approval was given by shareholders to an increase in the authorized capital to 2 million shares and a five-for-one subdivision of existing issued shares.

## Pile-Ups of 'Clears' Stayed

(Continued from Page 1)

would do much more to bring additional service to under-served or "white" areas.

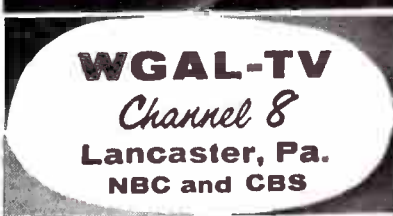
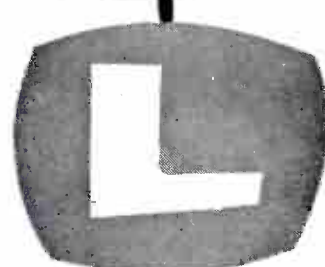
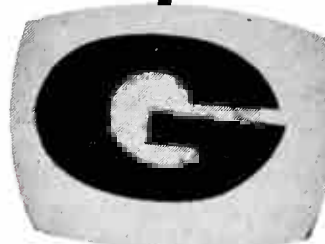
The Senate Commerce Committee adopted a resolution some years ago calling on the FCC not to approve higher power until Congress could act. Congress has never acted, and the FCC has never okayed more power.

The House committee believes its own resolution will have the effect of cancelling out the Senate committee's former action. It didn't direct the FCC to permit

higher power, but authorized it to do so if such action would result in new service to under-served areas.

Of the 25 clear channels, there is a second station on only one of them at present. The House committee resolution upsets an FCC plan that would permit new stations on half of the remaining 24 (after a specified period and in certain limited areas only) and then, if the experiment proved successful, would open up the other 12 channels.

in the public interest



Representative: MEEKER

## CANDY STORE SEASON



While it's delicious fun to josh the network chaps for their dedication to the 1977-78 TV schedules, one must give the ivory tower kids their due: year in and year out, they fill the bill. And this coming season—combining some fine new product with the cream of established shows—has shaped up as the most powerful package of entertainment and information in the history of The Tube.

TELEVISION Magazine spilled the beans with a superb three page photographic schedule. (One wag in our shop suggested that the networks simply televise this pictorial layout, and let it go at that! We gave the fellow a raise and a title, and sacked him the next day—just like New York).

But seriously, it's a magnificent schedule, and broadcasting has every right to be proud of it, regardless of what the "critics" will say, and regardless of the January cancellation toll. You and I know that cancellations seldom have any direct relation to the true merits of a series.

If I were a betting man (which I am) I would have to tag along with the three big Westerns, "Empire", "The Virginian" and "The Wide Country", with the door open for the gimmick Western, "Stoney Burke"; novel formats that catch fire can really explode. Lucille Ball is The First Lady of Television, and will not be manhandled in the ratings. If she really feels like working, the time period is all hers.

Jack Paar's first outing should hit a 45 rating, and an even higher would not be a surprise; what with all America asking: What will Paar do? The competition isn't impossible, and Mr. Midnight has what it takes to scoop up all the marbles. But what will he DO?

The ABC people apparently have high hopes for several G.I. type shows: "Combat", "Gallant Men" and "McHale's Men". They could know something; it's been a long time since "Victory at Sea".

The big surprise, I think, is the absence on the schedule of any new Medicine Man shows. With "Ben Casey" and "Dr. Kildare" assured of many happy diagnoses ahead, it seemed not unlikely that the new season would have presented at least three or four other entries in the same vein. So, we hypochondriacs will just have to settle for "The Nurses", which, with diligent casting (39-24-39) has a chance to make good. (In Hollywood, anybody with those measurements can make good).

At any rate, it's a candy store schedule, with goodies for every palate. The ivory tower planners deserve a big hand from all, and I for one am putting away the needle. I mean, if they insist on blueprinting the 1977-78 season 15 years ahead of time, it's merely a sign of confidence, right?

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Dell Peters, veteran radio and TV manager who has headed his own agency for many years, today joins forces with Faillace Productions, producer of musical TV and radio commercials, as an account exec. In addition to participating in the company's overall operation of musical and film productions, Dell will also be active in the company's Print procurement and distribution operations . . . Paul Denis leaving next week for Hollywood on TV magazine assignments, returning in September . . . Arlene Fontana, protegee of Danny (Hiawaway) Strodello, will appear Aug. 19 on the "Ed Sullivan Show." She is currently starring in "Flower Drum Song" at the Thunderbird in Las Vegas . . . That tall beauty from North Carolina at the Frankie Avalon party in Danny's was Georgia Winters, editor of 16 Magazine . . . Wm. Morris Agency and NBC found they have a winner in Carol Knox, emcee of NBC-TV's daily "Family" show, so they're putting a big promotion campaign behind her.

☆☆☆☆

• • • Meet: Wilbur Stark, a veteran producer of over a thousand live and taped TV dramas and 81 filmed TV dramas, who still insists on learning new techniques. He spent the past two months in England, France, Italy and Denmark talking to top film and TV writers, producers and studio personnel about their new approaches to drama. Now Stark will apply this to his new dramatic TV series as well as "Project with Nine People"—the feature now being scripted by John Vlahos. All of his past long-term series had a varied character or approach — "Col. Humphrey Flack," "Modern Romances," "Brothers Brannagan," etc.— and he promises a new look to "The Common Man," a TV series depicting the effect an individual can have on a group reaction to a nation. Stark splits his time between California



STARK

and New York.

☆☆☆☆

• • • Monique van Vooren (the Belgian-with-the-build) will don a jet black wig when she does the lead in "Champagne Complex" opening tomorrow at the Erie (Pa.) Playhouse. When asked if gentlemen really prefer blondes, Monique replied: "It's what's inside the head that counts, not what's outside" . . . Johnny Carson is off to London July 20 to do a special for Granada TV . . . "The Sandy Lesberg Show," which tapes week nights at The Blair House, has added New York FM outlet to its worldwide (WRUL) coverage . . . KABC, Los Angeles, adds another 25 minutes of "hard news" to its four-hour (5-9) morning news block . . . Singer Anna English, last featured on Broadway in "Simply Heavenly," just debuted her new nightclub act at Cafe Leon.

☆☆☆☆

• • • Popular parlor game with the Hollywood celebs is "Stratego," which was developed in Holland before becoming the rage of the Continent . . . Larry Newton, sales VP at ABC-Paramount, this week predicted that two records would reach the "Top Ten" within the next four weeks—"Sealed with a Kiss" by Brian Hyland and "Party Lights" by Claudine Clark on the Chancellor label, distributed by ABC-Paramount. Just between us, we think Larry can be right with his prediction . . . Marty Allen & Steve Rossi, who have clicked big with their comedy LP, "Hello Dere," on the ABC-Paramount label, will tour the country with The Carol Burnett Show, opening tonight in Pittsburgh's Civic Auditorium . . . Other cities included in the tour are Kansas City, Dallas, Detroit, Indianapolis, winding up with two weeks at The Sands in Las Vegas.

### 'Miracle' Anne Bancroft Gives CBS 'Password'

Anne Bancroft, star of the "Miracle Worker," will guest on CBS-TV's "Password" July 10. The actress just returned from the San Sebastian (Spain) International Film Festival where she won an award for her performance in the picture.

### Edward Petry Co. Adds Branigan to Sales Force

Richard L. Branigan has become an account exec in the radio division of Edward Petry & Co. New York office. He comes to the firm from WCBS, and before that was with WMGM (now WHN), McCann-Erickson, J. Walter Thompson and BBD&O.

# McCullogh Stays as NAB Joint Bd. Chief

## WBC's Goldberg Set In 2-Yr. Ass'n Pact As Head of Research

Washington Bureau of RADIO-TV DAILY

Washington—Clair B. McCullogh, president-general manager of the Steinman Stations, Lancaster, Pa., has been re-elected to another one-year term as chairman of NAB's joint board of directors composed of members of the radio and TV boards. In other action, it was announced that Melvin A. Goldberg, Westinghouse Broadcasting research director since 1956, will join NAB about Aug. 1 in the same post.



MCCULLOUGH

Willard Schroeder, president-general manager of WOOD, Grand Rapids, was named chairman of the radio board, with Ben Strouse, president-general manager of WWDC, Washington, and an FM director, named vice chairman under Schroeder. It was also voted to elect the two top officers in the future at the NAB convention instead of waiting for the June board meeting, and Code Authority director Robert D. Swezey reported that Radio Code membership is up by 22 per cent.

### Theme Retained

Meantime, the radio board voted to keep active the theme of last May's Radio Month—"Radio the Sound Citizen"—thru use of a special sound effects disk composed of 10-20-second spots.

Other NAB PR projects winning approval were: A Speakers Bureau Directory listing prominent broadcasters available for talks; a two-day workshop here this Winter for public service organizations using radio and TV, and preliminary planning for a PR Manual for Stations. Another undertaking will be intermittent editorial fact sheets for radio members, giving pro and con comment on key issues in the broadcast field, which could be used in on-air editorializing.

### State Meeting Feb. 27

The combined board also: ratified one-and-a-half-day formats for the Fall conferences to be held in eight cities Oct. 16-Nov. 20; okayed a Radio board recommendation for membership vote that future at-large directors be elected to represent stations by market size rather than by transmitter power, as at present; was advised that the next meeting of presidents of state broadcaster associations will be Feb. 27-28 at the Shoreham Hotel here.

## Ala., Frisco, Tampa Buy 13 Warner TVers

Thirteen more Warner Bros. hour TV series have been sold for presentation in San Francisco, Birmingham and Tampa, according to Joseph Kotler, Warner Bros. TV Division VP.

KGO-TV, ABC 0-0 in San Francisco, has purchased "Maverick," "Surfside 6," "Bronco" and "Sugarfoot" for Fall start. WBRC-TV, Birmingham, will present all six of the Warner Bros. shows currently available—"Maverick," "Bourbon Street Beat," "Sugarfoot," "Roaring '20s," "Surfside 6" and "Bronco." WTVT, Tampa-St. Petersburg, has signed for "Roaring '20s," "Maverick" and "Surfside 6."

In less than two months, 47 Warner Bros. TV series—totaling more than 3,600 hour episodes—have been sold in 13 markets. "Maverick" has been signed in 12 markets; "Surfside 6" in 10; "Roaring '20s" in 8; "Sugarfoot" and "Bronco" in 6; and "Bourbon Street Beat" in 5.

## Barbara Haddox an Exec For Juvenile Magazine

Columbus, O. — Barbara Haddox has been named assistant promo manager of Highlights for Children, magazine for pre-school and elementary age youngsters. With the publication since earlier this year, she will now assist in all phases of its present mail sales programming and in the selection of new media for its circulation appeal.

Previously an editorial staffer of the Ohio State Journal, Miss Haddox has also been promo director of WBNS & WBNS-TV here and press info director with WCAU and WCAU-TV, Philadelphia.

## ABC-TV Station Sales Opens St. Louis Office

A new ABC-TV National Station Sales office, headed by Robert Sullivan, has opened its doors in St. Louis, adding to facilities previously established in New York, Chicago, Los Angeles and San Francisco to provide advertisers and agencies with a closer relationship with the five ABC-owned TV stations. Sullivan formerly was with the Katz Agency in Chicago.

ABC-TV National Station Sales reps WABC-TV, New York; WBKB-TV, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco, and KABC-TV, Los Angeles.

## Japanese Boy, 10, Sought For 'My Three Sons' Seg

Los Angeles — Judy Specht, casting director for Don Feddersen, has sent out an urgent SOS for a 10-year-old Japanese boy who speaks fluent Japanese and English for a starring role in an upcoming "My Three Sons" seg. A Japanese woman in her early 50's or late 40's who speaks Japanese fluently also is needed. Pix and background will be screened by Mrs. Specht at Desilu-Gower Studios.

## RCA Jumps Aboard 'Music Fair' Wagon

Chicago—The RCA Sales Corp. and RCA Victor Record Division have announced participation in the new World's Fair of Music and Sound to be held in Chicago's McCormick Place Aug. 31-Sept. 9.

The firm's exhibit, according to fair president Aaron D. Cushman, will be one of the largest areas devoted to home entertainment equipment and records.

The trade show will present virtually every facet of the sound industry from highly complex electronic equipment to the smallest and most modern transistorized products.

## Frisco Seminary Taps AA to Film TV 'Doc'

Allied Artists' Informational Films Division has been engaged by the San Francisco Theological Seminary to produce a 30-minute TV documentary color film dealing with that institution.

The documentary, to be produced and directed by Jack L. Copeland from a script now being written by Don Hall, will be photographed in September at the Presbyterian school.

# Westinghouse Clarifies Plan

(Continued from Page 1)

curs because advance notification to an agency is beyond control, the WBC stations advise, they will not be held responsible.

Grey has said all spot schedules on WBC stations which had been withheld or cancelled by Bates would be restored immediately, since he found the clarification compatible with Bates.

Lee Rich, senior VP at Benton & Bowles, who joined Ted Bates in a public fight against WBC's move, said "I am delighted that

## Ga.'s VFW Lauds Aid To Democracy Voice

Atlanta—The Georgia VFW has honored the Georgia Ass'n of Broadcasters and its executive

secretary for the Association's work in promoting the Voice of Democracy contest. A citation was presented to GAB executive secretary Jack Williams at the annual VFW convention banquet here, by Julian Brisindine, VFW department commander.



WILLIAMS

During the 1961-62 Voice of Democracy contest, Georgia broadcasters doubled participation in the state-wide event and assisted national V-O-D chairman Grady Pittard, Athens, Ga., in his work on the national level.

### Lauds Fellow-Members

The citation was presented for "invaluable cooperation which insured success of the 1961-62 Voice of Democracy Contest." Williams accepted the citation "in behalf of the 146 radio-TV members of the GAB."

## Houston Channel Names New Women's Emcee

Houston—Lee Shepherd, former women's editor and personality in Tulsa, has joined Corinthian's KHOU-TV here as staff news talent and emcee of the women's page segment of the "Noon News." Miss Shepherd replaces Marge Conner, who resigned and will also work with station newsmen on field assignments for daily newscasts.

### U Bid in Somerset, Ky.

Somerset, Ky. — TV Reception Corp. has applied to the FCC for a new TV station on UHF Channel 29 here.

## Casters Back Drive For Rogers Hospital

Schroon Lake, N. Y.—Fund raisers will redouble efforts on behalf of Will Rogers Hospital, board members of the entertainment industry's hospital were told during their annual meeting here over the weekend.

"While we fell short of meeting last year's figures, largely in the big circuit's category, other areas of the campaign are in the main encouraging," fund raising committee chairman Eugene Picker reported. "We are redoubling our efforts to cover the lost ground."

### Bowers 'Man of Year'

He singled out Robert Bowers, chairman for the Jacksonville, Fla., area for his work in TV, which resulted in his designation as "Will Rogers Man of the Year."

Bowers had a movie trailer supporting the Will Rogers fund drive adapted for TV, and influenced its showing over the top TV stations in the state through the cooperation of the Florida Ass'n of Broadcasters.

Picker said Pittsburgh and Cleveland, as well as Jacksonville, had produced a considerable upswing from radio-TV and this is expected to grow.

"In the coming drive a strong direct mail appeal will be issued to back up the area manpower directed at radio-TV," Picker said.

### Visit O'Donnell Labs

The board members visited the R. J. O'Donnell Memorial Research Laboratories which began operations this Summer with Dr. Martin Fitzpatrick as director.

They also heard about the hospital's new Summer Seminar Program which will be held every Monday during July and August, beginning on July 9. Under the program, scientists will bring their research projects to the hospital, and pre-doctoral and post-doctoral students from universities and medical schools will stay at the hospital to learn from them.

## Eastman & Co. Returns As Rep for Albany AM

Albany — WPTR has reappointed Robert E. Eastman & Co. as national sales rep. Eastman rep. WPTR prior to August, 1961. It is owned by the Radio-TV Division of Schine Enterprises.

Perry S. Samuels, general manager of WPTR, was formerly associated with WMCA, New York. Art Simmers, local sales manager, was manager of a Syracuse radio station prior to joining WPTR.

### Glicksman at 20th-Fox

Frank Glicksman has been signed as story editor for 20th-Fox TV. He was formerly with CBS-TV.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Executive producer Henry Jaffe has signed Burt Shevelove as producer-writer of at least four "Dinah Shore Shows" for next season and announced simultaneously that Dean Whitmore will direct all nine programs for S&H Green Stamps. Tucker Freeman will be back creating the musical routines, with Earl Brown writing special musical material. Carolyn Raskin will be associate producer of the series, which will again be telecast on NBC in color, starting Oct. 14. . . . KGBS, Storer station, celebrates its 35th anniversary with a lawn party July 11. Storer Broadcasting has announced a press conference for July 9 when expansion plans of Storer coast TV production will be disclosed. . . . KGGK-FM, Garden Grove, celebrates its first anniversary July 6 with a moonlight cruise to Catalina for invited guests. . . . KFVB's Ted Randall is returning to San Francisco, where he is forming a new radio program company. His 9-to-12 spot is being taken over today by Elliot Field, known for his voice characterizations, notably on "The Flintstones."

★ ★ ★ Singing barber Rudy Martin heads for New York shortly for a series of TV appearances. . . . KHJ has been plastering agency walls with "Angry Man" posters of news commentator Joe Dolan. On the printing bill received by the station was a P. S., "Why is this man angry?" . . . KFI will broadcast both All-Star games, July 10 and 30.

★ ★ ★ KCOP screens Allied Artists' "The Golden Idol" as a holiday special July 4 as a feature length preview of its new Fall series, "Bomba of the Jungle" . . . Animation Inc. has been cited for the fifth consecutive year by the Advertising Association of the West for its commercials. First place for a 10 sec. commercial went to their effort for Pillsbury.

★ ★ ★ Veteran publicist Mike Casey is KTLA's new publicity director. Announcement was by Robert Nashick, director of advertising and promotion. . . . Fabian is touring the East during July and August with the Summer stock company of "John Loves Mary" . . . John Payne has had a steel pin removed from his leg and is now completely recovered from his auto accident. He has signed with Frank Cooper for representation in all fields.

★ ★ ★ Larry Markes and Mike Morris have been set to write a script for "The Jetsons" and a segment for "McHale's Men," now shooting at Revue. . . . Hank Jones and Dean Kay, regulars on the "Tennessee Ernie Ford Show," are in town for radio and TV appearances to plug their records and the program. . . . John Erman has been upped to associate producer at Daystar Productions and will produce three segments of "Stoney Burke" for Leslie Stevens. Edward Binns and Mark Miller have been inked to guest star in "Sidewinder" segment along with regulars Jack Lord, Warren Oates, Bob Dowdell and Bruce Dern. . . . Jean Byron, Sig Ruman and Laraine Stephens have been signed to guest star in "The Ugliest American" episode of "Dobie Gillis" at 20th. Joel Kane is associate producer and did the script.

★ ★ ★ Les Baxter has signed with Reprise Records as a recording artist-producer, with his first two albums on the new label set for July 15 release. . . . The Latin American Symphony Ass'n has set a "Latin-American Fiesta" with name bands in continuous performance from 11 AM to 8 PM at Streamland Park in Pico-Rivera July 15 under the auspices of Local 47.

### Quaal Now Top Pioneer

(Continued from Page 1)

general manager of WGN, Inc., here and president of KDAL, Inc., Duluth-Superior, Quaal takes over the helm of the Broadcast Pioneers from Gordon Gray, general manager of WKTU, Utica, N. Y.

Other officers include Ernest Lee Jahncke, NBC VP, New York, 1st VP; CBS Radio president Arthur Hull Hayes, 2nd VP; Raymond F. Guy, retired NBC VP, secretary, and Robert Higgins, treasurer. Broadcast Music, Inc., treasurer.

### Howard Writes for Paar

West Coast Bureau of RADIO-TV DAILY

Hollywood—Bob Howard, currently head writer for the "Tonight Show," will take over pen duties for the "Jack Paar Show" in September. The deal was set by Frank Cooper Associates.

### Mackenzie for 'Story of'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Wolper Productions has assigned Kent Mackenzie as producer-director for "The Story Of" series. His first documentary will be "Story of a Cowboy."

## Documentary Probes GOP Nutmeg Session

New Britain — A special documentary film, "Highlights of the 1962 Republican State Convention," will be televised on WH-NB-TV this evening. The convention was held in Hartford.

The program presents the six nominations for governor; excerpts from the balloting and the final victory of John Alsop; the one ballot victory of Horace Seely-Brown and includes the acceptance speech delivered by James P. Collins.

Hosted by Al Kennedy, film for the program was taken and edited by Bill Mill.

## EBC Selects Burbank To Helm Expansion Plan

Kershaw Burbank has been appointed director of development for the Educational Broadcasting Corp., to be responsible for the company's expansion program. He comes to EBC from his own public relations firm.

Burbank had previously been senior staff member in the Rockefeller PR office, and before that, he was with Colonial Williamsburg, Inc., and Earl Newson & Co. He had also been assistant director of publicity for 20th Century-Fox Films.

## Judge in Murder Trial Rules Mikes Were Fair

(Continued from Page 1)

TV VP James M. Brown; WOAI-TV station manager Edward Cheviot, and KENS-TV general manager Wayne Kearl. They brought with them transcripts of news stories aired on the trial, pointing out there has been no sensationalism on the part of radio and TV coverage.

TV cameras covered the broadcasters' appearance at the court hearing. They will be permitted in court when Dycus comes to trial again.

## Video Riders Buck Field For Sheriff Rodeo Spurs

Los Angeles — Davstar Productions' "Stoney Burke" rodeo troupe rode away with top honors and top money in the recent Sheriff's Rodeo held annually at the Los Angeles Coliseum. Harley May, "Stoney Burke" technical advisor, was the event's leading winner, gaining a place on the Sheriff's perpetual rodeo trophy. Casey Tibbs and Rock Walker, both regulars on the TV series, placed high in saddle bronc and bull riding.

## Disk Spinning

By LOU GROSSMAN

According to MGM Record Execs the new album releases from "Lolita," the movie which had its world premiere at Loew's State recently, are in tremendous demand. The records available are the original soundtrack, "The Love Theme" and "Lolita Ya Ya" with Sue Lyon.

20th-Fox announces the signing of Eddie Fisher for four albums, and options for several more. His first for the label, "Eddie Fisher at the Coconut Grove," was recorded live and will be released in a few weeks.

Columbia Records has appointed Robert Mersey East Coast musical director, Pops A & R, at which he will arrange exclusively for Columbia and Epic labels. The company also named Carole Burch info services coordinator.

ABC - Paramount execs this week are hosting distributor meetings at the Eden Roc in Miami. The confab introduced eight new albums on the label and nine on Impulse, the jazz subsidiary. Included are packages by Ray Charles, Ferrante and Teicher, an "All-Star Cast" album and others. Impulse jazz releases are by Count Basie, etc.

Mae West has been signed by Plaza Records to make three additional singles of the success of her initial recording for the label, "Am I Too Young" . . . Ann Marie's latest Reprise Records single, "I Shouldn't Be Kissing You," looks like the "Pick of the Week." Having just completed her school exams, she is headed for a cross-country tour . . . Vocalist Gloria Grey, signed to an exclusive recording contract with Warner Bros. Records, has waxed a single for the company, "Chapel Up in Heaven" b/w "It's a Sweet World."

Enoch Light is returning to Carnegie Hall with a 60-piece orchestra to record a collection of Irving Berlin tunes for a stereo album to be released by Command Records in August . . . Continental Records has signed Sugar Ray Robinson, and his first album for the label will be "Still Swinging." After his disk debut as a pop singer, Robinson will go to California in July to fight Phil Moyer . . . Complete plans for the release of the sound track of "The Music Man" will be unveiled soon by Warner Bros. Records. The company will stage a national "Music Man Day" July 25.

## New Syracuse Outlet Names PGW as Rep

Syracuse — WNYS-TV, due to go on the air here Sept. 9 (the ninth day of the ninth month for Channel 9), has appointed Peters, Griffin, Woodward its exclusive national sales rep, it was announced by Asher S. Markson, president of Channel-9 Syracuse, Inc. The station will be an ABC-TV affiliate.

PGW TV president Lloyd Griffin said the appointment comes during his firm's greatest period of expansion in its 30-year history, and the new station answers "the need for another channel in Syracuse, a necessity for some years in order to fill the marketing and sales needs of regional and national advertisers."

## 'House We Live In' Gets Hour Phila. TV Summary

Philadelphia — An hour summary of the first 15 programs of "The House We Live In," WCAU-TV's honored series of last season, will be aired on Sunday. It will feature a famed group of scientists and theologians discussing the relationship of Man, God and Nature.

Among those appearing will be Julian Huxley, Harlow Shapley, Erich Fromm, Paul Tillich, Father Gustave Weigal, Swami Nikhilananda, Abraham Heschel, Carleton Coon, Margaret Mead, David Goddard and Hans Selye.

"The House We Live In" is a special presentation of the WCAU-TV public affairs department in connection with the International Conference on Health and Welfare being held this Summer.

## New Series Points Out Problems of Growing Up

Springfield, Mass. — A Summer series of half-hour programs directed at children, "Breakthru," is being aired Sundays on WWLP-TV. The show, replacing "Concern," is dramatized by children, and points out the problems of growing up. Following the dramatization, a panel of youngsters discusses the theme of the story.

The show is a public service presentation of WWLP and WR-LP, Greenfield, under the auspices of the area Council of Churches.

## Educational Debut

Chicago — WBKB today premieres "Summer Session," an educational series produced by Michigan U. Members of the faculty will discuss five general themes: Words at Work, The Western Way, Folklore, U.S.A., The Plays of Shakespeare and The Art of Storytelling.

## Cleric Strums, Narrates 'American Folksong Mass'

Chicago — "An American Folk Song Mass," featuring the guitar-playing clergyman Rev. Ian Dennis Mitchell, vicar of St. Ann's Episcopal Church, will be a special colorcast presentation on WB-NQ' "Religion in Life" program Sunday. Mitchell presents the Mass in terms of American musical folklore and gives a running narration between songs.

## NFMC Calls Members To World Fair of Music

Chicago—The National Federation of Music Clubs has "sounded assembly" for its more than 5,000 member organizations to attend the World's Fair of Music and Sound here, Aug. 31 through Sept. 9. To be held at McCormick Place, the exposition will feature displays of the latest in electronic equipment, particularly communications systems, as well as hi-fi and stereo.

Besides the usual exhibits, this year's fair will offer a 90-minute music spectacular with guests including composer - arranger - conductor Henry Mancini, Stan Kenton and Met opera star Eleanor Steber.

## L.A. Spanish TVer Opens Home Offices

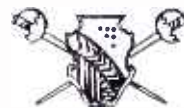
West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Spanish International Broadcasting Co., owners of KMEX-TV, which will go on the air here in September as the first U.S. all-Spanish-language TV station, has established L.A. offices.

Firm president Frank L. Fouce and Julian Kaufman, acting GM, are supervising the Southern California operations prior to construction of a Mt. Wilson transmitter and opening of permanent headquarters.

Shareholders in SIB are Fouce Amusement Enterprises, Rene Anselmo, Edward Noble, Emilio Azcarraga and Kaufman. In accordance with FCC regulations, not more than 20 per cent is owned by non-citizens.

## SAG L.A. Building Wins Design, Landscape Award

West Coast Bureau of RADIO-TV DAILY  
Hollywood — The Screen Actors Guild has been presented with a Los Angeles Beautiful Community Award for outstanding design and landscaping of its national headquarters building here. The citizen's organization, Los Angeles Beautiful, is sponsored by the L. A. Chamber of Commerce.



A sound head, an honest heart, and an humble spirit are the three best guides through time and to eternity.

Walter Scott

—A Thought For The Day—

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

## Golden Gate

... and its environs

By BILL SHEA

**San Francisco** — The San Francisco Radio Broadcasters Association has completed its '62 taped sales presentation, "The 3 R's of Bay Area Radio — Repeat, Remember, React." SFRBA president Elmer O. Wayne, who is VP of ABC and KGO general manager, points out this is the third year in which the eight major local stations have combined their efforts to promote radio as the top selling force in the Golden Gate territory.

The quarter-hour tape employs all techniques of radio to tell the medium's story. Portions of outstanding commercials are utilized to demonstrate radio's ability to evoke strong images. Interlaced are facts potential advertisers should know about Golden Gate radio such as the area "has the highest percentage of in-home and out-of-home radios of the ten major markets, because Californians live outdoors."

The tape compares radio's coverage and costs with newspapers and TV.

Jules Dundes, vp of CBS and gen. mgr. of KCBS, is SFRBA sec.-treas. Other board members are Al Racco, gen. mgr. of KFRC; William D. Shaw, vp and gen. mgr. of KSFO; William B. Decker, gen. mgr. of KNBC; Mrs. Jayne Swain, gen. mgr. of KYA; John McRae, gen. mgr. of KEWB, and Walter Conway, gen. mgr. of KDIA.

Mel Venter, veteran radio personality here since the early '30's, makes his TV program debut on KTVU today, with a live half-hour Monday through Friday show called "I Want to Know." Format invites viewers who want answers to imaginative, provocative questions such as "what caused the crash of the Hindenburg dirigible?" or "when was San Francisco Bay first discovered?" which host Venter will answer at length through extended research with film clips and/or interviews with experts. Mel, host of Radio KGO's daily "Tello-Test," started his career with KFRC.

San Francisco's night people who work and play while the city sleeps, are the subjects for KRON - TV's "Portrait" series July 4 episode, "City at Night," Dockworkers, disc jockeys, and dishwashers share the revealing spotlight with showgirls and showoffs on the North Beach nightclub strip as a young couple meet at the teeming commuter hour. Their wanderings through the rich backdrop of moonlit San Francisco form the loosely-knit story fabric of this Golden Gate mood picture.

## CBC Buys 3 for Fall From Screen Gems

*Special to RADIO-TV DAILY*  
**Montreal**—Screen Gems (Canada) has sold three properties to CBC for Fall telecasting. They are "Hazel," half-hour series starring Shirley Booth, renewed for a second year; "Empire," new hour skein starring Richard Egan, Terry Moore, Anne Seymour and Ryan O'Neal, and "Our Man Higgins," half-hour comedy show to star Stanley Holloway.

The Montreal-produced musical game program, "Showdown," will continue on the CTV Network during the Summer, sponsored by the Rock City Tobacco Co., via F. H. Hayhurst Advertising, Montreal. The "Andy Williams Show" will be seen every week on the CTV web this Fall.

## KFAC Plans Stereo Bow Of '62 Hollywood Bowl

*West Coast Bureau of RADIO-TV DAILY*

**Los Angeles**—KFAC here will stereocast the opening concert of the Hollywood Bowl season tomorrow as a feature program on the Gas Co.'s regular program on the Gas Co.'s regular "Evening Concert." This marks the 10th consecutive year the station has aired the premiere concerts, the last eight in stereo.

Tom Cassidy will host the show, featuring William Steinberg as conductor of the Los Angeles Philharmonic Orchestra, and piano soloist Grant Johannesen in works by Beethoven, Schubert and Liszt.

## VFW Cites Broadcaster For 'Ou'standing Service'

**Hartford** — Paul W. Morency, president of Travelers Broadcasting (Wile stations), has received the VFW Distinguished Citizens Award for 1962 in "recognition of his outstanding service to his state and nation."

Morency received the award from Department of Connecticut Commander James L. Lushy at the 42nd annual convention in Groton. The VFW also presented a meritorious award to the company's VP Bernard L. Mullins.

## Wayne U. Outlet Skeds 'Your City, Detroit' Debut

**Detroit**—Wayne State U.'s FM station, WDET, today premieres a weekly "Your City, Detroit," for 13 weeks. Produced in cooperation with the Greater Detroit Board of Commerce, the program will focus on business and industry in the area, with the commerce board's role in civic development.

## It's Half-Million In Smiles

Sale of "Colgate Theatre" to KTTV, Los Angeles, amounting to more than \$500,000, with Colgate-Palmolive as sole sponsor, was celebrated in New York by execs of the soap company, station and Blair-TV, who negotiated the deal. Left to right are: John Blair, president, Blair-TV; George Laboda, C-P media director, and Charles Young, KTTV national sales manager.



## AGENCY NEWSCAST

By RALPH TYLER

Louise Milani Foods, Inc. of Los Angeles has launched a saturation TV spot campaign—the first TV effort on its behalf by Riedl and Freede, Inc., of Clifton, N.J., New York and Los Angeles.

The campaign, set initially for 15 markets, will run an average of five weeks. Stations selected were KOGO-TV, San Diego; KJEO-TV, Fresno; WWJ-TV, Detroit; KCRA-TV, Sacramento; WABC-TV, New York; KRCA-TV and KABC-TV, Los Angeles; KING-TV, Seattle; WHDH-TV, Boston; KGW-TV, Portland, Ore.; WCAU-TV, Philadelphia; WNBQ-TV, Chicago; WRC-TV, Washington; KGO-TV, San Francisco; WAGA-TV, Atlanta; WBAL-TV, Baltimore. Two more cities, St. Louis and Salt Lake City, will be added later, stations yet undetermined.

As of today, the Allan Jack Lewis agency will combine with Larrabee Associates of Washington, D. C., to begin operations as Larrabee and Lewis, Inc., in the nation's capital . . . Five national awards for excellence in advertising have been given to clients of Henry J. Kaufman & Associates, Washington, in the 24th Annual Creative Competition of the National Advertising Agency Network . . . Francis H. Horan, VP and general counsel of Liggett & Myers Tobacco Co., has accepted the chairmanship of the Advertising, Publishing, Entertainment & Graphic Arts Unit of the Greater New York Fund. The fund, whose 1962 goal is \$11 million, helps nearly four million persons yearly through 425 participating medical, health and welfare agencies.

In line with its expanding food and grocery activity, Geyer, Mo-

## Thought for Today

"The country's universities are think factories. Why should these factories not now be working on the problems of advertising? Why should we in advertising not apply the principle which works so brilliantly for American science, whereby the colleges and universities channel a great river of new information, new principles, and practical applications into our national defense and our industries?"

—T. S. Repplier  
President, Advertising Council

rey, Ballard, Inc., has appointed Benjamin J. Green as director of the food and grocery division of the agency's Western Division. He has also been elected a VP. Green, a specialist in the management of advertising accounts in the food field, will be headquartered in Chicago. He comes to the agency from Arthur Meyerhoff Associates, Chicago, where he was VP.

## AP Base in S.E. Asia Set in Kuala Lumpur

The Associated Press has moved its Southeast Asia headquarters from Singapore to the Malayan capital to Kuala Lumpur, making the first time a news agency has established a regional office there. AP, however, will still operate an office in Singapore. Don E. Huth, with AP since 1943, remains chief of its Southeast Asian Services.



# RADIO TELEVISION DAILY

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TEN CENTS

## BILL BARES POLITICS-LICENSING

### NEW TV NATIONS GET FREE FILMS

NBC International Plans  
'Operation: Documentaries'

NBC International is planning to "give away" film prints of information and public affairs programming that cost millions of dollars to make. The prints will go to countries on the threshold of TV, where getting started in programming poses economic

(Continued on Page 7)

### Four-Star Lensing Record 14 Segments

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Full production for the 1962-'63 season is getting underway at Four Star TV this week with a record number of 14 segments for six series slated for filming by mid-July. Currently before the cameras or set for production within the next few days are:

"In Search of a Son," starring Dick Powell, Gladys Cooper, Dean Stockwell and Sebastian Cabot, directed by Buzz Kulik, produced by Aaron Spelling; "The Big Day," starring Robert Morley and

(Continued on Page 5)

### Norman Glenn to Join Ziv-UA Next Week

Norman W. Glenn joins Ziv-UA next week, as a vice-president, John L. Sinn, president, has announced. Glenn will devote himself to new program development, reporting to Richard Dorso, programs exec VP. Glenn has been with Y&R for six years, currently as its TV-radio associate director.

### Pincus Expands Phoenix TV

Phoenix—Television City, Arizona, Inc., newly formed TV and movie company here, has organized Libra Films, Inc., as its industrial and commercial arm, with David I. Pincus heading up the operation.

Television City will totally finance Libra, and own 80 per cent



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.

### Tax-Jumps for R, TV Sets Has Parliament in a Tizzy

Special to RADIO-TV DAILY

London — Parliamentary storm signals already are being posted in the wake of the volcanic Pilkington eruption last week. In particular, the debating lawmakers are certain to level their criticism on the inevitability of increasing licenses for set receivers from the present rates of \$11.25 for TV and \$17 for radio. These were advocated to pay for such innovations urged by the Pilkington committee as color TV and recommended additional BBC service.

### Mexican TV and Ford Went All-Out for JFK

Mexico City — The greatest Mexican remote control TV effort to date was marshalled for President Kennedy's visit.

Emilio Azcarraga's Telesistema Mexicano, linked all facilities for the first time. Sponsored by Ford de Mexico, viewers had a comprehensive view of the events.

### Bob Norris General Mgr. In Cedar Rapids Takeover

Cedar Rapids — Black Hawk Broadcasting has appointed Bob Norris general manager of KLWW here (formerly KPIG), which it recently purchased. Programmed to the young adult market, it is a Mutual Broadcasting affiliate and has a fully staffed local news operation. George Patrick heads up programming and production.

### Sen. Proxmire Fears Congressional Payola In Competitive Apps

Washington Bureau of RADIO-TV DAILY

Washington — A bill to direct the FCC not to give more favorable consideration to an application for a broadcasting license by a company in which a member of Congress has a financial interest than to any competing applicant was introduced yesterday by Sen. William Proxmire (D., Wis.).

Proxmire told the Senate that "members of Congress have great authority over the FCC... specifically favoring an application because it has a Congressman participating could turn into a form of payola. We in Congress benefit from the practice. It's up to us to end it."

The Wisconsin Democrat noted that, in the past, the FCC gave a TV channel to a company with a member of Congress participating, and explained that one of the factors involved in the choice was this participation. He added that he had introduced a similar bill in 1960 and had been assured by

(Continued on Page 7)

### Patty Cavin New Prexy, Women's Nat'l Press Club

Washington Bureau of RADIO-TV DAILY

Washington — Patty Cavin, Washington commentator at WRC and WRC-FM here the past eight years, will be seated in mid-July as the 34th president of the Women's National Press Club. She succeeds Bonnie Angelo, Washington correspondent for Newsday.

### Catholics See Mass Media Making U. S. Helpless

Montreal — Catholic delegates from 40 nations meeting yesterday were told that mass techniques in communications "threaten to reduce people to a state of passivity and helplessness." They were urged to work Christian values into radio-TV, but not "overload" them with religion.



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### Seeks Heads of Webs For Museum's Board

Sol Lesser, currently in New York to further the cause of the Los Angeles County-Hollywood Museum, declared yesterday that he plans to invite the presidents of the three major networks to serve as directors of the Hollywood Museum Associates, of which Lesser is chairman.

#### Praises Cooperation

Lesser, in a statement to RADIO-TV DAILY, paid tribute to the radio and television industries for what he termed "100 per cent cooperation" in bringing to realization the Coast project which will mirror the achievements of the four communications industries of motion pictures, television, radio and recording.

### 'It's a Grand Old Flag' Marks Fourth on WOR-TV

"It's a Grand Old Flag," the story of Old Glory, will be aired on WOR-TV tomorrow as a special Independence Day program. The documentary is produced by the Army and Air Force public information offices in cooperation with the Defense Department.

## COMING AND GOING

MICHAEL DANN, CBS-TV programs VP, in Pittsburgh yesterday for the first in Carol Burnett's p.a. series. CHARLES A. ALICOATE, Radio-TV Daily and Film Daily publisher, returned to New York yesterday after a lengthy tour of European capitals where he conferred with industry leaders and government officials. BILL CAMPBELL, WCAU sports director, and MIKE STANLEY, newscaster, have left on vacation. SAM MENACKER, "Big Time Wrestling from Calgary" commentator, has returned from a business trip to Mexico, El Paso and Denver. JAN WERNER, of WTCN, Minneapolis, will be in N. Y. next week as a guest of N. Y. Couturier Ass'n, scouting fall fashions.

BEN HOBERMAN, VP and general manager of KABC, L. A., in N. Y. to attend an ABC Radio O-O stations executive meeting. WILLIAM H. HYLAN, CBS-TV senior VP of sales, and CARL WARD, affiliate relations VP, vacationing in their Connecticut homes. LOUIS TEICHER, CBS-TV executive, and his wife, have left for a month's vacation in Europe. FRANK PIERSON, Screen Gems producer, has returned from a business trip to Santa Fe. HERM SITRICK, WGN, Chicago, local sales manager, to Wyoming on vacation. EARL WRIGHTSON, vocalist, in town for concert appearances.

### Documentary Briefs On N.Y. in WHN Bow

WHN, Storer station in New York, today premieres the first of its monthly "Documentary 10-50" series of five-minute vignettes, geared to a "frank and unabashed treatment of major problems" in its listening area, it was announced by president-station manager John C. Moler. First topic is "No Vacancy," dealing with New York City's housing problem.



MOLER

#### On-Scene Reports Slated

It will use on-the-scene reports by those affected by the problem in such areas as racial discrimination, the middle-income "freeze-out" and no children allowed edicts. The vignettes will be aired daily thru July 16, except Saturday and Sunday, at 7:30 AM; 1:30, 4:30 and 9:30 PM and 1:30 AM. On the next two Sundays, a half-hour recap will be aired from 7:30-8 PM. Robert Franklin is the producer.

### No Paper Tomorrow Tomorrow is Independence Day, a legal holiday throughout the Union. In observance, Radio-TV Daily will not be published.

### LONDON BRIDGES TROUT'S GAP

CBS Newsmen's Airings  
Get European Remotes

CBS newsmen Robert Trout, currently on a three-month tour of Europe, will be heard from London on Sunday for the second weekend in a row on his seven CBS Radio news programs sponsored by Chevrolet. He is also expected to make other reports from stops along his itinerary, which includes France and Spain. His report last Sunday included pickups from Mexico, during the President and Mrs. Kennedy's state visit.



TROUT

### World to See King's English

BBC is producing an elementary course of English by TV that will be offered to countries throughout the world on a payment basis determined by size of audience. The new venture is the outcome of collaboration between the BBC-TV Service and the English by Radio department of the BBC External Services, which has specialized in language teaching for 20 years. TV scriptwriters have shaped the lessons into a serial involving

### Legion Honors WEJL For Radio Europe Effort

Scranton — District 11 of the Pennsylvania American Legion has awarded a citation to WEJL here for promoting Radio Free Europe. Cecil Woodland, station manager, accepted the award, marking the third such honor for the outlet.

## FINANCIAL

(July 2)

NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	12 1/2	12 1/2	12 1/2	+ 3/8
AB-PT	26 3/8	25 1/2	25	
A. T. & T.	106	103 5/8	106	+ 2 1/4
AVCO	21 1/2	21 1/2	21 1/2	+ 3/8
CBS	35 3/8	34 3/8	35 3/8	
Columbia Pic.	15 1/2	15	15 1/2	+ 5/8
Crow-Coll.	20 3/4	20	20 1/8	
Decca	37 3/4	36 5/8	37 3/4	+ 1 1/4
Disney	27	26 1/4	27	+ 1/4
East. Kodak	93 3/4	89 1/2	92 1/4	+ 3
Gen. Prec.	31 7/8	31	31 5/8	+ 3/8
General Tel.	20 1/2	20 1/8	20 1/2	+ 5/8
Hazeltine Corp	20	18 1/2	19	+ 5/8
Magnavox	32 3/8	31 5/8	32 1/4	+ 5/8
MCA	38 1/2	36 1/8	38	+ 2
M-G-M	31 1/4	30	31	+ 3/8
Minn. M & M.	48 3/4	48 1/4	48 1/4	+ 1 3/8
Nat. General.	6 1/4	6	6 1/4	+ 1/8
Paramount	39 3/4	38 1/4	39	+ 3/4
Plough	26	25 3/4	26	
RCA	43	41 7/8	43	+ 1/2
Storer	29 3/4	29	29 3/4	+ 1/4
20th-Fox	20 3/4	20 1/2	20 1/2	
United Artists	27	26	27	+ 1
Warner Bros.	12 3/4	12	12 3/4	+ 1/2
Westinghouse	27 1/2	26 1/2	27 1/2	+ 1
Zenith Radio	50 3/8	48 1/8	49 7/8	+ 1 1/4

AMERICAN STOCK EXCHANGE

	Bid	Asked
Allied Artists	27 5/8	28 1/8
Capital Cities	11 1/4	11 1/4
Desilu	7 1/2	7 1/4
Filmways	5 1/4	5 1/4
MovieLab	9	8 7/8
MPO	7 1/2	7 1/2
NTA	1 1/8	1 1/8
Reeves Sound	3 3/4	3 1/2
Rollins	11 1/8	11 1/8
Screen Gems	13 1/2	13 1/2
Technicolor	10 1/4	9
TelePrompTer	8	7 1/2
Trans-Lux	11 5/8	11 1/4

\* OVER THE COUNTER

	Bid	Asked
Jerrold	5	5 1/2
Meredith	25	28 1/4
Official Films	7 1/8	11 1/4
Transcontinent	8 1/2	9
Wometco	17 1/2	19 3/4

\* Courtesy of National Association of Security Dealers.

### Forest Hills Festival Stars Folk Song Groups

Three folk singing groups — The Limelitters, Peter, Paul and Mary and Geula Gill and the Oranim Zabar—will star Saturday at the Forest Hills Music Festival in New York. Geula Gill and the Oranim Zabar are three young Israeli artists whose repertoire includes the music of 16 nations, as well as songs of their homeland. On July 14, the festival will feature Theodore Bikel and The Weavers.

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# WE LOST THE GAME

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**VARIETY**  
**WEDNESDAY, JUNE 27**

**1,414,000 TV Ball Fans**

The routine Sunday baseball game that turned out to be a seven-hour special for WPIX-TV (longest game in major league history as the Tigers and Yankees battled for 22 innings) had 1,414,000 New York ball fans tied up setside from 2:30 to 9:30 p.m., according to the ARB rating.

The marathon spectacle had a 12.3 average rating, first in the lineup of Sunday sports telecasts and second in total audience for all six Gotham channels.

To air the entire game, the New York Daily News independent preempted five shows. Yankee's 22nd-inning homer to win 9-7, along with superb pick-up by WJBK-TV, Detroit, crew, made the long day's viewing into night worthwhile for New York's million and a half faithful.

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**... BUT WE OBVIOUSLY WON  
NEW FRIENDS IN NEW YORK !!**

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**Finest production is only one  
of the many reasons for placing  
a schedule or a program with  
WJBK-TV... No. 1 with sports'  
fans, No. 1 with women, year-  
round No. 1 with all Detroiters !**

**WJBK-TV  
DETROIT**

**2**

### Bochner OK's TV Guest On '11th Hr.' Couch Series

Lloyd Bochner has been signed by MGM-TV for a guest role in "The Deserter" episode of "The Eleventh Hour," starring Wendell Corey and Jack Ging. The story by Theodore Apstein is directed by Boris Sagal. Norm Felton is exec producer of the psychological drama which bows this Fall.

### CBS 'Lamp' Beams On Old Church Rite

The ancient pageantry of the Whitsunday ceremony at St. Mary Redcliffe in Bristol, England, with the Lord Mayor of Bristol and religious and civic dignitaries in 15th century dress arriving at the church in a procession of coaches, will be delineated in the second of a number of special broadcasts produced in England for "Lamp Unto My Feet," religious series on CBS-TV.

Video-taped on the scene June 10, the Whitsunday ceremony, which has been held at the church since 1493 and which is called "Rush Sunday" because the church is strewn with rushes, will be presented on the network Sunday under the title, "An Ancient Witness."

### San Mateo ETV Sought

West Coast Bureau of RADIO-TV DAILY

San Mateo, Calif. — San Mateo Junior College district has applied to the FCC for a new non-commercial ETV station on UHF Channel 14.



**WBAB**  
LONG  
ISLAND'S  
HOMEMAKER'S  
SWEETHEART

1440 AM — 102.3 FM

**BABYLON, NEW YORK**  
**AX 1-1180**



By TED GREEN

• • • Trumpet whiz Dick Ruedebusch brings his "Underprivileged Five" into the Metropole Thursday . . . Lionel Hampton scouting talent for WOOK-TV, Washington, D.C., Negro station which gets under way this Fall . . . "Adam Wade's Greatest Hits" is the title of the young singer's first Columbia album . . . Franz Allers, musical director of "Camelot," "My Fair Lady" and numerous other Broadway hits, discusses his coming Lewisohn Stadium concert appearances, when he guests today with Ruth Jacobs on WEVD . . . "The Sandy Lesberg Show," a new half-hour program of informal interviews and "off-beat chats" with eminent entertainment personalities, premed yesterday on WBFM.

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• • • Bill Britten WPIX's "Bozo the Clown," will blow the whistle tomorrow to start the biggest 4th of July Parade on Long Island at Wantagh, L. I. Doris Faye, "Princess Ticklefeather," just hopes she can stay on the white horse she is to ride to head up the festivities . . . Among the records broken during that history-making 22-inning Yankee-Tigers game was one by sportscaster Mel Allen. He was on the air for the entire game, plus a post game interview on TV—a total of 7½ hours . . . Elizabeth Morgan, WJRZ's leading lady, getting tons of mail in response to her write-in contest. Liz is celebrating her 10th month on the air.

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• • • Dijano that ABC's musicaster Bruce Morrow has been upped to a Staff Sergeant in the U. S. Air Force Reserve? Ya can't tell what happens with this tall talented handsome guy—he may be a 2nd Looie yet . . . Oscar Homolka: Helping with the dishes and housework makes for a happier marriage. It's too bad more wives won't do it . . . Vichy of France, Inc., has renewed for another 13 weeks its schedule of daily minute spots on WJRZ's "Elizabeth Morgan Show" . . . The Steven Scott society orchestras have a slew of Apollo album clicks in the record shops, including "The Swinging '20s Go Latin," "High Society Salutes Hawaii" and "My Nonno and Nonna Cha Cha Cha." Incidentally, Hal Etkin, the handsome maestro with the Scott organization, is expecting a little maestro in his domicile. It'll be the 4th for the Etkins . . . Don Moone has been named VP in charge of the Marketing Department of Sullivan, Stauffer, Colwell & Bayles. Moone has been with SSC&B for six years.

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• • • What's doing at WCKR, Miami: John Engle, long-time Miami newsman and ex-director of South Florida March of Dimes, has been added to the news and PR staff . . . Tomorrow, the station will employ two helicopters for traffic reports, and the Coast Guard helicopter for water traffic and condition reports plus two mobile units for complete coverage of all land, sea and air traffic . . . In conjunction with the County Government, a series of skill driving and safety contests is being conducted by WCKR at all major shopping centers, with \$100 U. S. Savings Bonds to the best driver, and a chance to compete against other center winners for official title of "Dade County's Champion Driver" . . . The recent "Pick a Pair" contest, which asked listeners to pick a pair of humorous names and marry them, for a free week-end at a Miami Beach hotel, drew over 11,000 entries. The winner: George Nader and Sarah Vaughan—"Sarah-Nader" . . . Taking a leaf from week-end "Monitor" on NBC, WCKR has extended this on the local level with 18 reports and vignettes daily, on the interesting and newsworthy events in this area, calling it "Miami Monitor" and scheduling it on the network Monday through Friday.

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• • • Lee Grant signed to star in the forthcoming Baron-Brody film production, "The Truant" . . . W. H. "Alex" Alexander has been appointed merchandising supervisor in the Chicago office of Fuller & Smith & Ross . . . How did people set their clocks to the right time before radio and TV? . . . Comedian Bernie Allen saw a TV show on which the sheriff gave the villain five commercials to get out of town.

### Comedy Team of Limbs In U.S. from Down Under

One of Australia's top comedy teams, Bobby Limb and wife Dawn Lake, has arrived in the states to look over U. S. TV. The couple star in the "Mobil-Limb Show" down under, sponsored by Mobil Oil Co. After a stay in Los Angeles, the Limbs will come to N. Y. to meet some of TV's top-rankers.

### Roy Rogers & Mrs. Head for the Fair

The spectacle of the Seattle World's Fair will be brought to televiewers as one of the first "Roy Rogers-Dale Evans Variety Hour" programs on ABC-TV this Fall.

An International Video Tape mobile liner arrives this week in Seattle where for four days it will follow the Rogers group, Cliff Arquette, the Sons of the Pioneers and other show regulars throughout the different areas of the World's Fair. Coordinator of the project for IVT is William F. Wallace, president of the taping firm. Bob Henry will direct the proceedings.

### Ivy's WOLF Pack Adds Ross Morton as DeeJay

Syracuse — Ross Morton, popular radio personality in this area, has joined Ivy Broadcasting Co.'s WOLF here, taking over the early morning DJ spot. He is also the "voice" of the new Finger Lake thoroughbred racing track, Canandaigua, N. Y.

Morton has been in radio for the past five years, having worked for stations here and, before that, was active in Atlantic City and Kansas City.

### WADO Radiothon Raises \$50,000 for Invalids

Over \$50,000 was raised Sunday in an all-day radiothon conducted by Spanish-language WADO for the benefit of the Committee of Crippled Children and Adults in Puerto Rico and New York, it was announced by VP-station manager Sydney Kavaleer. Aired from 9 AM-10 PM, the event featured 15 top Latin American bands and over 100 individual acts, all of which donated their services.

### Italian Opera Fest on FM

Each Sunday evening this month WRFM will air a complete opera on its "Italian Summer Opera Festival." The program debuted yesterday with Mozart's "Cosi Fan Tutte."

# Kennedy's Talk Highlights Glorious Fourth

## Nation's R-TV Outlets Cheer Independence With Varied Programs

President Kennedy's speech from Independence Hall, before a gathering of the nation's governors, highlights the network radio and TV coverage of July 4th activities. The governors are convening in nearby Hershey, Pa.

### Shaw for CBS-TV

In conjunction with CBS-TV's coverage of the Kennedy speech, Charles Shaw, news director at WCAU-TV, Philadelphia, will lead a video tour of the famed landmark. William B. Crawford is producer. The program also includes a serenade by the Philadelphia Mummies' string band.

"America's Continuing Revolution" will be the subject of "Howard K. Smith — News and Comment," on ABC-TV. He will discuss turning points in American history with Congressmen, editors, writers and a Folger Library executive.

On "ABC-TV Evening Report" with Ron Cochran, highlights of the Independence Day celebration in Birmingham, Ala., will be featured.

### 'Rights' Theme on WINS

WINS' Jerry Farber show will devote its July 4th program to the struggle of the little man to protect his rights. A group of business owners, organized under the title of the Downtown West Small Business Survival Committee, will be interviewed on their battle against the Port Authority which has started proceedings to condemn a 13-square block business area in order to build a world trade center.

WGBS, Miami has produced a special half-hour documentary, "I Am an American," for airing on the anniversary of our nation's birth. The program was written and will be narrated by WGBS newsman Mike O'Neil.

### Author on WNAC

WNAC, Boston, salutes our nation's 186th birthday with a discussion of "a firecracker of a book." Bill Hahn will meet with drama critic Walter Kerr, to discuss his book, "The Decline of Pleasure," which analyzes 20th Century melancholia.

The annual July 4th rally at MacArthur Park, jointly sponsored by KNX and the Los Angeles Council of the American Legion, will feature a host of stars from the film, TV and sports world.

WAVI, Dayton, will stage its annual aerial fireworks display on the banks of the Miami River. The station will provide soft drinks and sparklers for children in attendance.

## \$575,000 Purchase Of Tulsa AM Station Awaiting FCC Okay

Tulsa—KAKC here has been sold for \$575,000, subject to FCC approval, according to Blackburn & Co., national media brokers who handled the deal. The 1 kw day, 500-watt night, station on 970 kc is being sold by Lester Kanin and associates of Houston to S. Carl Mark. The selling company owns KXYZ, Houston, and KBEA-AM-FM, Mission, Kan.

### Fall River Outlet Sold

Meantime, WALE, Fall River, Mass., 500-watts day, 250 watts night, 1400 kc, has been sold by George L. Sisson, Jr., and J. Roger Sisson, subject to FCC approval, to Milton E. Mitler for \$245,000. Sale was also handled by Blackburn & Co., which reports that Roger Sisson will continue with the station in an executive capacity.

## Miami's Ed Lockwood Gets Engineers' Plaudit

Miami — Edward Lockwood, WGBS' chief engineer, has been honored by the Institute of Radio Engineers at its recent annual banquet here, for "effective contributions and energetic leadership." He served as chairman of the 19-county Miami section of the IRE. Lockwood has been with the Storer radio station for the past 10 years.

## Four-Star Chalking Up 14

(Continued from Page 1)

Joan Blondell, directed by Robert Florey, produced by Aaron Spelling; and "The Losers," starring Brian Keith, produced and directed by Sam Packinpah; all three for "The Dick Powell Show" series.

Producer-director Hy Averback is filming "Operation: Daddy," and is set to go with "Operation: Benefit" and "Operation: Jinx," the latter with guest star Soupy Sales, for the "Ensign O'Toole" series starring Dean Jones.

Producer Marc Daniels begins production on the "Saint and Sinners" series starring Nick Adams with special guest star Barbara Rush with "The Homecoming Bit," directed by John Peyser, to be followed by "All The Hard Young Men," directed by Daniels, and "Three Columns of Anger," directed by Buzz Kulik.

Producer Tom McKnight has

## 13 HALF HRS. SET BY BISHOP SHEEN

N. Y. Propagation of Faith Handling Distribution

"The Bishop Sheen Show," consisting of 13 half-hour programs has been completed and is ready for distribution on video tape and film. Distribution will be handled by the Society for the Propagation of The Faith from its New York office.

Bishop Sheen was formerly seen on TV in his two series, "Life is Worth Living," and "The Life of Christ." A distinguished lecturer and writer with over 50 books to his credit, the bishop is the national director of the Society.

## Kukla & Ollie Syndie-Bound

Tele-Tape Productions has completed video taping the third 13-week series of Burr Tillstrom's new Kukla and Ollie show. This makes a total of 195 five-minute situations featuring Kukla and Ollie with visits from Fran Allison, Fletcher Rabbit, and all the rest of the popular Kulklapolitan players.

The K & O across-the-board five-minute children's show packages, Sherril Taylor and Jory Nodland, will offer them for syndication following completion of the forthcoming NBC-TV network run.

## Texas AP Casters Present Top Honor To Station in Bryan

Ft. Worth — The Texas AP Broadcasters Ass'n has presented its most coveted honor, the new Jordan-Flaherty Memorial Trophy for the most outstanding coverage of a single story during the past year, to WTAW, Bryan, for its work in helping to re-open and subsequent stories on the Henry Marshall suicide-or-murder case. It was awarded by AP VP Oliver Gramling of New York City.

Other first-place winners, judged by members of the Oklahoma AP broadcasters group, were KXOL here, best radio feature; KN-UZ, Houston, best spot news story originating outside the station; KRBC, Abilene, most outstanding public service by a news department; KSST, Sulphur Springs, best radio editorial; KPRC-TV, Houston, best TV spot news film, and KONO-TV, San Antonio, best TV feature film.

### KSOX Cited

In addition, a special citation was given to KSOX, Raymondville, for overall excellence of its news department.

By population classification, other first-place winners were: Under 20,000—KCLE, Cleburne, best five-minute newscast; KVKM, Monahans, best 15-minute newscast, and KMUL, Muleshoe, and KTRE, Lufkin, tied for best consistent news coverage; 20,000—

In the 40,000—75,000 group—KDOK, Tyler, best five-minute newscast, and KCRS, Midland, both best 15-minute newscast and best consistent news coverage; 75,000—200,000—KNOW, Austin, best five-minute newscast; KOSA, Odessa, best 15-minute newscast, and KFDA-TV, Amarillo, best consistent news coverage; 200,000—KPRC, Houston, best five-minute and best 15-minute newscasts, and KNUZ, Houston, best consistent news coverage.

## Westinghouse is 'Loner' In Protection Stand

Westinghouse Broadcasting Company yesterday was inadvertently reported here as "asking other broadcasters to follow it" in considering product production requests from advertisers.

Although Westinghouse has been active in the commercials conflict between stations and agencies, it has consistently acted only on its own outlets and has never solicited support of its policies from other broadcasters.

## FBI CHIEF SEES TV, PIX FURTHERING DELINQUENCY

Washington Bureau of RADIO-TV DAILY

Washington — TV and motion pictures have contributed to juvenile delinquency, FBI director J. Edgar Hoover told the House Appropriations Committee. Hoover actually testified back on Jan. 24, but the hearings were secret and the record was made public just yesterday.

Hoover made such statements as:

"...The various entertainment media must share their part of the blame for the weakening of the morals of our young people. Many movies, TV shows and theatrical productions have overstepped the bounds of decency. Motion pictures and TV shows of this country need to recognize that they exert a great impact upon their audiences. We are all inclined to look at and hear something and get more out of it than we do by just listening.

"...Certain TV programs, to attract viewers, use the technique of portraying unusual and often unrealistic episodes and situations involving violence and brutality. Regrettably, this type of program often attracts a larger segment of viewers than those adhering strictly to truthful, realistic situations."

## Brodkin to Brandeis U. For TV Drama Seminar

Herbert Brodtkin, producer of CBS-TV's "The Defenders," will conduct a full-day seminar on the creation and presentation of TV drama July 11 at the Multi-National Communications Specialists Seminar at Brandeis U., Waltham, Mass.

His case studies will include "The Defenders" and "The Nurses," the latter a new TV dramatic series making its debut on the network in the Fall. Brodtkin is creator and executive producer of "The Nurses."

## Sy Thomas Appointed VP Of Radio-TV Reps in Chi

Sy Thomas has been appointed VP and general manager of Radio-TV Reps, Chicago office, to replace Edward Nickey. Sy has been with the representatives firm since 1954.

## Weston Guests As Comic Framed on Dope Charge

Jack Weston will guest star in the "A Funny Thing Happened to Me on the Way to San Quentin" episode of MGM-TV's "Sam Benedict," starring Edmond O'Brien. Weston plays a nightclub comedian, framed and convicted of a narcotics charge.

## Promo Proves It's Fact: Emcees Are Best Gassers

Portsmouth, N. H.—In a promo for a new Chevron gas station, its neighbor, WHB, held a contest between the outlet's execs and announcers to see which team could pump the most gas. Coincidence or not, the announcers ran first as the best gassers.

## Record Summer List Of Mich. U.'s Shows

Ann Arbor, Mich.—An all-time high of 125 films and videotapes from the U. of Michigan's studios here will be seen on TV stations across the nation this Summer.

Garnet R. Garrison, director of broadcasting, said the university's TV Center had 4,476 programs aired by 55 stations during the last year. Fifteen of the stations serve Michigan residents.

With the new Summer sked, WJRT in Flint now carries nine U. of M. programs weekly, WJIM in Lansing seven, and WJBK-TV in Detroit five.

## Students Get Pro's Advice

Charlotte—Carroll McGaughey, news director, and Bill Stokes, continuity director of WSOC-TV, directed special clinics during the recent High School Radio-TV Institute held at South Carolina U. McGaughey showed films of TV news department operations, and required students to write a news story in accompaniment with unedited film. Stokes directed a survey course on continuity and copywriting.

## She's A '62 Headliner

San Antonio — Ann Corrick, Washington broadcaster for Westinghouse Broadcasting Co., has received one of the 1962 Headliner Awards from her fellow professional journalists, members of Theta Sigma Phi.

## If You're Going Out . . .

Norfolk — WAVY has instituted "Wavy Weekend," a public service format to its programming, which begins at 6 PM Fridays and runs continuously thru 6 PM Sun-

## Top Sports Events In Weekly Review

Cleveland—WJW-TV will present a new series of weekly sports programs called "Telesports," according to an announcement by Robert E. Huber, program manager.

Each week, seven or more "Telesports" camera crews cover the week's top sports events. Their film coverage is then combined into newsreel form, making a half-hour sport folio of the week's top happenings in the world of sports.

## Nelson Promo Director For CBS Coast Division

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Robert L. Nelson has been appointed promotion director for KNXT and the CBS-TV Pacific Network, replacing Austin Heywood who has resigned to pursue other West Coast interests. Nelson joined the station in October, 1959, as assistant research sales promotion director.

## Picked for VOA Feature

Frederick, Md. — WFMD has been selected as the subject for a special Voice of America broadcast called "Rural America," whose object was to illustrate to European and African listeners how a typical non-metropolitan radio station serves the interests of its listeners.

## News Flashes From Coast-to-Coast

day during the Summer. Listeners are given information about golfing, fishing, traffic and beach conditions, as well as sports, news and music.

## KOMO-TV Doings

Seattle—Paul R. Swinelar, KOMO-TV local sales manager, has been elected president of the Seattle Executives Ass'n. Nancy Foran and Karen Ostrom have joined the station, Nancy as local sales secretary and Karen as a PR department secretary. Edna K. Hanna has resigned as sales promo manager to join her husband, who is with the U. S. Army, in Tucson, Ariz.

## A Real Twister!

Pittsburgh — Some 200 youngsters from 1-12 years old competed for top honors in the Big K Tiny Twist contest held by KDKA before a recent Pirates-Mets game. Winners received stereo phonographs. Others received transistor clock radios and record cases and all were treated,

## N. Y. VIDEO EYES TEX. OIL CRISIS

WPIX Airs Houston Spec On Illegal Slanted Wells

"Crisis in Oil," a half-hour documentary covering the current probe of the East Texas oil scandals, will be telecast tonight on WPIX. It is narrated by Nick Gearhart, written by Mark Hepler and directed by Homer Dee of KHOU-TV, Houston.

In the program the state attorney general describes the vastness of the situation, in economic importance of far greater national and political significance than the Billie Sol Estes scandal. East Texas is literally covered with thousands of oil wells, and the regulation body concedes that at this time it just doesn't know how many wells are illegally pumping from other leaseholds. Some reports indicate that slanted drilling has been going on for 20 years. Over half the force of Texas Rangers are assigned to the investigation.

## Noah Jacobs Joins ITC As Sales Exec in N.Y.

Noah Jacobs has joined Independent Television Corp. as New York sales exec and Eastern rep. A 10-year veteran in the TV film industry, he comes from National Telefilm Associates. Previously, Jacobs was with Ziv-TV.

along with their parents, to the ball game that followed.

## 8 Off to the Races

Denver — Eight radio stations and two TV outlets will carry racing news and programs about Centennial Race Track this Summer. Participating will be KOA, KLZ, KMOR, KGMC, KIMN, KD-EN, KBTR, KFSJ, KTVR, and KBTU. KBTU will telecast the feature race direct from the track each Saturday afternoon.

## Mike Casey to KTLA

Los Angeles — Mike Casey has been named KTLA's new publicity director. He formerly was with 20th Century-Fox TV, Rogers & Cowan, U-I Pictures, CBS-TV and Erwin Wasey, Ruthrauff & Ryan.

## Morris Playing Host

Atlanta — Aubrey Morris, WSB news director, is hosting "Inside Story," a five-minute commentary or a significant happening, human interest story or unusual personality sketch.

## Mason to Narrate NBC-TV 'Nile' Spec

Noted actor James Mason will narrate "The River Nile," a special hour color TV presentation of NBC News which traces the historic 4,000-mile path of the stream. Air date will be announced.

"The River Nile" was photographed last year by a three-man NBC News crew. Their journey took 34 days, from a stone pyramid 6,000 feet above sea-level in Ruanda-Urundi to the Nile's termination in the Mediterranean.

The program was written by producer Lou Hazam whose "Vincent Van Gogh: A Self Portrait" won both Peabody and Emmy awards.

## NBC Lends Helping Hand To Emerging TV Nations

(Continued from Page 1)

problems.

The project, called "Operation: Documentaries," was announced by Joseph M. Klein, NBI director. He said the films that will make up the project are now being sold elsewhere internationally, and this programming will continue to be sold wherever TV is already established and economically sound.

Where TV is just getting started, NBI will charge only mailing and print costs. Among the countries where the project will be launched are Kenya, Sierra Leone, Jamaica, Aden, Tanganyika, Gibraltar, and Uganda.

Klein said he expected that the present ratio of 30 viewers per set throughout the world will be reduced to 15 per set within the next ten years. "We want to help these future viewers help themselves in their efforts to be well-informed," he said "as pioneers in the medium, we intend to share the benefits of our experiences."

## Canada Net Inks Backers For Summer Programs

Special to RADIO-TV DAILY

**Montreal** — Imperial Tobacco Co., for Du Maurier cigarettes, has purchased partial sponsorship in CBC-TV's Summer documentary series, "Sightline," which bows tomorrow as an hour prime-timer. Agency was Vickers & Benson.

This Summer's "Parade" series on CBC-TV will be sponsored by Gen. Foods, Ltd., via Baker Advertising, and Pepsi-Cola, Ltd., via BBDO.

## W. Va. AM to Ohio Reps

**Charleston, W. Va.** — WCAW here has appointed Ohio Stations Reps as its Pittsburgh area representative.

## Godfrey Asks Top Band To Beat Out Brassy 4th

The Lockport (Ill.) Township High School Band, winner of "The Music Man" marching band contest, will appear tomorrow on Arthur Godfrey's CBS Radio Show. A barbershop quartet, the Buffalo Bills, and a Dixieland band also will be featured.

## Tots' Disease KABC Project

West Coast Bureau of RADIO-TV DAILY

**Los Angeles** — The Los Angeles Chapter of the National Cystic Fibrosis Research Foundation has been named KABC's special July's "Public Service Project of the Month," which gets under way this week.

The campaign will acquaint listeners with work of the foundation, research and training of medical personnel in early diagnosis of the disease.

All of KABC's personalities—Myron J. Bennett, Pamela Mason, Wendell Nobel, Joe Pyne, Lou Cook, Josh King—and others will assume active participation in the campaign.

## Lewis Cohen Moves Up To Art Chief for Coastal

Coastal Film Service has appointed Lewis Cohen art director, responsible for the animation department. Formerly with Wylde Films, John Carol Productions and Transfilm, Cohen joined Coastal Film Service three months ago.

## Pincus Expands Phoenix

(Continued from Page 1)

TV operation, will own the remaining 20 per cent of the subsidiary.

Formerly head of Caravel Films in New York City, Pincus has been in the motion picture TV field for 40 years, producing more than 5,000 TV commercials for top industrial concerns during this period.

## Applications Favoritism Hit

(Continued from Page 1)

Sen. John Pastore (D., R.I.), chairman of the Senate Commerce Communications Subcommittee, that he would hold hearings if the bill were re-introduced and concluded, "My present action is in response to that understanding."

Proxmire told the Senate "My bill does not prohibit members of Congress from ownership or participation in TV or radio sta-

## Electronics Chiefs Hold Interim Meet

**Chicago** — The All-Industry Electronics Conference will hold an interim session here Sept. 15 to act on proposals introduced at the conference's second annual meeting in May.

The group, representing electronics manufacture, distribution, sales, service management, dealers and the trade press, will make additional proposals in writing, and will offer possible solutions for industry problems which fall outside the scope of individual trade associations.

## Church Federation Cites 3 for Religious Casting

**Chicago**—The Radio-TV Department of the Church Federation has given its first awards to WAAF here, the Rev. W. J. B. Tate and Mrs. Betty Ross West. Citing the three for meritorious service to religious broadcasting, the honors were presented at the federation's semi-annual meeting recently.

The station was cited in recognition of its 17-year record for carrying a Church Federation program, "Meet the Churchman." Mrs. West, public affairs supervisor for Chicago NBC stations, won her honors for participation on the federation's board. The Rev. Tate was singled out for his efforts on behalf of the federation's programming staff.

## Phila. Series Studies Area Military Posts

**Philadelphia** — WRCV-TV this week debuted the first of a three-program series highlighting Army, Navy and Air Force military installations in the Philadelphia area. Titled "In Defense of Freedom," the half-hour programs will pay tribute to Ft. Dix and McGuire AFB in New Jersey, and the Philadelphia Naval Shipyard, and are part of the "Profile '62" series regularly telecast Monday nights by the station in the same time.

## Mexican Videofile

By PEDRO MARIO AMARO

**Mexico City** — The Mexican State Department is seriously considering a proposal by the Union of Motion Picture Production Workers seeking authorization for making hour films for exclusive TV release. Films would have to count on Film Bank aid and union leaders claim they would reduce unemployment and alleviate a current film industry crisis.

Inside word is that the Mexican Senate will blueprint policy to be followed by the Mexican TV industry, via reforms in four articles of the Federal Radio and TV Law. The reforms, already approved by the Chamber of Deputies and requiring Senate approval, concentrate on elimination of all brutal type programming, suspension of soap operas where these are too morbid or raw and a vast drive to improve program quality via cultural and higher level entertainment.

A guide to protect children from the "bad influences" of TV has been drawn up by writer Mario Mora Barba, who says children should be instructed that not all programs are meant for them and they haven't carte blanche rights to see all. Titled "The Children's TV Code," is has been presented to authorities for consideration and calls for:

Limiting youngsters to but two hours of TV fare daily; shutting down of set when inappropriate programs are being telecast; selection of hours when children can watch TV, and elimination of all programs by parent censors where subject matter tends to overexcite youngsters or puts accent on too much cruelty or brutality.

An adult-type program for children has been launched by producer Raul Zenteno, titled "The Viverolandia Hour." It concentrates on serious classic short stories, adapted for TV, and the inaugural program was on Guy de Maupassant's "The Necklace." Zenteno said fairy tales are all right as far as they go, but children can't "live in fairy tales but in this modern day present."

## Jefferson's Monticello Draws 'Accent' Cameras

"Accent" will tour one of America's historic shrines and inquire into the philosophy of the inventor-President who designed it in "Jefferson and Monticello" Thursday on CBS-TV.

Dr. Julian P. Boyd, professor of history, Princeton U., will be a guest.

## Daytime Rate Shift For CBS Sponsors

Quantity purchasers of daytime programming on CBS-TV will get a reduction in current time costs after the first of the year, while minimal users of the daytime schedule will be high with a slight increase. There will be little or no change for middle-bracket purchasers. All this came to light in a new rate card formally announced by the network as a result of the increased cost of daytime programming.

CBS-TV executives said the changes were effected after talks with affiliates and involve a new system of pricing based on the number of quarter-hour purchases in the course of a 52-week contract year.

## Directors Guild Names Poller Council Head

West Coast Bureau of RADIO-TV DAILY

**Hollywood** — Fred Poller has been elected chairman of the Eastern Associate Director-Stage Manager Council of the Directors Guild of America, it has been announced by George Sidney, president of the Guild.

Other officers elected to the council, which administers to the 255 East Coast associate directors, stage managers and program assistants employed in live television are: Jack Sullivan, first vice chairman, and Fred Lights, secretary-treasurer.

## Two to Tell Liz Morgan The Evils of Red China

**Newark**—In a special Independence Day program, WJRZ's "Elizabeth Morgan Show" will present William J. van den Heuvel, International Rescue Committee president, and Deanna Chu, first Chinese refugee to arrive here under President Kennedy's emergency program. Miss Chu will describe her flight from Hong Kong, and Heuvel will comment on rescue work for refugees from Red China.

## Sept. CBS-TV Debut Set For 'Pantomime' Heir

"Stump the Stars," based on the popular "Pantomime Quiz" series, makes its debut on CBS-TV Sept. 17 with Pat Harrington, Jr., as host. The program is sponsored by Ralston-Purina through Guild, Bascom and Bonfigli. Produced by Mike Stokey Enterprises, Stokey is exec producer and John Hueners is producer.

## AGENCY NEWSCAST

By RALPH TYLER

Three former Y&R execs out West have broken away to form their own Los Angeles agency to be known as Smock, Debnam & Waddell. President is Jack W. Smock, with partners Robert G. Debnam and Paul R. Waddell. Joining them are 19 other former Y & R employees.

First account announced by the new agency is Union Oil, formerly handled by Y & R. Smock said the decision by Union to transfer its billing was prompted by that of the Gulf Oil Corp., another Y & R account, to extend its operations to the West Coast and was made amicably to avoid possible conflict of interests due to the marketing areas overlap. The move to form a new agency by the group, all of whom were assigned to the Union Oil account while at Y & R, followed.

Smock said the board of directors of the American Association of Advertising Agencies has voted to consider the new agency a split-off from Y & R and thus eligible to become a 4-A member immediately, instead of waiting the customary two years. With an overall staff of 25, Smock said the new agency will be equipped to handle all types of advertising, from food to fashion.

**Robert L. Thalhofer has joined Kenyon & Eckhardt as an account exec. He formerly was with Lenzen & Newell, Personal Products Co., Anderson, Clayton & Co. and Leve Brothers . . . Doyle Dane Bernbach has been named agency for Capitol Car Distributors, Ltd., Volkswagen distributor for the District of Columbia, Maryland, Virginia, West Virginia, North Carolina and Eastern Tennessee . . . William J. Luzzu, formerly with Luce's Press Clipping Bureau, has been named national sales manager for International Press Clipping Bureau . . . Gordon Hull has been elected a VP of Compton Advertising. He was director of advertising and sales development for Mutual Benefit**

## Youths Vie for Turn at Bat In Big Time Baseball Booth

**Chicago**—The dream of being a big league baseball announcer will come true for a Chicago youngster this Summer when the

winner of the WGN Junior Baseball Announcer Contest joins Jack Quinlan and Lou Boudreau in broadcasting the Cubs vs Milwaukee Braves game Aug. 26 on WGN.

Along with a major league sportscasting debut, the lucky youth will receive a weekend visit in the city of the 1962 World Series, including tickets to a game for his parents and still another

### Thought for Today

TV, actor-writer-composer  
Thought for Today

*"... I believe most emphatically that the best children's program is one which a child can watch in the company of parents. It is a 'sharing' show, and should unite the family rather than divide it. In too many cases a child's attention is glued to the set, and he is oblivious of his family who, in turn, find nothing to attract or interest them in that program."*

—Paul Trip

**Life before coming to Compton, and has been active in the life insurance field generally.**

Lou Bunin has agreed to produce TV commercials exclusively with A. T. U. Productions, Inc., New York, which is now entering the custom TV commercial production field. Bunin, known for his work with special effects, recently won first and second prizes at the Venice International Film Festival for two of his TV commercials . . . Hutchins Advertising, and its Hanford & Greenfield Division, started work yesterday in new offices in Rochester.

**John E. Jacobs, formerly research analyst at Benton & Bowles, has been appointed research project director for Ogilvy, Benson & Mather . . . Russ Davis has joined the PR and publicity staff of Weightman, Inc., Philadelphia. For the last nine years he has been a feature writer and newsman with the Call-Chronicle Newspapers in Allentown, Pa. . . . George M. Cornwall is a new account rep at N. W. Ayer & Son in Chicago. He had previously worked for Y&R.**

## ABC to Put Ribicoff Atop 'Issues' Grill

One day after he is expected to be nominated for the Senate by the Democratic state convention in Connecticut, cabinet member Abraham Ribicoff will appear on ABC-TV's "Issues and Answers," July 15.

The program originates live from New York.

The secretary of Health, Education and Welfare will be questioned by ABC newsmen regarding his campaign for the Senate. Particularly, he will be asked how the failure thus far of the administration's welfare bills in Congress might affect his bid. Ribicoff has led the administration's fight to get medical care for the aged and federal aid to education through Congress.

## Phone Exec Honored For Servicing Radio

Arthur G. Peck, CBS Radio director of broadcast operations, has presented a "farewell trophy" to F. R. MacFarland, program sales manager for the New York division of A.T.&T.'s Long Lines Department.

The trophy was given at a dinner marking the executive's completion of 37 years with the company, 33 of them in service to broadcasting.

## Receiver-License Hikes Seen Facing Englishmen

(Continued from Page 1)

is the finding that the Independent Television Authority's powers are "illusory and negligible." Concomitantly Pilkington recommended that henceforth individual TV companies should be allowed only to sell programs to ITA, with the latter assuming full responsibility for programming and selling time. The proposed move would drastically slash the affected companies' profits which the Pilkingtonians have viewed as "excessive."

## PR Man Fondiller Wins Playwright Laurel, \$100

Harvey V. Fondiller, public relations exec at Fuller & Smith & Ross, was awarded second prize of \$100 in the annual short play competition sponsored by Samuel French, Inc., New York play publishers. Fondiller's one-act play, "Liebestraum," was named winner by a panel of judges including Broadway producers Arthur Cantor and Norris Houghton and professors H. Clay Harshbarger, Iowa U., and Warren S. Smith, Penn State.





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VOL. 91, NO. 3

THURSDAY, JULY 5, 1962

TEN CENTS

## CONGRESS RIDING HERD ON FCC?

### Bergmann Hauls In Two Hour Properties By Linkroum, Haight

Charter Producers Corp., new TV packaging firm headed by Ted Bergmann, former



Revlon ad chief and broadcast exec, has acquired an interest in two new hour properties — "The Lawmakers" created by former NBC VP Dick Linkroum, and "Poor Little Lambs" created by George

BERGMANN Haight, former TV program head of McCann-Erickson and previously a Hollywood motion pic-

(Continued on Page 3)

### Shovels, Crews Ready Network Skyscraper Site

Giant steam shovels and excavating crews are busily digging away at the site of the new 38-floor CBS headquarters building. The edifice will be located on New York's Avenue of the Americas and 52nd St. and was designed by the late Eero Saarinen. The CBS building will be a rectangular, gray-granite sheer tower rising 491 feet, centered on a sunken plaza.

### 3-Hour 'Super-Special' To Air on CBS in '63-'4

A two or three-hour "super-special" is in the works for CBS-TV for the 1963-'64 season. Preliminary plans for the innovation are to be worked out in Spoleto, Italy, where producer Martin Manulis will meet with CBS-TV senior program VP Hubbell Robinson during the 10-day Festival of Two Worlds. Manulis is on a three-week series of production conferences in London, Italy and Madrid.

### PRE-DAWNERS PROTECTED; CLEARS ALSO WIN RESPITE

Washington Bureau of RADIO-TV DAILY

Washington—The House had a pre-holiday look of moving in two directions at once on legislation affecting the broadcast industry. Under suspension-of-the-rules procedure, it passed a bill to protect and extend pre-sunrise operations of daytime-only stations. Then, utilizing the same procedure, it approved a resolution asking the FCC to hold off for a year on putting new stations on the radio clear channels. The House also asked the FCC to consider super-power for the clear channel stations.

#### Daytimer Bill to Senate

The daytimer bill must go to the Senate for consideration. The measure was passed by the House in a voice vote. It would permit any of these stations to operate at least from 6 AM in markets which have no full time stations and would permit daytimers already operating from 4 AM to continue to do so.

#### Super-Power Is Sought

The clear channel action is a sense - of - the - House resolution. There was more opposition to it than was registered against the daytimer bill. It was forced to a roll-call vote, which it barely passed by 198-87. Under ordinary procedures this would have been a huge margin, but it takes a two-

(Continued on Page 6)

### Monopoly Complaint Hits Columbia's Disk Club

CBS, described as the nation's largest manufacturer of phonograph records, and wholly owned subsidiary Columbia Record Club have been charged by the FTC with using monopolistic practices and illegally suppressing competition.

They are also charged with deceptive pricing and savings claims for their LPs. CBS has 30 days in which to answer the charges.

FTC says that LPs now account for 80 per cent of dollar volume of all records sold, and that CBS and RCA, along with Capitol Records, dominate the LP market.

(Continued on Page 2)

### Amendment Aids Casters With Less Oath-Taking

Washington Bureau of RADIO-TV DAILY Washington — Pursuant to an April amendment of the Communications Act, the FCC has removed the requirement for verification under oath of common carrier Annual Report forms H, M, O and R. The change is effective for the reporting year 1962.

### Cash, Stock, Notes Swing WHAY's Sale

Fairfield, Conn. — Connecticut-New York Broadcasters, Inc., operator of WICC, WICC-TV and WJZZ-FM, has purchased the assets of the Central Conn. Broadcasting Co., operator of WHAY, 5 kw outlet in New Britain. The transaction, involving cash, stock and notes to Central Conn. stockholders, is subject to FCC approval.

Aldo DeDominicis, Central Conn.'s president, will become a substantial stockholder in WICC

(Continued on Page 5)

### Senate Sets Hearing For Bill to Suspend Political Equal Time

Washington Bureau of RADIO-TV DAILY

Washington—A bill to suspend the political equal time Sec. 315 for Congressional and gubernatorial candidates this year and for presidential and vice presidential candidates in 1964 has been introduced in time for Senate Commerce Communications Subcommittee hearings on the subject by Sen. Harrison A. Williams, Jr.

(Continued on Page 4)

### Newark Station Expands 9 Months Ahead of Time

Newark — WJRZ here is expanding into Bergen County nine months ahead of schedule. This was revealed by president Lazar Emanuel, who announced signing of a lease for additional business and studio space in the heart of the Paramus, N. J., highway shopping complex. The additional space is expected to be used starting July 17.

### Cooper Inks O'seas Deal For Yates and Schu'berg

West Coast Bureau of RADIO-TV DAILY

Hollywood — Ted Yates and Stuart Schulberg, co-producers of NBC-TV's "David Brinkley Show," will be on location all Summer. In a deal set by the Frank Cooper office, Yates will produce-direct 10 shows in South America, with Schulberg doing 10 shows from Europe.

### Ratings Under Mexican Axe

Special To RADIO-TV DAILY

Mexico City—The use of private audience rating research firms in Mexico for radio and TV may be on the way out.

The Mexican Radio Chamber has announced it is planning to set up an "unbiased" rating service of its own, covering all stations in both media.

The Chamber has alleged that private firms "sell" their ratings to the highest bidder, with false reports giving preference to those

who pay the most cash. Also, the Mexican National Advertising Association has scored the "ratings" of well-known research organizations, claiming that bribes, extortion and outright blackmail are common practices in jockeying for top ten rating positions.



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## Councilmen Praise TV Police Reporter

Cleveland — The City Council here has paid tribute to WJW-TV chief police reporter Sanford Sobul on his 35 years of journalism. He was police reporter of the Cleveland News for 33 years before moving to WJW-TV.

The council spoke of his "humanitarian service to his profession and to his community," and said he never broke a confidence during his long service. Earlier, he received the annual Civic Award of the Cleveland Lodge No. 8, Fraternal Order of Police.

OLD NEW BORROWED BUT NOTHING BLUE a distinguished reputation for over 36 years modern local public service programming the best of CBS a bright, lively station prestige radio

**WJW-TV**  
scranton-wilkes barre and WDAU-TV represented by H-R

## AM Licenses Advised For Jersey, Mineola

Washington Bureau of RADIO-TV DAILY  
Washington — Two new AM radio stations would be authorized under recommendations issued by two hearing examiners of the FCC.

Hearing examiner Millard F. French's initial decision would grant the application of Bi-States Broadcasters for 1520 kc, 1 kw, directional antenna, daytime, Ocean City-Somers Point, N. J., while WFYI, Mineola, N. Y., would also be permitted to increase its power on the same frequency from 10 kw to 50 kw, continuing daytime only operation with directional antenna.

Hearing examiner Chester F. Naumowicz, Jr., issued an initial decision looking toward grant of the bid of Samuel C. Chafin and N. W. Griffin for 1310 kc, 500 watts, daytime, Decatur, Ga.

## Panel Views 'Economics' On Religious Broadcast

Boston—"Economics," part of a series on "Christianity and Communism" presented by the Massachusetts Council of Churches in cooperation with the National Council of Churches, will be aired Sunday on WBZ.

Quincy Howe moderates a panel featuring Dr. Roy Blough, professor of economics at Columbia U. and the Rev. William H. Lazareth of the Lutheran Theological Seminary in Philadelphia.

## 'Expedition California' Gets Mortuary Backing

West Coast Bureau of RADIO-TV DAILY  
San Francisco — Marking the first time a San Francisco Bay Area mortuary firm has engaged in TV advertising of this type, Daphne Funeral Service has purchased a special Summer series of 13 "Expedition California" programs to be aired on Sunday afternoons thru Sept. 16 on KGO-TV. The purchase was made thru Cappel-Richards Advertising.

## TV Ban Gains on Spanking In Making Kids Toe Line

Taking away TV privileges is right on the heels of spanking as the most popular way of keeping the kids in line, R. H. Bruskin Associates reports.

The market research firm questioned 1,400 parents of children 13 years of age or under and came up with "Punishment Popularity Ratings." Spanking was first, with 59 per cent using it, followed by TV privileges yanking, 38 per cent; lecturing them (in a nice way), 23 per cent; scolding them (not in a nice way) 17 per cent; sending them to their rooms, 13

## WAGNER CO-ORDINATOR OF PETER FRANK'S DIVS.

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Morton J. Wagner has been elected executive VP-managing director of the Peter Frank Organization. In his



WAGNER

new post, Wagner will coordinate all divisions. These include Richard H. Ullman, Inc.; PFO Radio and TV Productions, Inc., Stars International, and related domestic and international enterprises. Wagner will headquarter here, moving from San Francisco where, for many years, he was executive VP of a nationwide broadcasting chain. Eighteen months ago he formed Morton J. Wagner Associates to counsel all areas of broadcasting and also assumed direction of a West Coast radio group.

Richard H. Ullman, Inc., New York, under executive VP Marvin A. Kempner, is the sales division of PFO. Its many services include The Big Sound, Formatic and Dimensional Radio. PFO Radio and TV Productions, Dallas, headed by Tom Merriman and Rod Kinder, specializes in personalized jingles, musical signatures and client-tailored commercials. Stars International is the Los Angeles production arm of the PFO complex, under executive VP Will Scott.

Wagner noted that PFO programming services are currently used by over 1,100 stations in the U.S., and the company will soon make available "additional and exciting plans which will extend beyond programming and production."

## FTC Accuses Diskers

(Continued from Page 1)

ket, with 20 per cent of total sales volume, of which CBS has half. CBS formed its record club in 1955 and RCA and Capitol thereafter started their own.

## COMING AND GOING

CHARLES YOUNG, KTTV national sales manager, has returned to Hollywood after a week of conferences in N. Y.

SAM LUTZ, Lawrence Welk's personal manager, in Lake Tahoe to join client.

LES KAUFMAN, Don Fedderson Productions p.r. director, in N. Y. for meetings with ABC-TV execs.

SAL IANNUCCI, CBS-TV business affairs VP, is vacationing in West Hampton, N. Y.

HARRY MORGAN, co-star of "Pete and Gladys," has arrived from Hollywood to appear in a production of "Send Me No Flowers" at the Grist Mill Playhouse, Andover, N. J.

DON ADAMS, TV comedian, leaves for Cherbourg and Southampton today aboard the Queen Elizabeth.

P. C. H. HILLYARD, BBC's head of light entertainment, to Cherbourg and Southampton today.

CHARLES S. STEINBERG, CBS-TV information VP, on a combined business-vacation trip to the Coast.

JULIAN "CANNONBALL" ADDERLEY returns to N. Y. on Monday.

## RPI Gains 6 Stations For 'Voice News Report'

Radio Press International has announced the addition of six subscriber stations for its service. With these new stations, RPI claims its "Voice News Reports" can be heard in virtually every major market north of the Rio Grande.

The new member-stations are WWOM, New Orleans; KIKL, Dallas; WCBL, Carbondale, Pa.; WESO, Southbridge, Mass.; and CHOW, Welland, and CKNX, Wingham, both in Ontario, Canada.

## Ga., Texas Transactions Win Commission's OK

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has approved the sale by James H. Watson of two-thirds interest in WGML, Hinesville, Ga., one-third each going to Charles C. Gillican and Hugh K. Tollison for \$2,650 per share. Also okayed was the sale by Oil Center Broadcasting of KSLT-FM, Tyler, Tex., for \$28,683 to W. A. Pounds, Jr., and Betty Reynolds.

## Hausman Recounts TV Culture Contribs

Louis Hausman, TIO director, will discuss "The Contribution of TV to Our Culture" tonight at Yeshiva University's Graduate School of Education in New York.

Hausman is the first of eight leaders in the videocasting industry who will lecture on "TV in the Public Interest," as part of a course conducted by Dr. Solomon S. Simonson, chairman of the Department of Language, Speech and Communications, during the second of three Summer sessions at the school.

Other guest lecturers include Samuel Gould, James F. MacAndrew, Edward Stanley and Jules Power.



HAUSMAN

## George Smith Becomes Lee's Legal Assistant

West Coast Bureau of RADIO-TV DAILY

Washington — George S. Smith has become legal assistant to FCC commissioner Robert E. Lee, replacing Arthur A. Gladstone, who had previously been appointed to the post of hearing examiner for the Commission.

Smith was on the Federal Radio Commission 1928-32, then went into the private practice of communications law. Between 1942 and 1962, he has been a partner in the law firm of Segal, Smith & Hennessey.

## Montreal's French Outlet Readies Debut on Aug. 1

Special To RADIO-TV DAILY

Montreal — The city's newest French-language station, CKLM, will begin broadcasting Aug. 1 on a daily 24-hour basis. Powered at 10 kw, its listening area will extend from the Trois Rivers east to the U. S. border south. Mario Verdon, Radio-Laval prexy, operator of the outlet, has announced that programming will be keyed to good music, with Raymond Berthiaume as musical director of the station.

## Miami-Produced 'Issue' Aired by N.Y. Station

Hendrik J. Berns, WGBS Radio Miami news commentator, is now producing his daily five-minute program "Issue" for WHN, Storer Radio in New York. The program is produced in Miami and rushed daily to New York.

## Mullins Slaps Fear Peddlers

Hartford, Conn. — "Fear peddlers" have confused the meaning of courage, "convincing some of us that it takes courage to be controversial," WTIC radio programs VP Bernard L. Mullins said yesterday at the State Capitol's Independence Day ceremonies. Speaking at the Hall of Flags ceremonies conducted by the Connecticut Society of the Sons of the Revolution, he noted:

"At WTIC, when our radio or TV station presents a program on a controversial subject we get letters commending us for our courage. We wonder why a radio or TV station is considered courageous when it is simply doing its job."

## Charter Buys Interest

(Continued from Page 1)

ture and TV producer. "Lawmakers" will dramatize the personal and political life of four U. S. congressmen in Washington. "Lambs" is set in a small typical college and uses three undergraduates as its principal characters to present a serious look at the efforts of college-aged adolescents to achieve maturity.

Bergmann said Haight will also represent Charter Producers Corp. in Hollywood for the development of new properties. While at M-E, Haight supervised such series as "Studio One," "Climax," "Shower of Stars" and "Dragnet." His other TV credits include producer of "Robert Montgomery Presents" and "Four Star Theatre."

Linkroum, for many years a director at CBS, joined NBC in 1954 as producer of the "Home Show" and later became executive producer of the "Today," "Home" and "Tonight" group. He eventually became special programs VP, and resigned in 1961 to become an independent producer and packager.

## Fremantle Nets Six European 'Bio' Sales

The sales success which Official Film's series "Biography" is enjoying in the United States is being duplicated in Europe, according to Paul Talbot, president of Fremantle International, overseas distributor of the series.

During the past six weeks, sales have been closed by Fremantle offices in London and Rome with the following TV services: Finland, Oy Mainos TV, Helsinki; Sweden, Sveriges Radio (Televisionen), Stockholm; Norway, Rikesskringkasting, Oslo; Holland, Nederlandse Televisie Strichting, Hilversum; Belgium, Vlaamse Televisie, Brussels, and Italy, Radiotelevisione, Rome.

Talbot said a sales effort is currently under way in the Far East for the series and it is expected that within the next two weeks all territories in that area will be signed up.

## Two Sign for Palladium

West Coast Bureau of RADIO-TV DAILY

Hollywood — Hank Jones and Dean Kay, Tennessee Ernie Ford regulars, have been signed to do a "Sunday Night at the Palladium" in London Aug. 5. The BBC previously scheduled them for two specs.

## FONDREN TO LEAD JOINT AD GROUP

Denver Station Manager Also Given Silver Award

Denver — Lee Fondren, manager of KLZ, will be chairman of the newly created eight-member National Advertising Commission set up by the AFA and the AAW to coordinate their efforts in legislation, education and advertising recognition.

The commission was established here at the first joint convention of the two groups since 1931. Fondren, immediate past-president, AAW, was presented at the meeting with a Silver Award by the AFA "for outstanding service to advertising in 1962." The Denver Advertising Club also honored him with an advertising leadership award.

## Gregor Piatigorsky Plays 'World Artists Concert'

Cellist Gregor Piatigorsky will appear on WOR-TV's "World Artists Concert Hall" Sunday playing selections from Bach, Chopin and Tchaikovsky. In addition to his virtuoso skill, viewers will get a candid glimpse of the maestro through his informal remarks and comments on things musical.

When You Can Have The Best,

Why Be Satisfied With Less!

THE ASSOCIATED PRESS

## 4.1 Million Canadians Have TV in Homes

Eighty-nine per cent of all Canadian homes now have one or more TV sets, TvB of Canada reported in New York at a meeting for advertisers and agency people. More than 4.1 million Canadians can now be reached by TV, and the average home has the set tuned in 5 hours and 42 minutes a day. These homes are served by 68 originating stations and 62 rebroadcasting stations.

## Gov't Austerity No Block For CBC Building Plans

Montreal—Ronald C. Fraser, CBC VP, has announced that the government's austerity program will not affect construction of the network's new headquarters here and in Toronto. Plans for the projects, costing some \$80 million, are going ahead as scheduled.

## Underwriters Back 2 Prexys on Prexys

Former Presidents Dwight D. Eisenhower and Herbert Hoover will appraise two of their White House predecessors — Abraham Lincoln and Woodrow Wilson, respectively — in separate NBC Special Projects half-hour TV programs next season, both sponsored by the Union Central Life Insurance Co. via Meldrum & Fewsmith.

Hoover prepared his personal memoir, "The Ordeal of Woodrow Wilson," in New York last year and it will be aired Sept. 25. Eisenhower's military memoir, "Eisenhower on Lincoln," was filmed in his study at Gettysburg three weeks ago with historian Bruce Catton and will be broadcast early in 1963 in anticipation of Lincoln's Birthday (Feb. 12).

Robert K. Sharpe directed the Hoover program, and Lynwood King the Eisenhower segment. James Nelson produced both programs, with Robert L. Garthwaite as associate producer and Silvio D'Alisera, film editor. Donald B. Hyatt, NBC Special Projects director, was executive producer.

## Phi'Iy AM Drive Seeks City of Hope Teen Wing

Philadelphia—WIBG and station personality Hy Lit on Monday will launch a month-long campaign to raise \$25,000 to endow and maintain a new Occupational Therapy and Educational Department in the Children's Wing of the City of Hope. For this venture, a special "WIBG-Hy Lit Delaware Valley Teenagers Mercy Chapter" was chartered by the City of Hope. Should the drive fall short of its \$25,000 goal, on the last day, Aug. 3, a special on-air marathon will be conducted by WIBG.

## Munson Gets VP Stripes For Harold L. Oram Firm

Henry Lee Munson has been appointed VP of the Harold L. Oram Co., PR and fund-raising firm. Prior to this appointment, Munson was PR counselor for CBS Laboratories, handling the introduction of its stereophonic record.



By TED GREEN

• • • K. T. Stevens has the inside track in the race for a feminine lead for Wendell Corey's new TV series . . . First it was the "Tonight" show for Hugh Downs. In September he will host the "Today" show. Next, he'll probably be scheduled to do the "Tomorrow" show, beamed to Mars . . . Would you say that some of those medical shows need a script doctor? . . . Twin girls for the A. J. Crothers household. He's a Walt Disney TV-film writer . . . Met Opera star Jan Peerce is mourning the passing of his father . . . Video actress Barbara Crane and TV comedian Paul Gilbert are honeymooning . . . Flicking the radio dials, we suspect the busiest man around may be Jim Gash, New York's aggressive, roving radio reporter. The other morning, for example, on one newscast Jim was covering a traffic snarl. An hour later, he was speaking to striking workers on a picket line. On the next newscast, he reported on a narcotics trial. And, later, Jim was doing a humorous feature with some beauty queens. Gash dashes around town in mobile unit, sending back direct reports or taping interviews for later broadcast.

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• • • Tip of the Stetson to Bill Putnam, president of WWLP, Springfield, Mass., who was told by members of the Mass. Democratic party he couldn't televise the convention in Springfield. Putnam carried a series of editorials about the close-out of TV until the Party leaders finally agreed to let WWLP-TV carry the convention coverage and feed it to other TV stations in the state . . . (Mrs.) Lee Lawrence, formerly of the "Today" show would enjoy hearing from friends. She's at the Hospital for Joint Diseases, 1919 Madison Ave., New York . . . Actress Dolores Hart discusses her title role in the current film, "Lisa," on WBFM's Sandy Lesberg Show tomorrow . . . Composer-conductor-arranger Eddy Manson, who received an award at the American TV Film Commercial Festival in 1961 for his "Conquest of Space" commercial for GE, has been signed to create the musical background for another three-minute GE Commercial spot.

☆ ☆ ☆ ☆

• • • About \$2 million worth of diamonds will be worn by models at the diamond dinner Tuesday at the Waldorf-Astoria. Visiting press will see a spectacular showing of designer gowns, and diamonds shown by Black, Starr & Frost; Cartier; Tiffany & Co.; Van Cleef & Arpels, and Harry Winston. Giorgio Tozzi, basso of the Metropolitan Opera, will entertain. Ruth and Naomi Segal, twin concert pianists, are also on the program . . . Arlene Dahl concludes her successful Latin Quarter engagement and her stay at the Savoy Hilton to appear in "Roman Candle" in Warren, Q., and other Summer theatres. She's also scheduled to do "One Touch of Venus" in Chicago . . . Lili Loftus, well known TV model, has been chosen official hostess of Astroland Amusement Park in Coney Island . . . Swank Lombardy Hotel naming its suites after famed TV series—"Route 66 Room," "Hawaiian Eye Suite," etc. . . TV songstress Lily Cavel is featured at the House of Vienna.

☆ ☆ ☆ ☆

• • • Dolph Greene has been appointed by Robert S. Taplinger Associates to direct the PR firm's corporate and financial department, with Peter Herrmann as head of the financial division. Other additions to the department include Neil Cooper, in charge of business development, and Walter Kirsch, Jr., in charge of research. The Taplinger office has also expanded its product publicity department with Joy Tomlinson, Lillian Firestone and Audrey Pierce . . . Composer Jacques Belasco did the special musical score for the "Chet Huntley Reports" to be aired tomorrow night on NBC-TV . . . Audio-Fidelity Records has appointed Tom Wilson associate recording director. He entered the music field while at Harvard U., where he was popular music director for WHRB and founder of the Harvard Jazz Society . . . WNBC-TV has inaugurated a Summer safety campaign to remind motorists to look out for youngsters. Fifty-six Boy and Girl Scouts have recorded safety messages in which the children give their name and urge motorists to "Please watch out for me when you're driving." The 10-second announcements are aired daily.

## Titov to Get Videotape Of Visit with Ernie Ford

San Francisco — Videotape of Gherman Titov's appearance on the "Tennessee Ernie Ford Show" will be presented to the Russian cosmonaut by David M. Sacks, ABC VP and general manager of KGO-TV. The spaceman appeared on the show May 14, in his only informal role while on tour in the U. S.

## St. Louis Group Hails KMOX 'Rights' Policy

St. Louis — KMOX-TV, CBS-owned station here, was recently honored with the St. Louis Council on Human Rights' Special Award, the first given to a local outlet, in "recognition of its policy of giving unstintingly of its facilities on behalf of a better St. Louis."

### Minorities Defended

The station's annual Human Rights Day TV commemoration, "Profile of Human Rights," broadcast in December, was an hour documentary assessing the widespread problems of discrimination against minority groups.

Moderator Parker Wheatley had as his guests key public civic, business and labor leaders. The program was written and produced by Helen Hagen and directed by Dick Schlichting.

## Senate Slates Hearing On Sec. 315 Measure

(Continued from Page 1)

(D., N. J.). Hearings on the measure begin Tuesday.

Williams said Sec. 315 has been a hardship to stations, but he made it clear that he doubted the wisdom of outright repeal. His idea was that the FCC should study results during temporary suspensions and report back to Congress.

### Urges 'Caution, Restraint'

He said Sec. 315 has made it difficult for broadcasters to make adequate time available to major candidates and to cover the issues and candidates adequately, with the problem of having to give time to fringe candidates. "Thus a broadcaster cannot be blamed for giving little or no free time to anyone. This surely does not advance the cause of public enlightenment and the democratic process."

Williams added, however, that Congress should "act with caution and restraint" in changing the ground rules despite an admission that broadcasters in 1960 "by and large used their new discretion fairly and with good judgment."

## 21 Stars Will Glisten In Dime March Spec

With Kim Novak and Richard Chamberlain (Dr. Kildare) doing two more cameos, the 1963 March of Dimes show has wound up its third week shooting schedule at Fox Western. Twenty-one stars, the greatest number to appear in any of these annual shows, will be in the special which beams in January.

Included are: Don Knotts, Neville Brand, Frank Gorshin, Soupy Sales, Cara Williams, Jane Wyatt, The Gile Twins, Ed Wynn, Morey Amsterdam, Pearly Bailey, Bing Crosby, Eddie Fisher, Dean Martin, Dick Powell, Andre Previn, Juliet Prowse, Rose Marie, Connie Stevens and Dick Van Dyke.

Edward A. Franck, of the National Foundation, is the exec producer. Jack Donohue is producer-director of the teleplay by John Bradford.

## Goldwasser Takes Post As Tele-Video Exec VP

Lawrence L. Goldwasser, producer-director for Elliot, Unger & Elliot for the last four years, has joined Tele-Video Productions, Inc., as executive VP.

Goldwasser was a scenic designer for the Broadway stage before entering TV in 1947, first as a designer and then as a director. He will continue to produce and direct TV commercials in his new post, as well as serve in his executive capacity.

## Mai Zetterling Signed For 'Eleventh Hour' Role

Mai Zetterling has been signed to make her MGM-TV bow in "The Deserter" episode of "The Eleventh Hour," starring Wendell Corey and Jack Ging. She plays the German wife of an American Army deserter in the psychological drama by Theodore Apstein.

Boris Sagal directs the episode now rolling at the M-G-M Studios. Steve Hill will guest in the title role. The series debuts this Fall on NBC-TV.

## Political Barbecue Dished Up

Macon, Ga.—A new concept in political public service by radio and TV is being pioneered in Middle Georgia by the WMAZ stations. With a hot Democratic primary scheduled Sept. 12, WMAZ-AM-TV has set up plans to stage a giant, old-fashioned political rally Aug. 18, complete with a barbecue dinner.

General manager Wilton Cobb says 36 of the 41 candidates for state offices and locally contested offices have thus far accepted invitations to the six-hour rally. The program will be held at the Macon football field, Porter Stadium,

## Goodson-Todman Targets Of TV Academy Lampoon

Mark Goodson and Bill Todman will be targets of the TV Academy's annual lampoon, "Close Up," on Nov. 30 in the new Americana Hotel, New York.



GOODSON

Selection of the two producers sets a precedent for the Academy, whose previous "Close Up" targets were all performing personalities. The show's producer will be announced at a later date. Harold Graham, Jr., exec VP of W-E Productions, is chairman of the local Emmy organization's activities committee which is responsible for the annual event.

Announcement of the selection was made by New York Chapter president Betty Furness. "Our Academy chapter is pleased," she said, "to join the crowd by saluting—albeit in our own unique way—two of TV's most creative and original men."

Goodson was New York chapter president in 1957-58.



TODMAN

## VOA Chief to Speak At Engineer Dinner

Washington Bureau of RADIO-TV DAILY

Washington—Voice of America director Henry Loomis will speak here Sept. 13 at the banquet of the Sixth National Symposium on Engineering Writing and Speech.

The symposium, on "EWS—an Art or a Science?" is sponsored by the Professional Group on Engineering Writing and Speech of the Institute of Radio Engineers. Members of the symposium committee include: chairman, Paul J. Martin, office of the Chief of Naval Operations; program, John E. Durkovic, Aeronautical Radio, Inc.; registration, Raymond H. Schaaf, Department of Defense; arrangements, Thomas R. Daviss, Technical Scriveners Co.; publications, James Carter, RCA; PR, Charles De Vore, CREI Atomics, and finance, John E. Voyles, Ramo Wooldridge.

## Clements to WCAU

Philadelphia — Jack Clements has joined WCAU as production manager, replacing Dick Covington who will devote all his time to announcing.

## 'Lively Ones' Spells Vacationing 'Hazel'

A Summer musical broadcast color series, "The Lively Ones," premieres on NBC-TV July 26. The eight-week musicale replaces vacationing "Hazel" which returns for its second season Sept. 20.

Sponsored by the Ford Division of Ford Motors, the series is produced and directed by Barry Shear. The opening effort stars Peggy Lee, Woody Herman, Dave Brubeck Quartet, Damita Jo. Vic Damone is host.

## Handel, Melchior to Roll 'Age of the Atom' Spec

West Coast Bureau of RADIO-TV DAILY

Hollywood—Handel Film Corp. has signed to produce the documentary TV special, "The Age of the Atom," in association with writer-director Ib Melchior. The hour film, available through syndication, will be aired Dec. 2, on the 20th anniversary of the controlled release of nuclear energy.

This marks the 31st film by Handel dealing with peacetime uses of atomic energy, and will be filmed with UCLA and the Atomic Energy Commission as technical advisors.

## WHAY, New Britain, Sold

(Continued from Page 1)

and WHAY and will be active in the stations' combined operations. The surviving corporation will be Conn.-N. Y. Broadcasters, with Kenneth M. Cooper as president; John E. Metts, VP, and DeDominicis as treasurer and a member of the board.

Cooper said the station's staff "will remain approximately as it is now with Charles Bell as manager." Cooper purchased WICC in April, 1959.

## FCC Decision Near On Denver Pay-See

Washington Bureau of RADIO-TV DAILY

Washington — The FCC is expected to hand down its decision soon on whether to grant the Denver subscription TV application of four see-for-fee groups.

The Denver applications, however, have asked the commission to delay until July 9 the deadline for filing a reply to a plea by theatreowners that the FCC turn the application down out of hand or at least hold hearings on it.

The pay-TVers say some of the principals in the application are temporarily absent, and they need to coordinate their answers to the opposition.

Application is to use KTVR, Denver, for telecasting pay-TV by unscrambled pictures, with sound only receivable through the telephone company.

## Humble Coast-to-Coast For Collegiate Athletics

West Coast Bureau of RADIO-TV DAILY

San Francisco—KCBS has sold sports packages to the Humble Oil & Refining Co. (McCann-Erickson, Houston), which, by including California sports, expands Humble's radio sponsorship of collegiate athletics from coast to coast.

For the Golden Gate area, Humble purchased half-sponsorship of WCBS' Stanford U. 1962-'63 full season of college sports, namely: 10 football and 20 basketball games, three track and field events, and three games—the two playoffs and the championship contest of the NCAA Regionals. In addition, the deal includes 23 weeks of weekend announcements for a total of 230 one-minute spot announcements. For 29 years Humble has been sponsoring college football and last year bought air time for 47 colleges in 25 states.

## Henley Upped

Chicago — Robert E. Henley has been appointed WGN production supervisor. Henley joined the station in 1959 as a writer in the news department.

## Doc Hits Maternity Myths On Boston 'Listen' Series

Boston — "Natural childbirth is not the way to care-free pregnancy, relatively painless delivery, healthy babies, adoring husbands and glorifying maternal experience," says Boston physician Dr. Waldo L. Fielding, who will appear on WEEI's "Listen," July 9-13. Dr. Fielding is chief obstetrician and gynecologist at Brookline Hospital, Brookline, Mass.

## 2 OUTLETS, 2 YARDSTICKS FOR N.Y.'s NEGRO MARKET

How big is metropolitan New York? This isn't just an academic question; at least, it isn't to two stations vying for Negro listeners and advertisers in the area. The question came up June 14 when RADIO-TV DAILY reported the contention of WLIB, New York, that it was the No. 1 Negro market station in metropolitan New York, based on a Pulse survey last April of seven counties, five in New York and two across the Hudson in New Jersey.

### Answered by WNJR

After the story appeared, WNJR in Newark, wrote that it was the No. 1 Negro market station in metropolitan New York, based on a Pulse survey last November of 17 counties, including the five New York boroughs, four New York suburban counties, and eight near-by New Jersey counties.

A spokesman for Continental Broadcasting, Inc., which operates WNJR, said that the seven-county report "does not constitute, by any yardstick, a reflection of the radio listening habits of 'Metropolitan New York,' either prior to or since the U. S. Bureau of the Budget recently redefined Standard Metropolitan Statistical Areas."

### Clarified by WLIB

WLIB replied that "when you do a study in a specialized market, you get into the areas where most people who make up that market live. The Negro seven-county Pulse study . . . represents 1,312,934 people out of a total of 1,600,000 for the market."

Both stations have additional figures, and arguments, to back their claims. In the long run, it will be advertisers who will weigh them and make their choice.

## Northeast's Steve Nevas Off for News in Europe

Ithaca—Steve Nevas, Northeast radio newsmen, leaves for Europe this week where he'll tape reports for the network's "Northeast Dateline" series. For two months, Nevas will serve as roving reporter, with a special assignment to get on-the-scene coverage of French reaction to the Algerian national election, slated for early this month.

The Northeast network, a division of Ivy Broadcasting Co., serves 30 AM and FM affiliates in upstate New York and northern Pennsylvania.

### HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. ELdorado 5-6405

## Station Clears Fairway For Cleveland Golfers

Cleveland — WERE Radio is broadcasting an hourly golf report over the weekends giving information on tee crowds and course and greens conditions. In the winter, the station broadcasts ski reports.

## Lutheran Show Hits 200-Station Peak

Minneapolis — More than 200 commercial radio stations are currently airing the American Lutheran Church's religious news show, "The Church at Work." The 15-minute program is now heard in 42 states and Canada.

The stations receive the programs free on tape and air them as a public service, reporting news of all the churches in local communities and major denominational events. The Rev. Frederick H. Gonnerman, ALC public information department, writes the scripts.

## Miss Montgomery Signs

West Coast Bureau of RADIO-TV DAILY

Hollywood — Four Star has signed Elizabeth Montgomery to star in "The Home-Coming Bit," episode for the upcoming "Saints & Sinners" series. Mel Goldberg penned the script, with John Peyser directing.

## Stripping Steps Up Rerun Sales: Weis

Business is great for half-hour series in rerun, partly due to "stations realizing that half-hours

with dynamic central characters coming back on a daily basis in the 5-6:30 PM slots, Monday - thru - Friday, produce terrific ratings," according to Pierre Weis, VP - general manager of Economee TV Programs, rerun arm of Ziv-UA.

He said, "This trend was first established by our show, 'Highway Patrol' starring Broderick Crawford. With ratings strong and rising steadily, it has continued to such an extent that many stations which originally bought multi-runs are already buying additional runs of this show to be stripped in this fashion."

Weis also pointed out that Economee's "Sea Hunt" starring Lloyd Bridges, and "Bat Masterson" starring Gene Barry, on which this type of stripping started more recently, are showing the same powerful results. Already reported last week, as part of the current period's "fabulous" business, were the 42 markets sold by Economee on its newly offered "Ann Sothern Show," since its introduction at the NAB convention.

## Rather Write than Report

Houston — KXYZ newsmen Vic Emanuel has taken a leave of absence from his duties with the station to write a book.



WEIS

## LIGHT TV CAMERA EYES GOLF TILT

New Portable First Used For Carpenter's Flight

A new 20-pound wireless portable TV camera will be used for the first time in covering a golf tournament when the P. G. A. National Golf Championship is aired on CBS July 21 and 22.

The transistorized camera was introduced during the net's coverage of Scott Carpenter's orbital space flight May 24, and again for the Belmont Stakes thoroughbred classic June 8.

Producer Peter Molnar and director Frank Chirkinian and Bob Dailey will also use eight other cameras for the golf classic at the Aronomink course at Newton Square, near the Philadelphia city line.

## 'Accent' Views Bard At Stratford-U.S.A.

"Accent" goes to the Shakespeare Festival in Stratford, Conn., and looks at both sides of the footlights in "American Shakespeare Festival" July 12 on CBS-TV.

Guest will be Lawrence Langner, chairman of the board of the American Shakespeare Festival Theatre and Academy. Richard Basehart, who plays King Richard II in the 1962 repertory season at Stratford, recites the soliloquy from "Richard II." Eric Berry, who plays Falstaff, and James Ray, as Henry, Prince of Wales, play the tavern scene from "Henry IV, Part I."

"Accent" also will view a speech class conducted by Fanny Bradshaw, and a rehearsal under the direction of Douglas Seale.

## Minneapolis AM Moves To New Transmitter Site

Minneapolis—Complete change-over to daily broadcast operation from WTCN's new radio transmitter facility in suburban St. Louis Park has been announced for the Time-Life station by Gordon H. Ritz, station director of radio operations.

Broadcasting from the new location is being carried out under a temporary FCC permit, pending further tests and adjustments in engineering equipment for night-time operation.

"Louder and clearer than ever before" is the theme of the move, Ritz states. "The new facility will provide a stronger and clearer signal than ever before—an in-depth improvement calculated to intensify the sound of WTCN's 'Metropolitan Radio.'"

## More Clears Delayed Year

(Continued from Page 1)

thirds vote to pass a measure under suspension of the rules.

The FCC had voted to permit additional stations on 12 of the 25 clear channels. One clear channel (WABC, New York) already has a second station sharing the frequency (KOB, Albuquerque). The clear channel stations have hit interference they say would be caused and have said permission to exceed the present 50-kw power limit, up to as high as 750 kw, would give more people more radio service. The resolution asks consideration of superpower on a case-by-case basis.

The resolution doesn't have the force of law, but the FCC is expected to observe it at least to the extent of holding off on assignment of new stations on the clear channels for at least a year, though it will perhaps ignore its

new "authority" to permit high power.

There were arguments on the floor that added power would cause a clear channel station invasion of the markets of the smaller stations, with consequent ruin for the smaller stations. There were also arguments that the FCC considers itself still bound by a long-ago but never withdrawn resolution in the Senate Commerce Committee, directing the FCC to hold off on granting of superpower until Congress has a chance to act on the question. No action by Congress was ever taken.

But, since the FCC has considered superpower on several occasions since, without taking action, it seems the Commission doesn't really consider itself still bound by the old resolution.

## Post-'50s, Concerts Hypo 7 Arts Sales

Seven Arts concluded 10 more station sales of Warner Bros. films of the '50s, during the past week, highlighted by the purchase of both Vol. 2 and 3 by KRNT-TV, Des Moines, and KT-VII, Wichita, bringing the total number of Vol. 2 sales to 99. It was announced by VP-general sales manager Robert Rich, Vol. 3 is now in 66 markets, and Vol. 1 in 129.

In addition to KRNT-TV and KT-VII, five more Vol. 3 sales were reported this week to WIT-AL-TV, Raleigh; WOW-TV, Omaha; WTRF-TV, Wheeling, W. Va.; KVIQ-TV, Bureka, Calif., and KVIP-TV, Redding, Calif. Also buying Vol. 2 was KHOL-TV, Holdrege.

WRAL-TV also purchased 13 Seven Arts Special Features, while one each was sold to KVIP-TV; KVIQ-TV; KHJ-TV, Los Angeles, and KJED-TV, Fresno. Seven Arts also racked up its 17th sale for the series of 13 one-hour TV Concert Specials featuring the Boston Symphony Orchestra, with latest purchases by KSHO-TV, Las Vegas, and WJIA-TV, Madison, Wis.

## New Susquehanna Outlet To Rob't Eastman Reps

Providence, R.I. — Robert E. Eastman & Co. has been appointed national sales rep for WJCB here. The station was recently purchased by the Susquehanna Broadcasting Co., which also owns WJHM, Scranton; WNSA, Harrisburg, and WHLO, Akron.

## AGENCY NEWSCAST

By RALPH TYLER

Continuation of an aggressive promo campaign to increase coffee consumption in the U. S. and Canada has been voted by the Board of Directors of the Pan-American Coffee Bureau meeting in New York.

The Detroit-New York agency Ross Roy B.S.P.&D, Inc. became just plain Ross Roy, Inc. this week, and also moved to larger New York quarters. President Walter C. Ayers commented, "There's no particular significance to the name change. We simply found that the initials were hard for people to remember. As for the move, we needed space." The agency also announced a new account, the General Electric's Chemical Materials Department. Jeannette Bandozi will celebrate the first anniversary of her KGOX-TV, Garden Grove, Calif. by taking a group of sponsors and agency people on a moonlight cruise to Catalina and a buffet and dance at the Casino tomorrow. The station recently won first prize for commercial spots in the annual Strawberry Festival Parade.

William Karnes, president of Beatrice Foods, will be Sam Sagan's guest on "Invest in America Saturday" on WNRQ, Chicago, July 14. Karnes will discuss the business outlook in the food industry. Top award of the Seattle Art Directors Society in its annual exhibition of editorial and advertising art went to KING-TV, Seattle. The award is presented to the Washington advertiser judged to have made the "most outstanding contribution to stimulate and raise the standards of

### Thought for Today

"CBA vigorously supports responsible self-regulation because it feels self-regulation is always preferred to external restraints that unduly deter creative work, inspire cunning circumvention, and lead to creeping mediocrity in advertising."

Herbert Carlberg,  
CBS-TV, Program Practices Director

advertising" in the past year.

Alexander Productions, Inc., New York, recently formed producer of TV commercials, theatre screen advertising and business films, has signed an exclusive affiliation with Alexander E. Chaite Studios, an advertising design and creative illustration firm. Chaite will create TV storyboards and general film design for Alexander's clients. Waring Products Corp., Winsted, Conn., manufacturer of Waring Blenders, etc., is now represented by Cayton, Inc., New York, for marketing, sales promo and advertising.

Dayton Ball has returned to Warwick & Legler as a VP in the creative dept. Previously with the agency from 1957 to 1960, he has since been with JWT and B&B.

## Merv Griffin Gets Own Day Color Show

Merv Griffin, host of NBC-TV's "Play Your Hunch," will star in a new daytime TV color program "The Merv Griffin Show," beginning Oct. 1. The program will originate from New York Monday thru Friday.

Griffin will give up his duties on "Play Your Hunch," which the net has renewed for another year. His replacement has not yet been announced.

Griffin, who got his start singing on a San Francisco radio station, will feature a guest star of the day on his new afternoon program, along with music and other entertainment.

## L.A. NARAS Members Voting for 20 Governors

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — July 11 is the deadline for members of the Los Angeles Chapter of the National Academy of Recording Arts and Sciences to vote on 20 new members to their board of governors. Candidates in each membership classification as listed by the chapter are as follows:

Vocalists & Singers — Clark Burrells, William Cole, Jimmy Joyce, Jo Stafford; Leaders & Conductors — Les Brown, Bud Dant, Joseph Gershenson, Axel Stordahl; A & B Men Producers — Jesse Kaye, Alan Livingston, Steve Sholes, Irving Townsend; Songwriters & Composers — Lou Adler, Alan Bergman, Barry DeVorzon, Don Robertson; Studio Engineers — Hugh Davies, Charles Pruzansky, Al Schmitt, Ralph Valentin; Instrumentalists & Musicians — Arthur Herfurt, Max Herman, George Roberts, William Ulyate.

Arrangers — Henry Beau, Lou Busch, George Duning, Pete King; Art Directors & Literary Editors — Murray Garrett, Harry Pack, Jim Silke, George S. Whiteman; Spoken Word, Comedy — June Foray, Mickey Katz, Soupy Sales, Irving Taylor; Classical — Richard Jones, Robert Myers, Salli Terri, John Scott Trotter.

## Burke Gen. Sales Mgr. For WBBM in Chicago

Chicago — Jack Burke has been named WBBM general sales manager. He entered radio in 1954 with a national station rep firm, and two years later joined the CBS Radio Spot Sales Office here as a salesman.

In April, 1961, Burke took over the top spot in the CBS Radio Spot Sales Chicago office as sales manager for the Midwestern United States.

## News Flashes From Coast-to-Coast

### NE Airc Editorials

Ithaca, N. Y. — The Northeast Radio Network is broadcasting daily editorials on topics pertinent to New York State and the country, such as medical care for the aged and N. Y. S. legislative reapportionment problems.

### Gets Honor and Fame

Denver — The Denver Post has named KRTV-KBTR president John C. Mullins to its Gallery of Fame. The honor was given to Mullins for his work as chairman of the Colorado Heart Ass'n for the second year.

### CATV Elects Worley

Ahamrock, Tex. — J. B. Worley, local theatre operator, was elected president of the CATV in Dallas. Worley operates cable antenna

systems here and in Spearman, Tex. He is building one in Beaver, Okla., and plans others in Dalhart and Clarendon, Tex.

### BIP of Americana

Dearborn, Mich. — The Americana collections of Henry Ford Museum and Greenfield Village provide the background for a series of weekly programs on WTWS called "This Land is Mine." Each program features a subject which has played a significant part in the development and growth of our nation and which is represented in the museum and village.

### Burlett Serving ETV Comm.

Columbus — Walter E. Bartlett, WLWC general manager and a VP of Crosley Broadcasting Corp., has been named by Gov.

Michael V. DiSalle to replace R. E. Dunville, resigned, as a member of the Ohio ETV Network Commission for a term ending Nov. 8, 1964.

### Son Joins Dad's Outlet

Scranton — Edward J. Lynett, Jr., has joined the WEJL staff, where he will be engaged in various departments of the radio operation. Lynett is the son of Edward J. Lynett, Sr., The Scranton Times publisher and owner of WEJL.

### CBMT News Head

Montreal — Sean McGoldrick, former CBC International Services producer, has been named CBMT news room supervisor. Ken Murphy, former CBC publicist, has taken McGoldrick's International Services post.

TAKE TWO

*Ken Murray's*  
**"HOLLYWOOD  
MY HOME TOWN"**

NBC Network • SUNDAY July 8  
10-11 p.m. • sponsored by Dupont



*Thanks for the kind words  
the first time—*

**HEDDA HOPPER, Chicago Tribune—New York News Syndicate, Inc.:**

"Dupont is to be congratulated on sponsoring Ken Murray's TV special 'HOLLYWOOD MY HOME TOWN.' It should be shown every year."

**CHICAGO AMERICAN—Janet Kern:**

"No previous program has come close to KEN MURRAY'S 'HOLLYWOOD MY HOME TOWN,' in capturing the real back stage and off stage Hollywood atmosphere; never before has the history of the movie colony been so lucidly capsulized . . . Murray has the touch . . . it should be cultivated . . . it's bound to be imitated!"

**WASHINGTON STAR—Bernie Harrison:**

"Ken Murray's home movies of Hollywood, we are willing to bet, will give the Dupont Show of the Week its highest rating in months . . . A GEM!"

**DETROIT FREE PRESS—**

"'HOME MOVIES A HIT' . . . Murray managed to capture the stars in completely unposed shots as they are seldom photographed . . . 'HOLLYWOOD MY HOME TOWN' was one of the most interesting TV programs of the season."

**LOS ANGELES TIMES—Cecil Smith:**

"Some of the most stirring moments in Murray's epic are pure history—such as his flight was in one of the old tri-motors and Charles Lindbergh back when he was still called 'Lucky Lindy.' It is 'Home Movies'—and it is a show for sentimentalists. But who isn't a sentimentalist?"

**VARIETY—DaKu:**

"That 'amateur' photog, Ken Murray, turned professional Sunday night. And the result was an hour of fascinating film of Hollywood's greats taken by Murray since he first came to Hollywood in 1927. Dupont's show of the week footage consisted not of old film clips, as is usually the case, but of 'fresh' film never before exposed to the public. Accompanying was Murray's sometimes straight, sometimes witty narration, a decided asset to the hour."

**HOLLYWOOD REPORTER—Hank Grant:**

"Completely fascinating and grippingly nostalgic . . . a well-edited glimpsing of over 75 Hollywood stars right out of Murray's own personal library."

**BOSTON ADVERTISER—Anthony LaCamera:**

"Ken Murray's 'Hollywood My Home Town, on The Show of the Week last night was filled with charm, nostalgia, human interest and movie stars—(at least 75 of them). This unique and refreshing approach to a movieland documentary resulted in one captivating scene after another . . . If Murray hasn't already exhausted his 'amateur' collection, a sequel would seem to be pretty much in order."

for 1963

*Ken Murray's*  
**"HOLLYWOOD  
WITHOUT MAKE-UP"**

U. S. rep./Earl Collins / Foreign M.C.A. international  
public relations/Hanson & Schwam



# TELEVISION DAILY

The  
INTERNATIONAL  
NEWSPAPER



Established February

Indiana University Library  
Bloomington Ind

VOL. 91, NO. 4

FRIDAY, JULY 6, 1962

TEN CENTS

## CBS WEB LURES MCA'S COURTNEY

### Food Takes Big Bite Of Video Advertising; Spot, Webs Climbing

Food advertisers continue to expand their use of TV in 1962, TvB reported yesterday. First-quarter spot billings are up 9.4 per cent and network up 7.9 per cent. Spot gross time billings for the category in the first quarter were \$51,879,000, against \$47,427,000 a year ago, while network totaled \$34,933,184 vs. \$32,365,903. Source for the network figures is TvB/LNA-BAR, while TvB-Rorabaugh provides the spot total.

This follows a similar trend in 1961, when gross time billings for network and spot TV totaled \$302,157,018, up 9.1 per cent over 1960's \$277,078,469.

Leading advertisers in the classification in 1961 placed 57.8 per cent of their measured media ex-

(Continued on Page 3)

### Expanded Bartell Time Subject To Suit Outcome

WADO, Bartell station, has been granted permission by the FCC to change its operations from sharetime on 1280 kc to unlimited time, with 5 kw and directional antenna. Bartell recently bought WHBI, Newark, with which it shared time. The permission was made subject to the outcome of WYDE and WAKE vs. Bartell, now pending in the New York District Court.

### 8 Bidders to Run Drop-In

Rochester, N. Y. — The FCC has granted interim authorization for building and operation of drop-in VHF Channel 13 here by eight of the 10 applicants for the permanent license. The commission had invited the temporary operation in order to get this city's third VHF on the air as soon as possible.

Stressing that no preference will be given any applicant because of funds spent on the temporary operation, the FCC said the station

### 'Show Me' Station Bottles Up Highway Fatalities

St. Louis—The Balaban Stations' WIL here may have created a deficit as high as \$430,000 for itself and Coca-Cola . . . but under happy circumstances. The station had told listeners that if Missouri were traffic-death-free on July 4 it would pay off with a free Coke for everyone in the state. Previous Independence Day highway tolls were ten and over. The Nat'l Safety Council said two fatalities in Missouri are normal for Wednesdays. This year . . . not one. WIL exec VP-managing director John F. Box, Jr. said Coca-Cola may foot part of the tab.

### \$82-G 'IOU' Ghosts Rise to Haunt NTA

A suit and counter-claim over alleged promissory notes totaling \$82,512 from the sale of two TV film series have been filed in New York Supreme Court.

TV Marketeers and Motion Picture Releasing Corp. are suing National Telefilm Associates, Inc., for payment on the notes. The suit alleges that NTA gave Lone Wolf West Corp. a note for \$25,179 and that it was assigned to TV Marketeers. The claimants further charge that NTA gave a note for \$56,333 to Motion Picture

(Continued on Page 4)

### Jim Bennett New Prexy Of Nat'l Press Photogs

Charleston, S. C.—James (Jim) Bennett, news director and chief photographer of KLZ-TV, Denver, has been installed as president of the 2,600-member National Press Photographers Ass'n. He succeeds Don Swenson of Rochester, Minn.

### U TO TRANSLATE FOR ILLINOIS VHF

Midwest TV Gets Nod  
Over UHF Operator's Bid

LaSalle, Ill. — Midwest Television, operator of a VHF in Champaign and a UHF in Peoria, has won a bid for a new UHF translator here over the opposition of WICS-TV, Channel 20.

(Continued on Page 3)

### Diskery Denies 'Unfair' Claim

CBS fired off an immediate and sweeping denial yesterday of FTC charges that its Columbia Records and Columbia Record Club used monopolistic practices and deceptive pricing and savings claims.

CBS said the Columbia Record Club "has given broad exposure to the products of competitive manufacturers and to their recording artists, and has stimulated the sales of records of competitors through both club and retail channels." The net also said the club's advertising has not been unfair or misleading and has been "in accordance with claims traditionally used in mail order sales."

### Alabama Web Gets CP For Fifth ETV Channel

Mobile — The FCC has granted Alabama ETV a construction permit for a new station on UHF channel 42 here. This addition increases the network's family to five outlets.

### Hub Robinson Gives Him Programs Post; Katz Daytimer Again

Hubbell Robinson, CBS' "prodigal son" who returned to its TV network's fold last March as highest-ranking program officer and soon thereafter started changing his "line of command," completed another triple-play yesterday.



COURTNEY

He appointed Alan D. Courtney, MCA - TV vice president for the past year and a half, to the key post of CBS-TV programs veep, effective July 6. This power-play was a closely-guarded secret in an industry notorious for news leaks.

Involved in the call to Courtney is Oscar Katz who has been holding down Columbia's key program position since August, '59. Katz was reported yesterday returning to his previous vice-presidency as keeper of the daytime

(Continued on Page 4)

### RFE Exec to Address Schenectady Kiwanians

Scranton — Cecil Woodland, general manager of WEJL Radio here and radio-TV chairman of the Middle Atlantic Area for Radio Free Europe, will speak at a luncheon meeting tomorrow of the Kiwanis Club of Schenectady. Before the meeting, he'll be interviewed by WSNY, Schenectady.

### Rules Waived for AT&T To Broadcast via Telstar

The FCC has waived its rules against transmission of experimental programs for public reception so that AT&T may transmit all types of communications including TV and other broadcast signals in connection with the "Telstar" space satellite to be launched soon.



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MARVIN KIRSCH : Assoc. Publ.-Gen Mgr.

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Executive 3-4808

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5 Ghanian Casters Study U.S. Methods

Boston—Five radio-journalists from Ghana are studying American radio-TV methods at Boston U.'s School of PR and Communications. They plan to apply their knowledge to the growing communications industry of their own country.

The Ghanians hope to tour other parts of the U. S. to observe broadcasting technique. In Boston, field trips to commercial stations and to ETV station WGBH-TV are already planned.

H-R TV Pegs John Buzby

Chicago — John E. Buzby has become associated with the sales department of H-R TV, station reps, as an account exec. He comes to the company from CBS Spot sales.

WNBC-TV Keen For 'Miss Teen'

A public service campaign linking WNBC-TV with the Girls Clubs of New York, the YWCA, the Police Athletic League and the Catholic Youth Organization, will emphasize the positive side of teenagers this Summer.

The organizations, all active in Summer youth programs, are sponsoring WNBC - TV's "Miss American Teenager" contest—a 10-week search for the teenage girl who symbolizes the best in

COMING AND GOING

DON GARDINER, WABC, newscaster, and his wife, CECILIA, assistant to ABC News' special events and operations director, Donald Coe, are vacationing in Quoque, L. I.

RENE ANSELMO, KMEX-TV programming VP, in Hollywood for business conferences.

SID GINSBERG, Trans-Lux TV Corp. production chief, to L. A. on Sunday for a week of business conferences.

JOSEPH REAM, CBS-TV VP of program practices, has left on a six-week European vacation.

BILL TODMAN has returned to N. Y. from London by BOAC.

PETER POOR, "The Twentieth Century" associate producer, aboard the aircraft Enterprise for a week's filming at sea.

DAVE GERBER, GAC-TV VP has returned to N. Y. after two months of business meetings on the Coast.

JACK MOGULESCU, Consolidated Cigar Corp. VP, producer of next fall's Edie Adams Sid Caesar TV Show, has left for Southampton and Le Havre aboard the S. S. France.

Chicago Ball Fans Get Double Vision

Chicago—WGN-TV will present an unusual sports pick-up July 14 when it tackles the problem of the Chicago Cubs and the Chicago White Sox playing home games at the same time by covering both games at the same time.

Jack Brickhouse, WGN sports manager, said the station is equally anxious to bring Midwestern fans both the Cub-Cincinnati and Sox-Detroit games, and will alternate with TV coverage between Wrigley Field and Comiskey Park.

At the time viewers are watching the four teams play, the station will be feeding complete games to the Sports Network for simultaneous showings in Detroit and Cincinnati.

Sibelius Mus'c Aired From Helsinki Festival

Music by the late Jean Sibelius Festival at Helsinki, Finland, will be heard on CBS Radio's "World Music Festivals" scheduled for July 14.

The program, recorded at the Great Hall of Helsinki U., will feature the visiting Czech Philharmonic Orchestra, conducted by Karel Ancerl, and the Helsinki City Symphony, directed by Tauno Hannikainen, who had studied the scores with Sibelius himself.

American teens. Girls will be judged on appearance, scholarship and achievement.

The contests will be held every Monday and Friday nights at Palisades Amusement Park and judged by notables in the field of youth activities.

4 Prison Chaplains Tell How Convicts are Helped

Cleveland—Four Lutheran prison chaplains will discuss how they help convicts face the public again when their terms are completed, during WJW's "Important" program on Sunday. They will explain how prisoners attempt to get out thru the chaplain by making a "pitch." WJW news director Michael Prelee is moderator.

Munch Stows Baton After Concert Series

Eleven concerts by the Boston Symphony Orchestra from the Berkshire Music Festival will be broadcast Saturdays on WQXR July thru Sept. The concerts from the music center at Tanglewood, in Lenox, Mass., will be broadcast in FM stereo. Martin Bookspan will serve as commentator on the programs.

Charles Munch, who retires at the end of the Tanglewood season after 13 years as music director of the Boston Symphony Orchestra, will be heard as conductor in all of the WQXR broadcasts except one. Pierre Monteux will be conductor Sept. 8. Munch's farewell concert, Sept. 22, will include a performance of Beethoven's Ninth Symphony.

Warime Newshen Named CBS Bureau Info Chief

Miss Dudley Harmon, Smith College news director and a former UP war and foreign correspondent, has been named information manager for CBS News' Washington bureau.

She began her career on the Washington Post in 1935, writing a society column. She resigned in 1941 to work for the Free French in Africa, later joining United Press in London as their first woman war correspondent in World War II.

FINANCIAL

(July 5)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg., Net. 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 Allied Artists, Capital Cities, Desilu, etc.

\*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, etc.

\* Courtesy of National Association of Security Dealers.

Vaden to Phila. Outlets As Ad-Promo Director

Philadelphia—H. Taylor Vaden has been appointed advertising-promotion director for WFIL-AM-FM-TV, effective July 16, succeeding Jack Hyland who will become press info director for the WFIL stations.

Vaden joins WFIL after nearly four years as ad-sales promo manager for WJZ-TV, Baltimore. Before that, he was sales promo director for WCAU-TV here from 1955-'59. Vaden entered broadcasting in 1951 with WPTF, Raleigh.

NBC-TV Signs Mel Allen To Cover All-Star Game

Sportscaster Mel Allen has been signed by NBC-TV to cover the first All-Star Game Tuesday at Washington, D. C., making his 23rd such assignment. He will share the mike with Joe Garagiola.

# HOUR QUAKER CITY SPEC PROBES PA.'s BLUE LAWS

Philadelphia—A study of Pennsylvania's controversial Blue Laws, titled "Sunday Blues," will be presented July 16 by WCAU-TV as an hour prime-time "special." The much discussed set of laws came into being for religious reasons in Pennsylvania during Colonial times.

Narrated by Earl Wood, the program opens with a satiric mood-piece in which a group of actors, on location in a suburban community, depict the Blue Laws in action. It then proceeds with a discussion of how the laws came into being, going back to the time of the Emperor Constantine and continuing through the Colonial period in Pennsylvania.

Finally, the program will concern itself with the Blue Laws as they exist in the Twentieth Century—how they are practiced, what effect they have on small businessmen and individual communities, their enforcement, and prospects for their continuance.

A presentation of the WCAU-TV public affairs department, "Sunday Blues" is produced by Deborah Miller.

## Radio-TV Reps Sign For BCH Services

Peggy Stone, president of Radio-TV Reps, Inc., New York, has signed as a charter subscriber to Broadcast Clearing House buying and selling services. Miss Stone's radio rep firm and several of her station affiliates will work with the BCH systems of automated central billing for spot radio.

## TvB Reports on Budgets

(Continued from Page 1)

penditures in TV, compared with 54.5 per cent in 1960. The leaders of 1961 also increased their TV use in the first quarter of 1962, spending \$56,852,504 for network and spot TV gross time, up 10.1 per cent over the 1961 first quarter when the total was \$51,633,180.

For the top 20 advertisers, total measured media expenditures rose 8 per cent in 1961 to \$357,736,379, compared with \$331,154,796 in 1960. TV billings rose, however, 14.5 per cent in 1961 to \$206,715,211, compared with \$180,476,442 in 1960.

Largest sub-classification within food and grocery products was coffee, tea and food drinks. Total billings were \$54,534,170 in 1961. Of this total, coffee advertising accounted for \$40,331,812, including \$34,285,200 in spot TV and \$6,046,612 in network TV.

Second-largest sub-classification in the category is cereals, with gross time billings of \$48,014,197 in 1961, and third is baked goods, with gross time billings of \$49,005,224 last year.

## HOPE ADVOCATES 'COMEDY CORPS'

Comedian Says U. S. Humor Will Always Find Int'l Mart

Bob Hope thinks the U. S. should send a "Comedy Corps" abroad. The comedian revealed this suggestion while working with Joseph Liss, author of the "World of Bob Hope," an NBC Special Projects program to be aired tonight on NBC-TV.

Hope believes there is more humor in this country than anywhere else in the world, and that it can be exported successfully. "American humor," he adds, "is cut-down and trimmed, and the great thing about it is the fast one-liner... it will always sell."

## Variety Tent Rallies At Toots' Tuesday

More than 250 persons will attend New York Variety Club Tent number 35's Summer membership luncheon-meeting and rally at Toots Shor's on Tuesday, chief barker Charles A. Alicoate said yesterday.

Harold Zeltner, luncheon chairman, said dais guests would include Allie Sherman, coach of the New York Football Giants; Jack Dempsey, James Nicholson, president, American International Pictures; Sid Youngelman, New York Titans; Stanley Dancer, harness driver; Marty Glickman and Irving Rudd, of Yonkers Raceway; Max Kase, New York Journal American sports authority and several other sports writers.

Plans will be revealed for the Tent's annual "Night at the Races," at Yonkers Raceway July 25, when the organization will take over the entire Empire Terrace Room for dinner.

## Atlanta Convention Covered By Nightly N.Y. Broadcasts

WLIB, New York, is broadcasting nightly on-the-spot news coverage this week of the 53rd annual convention of the National Association for the Advancement of Colored People in Atlanta.

WLIB news editor Charles Herndon is reporting directly from the convention. A speech by the Rev. Dr. Martin Luther King, president of the Southern Christian Leader-

## Commercials to Vie At Int'l Fest in N.Y.

The second annual International Film Festival of New York will be held Sept. 25-27 at the Barbizon-Plaza Hotel in conjunction with the sixth annual Industrial Film & A-V Exhibition. Herbert Rosen, president of Industrial Exhibitions, Inc., organizer of the festival, said entries are presently confined to TV commercials and industrial film productions.

Awards will be presented at a luncheon Sept. 26 for the films themselves as well as special achievements such as best direction, best musical and sound track, best special effects, etc. There will also be screenings of films.

## FCC Gives Green Light To New Georgia AMer

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has granted a construction permit for a new daytime AM radio station on 1310 kc, 1 kw, to Coffey County Broadcasters in Douglas, Ga. WDMG, Douglas, had protested, but was advised by the FCC that it hadn't substantiated its allegations to the extent that a hearing was warranted.

Bigbee Broadcasting got a construction permit for a new AM on 1350 kc, 5 kw, directional antenna-daytime, in Demopolis, Ala.

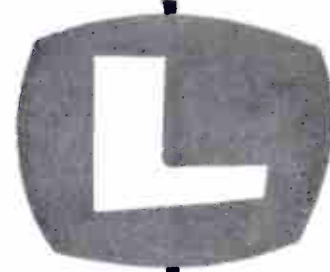
## FCC Nod to Midwest TV

(Continued from Page 1)

Springfield, which contended the translator wouldn't serve its own area but instead build up an area monopoly for Midwest. The translator will serve Midwest's VHF WCIA-TV, Champaign.

With chairman Minow and commissioner Bartley dissenting, the FCC decision noted that WCIA-TV does occupy a dominant competitive position in Illinois, but held that the translator wouldn't add to the dominance. It further argued that the translator would enhance the success of UHF-TV in the area by adding a third competitive UHF service for the approximately 45,000 people in the LaSalle market.

in the public interest



STEINMAN STATION  
Clair McColough, Pres.

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

Representative: **MEEKER**

## Six 20th-Fox Series In New Foreign Markets

Twentieth Century-Fox International has hit three new foreign markets with sales of six series, Alan Silverbach, international sales director, has announced. The new markets include Rediffusion (Hong Kong), Ltd.; Telibor, ABC affiliate in Beirut, Lebanon, and Nigerian TV Services, NBC's new Nigerian affiliate.

"Three Guesses," "My Friend Flicka," "Margie," "Dobie Gillis," "Bus Stop" and "Adventures in Paradise" are slated for Hong Kong viewing. Beirut outlets will air "Dobie Gillis," "Five Fingers," "My Friend Flicka" and "Adventures in Paradise."

The "Paradise" series, also set for an early Fall debut in Lagos, Nigeria, has been sold to a total of 46 markets in 17 foreign countries. It and the "Follow the Sun" skein are among the current 10 top-rated shows in Australia.

## Realignment at CBS-TV

(Continued from Page 1)

programs. End of the line is Lawrence White who late yesterday afternoon turned in his resignation from that daytime office, effective Aug. 1.

Suddenness of Senior VP Robinson's announcement left the industry up in the air as to what White will do. He's a highly regarded programming executive with eight years (prior to the CBS job) at Benton & Bowles where, among other properties, he was top-kick for the production of two daytime serials.

Unaffected by these latest moves are Michael H. Dann, VP for network programs in New York, and Robert F. Lewine who a few months ago became Dann's counterpart on the Coast.

Though only 42, Courtney is a veteran in broadcasting. In 1947, he left the general management of Metropolitan Theatres in Los Angeles to become program administration VP for NBC-TV. Some five years later, he joined that network's station relations in New York, was director of nighttime programs and served as executive producer of "The Steve Allen Show." Earlier, he had been sales and programming administrator for NBC's "Today," "Home" and "Tonight" programs.

## Station Ordered to Halt Anti-NABET Activities

Huntington, W. Va. — Reeves Broadcasting, WHTN-TV, has been ordered by NLRB trial examiner John H. Eadie in Washington to bargain collectively with NABET and to cease discouraging membership in the union by its employees.

## AGENCY NEWSCAST

By RALPH TYLER

Vansant-Dugdale of Baltimore is observing its 50th anniversary by granting a full-year-tuition scholarship to a John Hopkins U. student of high academic merit who is interested in entering advertising. The scholarship will begin in September.

Michael R. Shaw, formerly an exec of Zed R. Daniels before it merged with the Chicago operation of Don Kemper Co., has opened an office in Chicago as Michael R. Shaw and Associates, Inc., a firm directed toward merchandising program research and development . . . Geyer, Morey, Ballard has appointed Frank J. Brennan associate director of media. He came to the agency last November, after nine years with D'Arcy Advertising . . . Leo M. Langlois has joined Clinton E. Frank, Inc., Chicago, as a broadcast supervisor. For the last five years Langlois has been an independent producer of TV commercials on the West Coast. He also is a musician, and co-authored the Chevy theme, "See the U. S. A."

TV and radio commercials for Coca-Cola received top awards in the Fourth Annual Awards for Radio and TV sponsored by the Atlanta Radio and Television Representatives Ass'n. The ads were created by McCann-Erickson . . . The Daitch Shopwell

## D. C. GALS VYING FOR 'MISS' TITLE

21st Consecutive Contest  
Is Sponsored by WWDC

Washington Bureau of RADIO-TV DAILY  
Washington — The first judging in the Miss Washington Contest of 1962, the 21st in a row sponsored by WWDC, will take place tonight in the National Press Club Auditorium, starting at 7 pm with 44 girls competing for 27 semi-finalist posts to become the Miss America entry. This preliminary judging is the only one to which the general public is not admitted.

Contest director is Norman Reed, with Joel Margolis talent director-producer and Fred Woolston musical director. Emcees at tonight's judging will be WWDC personalities Art Brown, Fred Fiske and Carroll James.

## Tiedt in C of C Post

Houston — L. O. Tiedt has been named Chamber of Commerce agriculture department manager. Tiedt, who has been on the farm and ranch staff of KTRH since 1955, will succeed Clifton E. Anderson, resigned.

## Thought for Today

*"In today's market, 'fast bucks' from unethical ads are often the surest way to bankruptcy, which may account for the transient character of so many of the fast buck fringe. These irresponsibles do one other major harm. They tend to undermine the integrity of all human communication. They tend to incite to disbelief, in contrast to the voluntary 'suspension of disbelief' that Coleridge identified as the human response to novels and drama. As we found in a major TV study, this incitement of disbelief harms the media in which it appears, and undermines the climate of confidence that trusted brands have worked so hard to earn."*

—Albert Shepard  
President, Motivation  
Dynamics

Supermarket Chain has appointed Cole Fischer Rogow of New York and Beverly Hills to handle all its advertising and promotion, effective immediately. The campaign will be concentrated on local radio, TV and newspapers.

## Texas Trophy Bows At AP Casters Meet

Fort Worth — The traditional awards banquet here tomorrow of the Texas AP Broadcasters Ass'n. will be climaxed by the first presentation of the Jordan-Flaherty Memorial Trophy.

The trophy will be given to a Texas AP radio or TV station for outstanding broadcast journalism in memory of the late Pat Flaherty, formerly of KPRC, Houston, and the late Charles B. Jordan, of KFJZ, Fort Worth.

Flaherty and Jordan were past presidents of the organization. Trophy was donated by Jack Harris, VP and general manager of KPRC, and Stan Wilson, VP and general manager of KFJZ.

## Seattle Fair Interviews Taped for Pitt's 'PM'

Pittsburgh—Bill Steinbach, KDKA newscaster, has recorded a series of interviews at the Seattle World's Fair for the station's daily "Program PM." The series consists of comments by officials and people connected with the "Century 21 Exposition."

## Philly, Washington Buy 'Paradise' Segs

WFIL-TV, Philadelphia, and WMAL-TV, Washington, have purchased 91 hour-episodes of "Adventures in Paradise" from the syndication department of 20th Century-Fox TV for late night programming. WMAL-TV will use the off-network properties two nights each week and WFIL-TV one night weekly.

The series also was sold to KGO-TV, San Francisco, for airing in the 5 PM strip with other hour programming. The skein has been sold in 34 markets in the past two months. Other recent sales include: WBRC-TV, Birmingham; KBTU, Denver; KGW-TV, Portland, Ore.; KTTV, Colorado Springs; WNEP-TV, Scranton; WJAC-TV, Johnstown, Pa.; WFLA-TV, Tampa; WSBC-TV, Greenville, S. C.; WGAL-TV, Lancaster, Pa., and WSFA-TV, Montgomery, Ala.

## WFBM Stations Given Church Ass'n Blessing

Indianapolis — The WFBM Stations have been awarded the Catholic Broadcasting Ass'n of America Citation for outstanding contributions to the cause of religious broadcasting. Particular recognition was given WFBM's series of public seminars, "Air Media and You," which included a meeting to acquaint Catholic clergymen with the broadcasting industry.

## 'IOU' Ghosts Haunt NTA

(Continued from Page 1)

Releasing Corp.

The notes, the suit claimed, were for purchase of the series "Street of Danger" and "Adventure of a Jungle Boy."

In an affidavit, Bernard Tabakin, president of NTA, alleges that the notes were "fraudulent, illegal and void." In the affidavit, Tabakin claimed that the notes involved "fraudulent purported contracts" made by former NTA officials. The counter-claim asks cancellation of the notes and damages of \$175,000, which Tabakin claims NTA sustained.

## St. Louis Spec Condemns Polluting Ol' Man River

St. Louis—With the equivalent of 50 thousand tank cars of raw sewage dumped in the Mississippi River daily, KMOX-TV has taken an anti-pollution stand with its "Mile 180" to be aired Thursday. The hour documentary will examine the problem, giving the legal aspects top priority.



Indiana University Library  
Bloomington Ind

Established Febru

VOL. 91, NO. 5

MONDAY, JULY 9, 1962

TEN CENTS

# KIDS & TV GUESSING-GAME ENDS

## Sarnoff: Wipe Out Equal-Time

### Senate to Consider Remedial Legislation

Calling for all-out repeal of equal-time restrictions, NBC chairman Robert W. Sarnoff prepared to appear this week before a Senate subcommittee hearing proposals on varying degrees of relief from the fringe-and - splinter - party affliction.



SARNOFF

In a letter to NBC affiliates, Sarnoff said the network favors the measure by Sen. Vance Hartke (D.-Ind.), which wipes out the equal-time law for all candidates, over the other five proposals before the Communications Subcommittee of the Senate Commerce Committee.

"It has long been NBC's position that broadcasters, free of the

(Continued on Page 7)

### ETV-Radio Center Taps Quayle for High Post

Donald Quayle, former WGBH, Boston, assistant general manager for radio, has been named to the newly created post of director of radio services on National ETV and Radio Center. The new radio division was set up by the center as a result of a recent Ford Foundation \$5.5 million grant.

## NAB Becomes BBB Member To Improve On-Air Pitching

In a move to strengthen its guidance of broadcast advertising, the NAB has joined the National Better Business Bureau as a member-subscriber.

NAB code authority director Robert D. Swezey said the action officially forges the strong working liaison his unit has maintained with the national BBB "in maintaining the credibility and acceptance of broadcast advertis-

## Day or Night, Grosses Rise For Three Video Networks

Network TV gross time billings rose 10.6 per cent in April over the same month a year ago, TvB reports this morning. Billings for the month were \$63,330,106 against \$57,282,980 a year ago.

For the first four months of '62, network billings were \$257,948,482, an increase of 11.3 per cent over '61's \$231,719,378. Jan.-thru-Apr. billings for individual networks follow: ABC-TV \$67,431,762, up 6.7 per cent from '61's \$63,205,850; CBS-TV, \$98,981,996, an increase of 14.6 per cent over '61's \$86,367,541; NBC-TV, \$91,534,724, up 11.4 per cent from \$82,145,987 last year.

Daytime billings rose 14.4 per cent in the first four months of '62 to \$81,139,033 against \$70,924,144 last year, while nighttime billings for the period were \$176,809,449, up 10.0 per cent over '61's \$160,795,234.

### Tenn. Casters Ask Betty To Address Convention

Nashville, Tenn. — Betty Furness, star of CBS Radio's "Woman's World," will speak Sept. 21 at the Tennessee Ass'n of Broadcasters convention here on "How to Choose Interesting Subjects and People for Broadcasts." Other speakers include NAB president LeRoy Collins, FCC commissioner Frederick W. Ford, and William Kaland, Westinghouse.

**U. S. SPOT RADIO INCHES UPWARD**  
Time Sales in '62 1st Qtr.  
Scored a 2.1% Advance

National spot radio gross time sales for the first quarter of 1962 totaled \$44,346,000, up 2.1 per cent over the same period last year when sales were estimated at \$43,423,000, according to figures released by Station Representatives Association.

Compiled for SRA by Price Waterhouse Co., the figures represent spot sales only and do not reflect the first-quarter additional total from network and regular program sponsorship.

SRA managing director Law-  
(Continued on Page 5)

## FCC Tosses the Book For 'Concealing' Ads

United Broadcasting has been notified by the FCC that WBNX-AM in New York is liable to a \$10,000 fine for using paid matter without announcement, commercials without identifying the sponsor, broadcasting foreign language programs for time brokers without filing copies of contracts, making "numerous" incorrect station identifications, and failing to maintain proper station logs.

### N. Platte AM Okayed

N. Platte, Neb. — The FCC's broadcast bureau has approved the application of North Platte TV, Inc., for a new AM station on 1410 kc, 1 kw daytime.

## Sec'y Ribicoff Asks Industry, Educators To Sift Fact, Fancy

The White House took a definite step over the weekend to end the maelstrom of oratorical fact and fancy that for several years has swirled over effects of TV on the nation's children.

First public word of the move came in an announcement this morning that HEW cabinet secretary Abraham Ribicoff plans a series of conferences "to outline research project to provide greater knowledge of the impact of TV on children and to make this knowledge available in a practical way as material for consideration by those having responsibility for the presentation of TV programs."

Simultaneously, it was hailed as a forward act by NAB president  
(Continued on Page 8)

## Sweden in 1st O'Seas Buy Of CBS' Ormandy Spec

Sweden has become the first overseas country to purchase "Eugene Ormandy's Sound of America" from CBS Films, with Sveriges Radio-TV to air the hour program as soon as a film print arrives in Stockholm. It was produced by WCAU-TV, Philadelphia, as part of the second Int'l Program Exchange conducted by the CBS o-o stations. Sveriges Radio-TV has also renewed "Perry Mason."

## Vatican Tells Producers 'Use Art to Elevate'

The Vatican has advised film and TV writers and producers that they must consider themselves educators of society, the National Catholic Welfare Conference reported in Washington over the weekend.

The Vatican Secretary of State said "the producer (must) . . . consider himself an educator of society and he must know how to make use of his art to . . . elevate souls."



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## TV Cook Served Pofful of Honors

Milwaukee—Breta Griem, dean of the nation's TV cooking authorities, was feted at special on and off the air festivities marking her retirement after 13 consecutive years on WTMJ-TV, the Milwaukee Journal TV station, and more than 40 years as a home economist. Miss Griem began her career in 1949 as "head chef" of "What's New in the Kitchen."

In her last TV appearance, Miss Griem was honored by an hour program. The highlight of the show was presentation of awards and gifts by 18 different national, state and local food connected organizations.

## IT'S SURPRISING—

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

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

Be PREPARED for the unexpected! Our SPECIAL and UNIQUE EXCESS Policy provides protection against embarrassing loss.

A Nationwide service, adequate and low in cost.

Write for details and rates, to

## EMPLOYERS REINSURANCE CORPORATION

21 W. Tenth, Kansas City, Mo.  
New York, Chicago, San Francisco,  
107 William 175 W. 100 Bush  
St. Jackson St.

## Telestudios Bragging Of Tape's Flexibility

MGM Telestudios will hold open house for two weeks starting today to demonstrate new areas of production flexibility in the utilization of video tape commercials.

Some 500 advertising agency and advertiser creative executives have received invitations to the open house, themed "21/60." Running Mondays through Thursdays 4 to 5 p.m., at MGM Telestudios headquarters in New York the sessions will consist of "120 seconds of commercials and 3,480 seconds of refreshments," the company announced.

Purpose of the demonstrations is to show agencies and clients new advances and artistic flexibility achieved in video tape production. Sessions will be hosted by George K. Gould, MGM Telestudios President and General Manager, and Robert L. Fierman, the company's new Sales Manager.

## Duffy Named Controller Of Capital Cities Corp.

William C. Duffy has been appointed controller of Capital Cities Broadcasting Corp. For the past 14 years he has been associated with the Chicago office of the Certified Public Accountants firm of Bailey & Smart.

## Dep't Store Radio-Pull Test Has Gratifying 2nd Year

The Cleveland department store advertising by radio, in a test of media effectiveness, had sales during the second year far ahead of stores in the area and the national average.

This was announced by Radio Advertising Bureau in a report on the overall sales picture of The Higbee Co., \$57 - million store which cooperated with RAB in the study. Higbee's is now on radio on its own as a steady advertiser.

RAB said that Higbee's "rang up a sales increase of 8.6 per cent" in the fiscal year ending February, while Federal Reserve figures show Cleveland metropolitan area stores as a group declined .3 per cent.

The bureau also said that a recent analysis by "Women's Wear Daily" of 17 independent

## WANTED

Film man with technical and supervisory capabilities to head up TV spot expediting department for Print Service Company. Reply  
Box No. 183, RADIO-TV DAILY  
1501 Broadway New York 36, N. Y.

## COMING AND GOING

BILL WRIGHT, Storer Broadcasting Co.'s N. Y. radio sales manager, to San Francisco and L. A. this week on business.

MITCHELL R. LISER, Interrel VP of program development, returned from two-weeks in Europe.

HARVEY CHERTOK, Seven Arts Associated advertising and publicity director, returns from Nova Scotia today.

JOANIE SOMMERS to Buffalo for guest shots on WEBR.

GEORGE A. GRAHAM, JR., NBC Radio VP and general manager, has left for Denver to accept School Bell Award.

GENE BARRY in Hollywood following p.a.'s in Houston.

PAUL N. GILBERT, business manager, back to Hollywood after a 5-country European trip for clients.

JOHN L. KOUSHOURIS, VHF, Inc. VP of operations, to Kingston, N. Y. to attend the state pageant; then to Washington.

JACK HALEY, JR. and JULIAN LUDWIG, Wolper Productions producers, and film editor, PETER C. JOHNSON, in Hawaii on business.

JAN MURRAY, emcee of NBC-TV's "Charge Account," to Hollywood Monday for a week of business meetings.

FRAN WARREN, TV and nightclub vocalist, has returned from a TV and nitery tour of Australia.

## Coast Cartoonists Hang Their Artistry

West Coast Bureau of RADIO-TV DAILY

Hollywood — The Cartoonists' Film and Art Festival, now under way at the Lytton Center of the Visual Arts, will continue through July 20. It is the first major display of paintings by the 1,200 artists who make animated films here.

Ward Kimball's Firehouse Five Plus Two is appearing at the show along with comedian Ken Greenwald from the Steve Allen show. Stephanie Hill, young actress who recently co-starred with James Stewart in Revue's Alcoa TV drama, "Flashing Spikes," directed by John Ford, is the Festival's reigning queen.

All local cartoon studios are represented in the artistic endeavor including: Hanna-Barbera, Walt Disney, Format, Warner Bros., UPA, Snowball, Filmfair, Playhouse Pictures, Quartet Films, Larry Harmon, Walter Lantz, Patin, Wexler, Era, Graphic, Pantomime, Fine Arts and John Urie and Assoc.

## Garroway Leads Subs For Vacationing Godfrey

Dave Garroway, Bill Cullen and Ailen Ludden will each sit in for one-week stands on CBS Radio's "Arthur Godfrey Time" while Godfrey vacations from the show tomorrow thru Aug. 9. The daily program, with Fred Hendrickson as producer-director, will continue to feature guest personalities during this period.

Garroway, who kicks off the substitute team, will be supported by singers Richard Hayes and Carol Sloane. Johnny Parker will wield the baton for the shows.

## Gets CBA Citation

Providence — Joseph P. Dougherty, Capital Cities Broadcasting Corp. VP, has been awarded a Personal Citation for Community Service by the Catholic Broadcasters Ass'n.

This is a fulltime station and serves a vast agricultural area. Outstanding local acceptance makes it a profitable operation. Requires a 29% downpayment.

**NORTHWEST  
\$150,000**

This powerful daytimer, with a consistent earnings record, is being sold because of owner's health problems. \$50,000 down and a reasonable payout.

**NEW YORK  
STATE  
\$175,000**

## BLACKBURN & Company, Inc.

### RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building

Atlanta: Healey Bldg.

Chicago: 333 N. Michigan Ave.

Beverly Hills: Calif. Bank Bldg.

# Hearst Corp. Buying Full Title to WTAE-TV

## \$10.6-Millions Paid To Reed-Wolf Trust For Its Half-Interest

Richard E. Berlin, president of The Hearst Corp. this morning announced that the Hearst interests have contracted to purchase complete ownership of WTAE-TV in Pittsburgh.

WTAE-TV is operated by Television City, Inc., half of whose stock has been owned since its inception by WCAE, Inc., a Hearst subsidiary, and the remaining 50 per cent by a group under a voting trust headed by Earl F. Reed and Irwin D. Wolf, Jr. Under an agreement approved by the FCC, either of the half owners had the right to purchase the other's interest. The contract, subject to FCC approval, provides for a cash payment of \$10,600,000 for the Reed-Wolf half interest.

### Joint Ownership Set

Television City will continue to operate the TV station, which will be jointly owned by the Hearst Corp. and its subsidiary, WCAE, Inc., which will continue to operate WRYT.

Other TV stations operated by the Hearst organization are WBAL-TV, Baltimore, and WISN-TV, Milwaukee. In addition, the organization owns WBAL AM and FM, in Baltimore, and WISN AM and FM, Milwaukee.

## Manes Account Exec, NBC Radio Spot Sales

West Coast Bureau of RADIO-TV DAILY

Hollywood — Fritz Manes has been promoted from account exec at KNBC, San Francisco, to the same post at NBC Radio Spot Sales here. Replacing him at the station is Calvin P. Copsey, who joins KNBC from WFRC, also San Francisco.

Prior to joining the station in April, 1961, Manes was with KJBS and KFAX, both San Francisco. Copsey, before his WFRC employment, was with NBC from 1957-'60, in KNBC sales and NBC Radio Spot Sales at Frisco and Chicago. In 1960 he was with KTVU-TV, Oakland.

## Ed Ingeman Tosses Hat In PGW TV Sales Ring

Edward B. Ingeman has joined the New York office of Peters, Griffin, Woodward, station reps, as a TV account exec.

He was formerly associated with Radio Concepts as a sales exec, and also with Ogilvy, Benson & Mather as a broadcast supervisor. Earlier affiliations were with N. W. Ayer & Son, and CBS-TV.

## Mich. Outlet Bought; Other Deals Okayed

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sales of WDBC, Escanaba, Mich., by G. and F. J. Lindenthal and W. J. Duchaine to H. N. Cardozo, Jr., for \$162,931. Commissioner Bartley dissented. Other transactions approved are:

Sale of WRNJ-FM, Atlantic City, N. J., by Melvin Gollub to WRNJ Associates, Edward R. Newman president, for \$25,000.

Sale of construction permit for WIPE-FM, Detroit, Mich., by G. Warren Earl et al, to Downriver Broadcasting, Anthony T. Rinna, president, for \$8,980 for out-of-pocket expense.

### KUFM Is Sold

Sale of KUFM-FM, El Cajon, Cal., by Forwek & Co. to Family Stations for \$15,100, including station equipment.

Sale of 50 percent of KUEN, Wenatchee, Wash., by Joseph S. Sample to Matthew N. Clapp, Jr., for \$35,000.

By the Broadcasting Bureau—Sale of WDSP, De Funiak Springs, Fla., by Euchee Valley Broadcasting to Collins, Perley & McDermott, Inc., for \$90,000.

## Carano Named Acc't Exec For Cleveland Station

Cleveland — Robert M. Carano has been appointed an account exec on the local sales staff of WJW-TV here. He comes to the station from WFMJ-TV, Youngstown, where he was on the sales force since June, 1956. Prior to that, Carano did play-by-play sportscasting for the Ashland Oil Network.

## STATION CURRIES LISTENER FAVORS

Chi's Impetuous WIND Sets Clinic for Petulant Pets

Chicago—Do you have a moody cat? Is an alligator a good pet for a child? Has your parakeet gone on a hunger strike? What should you do for a terrier with a toothache? Questions of this nature and others concerning pets, their ailments, habits and adaptability to home life will be answered Monday by four of Chicago's leading animal experts on a WIND Telephone Pet Clinic from 8-11 PM.

The clinic, conducted as a public service by WIND in cooperation with the College of Veterinary Medicine of Illinois U., will have all questions answered privately by the animal experts and not on the air, program director Guy Harris announced.

## Framer, Fredericks Wrap Up TV Series

Walt Framer and Carlton Fredericks have formed a company to produce a TV series starring Fredericks, who now heads radio's "Living Should Be Fun."

In the new program, Fredericks will emcee a half hour show on food, fashion, beauty, health and other subjects of interest to women. The series will be sold to stations on an assembled network basis.

### WJZ-TV News Editor

Baltimore — Pat Polillo has joined WJZ-TV as news editor.

## It's Back to School For Industry Execs

Washington Bureau of RADIO-TV DAILY

Washington — The National Ass'n of Broadcasters is shaping plans for a fourth "Executive Development Seminar," a two-week course for broadcasters at the Harvard Graduate School of Business Administration. James H. Hulbert, NAB manager for broadcast personnel and economics, began planning the program after the NAB board endorsed the project.

The seminar, to be held next Summer, will follow the curriculum of the three previous courses conducted in 1959, 1960 and 1961. A total of 180 broadcasting execs attended these previous years' sessions.

### Harvard 'Approach' Outlined

It is designed to give broadcasters an approach to management based on case studies developed at Harvard. This system enables them to solve practical problems confronting station management.

## Phila. Station Offers Politicos Debate Time

Philadelphia — Prime evening time has been offered to the state Republican and Democratic parties by WRCV-TV. The NBC-owned station will make available two half-hour periods for debate by the Republican and Democratic candidates for governor and U. S. senator, prior to this Fall's general election. The debates will also be made available to other stations throughout the state of Pennsylvania.

## 4A Soft Pedal: 'Hold That Protection Line'

The American Association of Advertising Agencies has come out with a full statement on its position in the product protection hassle. The statement insists that 15-minute separation should be maintained between competitive commercials despite efforts of some broadcasters to narrow the gap.

However, the 4As used the soft-pedal at the end of its statement, saying: "Agencies should also encourage their clients to take a restrained, reasonable point of view toward protection from other categories of products (not directly competitive), on the basis that flexibility on that point should enable broadcasters to perform more satisfactorily on product protection."

The statement also cautions that "agencies should encourage their clients not to seek corporate protection unless the corporate name is actually featured in the commercials. Any broader scope of corporate protection . . . would be unrealistic and unworkable from the broadcasters' point of view."

(In other words, with today's widely diversified corporations, it would be asking too much of broadcasters to demand that a single commercial for one of a corporation's products also protect all other products, no matter how dissimilar, the corporation happens to make.)

The 4A Committee on Broadcast Media, which framed the statement, said it believes that if commercials for competitive products

are allowed to follow one another more and more closely, the value of TV for advertisers "will be vitiated."

The committee recommends that (1) agencies should stipulate clearly what products are regarded as competitive, (2) networks should inform affiliates promptly of any changes in commercial scheduling in network programs, and (3) stations should notify the agency immediately whenever reports of network changes show impending conflict between a spot commercial and a network commercial.

"Where product protection has been stipulated, and a conflict is discovered, either in advance or after it has occurred, stations may expect agencies to ask for make-goods," the 4A Committee said.

## LETTER FROM NEW ROCHELLE



A chap in New Rochelle, who apparently memorizes every word of this paper, has sent me a lengthy letter taking me to task for what he calls certain "inconsistencies." He has attached to his letter — which I welcome — a clipping of last week's column, in which we praised the Fall line-up of network programs. Our friend in New Rochelle asks: "How do you reconcile this kind of talk with your oft-repeated assertions that by January, many of the new programs would be cancelled?"

I don't wish to seem argumentative, but I find no inconsistency in these recent statements, which are exactly as our friend has quoted them. However, our friend in New Rochelle overlooked the following statement in last week's space praising the Fall line-up:

"You and I know that cancellations seldom have any direct relation to the true merits of a series." We will have cancellations as long as we have three competitive networks vying with each other for the top rated show in each time period. Obviously, it is almost impossible for three programs in the same time period to achieve the same — or nearly the same — rating.

The general pattern is that one program will lead, a second may be fairly close, and the third is usually a distant third. And of course, if the "distant third" show is a new series, the chances are that it will be pinkslipped before the end of the season. This may, to outsiders, appear like a wasteful practice. But the cost factors are such that, according to what Madison Avenue tells us, the networks can't afford programs that aren't capable of equaling or beating the opposition. This basic truth, however, does not diminish, at this time, the merits or the promise of the new formats and ideas that will be launched in September. At this writing, before these new entries have paraded at the post, they look exceedingly good on paper, and perhaps half of them will survive and pick up renewals for subsequent seasons.

Considering the cold, hard fact that every new program will be slated against two other strong network entries, and the fact that even second place is not necessarily sufficient to guarantee renewal, it is really remarkable that so many new programs are able to go beyond that first season of hectic trial.

Each season produces its share of duds, but somehow, a handful of jewels manages to gain recognition. And the pattern will not be any different as long as broadcasting enjoys the stimulus of free enterprise and open competition.

I was glad to hear from our friend in New Rochelle, and as time goes on, I imagine this space will give him many legitimate opportunities for honest argument. But as stated above, I don't believe that my praise of the new season ahead is really inconsistent with the certainty that many of these new programs will not last out the season.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Red Skelton is mourning the death of his stepfather, Gustave Soderstrom, in Hollywood . . . "Cry" comedian Rip Taylor opened yesterday at Chicago's Sahara Motel, and goes into The Dunes Hotel in Las Vegas July 26, thanks to his guest stint hits on Ed Sullivan's CBS-TV show . . . Baby son for the Barry Winniks. Pop is an exec of Winnik Films, producers of TV-film short subjects . . . TV actress-musician Lillian Briggs and French songstar Robert Clary a twist twosome at The Roundtable nightclub in NYC . . . Radio personality Bea Kalmus of the Mayflower Hotel in Atlantic City is birthdaying. (Mazel-tov Bea).

★ ★ ★ ★

• • • TV beauty expert Norma Mathews flipped her black wig when she stumped the whole panel of CBS-TV's daytime "To Tell the Truth" last week. No one could guess the gal who's generally credited with being one of the earliest exponents of glamour wigs—especially for video personalities . . . Songbird Fran Warren, just back from several weeks of Australian TV guestings, is rehearsing her new act, "Fran Warren and Her Troublemakers, featuring Georgie Auld." She'll break it in at Atlantic City's 500 Club Friday the 13th, before taking it to the Las Vegas Riviera for four weeks starting Aug. 1 . . . Jim Conkling, former recording exec, wife Donna of the King Sisters, and their four children off on a flying trip to the principal cities of Europe . . . Don Morrow of TV's "Camouflage" swapping shop talk with Dick Rattazzi, having joined the ranks of restaurateurs as owner of the Wheel & Compass in Westhampton, L. I. . . Gag writer Arnold Glasow told Rattazzi he's campaigning to have the Academy of Motion Picture Arts and Sciences give an Oscar to the best actor among the losers.

★ ★ ★ ★

• • • Meet: Carmel Quinn, redheaded colleen from Dublin, who is familiar to TV and radio fans as a result of her numerous appearances with Arthur Godfrey and the "Tonight" show when Jack Paar was host. Carmel who has just made her New York night club debut for a two-week run at the Copa, leads a "double life." When she's not appearing on TV or in night clubs, she's just like any other housewife. With her spouse, promoter Bill Fuller, and three little Fullers, Jane, 5; Michael, 3, and Theresa, 1, Carmel lives in a "little house on the hillside" in Leonia, N. J. Carmel records for Headline Records and her latest release is "I Enjoy Being a Girl."



QUINN

★ ★ ★ ★

• • • Goings on at Mercury Records: Don Bowman has been added to the national promotional staff, working out of Hartford . . . Tom Bonetti is now the label's Western regional sales manager in Chicago . . . Leroy Van Dyke, Eddie Layton and the International Concert Orchestra are featured in the latest release of three new albums. They are "Movin' Van Dyke" by Leroy Van Dyke; "Organ Sounds and Percussion" by Eddie Layton, and "National Anthem and Patriotic Airs" by The International Concert Orchestra conducted by Samuel L. Spence . . . Mercury jazz instrumentalist Roland Kirk has signed a personal management contract with Gerry Purcell . . . Yves Montand, popular French entertainer, will shortly cut his first disks on Philips Records . . . Gina Bachauer, noted Greek piano virtuoso, has been signed to record for Mercury.

★ ★ ★ ★

• • • Antonino Rocca, the wrestler-turned-commentator who broadcasts in Spanish, seven times weekly on WHOM for Schaefer Beer, has scored the greatest "upset" of the century. In the upcoming issue of "Superman" comic magazine, wrestler Rocca defeats Superman. If you'll listen closely, you can hear the delighted crowing of Rocca's producer, Pan-Video Productions' Guy Lebow . . . Earl Wrightson planing to the coast to do a straight role for Dick Powell . . . House of Vienna is a perfect setting for a spy series . . . Dinners at the Luau 400 to be given as prizes to Norm Berger's Wonderama contestants . . . Joseph Saccone, handsome owner of the Newport Restaurant, has been approached to appear in a "Ben Casey" opus.



## TV Academy Elects Emmy's Guardians

West Coast Bureau of RADIO-TV DAILY  
**Hollywood**—Board of governors of the Hollywood chapter of the Academy of TV Arts and Sciences has named its elected officers and national trustees for the 1962-63 season.

Dick Berg, producer of Revue's "Fred Astaire Premiere" succeeds Gail Patrick Jackson as president. Sandy Cummings was retained as 1st VP; John Scott Trotter, 2nd VP; Danny Landres, secretary; and Howard E. Johnson begins his second year as treasurer.

### Cummings, Yorkins Reelected

Re-elected to national board of trustees for a second 2-year term were Sandy Cummings and Bud Yorkin. New trustees are John Scott Trotter, Don DeFore, Danny Landres and Marvin Aubrey Davis.

## Two Color Travelogs Released by Alitalia

Alitalia Airlines has announced the release of two full-color travel motion pictures, "First Impressions," photographed in various countries serviced by the airline, and "Variations on an Italian Theme," which shows many of the country's attractions not usually visited by U. S. tourists.

"First Impressions" was produced and directed by Mel London, written by Sheryl London and photographed by Bernard Hirschenson. "Variations" was produced by Carson Davidson and won honors at the 1961 Columbus Film Festival.

## WEDDING BELLS

### Rickey-Graham

KTLA promotion assistant Ed Rickey and Patricia Graham were married on June 30 in Stillwater, Okla., the bride's hometown. Patricia was formerly an NBC production assistant on "The Dinah Shore Show."

### Bowling-Rock

George W. Bowling, Bowling Co. president, radio-TV reps, and Mrs. Frankie Claudia Rock will be married tomorrow at Grace Episcopal Church, Traverse City, Mich.

### EXECUTIVE GAL FRIDAY

Excellent experience and references. Fast, accurate, technical skills—seeks position, TV, Motion Picture, PR, Advertising.

Box No. 184, RADIO-TV DAILY  
 1501 BROADWAY, NEW YORK 36, N. Y.

## Promo Rally 'Make-Ready'



The board of directors of the Broadcast Promotion Association, meeting in Dallas, has set plans for the org's convention there October 29-31. The committee blueprinting the agenda are (left to right): Jack Dorr, WRCV Radio & TV, Philadelphia; Harold Meden, BPA secretary-treasurer; Don Curran, ABC-owned TV stations, BPA president; Judd Choler, KMOX-TV, St. Louis; Mike Schaeffer, WLBW-TV, Miami; Dan Bellus, Transcontinent, Inc., New York.

## Video House Names Hartigan for Sales

Video House, Inc., newly formed TV production and distribution firm, has appointed Albert G. Hartigan as VP and general sales manager, effective immediately.

Hartigan was formerly eastern division manager of ABC Films. Before that he was director of program development for United Artists Associated and program manager of WPIX, New York. He comes to Video House with a 14-year record of programming, production and sales experience which started at WBZ-TV, Boston, in 1948.

Video House, in cooperation with Hal Seeger Productions, is currently producing 100 five-minute animated cartoons, available in either black-and-white or color, and now being offered for a Fall or January start.

## Canadian Aids Malaya In Embryo TV Venture

Special to RADIO-TV DAILY

Toronto—A senior official of the Canadian Broadcasting Corp., George H. Jones, leaves Canada shortly to assist the government of Malaya in its plans for the establishment of a TV system. His duties are expected to last two months and present plans call for the first Malayan TV station, in Kuala Lumpur, to be operational in the latter part of 1963.

## U. S. Spot Radio Rising

(Continued from Page 1)

rence Webb added that while no figures are available yet for the second quarter period, preliminary reports indicate an increase in this period over 1961, with the first six months ahead by as much as 6 per cent over '61.

## 'Goodnight and 30' Quiz A Mighty Confusing Biz

Hartford — Which commentator in the 1930s ended his nightly news program with "Goodnight and Thirty?" This question stumped listeners to WTIC's "Mike-line" for weeks. The replies ranged from Alexander Woolcott to Lowell Thomas. Thirty-eight different newsmen were named before the right one. His name? Paul Sullivan of WLW, Cincinnati. Doubting listeners were told that Sullivan's picture still hangs in a Hartford restaurant inscribed "Goodnight and Thirty."

## Plough's Boston AM Interviews Politicos

Boston—WCOP, Plough Broadcasting outlet here, has completed arrangements for a series of interviews with the state's major candidates for public office. Within the next few weeks, interviews will be held with Senate hopefuls Kennedy, Lodge, and Hughes, and others, to follow on a regular basis.

## Latin Talent Swap in Works

Special to RADIO-TV DAILY

Mexico City—Mexican TV drama program, "The Latin American Theatre," has been launched by Televiscentro in an effort to initiate a broad and ambitious interchange of the artists and dramatic works throughout Latin America.

Programs with budgets of 90,000 pesos (\$7,200) will be used for 60-minute presentations of works by major playwrights. Both Televiscentro studio sound stages and on location filming will be utilized as required by each play. Videotapes of the TV plays will

## Top Scholars Bow On Gotham Series

WPIX and New York U. will co-produce a series of weekly half-hour programs to be seen this Fall, featuring scholars and educators from the New York, New Jersey and Connecticut areas.

Each program, entitled "Great Teachers of Our Time," will feature a different educator discussing his particular field. Processing and selection of the scholars will be done through the university's Office of Radio-TV and its University Relations Department, in conjunction with WPIX's News and Public Affairs Department.

## Rose Is Script Mentor On 'McHale's Men' TVer

Si Rose has been signed to a writer-producer contract at Revue, with initial assignment as script supervisor of the new ABC-TV series, "McHale's Men." Producer Edward Montagne tentatively has slated shooting on the Ernest Borgnine starrer for July 24. The show debuts Oct. 11.

Last week Rose completed scripting, in collaboration with Seaman Jacobs, the screenplay for MGM's "Take Me to the Fair."

## Laird and Lewis to Direct CBC Research, Statistics

Special to RADIO-TV DAILY

Toronto — The CBC has announced the appointments of Arthur J. Laird as director of research and Raymond L. Lewis as director of statistics. Laird will analyze and interpret audience-size data for the network, in addition to conducting special surveys. Lewis will head policy formulation and evaluation in distribution and marketing.

## Holm, Kurkowski Resign

La Salle, Ill.—William Holm, GM of WLPO, has resigned and entered into a partnership with Roy Kurkowski, WLPO sales manager, to establish a commercial photocopy shop in La Salle. Kurkowski will resign July 31.

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## Bess Gilmore Named CCA Executive VP

Bess Gilmore, active in Community Club Awards, Inc., since its inception seven years ago and general manager since 1960, has been elected executive VP of the firm. CCA franchises radio and TV stations to set up merchandising campaigns, which have women's clubs in each market vying for cash awards for their organizations based on proofs-of-purchases for the station's advertisers who participate in the CCA program.

She succeeds William M. Carpenter, who resigned from CCA to devote his full attention to WRIO, San Juan, which he is acquiring pending FCC approval.

## 5 'Mickey Mouse' Sales Up Series to 26 States

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — Walt Disney's "Mickey Mouse Club" has been sold to five more stations, chalking up national sales to 47 areas, most in the top 100 markets, the studio has announced. The program, being syndicated on a daily half-hour basis, is now telecast in 26 states.

New purchasers include WBAL-TV, Baltimore; WBAP-TV, Dallas-Fort Worth; WCSC-TV, Charleston; KMBC-TV, Kansas City; and KOVR-TV, Sacramento.

## NAB Now BBB Member

(Continued from Page 1)

leading national advertisers, agencies, broadcasting networks and more than 50 trade associations.

In a related move, Swezey announced the addition of a research expert to his staff services. Maria E. Michal, formerly with Philip Morris, as manager of information services, will join the New York Code Office as senior editor in Claims Research. She will report to Stockton Helffrich, New York Office manager of the NAB Code Authority.

## STORK NEWS

James Loren, "Dinah Shore Show" executive producer for Henry Jaffe Enterprises, and his wife, Margie, formerly "Queen For a Day" production assistant, became the parents of a boy, Michael Joseph, born at Queen of Angels Hospital, L. A.

Mr. & Mrs. Mortimer Hall are the parents of girl, born at St. John's Hospital, Santa Monica. Father is Hall Broadcasting Co. owner and mom is motion picture actress, Diana Lynn.

It's a boy, David Sawyer, for Gil Cates, producer-director of "Camouflage."



• • • Rick Nelson played to 32,615 customers at Freedomland Amusement Park July 3 and 4, setting a new record for a two-day engagement. They are dickering with Nelson for a return engagement late next month.

☆ ☆ ☆ ☆

• • • Carol Fortier has signed with the Jeanne Halliburton agency for Television, following her part in the feature comedy, "Shotgun Wedding," soon to be released . . . Betty Garrett will guest star in the upcoming "Lloyd Bridges Show" segment . . . Sam Balter films the Harlem Globetrotters appearance in London July 16 and 17.

☆ ☆ ☆ ☆

• • • Television City Arizona executive Buddy Bregman has signed Dorothy Kilgallen to host her own TV show in the Fall. Titled "On the Spot," the program is aimed for network showing. Pilot will be filmed in Phoenix next month.

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• • • The local office of Kenyon and Eckhardt will handle advertising for KMEX-TV, all-Spanish language outlet which bows in L. A. in September. According to Julian Kaufman, acting general manager, \$100,000 will be spent for advertising and promotion before air date.

☆ ☆ ☆ ☆

• • • The "Three Columns of Anger" segment of the Nick Adams starrer "Saints and Sinners" rolls at Four Star Friday with Tab Hunter as guest star. Marc Daniels is the producer; Buzz Kulik directs this one . . . Dick Powell will guest star in an upcoming "Ensign O'Toole segment" as a CPO who auditions as a singer for a USO benefit and doesn't make it!

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• • • Richard Boone will not appear on Broadway next season in "Sergeant Steiner," as originally planned. Rehearsals were to have started in mid-October but producer Pat Dugan and Boone were unable to agree on contractual terms. The play by Julius Epstein is based on the novel "The Cross of Iron" by Willi Henrich.

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• • • Bill Dana finished taping his new Kapp album, "Jose Jimenez Speaks to Teen-agers of All Ages" at UCLA last week and left yesterday for engagements in Cocoa Beach, Fla., and Kansas City. He returns to Hollywood July 23 . . . KCOP starts a new musical variety program tomorrow night, featuring deejay Dick Moreland, "The Mixtures" and guest stars doing numbers from the 40 best selling records in Southern California.

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• • • Jack Donohue has been signed to direct "The Lucille Ball Show," which debuts on CBS October 1. Co-starring Vivian Vance, the series starts shooting July 19th at Desilu Gower before a live audience of 300. Desilu president Desi Arnaz will be executive producer with Elliott Lewis serving as producer. Rehearsals start next

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• • • Clarifying the recent survey of San Francisco Negroes on the "Black Muslim" movement, conducted by Taylor Buckner, graduate research assistant at U. of California, Walter Conway, KDIA manager, says significant figure is more than 50 per cent of those interviewed were "undecided."

☆ ☆ ☆ ☆

• • • ABC-TV hosting a press luncheon tomorrow at which Sid Caesar will tell about the series of monthly programs starting Oct. 16 . . . Mike Wise has joined the Rosenberg-Coryell Agency in an expansion move, it was announced jointly by Rosenberg-Coryell and Broadcast Management Inc. Wise will function in both motion pictures and television.

## RCA Color Set Sales Soar

Registering a home instrument sales volume in the first six months of 1962 that raced 54 per cent ahead of a comparable period in 1961, RCA reported that color TV receivers were up 139 per cent over last year while black-and-white set sales jumped 33 per cent.

At the same time, a threefold increase in bookings for color TV broadcast equipment was reported by the RCA Broadcast and Com-

munications Products Division.

Among individual items of broadcast equipment, color film cameras showed the largest percentage increase. Bookings during the first half of 1962 were three times those received during all of 1961.

## New Chicago Show Slanted for Women

Chicago—WBKB is planning to widen the woman's vistas with its new show, "Woman on the Go," featuring Lynne Walker and station newsman Joe Slattery, starting July 16. The pair will host a program dealing with the theatre, films, science, literature and the very popular female pastime, fashions.

Each week, the show will concentrate on local and national events, especially problems related in some way to the female citizen. In addition, guests will be presented for personal insights into areas of interest to the woman televiewer.

Produced by Don Dillon and directed by Carl Tubbs, the new program will have a special film crew to gather material from Chicago and surrounding locales.

## WJXT Promo Fosters Jacksonville Orchestra

Jacksonville — WJXT will air a series of Summer concerts selected from "Great Music from Chicago" in prime time Thursday evenings as a public service to the Jacksonville Symphony Orchestra. The programs are designed to promote interest in the Jacksonville Symphony, under the baton of John Canarina.

"Great Music from Chicago" features the Chicago Symphony Orchestra with guest conductors Percy Faith, Arthur Fiedler, Robert Trendler and Morton Gould.

## Two Publicity Prizes Given Dallas Robbins

Charlotte, N. C. — Dallas Robbins, business office manager for WBT-WBTV here, has been given the National Publicity Award and Special Publicity Award for the Charlotte chapter of the National Office Management Association at its international conference in San Francisco recently. Robbins served as publicity manager of the local chapter of NOMA.

## OBITUARY

### David H. Booher

David H. Booher, 52, WJXT general sales manager, died in Jacksonville on July 1. He had been associated with the station since 1948 and was formerly VP in charge of WMBR Radio.

### Julius Baltin

Julius Baltin has been buried in New Brunswick, N.J. He was 92, and the father of Charles Baltin, general manager of WHOM and Will Baltin, associated with Paramount Pictures, and four sisters.

## Disk Spinning

By LOU GROSSMAN

Sol Handwerger, publicity and promo chief for MGM Records and its Verve and Choreo labels, has arranged the personal appearance of Verve comedy star Jackie Mason tonight at "Bargaintown, U. S. A.," Lawrence, L. I. Jackie will autograph his hit album, "I'm the Greatest Comedian in the World, but Nobody Knows It Yet" for all customers at the record counter. Immediately after, Jackie will appear at the Atlantic Beach Hotel in Atlantic Beach.

20-Fox Records has signed Eddie Fisher to a recording contract. Columbia Records has signed young vocalist Tobin Matthews, whose first release will be "Susan," a swinging popular version of the waltz "Vilia" from the operetta "The Merry Widow." Columbia, incidentally, will record an original cast LP of the new musical comedy, "Mr. President," presented by Leland Hayward and starring Robert Ryan and Nanette Fabray, which opens on Broadway Oct. 22. Music and lyrics are by Irving Berlin; book by Howard Lindsay and Russell Crouse and Joshua Logan is the director.

Marty Allen and Steve Rossi, comedy team now touring with the Carol Burnett Show, are proud of a thank-you-note they received from Princess Margaret's Lady-in-Waiting. The Princess and Lord Snowden requested that the note be sent in their behalf in appreciation for the Allen and Rossi comedy LP, "Hello Dere," on the ABC-Paramount label.

Riverside Records is releasing six LPs in the Contemporary Series and two new LPs in the pop. Warner Bros. Records, whose "Music Man" original sound track recording goes on sale nationally this week, is already receiving outstanding press coverage, both for the film and the sound track LP itself.

### Synod Cites 'Lutheran' As 'Air Arm of Church'

St. Louis — The 45th convention of the Lutheran Church-Missouri Synod has adopted a resolution commending "The Lutheran Hour" as a "vital air arm of the church." Sponsored by the Lutheran Laymen's League, the program has been on the air for 30 years.

## Blue Shield Backs Medical Newscasts

Special to RADIO-TV DAILY

Minneapolis — Blue Shield of Minnesota is sponsoring a five-minute medical news program on WCCO Radio, Monday, Wednesday and Friday.

Produced by Louis Graff Associates of Ann Arbor, Mich., especially for Minnesota Blue Shield, the programs are narrated by Dan Minton, former news commentator for a Detroit station.

Producer Graff said the purpose of the programs is "to use the fast-moving medium of radio to communicate the fast-moving pace of today's medical practice." Graff is former Health Sciences Reporter for the U. of Michigan Medical Center.

## A Nice Thing Happened On Way to Typewriter

Burt Shevelove has been signed by exec producer Henry Jaffe as producer-writer of at least four of the nine "Dinah Shore Shows" to be aired in color Sundays on NBC during the '62-'63 season.

Shevelove is co-author of the current Broadway hit "A Funny Thing Happened on the Way to the Forum." Among his other credits are several segs of the "Bell Telephone Hour," "The Chevy Golden Anniversary Show" and "Winnie-the-Pooh" seg of "The Shirley Temple Show."

## Equal-Time Restrictions Should Go, Says Sarnoff

(Continued from Page 1)

shackling effect of the equal-time penalty, can and should be trusted to present political candidates fairly and responsibly," he wrote.

Apart from the legislative proposals, Sarnoff said, NBC this year will intensify its efforts to present debates on its own stations where there are only two candidates and the contests are particularly significant.

Sarnoff said that Sen. Hartke's measure, in dropping the whole subsection on equal time out of Section 315, also would eliminate the provision that forbids the broadcaster to censor a speech by a political candidate.

"NBC hopes that this provision can be restored in Sen. Hartke's draft," Sarnoff said, "because — apart from our belief that stations do not want to censor political candidates—the practical difficulties of applying any such control by stations are so great that this responsibility should not be imposed on broadcasters even by implication."

## AGENCY NEWSCAST

By RALPH TYLER

Network and spot TV lead off a multi-million dollar second half advertising and promo campaign mounted by Schick Inc.—its biggest in the last five years. Schick messages will be seen on ABC's "Cheyenne," "77 Sunset Strip," "Stoney Burke," and "Ron Cochran and the News." NBC will carry them on "Wide Country" and "The Virginians," and they'll be seen on CBS on "The Ed Sullivan Show." TV spots will be skedded in major markets nationwide. The campaign will support intro of new electric shavers, a portable hair-dryer, and an electric shoe polisher. Agency is Norman, Craig & Kummel.

William J. Ratcliff has been appointed VP of N. W. Ayer & Son, in charge of producing TV and radio commercials. Ratcliff joined the firm six years ago from CBS TV in Hollywood, where he was director of agency relations. His experience in production includes previous positions as program manager of WAPA-WORD in Spartansburg, S. C. and program director and station manager of KROY in Sacramento, Calif.

Henry Kornhauser has joined Kastor Hilton Chesley Clifford & Atherton as account exec. He was product advertising manager for Block Drug. Martin Vogel-fanger, who has taught at the U. of Massachusetts and New York's City College, is now research project supervisor at Ken-

## DEANE SALUTES TEEN SONGBIRD

Baltimore — WJZ-TV's Buddy Deane will salute singer Brenda Lee on his Friday show. Brenda comes to Baltimore to introduce her just-released life story (published by Dell) in which she mentions Baltimore and Buddy Deane as "one of the most memorable events" of her career.

On Brenda Lee Day, the perky singer arrives by helicopter at Mondawmin Shopping Center and will be welcomed there by WJZ-TV personalities and disc jockeys from Baltimore. A motorcade will then take Brenda to city hall where she will be presented with a key to the city by Acting Mayor Phillip Goodman.

### HR&P Office in St. Louis

Harrington, Righter & Parsons has opened an office in St. Louis, located in the Syndicate Trust Building, with Richard M. Gardner in charge. He formerly was on the HR&P staff in Chicago.

### Thought for Today

"The TV writer knows that the potentialities of his medium have hardly been touched. The experiments of its early years have only hinted at what the future could hold. New worlds lie open to the coming dramatist; but he should also know that he may have to struggle for the right to explore those worlds. If he leaves it to others to shape the pattern of his profession, he may be doomed to the role of mouthpiece. If he wants something better he must speak for it. When he does, he will be surprised at what he can achieve."

—Erik Barnouw,  
in "The Television Writer"

yon & Eckhardt. Tom E. Harder, account supervisor at K&E, has been elected a VP.

Dell Peters, veteran radio-TV manager who has headed his own agency for many years, has joined forces with Paillace Productions, New York, producers of musical TV and radio commercials, as an account exec. In addition to participating in the company's overall operation of musical commercials and film productions, Peters will also be active in the company's print procurement and distribution operations.

## Blyden, Crosby Answer U. S. Steel 'Male Call'

Larry Blyden and Gary Crosby will co-star in "Male Call," comedy about a company of Marines stationed on a peaceful Pacific island during World War II, on the United States Steel Hour scheduled for Aug. 8 on the CBS-TV network.

Other stars in the comedy are Mindy Carson, Fred Clark and Zohra Lampert. Don Richardson directs. The Steel Hour is produced by The Theatre Guild.

### Abby Dalton Is on Board As Joey Bishop First Mate

Abby Dalton has inked to co-star in "The Joey Bishop Show" which will be telecast in color when it returns to NBC for its second season in a new time slot, beginning Sept. 15. For the last three seasons she's appeared in the "Hennesey" series as a Navy nurse.

## Italy Makes It 13 For 'The Defenders'

The Italian state TV network has become the 13th outside the U. S. purchaser of CBS Films' "The Defenders." Ralph M. Baruch, director of international sales, said the series has previously been sold in Britain, Canada, Australia, Holland, Sweden, Japan, Denmark, Argentina, Finland, the Philippines, Mexico and Uruguay.

The series is currently being dubbed in both Spanish and Japanese. Subtitles and "voice over" are used in other non-English-speaking countries.

## TV Backs Stage Shows As Rockford Pubservice

Rockford, Ill.—WREX-TV will sponsor Rockford's live "Variety Theatre" for the third year, beginning Sept. 24 with the road company of "Mary, Mary."

Other performances scheduled, with proceeds going to Rockford College, are "The Dennis Day Show," Rodgers and Hammerstein's "The Sound of Music" with its original road company cast; the Tokyo Classical Ballet, "Komaki," "Carnival," The Mills Brothers, and "A Shot in the Dark."

## Hal Bennett Buys Films For N.Y., Pa., TV Outlets

Buffalo, N. Y. — Harold Bennett has announced his affiliation with WBJA-TV, Binghamton, N. Y., and WEPa-TV, Erie, Pa., as a film buyer for the stations. Bennett has been associated with the film industry since 1925, starting with the Fox Film Corp. He will headquarter here at Broadcast Properties.

## New School Marm Opens Wheeling 'Romper Room'

Wheeling, W. Va. — "Romper Room" classes have started for the Summer on WTRF-TV with Mary Jane Fox as teacher. The new "school marm" is making her TV debut on the show.

## Teen Drinking Problem WNBC-TV's Cup of Tea

"The Drinking Age," a sobering documentary on the teenage drinking problem, filmed by WNBC-TV cameras in road houses, at police roadblocks and at public hearings will be presented Wednesday. Gabe Pressman narrates the special which includes comments by Governor Nelson Rockefeller, Richard Hughes and John Dempsey. Famed anthropologist Margaret Mead will make the plea against raising the age requirement for drinking in New York.



By PETER C. DAVALLE

• • • Fast-talking, tireless Robert Preston, got behind his new film, "The Music Man," when he breezed into London to meet the Press and do a batch of TV and radio interviews keyed to the film which opens in London in two weeks' time . . . TV-wise, he did interviews for a BBC-TV program devoted to screen musicals, for ARTV's "Close Up," for BBC Sound Radio's "Movie-Go-Round" and for Radio Luxembourg's "ABC of the Stars" . . . Incidentally, "ABC" producer John Doran tells me that, through switching his program from Saturday night to Tuesday, the listening audience has gone over the 2-Million mark.

• • • Rosemary Clooney joins the panel in BBC-TV's "Juke Box Jury" this week. Stubby Kaye did ditto last week . . . U. S. writer and broadcaster Fleur Cowles was one of Lord Boothby's guests in ARTV's conversation piece "Dinner Party" the other night . . . U. S. storyteller and mimic, Bernard Bragg, was in London to appear in BBC-TV's "For Deaf Children" program.

• • • The CBS Report on "Mr. Europe and the Common Market," will be screened by BBC-TV over here under the title "The Barriers Come Down." William McClure, CBS producer resident in London, produced the program . . . Border Television tell me that the U. S.-made "Celebrity Golf" series receives more commendatory correspondence than any other of their programs apart from their own locally-produced ones . . . BBC-TV starts a run of the "Dick Powell Shows" this week. All BBC-TV publicity carries the mention: "This show was judged 'the best filmed series' in the all-American Awards Poll conducted by the 'RADIO-TV DAILY'."

• • • BBC's top two TV current affairs programs "Tonight" and "Panorama" may merge in the autumn. Each program has 10 million adherents . . . Britain's Inspectors of Constabulary have blamed TV and cinema for showing the public that crime CAN pay. They say crime is made to look too easy, particularly in plays . . . A daughter has been born to ARTV's "Emergency Ward 10" star Charles Tingwell . . . Nancy Roberts, once Grandma Groves in BBC-TV's pioneering domestic series "The Grove Family," has died aged 70.

• • • Big new series announced by ATV: a traditional courtroom setting will be used to probe such vital subjects as sovereignty over Outer Space, oral contraceptives, the legality of advance computers and the question of liability when nuclear explosions cause damage through bad weather. Series will be called "Trials of Tomorrow" . . . BBC-TV probes the subject of "Dread" this week and shows clips from horror films, including "The Living Dead" and "Konga."

## Teacher-Feature Set Debuts

RCA has announced production of two new ETV receivers which, it says, incorporate suggestions of educators surveyed throughout the country.

The "teacher - specified" features, according to R. W. Redecker, RCA service company sales and merchandising manager, include: larger picture tube, 23-inches overall diagonal; bonded safety glass with a surface that diffuses glare and reflections away from the viewer; tamper-proof back; heavy duty power cord; sturdy metal cabinet and a powerful tuner.

Optional features for both receivers, Redecker said, are UHF reception and a specially-designed tip-proof stand, adjustable to angle the receiver up to 15 degrees for best viewing, with wheel locks for added safety.

## 'Focus on America' Tells Story of Hudson River

Albany — "Hudson-Portrait of a River" will be presented by WAST-TV Aug. 1 as the fourth in its "Focus on America" series. Produced and filmed by Jean Berghmanns, the documentary depicts the history of the river and life on its upper reaches.

"Focus on America" is part of a special series produced by the station as a public service to schools and the community. Fred D. Shaver is exec producer with Richard B. Belkin producing the program.

## New 'Insight' Welds Faith, Liberty Link

St. Louis — "Insight," a filmed series where stage and screen stars underscore the fundamental link between faith and freedom, will be presented as a Summer replacement for the "Quiz-A-Catholic" programs on KMOX-TV.

The "Insight" programs were filmed in Hollywood and will feature such performers as Irene Dunne, Raymond Massey, Jane Wyman, Bob Newhart, Macdonald Carey, Kathryn Crosby, Everett Sloane, Victor Jory, Ann Blyth, Hans Conreid, Eduardo Ciannelli, Darryl Hickman and Christine White. Father Ellwood Kieser, C.S.P., of the Paulist Center, Los Angeles, is the program's host.

## Ribicoff Plans Confabs To Study Impact of TV

(Continued from Page 1)

LeRoy Collins, who pledged industry aid for the project.

A steering committee will meet soon to prepare the schedule and invite participants for the planning conferences. The committee, under chairmanship of Bernard Russell, special assistant to Secretary Ribicoff, will consist of:

### McGannon on Committee

Howard H. Bell, NAB VP for industry affairs; Hugh M. Beville, Jr., NBC VP for planning and research; Giraud Chester, ABC-TV VP for daytime programming; Dr. Ralph Garry, College of Education, Boston U.; Donald H. McGannon, president, Westinghouse Broadcasting Co., and Frank Shakespeare, CBS-TV VP and assistant to the president.

"We are sponsoring this project with no preconceived ideas but with a sincere desire to find out what we can about the relationship between television and the behavior of children in relation to the various other influences on their behavior," Ribicoff said.

### 'We Expect Results'

To this statement, Russell added: "We recognize, of course, that the responsibility for determining the content of programming lies with the broadcasters, and it is not our intention to interfere with that responsibility. On the contrary, we expect the results of this work to be an aid, an additional resource, to the broadcasting industry."

## TvQ Signs Warner Bros.

Oliver Treyz, head of Warner Bros.' TV film division, has signed with TvQ, research organization, as its first producer-client.

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TEN CENTS

## VIDEO FROM TELSTAR TONIGHT?

### Morgan News Axing Brings Labor's Wrath Down on Taft Station

The AFL-CIO has demanded that the FCC investigate cancellation by Taft Broadcasting's WBRC, Birmingham, Ala., of the Edward P. Morgan radio news program, which the labor federation sponsors on the ABC network. The AFL-CIO has arranged to have the program aired on Birmingham's WCRT, but said this is a temporary arrangement because the station is a day-timer and will have Morgan's time period available only during the Summer months.

The Taft station's action was also called to the attention of the U. S. Civil Rights Commission, the Senate Freedom of Information

(Continued on Page 6)

### CBS-TV Put 'Accent' On Shakespeare Festival

Stratford, Conn. — CBS-TV's "Accent" cameras will focus on the American Shakespeare Festival here Thursday night for a national telecast. The half-hour program will present glimpses of rehearsals and scenes from this season's productions.

### Mullins Appoints Fleming Gen. Mgr. of Denver AM

Denver — Mullins Broadcasting Co. has appointed Jackson Fleming general manager of KBTR here. Starting as an announcer nearly 20 years ago, Fleming for the past three years was general manager of KGW, Portland, Ore.

### Ohioans Battle 'Pike Radio

Columbus, O.—The Ohio Ass'n of Broadcasters, representing 77 radio and 18 TV stations, has voiced its opposition to closed-circuit radio on the Ohio Turnpike. The proposed system would broadcast weather and safety reports to motorists using the toll road. An antenna would be constructed along the length of the highway divider.

The OAB argues that Ohio sta-



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### 'Der Bingle' Partner In Douglas' '7 Seas'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Bing Crosby yesterday was reliably reported to have acquired a half-interest in the new Jack Douglas all-color travel-adventure series, "Cross the Seven Seas."

Basil Grillo, who is president of the Crosby companies, is said to have set the deal. The show premieres in Los Angeles Aug. 21 and debuts in 10 West Coast markets that week, completely sponsored by American Home Products. Young & Rubicam is the agency in charge.

### Matt Culligan Elected Curtis Publishing Topper

Philadelphia — The election of former NBC executive Matthew J. Culligan as president and chief executive officer of the Curtis Publishing Co. was announced yesterday. Culligan was NBC executive VP before joining Interpublic, Inc. two years ago as director and general executive.

### NBC Attorney Fights Censorship in D.C.

Washington Bureau of RADIO-TV DAILY  
Washington — NBC attorney Howard Monderer on Monday will attempt to dissuade a House subcommittee from recommending TV censorship for the District of Columbia.

The NAB has already submitted  
(Continued on Page 2)

### Televents Cancels CP

Lamar, Colo. — Televents, Inc. has changed its plans to build a TV station on Channel 12 here and has requested the FCC to cancel the construction permit.

### AT&T Satellite Due For Test Pictures— But There's Big IF

If the launching from Cape Canaveral goes well this morning, Telstar should be in a position tonight to receive a history-making telecast from America and send it back to earth again.

The first cast, some 12 hours or six orbits after launching, is expected to be of relatively simple test pictures, such as an American flag and other objects of symbolic value.

The telecast will be sent from AT&T's station at Andover, Me. The orbiting 170-pound ball, which contains its own batteries and power supply, will retransmit the program to Holmdel, N. J., and also back to Andover, where Theatre Network TV will send it out via TNT closed-circuit to govern-

(Continued on Page 8)

### Laos Is First Assignment For Leon Pearson's Son

Andrew C. Pearson, son of veteran NBC news correspondent Leon Pearson, has joined the network's news as a cameraman-correspondent in Southeast Asia, based in Hong Kong. His first assignment is coverage of developments in Laos, with bureau chief James Robinson.

### Minn. AM for Tri-County

Sauk Rapids, Minn.—The FCC's Broadcast Bureau has approved the application of Tri-County Broadcasting for a new AM station on 800 kc, 250 watts, day-time here.

### Wanted: Cut-Off Date On Non-U Video Sets

The FCC has asked set manufacturers for advice on a final date when sets not equipped to receive the 70 UHF channels may not be shipped in interstate commerce. The Electronic Industries Association has invited manufacturers to an Aug. 7 meeting in New York on the subject.



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ROME OFFICE: John Perdicari, Via Monte delle Giote 9, PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glen F. Ircton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

# Oriental TV Scholar Gets U.S. Vid Crack

Sports Network, Inc., has announced the employment of Ken-ichi Hayashi, a Japanese Fulbright scholar for the past year. Hayashi has been studying at the Telecommunications Graduate School of the University of California. He will remain with Sports Network throughout the Summer months and in the Fall will return to his native country to resume his career in commercial TV.

## Good Record in Nippon

At 26, Hayashi has an already impressive background in Japan's still young TV industry. He graduated from Konan University in 1958 and joined NET, Tokyo. Within three years, he was appointed program director. To further his knowledge of the industry, Hayashi applied and was accepted for a Fulbright scholarship and arrived in this country last August.

## Experienced Television Booker

wanted for excellent job. Must relocate in Los Angeles.

Box No. 187, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

# COMING AND GOING

JOHN McRAE, KEWB general manager, has returned to San Francisco following a business trip to N. Y., Chicago, Detroit and Minneapolis.

PETER M. PIECH, executive producer of "The Bullwinkle Show," to Hollywood on business.

MARTIN BARSKY, Pacific Productions president and producer of "Folk Music Theatre," has returned to the Coast following a N. Y. business trip.

SAM MENACKER, "Big Time Wrestling from Colgory" commentator, to Montreal on business.

# St. Louis Station To Give Info To CD, Army During Fallout

St. Louis—KMOX, 50,000-watt CBS O-O here, has signed an agreement with Civil Defense and the U.S. Army Corps of Engineers to provide a "protected" broadcasting facility, for news dissemination under radio-active fallout conditions.

It calls for the station to maintain a full-time auxiliary broadcasting facility at its transmitter site. Under a "fallout environment," news and instructions could be broadcast from this location to shelters and other listening posts throughout the KMOX listening area.

The readiness program involves equipment and modifications to the KMOX transmitter building at Stallings, Ill., some 15 miles from downtown St. Louis. Completion of the protected facilities is scheduled for next January.

# MGM's 'Sam Benedict' Slates 10 Directors

Metro-Goldwyn-Mayer TV has signed 10 directors for its new "Sam Benedict" series slated to bow on NBC-TV Sept. 15. Exec producer E. Jack Neuman has set Boris Sagal, Lamont Johnson, Don Medford, Don Richardson, Elliot Silverstein, Roger Kay, Paul Nickell, Bill Graham, Dave Freidman, and Larry Dobkin for episodes.

## D.C. Censorship Fought

(Continued from Page 1)

a statement opposing bills admittedly aimed at censoring network TV by local action that would hold district stations responsible.

Bills introduced at recent hearings would deny licenses to TV stations which telecast programs placing undue emphasis on crime, violence and sex. Others set up fines and jail terms. They were introduced by lame-duck Rep. Carroll Kearns (R., Pa.) and Rep. John Dowdy (D., Tex.), subcommittee chairman.

## 'Comments' on Dallas

Dallas — "Comment" is KR-LD's latest innovation, which explores various facets of Dallas life through conversations with individuals ranging from painters to policemen, on topics from jewel robberies to problems of the aged.

## 'Batter Up' for Season's First All-Star Ball Game

Pittsburgh — WIIC will televise the season's first All-Star Baseball Game today direct from Washington. Preceding the game, the station will air a 15-minute "Warm-Up Show" featuring interviews by Red Donley with the Pirate All-Stars.

# 7 Arts Post-'50s Up Frisco Outlet's Share

A special ARB study of the performance of Seven Arts' "Films of the '50s" during 16 months on KTVU, San Francisco, Sunday and Monday double exposures, reveals that the station's average share-of-audience zoomed from 3 per cent in December, 1960, to 16 per cent average from January, 1961, thru May, 1962, it was announced by Robert Rich, VP-general sales manager.

For 69 consecutive weeks thru last May 14, KTVU scheduled Seven Arts' Vols. 1 and 2 on Sundays at 7 PM with repeat performances on Monday at 7:30 PM, including seven reruns.

## Sundays Impressive

On Sundays before "Films of the '50s," the station had a 2 per cent average quarter-hour share-of-audience. For the 16-month period after, the station had an average quarter-hour share of 20 per cent. On Mondays before "Films of the '50s," the station had a 4 per cent average quarter-hour share-of-audience. For the 16-month period after, the station had a quarter-hour share of 12 per cent.

Therefore, said Rich, "Films of the '50s" brought two two-hour KTVU time slots from an average share-of-audience of 3 per cent in December, 1960 (Sundays 2 per cent, Mondays 4 per cent) to an average of 16 per cent over 16 months thru last May (Sundays 20 per cent, Mondays 12 per cent).

# FINANCIAL

(July 9)

## NEW YORK STOCK MARKET

Table with columns: Stock Name, High, Low, Close, Chg. Includes Admiral Corp., AB-PT, A. T. & T., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Minn. M&M., Nat. General, Paramount, Plough, RCA, Starer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

## AMERICAN STOCK EXCHANGE

Table with columns: Stock Name, Bid, Asked. Includes Allied Artists, Desilu, Esquire, Inc., Filmways, Reeves Sound, Screen Gems, Technicolor, TelePromPter, Trans-Lux, TV Industries.

## \* OVER THE COUNTER

Table with columns: Stock Name, Bid, Asked. Includes Jerrold, Meredith, Official Films, Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

# Admiral Sponsors Start Of Chicago Stereocasts

Chicago — WMAQ-FM will start stereocasting on a daily basis July 30 with a 55-minute segment of the nighttime "Patterns of Music," sponsored by Admiral Sales Corp. The show, with John Doremus hosting, will feature uninterrupted 15 to 20-minute portions of album-type music.

The station has also announced plans for expending its initial venture into binaural broadcast with stereocasts of the entire three and one-half hours of "Patterns" as well as Norman Ross' "Tunes from Talman" and George Stones' "Promenade Concert."

## TOP SYNDICATION SALES EXECUTIVE AVAILABLE

Ten years successful experience selling stations, agencies, and clients. Million dollar producer. Can do outstanding sales job for your company. Best references and resume on request.

BOX 185, RADIO-TV DAILY 1501 BROADWAY, NEW YORK 36, N. Y.

# Casters Told to Stick Necks Out Politically

## AD CAMPAIGNS ON RADIO NEED UPDATING: WEBSTER

With the remark that "some advertisers don't know how to use radio properly," CBS Radio spot sales VP Maurie Webster proposed three ways for them to get more for their money in a



WEBSTER

speech to the Toronto (Canada), Radio and TV Executives Club.

"First, make certain your radio campaign is as modern as this new radio programming," Webster said.

"In the early '50s we discovered radio's huge automobile audience. It was so spectacular that morning and afternoon "driving times" soon shot up in price and everyone wanted in. These are good times for reaching men, but today we have periods both Saturday and Sunday when the male audience is just about as big, but the costs are much lower. Yet, I've heard agencies insist that if they can't be in weekday driving times, they won't buy a station."

Webster said a second way to get maximum value "is to select the right stations for your campaign."

### Would Check Programming

"A radio commercial in a program that draws the listener's full attention will be worth far more than one surrounded by pleasant, half-heard music. Yet many agency time buyers never check the programming," he said.

For his third point, Webster made a plea for more "creativity and ingenuity" in producing radio commercials.

### 'Excite the Creative Juices'

"You'll do much to improve radio's effectiveness for you if you excite the creative juices of the people who devise your radio commercials. Production costs are much lower and creative opportunities are tremendous. You can orient announcements to the time of day they'll be heard and even to the weather, to tell your product's advantages when it's hot or warm or mild or cold."

### Points to Rapid Changes

Summing up, Webster said: "Radio today is a far different medium from the early 1950's. It is significantly different from radio only three years ago. I'd call it mature radio — but aggressively mature. In most markets you'll find influential, leadership stations whose programs reflect the entire community's interest."

## STEVENS' GUESS IS ON THE NOSE

Philly Timebuyer Wins West Indies Holiday

**Philadelphia** — Leonard Stevens, TV and radio director of Weightman, Inc., Philadelphia, was the only one in the recent WBKB - TV, Chicago, "Award Movie" Timebuyers Contest to turn in a perfect answer, down to the decimal point.

His prize was a trip for two in the Netherlands West Indies and a congratulatory plaque. He correctly predicted the average Trendex rating for the first six weeks of the new "Award Movie" program on the Chicago outlet. He also came closest to forecasting the average Trendex share of the program audience for the first six weeks. The actual figure was only four points away.

## 'Dimes' TV-er Rides Radio Piggy-Back

*West Coast Bureau of RADIO-TV DAILY*  
**Los Angeles**—Joe Laitin, Hollywood correspondent for ABC Radio's "Flair," is putting together a 15-minute billboard radio program for use in December to plug the March of Dimes hour nationwide telecast in January.

The program will be made up of interviews which Laitin taped with stars as they performed for the March of Dimes TV show on the Fox lot. Tape is being made up by Laitin and edited by Robert Wall, KABC engineer, at no cost to the National Foundation. It will be made available to all radio stations across the country for use as a trailer to spotlight the forthcoming TV show.

## Paraplegic Touring Africa

**St. Louis**—Tom Jones, WCIA sports announcer in Champaign, Ill., and his wife have left on a six-week series of lectures and demonstrations by paraplegics in a tour of the Republic of South Africa.

Jones, former wheelchair basketball player for the University of Illinois Gizz Kids and a member of the Champaign - Urbana Black Knights, will participate in exhibitions of wheelchair events, in-

## Present Both Sides Of Balloting Issues, Ex-Gov. Tells Texans

**Ft. Worth** — Broadcasters have been urged to "have the courage of your convictions and stick your necks out" to present to the public both sides of a political story. Issuing the challenge was former Gov. John Burroughs of New Mexico, who owns about six radio stations in New Mexico and Texas.

Noting that some newspapers fail to present both sides of political pictures, he told some 100 Texas broadcasting execs that radio and TV stations must take the lead "when there is no competition editorially — when there is no one present to print both sides."

### Cites 'Your Obligation'

"It is your obligation to see that the proper people are put in public office," said Burroughs. "If broadcasters as businessmen do not assume the responsibility of presenting the truth to the public, "then politically you deserve what you get."

He was the final speaker at the annual meeting here of the Texas AP Broadcasters Ass'n, which elected Bill Jay, news director of KNUZ, Houston, to succeed Lee Butler of KTRE, Lufkin, as president. Other speakers at the meeting included David H. Morris, general manager of KNUZ, and Lt. Col. John A. (Shorty) Powers, spokesman for the Project Mercury manned space program.

## Gist Inked to Direct Screen Gems Vid Trio

Robert Gist has been re-signed to a non-exclusive pact by Screen Gems to direct one "Route 66," two "Empire," and six "Naked City" episodes. Gist, who recently closed a deal with Desilu for several "Untouchables," has just begun shooting "Did You Ever Ride the Waves in Oklahoma" segment of "Route 66" at Huntington Beach, Calif.

## 3 Radio Outlets Join Under Single Banner

The merger and consolidation of three radio properties into Basic Communications, Inc., has been approved by the FCC. Stations involved are WAKE, Atlanta; WYDE, Birmingham, and WWVA, Wheeling, W. Va. Principal officers are Ira M. Herbert, chairman; Emil Mogul, president, and Bernice (Tudie) Herbert, executive vice president.

No changes in management for any of the three properties are contemplated, according to Mogul, who added that the stations will operate as separate units as heretofore although owned by the one corporation.

Headquarters of the new firm is in New York City.

## H-R Picks Thomas Wood To Manage Phila. Office

Thomas E. Wood has been appointed manager of the new Philadelphia office of H-R TV, Inc., H-R Representatives. He will supervise the opening of the Philadelphia office.

Wood has been with H-R for more than a year as an account exec and was previously with George P. Hollingbery in the TV sales department.

## Ohio's Broadcasters Oppose 'Pike Radio'

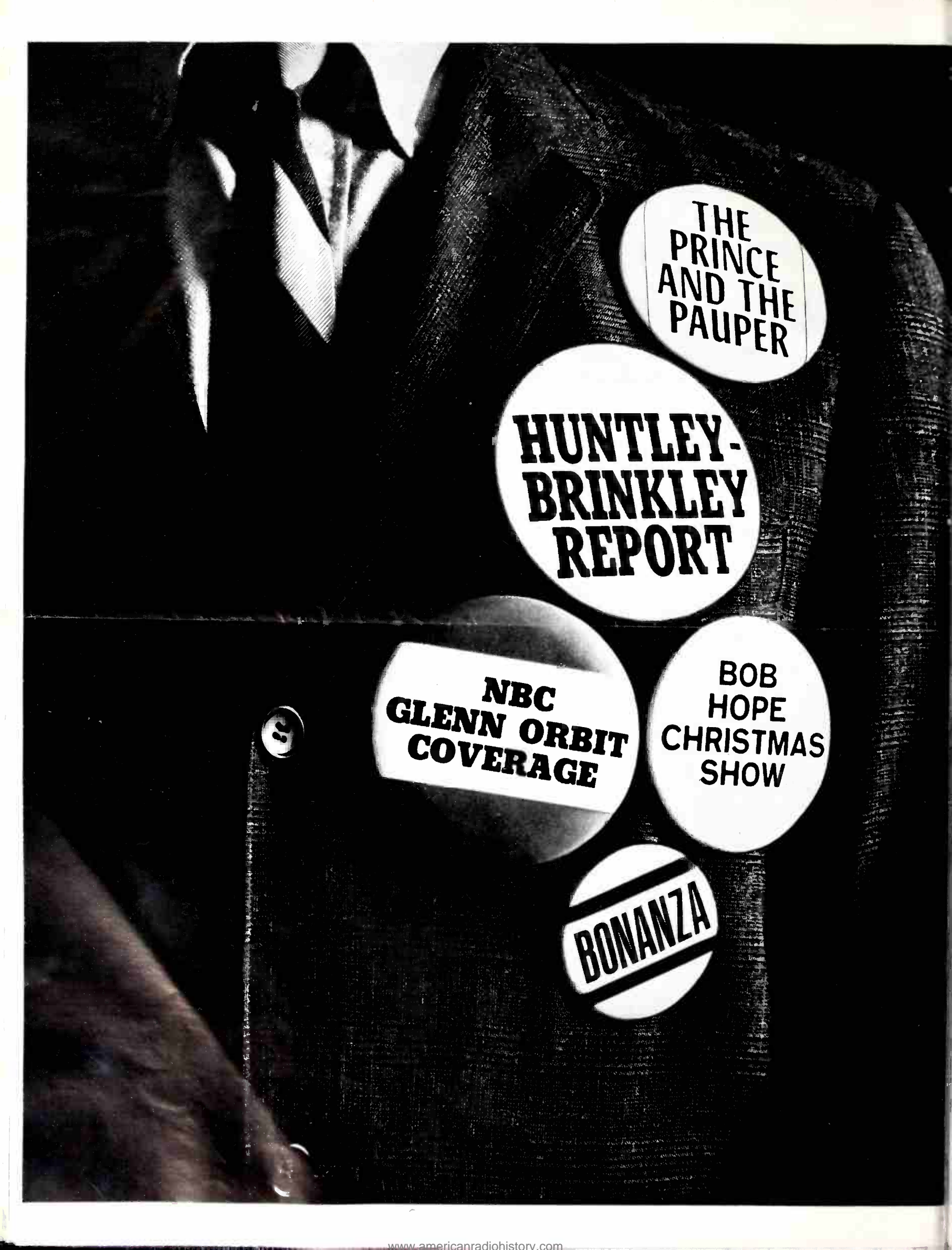
(Continued from Page 1)

Commission to use state property to operate a profit-making business. Communications Developers, Inc., which is offering the system, said it would give authorities a percentage of the advertising revenue.

Commission chairman James W. Shocknessy said if the system is adopted, the proposal will be done thru competitive bidding, open to all broadcasters. Communications Developers has already signed a contract for such a system with the Indiana Toll Road Commission, and has also offered it to the Pennsylvania Turnpike Commission.

## Library Ass'n Lends Hand To ABC-TV's 'Discovery'

The American Library Ass'n has appointed a permanent committee to work with ABC-TV's new children's program, "Discovery '62." The group will aid in the selection of program topics for the five-a-week show, set for an Oct. 1 premiere.



**THE  
PRINCE  
AND THE  
PAUPER**

**HUNTLEY-  
BRINKLEY  
REPORT**

**NBC  
GLENN ORBIT  
COVERAGE**

**BOB  
HOPE  
CHRISTMAS  
SHOW**

**BONANZA**



On Sunday, June 24th, NBC won five out of eight TV Guide Awards in television's biggest election. Viewers from all over the nation picked NBC's "Huntley-Brinkley Report" as the Best News or Information Series...the "NBC Glenn Orbit Coverage" (Frank McGee, anchorman) as the Best Single News or Information Program ...Walt Disney's "The Prince and the Pauper" as the year's Best Single Dramatic Program ... "Bob Hope Christmas Show" as the Best Single Musical or Variety Program...and "Bonanza" as their Favorite Series.

Time and again this season, NBC programs have been singled out for special recognition. Recently, critics and opinion leaders voted three coveted Peabody Awards to NBC. In May, the men and women who make up the television industry itself presented twelve out of twenty-six Emmy Awards to NBC. And now, the viewers themselves have echoed their judgments in the TV Guide Award balloting. All together, NBC's 1961-'62 award winners encompass the full scope of television programming, and reflect the diversity, balance and excellence of NBC's schedule.

Our warmest congratulations to those dedicated individuals whose creative and technical skill won a majority of the TV Guide honors for NBC. And hearty congratulations, too, for non-NBC winners Carol Burnett, Vincent Edwards, and the "Ben Casey" series.



THIS IS NBC ■ LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD.

## Sales Staff Build-Up Adds 3 to MGM-TV

MGM-TV has added three salesmen to its syndication and feature film sales staff. They are Alex Horwitz, who will join the Western Division; Karl Von Schallern, who joins the Midwestern Division, and Al Banks, assigned to the Canadian Division.

Richard A. Harper, director of syndicated and feature film sales, said: "In view of our expanding activities in the syndicated program field, as well as our plans for orderly release of MGM's post-1948 features over a number of years to come, the expansion of our sales force is a logical step."

Horwitz, headquartering in Los Angeles, was most recently general manager of Major Programs Inc., distributing the "Believe It or Not" series. Von Schallern, headquartering in Chicago, most recently was with American TV Talent Inc., producers' rep.

Banks join MGM-TV from Canadian Sponsor Magazine.

## Keir Dullea Not Unhappy With 'Cry a Little' Role

MGM has signed Keir Dullea for a top spot in the "Cry a Little for Mary, Too" segment of its new Fall entry, "The Eleventh Hour." Dullea, who bowed under MGM-TV's banner earlier this year in "Cain's Hundred," will star opposite Wendell Corey in the new NBC-TV series.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • Jan ("Charge Account") Murray is on the coast discussing a situation comedy series with Danny Thomas, an old friend and head of his own packaging firm, who believes the tall comedian would be ideal for the role he (Thomas) has in mind . . . Director Martin Carr to helm two John Butler modern dance shows for CBS . . . Producer Bill Hobin giving the "Sing Alongers" a two-week break during July to generate enough new steam for an even more vigorous schedule next season. The "Sing Along with Mitch" show will enter its third year in September . . . Actor Arthur O'Connell was married recently in Gotham. This was the first marriage for this fine actor, who has twice been nominated for Academy Awards. We're pleased he chose N. Y. for the ceremony . . . and after 54 years, too . . . Kathy Nolan, who's the real McCoy offstage as well as oncamera in ABC's "The Real McCoys," setting hearts a-flutter at Essex House Casino-on-the-Park . . . Two mags want reprint privileges of Jackie Gleason's "Requiem For Nostalgia."

☆ ☆ ☆ ☆  
• • • **Erv Bagley, sales manager for Audio Fidelity Records and Carl Shaw, general manager for the company, on a three-week business trip to Europe. Their itinerary includes stops in England, France, Holland and Germany, where they will confer with Philips Phonographische Co. execs.**

☆ ☆ ☆ ☆  
• • • Meet: Debbie Drake, who has been a shapely addition to NBC's "Today" show since July 2 and continues her appearances on the early AM show thru Friday. Her daily noon-time exercises are on nearly 100 stations throughout the country via Banner Films syndication, and her New York Herald Tribune-syndicated column appears in newspapers from San Francisco to Athens, Greece. Debbie will also be guesting with Dave Garroway when he serves as guest host for the vacationing Arthur Godfrey on CBS radio. Living proof of the effectiveness of her own exercise system, (38½-22-36) Debbie was born in Corpus Christi, Tex. As a skinny teen-ager, she finally got a job in a health studio where she learned basic exercises that helped her own figure, and she learned how to teach the exercises to others. From this start, her rise in only a few years has been swift. Her first TV work was a weekly exercise show on WHIO, Dayton. In January, 1960, she moved to WISH-TV, Indianapolis, where she appeared daily in a 15-minute show, leading viewers in calisthenics. Increasing her knowledge, as well as her following, "The Debbie Drake Show" achieved national telecasting in the Fall of 1960. Last year Debbie turned authoress with her Prentice-Hall published "Debbie Drake's Easy Way to a Perfect Figure and Glowing Health."



DRAKE

## Taft Outlet Angers Union

(Continued from Page 1)

subcommittee and the Department of Justice, which is currently suing the City of Birmingham to enforce desegregation of facilities at its municipal airport. The latter action was the indirect cause of the dispute with WBRC.

Morgan, in announcing the suit, said the Birmingham airport had segregated drinking fountains. Mayor Arthur J. Hanes protested that this was not true. Morgan reported the mayor's protest the following night, but a day later Hanes announced that WBRC was dropping the program.

Charging that "Morgan's inadvertent error . . . was merely seized upon as a pretext," AFL-

CIO PR director Albert J. Zack said "it is our conviction . . . the real motive of Mayor Hanes, actively supported by WBRC, is to shut off one of the few remaining sources of free and critical comment available to Birmingham citizens."

The union asked the FCC "to investigate the capricious and indefensible action of WBRC in canceling Morgan's program; and when the license of WBRC comes up for renewal, to conduct a public hearing on the issue of whether that station is meeting its obligation to provide a balanced presentation of differing views on issues of public importance."

## Dallas Cameras Aid CBS 'Accent' Taping

Dallas — WFAA's production crew, aboard the station's 40-foot mobile cruiser, is on the road to help CBS-TV's "Accent." Working with two CBS production units, supervised by associate producers Jim Perrin and Bob Cosner, WFAA Productions will tape six half-hour "Accent" TV programs on location at some of America's leading vacation spots.

Beginning at Central City, Colo., the WFAA crew, headed by unit manager Bill Jackson and technical supervisor Al Pettus, will go to Grant, Colo.; Yellowstone National Park, Wyo.; Lake Tahoe, Nev. and San Francisco.

Handling the cruiser's two Ampex VideoTape Recorders and six Marconi cameras will be John Craft and Dan Robinson, video; Jack Johnston, audio; Lloyd Rodgers, VideoTape; Oscar Carter, maintenance, and cameramen Don Reynolds, Joe Pitts, Ed Shellhorn and Curt Hunsaker.

## 'Invitation' to Scott

Host George D. Crothers will discuss Sir Walter Scott's "Redgauntlet" with Cambridge U. Prof. Dennis Brogan and author Lionel Hale on CBS-TV's "Invitation to Learning" Monday.

## An Opportunity . . .

. . . to be creative, to grow . . . to participate in the great future of a major eastern television station and its parent company, one of America's largest, most reputable operations. Interested? We are . . . in a young man who wants to get ahead and has the intellectual agility, drive and sheer potential to practically guarantee his success as a Promotion Assistant in the immediate future and higher management responsibilities in the years ahead. He need not have a TV or radio background. Are we talking about you? Write to us. Tell us about yourself, your background, and why you think you are the man for this job.

BOX 186, RADIO-TV DAILY  
1501 Broadway  
New York 36, N. Y.

## Golden Gate

... and its environs

By BILL SMEA

San Francisco—Selling expensive foreign sports cars through the medium of a teen-age video program would seem to be doing the job the hard way but KPIX's daily afternoon "Dance Party" has proved a noble experiment for British Motor Car Distributors Ltd., here. Program host Dick Stewart argued "Everyone needs a car at school, why not a good sports car?" British Motor decided to give it a whirl for the month of May with three 1-minute spot pitches for the 45-minute program. Sales directly traced to "Dance Party" exploitation prompted a British motor renewal for June, July and August to the limit of the program's available commercial time. Agency is King Harrington Advertising. KPIX account executive is Chris Christensen.

KGO Radio is drawing solid response with its "Vacation Station Contest" gimmick to point up its 50,000-watt coverage of an area extending far beyond the Golden Gate environs. KGO asks listeners to report the most unusual or interesting place the station's signal reached them while vacationing. The first batch of entries were really far out in more ways than one. A woman wrote: "I heard KGO while racing from a Sierra cabin to a hospital to give birth to my baby." Another said: "I heard KGO from the inside of a skunk." (That's the one-coach train running between faraway Willits and Ft. Bragg.) An accident victim revealed "I listened to KGO while pinned upside down in my wrecked car . . . the music helping to quiet my fears until help arrived . . ." Listeners are competing for Sylvania transistor radios and other prizes offered in the contest throughout the vacation months.

## Chi Gets Second Look At 'Face of Medicine'

Chicago—In response to public demand, WBKB will repeat "The Face of Medicine" Sunday, a provocative consideration of medicine's present and future. The hour taped conversation between Dr. Walter C. Alvarez, former chief diagnostician at the Mayo Clinic, and Norman Ross examines in-depth the role of emotional factors in disease.

The program, originally aired May 8, was produced by David McElroy, with Clifford Braun directing. Community Builders, Inc., is the sponsor.

## Lone Ranger, Tonto Riding 14 TV Ranges

In its first week of selling effort on the "Lone Ranger" 86-minute Warner Bros. feature, Telesynd has landed contracts for 14 cities. The feature, produced in color by Jack Wrather in 1956, has been sold in New York, Chicago, Los Angeles, Philadelphia, St. Louis, Detroit, Kansas City, Boston, Louisville, Oklahoma City, San Antonio, San Diego, South Bend and Indianapolis. Telesynd is a division of the Wrather Corp.

In other activity at Telesynd, Sandy Frank, formerly New York division sales manager, has been promoted to manager of national sales for the syndication firm. Frank was previously with NBC-TV, Ziv-UA and TV Personalities, Inc.

## New Jersey ETV Appoints David Keenan as Trustee

Montclair, N. J. — The New Jersey ETV Corp. has announced the appointment of David L. Keenan of Roselle Park as a new trustee from Union County. Keenan, current president of the Union County Ass'n of Boards of Education, replaces trustee Harold Gushin, retiring president of the association.

NJ-ETV also appointed Robert Pellet, former newspaper and PR man, as a full-time project director.

Named as members of NJ-ETV's engineering advisory committee were Ellis K. Dahlin, CBS-TV project engineer, and Merle Worsster, ABC-TV director of technical operations.

## 'Science Fiction' Gain Is Five-Market Reality

Allied Artists TV Corp.'s "Science Fiction" series has added five more markets to its sales roster. Station purchases include WCBS-TV, New York City; KSHO-TV, Las Vegas; KTTV, Los Angeles; WHTN-TV, Huntington, W. Va., and WISH-TV, Indianapolis.

## Webb Molds 'True' Dramas

Jack Webb will return to TV this Fall on CBS-TV, as host and narrator of "General Electric True," new weekly half-hour series of factual dramas based on stories from the files of "True" magazine.

General Electric Co., through BBD&O, will sponsor the skein, to be filmed at by Webb's Mark VII Productions at Warner Bros. Studio.

Webb, will also direct several of the dramas and appear in some of them. Other directors will be William Conrad and Robert Leets.

## AGENCY NEWSCAST

By RALPH TYLER

Charles L. Getz, Jr., public relations director for KYW Radio and KYW-TV, Cleveland, has left the Westinghouse Broadcasting stations to join Norman Wain as partner in a Cleveland advertising-public relations agency.

### Thought for Today

*"This then is TV's responsibility: to provide programs designed to fulfill all TV functions and to satisfy all legitimate tastes. What is government's role in assuring the objective? Least debatably, to encourage and subsidize educational TV; most debatably, to police program balance. This, of course is the question which gives us all so much trouble."*

—Louis L. Jaffe  
in "The Role of Government"

## Workshop Gets \$700 In Academy Grants

Los Angeles—A grant totalling \$700 has been made to the University of California by the National Academy of TV Arts and Sciences. This grant, consisting of 200 half-scholarships, has been made available for the Summer "TV Opera Workshop," under the guidance of Dr. Jan Popper, for qualified students on a scholarship matching basis.

The workshop, which began June 18, is running for five weeks, during which time three complete operatic works will be presented under TV studio conditions. In the past, the foundation has provided scholarships to students of communications and fellowships to heads of radio and TV departments of major universities.

## 'Here's Hollywood' Lens On Olivia de Havilland

Olivia de Havilland will guest on NBC-TV's "Here's Hollywood" tomorrow discussing a wide range of subjects. Authoress of the best-seller, "Every Frenchman Has One," the actress will be interviewed at the Cafe Renaissance in Manhattan.

Wain also is well known in Cleveland broadcasting circles, having been program manager for WDOK for a number of years.

While at KYW, Getz was creator of the shows, "You are the Witness," and "Meaning of Greatness." He also produced a pioneer LP record about a major league baseball club, "The Heritage of the Cleveland Indians." The new agency is called Wain & Getz Associates.

## 4A's Regional Meetings

Dates for the regional meetings of the American Association of Advertising Agencies are: Central Region, Oct. 17-18, Hotel Ambassador West, Chicago; Western, Oct. 20-25, Hilton Hawaiian Village, Honolulu, Hawaii; East Central, Nov. 1, Statler-Hilton, Detroit; Eastern, Nov. 13 - 14 Americana Hotel, New York.

ST. LOUIS SIDE GLANCES: John V. Hinkle has joined Kelly-Sanders, PR agency of St. Louis and Washington, D.C., and the firm's name has been changed to Kelly-Sanders-Hinkel. Hinkel was a staff member of the New York Times and the Washington Post.

The Softness Group, New York, has been appointed PR and financial PR counsel for Fair Lanes, Inc., Baltimore, and Fair Lanes Bowling, Ltd., London. The firm does a considerable amount of TV advertising, including sponsorship of "Pin Busters" on WBAL-TV, Baltimore. "Satirical" commercials, similar to those which introduced Dilly Beans to the New York market in August, 1960, returned to WQXR yesterday to intro new products of Park & Hagana, Inc. The 13-week contract, placed through Papert, Koenig, Lois, is for 20 one-minute announcements per week.

Philip M. Monroe, former director of the Warner Bros. commercial department animation division, has joined Leo Burnett Co., Chicago, as animation director. Monroe has been in the animation field in Hollywood more than 20 years, starting as an animator at Warner Bros. He became animation director at John Sutherland Productions in 1951, was made director of animation by Ray Patin Productions in 1953 and returned to Warners in 1960. He also was with UPA for a short time.

## Industry's Problems Taken on at College

Evanston, Ill.—A special Summer symposium at Northwestern U. here on "The Issues of Broadcasting" will feature lectures today on "Production Problems in Discussion Programs." Addressing the session at 1 PM will be Jerry Gregoris, WGN public affairs producer-director, and Robert Thomas of Northwestern U.

The conference, in University Hall, will run thru Aug. 9 with authorities in radio and TV conducting sessions coordinated by Dr. Martin Maloney, Northwestern radio and TV professor. While the symposium is being taken for credit by graduate and undergraduate students, the discussions are also open to the public.

Among other guest lecturers, and their subjects, are: VOA director Henry Loomis, "Creativity in Foreign Broadcasting," July 17; Bob Banner of Bob Banner Associates, exec producer of "Garry Moore Show" and "Candid Camera," "Creating New Programs," July 19; and Hubbell Robinson, senior VP for programs at CBS-TV, "Creativeness in Network Programming," July 24 or 26.

## Theatre Blas's at Pay-TV Futile, KTVR Tells FCC

Washington Bureau of RADIO-TV DAILY  
Washington — Theatre owners represent "Canute bidding the tides to desist from following their natural course" in their constant and repetitive opposition to pay-TV, Gotham Broadcasting Co. told the FCC yesterday in asking the commission to grant the proposed KTVR, Channel 2, Denver, pay-TV application.

The opposition by theatre owners represented by counsel Marcus Cohn simply restated points already covered in the long drawn-out Hartford pay-TV proceedings, Gotham lawyers Samuel Miller and Louis C. Stephens argued.

Cohn had asked the FCC to turn down the application out of hand or, in the alternative, at least to hold a hearing before approving it. Associated with Gotham on the pay-TV application and in yesterday's brief were Teleglobe-Denver, Teleglobe Pay-TV, and McFadden-Bartell.

## Steve Lawrence Making His Drama Debut Tonight

Buffalo — Steve Lawrence will make his dramatic stage debut in "Pal Joey" tonight at the Melody Fair here. Thereafter, the play goes to the Oakdale Music Tent, Wallingford, Conn., July 16; Framingham, Mass., July 23; and Warwick, R. I., July 30.

## 'Empire' Mountains & Mesas Found on New Mexico Ranch

For months before NBC-TV's new "Empire" series went into production, scouts traveled the Southwest searching for an area that held all that "Empire" stands for. There had to be mountains, mesas, silver mines, large herds of livestock, oil wells, lumber, plus a ranch big and plush enough from which to run this vast empire.

Finally, in Santa Fe, N. M., a ranch owned by Jean Garland, a former ballerina, was leased. The ranchhouse is a magnificent 20-room abode furnished in the antiques of the Spanish Southwest. The acreage encompasses 300 square miles and is just 30 miles from Santa Fe.

Because of the vast ranch operations, it has its own transportation facilities, with bus, truck and rail arteries running throughout the sprawling land area. The

ranch also operates its own helicopter service.

Then the exodus to New Mexico actually began. Stars Richard Egan and Terry Moore, Anne Seymour and Ryan O'Neal were moved into homes. Five truckloads of equipment including a mobile kitchen capable of serving 500 people every hour drove the 850 miles from Hollywood to the ranch.

Sponsored by Chrysler, "Empire" will premiere Sept. 25 on NBC-TV. The series centers around the varied activities of a huge ranch, its problems, its people, its business, its scenery.

## New Magnetic Tape Produced by Reeves

Danbury — Reeves Soundcraft Corp., of Danbury, has developed a new magnetic recording tape, "Golden Tone," which is available in tensitized Mylar and has a dynamic range of 77 decibels. Its high frequency output has added an octave to the range of usable tape sound.

According to the firm, refinements in the tape splitting process have reduced likelihood of "burrs" or "skew." The "Golden Tone" employs a new oxide formulation closely matched to its Mylar base.

## East UPIBA Prexy

Denver—The new president of the Colorado UPI Broadcasters Ass'n is Jack East, co-owner and general manager of KBRR, Leadville.

## MARGARET, TONY KEY CLUB GUESTS

Actor, Singer Rise Early For Boston Morning Show

Boston—Tony Randall and Margaret Whiting this week top WHDH-TC's "Morning Key Club," produced and directed by Matt Conolly, Jr.

Randall, who has parlayed an Ivy-League face and an air of helpless desperation into a TV and movie career, appeared yesterday. Miss Whiting soon will star in one of the Summer tent theatres.

## Auto Racing Review

Philadelphia — "Conference of Champions," a half-hour informal discussion of auto racing by four racing drivers — Rodger Ward, Phil Hill, Roger Penske and Bob Holbert—will be presented Wednesday on WFIL-TV.

## Will Orbiting Satellite Get TV Test Tonight?

(Continued from Page 1)

ment and industry leaders in five strategic locations.

CBS-TV will have a news extra on Telstar tonight if the launching has succeeded. Douglas Edwards will be anchor man for the report, which the network hopes will include pictures of the TV signal, the first relayed by an active satellite in space. (The earlier Echo communications satellite was a "passive" reflector, off which radio signals bounced.)

### Specials on NBC

NBC plans radio and TV specials tonight if the rocket goes up, with Merrill Mueller as anchor man and aero-space correspondent Roy Neal broadcasting from Andover. ABC has no specials plan-

ned but will report developments in its regular newscasts.

AT&T will continue testing the satellite for several days as a build-up to its big effort, transmitting the first direct Europe-America telecasts across the Atlantic.

Canadian Broadcasting Corp., which will participate in the first transatlantic telecast via the three U. S. nets, said the earliest date for the ocean hopping program is July 19.

"However," added the CBC spokesman, "because the orbit on this date would not permit back-to-back transmissions from both sides of the Atlantic, the most probable date for transmissions would be July 24."

Europe has been getting ready

## Lefty Gomez, Ole Diz Hurl in Bone-Creaker

Two of the most colorful pitchers in the history of modern baseball oppose each other when "Lefty" Gomez and "Dizzy" Dean take to the mound on the New York Yankees' 16th annual "Old Timers Day," telecast on WPIX July 28, preceding the regularly scheduled contest between the Yankees and the Chicago White Sox.

The special program will reunite the two major league All Star teams of 1937 in addition to honoring the four new members of Baseball's Hall of Fame. The four new "Famers," Bob Feller, Jackie Robinson, Bill McKechnie and Ed Roush, will be guests of honor at the Yankee Stadium ceremonies.

## CBC Sets Documentary On Yanks in Aid-Lands

Special To RADIO-TV DAILY

Toronto — "American Abroad," an hour documentary produced for Intertel by Associated-Rediffusion of London, will be aired Monday on CBC-TV. The program will view the lives and work of U. S. citizens in Cambodia, South Vietnam, Pakistan and Ghana, the four key countries receiving American aid.

Intertel is an international TV service producing programs for a wider understanding of world affairs and problems.

## 'New Man' Bob Maxwell Starts 'At Your Service'

Bob Maxwell, WCBS' "New Man in Town," has begun his own "At Your Service" program as part of the station's new lineup. Prior to joining this outlet, Maxwell was with WKNX, Saginaw, Mich., and WWJ-TV, Detroit.

for the historic telecast and the more frequent transatlantic programming expected to follow. Italy's TV network, for example, has set up a special "space company" called Telespazio, with an experimental station that expects to be ready soon to receive images direct from the satellite, although the first Telstar program will be received in Italy via Eurovision only.

### Two Others Planned

At least two other experimental communication satellites will be sent up in the near future. RCA's satellite, Relay, is expected to be launched late this Summer. Hughes Aircraft is building a satellite called Syncom for the NASA that will go up in early 1963.



Established February 7, 1944

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WEDNESDAY, JULY 11, 1962

TEN CENTS

## EQUAL-TIME FINAL BATTLE'S ON!

### MELNICK VEEPS NIGHT PROGRAMS

ABC Sets 2 Divisions; Chester Fronts Day-Side

Daniel Melnick has been appointed nighttime programming VP for the network, ABC-TV vice president Thomas W. Moore, announced yesterday.



MELNICK

The net's program department has been reorganized into two divisions, for nighttime and daytime programming. Giraud Chester will continue as daytime VP.

Both Melnick and Chester will report to Julius Barnathan, ABC-TV VP and General Manager.

### Minow Tells Texans:

### Public Will Decide Fate of Pay-Video

Dallas — "If the public wants pay TV, they'll pay for it; if they don't want it, they won't," FCC chairman Newton N. Minow told area viewers in an interview on WFAA-TV's weekly "Let Me Speak to the Manager." Host is Mike Shapiro, general manager of WFAA-AM-FM-TV.

Discussing the Hartford, Conn.

(Continued on Page 6)

### CBS to Re-Broadcast Sounds of Telstar TV

The sounds of the first live transatlantic TV program, scheduled to be relayed by the Telstar communications satellite from the United States to Great Britain some time next week, will be re-broadcast from Europe by CBS Radio at the time of the experiment. CBS newsmen in England will also report on British reaction.

### R-TV Revenue Rise Anticipated For Year Tho '61 Profits Slid

The overall profit margin of radio and TV stations declined last year, but operations through April indicate a substantial increase in revenue for 1962, according to a report compiled by NAB's Department of Broadcast Management from revenue and expense figures submitted by all classes of broadcast stations.

Department manager James H. Hulbert said the report showed on the average that a typical radio station earned a 4.8 per cent profit before federal taxes on 1961 operations, compared to 7.6 per cent in 1960; the 1961 profit of a typical TV station was 12.6 per cent, compared to 15.4 per cent in 1960, and radio stations, based on four months of operations this year, expect a 3.5 per cent increase in

(Continued on Page 8)

### Bud Austin Heads O'seas To Seek Pacts for G-T

Harold M. (Bud) Austin, Goodson-Todman Productions executive VP in New York, leaves for Europe to look into the possibility of further G-T expansion overseas. He will meet with G-T reps in Brussels, Paris, Rome, London and Manchester to examine the

(Continued on Page 2)

### Scotland Yard Ghost Squad Hits 1st-Run Market Route

"Ghost Squad," a 26-segment series of hour programs based on the world-wide exploits of Scotland Yard's famed "phantom division," is being released into first-run syndication by Independent TV Corp., which co-produced the skein with the J. Arthur Rank Organization. It stars Donald Wolfitt, Michael Quinn, Anthony Marlowe, Neil Hollett and Angela Browne.

ITC executive VP Abe Mandell said the series was created as a result of salesmen's reports which

### SEC. 315 TOTAL ERASURE ADVOCATED BY STANTON Goldenson Offers Compromise Plan

Washington Bureau of RADIO-TV DAILY

Washington—Full dress hearings on bills to curb or wipe out political equal-time regulations got underway here yesterday with differing proposals by broadcast industry leaders.

CBS president Frank Stanton called for unequivocal repeal of Sec. 315 for all candidates. He told the House Commerce

Communications Subcommittee the restrictions "constitute an unnecessary and potentially dangerous abridgement of the freedom of broadcasters" to contribute as much as they are capable to the "essential process" of informing the public.

In a statement, Leonard H. Goldenson, president of ABC-Paramount Theatres, urged permanent exemption from equal-time requirements for presidential and vice presidential candidates, but their retention for all other candidates for public office on national, state and local levels.

Goldenson said the provision should be retained on the level

(Continued on Page 5)

### Broadcasts to Substitute For In-School Prayers

Hollywood, Fla. — As a result of the recent U. S. Supreme Court ruling regarding "in-school prayers," Jack Barry, president of WGMA is planning to start a daily series of prayers by civic, educational and religious leaders. Broadcast time is to be worked out with school and PTA officials.

### Referee's Decision:

### Bartell Stock Offer Ruled 'Inadequate'

Former presiding Justice David W. Peck of the Appellate Division, acting as referee, yesterday held that the proposed 175,000-share settlement by Bartell Broadcasting with Macfadden-Bartell was inadequate for the stockholders. He ruled that the case proceed

(Continued on Page 7)

### Bigham Moving Ahead On AM App for Salinas

Salinas, Cal. — FCC hearing examiner David I. Kraushaar has issued a favorable initial decision on the application of Allen C. Bigham, Jr., for a new AM radio station on 980 kc, 1 kw, daytime. But Bigham must first submit evidence to show he has severed all connections with KDON in the same city.

### Justice Upholds Damages Of \$3.5 Million for Faulk

New York Supreme Court Justice Abraham N. Geller upheld yesterday a \$3.5 million jury award to John Henry Faulk for damages resulting from allegations of Communism in a bulletin published by Aware, Inc. The jurist said, "This unprecedented award was evidently intended to express the conscience of the community."



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Sports Color Series Debuts This Winter

A 90-minute Saturday sports variety series in color will be presented on NBC-TV starting Jan. 12, with sports broadcaster Bud Palmer as host and exec producer.

The segs will present championship events on film from sports capitals of the world. Some two thirds of the footage will originate from outside the U. S. Several broadcasts from behind the Iron Curtain are being considered.

Palmer was an All-American basketball player at Princeton and starred professionally with the New York Knickerbockers before becoming an NBC sports commentator.

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania . . . constant and complete coverage of local political, religious, social and sports events . . . reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



COMING AND GOING

SAL IANNUCCI, CBS-TV public affairs VP, on the Coast on business.

LEONARD GOLDENSON, AB-PT president, and his wife, to London.

HARRY LEVINE, executive VP, and NATT HALE, assistant to the president of ABC-Paramount Records, have returned from Europe.

MONIQUE VAN VOOREN will arrive in N. Y. Friday to tape a "Tonight" show guest appearance.

RENE ANSELMO, head of Teleprogramas de Mexico, S.A., in Hollywood for meetings with KMEX-TV owners.

JOHN N. BRITON, chief engineer of TCN, Sydney, Australia, in town on business.

USIA Asks to Double TV Propaganda Fund

Washington Bureau of RADIO-TV DAILY

Washington — The USIA has asked Congress to nearly double its appropriations for overseas propaganda TV activities in fiscal 1963, as it reported that in calendar year 1961 the rest of the world outside of the U. S. and Canada finally passed the U. S. in total number of TV sets in use.

This was disclosed in a record just made public yesterday of secret hearings conducted last Mar. 22 by the House Appropriations Subcommittee.

Seeks \$3,782,600

USIA wants to spend \$3,782,600 on TV in the fiscal year which has already started, compared to \$2,042,900 in the fiscal year ended June 30. For propaganda overseas via radio broadcasting. USIA has asked for \$23,055,800, an increase of \$2,850,000 over the previous year.

Warner Bros. Signs 10 For TV Script Chores

Warner Bros.' TV department has set five writers to prepare scripts for the 1962-63 season of "The Cheyenne Show" on ABC-TV. An additional six scripting assignments were made for other Warner series.

Dean Riesner, Richard Matheson, Barry Orringer, Kurt Kennedy and Nicholas Baehr will handle the "Cheyenne" pen duties. Four "Hawaiian Eye" stories are being written by Gloria Elmore, Robert J. Shaw, Jerry Davis and Lee Leob. William Koenig and Robert J. Shaw are also doing scripts for "The Gallant Men" and "77 Sunset Strip" respectively.

Molly Bee Returns 'Home' For 2 Ernie Ford Shows

Vocalist Molly Bee returns "home" when she guests on ABC-TV's "Tennessee Ernie Ford Show" today and tomorrow. The pert entertainer will do some of her recording hits, and reminisce with Ol' Ern about the days when she was a regular on the show some years ago.

WNBC-Cameras Cover Nutmeg Democrats

"Connecticut Reporting, Number Two," presenting the highlights of the Democratic convention in Hartford Friday and Saturday will be presented by WNBC-TV Saturday night. A summary of the contest in which Abraham Ribicoff is challenging incumbent Frank Kowalski for the senatorial nomination, and Gov. John Dempsey is seeking renomination, will be offered by NBC News reporter Bill Ryan.

Howdy, Garroway — Long Time No See

Dave Garroway, absent from TV for approximately a year after leaving the "Today" show, is back in video harness and has signed with MCA's Dick Rubin, who will take personal charge of Garroway's TV activity.

Pinch-Hitting for Godfrey

Subbing this week for Arthur Godfrey on CBS radio, Garroway will be host soon for the "Miss Universe Contest" from Miami Beach for CBS, and will appear on "Celebrity Talent Scouts."

Fall plans include a series called "Exploring the Universe" for WN-DT and a half-hour series, now in the works, titled "Garroway At Large."

Bud Austin Heads O'seas To Seek Pacts for G-T

(Continued from Page 1)

feasibility of co-production film deals and to discuss foreign sales rights on existing G-T filmed series, including "The Rebel."

Austin will also meet with various foreign TV network heads in an effort to license foreign versions of such G-T games shows as "Password," "Say When" and "Play Your Hunch."

Mark Goodson and Bill Todman, meantime, have returned from London, where they set up G-T offices and held preliminary talks on a British version of "Password." Goodson also conferred with G-T's Paris rep in the French capital.

FINANCIAL

(July 10)

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, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., etc.

\* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, Sterling, etc.

\* Courtesy of National Association of Security Dealers.

McColgan, Siegel Share Redskins Grid Coverage

Washington Bureau of RADIO-TV DAILY
Washington — Bill McColgan and Morrie Siegel have been signed by WWDC to cover all the regular season Washington Redskins' games this season. Play-by-play will be handled by McColgan, with Siegel doing color. McColgan has covered Cleveland Browns' games the last nine years, as well as Ohio State grid matches. Siegel is a sports columnist with the Washington Daily News.

WANTED

Film man with technical and supervisory capabilities to head up TV spot expediting department for Print Service Company. Reply Box No. 183, RADIO-TV DAILY 1501 Broadway New York 36, N. Y.

# SECOND YEAR FOR 'BIO;' ACTUALITY SERIES BOOM

TV audiences and advertisers are turning increasingly towards actuality programs, with their exciting backgrounds to the dramatic history of our times. This evaluation of factual film programming, based on results of the first five months of syndication of the half-hour "Biography" series, was cited yesterday by Seymour Reed, president of Official Films.



REED

"Biography" is setting a trend for its genre with a three-way parlay of values, Reed said. The trio of elements, he noted, comprises sponsor identification, public service and informational entertainment.

### Parlay for Foods

Advertisers are looking for identification in addition to sales messages, Reed declared, pointing to food, utility and banking outfits now presenting "Biography." He described the technique of Strietmann Biscuit Co., division of United Biscuit Co. of America, which is promoting the show in 24 markets via public address systems in supermarkets.

In San Francisco, "Biography" is required viewing in public schools, Reed said. Pacific Gas & Electric Co., the sponsor there and other California markets, provides prints of the series to schools, where students watch them as part of their social studies.

### Second Year in Offing

A second year of production will be undertaken for Official Films by David L. Wolper following completion of the current series, Reed stated.

Among the banks sponsoring "Biography," Chemical Bank New York Trust Co. is supplying prints to a large number of New York City public and parochial schools.

Top ratings of "Biography" in many markets have led to mounting sales, Reed said, predicting, "I think we'll have 49 of the top 50 stations before the month is over and the series, now in over 100 markets, will reach 200 by the end of the year."

### Corinthian Raises Medina To Local Sales Manager

West Coast Bureau of RADIO-TV DAILY  
Sacramento — Jack Medina has been appointed by Corinthian Broadcasting to the newly created post of local sales manager for KXTV here, a CBS affiliate. He was formerly with Foster & Kleiser, and joined the Corinthian station in 1960 as an account exec.

### Peoria Outlet Sets Up News Scholarships

Peoria — The Frudeger Broadcasting Co., operator of WIRL here, has established the WIRL Electronic Journalism Scholarship to begin this Fall to provide an annual grant of \$1,000 to students at Bradley U. who intend to enter the field of radio news.

In announcing the scholarship, Robert W. Frudeger, president of the broadcasting company, said it is hoped it will help offset "what seems to a very short supply of qualified newsmen available for jobs in radio and TV."

### NORAD 'News Digest' On 30 NY, Pa. Outlets

Syracuse—In co-operation with the Northeast Radio Network, the 26th North American Air Defense Region (NORAD) is presenting the "Norad News Digest" over the net's 30 AM and FM affiliates throughout New York and Pennsylvania.

"Digest" is a daily one-minute featurette in which significant historical dates and news features about the North American Air Defense Command are presented.

The Northeast Radio Network is owned and operated by the Ivy Broadcasting Co., with main studios located at Ithaca, N. Y.

### Tone Tapped to Tune Up MGM-TV's Psych Segs

Franchot Tone has signed as first guest star in MGM-TV's new series, "The 11th Hour," psychological drama debuting this Fall on NBC. He'll appear in "Along About Late in the Afternoon," the initial episode.

### Liberace Returning to Video In Hr. Series via Telesynd

Liberace will return to TV next season in 12 monthly filmed variety hours, tentatively titled "An Evening With Liberace." To be produced by International Productions, owned jointly by the showman and his management office, Dick Gabbe-Seymour Heller Management, the series will be distributed world-wide by Telesynd, a division of the Wrather Corp.

Hardie Frieberg, president of Telesynd, who negotiated the sales agreement with Dick Gabbe, said

### 33 UA Post-1950's Poised for Fall Sale By Features Subsid

United Artists Associated is putting 33 post-'50 UA feature films into TV syndication immediately for the Fall; Erwin H. Ezzes, executive VP, said yesterday.



EZZES

Called "UA Showcase for the Sixties," eight are in color. The new product is being introduced to UA-A account executives at a company sales convention this week-end in Chicago. The sales campaign will be outlined by Ezzes and John McCormick, assistant general sales manager.

"Showcase" augments a library of about 2,000 features, now being distributed by UAA. UAA product includes Warner Bros. pre-'48, RKO, J. Arthur Rank and independently produced features, in addition to 234 "Popeye" and 337 Warner Bros. cartoons.

Among "Showcase" pictures are "Sweet Smell of Success," "Pride and the Passion," "Indian Fighter," "Pork Chop Hill," "Witness for the Prosecution," "Marty," "Johnny Concho," "Kiss Before Dying" and "Man From Del Rio."

### Methods of Education Seen 'Between Classes'

Pittsburgh — WIIC is airing a Summer Sunday series, "Between Classes," produced by the Pennsylvania State Education Ass'n, exploring methods used in the state's school system.

Among the subjects are: "The Hickory Sticks," analyzing common behavior problems; "A Time for Talent," a discussion of the gifted students, and "The Drop Out," dealing with teen-agers leaving school before completion.



in the public interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: **MEEKER**

### B'way's Zia Mohyeddin In TV Bow on 'Steel Hr.'

Zia Mohyeddin, young Pakistani actor who appeared in Broadway's "A Passage to India" last season, makes his American TV debut in "Night of the Fourth" on CBS-TV's "U. S. Steel Hour" tonight. Zia is also slated for a role in an episode of the upcoming "The Nurses," on the same network.

### 'Touch of Fame' Gets Aussie Sales Touch

"The Touch of Fame," a KNXT, Los Angeles, public affairs series is the second series produced by a CBS-owned TV station to win overseas exposure. The first was "The American Musical Theatre," a WCBS-TV production.

A collection of biographical sketches that studies human creativity in its various and diverse forms, "The Touch of Fame" has been purchased by the Australian Broadcasting Commission from CBS Films.

CBS Films also announced that Yugoslavia became the 58th country to purchase programs distributed internationally. The programs on order include "Whirlybirds," "The Twentieth Century," "Air Power," and "You Are There."

### Affil's Oil Well Effort Garners ABC-TV Airing

"Old Hand and the Weevil," produced by KOCO-TV, Oklahoma City, will be the inaugural program on "Focus on America," tonight on ABC-TV. "Focus" is a series of 10 award-winning documentary programs produced by ABC-TV affiliate stations.

### Abbe Lane, Cugat Make Return Bow on 'Tonight'

Abbe Lane and Xavier Cugat will make their second appearance on the "Tonight Show" today, visiting host Jimmy Dean. The musical hubby and wife team has just returned from Salisbury Beach, Boston, where their show concluded a week's engagement.

### Bill Dupree in News Spot

WWRL has announced the addition of Bill Dupree to the station's news staff. He has been formerly associated with WMFS, Chattanooga, WEBB, Baltimore, and WLIB, New York.

### HOWARD E. STARK

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Television Stations—Radio Stations

50 East 58th Street  
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By TED GREEN

• • • Kay Korwin tells us that client Bucky Kozlow, all rested from his European vacation, has just completed a series of TV commercials for D-X Sunray Gasoline . . . Dan Dailey's opening night at the Westchester Dinner Theatre this week was a sell-out. The song-and-dance man will star in "Guys and Dolls" for four weeks . . . Hardly any wonder why Gig Young, whiskered for his "Alfred Hitchcock Show" starrer, and his wife fail to recognize each other. Elizabeth Montgomery's hair was dyed jet-black for a guest stint on NBC-TV's new "Saints & Sinners" series . . . Airline Hostess School dean Grace Downs just had a medical checkup. Two hours of "Dr. Kildare" and three hours of "Ben Casey."

★ ★ ★ ★

• • • Three Bob Banner-produced shows placed among the top 15 in the latest Nielsen ratings. "Julie and Carol at Carnegie Hall" was No. 1; "Garry Moore Show" was fifth, and "Candid Camera" was 13th . . . Milt Wohl preparing a new package titled "What On Earth," a five-minute crazy news filler . . . Johnny Gilber will be hosting and emceeing NBC-TV's "Yours for a Song" for vacationing Burt Parks for one week beginning July 23 . . . Keep an eye on this lad, he's loaded with talent . . . Epic Records has completed the recording of the original cast LP for the off-Broadway Production of "Anything Goes." The album, starring Eileen Rodgers, was recorded in New York and will be released as soon as possible . . . Les Midgley, producer of CBS-TV's "Eyewitness" series, on a month's vacation at Lake George. He returns Aug. 1 . . . Lillian Roth visits with Sandy Lesberg today on his WFBS show and draws comparisons between impresarios Earl Carroll of the old school and David Merrick of the contemporary scene.

★ ★ ★ ★

• • • Meet: Don Morrow, host of ABC-TV's "Camouflage," who began his career while at Syracuse U. with a show on WHEN-TV, the city's first channel. After completing his studies he became an emcee and news commentator at WFAA-TV, Dallas, where he met Dizzy Dean who invited Don to come to New York with him. Morrow then landed a job with the Liberty Broadcasting System and met Allan Pottasch who was in the process of selling a show titled "Personality Puzzle" to ABC-TV, and included him in the package. A short time later ABC-TV tapped Don to appear with Bud Collyer on "Quick as a Flash." In late 1960 he was chosen from 50 personalities to host "Camouflage." The same year he released "Have Jazz—Will Travel," a motion picture short he created and produced. Don also owns the Wheel & Compass Club in Westhampton, L. I.



MORROW

★ ★ ★ ★

• • • My Stetson's off to Joe Dembo, WCBS Radio news director. His newly inaugurated local news coverage already has caused cars to prick up sharply along Madison Ave. We've always maintained that news events occurring within the listening area are of greater importance to the average listener than the cosmic affairs of this trammelled world. Now, Dembo's format manages to ride both news horses — thoroughly and with maximum interest. His blueprint for WCBS: hourly 15-minute newscasts, with an even split on global and regional doings. There's a big plus on this with Ken Banghart's "Up to the Minute" at 6:15 PM. Joe is proving there's plenty of journalistic moxie left in the electronic sound medium.

★ ★ ★ ★

• • • Kai Winding and his trombone septet have been booked for the Virginia Beach Jazz Festival Friday night . . . Saverio Saridis, the singing ex-cop, opens July 20 at the Bolero Club, Wildwood, N. J. . . Lambert, Hendricks and Bavan, the singing jazz trio, have been booked into New York's Basin Street East this week-end . . . Cannonball Adderley and his quintet will be featured at the Kansas City Mardi Gras Festival for a week beginning Friday . . . Noted for establishing record runs at the hotels that have featured his music, Vincent Lopez celebrates his 21st anniversary at the Hotel Taft Grill.

### 'Cab 54, Where Are You?' 'Gee Boss, It's a Hot Item'

Miami—WAME has announced the signing of an agreement between the station and the Yellow Cab system of Miami whereby the 300 two-way-radio-equipped cab fleet will act as news reporters for the WAME news department.

### Foreign Talent Eyed With Ford Gift Lure

Two recent grants totalling \$5.5-million by the Ford Foundation to the National Education TV and Radio Center will be used to strengthen existing programming, utilize foreign talent and set up a nationally televised college course in economics.

A \$4.7-million grant will be used to bolster the present efforts as well as permit expansion into other as yet untapped areas. One project under consideration in this category is an educational radio network. Another project would set up a fund so the talents of overseas producers could be engaged in productions for both American and European consumption. In the line of increasing its international TV ventures, NET anticipates a series of co-produced efforts with various nations.

A separate grant of \$833,000 was earmarked for the nationwide economics course.

### WFIL Tracks Youths In TV Talent Hunt

Philadelphia—A new talent development project offering opportunities for performers and writers in TV and the other performing arts will be initiated this Summer by the WFIL stations.

Roger W. Clipp, VP of the Triangle stations, defined the project as one that would search out talented artists and provide them with training and practical experience for the stage, concert hall and TV.

### 'Music of Masters' Plans Tribute to Gershwin Spec

A special program commemorating the 25th anniversary of George Gershwin's death will be featured on WRFM's "Music of the Masters" today. The show will be devoted to some of the larger works of the late composer.

### Experienced Television Booker

wanted for excellent job. Must relocate in Los Angeles.

Box No. 187, RADIO-TV DAILY  
1501 Broadway, New York 36, N. Y.



## Public Affairs Series In WPIX Fall Lineup

"Insight," a new weekly half-hour dramatic public affairs series, has been acquired by WPIX from the Paulist Fathers of Los Angeles for Fall presentation. Produced by Joe Connelly, co-producer of "Leave It to Beaver," and Dan Driscoll, and written by Jim Moser, writer-creator of "Ben Casey" and "Medic," it features Father Ellwood Kieser, C.S.P., as host.

### Nietzsche Studied

Among the programs to be presented are: "God and the Atheists," which treats the effects of atheism in the modern world. The mind of Hitler's mentor, Frederick Nietzsche, is explored and the effects of his ideas are shown, along with newsreel footage of the Third Reich. Appearing in this program are Bob Newhart, Kathryn Crosby, Morris West and Eduardo Ciannelli. Other telecasts, also featuring Hollywood personalities, cover "Beelzebub and the Bolsheviks," "Face of Tyranny," "Christ, Caesar and Conscience," "Ecce Homo" and "Fabric of Freedom."

## 2-Part Series to Survey Trends in Church Design

CBS-TV's "Lamp Unto My Feet" will present a two-part series on the 20th century's impact on the architecture of American churches the next two Sundays. Cranston Jones, author of "Architecture Today and Tomorrow" and senior editor of Time magazine, will host the first show, "New Churches for Today."

## ROONEY WAR BOOK BEING PUBLISHED

Little, Brown and Co. Launch Comedy Writer's Fifth Tome

Andrew A. Rooney, writer of "The Garry Moore Show" on CBS radio, is the author of "Fortunes of War," a chronicle of four great battles of World War II, to be published in September by Little, Brown and Co.

In addition to writing for Moore, Rooney has written comedy material for Arthur Godfrey, Victor Borge, Herb Shriner and Dave Garroway. Also, he has written the narration for several of the "Twentieth Century" documentaries on CBS-TV.

## 4 More Advertisers Buy 'The Story of ...'

Four more local advertisers have contracted for David L. Wolper's "The Story of —," Ziv-UA's Fall syndication series. Latest sponsors include: Amarillo National Bank, on KVII, Amarillo, Tex.; Gustafson's Dairy, on WFGA-TV, Jacksonville, Fla.; Schmidt's Beer, on WGAL-TV, Lancaster, Pa., and Nabob Coffee, set by Ziv-UA subsidiary, ZIT of Canada, Ltd., for CHAN-TV, Vancouver, B. C., via James Lovick agency.

New station sales include KCOP, Los Angeles; WBRZ, Baton Rouge, La.; WLUK-TV, Green Bay, Wis.; KOAA, Pueblo-Colorado Springs, Colo., and WLUC-TV, Marquette, Mich.

The dramatized documentary will be aired first in September.

## Lever, Toni Reopen Door for Loretta

Loretta Young will return to TV Sept. 24 as the star of a new series on CBS-TV, "The New Loretta Young Show," sponsored by Lever Bros. via J. Walter Thompson, and the Toni Co. via North Advertising. The new skein will mark the first continuing TV role for Miss Young, whose previous anthology series, "The Loretta Young Show," ran for eight consecutive years.

### Next, a Magazine Writer

In the new series she will portray a magazine writer and the widowed mother of seven children, with James Philbrook also starring. Featured as the seven children will be Portland Mason, Beverly Washburn, Sandy Descher, Carol Sydes, Tracy Stratford and two twins Dirn and Dack Rambo.

Producer of the series will be John London, who has served as Miss Young's producer for the past five years. Ruth Roberts is associated producer and story editor. Filming will be done at Samuel Goldwyn Studios in Hollywood.

## Latins, Canadians Invited For Swap of Knowledge

Special to RADIO-TV DAILY

**Mexico City**—The International Association of Radio and TV Producers and Directors, headquartered here, has sent out an invitation to Latin American and Canadian producers and directors for a September meeting to discuss "an interchange of technical and artistic knowledge."

# EVERYBODY'S A CELEBRITY ON WSB RADIO



Anybody can have an interview on WSB Radio. Not just big folks, but little folks, too. This is what makes WSB's interviews so interesting and enjoyable. Each is tailored for a particular time slot. When it comes on the air, it's fresh, crisp and to the point. Entertaining interviews are blended with other WSB Radio programming ingredients to deliver Atlanta and much of Georgia.

## Equal Time Threat to Freedom: Stanton

(Continued from Page 1)

below President and vice president "because, as a practical matter, it would be extremely difficult for the FCC to determine during a campaign whether a licensee was complying with the general fairness doctrine.

"Only after an election could the FCC make such a determination," he said, "and by that time there would be no satisfactory remedy for a losing candidate who might possibly have been treated unfairly."

Stanton said there could be no justification for favoring or opposing revision of Sec. 315 "because it would suit the convenience of any broadcaster, or enhance the prospects of any candidate.

"We can rightfully consider it," he said, "only to the extent that it aids the citizens of this country in carrying out their most important civic duty—the selection of

men and women to hold public office."

He said he favored the bill lifting equal time regulations for all candidates because it is "impossible in a democratic society to make categorical comparisons among the many important offices that shape our destiny as a people.

"It is puzzling," he said, "to hold that it is all right for such freedom to obtain with regard to the election of some public servants but not with regard to the election of others."

The broadcasters' views were given at the first day of hearings on bills ranging from a mere temporary suspension for presidential and vice presidential candidates in 1964, to complete elimination, as supported by Stanton and embodied in a bill introduced for Sen. Vance Hartke (D., Ind.) by subcommittee chairman John Pastore (D., R. I.)

Walter N. Thayer, president of Whitney Communications Corp., owner of Corinthian Broadcasting, said the enactment of any of the variety of proposals would be a step forward. "The greater the freedom, the greater will be the benefits," he asserted.

Sen. Kenneth Keating (R., N.Y.) said the 1960 temporary suspension was "certainly desirable," but declared that "when we go beyond" presidential and vice presidential candidates "we have to proceed with the utmost caution.

Senators Jacob Javits (R., N.Y.) and Joseph Clark (D., Pa.) both testified in favor of their resolution to suspend Sec. 315 for the '62 congressional campaigns only.

Sen. Norris Cotton (R., N.H.) then contended that the "fairness" doctrine would mean that stations would have to make judgments, subject to FCC review.



Affiliated with The Atlanta Journal and Constitution.  
NBC affiliate. Associated with WSOC-TV, Charlotte;  
WHIO/WHIO-TV, Dayton.



## CBS-TV Sales Ups Tillmanns, Maxwell

CBS-TV has promoted Carl Tillmanns to the newly-created post of Eastern sales VP, while upping Sam K. Maxwell, Jr., from general sales manager to the new post of sales department coordinator. Both will report to network sales VP Thomas H. Dawson.

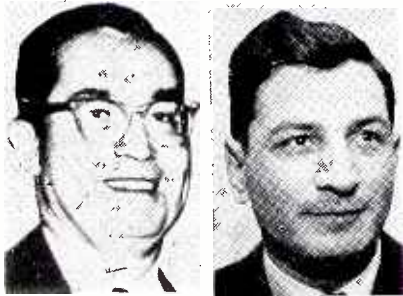
Tillmanns joined CBS-TV network sales in December, 1959, as an account exec, after working for NBC-TV network sales for five years. Before that he was with Paul H. Raymer Co.; C. E. Hooper, Inc., and Foote, Cone & Belding.

Maxwell, whose new title more clearly defines the function of coordinating information and administrative detail for network sales had been general sales manager since December, 1959. He joined CBS in 1946 at WBBM.

## Minow Addresses Texans On Pay-TV, Censorship

(Continued from Page 1)

test, Minow said: "If people are willing to risk funds and talent and sources into this experiment, and some people and broadcasters are, then it seems to me we should make the opportunity available



MINOW

SHAPIRO

and let the market place and public decide. I have no prediction to make on it, except that we are glad, at least, that the public will have a chance to make a choice."

Turning to government control and censorship in the broadcasting industry, he said, "...We (the government) cannot censor programs and should not ever. Contrary to trying to stifle free expression, we are trying to promote and encourage it.

"What we are encouraging broadcasters to do, is to take positions on controversial issues, editorialize and stir up their communities on what the broadcasters think is important," Minow added.

The interview was taped by Shapiro while he was attending an NAB board of governors meeting in Washington. In addition to pay TV and government censorship, Minow also spoke on a variety of subjects, including international TV, radio's over-population problems and FCC problems.

## HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Meet: Tom Hatten, bachelor father and unpaid baby-sitter to more than 700,000 moppets in Southern California via his six-times-a-week "Adventures of Popeye" show on KTLA. Accomplished as an artist and possessing a wide knowledge of child psychology, Hatten's hold on the youngsters has won him four local Emmy nominations. He spends considerable time lecturing before various groups and still finds time to act in Hollywood Little Theatre productions and revues. P.S. In answer to an often-asked question—yes, he does like spinach!

☆ ☆ ☆ ☆

• • • X. Cosse of Actors Management Bureau and PR man Chet Switell are putting on a whirlwind campaign to launch dancer-mimic Bobbie Lee Turner, a 21-year-old who left San Angelo, Tex., less than a month ago. He has already been set on a number of TV shows and will appear in Boris Petroff's hillbilly comedy, "Shotgun Wedding," at M-G-M.

☆ ☆ ☆ ☆

• • • Jerry Thorpe, Desilu programming VP, has announced the signing of Alan Armer to develop new properties for TV production. Armer was executive producer of last season's "The Untouchables" for Desilu.

☆ ☆ ☆ ☆

• • • Gerry Johnson and Red Rowe, co-stars of KNXT's "Panorama Pacific," leave Saturday for a 16-day tour of England, sponsored by Lord Rootes, director of British-American Trade Relations. They will film their entire tour, and will be looking particularly for off-beat scenes. Gerry and Red hope to wind up with enough footage after editing to having at least seven shows for their morning program.

☆ ☆ ☆ ☆

• • • KTTV is starting a new program Sunday and is bringing back an old one July 22. The new one is "All About You," hosted by Joe Karbo, which centers around the type of personality quizzes in pocket magazines and Sunday supplements. The revival is Harry Koplan's "You're Never Too Old," which was on local TV for five years. With his wife, Rosemary La Planche, Koplan provides a showcase for talented performers over 50.

☆ ☆ ☆ ☆

• • • In writing deals set this week, Arthur Phillips was signed by Red Skelton for his hour series; Freeman and Marshall were set for the new Joey Bishop series, and Milt Josefsberg was inked to write special material for Donald O'Connor's concert tour . . . Jerry Holmes will warble on the "Steve Allen Show" next week.

☆ ☆ ☆ ☆

• • • Mike Newman has joined Four Star in contract administration and business affairs . . . Robert Aller is the 14th producer-director signed by Wolper Productions. Aller will be assigned to work on various episodes of "The Story Of" by series producer Mel Stuart . . . Dodger catcher John Roseboro has been signed by 50,000-watt Negro-programmed KDAY to do a daily 10-minute sports show. KDAY has also inked Schlitz to a 39-week spot contract plus sponsorship of the Miss Bronze California Pageant July 29.

☆ ☆ ☆ ☆

• • • Irene Ryan will plug CBS-TV's new "Hillbillies" via weekend trips, starting with a flight in August to Cincinnati and St. Louis. She stars in the series with Buddy Ebsen . . . Hollywood TV production is swinging into high gear, with two more series starting production this week. "Mr. Smith Goes to Washington" got going at Screen Gems Monday, while the initial "Dobie Gillis" episode, "The Ugliest American," got under way at 20th. Chief writer Joe Kane has been upped to associate producer of "Gillis," while retaining responsibility for script creation and supervision.

## Robert Petrie Takes Over Milwaukee Programming

Milwaukee — Robert E. Petrie has been promoted to program manager of WTMJ-TV. He joined the Milwaukee Journal station in 1952 as a producer-director, and later was named supervisor, then operations director.

Prior to joining WTMJ-TV Petrie was program director and chief announcer of WHBY, Appleton, Wis.

## KIMA-TV Quits CBS For NBC Web Affil

KIMA-TV, Yakima, Wash., will become an NBC-TV primary affiliate on Jan. 1. The primary affiliation will also extend to Cascade Broadcasting's—the station's operators—associated stations, KEPR-TV, Pasco, Wash., and KLEW-TV, Lewiston, Idaho. KIMA-TV and its owned stations have been primary affiliates of the CBS-TV network.

## Touring Carol Burnett Nets Record Grosses

Carol Burnett's touring troupe registered a record gross of \$116,748.20 last week at Pittsburgh's new Civic Light Opera Auditorium, topping previous totals by over \$30,000. Produced by Bob Banner Associates and using the bulk of CBS-TV's Garry Moore production staff, "The Carol Burnett Show" features the comedy team of Allen and Rossi and a line of 16 male singers and dancers.

This week Carol is playing Kansas City's Starlight Theatre, where impresario Dick Berger reported a complete sell-out (some \$103,000) before her arrival. This breaks the record of \$101,000 set last year by Miss Burnett. Current projections call for a gross of over \$525,000 for the six-week tour.

Lanham Deal of Dallas, where she'll open July 16 for two weeks at the State Fair Music Hall, reports the biggest advance sale in the organization's 21-year history. Both Detroit, where she'll play the Shubert for a week starting July 30, and Indianapolis, where Carol will open for a week beginning Aug. 6, also predict complete sell-outs with record grosses.

## Pintoff Productions Ends 4th Year on High Note

Pintoff Productions has just completed its fourth year of operation as a producer of TV commercials and animated short subjects for theatrical release, during which time it garnered 13 major festival awards while doing work for over 50 national ad agencies.

President Ernest Pintoff is currently serving as the American juror at the International Animation Festival at Annecy, France, for which he was selected by festival officials. His firm's newest animated short, "The Old Man," which Pintoff wrote and directed and features the voice of comedian Dayton Allen, is having its world premiere at the festival.

## KMTV Adds Quilleash

Omaha — Albert E. "Red" Quilleash has joined KMTV as a producer-director. He was formerly with KTIV, Sioux City, as production manager and a director.

## STORK NEWS

A boy, Leslie, Jr., was born to Mr. & Mrs. Leslie Stevens. Father is Daystar Productions executive producer. Mother is actress Kate Manx.

It's a girl for NBC-TV star Shari Lewis and her husband, publisher Jeremy Tarcher. The Tarchers have named her Mallory.

## TEEN SCRIPTERS ON VIDEO STAFF

2 Win WABC-TV Contest, Will Develop Stories for Air

High school students Laura Weiss and Larry Smevik have been named winners of the second annual WABC-TV "Youth TV Writer" script competition, and will both be associated with the station for the Summer months to develop their winning entries into a TV program for young people.

Judged best of 150 entries, they will join WABC-TV for eight weeks and work on the development of their script outlines, with one of the two final scripts being selected for possible presentation on the station later in the year.

Each will receive a fee of \$200 over the Summer.

## Another ETV Station Is 'Alabama Bound'

**Birmingham** — A construction permit for a Mobile ETV station has been approved in Washington. The FCC okayed the project which would boost the number of ETV outlets in the state to five. Alabama ETV Commission manager Raymond D. Hurlbert predicted the new station would be on the air by early 1963.

Mobile's commercial station WALA-TV has made a gift to the state's ETV Commission for the station's building, property and transmitter located near Spanish Fort, overlooking Mobile Bay and several civic groups and the Mobile Board of Education have expressed interest in the venture. During the last session of the legislature, \$32,000 was voted for the initial installation expenses.

### No Micro-Wave Link

However Hurlbert said that there have been no funds available for connecting the Mobile station by micro-wave with the rest of the state's ETV network. \$100,000 is the estimated cost for micro-wave units which would inter-connect the Mobile outlet.

## Johnny Ginger Special Seeks an Adult Image

**Detroit**—"The Johnny Ginger Special," 60 minutes of comedy and music WXYZ-TV Friday, will be the performer's effort to include a more adult audience among his followers. Guesting with Ginger will be Sammy Davis, Jr., The Gaylords and Buddy Greco. The show is sponsored by the Pepsi Cola Bottling Co. of Detroit through BBD&O.

## 'Close-Up' Renewed; 18 Docs on B&H Reels

ABC News' "Bell & Howell Close-Up" series has been renewed for a third TV season and in 1962-63 will present 18 documentaries, four one-hour programs and 14 half-hours. The opening program of the season will be a study of education at the elementary and secondary levels in the Soviet Union.

In its first two seasons, "Bell & Howell Close Up" and its production people and sponsor won several TV awards for frank presentation of controversial issues. McCann-Erickson is the advertising agency for Bell & Howell.

## Parker Wheatley Sits On Mental Health Board

**St. Louis** — Parker Wheatley, KMOX-TV director of public affairs, has been elected to the board of directors, Mental Health Ass'n of St. Louis, and also will serve as chairman of that organization's public relations committee. The honorary appointment to the board was made at the annual meeting.

## Bartell Offer 'Inadequate'

(Continued from Page 1)

promptly to trial unless a larger settlement is negotiated.

The law firm of Liebman, Eulau and Robinson is drawing up papers to have the referee's report confirmed by the court.

The proceedings began when a group of stockholders sued to enjoin the merger of Macfadden Publications and Bartell Broadcasting, on grounds that the proxy statements contained alleged "misrepresentations and concealments."

In May, lawyers for the defendants—which included the Bartell brothers—and counsel for all the stockholders except James B. Williams stipulated a settlement. It provided for the Bartell brothers to return 175,000 shares of the merged corporation to the treasury.

### Sets Value at \$350,000

When Peck conducted hearings on the settlement, Williams objected to it as inadequate. Justice Peck agreed, pointing out that the 175,000 shares at present market prices are worth \$350,000 and that the Bartells would get 64 per cent of that amount. He said the benefits which would accrue to the Macfadden stockholders—less than \$150,000, was not significant compared to their stake in the case.

## Smith Ad Club VP

**Seattle** — David W. Smith has been elected first VP of the Seattle Junior Ad Club. Smith is sales promo manager for KTNT-TV.

## N.Y. Variety Tent Unfolds Plans for More Kiddie Aid



Taking part in the plans for New York Variety Club Tent 35's annual "Night at the Races" July 25 at Yonkers Raceway for the Bill Corum Fund to aid handicapped children, are: (l to r) George Sauer, general manager, New York Titans; Charles Smakwitz, chairman of the "Night," Charles A. Alicoate, N. Y. Variety's chief barker; Harold Zeltner, kickoff luncheon chairman, and Marty Glickman, TV sportscaster and Yonkers race caller.

New York Variety Tent #35 has forged ahead with plans to open a heart center for handicapped children in New York City

to augment one currently operated in Hempstead, L. I., and later will branch out to New Jersey, so that the entire metropolitan area will be covered. This was disclosed yesterday by chief barker Charles A. Alicoate at the tent's Summer membership luncheon meeting and rally at Toots Shor's.

Outlined for the some 250 attending the session was the program for the tent's annual "Night at the Races" July 25 at Yonkers Raceway, with proceeds to go to 35's Bill Corum Fund, which aids the Nassau Philanthropic League's Center for Orthopedically Handicapped Children.

Alicoate, publisher of RADIO-TELEVISION DAILY, also noted that New York Titans president Harry Wismer has again donated 1,000 tickets to Tent 35 for the football team's home opener, with the Bill Corum Fund to get all proceeds. The tent will honor the entire Titans team at a kick-off luncheon in September.

Nassau Philanthropic League

president Mrs. Bernard Feldman was presented with a \$3,000 check by Alicoate in behalf of the tent and Corum Fund to further the work undertaken at its Hempstead Center.

Urging industry support of the "Night at the Races" were Max Kase, N. Y. Journal-American sportswriter and co-chairman of the Bill Corum Fund, with the N. Y. World-Telegram & Sun's Dan Daniel, and Marty Glickman, sportscaster and Yonkers Raceway announcer. "Night" chairman Charles Smakwitz, said 500 reservations have been made so far, with 900 still needed in order to meet the \$15,000 goal.

Membership chairman Harold Zeltner reported the roster has grown to over 500, making the New York Tent second in size only to the one in London.

Norman Wassser, who had to resign from the tent because he is leaving for the West Coast, was presented with a gift.

## Spec Examines Emotions Of 'Superfluous People'

An in-depth study, entitled "Superfluous People," will be presented on WCBS-TV July 26. The hour documentary will analyze emotional attitudes of those on welfare and in trouble who feel "left out of modern society." Besides interviews filmed in the New York streets and slum-area homes, a panel of guests in religious, welfare and educational services will be on hand to present their views.

Aired as a public affairs presentation, the show was written, produced and directed by Warren Wallace, with Ned Cramer as exec producer. Bill Leonard narrates.

## Wilson Takes New Post With TV Academy, N.Y.

Kenneth R. Wilson has been named to the new post of administrative assistant for the New York Chapter of the Academy of TV Arts and Sciences. He has been a telethon staff producer with United Cerebral Palsy Associations, and has worked in various TV capacities with NBC, ABC and J. Walter Thompson.

Wilson will assist Kenneth Leedom, exec director, in coordinating academy activities, and has assumed the duties of Norman S. Marcus, former manager of press and PR, who recently joined the Metropolitan ETV station.

## QXR Network Names Holmes Sales Chief

Roy H. Holmes has been appointed national sales manager for the QXR Network, 36-station coast-to-coast web of FM outlets which maintains offices in New York, Chicago, Los Angeles and San Francisco. His appointment follows acquisition of the network this April by the Novo Industrial Corp. and recently announced plans to expand the number of affiliates to more major markets coast-to-coast.

Holmes will also serve as national sales manager for FM Spot Sales, which was organized to represent FM stations offering quality programming. Prior to his association with QXR Network, he served as general manager of Quality Music Stations. His broadcasting experience covers eight years at WINS as sales manager, and 15 years with NBC in station relations.

## See R-TV Revenue Up

(Continued from Page 1)

revenue, while TV stations expect revenues to climb by 6.7 per cent.

Elaborating on the 1961 profit figures, Hulbert said the typical radio station experienced a 3.6 per cent decline in revenue during the year, while expenses were down only 7/10ths of 1 per cent. He said smaller stations located in the largest cities were the only stations that did not report decreased profit margins for the year.

Hulbert added that the typical TV station showed a 4.1 per cent increase in revenue last year, but a 7.5 per cent increase in expenses. While TV stations in the largest cities showed an increase in profits, stations in all other markets showed a decline.

## Cleveland Outlet Tapped For Schaefer 'Gold Mike'

Cleveland — The Schaefer "Gold Mike" Award has been presented to WERE for outstanding radio news reporting. Ray Tannehill, station news director, accepted the award from the Schaefer Brewing Co. as the first outlet here to be so honored, and marking the company's first anniversary in the Cleveland market.

## McCarthy and Proxmire Clash Over Tax Cuts

The current controversy over tax cuts, whether to have them now or later, will be argued by Sen. Eugene McCarthy (D-Minn.) and Sen. William Proxmire (D-Wis.) on WABC's "Issues and Answers" Sunday. HEW sec'y Abraham Ribicoff, originally scheduled for that date, is unable to appear.

## AGENCY NEWSCAST

By RALPH TYLER

"This is Madison Avenue," WBFM, New York, report on advertising, will be extended to 10 minutes beginning with tomorrow's broadcast. Hostess-commentator Lorrie Beecher will discuss some underlying advertising concepts on the initial 10-minute program with Lawrence C. Gumbinner Advertising account exec.

Other up-coming interviews with Ad Row execs will be: Harry Carlson of General Public Relations, a B&B affiliate, who reviews merchandising activities used to promote the Seattle World's Fair, Friday; Pauline Bowie, promo-PR account exec for Grey Advertising, discusses a marketing-merchandising play for a coffee account, Monday; Robert Mullen, president of his own advertising-PR firm, will describe advertising's role internationally, July 17. WBFM's program director Norm Bobrow said "This is Madison Avenue" is designed to allow agencies to tell the story behind their campaigns and allied activities in order that laymen learn something of the men and women who create America's images."

New Horizons Productions has appointed Alex Evelove Co., Los Angeles, to handle PR for its new color TV golf-travel series, "Buddy Rogers' Adventurous Hobby." First three segs are now in production in Japan, Hong Kong, Formosa and the Philippines... Wade Advertising, Chicago, has been appointed by Herrud & Co. of Grand Rapids as agency effective Nov. 25. Billing for Herrud, meat products producer, is estimated at \$200,000... It's moving day Friday for Smith/Greenland Co., who is doubling its space by changing its Manhattan address. The move also will merge agency activities with Smith/Greenland's accounting department, formerly housed in separate offices.

Mort Silverman, managing director of KMRC, Morgan City, La., has opened his own agency under the name The Sterling Co., with offices in New Orleans. In addition to normal agency functions, Silverman also proposes to service a limited number of radio and TV stations on a counseling basis. He was formerly VP and general manager of Southland Broadcasting Co., operating WMRY, New Orleans, and KCIJ, Shreveport; general manager of WJMR, New Orleans, and VP and general manager of WJBO, Baton Rouge.

An award to the widow and daughter of the late Col. C. Robert Baines, chairman of the Board of Advertising Distributors of Amer-

## 7 More Regionals In TV Guide Future

Radnor, Pa.—TV Guide magazine plans seven new regional editions in the U. S. and Canada, making a total of 70. Publisher James T. Quirk said six of the new editions will be split from current editions to provide improved coverage. The seventh—the Montana-Alberta editions—will serve an area not previously covered by the magazine.

Quirk said the magazine plans an office for the Montana-Alberta edition in Calgary, Alberta, and a staff will be appointed shortly. There are 300,000 TV homes in the edition area. The new editions will begin with the Sept. 15 issue.

## Lowenthal Gets Top Post In Thames Outlet Sales

New London, Conn.—Gerald F. Morey, prexy of Thames Broadcasting Corp., has announced the appointment of Irving Lowenthal as WNLC sales manager. Lowenthal has been with the station for over two years in different sales posts.

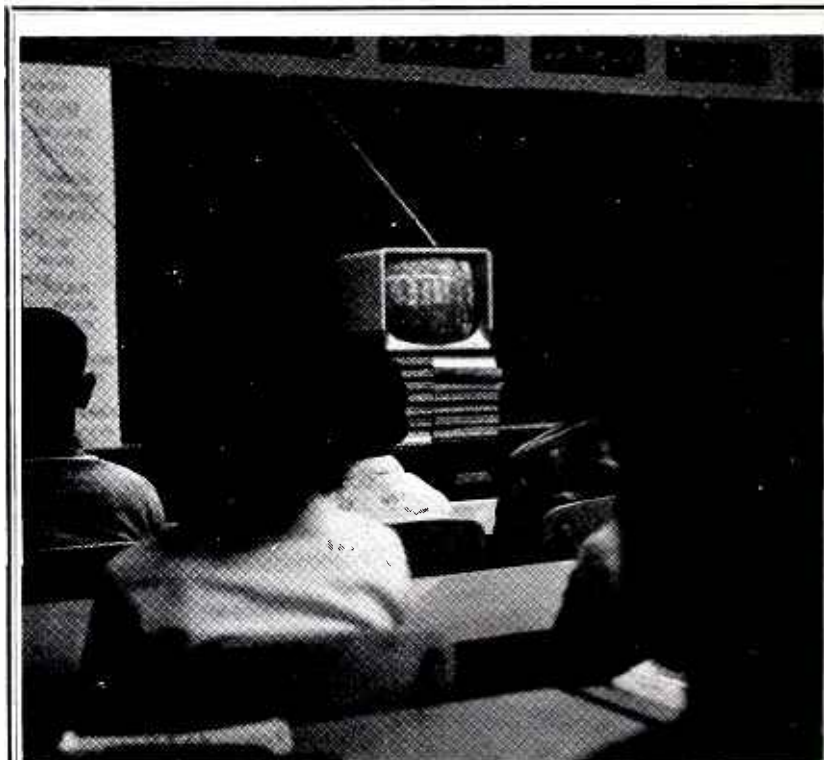
WNLC has started construction of a new studio building at the site of its transmitter in Waterford. Morey said an additional newsroom will be included in the new studio at the transmitter site.

## Thought for Today

*"For Modern man, living in a time when issues are unclear, facts conflicting, good intertwined with bad, and moral evaluations impossible to apply, the assured inner-direction of the Western hero and the simple clarity of the problems which he masterfully solves provide a respite from the baffling complexity of world events and the paralyzing conflict of moral choice. The man who finds the complexities and subtle distinctions in the daily news too elusive to grasp can drop his evening paper and, with the twist of a dial, enter a world where issues have distinct alternatives and ethical choice is transparently clear."*

—John W. Evans  
USIA Survey Research Divsn.

ica, New York, until his death March 5, has been made by Amvets in recognition of Baines service to physically handicapped veterans.



TV, THE TEACHER: This scene was repeated in hundreds of classrooms in Catholic schools in Connecticut and Massachusetts on May 23, 1962 when WTIC-TV televised the two and one-half hour Solemn Pontifical Mass and formal opening ceremonies from Hartford's magnificent new Cathedral of St. Joseph. On the eve of the formal opening, WTIC-TV also presented a 30-minute documentary, "A New Cathedral Must Rise," which told the story of the destruction of the old cathedral in a 1956 fire and the construction and consecration of the new. The documentary has already won a citation from the Catholic Broadcasters Association. (Advt.)

# RADIO TELEVISION DAILY

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TEN CENTS

## SEC. 315 REPEAL STRUGGLE SAGS

### TWO-WAY TV OCEAN-HOP VIA TELSTAR ON JULY 23

The date for the first live transatlantic TV broadcast via Telstar was set yesterday. It is July 23.

The three American networks and European TV organizations will exchange two 15-minute programs, relayed by the communications satellite launched Tuesday.

July 23 was selected because it is the first day that programs of equal length can be transmitted during successive orbits and shown on each continent during normal viewing hours.

The first program will be produced jointly by ABC, CBS and NBC. It will include live remote

(Continued on Page 6)

### News Operations, Sales VP Stripes for Lang

Robert E. Lang has been elected operations and sales VP for the ABC news department. Lang



LANG

joined ABC in December, '61, as associate to James C. Haggerty, VP in charge of news, special events and public affairs. Lang came to ABC News from CBS where he was VP for administration of the CBS News operation. He was also the first employe of Radio Free Europe. Previously he was advertising manager of General Foods' Cereals division.

### Russia Plans TV Sputnik, Benton Learns on Visit

The Soviet Union plans to launch TV relay Sputniks, former Sen. William Benton learned during his Russian visit. The Soviet program was described to him by Michael Khalarinov, chairman of the State Committee of Radio-TV, USSR Council of Ministers.

### STORER DESIRES L. A. FULLTIMER

George B., Jr. Projecting Linkletter Anti-Red Skein

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Storer Broadcasting still wants a fulltime station in this area, George B. Storer Jr. indicated here at a press conference on the company's 35th anniversary. The company is expected soon to make a new move toward acquiring an existing outlet here.



STORER, JR.

Storer also revealed that Storer Programs, in

(Continued on Page 7)

### FCC Weighs Revising Of Emergency Rules

West Coast Bureau of RADIO-TV DAILY

Washington—The FCC is considering changes in its broadcast rules, permitting point-to-point transmission, via all types of stations, for emergency use. Under the proposed revisions, less restriction would be placed on communications when the purpose is to

(Continued on Page 6)

### McGannon A Trustee Of N. Y. Law School

Donald H. McGannon, president of Westinghouse Broadcasting, has been appointed to the board of trustees of New York Law School. Formerly a practicing attorney, McGannon is a graduate of Fordham Law School and a member of its exec committee.

### MGM-TV Developing Shirer's '3rd Reich' For '63-'64 Season

MGM VP and studio administrator Robert M. Weitman last night cleared the air of murky rumors concerning production of a video series based on William L. Shirer's "Rise and Fall of the Third Reich" with a clearcut statement that included the following:

"Our TV division is now in the process of developing the property into series form ... and of securing the cooperation of interested private and Government parties ... we shall offer it to the TV networks, advertisers and agencies

(Continued on Page 7)

### New Hampshire AMs In Granite State Web

Bill Creed Associates, New England station rep firm has announced formation of the Granite State Network of New Hampshire, comprised of WFEA, Manchester; WWNH, Rochester; WLNH, Laconia; WBNC, Conway, and WM-OU, Berlin. Firm is exclusive sales rep for the network.

### Iberia, La. Station Sold

New Iberia, La. — The FCC's Broadcast Bureau has approved the sale of KVIM here by Queen City Broadcasting to Wagenwest, Inc. for \$95,000.

### Senators Swinging To Part Suspension In Hearing 2d Day

Washington Bureau of RADIO-TV DAILY

Washington — Support for full repeal of political equal time seemed to be weakening yesterday among members of the Senate Commerce Subcommittee who are hearing proposals to curb or eliminate the broadcast regulation.

During the second day of hearings, even chairman John Pastore (D., R.I.) who has favored full repeal, tended to become more cautious. There appeared to be a definite swing toward temporary suspension only. Little agreement was apparent on how far down the line of political offices even a temporary suspension should go.

Broadcast leaders yesterday

(Continued on Page 6)

### Bucher Leaves ABC Net For Veep Post with ITC

H. I. Bucher has resigned as ABC general attorney to return to the field of film syndication with Independent TV Corp., which has elected him VP for legal and business affairs. Prior to his ABC service Bucher held the post of secretary and general attorney of National Telefilm Associates.



BUCHER

## All-Channels Really Far Off

Washington Bureau of RADIO-TV DAILY

Washington — Any doubts that it will be a long time before the all-channel set regulations, signed into law by the President, will take effect were dispelled yesterday. The FCC outlined the lengthy preliminary procedures. They are studded with questions to be answered in the usual time-consuming rule-making procedures.

The FCC has emphasized its own promptness in pointing out that it has already held and is continuing to hold conferences with

the setmakers. But ahead are such problems as the adoption of technical requirements to make sure the all-channel sets are able to receive the 70 UHF channels properly, and how long a conversion time the manufacturers should be allowed before VHF-only sets can no longer be sold in interstate commerce.



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ficio Espana, Grupo 4, Planta 14.

## CBS Veep to Track New Business Areas

Michael Burke's appointment as VP of Development was announced yesterday by Frank Stanton, CBS president.

Burke presently is managing director of CBS companies in Europe. He will be returning from London to take over his new responsibilities on Oct. 1.

Dr. Stanton said that he and board chairman Paley, had been considering for some time adding an experienced executive to the Corporate staff "for the purpose of full-time exploration and study of diversification opportunities for CBS."

## Ken Flower Takes Post As ABC-TV Account Exec

Ken Flower has joined ABC-TV national station sales as a New York account exec. He was formerly U. S. sales manager of the Canadian CTV network, and prior to that with CBS film sales, San Francisco.

### Experienced Television Booker

wanted for excellent job. Must relocate in Los Angeles.

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1501 Broadway, New York 36, N. Y.

## COMING AND GOING

NORMAN BAER, Mutual Broadcasting System news director, has left for the Coast on business.

WALTER CRONKITE, CBS News Correspondent, will return from his European vacation trip on July 19.

PAT FONTAINE, KMOX-TV weather gal, in N. Y. to appear on NBC-TV's "Today" show for two weeks as the "Today Girl."

THOMAS C. McCRAY, NBC VP and KRCA general manager, back in L. A. following a business trip to San Francisco.

JOHN F. BOX, JR., the Balaban Stations' managing director, has returned to St. Louis after attending NAB meetings in Washington.

HARRY M. ENGEL, of Intercontinental Services, recently returned from Africa, has left for London.

## BAR HANDS GAVEL TO CBS FOR 'DEFENDERS' EPISODE

CBS-TV will receive one of the American Bar Association's 1962 Gavel Awards for "contributing to public understanding of the American system of law and justice" in an episode of "The Defenders."

The net was cited for dramatizing an unpopular defendant's right to counsel and the lawyer's duty to him, in "The Iron Man," broadcast last Mar. 10. The hour drama, written by Algert Sanders

Robert Markell has been named producer of "The Defenders," with producer Herbert Brodtkin moving up to executive producer of both "The Defenders" and a new series, "The Nurses," that debuts Sept. 27.

and directed by Buzz Kulik, starred Ben Piazza as a brilliant but ideologically confused college student who espouses an extremist political philosophy.

Series stars E. G. Marshall and Robert Reed, as attorneys, defend him in court even though they disagree strongly with his "storm trooper" tactics.

The award ceremony will be held at the 85th annual meeting of the association in San Francisco Aug. 9. "The Defenders" was created by writer Reginald Rose.

## Senensky Signs Pact To Direct 'Kildare' Seg

Ralph Senensky, who left his position as an assistant to the producer on the "Dr. Kildare" series this Spring to concentrate on a directing career, returns to MGM-TV where he's been signed to direct "The Mask Makers" episode of the "Dr. Kildare" series.

## Narragansett Beer Sians Jocko Maxwell in 4th Yr.

Newark — For the fourth consecutive year, the Narragansett Brewing Co. has signed veteran sportscaster Jocko Maxwell for a nightly 10-minute sports show on WNJR. The 13-week deal, beginning this week, was set by the Ellington Co., advertising firm for the brewery.

## Wanted: Four Panelists, Moderator for 'Flashback'

Toronto—CBC - TV is auditioning for four panelists and a moderator for "Flashback," new panel program debuting this Fall. Bob Jarvis, producer of "Front Page Challenge," has been assigned to the new show, designed to find out what happened to once-famous persons, fads and fancies prominent in the news.

## Listeners' Problems Find Solution on Air

Washington Bureau of RADIO-TV DAILY  
Washington — WTOP launches a new pubserv series, "Where to Turn," designed to help people with problems, July 19. The daily program will feature actual questions from men and women seeking help and offer advice on where to get the answer to their particular need.

The first broadcast will take the form of a panel discussion on the purposes of the program, with Ralph Smith, exec director of the United Givers Fund; John G. Theban, exec director of Family and Child Services of Washington, and Isadore Seeman, exec director of the Health and Welfare Council.

WTOP newsman Dave Rush will moderate the initial program. Executive producer is Patti Seairight.

## Storer Declares Dividend Of 45 Cents on Common

Miami—Storer Broadcasting Co. has declared a quarterly dividend of 45 cents per share on its common stock, payable Sept. 7 to holders of record Aug. 24. The company also declared a quarterly dividend of 12½ cents per share on its Class B common stock outstanding.

## FINANCIAL

(July 11)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	131/2	133/8	133/8	.....
AB-PT	27 3/4	26 1/2	27 3/4	+ 1/2
A. T. & T.	113 1/4	109 7/8	113 1/4	+ 3 1/2
AVCO	22 7/8	22	22 7/8	+ 7/8
CBS	35 1/4	34 7/8	35 1/8	+ 1/8
Columbia Pic.	16 3/4	16 1/8	16 3/4	+ 3/8
Crow-Coll.	23 5/8	22 3/4	23 5/8	+ 3/8
Decca	37 3/4	37 1/2	37 3/4	+ 1/4
Disney	29 3/4	28 1/8	29 3/4	+ 1 1/4
East. Kodak	94 3/4	91 1/2	94 3/4	+ 3/4
Gen. Prec.	34 1/8	33 3/8	34	+ 1/2
General Tel.	20 7/8	20 1/4	20 3/4	+ 1/4
Hazeltine Corp	18 3/4	18 1/4	18 3/4	- 1/8
Magnavox	33 7/8	32 7/8	33 3/4	+ 5/8
MCA	39	38 1/4	38 3/4	- 1/8
M-G-M	33 5/8	32 1/2	33 1/4	+ 1/2
Minn. M&M.	50 1/4	47 3/4	50	+ 5/8
Nat. General.	6 5/8	6 1/2	6 1/2	- 1/8
Paramount	41 1/2	40 3/8	41 1/2	+ 1
Plough	28 1/2	28 1/2	28 1/2	- 3/8
RCA	46 1/8	44 7/8	46 1/8	+ 1 7/8
Storer	30 1/4	30 1/8	30 1/8	- 1/8
Taft	15 3/4	15 3/8	15 3/4	+ 7/8
20th-Fox	23 3/8	22 1/4	23 1/4	+ 3/8
United Artists	27 1/2	26 3/4	27 1/2	+ 3/8
Warner Bros.	13	13	13	+ 1/8
Westinghouse	29 1/4	28 1/4	29	+ 1/2
Zenith Radio	53 1/2	51 5/8	53 1/4	+ 1

### AMERICAN STOCK EXCHANGE

Allied Artists.	3 1/2	3 1/2	3 1/2	- 1/8
Desilu	7 5/8	7 5/8	7 5/8	.....
Esquire, Inc.	8	8	8	- 1/2
Filmways	5 5/8	5 3/8	5 5/8	+ 1/8
Movielab	9 1/4	9 1/4	9 1/4	+ 2
MPO	7 3/4	7 1/2	7 1/2	- 1/4
NTA	1 1/4	1 1/4	1 1/4	.....
Reeves Sound.	4 3/4	4 1/8	4 1/8	- 1/4
Rollins	11 1/8	11 1/8	11 1/8	.....
Screen Gems.	14 5/8	14 1/4	14 5/8	- 1/4
Technicolor	13 1/4	11	13 1/4	+ 2 3/8
TelePrompTer	8 1/8	8 1/8	8 1/8	+ 1/8
Trans-Lux	11 5/8	11 1/4	11 1/4	- 1/2

### \* OVER THE COUNTER

	Bid	Asked
Jerrold	5 5/8	6 3/8
Meredith	25 1/2	8 1/4
Official Films	7/8	1 1/4
Seven Arts	8 3/8	9 1/8
Sterling	1 3/8	2
Transcontinent	8 1/2	9 1/2
Wometco	19	21

\* Courtesy of National Association of Security Dealers.

## Toiletory Firms Sponsor 'NFL Highlights' Series

"National Football League Highlights" will be seen on NBC-TV on Saturdays during the 1962 NFL season, Sept. 22 thru Dec. 22. Commentator will be Jim Leaming of WRCV, Philadelphia.

Sponsorship has been purchased by Mennen Co., via Grey Advertising, and Chesebrough-Pond's, via Norman, Craig & Kummel Inc. The series, to be packaged by Tel Ra Productions, will feature filmed highlights of all of previous Sunday's seven NFL games.

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# Why KEYT bought Seven Arts' "Films of the 50's" Volumes 1, 2 and 3

Says Les Norins:

"I talked to key time buyers in important agencies in New York. I laid out the plot to them of lifting network shows, and running Seven Arts' 'Films of the 50's' back-to-back as double features Friday nights and Saturday afternoons. All seven of the time buyers I talked to knew the strength of Seven Arts' product and the top ratings they get.

**time buyers across the country  
are presold on 'Films of the 50's'.**

"By buying these Warner Bros. Post-50's I can turn a profit quite handily. Time buyers know the potential of these films and, therefore, are presold on Seven Arts' 'Films of the 50's.' Few competitive features stand up this way."

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

Leslie H. Norins, General Manager  
KEYT, Santa Barbara



### Trio of Judges Examine JD Causes, Solutions

Cleveland—Three juvenile delinquency experts will examine its causes and possible solutions during WJW's "Important" program, July 15. WJW newsman Dean Griffin will moderate the discussion with judges Melvin Cronin of San Francisco, W. W. Woolfolk, of Atlanta and James Lincoln of Detroit. They are in Cleveland to attend the national conference of juvenile judges.

### Friday the 13th Debut For 'Black Cat' Specs

Houston—"The Black Cat Station," KTRK-TV, Channel 13, on Friday the 13th will launch the first of a series of major special programs to be presented on the 13th of each month in prime time pre-empted from network programming. They will delve into all areas of community interests, ranging thru drama, current events, art, history and music.

First hour special will be "Salute to Young Houston," highlighting talented local youths in all art media. Larry Kane will be host, with Howard Finch giving the introductions and Dean Johnson directing. Also featured will be a group of teenagers seen every week on the "Larry Kane Show," with dances choreographed by Jerry Roe.

### Outlet Carries Pigskin For College, Pro Casts

Baltimore—WTOP Radio will carry the full football game sked of the Baltimore Colts and the U. of Maryland, starting with the Colts opener Sept. 16 at Baltimore vs. the L. A. Rams, and the Maryland at home game Sept. 22 against SMU.

Chuck Thompson and John MacLean will do the color and play-by-play for Colts, and Bill McColligan and Dan Daniels will broadcast the Maryland games.

### FM Bid for Santa Clara

West Coast Bureau of RADIO-TV DAILY  
Santa Clara, Calif. — The FCC, with chairman Minow dissenting and commissioner Ford not participating, has granted the bid of Robert E. and Marcella Podesta for a new Class B FM station on 103.3 mc here.

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By TED GREEN

• • • Paul Taubman will direct the London Symphony Orchestra in Royal Albert Hall in November . . . Chet Gould is the new evening newscaster on ABC-TV . . . Producer-director Gil Cates' picture, "The Painting," to open next month at the Sutton Theatre . . . Packager Jerry Hammer is bringing Paul Winchell and Jerry Mahoney back to the air-waves, via a new quiz show, "Quick on the Draw." It's about time, this guy is a great talent . . . Pee Wee Gailen has joined KTLA's "Pickwick Dance Party" on the Coast as production coordinator . . . Arnold Broido, long-time publication and sales chief at Edward B. Marks Corp., leaving that firm for a similar post at Frank Music Corp. . . . Singer-actress Monique van Vooren, known as "Monique the Magnifique," "Koo-Koo the Bird Girl," "The Belgian Brain" and other endearing nicknames, will guest-star on the "Tonight Show" tomorrow. She will discuss her forthcoming stage assignment—as "Lola," the beWITCHing wench in "Damn Yankees," at the Westchester Dinner Theatre, opening Sept. 4.

☆ ☆ ☆ ☆  
• • • Goings on at Goodson-Todman: Harry James, Jr., guests on "Play Your Hunch" tomorrow. "Hunch," a relative youngster among Goodson-Todman shows, quietly celebrated its fourth anniversary June 30. And Merv Griffin, host of the popular stanza, celebrated an anniversary of his own—he just turned 37 . . . Mark Goodson and Bill Todman returned from London, where they've been negotiating a British version of "Password," and Paris . . . Jerry Lewis had been skedded for "Password"—the U.S. version—but had to pull out because of a conflict with "Tonight" . . . "Say When" is taping ahead so the cast can take a vacation next month. . . . Carlos P. Romulo, former Philippine Ambassador to the United States will be Hy Gardner's only guest on WOR-TV's "The Hy Gardner Show" Saturday, from midnight to 1:00 AM.



SARIDIS

☆ ☆ ☆ ☆  
• • • Meet: Savorio Saridis, who just seven months ago was pounding a beat in front of the famed Plaza Hotel. Born in Brooklyn, the first 20 years of his life were spent in the rear of his father's shoe repair store, little knowing that he would someday be spoken of as the heir of the great Enrico Caruso. It was during his time in the Army that his vocal abilities were first noticed. When he left the service he went to a good friend of the family, Carlo Menotti, one of New York's top voice teachers. Saridis continued his vocal training even after he had been accepted by the Police Department in June, 1957. After his daily tour of duty, Savorio was able to learn six operas and 50 arias. He finally dubbed his voice over a recording by Kostelantz and took it to Leonard Ashbach, prexy of Grundig Majestic, who was so impressed he gave it to the general manager of the Plaza Hotel. On Dec. 20, 1961, the New York City Police Department lost a good cop, and show business gained a great voice. Since that time, Savorio has been signed to an exclusive contract by Warner Bros. Pictures and Recording Co.

☆ ☆ ☆ ☆  
• • • Spurred by the reception of his first tome, "Classics of the Silent Screen," Joe (Memory Lane) Franklin is planning a sequel for Winter publication . . . Betsy King, daughter of WCBS program director Gene King, leaves for Senegal, Northwest Africa, as a member of "Operation Crossroads Africa." During her African stay she'll journey to Gambia and Ghana. "Operation Crossroads Africa" helps build schools and villages . . . Charles Akin, who's a ringer for Charles Boyer, is celebrating his third anniversary at his popular Charles V Restaurant on W. 53rd St. Akin has had bit roles in numerous motion pictures and TV episodes.

### Stay-at-Home Shoppers Dial for House Buys

Prospective home buyers will get a look at eight homes up for sale in the New York area each week on WOR-TV's "Builders Showcase," to premiere Sunday. Bill Yearout and Tony Chapp will take the shoppers on a tour through houses of varying size, price and location.

### Hour With Hitchcock Slated for Fall Bow

"The Alfred Hitchcock Hour," with the rotund master of suspense as host, makes its debut as an hour series Sept. 20 on CBS-TV. Hitchcock will continue to appear in his wry commentaries on the plays, as he has on his half-hour program.

Among the guest stars signed to appear in the new series are Carol Lynley, Gig Young, Martha Hyer, Dean Stockwell and John Forsythe. Writers will include Robert Bloch, who wrote the novel from which Hitchcock made the movie "Psycho," and Henry Slesar.

Joan Harrison and Norman Lloyd are the show's producers. A Shamley Production, the series will be filmed at Revue Studios in Hollywood.

### Norfolk Series Reviews Impact of 'Great Books'

Norfolk — Subjects ranging from "Religious Tolerance" to "Shakespeare" are being discussed on WTAR-TV in a new Sunday series, "Great Voices from Great Books." Hosting guests who are authorities in various fields, the program views some of the world's leading literary works.

The show is a presentation of the station's news and public affairs department, with Hans Conried as moderator.

### STORK NEWS

Dr. and Mrs. John Richardson are parents of a girl, Martine. Mother was formerly radio research manager of H-R Representatives, Inc.

Lee Phillip, star of WBBM-TV's "Lee Phillip Show" and "Friendship Show," gave birth to a boy, William James. Dad is William Bell, writer of "As the World Turns."

#### Executive Home—Sacrifice Sale

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# ABC AWARDS 10 GRANTS ON "DISCOVERY" IMPACT

ABC-TV has awarded 10 research grants of \$2,000 each for studies in connection with the new children's program, "Discovery '62," debuting Oct. 1. The money will go to candidates for postgraduate degrees and those engaged in graduate research work at major universities for evaluations on how the program will affect young viewers.

Receiving the grants will be: Robert W. Clyde, Iowa State; Martin Cobin and Michael Kalk, U. of Colorado; Raymond Forer, U. of Maine; James E. Lynch and Maurice E. Shelby, Jr., Ohio State; Lewis Irwin Raimist, Yeshiva U.; Dr. Bradley S. Greenberg, Stanford U.; Alice F. Lillie, Iowa State; Henry Allen Bullock, Texas Southern U.; Lee W. Pinard II, Notre Dame, and Frank Norwood, San Diego State.

### Several Groups Treated

The studies will include impact of the program on various age groups, the emotionally disturbed, educational and occupational levels of aspiration of Negro boys, parental influence, audience measurement, etc.

## ABC News 'Big Stick' Gets Condensed Rerun

A condensed version of "The Big Stick," ABC News' report on the Strategic Air Command, will be presented on the TV network Tuesday. The half-hour show will highlight an interview with SAC commander Gen. Thomas Power, who will discuss his command's missile operations.

The program was produced at SAC headquarters in Omaha and the SAC base at Westover, Mass.

## Youngest FMer Debuts With Youngest Governor

Burlington, Vt. — The nation's youngest FM station, WJOY-FM here, bowed on the air with an AM and FM simulcast applauded by Gov. F. Ray Keyser, Jr., the nation's youngest governor. Following the debut, some 250 business and civic leaders heard Robert Wattoff, FM Listener's Guide editor and publisher, hail the new outlet at a banquet in its honor. The station broadcasts on a daily 13-hour schedule.

## Real Life Lawmen Use Vid 'Cops & Robber' Aid

NBC-TV's "Project 20" program detailing the conflict between the forces of law and lawlessness, "Cops and Robbers," has aroused interest among law enforcement groups. To date, police departments in Los Angeles and Chicago have obtained prints of the filmed program for training purposes. "Cops and Robbers," starring Edward G. Robinson as storyteller, documented the war against crime in America for more than 300 years.

## FIRST LE WINE THEN, SACRE BLEU

John Rich Scans Contrasts In Replacing Paris Beat

An American in Paris, NBC News correspondent John Rich, describes the life of a foreign correspondent and his family in the French capital Sunday, on "This Is NBC News."

Summing up the contrasts in the reporter's life in Paris, Rich says: "Where else can a newsman finish a meal of omelette aux Ecrevisses with Bordeaux 1955 and then step into the street and cover a riot?"

The camera will follow Rich and his family through a typical day. Also, the family will be seen touring the Louvre and visiting the studio of Japanese painter Shungo Sekiguchi. NBC News White House correspondent Ray Scherer is anchorman.

## KDKA Probe Exposes Pill Medic Shadows

Pittsburgh — The activities of two controversial clinics in the Pittsburgh area have been revealed in the first two parts of four half-hour documentaries on KDKA. Under the title, "The Shadow World of Medicine," the station has presented reports on the South Hills Sinus Clinic operated by two chiropractors and the Drosnes-Lazenby Cancer Clinic.

The station's public service director John Kulamer has announced that the findings are being turned over to the state Chiropractic Board of Examiners, the state Board of Medical Education and Licensure, the Food and Drug Administration and the Post Office Department.

## WSOR Account Exec

Windsor, Conn.—Robert Chatfield has been appointed an account exec at WSOR. His duties will include personalized community relations, sales and merchandising, news and sports broadcasting.

## Court Date for WMCA Over Apportionment

A special three-judge Federal Court will convene Aug. 1 to hear WMCA's complaint against the apportionment of the New York State Legislature. If the complaint is upheld, the state's election laws will be declared unconstitutional. WMCA has charged that the state is discriminating against its urban citizens.

### Peter Straus a Plaintiff

WMCA president R. Peter Straus is a plaintiff in the action against N. Y. secretary of state Caroline Simon, attorney general Louis J. Lefkowitz and other city and state officials responsible for administering the present election laws. The new hearing was ordered by the U. S. Supreme Court, to which the plaintiffs appealed after the case was dismissed in the lower court.

## Andrews to Ivy Station As Production Director

Ithaca — Robert Newman, WT-KO station manager, has appointed Andy Andrews production director.

WTKO is associated with the radio and TV interests of the Ivy Broadcasting Co.

## BOOKCASTING

THE TELEVISION WRITER. By Erik Barnouw. Hill and Wang. \$3.95.

There's real meat for the video scribe in Barnouw's new book. A section of some 110 pages, "Techniques and Practices" are presented in a clear, direct and informed manner. For an art so new, nothing can be taken for granted — and Barnouw doesn't. Every point is backed with an example from an actual TV script.

The first part of his book, devoted to "World of the Television Writer," will be called controversial, and certainly it is, but perhaps necessarily so when dealing with a medium in rapid transition and growth, where the writer's place still is not fixed. Barnouw, who was national chairman of the Writers Guild of America from 1957-59, has obviously been doing some hard thinking. He is critical, but he is optimistic. In brief, he believes the magazine concept, similar to the British commercial system, will enhance the writer's role, freeing him from what Barnouw believes is the too-close proximity of sponsors.

The book ends with a brief "Business Portfolio," scanning such knotty problems as contracts, revisions, rights that may take up more of an author's time than the script he writes.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS

## Bezner, Wister Hiked At Philly's WCAU-TV

Philadelphia — John H. Bezner has been appointed director of audience promotion at WCAU-TV, CBS-owned station. The appointment becomes effective July 16. During the past two years, Bezner has served as television program department coordinator for the station.

In another announcement by the station, Charles Wister was named account exec. A native of Philadelphia, Wister was account exec at several local radio stations, including WCAU, where he served previous to joining the WCAU-TV staff.

## U. S. and Europe Groups Set 2-Way TV Ocean Hop

(Continued from Page 1)

pickups from several points showing actual events as they are happening at the time of the broadcast.

The second program will be produced by the 16-nation European Broadcasting Union. It will include live pictures of Europe's mountains, rivers and capital cities.

### Beamed from Andover

America's TV pictures will be transmitted to New York, where they will be assembled and sent on to a Bell System ground station in Andover, Me. The station will beam the program and its English-language commentary to Telstar, which will rebroadcast it to a ground station at Goonhilly Downs in Cornwall, England. From there the program will be sent to TV stations around Europe.

Commentary in six other languages — French, German, Italian, Swedish, Dutch and Spanish — will be sent on telephone circuits to Europe.

### Coordinated in Brussels

In the reverse process, the European program will be coordinated in Brussels and transmitted on Eurovision lines to Goonhilly Downs, where it will be beamed to Telstar, and rebroadcast to Andover station. From there it will be fed on TV lines to New York and the three networks.

## 'Northeast 62' Examines 'South Mall' Controversy

Schenectady, N. Y. — Principals involved in the "South Mall" controversy will appear on WRGB's "Northeast '62" Saturday, in a report on the conflict between the city of Albany and the state of New York. The state plans to acquire land in downtown Albany for a state capital complex, opposed by urban leaders.

## Hairdressers Seek Crown Before Dolphin Lenses

Clairol has assigned Dolphin Productions to film a sales and TV film at the 42nd annual National Hairdressers Convention Saturday in Minneapolis. Dolphin will film in color the competition selecting a hairdressing team to represent America at the 1962 World Cup competition in Europe.

## Color Expert Hired By Sports Network

Sports Network, Inc., and its tape division, National Video Tape Productions, have appointed E. T. Brown as color specialist for its recently acquired RCA color mobile unit.

Brown has been assigned to the Sports Network color truck, which has been doing remote and studio color work for NBC and its affiliates in the East and Midwest. Brown was a member of RCA's first color training seminar, and has been touring the country with an RCA color demonstration team for more than 10 years.

## Martyn Green Reminisces

Martyn Green, noted interpreter of Gilbert and Sullivan works, will reminisce about his career on a WQXR special tomorrow. Besides his comments with host Comdr. Edward Whitehead, Green will be heard in recording of G and S roles, along with a recorded parody by Danny Kaye.

## Marx Toys in Ring For 'Magic Midway'

"Marx Magic Midway," new children's series combining circus, magic and variety acts, will premiere Sept. 22 on NBC-TV. The programs will be staged in New York before a studio audience with Claude Kirchner starring as ringmaster.

Toy manufacturer Louis Marx and Co. will sponsor through Ted Bates. Kirchner is a 25-year vet of radio and TV, and was ringmaster of "Super Circus" on ABC-TV for eight years. Since 1956 he has been host of the five-times-a-week "Merrytoon Circus on WOR-TV, New York.

The new show will be packaged by Miller-Shaw Productions in association with the net. The producer is Jack Miller, co-creator of the "Captain Kangaroo" series. Louis Tyrell will direct.

## FCC Studies Revision

(Continued from Page 1)

promote safety of life or property, or alleviate serious hardship, though not inconvenience.

With the new rulings, AM stations would be able to use daytime facilities for nighttime emergency operation, provided no music or commercial matter be aired. Further changes include reliance on the station's discretion as to what is considered an emergency, rather than on local or other officials.

The FCC has set Aug. 13 as the deadline for filing written arguments on the proposals.

## Sarnoff Cites Great Debates at Hearing

(Continued from Page 1)

struggled against the trend, with Robert W. Sarnoff, NBC board chairman, Lazar Emanuel, Communications Industries Corp. president, and R. Peter Straus, WMCA, New York, president, all speaking for full repeal of Sec. 315 for all candidates, as did CBS president Frank Stanton on the first day of the hearings. They differed from ABC president Leonard H. Goldenson, who said equal time regulations should be lifted only for Presidential and Vice Presidential candidates.

### Sees Freedom Aided

Sarnoff testified that the 1960 "Great Debates" had provided Congress "with a body of experience that makes its own most eloquent argument for the freedom we have sought so many years."

He called on Congress to decide whether "to trust broadcasters to be responsible and fair in their coverage of political campaigns and in the presentation of candidates, in accordance with the importance of the individual contests

and the nature of the public interest in them; or whether it believes that political coverage should continue to be hobbled by an equal time restriction which makes a fetish of mechanical equality and thereby diminishes the service broadcasting can provide to the public."

Both Sarnoff and NAB president LeRoy Collins, who also testified, said they would welcome a temporary suspension of Sec. 315 as second-best, but both said full repeal would be preferable.

Collins said Sec. 315 was well-intentioned, but has "fallen wide of the mark," failing by the assumption that all candidates are bona fide contenders, and "that a mathematical formula can be substituted for journalistic judgment."

Sen. Warren Magnuson (D., Wash.), chairman of the parent Commerce Committee, told Sarnoff "you are placing a great deal of political power in the hands of the stations."

In answer, Sarnoff reworded the

## 4 Say Overweight Skids Due to Faulty 'Brakes'

Four University of Pennsylvania professors explode the age-old theory of the "hunger drive" which causes obesity among many of the population on WPIX's "Frontiers of Knowledge" tomorrow. According to Dr. John Brobeck, professor of physiology and international authority on the hypothalamus, Dr. Albert Stunkard, Dr. Charles Hamilton and Dr. Vincent Dethier, "man's deadly burden" is calused by a defective "brake mechanism" in a core of nerve cells and fibers in the brain called the hypothalamus.

## Whitmore Narrates U.S. Poets Special

James Whitmore will narrate "Americans: A Portrait in Verses" on CBS-TV Aug. 16, a special hour program reflecting the American poets' view of the American people. One of four prime-time information specials to be produced by the CBS News public affairs dept this Summer, the program will be devoted to American poetry about Americans.

## Guerdan Joins Rep Firm

Roderick Guerdan has joined the New York TV department of Venard, Rintoul & McConnell, station reps. as an account exec. He leaves NBC Spot Sales, where he had been for the past seven years.

statement: "You are adding a much greater burden of responsibility. There is no question of that."

Emanuel, head of the five-station "Golden Circle Group," told the committee the equal time provision "has outlived its purpose and usefulness."

He said there is "no justification for piecemeal inroads upon Sec. 315. I am opposed to resolutions which would suspend its application only in presidential elections or only in the years 1962 and 1964, or only in Congressional and gubernatorial elections."

### Straus Lauds Local Outlets

Straus also spoke on the value of eliminating the provision for local as well as national and state candidates. "It is here, in fact," he said, "that local broadcasters could perform their most valuable services and would, in fact, be happy to do so if they were not burdened by the requirement of granting 'equal opportunity' to all candidates, even the most inconsequential."

## Boston Radio Studies Christianity and Reds

**Boston** — A new series of programs titled "Christianity and Communism" is scheduled on WBZ's "This I Know" each Sunday at 10:05 PM beginning July 22. The program is hosted by the Rev. T. C. Whitehouse, radio-TV director of the Massachusetts Council of Churches, and presented in cooperation with the National Council of Churches.

The first program, "Diplomatic Relations," features panelists W. Averell Harriman, former wartime ambassador to the Soviet Union, and the president of the United Lutheran Church in America, Dr. Franklin Clark Fry. The second program, "Education," is scheduled July 29. "Communist China" is the third program slated for Aug. 5. Quincy Howe moderates the panels on the three shows.

## Marquand Story Slated As 'Steel Hour' Taleplay

Differences in social background nearly rob two young people of happiness in "Honor in Love," co-starring Carol Lawrence and John Kerr, on the "U. S. Steel Hour." The live teleplay, adapted by Irving Gaynor Neiman from a story by John P. Marquand, will be seen July 25 on CBS-TV. "Honor" will be directed by Don Richardson. "Steel Hour" is produced by The Theatre Guild, George Konold, exec producer.

## 'Third Reich' in Work

(Continued from Page 1)

as one of our major projects for the '63-'64 season."

M-G-M originally acquired motion picture and TV rights to the book, Weitman said, "because we felt such a monumental work should be brought to as wide an audience as possible."

In developing the work as a feature film, it became apparent that the subject was "ideally suited" to video treatment and the company's TV division was asked to explore its potential.

The TV division, it was said, quickly reached the conclusion that not only could 'The Rise and Fall of the Third Reich' be produced effectively in series form, but such a series "would constitute an exciting and important project in the public interest."

## Name Haddix Sales Head

**West Coast Bureau of RADIO-TV DAILY**  
**Fresno**—Charles E. Haddix, former San Francisco manager of Forjoe and Company, radio and TV rep firm, and more recently with KBEE, Modesto, leaves that station to join KAIL-TV here as general sales manager.

# AGENCY NEWSCAST

By RALPH TYLER

WBTV, Charlotte, N.C., will sponsor a luncheon in Chicago Tuesday for agency and ad execs to explain the Charlotte TV market, which the station says is currently the nation's 20th.

"Arthur Smith and the Crackerjacks," the station's country music artists, and a color presentation on the market will highlight the luncheon. TvAR, the outlet's national sales representative, will be represented by Tommy Thompson of the Chicago office. From WBTV, will be station manager Wally Jorgenson, national sales manager Tom Cookerly, program director Bob Rierson and promo manager John Dillon.

Alfred R. Rose, former sales promotion manager of WOR and WMCA, New York, has resigned as promotion manager of Conover-Mast's Electro-Technology magazine to join Paul Smallen Advertising as VP. Before his seven-year stint in radio promotion and merchandising, Rose served as promotion and business manager of a McGraw-Hill Publishing Co. affiliate. The Smallen agency was founded in 1947 by Paul Smallen, now associated with Communications Industries, New York radio-TV management organization. Among Smallen clients are the Copper & Brass Research Association, Bovril Beef Concentrate, Red Pack Tomatoes, Ace Plastic Co. and divisions of North American Phillips Co. and General Precision Equipment Corp.



ROSE

**TEXAS ROUNDUP:** Richard L. Minns, Houston, has been retained to handle advertising and PR for TempMatic. Ray Cooley, an agency VP, will supervise the account.

Bill Wagley, VP of John A. Scott Co., was installed as president of the Dallas Advertising League. Other officers are John R. McCarty and Neal Hall, VPs, and William E. Cunningham, Jr., sec'y.

Robert Buck of Dancer-Fitzgerald-Sample has been named a VP of the New York firm and will handle the national Frito-Lay accounts. Frito-Lay is headquartered in Dallas. The Association of Industrial Advertisers has presented awards to two Houston companies. The awards, "for outstanding achievements in industrial advertising for 1961," went to the Jefferson Chemical Co., and the Gulf Oil Corp. Jeffer-

## Thought for Today

*"If broadcasting is to take its rightful place in the communications firmament — if it is to become a force as well as a service — if it is to accept the responsibilities as well as the protections of the First Amendment — then broadcasting should be willing to express a point of view about the news it provides."*

—Newton N. Minow  
FCC Chairman

son Chemical won the highest award and Gulf Oil a merit award. Jefferson Chemical's agency is Robinson-Gerrard-McGary, Houston. The Gulf agency in Houston is Ketchum, MacLeod & Grove.

## AA TV's 'Bomba' Pix Sold in 10 More Marls

Allied Artists TV Corp. has sold "Bomba, the Jungle Boy" features to 10 more stations in recent weeks, it was announced by VP-general sales manager Robert B. Morin.

Latest purchasers were: KLZ-TV, Denver; KTBS-TV, Shreveport; KCSJ-TV, Pueblo, Colo.; WWLP-TV, Springfield, Mass.; WKZO-TV, Kalamazoo; WCCO-TV, Minneapolis; WFRV-TV, Green Bay; WAVE-TV, Louisville; KATU-TV, Portland, Ore., and KLRJ-TV, Las Vegas.

## WTAR Scores Radio TD For Duke Grid Rights

**Norfolk-Newport News, Va.** — For the third consecutive year, WTAR has secured exclusive rights to the Duke University football games for the Tidewater area. The Duke Blue Devils are defending Atlantic Coast Conference champions and play a big-time football schedule.

## Schoder Named Trustee Of New Jersey ETV Corp.

**Montclair, N. J.** — Stewart A. Schoder, Jr., past president of the Middlesex County School Boards Association, has been named a trustee of the New Jersey ETV Corp. Schoder is the first trustee named by Middlesex, one of seven New Jersey counties slated to receive broadcasting when NJ-ETV builds its first station in the Montclair area.

## Zenith and Amana Air Golf World Series

Zenith Corp. via Foote, Cone & Belding, and Amana Refrigerators via MacFarland, Aveyard & Co. will co-sponsor colorcasts of the first "World Series of Golf" on NBC-TV Sept. 8-9. Advertising emphasis will be on the company's color TV receivers, and the Micro-Touch two Gram tone arm, the firm's stereo phonograph.

The unprecedented match brings together golf's greatest quartet: Arnold Palmer, 1962 Masters champion; Jack Nicklaus, 1962 National Open champion, and the winners of this year's British Open and PGA tournaments, competing for a \$50,000 first prize, richest single purse in pro golf. The telecasts, covering the last six holes of each day's play, originate from the Firestone Country Club course in Akron, Ohio.

## Schellenberg Tapped To Manage WJXT Sales

**Jacksonville**—Robert W. Schellenberg has been appointed WJXT general sales manager. Schellenberg was formerly national sales manager for WJXT and general sales manager for WTOP, Washington. Previous to WTOP, he was sales rep for WTTG, Washington, and field rep for Minute Maid Corp.

## Storer Plans Dividend

(Continued from Page 1)

addition to syndicating "Divorce Court," which it bought from KT-TV, has several other projects in the works, including an anti-Communist program to be narrated by Art Linkletter.

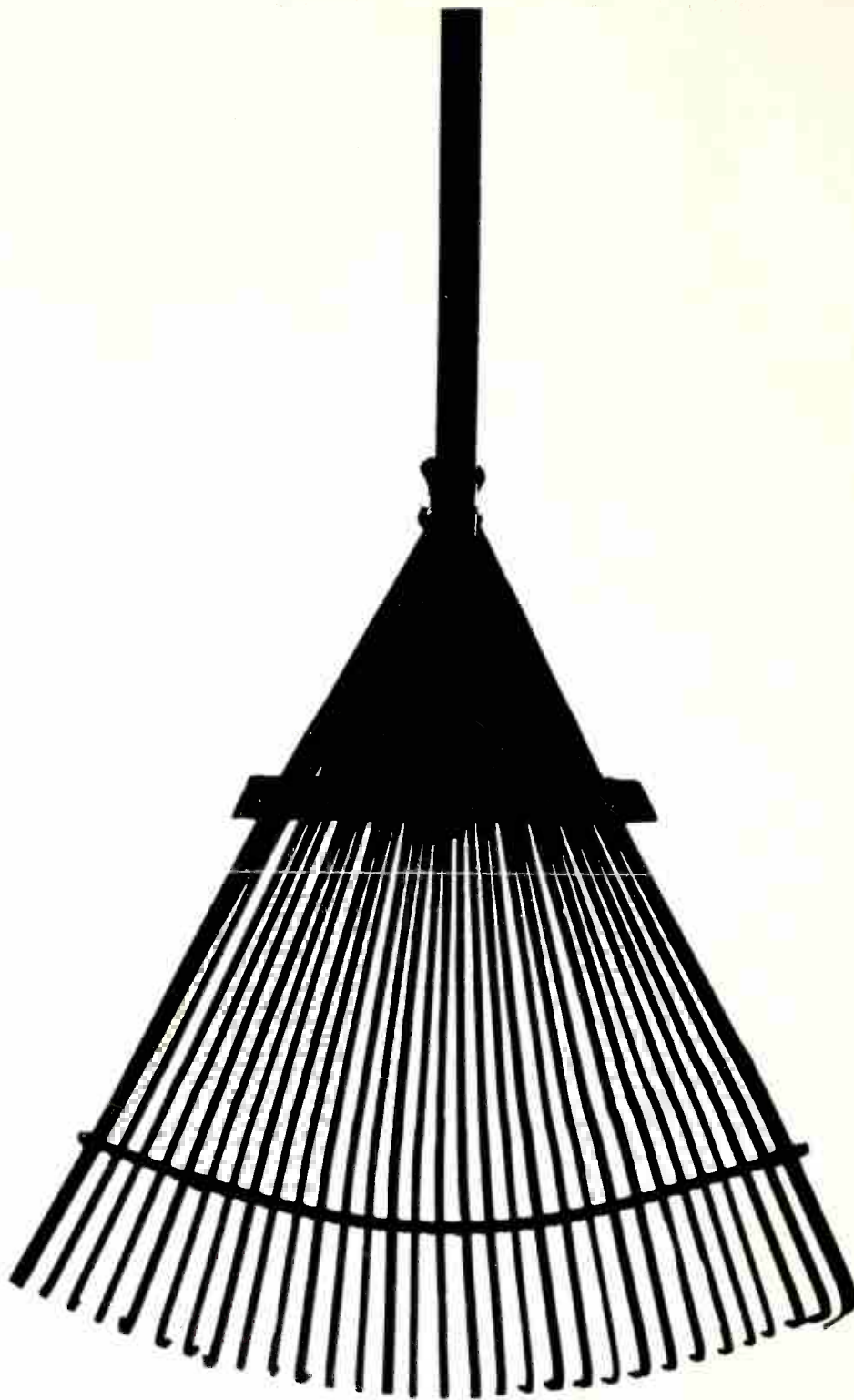
Storer reported that news has become increasingly important at all Storer radio stations. General manager Wendell Campbell of KGBS commented that his station's news coverage has been expanded 500 per cent in the last year.

Storer said the broadcast media should do more editorializing and that the Storer stations will editorialize actively as they acquire the necessary "maturity" in their respective markets.

The company, Storer said, is planning further diversification, but will stay in the general field of media, rather than enter totally unfamiliar fields.

## Philly Spanish AM Signs Nat'l Time Sales as Rep

**Philadelphia**—WTEL here has appointed National Time Sales as its new rep. Also in line with affiliations, the station, currently broadcasting six hours of Spanish daily, has joined the National Spanish-Language Network.



## WNBC-TV RAKES IN THE BIGGEST AUDIENCES

New York's Number One Station belongs at the top of the list for your Summer or Fall campaign. That's WNBC-TV—capturing the largest share-of-audience, sign-on to sign-off, for the total week.

Looking for prime-time station breaks? Prospects are best on WNBC-TV—first in audience 7:30-11 p.m. for the eighth consecutive month! Late-night minutes? "Tonight" on WNBC-TV delivers 48% more tuned-in homes than the nearest competition. Want to reach housewives before they go

out to shop? WNBC-TV delivers more women viewers in the morning (Mon-Fri 7 a.m.-noon) than the next two stations combined! Interested in news shows? WNBC-TV is most-watched for news—from "Today" in the morning to "Eleventh Hour News" at night.

Proof? It's all there in Nielsen, June 1962. Your WNBC-TV representative will be glad to show you how to reap the most results in the Number One Market. Put your commercials on New York's station for all seasons.

**WNBC-TV** 

CHANNEL 4 IN NEW YORK • NBC OWNED  
REPRESENTED BY NBC SPOT SALES

# RADIO TELEVISION DAILY

The INTERNATIONAL NEWSPAPER OF



Established February 9, 1919

VOL. 91, NO. 9

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ENTS

## LAST NAIL IN 315-REPEAL COFFIN?

### AA Prepared to Cast 'Friendly Persuasion' For New TV Series

Allied Artists TV Corp. yesterday revealed that it intends moving swiftly into production of "The Friendly Persuasion," of the Gary Cooper-Anthony Perkins motion picture, as a full video series.



Robert Morin, AA TV's vice president and general manager, told RADIO-TV DAILY he expects to announce both a production starting date and his star casting very soon. He said the company presently is seeking a promising

### Sinatra's Essex Sues Capitol for 'Monopoly'

Los Angeles — Frank Sinatra's Essex Co., parent of his Reprise Records, has filed a monopoly suit for \$1,050,000 against Capitol Records charging violation of the Robinson-Patman Price Discrimination Act by offering to sell some 625 Sinatra-recorded songs at half price. Also defendants are Capitol Records Distributing Co. and EMI.

### Sir Harry Burned in Effigy:

## BRITISH SET FIRMS GIRD FOR BIG PUSH ON COLOR

London—Color TV is now assured for British viewers and pay-TV may get a try-out here in the Fall, although it goes against Pilkington Committee recommendations. The Government's go ahead on color TV means that British set manufacturers can blow the dust off long-delayed production sched-

John G. McCarthy, president of the TV Program Export Association, is now in Britain relating the Pilkington aftermath to U. S. distributors' problems.

ules. Particularly happy is the Rank Organization, whose film scanners and other equipment

### Desilu Producing Series For Showing on KTLA-TV

Hollywood — Marking the first time a major TV film studio other than a network operation will be involved in the production of live programming, Desilu Productions will package "By the Numbers," a live show slated for airing this Summer on KTLA.

### General Foods, Lever On Lucy's Return Tab

Redhead Lucille Ball returns to TV in the new "The Lucy Show" Oct. 1, on CBS-TV. The half-hour

## MIKE MONIKERS JUST WON'T DO

FCC Cautioning Deejays To Use the Right Names

Washington Bureau of RADIO-TV DAILY

Washington — The practice of disc jockeys doubling as licensed radio operators has been causing the FCC's field engineering and monitoring staff occasional problems. Some of the deejays have been using stage names for their license applications, or both their real name and their stage moni-

## 5 Prime-Time Specs Study U.S. Economy

Five CBS News specials exploring major economic problems facing the U. S. will be presented in prime time on CBS-TV on successive evenings, beginning Aug. 20. Titled "Where Do We Go from Here?" the half-hour programs will be hosted by CBS News chief Washington correspondent David Schoenbrun, with Carnegie Institute economics Prof. John R. Coleman as essayist.

"This marks the first time a TV

### Lack of Manpower To Police Politicking, Is Cited by Minow

Washington — Repeal of Sec. 315 was virtually buried yesterday. Only a few more spadefuls from the opposition remain to kill industry efforts to suspend the political equal-time requirements. The final chapter became apparent in a series of statements by Senators, capped by FCC chairman Newton Minow's testimony in behalf of the Commission and himself, before the Senate Commerce Communications Subcommittee.

More opposition to repeal or suspension came in a statement by the American Civil Liberties Union. The ACLU recognized, however, that some change may be necessary and suggested substituting the word "equitable" in place of "equal" opportunity.

The official FCC statement said the matters under consideration were for Congressional determination and that it only wished to

### Million-\$ Shortwaver In Carib to Girdle Globe

An agreement between Trans World Radio and the government of Netherlands Antilles has been concluded to provide for the erection of a shortwave radio station on the island of Curacao in the Caribbean. The station would be powerful enough to reach any spot on earth.

Costing over a million initially, the station will constitute a worldwide voice of Protestantism.

## 861 U.S. TV Tape Recorders

The number of TV tape recorders in use in the U. S. increased by 15 per cent during the nine-month period ending June 1, the RCA Broadcast and Communications Products Division reports. The gain brings to 861 the total number of recorders used for broadcasting, closed circuit systems and other purposes, with an additional 450 recorders of U. S. manufacture in use outside the country.

a net gain of 49 units for the period. Networks and TV stations also increased the number of recorders in operation, and increased interest was reported in mobile tape recording facilities.

It was found that broadcasters operated their tape recorders on an average of six hours daily, although some stations reported using their machines for as many as 16½ hours.

### Second City Crew Shows How Not to Say Anything

Three "From the Second City" troupe members will improvise a take-off on how TV interviewers and their guests use evasive tactics to avoid ticklish questions on "Camera Three" Sunday on CBS-TV. The Chicago troupe moved to Broadway last season, and is now settled in a Greenwich Village cabaret.

### Hoover to Tell 'Monitor' How to Combat Reds

FBI director J. Edgar Hoover, in a taped talk Sunday on NBC Radio's "Monitor 62," will tell what citizens, especially young people, can do to fight communism and strengthen our freedom. The address will later be made available to high school and college students by the FBI.



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Caesar's Fall Format To Spotlight Satire

West Coast Bureau of RADIO-TV DAILY
Hollywood—Sid Caesar has revealed plans for his series of nine specials which will premiere on ABC-TV Oct. 16. The programs will have no rigid format and are expected to make use of Caesar's satirical talents.

Consolidated Cigar Co., through Papert, Koenig and Lois, is sponsoring the specials.

10 Hrs. of Production a Week For Canadian Screen Gems

Special to RADIO-TV DAILY

Montreal — Screen Gems (Canada), Ltd., will be involved with a minimum of 10 hours of Canadian production per week in the coming season. General while a sizeable pool of Canadian talent will be involved in the projects, he believes the money involved for production will be "significantly larger than any similar ventures by independent Canadian producers."

Production will be done in Toronto, Montreal, Ottawa and Vancouver. From Toronto, Screen Gems will produce an afternoon game show in association with CFTO-TV, titled "Line 'em Up," which will consist of five half

RED DONLEY, WIIC-TV newscaster, has left on vacation.

MICKEY HENDRICKS, Jamaica Broadcasting Corp. manager, has arrived in town from London. He will leave for Kingston, July 18.

Stereo, FM Futures On GAB Confab Slate

Atlanta—The Georgia Ass'n of Broadcasters, shaping plans for its Summer convention at Jekyll Island only weeks away, has readied its program for the sessions.

Ted Leitzell of Zenith will discuss the future of FM and stereocasting while Bill Baskin, Sears, Roebuck & Co., and Howard McIntyre, Henderson Advertising, Greenville, S. C., will join Pam Tabberer, Liller, Neal, Battle & Lindsey, Atlanta, in a discussion on how radio-TV can get more of the advertising dollar. Art Gilbert, FCC engineer-in-charge, Miami, will offer hints on keeping out of technical troubles and getting more use from equipment.

Jim Hulbert, NAB, will view the new FCC logging rules and will also have a slide story on log production equipment. Along the equipment lines, Bill Garrison, WFBC, Greenville, will exhibit the latest in automatic equipment. Finally, A. F. Kenton of Dun & Bradstreet will give pointers on the collection of overdue accounts.

Promo for Newsmen

Chicago — John Callaway has been named assistant news director of WBBM. With the station since 1957, he has served as reporter and editor on many of its top newscasts and in special research work for its editorials.

FRED RUEGG, CBS radio VP in charge of station administration, in L. A., head-quartering at KNX.

BARBARA WILKINS, Trans-Lux TV Corp. publicity director, to L. A. to confer on "Guest Shot" and "Zoorama."

TV Workshop Assigns 'Exercise for Actors'

How actors interpret lines and create characters will be demonstrated tomorrow in "Exercise for Actors," WCBS-TV "Repertoire Theatre" program produced by WBBM-TV, CBS O-O in Chicago, as a TV workshop. Re-creating scenes will be Chicago performers Geraldine Kay and Maurice Copeland. Phil Murray directed the program.

'Dr. Hudson' Filling Station Prescription

Successes scored by network medical shows are being reflected in syndication sales, according to Wynn Nathan, president of TV Marketeers. Within the past three weeks, he said, his company has made 12 major market sales on "Dr. Hudson's Secret Journal," with each station stripping the program as a daytime feature.

Among the stations buying "Hudson," which stars John Howard, were WABC-TV, New York; KGGM, Albuquerque; WLWC, Columbus, O.; WTCN, Minneapolis; KTVI, St. Louis, WEXX, Petersburg, Va.; KVOS, Bellingham, Wash.; WBRE-TV, Wilkes-Barre; KRIS, Corpus Christi, and WICS, Springfield, Ill.

Nathan also said at least nine other stations are stripping "Dr. Hudson." They are KFDM, Beaumont; WKBW, Buffalo; WFAA, Dallas; WNCT, Greenville, S.C.; WJTV, Jackson, Miss.; WDAF, Kansas City, Md.; WMAZ, Macon; WLBW, Miami, and WSAN, Savannah.

In addition to "Dr. Hudson" in rerun, TV Marketeers is distributing "Flying Doctor" in first-run syndication, now in 32 markets.

Pianist Gives TV Recital After Moscow Acclaim

Susan Starr, 20-year old Philadelphia pianist who won top honors at the Tchaikowsky International Music Competition in Moscow, will be featured in a recital on WNBC-TV Sunday. After playing Schumann's "Sonata in G Minor," the virtuoso will be interviewed by newsmen Harry K. Smith.

FINANCIAL

(July 12)

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 Allied Artists, Capital Cities, Desilu, Esquire, Inc., etc.

\*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, etc.

\* Courtesy of National Association of Security Dealers.

ABA Gavel Honors Go To 'John Adams' Special

The American Bar Ass'n has awarded ABC-TV a certificate of merit for its production of "John Adams: For the Defense." The award, presented as part of ABA's fifth annual Gavel Awards competition, cited the network for its contribution to public understanding of the American system of justice.

The program, aired this Winter as the sixth annual human rights telecast in observance of Bill of Rights Day, was an ABC News presentation. Wiley Hance was the producer, with Jack Sameth directing.

## 6 Pubaffairs Specs On Tap for Chicago Beginning in August

Chicago—WBKB will present six public affairs specials beginning Aug. 3 and aired at intervals of about 10 days. Kickoff program will be "Argonne Revisited," an hour look at how the laboratory is training young people as scientists. Norman Ross is commentator.

A half-hour "Walk Through the Curtain" on Aug. 12 will be a filmed report by WBKB personality Bob Lewandowski of his return to his native Warsaw after a 17-year absence. On Aug. 25 "The Face of Modern Germany, Part II—The Jews in Germany" will be a half-hour report filmed there by Ronny Born and Sam Ventura.

An hour exploration of the future of Chicago and its suburbs will be offered Sept. 2 in "The P (Population) Bomb," narrated by Alex Dreier.

"Home Again — Benny Goodman" on Sept. 8, the third in WBKB's biographical documentary series, follows the musician for a half-hour on his recent return to the Windy City to help his alma mater, Harrison High School, celebrate its 50th anniversary. On Sept. 22 "The Refugee," narrated by Ross and filmed in Europe, tells the story of a young man from the age of 10, now living in West Berlin but originally from Leipzig, a Russian prisoner.

## WOAI's Gaines Receives Top Award from USAF

San Antonio—James M. Gaines, president of WOAI-TV and WOAI Radio, has been presented with an Air Force



GAINES

"Scroll of Appreciation," awarded to civilians not employed by the government, to recognize meritorious achievement or service rendered to the USAF. The award was made by Lt. Gen. James E. Briggs, commander of the Air Training Command, in

The scroll reads in part: "His (Gaines') unselfish devotion to public responsibility and good citizenship has been instrumental in furthering the public understanding and appreciation of the Air Force and its mission in maintaining world peace. His dedication to the task of constantly seeking ways to improve the military-community relationship has earned for him the sincere gratitude of the U. S. Air Force."

## EDITORIALIZING? MOST SAY 'NO'

Pitches on Local Issues Rarely Aired by Outlets

Most U. S. radio stations still do not editorialize today, either on local issues or general matters. Of 510 radio operators replying, 358 do not air editorials on local issues, and five gave no indication of their station policy. This compares with 147 who do editorialize on local issues, devoting less than one per cent of air time to it.

A slightly smaller amount of AM stations, 138, also broadcast editorials on general matters, again devoting less than one per cent of air time to them. Three hundred sixty-seven station operators said their stations do not air editorials covering general topics, and five stations did not answer the question.

## Convict Strike Kept 'Em Busy

Pittsburgh—WIIC newsmen are recuperating from their round-the-clock eight-day vigil during protest strike of inmates at Western Pennsylvania Correctional Institution. The "strikers" climbed the prison's tower and wouldn't come down until conditions were changed.

The staff, including photographers Fred Sihol, Steve Hutsko, Ed Pampuch and John Hartman, and news reporter Len Johnson, maintained complete surveillance of the strike from an apartment they had found overlooking the tower. The story was fed by WIIC to NBC for network news service and special broadcasts.

## Jim Frost in Baltimore As Ad and Sales Mgr.

Baltimore — Jim Frost comes to WJZ-TV here as advertising and sales promotion manager, replacing Bud Vaden who has been appointed promotion manager of Triangle Stations' WFIL - TV, Philadelphia.

Frost comes to his present assignment from WBZ-TV, Boston, where he was assistant promotion manager.

## WOR's Gambling Director Of Arthritis Foundation

John Gambling of WOR's "Rambling with Gambling" has been elected to the New York Arthritis and Rheumatism Foundation's Board of Governors. The organization conducts programs of patient services, research and public education.

## 6 Chairmen Named For N. Y. Academy

Six standing committee chairmen have been named for the coming year by the N. Y. Chapter of the Academy of TV Arts and Sciences, as follows: Activities, Harold Graham, Jr., M-E Prods.; Awards, Ted Cott, Oakland Prods.; Legal, Royal E. Blakeman of Marshall, Bratter, Greene, Allison & Tucker; Local Stations, Bennet Korn, Metropolitan B'casting; Membership, Richard A. R. Pinkham, Ted Bates & Co., and Publicity & PR, Lester Bernstein, NBC. All will serve on the chapter's board of governors. Members elected to the national board of trustees for two years are: Bob Banner, Bob Banner Associates; Evelyn F. Burkey, exec director, Writer's Guild of America, East; TV producer Roger Englander, and Larry Lowenstein, General Artists Corp.

Re-elected for a two year term on the trustees board was Ben Grauer of NBC, while "Twentieth Century" exec producer Burton Benjamin was named to a one-year term. Continuing in office are chapter president Betty Furness; Ted Cott; David Susskind, Talent Associates-Paramount, Ltd., and Henry S. White, Paramount TV Productions. The national board will meet Monday to elect officers.

## UN Aid to Nicaragua Kids Told in Hepburn Feature

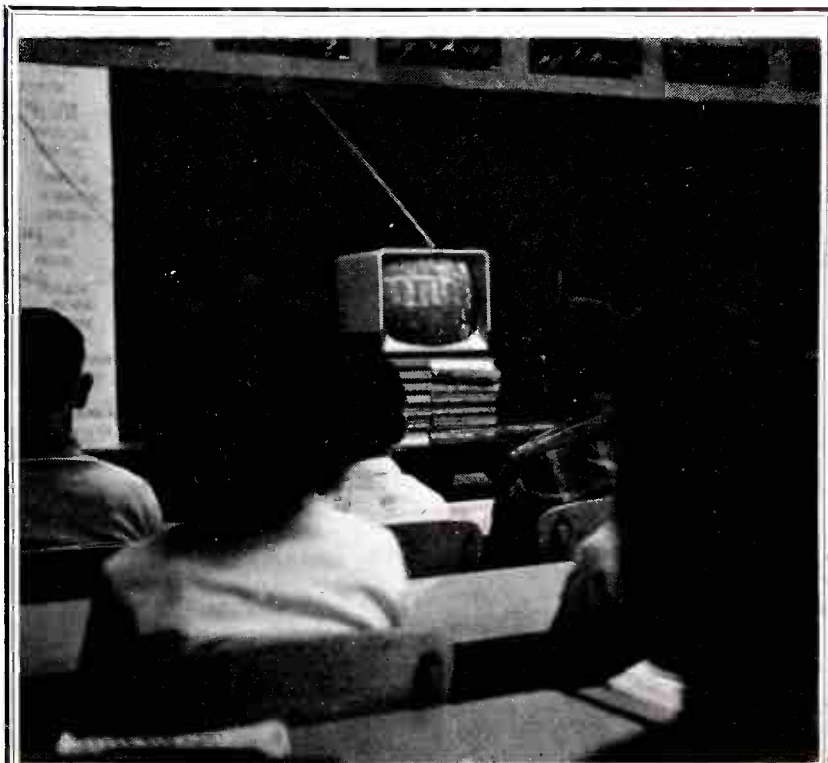
Audrey Hepburn narrates "My Most Unforgettable Child," a feature on how children in Nicaragua are helped by UNICEF, tomorrow on WOR Radio's "Around the World." The program is produced by the international staff of UN Radio.

## Students 'Interning' At 2 Chicago Outlets

Chicago — For the 21st year, Chicago NBC stations WNBQ and WMAQ will cooperate with Northwestern U. in providing Summer training for top students majoring in radio-TV.

Nine students will serve a three-week internship at the stations starting Monday. They'll take part in discussion sessions, studio assignments, office conferences and each student will do writing and research projects. The University, upon completion, will give credit towards a degree.

Mrs. Betty Ross West, WNBQ-WMAQ public affairs supervisor, will serve as NBC coordinator for the project. Dr. Charles Hunter of Northwestern's radio-TV department, will represent the university.



TV, THE TEACHER: This scene was repeated in hundreds of classrooms in Catholic schools in Connecticut and Massachusetts on May 23, 1962 when WTIC-TV televised the two and one-half hour Solemn Pontifical Mass and formal opening ceremonies from Hartford's magnificent new Cathedral of St. Joseph. On the eve of the formal opening, WTIC-TV also presented a 30-minute documentary, "A New Cathedral Must Rise," which told the story of the destruction of the old cathedral in a 1956 fire and the construction and consecration of the new. The documentary has already won a citation from the Catholic Broadcasters Association. (Adv.)

## 'Teen Time' Beauties Vie For Ohio Valley Crown

Steubenville, O. — The search for a Teen Princess to represent the Upper Ohio Valley gets under way tomorrow on WSTV's "Teen Time," with contests to be held until Aug. 25. Grand prize will be an expense-free trip to the Canadian National Exhibition in Toronto.

## Blair Offers Plan To Measure 'Punch'

Blair TV Companies are offering a "Test Market Plan" service to measure effectiveness of spot TV for advertisers and agencies buying spot campaigns on Blair stations.

In a booklet announcing the plan, Blair reported on a Test Market Plan survey on brand awareness. The survey found, Blair said, that in New Orleans, for example, 18.6 per cent of viewers identified a laundry starch brand name prior to a TV test campaign, and 39 per cent identified it afterwards. Brand awareness of a dry bleach product, the survey found, was 22.6 per cent among Los Angeles viewers before the TV campaign, and 70.1 per cent after the bleach was advertised on TV.

## Association Offers Pack Of 'Films for Freedom'

Association Films, Inc., is offering on a free-loan basis to community organizations a group of "Films for Freedom" on historical, public affairs and industrial topics.

The films, all 16mm sound, include biographies of Presidents and statesmen, and documentaries on international trade and intercultural relations, communism, fascism, national defense, and the importance of business in national growth. A brochure describing the films is available from the corporation's New York office.

## Morow Radio Producer For El Centro Station

West Coast Bureau of RADIO-TV DAILY  
El Centro, Calif.—Robin Morow has joined KICO to produce the six-day-a-week copyrighted features, "Bride's Shower," and "Bride's Forum-School," and will also be producing the nightly "Hymn Time," now in its fourth year on the station. Also joining the staff is Eric Silver.

## STORK NEWS

Mr. & Mrs. Art Weingarten have become the parents of a girl, Tara. Dad is writer for "Your First Impression."



By TED GREEN

• • • The Newspaper Reporters Association of New York has organized a Radio-TV Liaison Committee, in order to make available qualified newsmen for public affairs and news programs. For further information, call this reporter, who is chairman of the committee . . . George Gobel is slated to appear on two Garry Moore programs . . . Jackie Cooper just won a commendation from the American Medical Ass'n as "the outstanding doctor in a TV series . . ." . . . Crystal House Miami Beach, a luxurious apartment house, will soon be featured in a radio program dealing with art. The building boasts an expensive art collection.

• • • Choo Choo Collins, the young jazz singer who performed with the Ronnie Brown Trio in Las Vegas this Summer, writes: "I've been offered a chance to perform on CBS-TV's new 'Celebrity Talent Scouts'—but only if I can find a celebrity to sponsor me! I haven't got my own celebrity. I tried to advertise for one in the papers, but they wouldn't run the ad!" Choo Choo wants to know if some kind, enterprising person will find a celeb for her! Attention: Irving Mansfield and Peter Arnell.



MISS COLLINS

• • • One of the proudest husbands on video screen is Jim ("Talent Scouts") Backus. His wife, Henny, a talented TV actress, has NBC paging her for a regular radio show, giving fashion, cooking and other miscellaneous hints. Considered one of Hollywood's most stylishly dressed women, Henny would be a natural for a video show of her own . . . One thing about Summer TV, it gives you a rerun for your money . . . Carol Burnett doesn't want a show of her own. She may not only be the funniest gal on TV but one of the smartest, too . . . Singer Jacques Kayal is cutting his first two records next month. The bankrollers are two industrialists who caught his act at the Living Room recently and they went from autograph hunters to "Angels" within a few minutes after they asked where they could get his records and found he didn't have any.

• • • A daughter, her first child, was born Sunday to NBC-TV personality Shari Lewis and her husband, publisher Jeremy Tarcher. The arrival will be named Mallory. Mrs. Tarcher, whose Summer TV programs were taped in advance to allow for the stork's arrival, is at N. Y.'s Mt. Sinai Hospital, and expects to return home next week . . . Producer-writer Ruth K. Hill planes to London to tape stories from the BBC as well as her Fall series, "City Reporter," heard weekly on WEVD, Voice of America and for ABC's "Flair."

• • • Dave Garroway is still accelerating his TV activity. In addition to being on the Miss Universe program on CBS tomorrow Dave just okayed a date on "Celebrity Talent Scouts" for August . . . Carmel Quinn is packing them in at the Copacabana nitery in New York . . . French Chanteuse Paulette, who has scored a big hit in every spot she has played, does one of the best take offs on Maurice Chevalier. A good bet for a TV guest shot . . . Why not call Summer TV the last lap. So many reruns . . . When an investigation is on TV they should call it Tell-Evision . . . Tony Kraemer, research-development director in CBC's New York office, is the newly elected president of the Darien (Conn.) University Club.

## 'Pinch Hitters' In Weather Tilt

St. Louis—The "Pinch Hitters," an organization of wives whose husbands earn their living in baseball—as players, execs, writers, etc.—are going to bat for Pat Fontaine during her absence from the KMOX-TV weather broadcasts, until July 21. Miss Fontaine will be in New York appearing on NBC-TV's "Today" show.

The bulk of the monetary reward to the "Pinch Hitters" for their efforts on the KMOX-TV weathercasts will go toward a community fund to aid retarded children.

## E. St. Louis Negro Outlet Switches to 'Good Music'

East St. Louis, Ill.—The scant number of all-Negro stations has further diminished with the announcement that WBBR here will change from a Negro to a "good music only" station at the end of this month. Station is owned by Larry R. Pincus, who also owns WOBS, Jacksonville, Fla.

## Golf Experts to Tell How Rules Teed Off

Red Barber will host a symposium on the history and development of the rules of golf on CBS Radio's "Sports-A-Rama" July 20. Guests are William Ward Foshay, VP of the U. S. Golf Association and chairman of its rules committee, and Lou Strong, president of the Professional Golfers Association.

"Sports-A-Rama" is sponsored by the Gabriel Co., manufacturers of automobile shock absorbers, via Gray and Rogers, Philadelphia. James M. Dolan supervises the series.

## Alice Limperis Selected For New WXYZ-TV Niche

Detroit — Alice Limperis has been named to fill the newly created position of public service coordinator at WXYZ-TV. In making the announcement, the station's president John F. Pival, said that Miss Limperis would represent WXYZ-TV in liaison functions with public service agencies in the greater Detroit area and would coordinate the station's services to the agencies.

## Specs Study Economy

(Continued from Page 1)

network has scheduled five half-hours on succeeding nights to the examination of a major American problem," said CBS News president Richard S. Salant. "The usual formats of conventional news and news-in-depth broadcasts could not satisfy the need for a systematic exposition of the fascinating, complicated and urgent world of economics."

Producer will be Perry Wolff, with Arthur Bonner as associate producer.

## CBS Radio Skeds Return Of Robert Merrill Show

"Robert Merrill's Treasury of Stars" will return to CBS Radio beginning Sunday. Hosting the show, the baritone will feature leading popular vocalists, as well as offer selections himself from light fare and his operatic repertoire. Harry Sosnik conducts the orchestra for the program.



## Disk Spinning

By LOU GROSSMAN

M-G-M Records will kick off Conway Twitty's new single, "Unchained Melody," during his personal appearance engagement at Spring Lake Park in Oklahoma City. Radio stations in Oklahoma will be the first to receive Twitty's new release. MGM publicity-promo chief Sol Handwerger is coordinating the campaign.

20th-Fox Records reports that "Mr. Hobbs Theme" is rapidly becoming one of the leading hits on the boards, moving up much faster than anticipated. Last week's sales more than doubled the previous week's high.

Climbing on the "Music Man" bandwagon, ABC Paramount is releasing two tunes from the movie to open soon in New York. The sides, "Lida Rose" and "Till There Was You," were recorded by Ferrante and Teicher, the hot piano duo. The disk company is also releasing the Canadian hit, "Remember Me, I'm The One," which was originally recorded by Chateau.

Columbia's four factories will maintain a full production schedule throughout the Summer months, in order to provide continuous service for its custom record customers. New appointments at the company are Gerald Yeager as analyst; Edward Appel as market research manager, and John J. Lorenz as finance VP.

Riverside A&R exec Cannonball Adderley and his quintet play a jazz concert at Wisconsin U. in Madison July 27. . . . The Gene Krupa Quartet, Verve recording group, has been booked for the Lambertville, N. J., Music Circus on Aug. 3. . . . Phil Bennett and his Orch just booked to play for the Radio & TV execs' ball at the Wykagyl Country Club, New Rochelle, July 31.

### King at WLIB Mikes Mins. After Jail Release

WLIB was there "firstest with the mostest" yesterday, obtaining an exclusive "beep phone" interview with the Rev. Martin Luther King only minutes after he was released from an Albany, Ga., jail. The Rev. King discussed the current southern problem with WLIB newsman Clarence Rock in the program, which was aired less than 15 minutes after King left his cell.

## Frank Will Produce Specials Full Time

Reuven Frank will give up his post as producer of "The Huntley-Brinkley Report" and "Chet Huntley Reporting" on NBC-TV to devote full time to producing NBC News specials for the 1962-63 season.

Frank has been producer of both programs since their inception in 1956. During the past season, he also produced three news specials, "The Many Faces of Spain," "The Land" with Huntley and "Our Man in Vienna" with Brinkley.

He joined NBC News in 1950 after three years with the Newark Evening News.

### Color Surge in Britain

(Continued from Page 1)

have been used for the past eight years by the BBC in experimental color transmissions. Pye and EMI also are readying plans for production of color sets once it is clear when the transmissions will begin.

The government is known to favor the pay-TV experiment over Pilkington objections. It sees three major advantages offered by fee-vee: greater choice of programs for viewers, a new way of financing future TV developments in Britain, and a way to boost exports of British TV equipment.

The British companies already formed to promote pay-TV are likely to be asked to set up two major groupings. Depending on the success of their efforts, the Government would then license extension of the system on a national scale.

Shock waves are still being felt from the Pilkington Report. Angered by its recommendation for less autonomy for smaller TV stations, Westward TV chairman Peter Cadbury organized the burning in effigy of Sir Harry Pilkington in the gardens of his home. Fuel was provided by copies of the report.

## Minow Opposes Tinkering With Equal-Time

(Continued from Page 1)

make clear the difficulties to be encountered by the lack of manpower to police political broadcasting under the fairness doctrine, with Sec. 315 out of the picture.

### 418 Beefs in 5 Months

Pointing out it has only one full-time man and two part-timers to work on fairness complaints, the FCC noted there were 418 complaints about editorializing and controversial issues in the first five months of this year alone, while the entire total for 1961 was only 409.

Minow's opinion: the least tinkering with Sec. 315, the better.

## HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Playwright Arch Oboler has completed the first of a series of suspense record albums titled "Drop Dead!" which will be released by Capitol early in September. It's the first time that suspense has been made the theme of a stereo album and nobody is more qualified than the author of the old "Lights Out" radio series of the forties. Oboler has been engaged in recent years in writing, producing and directing motion pictures. For this album he brought together many of his original "Lights Out" cast including Mercedes McCambridge, Harold Peary, Bea Benadaret, Larry Dobkin and Jack Johnstone.

• • • Maurice Hart's "Memory Lane" show Saturdays on KNX is fed to 50 stations sponsored by Karl's Shoe Stores . . . Hong Kong film star Natalie Mamak makes her American television debut tonight on the Gunther Less "World Adventure" series on KTLA . . . Ozzie and Harriet Nelson are looking forward to the change of pace from a weekly TV series when they start a month's tour in Summer stock this week.

• • • Jule Styne has been busy on the local radio and TV circuit this week plugging his "Evening With Jule Styne" at the Hollywood Bowl tonight . . . The Southern California Plating Institute marks its 2,000th broadcast this week of the 5:45-6:00 PM news on KFI . . . Ben Piazza, William Windom and Conrad Janis have been signed by Leslie Stevens for the "Stoney Burke" segment that will be filmed on location in the San Fernando Valley next week by Daystar Productions.

• • • The Louis Shurr Agency has signed Al Jarvis' son Mike for representation in films and TV . . . Chris Nyby has been signed by Vincent M. Fennelly to alternate with the three directors previously signed to direct "Rawhide." His first assignment starts July 30 . . . "The Lucy Show" is the permanent title of the new Desilu comedy series starring Lucille Ball and Vivian Vance.

• • • Jack Webb has signed William Conrad and Robert Leeds to alternate with each other in directing "General Electric True" at Warner Brothers for Fall release over CBS. The first seg rolls next week . . . This week's recording session for "The Bullwinkle Show" "Bullwinkle at the Bungling Brothers Circus" is the 300th since Jay Ward started with "Rocky and his Friends" in 1959 . . . Nancy Gates has guest star role in ABC-TV's "Wagon Train" segment which started at Revue this week.

• • • Filmways starts shooting "The Beverly Hillbillies" series at General Service Studios next Tuesday. The comedy series starts on CBS-TV September 26 sponsored by Kellogg and R. J. Reynolds . . . Emmaline Henry has been set by Leonard Stern for ten of the first thirteen segments of the Marty Ingels-John Astin ABC-TV comedy series "I'm Dickens, He's Fenster."

• • • June Allyson, Edgar Bergen, Jackie Cooper, Lloyd Nolan, Mickey Rooney and Barbara Stanwyck will all star with Dick Powell in "Special Assignment" for the Four Star "Dick Powell Show." The original teleplay by Ben Starr and Bob Brien was especially written to accommodate an all-star cast.

However, commissioners Craven, Ford and Cross, sitting with him at the witness table, offered no comment. Commissioner Bartley, who wasn't present, dissented from the FCC statement but went on the record favoring the administration's own bill on the subject, which would suspend equal-time for presidential and VP candidates in 1964 only.

Subcommittee chairman John O. Pastore (D., R.I.), a strong backer of Sec. 315 repeal, warned broadcasters that it is too late in the session for that, and the most they can hope for is to "lower the floor" for 1962.

Sens. Norris Cotton (R., N.H.), Ralph Yarborough (D., Tex.) and Strom Thurmond (D., S.C.) all expressed serious reservation. This would indicate there will be considerable controversy within the subcommittee when the time comes to vote on whether to suspend and, if so, how far to go.

### 'Elimination' Not Desired

Minow said at one point, "We aren't anxious to see Sec. 315 eliminated" because it hangs over the heads of broadcasters and "in 99 out of 100 cases," when the FCC merely brings a complaint to the attention of a station, the station gives the equal-time requested.

## Golden Gate

... and its environs

By BILL SHEA

**San Francisco**—A sharp cleavage in radio programming on the regional level but manifest throughout the country, in his opinion, was examined in an interview here with Fred Ruegg, CBS vice president who heads the administrative division of the company's seven c.o. radio stations.



RUEGG

Discussing the music vs. talk programming formats, Ruegg told RADIO-TV DAILY he has found more and more of the so-called "Top 40" stations are either veering away from broadcasting that consists of approximately 90 per cent music and have switched to more diversified forms of entertainment, or are in the process of seeking a change. The CBS-operated outlets, he pointed out, already have adopted the more talk, less music format.

"Radio station operators have reached the conclusion that sponsors no longer believe the all-music format is the best advertising media," he declared. "To achieve stature in its particular area, radio must be important in and to the community ..."

"A distinct advantage radio enjoys over TV is its opportunity to broadcast news from local, regional, national and global levels. But to succeed, the news must be disseminated in depth and not tossed out in newspaper headline style—which the all-music stations do in the manner of racing through a spot commercial announcement between platter spinnings. Listeners, in these times of hectic happenings all over the world, are hungry for knowledge of what is happening both at home and abroad."

## Aussie TV Comics on Visit

Top Australian comedian Bobby Limp and his spouse, Dawn Lake, who stars with him in *Down Under* husband-wife situation comedies, are in the U. S. for a brush up on latest TV developments.

The vacationing Limbs, whose TV show on Sidney's TCN, Channel 9, is off till Fall, visited Los Angeles and then saw 11 shows in Las Vegas within two days before arriving, somewhat exhausted, in New York. They leave for London Sunday en route

## Zayre, Linc-Merc Back Patriots Sked

**Boston** — Zayre Department Stores and the Lincoln-Mercury Dealers of New England will co-sponsor 19 Boston Patriots football games on WEEI Radio here, and the 10-station Patriots New England Radio Network.

The sale to Zayre was made through the Bo Bernstein Agency, and to Lincoln-Mercury through Kenyon & Eckhardt. It will include five pre-season exhibition games starting Aug. 11 and 14 regular contests scheduled to open Sept. 8.

Bob Gallagher will handle the play-by-play with Fred Cusick doing the color. WEEI will back the broadcasts with an extensive promo campaign, including bus and taxi posters, newspaper ads, and 10,000 sked cards.

## Morin Sets 'Persuasion'

(Continued from Page 1)

unknown to play the Perkins role. "Friendly Persuasion" is now being syndicated by AA in both color and black and white within its "Cavalcade of the '60's" which comprise 40 features, including "Al Capone," and "Phoenix City Story."

The ratings achieved by "Friendly Persuasion" in its market-by-market screenings on the air inspired the AA management to move ahead with its series production plans. Morin cited the film's WGN-TV, Chicago, score of 17, with a 41.5 share against competing features that pulled a 10 and 6, with 24.4 and 14.6 shares, respectively, as an instance of the persuasive power of "Persuasion."

## 10 Top Rankers Pinch-Hit During Dick Clark Holiday

**Philadelphia** — Ten top TV and recording stars will pinch-hit for vacationing Dick Clark, ABC-TV's "American Bandstand" host, starting Monday. Among those subbing for the deejay on his two-week leave will be Johnny Crawford ("The Rifleman"), Chubby Checker and Jimmy Dean. The stars will perform as well as emcee.

## AGENCY NEWSCAST

By RALPH TYLER

Marking the company's debut in TV advertising, U. S. Plywood Corp. will sponsor two prime-time network shows in the coming season—a weekly dramatic series and a news report Thursday and Friday evenings.

### Thought for Today

*"The changing patterns of U. S. marketing show that 'grass roots' radio is more vital than ever to advertisers whose trade depends on the U. S. consumer. Radio is far better geared, through personal and community acceptance in these counties (of 100,000 population or less) to do the selling job needed by national and regional advertisers."*

—Sidney J. Wolf  
Pres., Keystone B'casting System

## Heroic Film Crew Averts Major Fire

**Los Angeles**—An alert KTTV production crew has been credited with saving a number of homes from fire through quick action when they ran into some unexpected real-life drama.

On location in the hills of Palos Verdes Peninsula, the crew was waiting for an oil commercial set-up to be completed when one of the men in the videotape truck heard a crackling sound on the dry hillside and saw a small boy running, leaving behind him a rapidly spreading area of flame. The flames were directly above some expensive homes.

### Praised by Smoke-Eaters

Immediately, three of the KTTV crewmen, Ray Pearson, B. J. Claypool and Gene Schlickemyer, grabbed blankets and hand fire extinguishers and snuffed the flames. When the firemen arrived, they told KTTV director James Gates that if the crewmen hadn't acted promptly, the entire hillside—and the homes—would have gone up in smoke and another disastrous brush fire could have been well on its way.

## FCC Cautions Deejays

(Continued from Page 1)

kers. The FCC warns that licenses can only be issued under the correct handle.

FCC air sleuths have been handed a hot potato. A father asked revocation of his son's amateur radio license on the ground that school work was being slighted. The son, accusing the father of violating federal law in moving against a federal license, asked that his dad be restrained from interfering with the operation of an amateur station.

Agency is Kenyon & Eckhardt. The news program is the ABC Evening Report with Ron Cochran. The other show will be "Sam Benedict", a series of court-room dramas starring Edmond O'Brien and based on the experience of San Francisco lawyer J. W. (Jake) Ehrlich. The hour series will premiere on NBC-TV September 15.

Charles Lee Ewell and Richard Povill have joined the copy staff of Kudner Agency, New York. Ewell has been with Gardner advertising, and Povill with Kal, Ehrlich and Merrick. . . . Helene Curtis Industries has appointed Herbert S. Laufman director of advertising and Jack K. Lipson to the newly created post of director of advertising services. Laufman has been exec VP for the last two years of the R. Jack Scott agency. . . . Steve Miller has been named PR director for Enyart and Rose, Los Angeles. Miller has been heading his own PR office in Beverly Hills for the last 10 years after being associated with J. Arthur Rank and MGM studios. . . . Del Wood Associates, New York and Hollywood, has been appointed by the Hanover Canning Co., Hanover, Pa., to handle radio and TV advertising.

Mort Stein Presentant Services, Los Angeles, in cooperation with Ray Mercer & Co., has opened a new "experimental" service for agencies and clients producing TV commercials. Experiments with products in front of the camera is done in slow motion, fast motion, against different backgrounds and under water.

## General Foods, Lever On Lucy's Return Tab

(Continued from Page 1)

series, based on the novel "Life Without George," by Irene Kampen is sponsored by General Foods, through Young and Rubicam, and Lever Bros., through J. Walter Thompson.

Exec producer for "The Lucy Show" is Desi Arnaz and Elliott Lewis is producer. Writers are Bob Carroll, Jr., Madelyn Martin, Bob Weiskopf and Bob Schiller.

Vivian Vance, an alumna of the "I Love Lucy" series, co-stars with Miss Ball in the tale about two widows trying to handle the normally masculine aspects of running a home and disciplining the children.



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VOL. 91, NO. 10

MONDAY, JULY 16, 1962

TEN CENTS

## PUNDITS ASSAIL 'GREAT DEBATES'

### West'ghouse Taking Title to WINS

#### San Antonio Stations In 'Big Money' Deal

Westinghouse Broadcasting Co. president Donald H. McGannon this morning said he hopes to be able to close title "in the next few weeks" on its purchase of WINS, New York.

The FCC on Friday approved the sale by Gotham Broadcasting for \$10 million, described as the second highest price ever paid for a station in its entirety. The record, the FCC said, was \$10,950,000 for WMGM, also New York, in 1961. It was noted there is a pend-

(Continued on Page 2)

#### TV Daytime Sales VP Post at CBS for Curl

Joseph N. Curl has been promoted to CBS-TV VP Daytime Sales, effective immediately. William H. Hylan,



CURL

the network's senior sales VP, also announced that Robert F. Jamieson had been named to the newly created position of station sales manager. Curl was made daytime sales manager in Dec., '59. Jamieson has been assistant business manager and director of station clearances since then.

#### FCC Wants Open Books On Web Affiliation Pacts

Network affiliation contracts, except for transcription pacts or individual broadcast station financial reports, would be open to public inspection under proposed FCC rulemaking. The idea has been bitterly opposed by networks, as exposing confidential business relationships. The commission has asked for written arguments on the proposition, first advocated in 1957.

### VID SALES PUT \$12-MILS. IN SEVEN ARTS' COFFERS

Seven Arts Associated's domestic TV distribution of 122 Warner Bros. post-'50 films, special features and 191 Looney

Tunes cartoons accounted for sales of \$12,199,118 during the company's 1961 fiscal year, it was announced today by Robert Rich, VP-general sales manager, and Donald Klauber, VP-national sales manager.

The parent company, Seven Arts Productions, Ltd., which also has divisions in motion pictures, the legitimate theatre



RICH



KLAUBER

and real estate development, had net earnings for the year of \$1,100,555 or 85 cents per share, against a loss of \$1,090,212 in 1960.

Rich and Klauber noted that steps were taken during the year for the acquisition of additional major features from motion picture companies, including 20th Cen-

(Continued on Page 8)

### Rust Craft Acquires 40% Share of WVUE

Jack N. Berkman, WSTV, Inc. president, has announced acquisition of a 40 per cent interest in New Orleans TV Corp., owner-operator of Station WVUE.

Represented on the board of New Orleans TV Corp. by Jack N. Berkman and Fred Weber, WSTV, Inc., soon will officially change its corporate name to Rust Craft Broadcasting Co., reflecting association with its parent company, Rust Craft Greeting Cards in Dedham, Mass.

WVUE has an authorized con-

(Continued on Page 8)

### Hamilton VP-Gen. Mgr. At Notre Dame Outlets

South Bend—The Michiana Telecasting Corp. has elected Wm. Thomas Hamilton VP-general manager of the Notre Dame U. radio-TV stations. Previously with ABC Radio and TV and the CBS network, he joined WNDU-TV and Radio in 1955.

### Top 20 Marts 'Tilted' By Daytime Viewers

The majority of all network TV programs attract less than their proportional share of the audience in the 20 largest U. S. markets and this "imbalance" is even more evident with daytime programs than with nighttime programs, according to Larry H. Israel,

president of TV Advertising Reps.



ISRAEL

He said that while the top 20

(Continued on Page 8)

### WHN Pacts Bob & Ray For Daily 4-Hour Show

Bob Elliott and Ray Goulding have been signed to an exclusive New York contract by WHN, Storer station here, which will

(Continued on Page 3)

### 'Popularity Contests' 'On Camera' Feared In Presidency Races

Four American political experts this morning warned that TV debates by presidential candidates can end up as "personal popularity contests" having nothing to do with important political issues.

The warning came in a significant report, out today, on the "Great Debates" of Nixon and Kennedy and what they indicate for the future. It is published by the Center for the Study of Democratic Institutions, a Fund for the Republic project.

Most critical of the role of TV debates was Hallock Hoffman, staff director of the Center's study of the political process. He said TV in politics will bring about "an increasing detachment of citizens from political affairs unless we learn how to use more wisely the great new medium of visual communication."

Hoffman said the TV debates "became occasions, for both can-

(Continued on Page 6)

### Smith Pays \$400,000 For Jacksonville Outlet

Jacksonville, Fla.—Ben Strouse has sold WMBR AM-FM here to Charles F. Smith for \$400,000, subject to FCC approval. The deal was handled by Blackburn & Co. national media brokers. Strouse owns WWDC in Washington, and has a major interest in WEEB, Baltimore. Smith owns WTMA in Charleston, S. C.

### ASCAP Tunemiths Sue Station Over Copyrights

Shreveport, La.—Sixteen ASCAP members have filed suit for copyright infringement against KREB here, alleging songs were performed by the radio station without authorization. The suit asked that the defendants be restrained in the future, and seeks damages of not less than \$250 for each unauthorized performance.



Established Feb. 9, 1937

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## L.A. Outlet Wraps Up Sports Sponsorship

West Coast Bureau of RADIO-TV DAILY

**Los Angeles**—KNX Radio's coverage of 10 Southern California U. grid games and 23 basketball tilts has locked up sponsorship with the signing of the Ford Dealers of Southern California for one-quarter backing of the sports package via J. Walter Thompson. Previously signed were Humble Oil Co. for half, and Farmer John Products for quarter-sponsorship.

The radio station's "Pigskin Preview" will be sponsored by Canada Dry Corp. via J. M. Mathes, Inc., of New York, while Continental Airlines thru JWT will back "Football Follow-Up."

Meantime, KNX announced final station clearances for "Memory Lane," 25-minute Saturday evening music program pacted for a 50-outlet buy by Karl Shoes via Space & Time Advertising. Involved are stations in 11 Western states in addition to outlets of the CBS Radio Pacific Network.

**ADD UP THE FACTS!**  
**ADULT AUDIENCE**  
**+ TOTAL AUDIENCE**

**K-NUZ NO. 1 BUY**  
**HOUSTON**

# CENSORSHIP REINS TIGHT ON U.S. SHOWS IN MEXICO

Special to RADIO-TV DAILY

Mexico City — The censorship heat is on in Mexico as far as American series are concerned. Last week, Carmen Baez, head of the Film Bureau, imposed an \$800 fine against Peliculas Candiani for releasing a "Lone Ranger" segment without prior official revision and approval.

## 7 NBC-TV Offerings Rub Mentholatum Right Way

Mentholatum Co., through J. Walter Thompson, has purchased sponsorship in seven of NBC-TV's 1962-63 nighttime programs. The seven are: "McKeever and the Colonel," "Laramie," "Chet Huntley Reporting," "The Virginian," "The Wide Country," "International Showtime" and "The Jack Paar Show."

## AM 'Overpopulation' Problem Given to 15

NAB president LeRoy Collins has appointed 15 prominent broadcasters and communications experts to two special units which will plan for the forthcoming industry-government conference on "overpopulation" in the AM radio band. Carl E. Lee, Fetzer Broadcasting, Kalamazoo, Mich., was named chairman of the engineering subcommittee, while Merrill-Lindsay, WSOY, Decatur, Ill., will head the subcommittee on non-engineering research. Also in engineering unit are: Joseph S. Field Jr., WIRK, West Palm Beach, Fla.; Ray Johnson, KMED, Medford, Ore.; Myron Jones, WJET, Erie, Pa.; William S. Duttera, NBC; Jules Cohen, Association of Federal Communications Consulting Engineers, Washington, and Julius Cohen, also of AFCCE, Washington.

The non-engineering subcommittee also includes: Richard E. Adams, WKOX, Framingham, Mass.; John F. Box Jr., Balaban Stations, St. Louis; Harper Carraire, CBS Radio; Robert F. Hurlough, Mutual Broadcasting; John F. Patt, WJR, Detroit; Robert R. Pauley, ABC Radio, and Lawrence Webb, SRA, New York.

## Adam K. Riggs Promoted To Triangle Nat'l Sales

Philadelphia — Triangle Stations has appointed Adam K. Riggs an account exec in the national sales department, New York, replacing Gordon Grant who resigned. Riggs has been an account exec for Triangle's WFIL here since 1957.

Before joining the company, he was on the sales staff of Bryn Mawr Mercedes-Rolls Royce, RCA and the Ford Motor Co.

The episode arousing official displeasure presented "cowardly" Mexican bandits, who committed especially vicious, brutal outrages before they were brought to task by the hero. Miss Baez said this was "defamatory and insulting" to Mexico, since the bandits, laid low by the Lone Ranger, were treated in a "contemptuous manner."

Miss Baez recently slapped a similar fine on a Universal TV program accentuating outrages by a band of juvenile delinquents. Although the story ended with the delinquents as "reformed characters with hearts of gold," Miss Baez did not see it that way. Here, too, submission for prior screening was not followed by firm.

## NEA Appoints Professor 'Turning Point' Liaison

Washington Bureau of RADIO-TV DAILY

**Washington**—The National Education Ass'n has appointed UCLA Prof. Lawrence E. Vredevoe as liaison rep for Clarence Greene and Russel Rouse's new series for Screen Gems, "Turning Point." He will assist in the development of storylines, and maintain a close tie between producers and NEA headquarters.

The series, officially supported by the association, portrays a dedicated high school staff, with Mike Conners as a science teacher and athletic coach.

## WINS Will Be a WBC Outlet

(Continued from Page 1)

ing application to buy the remaining half interest in WTAE-TV, Pittsburgh, the price being \$10,600,000.

Only holdup to the WINS deal is a condition that it shall not take effect until Westinghouse submits a request for dismissal of its application for renewal of license for its WBZA, Springfield, Mass.

In another big money deal, the FCC approved a transfer of KENS TV and radio, San Antonio, owned by Express Publishing Co. Transferred was the 65 per cent ownership of Frank G. Huntress, Jr., Frank G. Huntress, III, Katherine H. Minter, W. A. Druce and the estate of George W. Brackenridge, to Caller-Times Publishing Co., Reporter Publishing, Affiliated

## COMING AND GOING

NORM BLUMENTHAL, producer of NBC-TV's "Concentration," has returned from a week's vacation at Cape Cod.

PAUL BRINEGAR, of CBS-TV's "Rawhide," in Minneapolis over the week-end as grand marshal of the Aquatennial parade.

BRUCE L. WOLFSON, VHF, Inc. controller, to Toronto for production meetings.

PETER M. PIECH, "Bullwinkle Show" exec producer, back from Hollywood business meetings.

JERRY LEIDER, CBS-TV program sales director, in Miami over the week-end for the Miss Universe Beauty Pageant coverage, leaves for the coast tomorrow.

ARTHUR GODFREY to the coast tomorrow on business.

## Wood to California As Nat'l Sales Mgr.

Edward W. (Ed) Wood, Jr., has been appointed national sales manager for Cellomatic Industrial Productions, a division of Screen Gems in a move aimed at further broadening the organization's scope in the industrial presentation field. He joins CIP after serving 14 years as general manager of the CBS Housewives Protective League, in which he supervised the highly successful Galen Drake operation, among others.

Prior to his CBS tenure, Wood served on the board of directors and as sales VP for the Mutual Broadcasting System. He was also sales manager for WGN, Chicago.

## Getting 'Organ-ized'

El Paso — Members of the Plaza Theatre Organ Club present a weekly program of organ music on KHMS-FM each Sunday.

Newspapers and the San Angelo Standard, thus increasing their holdings in Express Publishing to 99.2 per cent.

The price, \$6,256,000, included an agreement to employ Huntress, Jr. as chairman of the board for five years at \$65,000 per year and thereafter as consultant for five years at \$12,000. KENS Radio is then spun off to Texas Star Broadcasting for \$700,000, by the new owners.

JUdson 6-7070

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## Bell Duties Expanded As NAB Plans Veep

Howard H. Bell has been appointed NAB vice president for planning and development and assistant to president Le-Roy Collins.



BELL

Bell, formerly vice president for industry affairs, will continue to carry out the duties of his former position, including matters jointly concerning both radio and TV. He will have increased responsibilities in these areas, particularly in the planning and development of projects and programs designed to serve the long range goals and objectives of the association and the needs of the industry.

### Takes Some Perry Duties

Bell also will assume some of the duties vacated by John L. Perry who recently resigned as Collins' assistant to become a Washington consultant. Perry continues to serve the NAB in a consulting capacity.

## Philly Outlet Augments News with 3 Round-Ups

Philadelphia—WFLN here has expanded its news coverage with three daily round-ups in key time slots, sponsored by the Inter-State Milk Producers and the Philadelphia Milk Distributors.

Taylor Grant will present his "Editorially Speaking" at 8 AM, to reach the early birds and mass in-car listeners. "The World at Noon," with Frank Carter, will summarize the days events plus last-minute breaks. Melvin K. Whiteleather will offer his "Viewpoints on the News" at 4:30 PM.

## Chesebrough Pond Buys Saturday Movies Time

Chesebrough Pond, through Norman, Craig & Kummel, has bought sponsorship in seven new NBC-TV nighttime programs and "Saturday Night at the Movies."

## Storer TV, College Win Honors for Joint Show

Cleveland—"American Values," jointly produced by Storer's WJW-TV here and John Carroll U., has won the American College Public Relations Association's annual Audio-Visual Award. The program was originally aired on the station's "Cleveland Report" Feb. 8.

## They're 'Regulars' Again



Being signed by John C. Moler (standing), president-general manager of Storer's New York radio station, WHN, for a Monday-through-Saturday 4-8 PM show to begin July 30, are the popular comedy team of Bob Elliott and Ray Goulding. The pact gives the station exclusive N. Y. air rights to the talents of the writer-personalities.



## Bob & Ray to WHN For Daily 4-Hr. Show

(Continued from Page 1)

feature the popular comedy team in a 4-8 p.m. Monday-Saturday schedule beginning July 30, John C. Moler, president and general manager of the outlet said this morning.

The move marks Bob & Ray's first regularly scheduled radio program in many years, and the first major personality addition for WHN since its acquisition by Storer Broadcasting Co., last January.

### Will Showcase Characters

In addition to spotlighting WHN's new concept, "Sound of Music/Total Information News," Bob & Ray will showcase such familiar characters as Wally Ballou and Artie Schermahorn, "Award-Winning Reporters;" Mary McGoon, "Home Economist," and Barry Campbell, "Beloved Star," among others.

Said Moler, "The public, broadcasting and advertising fraternity have known Bob & Ray for years as one of the most creative, original and inventive writer-personality teams in the entire realm of the broadcast industry. We know they will be welcomed by WHN's audience and by our growing roster of fine advertisers."

## Bankers Told to Buy Radio To Get Best Ad Dividends

Bankers, who already invest a substantial part of their \$200 million annual ad budget in radio, are targets of a new RAB sales presentation released this week called "Radio Makes Dollars and Sense for Banks." RAB point out banks actually


spend 25 per cent less on the average on advertising than savings and loan firms, must therefore get the medium which "reaches more prospects for less investment than other major media."

Radio's auto audience, sometimes overlooked by bank advertisers, is "a strong argument for the medium," says RAB. It reports that auto loans make up 90 per cent of all consumer loans, and are the third most-advertised banking service. The presentation urges advertisers: "When advertising auto loans, go directly to the driver. Radio sells from the dashboard."

Radio's impact on the suburbs, where home loans, auto loans, etc., are of prime importance, is still another reason for increased radio use, says RAB. The number of bank branches has increased from 5,020 in 1950 to more than 11,000 today, and RAB reports that radio stations reach 83 per cent of all suburban homes.

## Sodre Festival Honors 'Mark Twain's America'

The Sodre Film Festival of Montevideo, Uruguay, has given an honorable mention to the NBC-TV "Project 20" production of "Mark Twain's America," according to the USIA. Produced and directed by Donald B. Hyatt, the program was first broadcast in April, 1960.




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Hollywood 28, California

Photography: Lucky Tulak HO 4-5161



## BING, BASIL AND BEAMING BROADCASTERS

As reported by the trade press during the past week, we will be releasing "ACROSS THE SEVEN SEAS" in association with Bing Crosby Productions. Bing has acquired a full 50 percent ownership of the series, and the opening credits of each episode still to be made will clearly establish the identification of Crosby Productions with the series.

There's no sense beating about the bush: I sought the association because I wanted to, and also because I had to; the series became too rich for one man's blood. In just the past month—with our West Coast premiere still six weeks away—I watched our original budget jump 18 percent. And especially with a color series, that's a tremendous leap.

But the product—as the Crosby people readily admitted—is in a class by itself. For want of a better description, we have labeled it "Travel-Adventure," but it is much more.

In the lavish use of ingenious, Swiss-developed SOUND equipment, "ACROSS THE SEVEN SEAS" presents a fascinating talking world, not the silent one of today's travelogues; and by devising hand-fashioned, ultra mobile lighting equipment, designed by our own crews, we are able to present the world after dark, so brilliantly lighted that it parallels anything we can film in a studio. No one—absolutely no one—who has seen this product, has denied its superiority to anything similar, either in syndication or on the networks.

True, quality isn't everything; in the final analysis, only entertainment can produce ratings. On that score, I can only submit my own belief, plus the confidence of Crosby Productions, and of American Home Products, and the track record of every travel-adventure series we have produced.

I look forward with great pleasure to the association with Bing Crosby Productions, for there is much more involved here than merely financial backing and a valuable endorsement; there is also a mass fountain of broadcasting experience available to us, and I intend to take full advantage of it.

Our deal with Crosby Productions was set with Basil Grillo, President of the Crosby Companies, and a man I have known and respected for many years. His counsel and advice has been invaluable to me in a prior association. So often in our business, when we get too close to the trees, sound advice is worth much more than money.

In releasing "ACROSS THE SEVEN SEAS" this year, we are mindful of the flood of rerun product that has suddenly been dumped on the market. But in this series, we are able to offer a program that is crisp and new and bright and gay, whether televised in black and white or color. It's been designed as a happy series, and it will stay that way. The only "message" I understand is a healthy rating, which in turn produces Beaming Broadcasters and Smiling Sponsors.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Executive producer Mike Stokey is seeking Gig Young as a regular panelist on CBS-TV's new Fall show, "Stump the Stars" . . . Arthur (Skip) Steloff, prexy of Heritage Productions, has completed arrangements with producer Jerry Thorpe on a new TV series, "The Thinking Machine," to star Claude Dauphin and Everett Sloane . . . CBS' Martin Carr, one of TV's busiest directors, in one day helmed a portion of "Calendar" from Washington, flew to New York to direct an interview at the UN with India's V. K. Krishna Menon and in the evening guided a John Butler dance special for a forthcoming CBS show. It's a shame he hasn't something to take up his spare time . . . Ann Sorg, assistant casting director to Rollie Bester at Ted Bates, retiring till the Fall . . . A tip of the Stetson to Nelson Sykes Associates, enterprising PR firm which has just conducted a whirlwind four-week U. S. tour of "Mosquito Maids" in behalf of client 6-12 Insect Repellant. College lassies Mary Anne Mikulka and Bunny Cronin stumped 11 cities, where they were interviewed on 11 TV and 48 radio programs.

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• • • Choreographer-dancer Rod Alexander has been signed to choreograph three of next season's "Perry Como Kraft Music Hall" on NBC-TV . . . Producer Bill Hobin and his lovely wife, Bets, off on a two-week cruise during a break in "Sing Along" tapings, in their new 35-foot racing sloop. They may also enter the forthcoming Newport Regatta . . . Watch for a new sensational singer, Junior Waters. His new M-G-M release, "Look for Me," one of the prettiest and most exciting ballads we have heard in years . . . Harry Weiss, president of Plaza Records and its subsidiary, Pride, is coming to New York from L. A. next week to establish Manhattan offices for the new labels . . . The Highwaymen have just recorded, for United Artists Records, their first motion picture title song, "Bird Man of Alcatraz," from the film starring Burt Lancaster. The group of five just graduated en masse from Wesleyan U.

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• • • They said it couldn't be done, but this pillar said it could and that's just what Walt Framer is doing with "The Big Payoff." At present, he has firm contracts with 25 stations and anticipates 60 by air date Sept. 3. This is what one may call real pioneering, since "The Big Payoff" will be the first five-a-weeker to go into direct first run "live" distribution by tape . . . Hal Jackson covered the recent CORE meeting in Miami Beach for WWRL . . . Joey Dee's next Roulette album, "Two Tickets to Paris," will be a change of pace from his three previous albums. He'll be accompanied by an orchestra which will include 30 violins . . . Station manager H. A. Bridge, Jr., reports that participants and spectators came from Arkansas, Louisiana, Texas and Oklahoma to attend a special event in Longview, Tex., at the Jaycee Auditorium for KLUE's Twist-a-thon. The event was to pick a Mister and Miss East Texas Twister . . . Lanny Ross, formerly WCBS, while not on radio (in which he should be back with his own show again) is taking this opportunity to do a little acting in the Summer. His first stop is at the Legion Star Play house at Ephrata, Pa.

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• • • Off the Record: Erroll Garner, whose European tour was a huge success, is also going global on records. Phillips Phonographic Industries of Baarn, Holland, just signed a deal to be the distributor of all Garner recordings in all the foreign markets of the world, the first of which is Erroll's "Closeup in Swing" album. Am-Par will continue to be the pianist's American rep . . . Dot Records planning a major promo for its newest album, "Vaughn Monroe's Greatest Hits" . . . Jay-Gee Records Co. has four recently released disks that are climbing the charts and registering strong sales around the country, according to Steve Blaine, topper of the firm. They are: "I Love You," distributed nationally by Jay-Gee for the Chex Label; "Snap Your Fingers," on the Todd label, and "Memories" by the Bob Knight Four and "Let Her Dance" by Kurt Harris, both on the Josie label.

# Insurancemen Find a Premium in Backing TV

## Category's Billings For 1st Qtr. of '62 Top 1961 by 23.2%

Insurance advertising on TV is moving to new highs in 1962, with first-quarter billings alone 23.2 per cent over the like period a year ago, TvB reports. Totals for the first quarter do not include billings for the Metropolitan Life which enters TV this Fall, or the Ins. Co. of North America and Continental Casualty (Chicago), which recently began sponsoring television programs.

In the first quarter, total gross time billings for insurance companies were \$4,494,525, against \$3,647,894 in the quarter a year ago. Of the 1962 total, network gross time billings were \$3,610,525, compared with \$2,939,894 a year ago (Source: TvB/LNA-BAR). Spot billings in the first quarter were \$884,000, against \$708,000 in the quarter of 1961.

### Mutual of Omaha No. 1

Last year, gross time billings for insurance advertisers on TV totaled \$14,957,099, of which \$11,204,099 was for network and \$3,753,000 was in spot. Of the \$11.2 million in network billings, \$5,758,471 was in behalf of life insurance, while \$5,445,628 was for fire, casualty and other insurance. Similar breakouts are not available for spot TV.

Leaders among insurance advertisers on TV in the first quarter were Mutual of Omaha, with gross time expenditures of \$961,915, and Prudential, with billings of \$875,070. The latter, one of the earliest users of TV, continues to sponsor "Twentieth Century" on CBS-TV.

Among those advertisers mak-

## Haloid Lifts Check For Huntley Report

The Haloid Co., manufacturer of Xerox, through Papert, Koenig, and Lois, has purchased full sponsorship of 12 NBC-TV's "Chet Huntley Reporting" programs during the 1962-63 season.

Don Durgin, VP in charge of network sales, said the first program sponsored by Haloid will be aired Oct. 16. In the new season, "Chet Huntley Reporting" will continue to present live or taped commentary by the news correspondent with film inserts specially shot for the series.

ing use of TV since the end of the 1962 first quarter, or will enter the medium this fall, Metropolitan Life will use news specials on CBS-TV, Continental Casualty has signed for participations in the daytime schedule and NBC-TV's "Today," ICNA is sponsoring "Hollywood Special" on ABC-TV and "Saturday Night at the Movies" on NBC-TV.

### Varied Programming

In addition to the preceding, insurance companies are using many other different types of programming. Continental Casualty is sponsoring women-directed entertainment programs; Liberty Mutual, "Wide World of Sports," Aetna Casualty & Surety, the "Today" show; Union Central Life, forthcoming specials on Woodrow Wilson and Abraham Lincoln; Nationwide, Howard K. Smith; Allstate, "The Defenders" and "What's My Line," and Blue Cross/Blue Shield, news programs on a market-by-market basis.

## CBS Follows JFK South of Border Again

President Kennedy's forthcoming state visit to Brazil will be covered by a 16-man CBS News unit, and will be the subject of an "Eyewitness" report on CBS-TV Aug. 3. Charles Collingwood will be anchor man, heading the same group of CBS correspondents that accompanied the President on his recent trip to Mexico. Harry Morgan and Bernard Birnbaum of the "Eyewitness" staff will supervise the technical details for the South American coverage. Leslie Midgeley is exec producer.

## PHONE MEETING PICKS LEADERS

TV Academy Trustees  
Vote By Long Distance

A transcontinental conference telephone meeting for the purpose of electing chapter officers of the National Academy of TV-Arts and Sciences will be held today. Trustees representing all nine chapters of the academy will participate in the telephone meeting.

The first in-person meeting of the 33 trustees who will administer the affairs of the National Academy for the 1962-63 year will be held early in October.

## Station Turns Table on Rep.

Wheeling, W. Va.—In a switcheroo, WTRF-TV put its national sales rep, George Hollingbery, on the receiving end of a sales pitch here. Hollingbery and aides toured Wheeling as guests of the station and were given an updating on the growth of the Wheeling area's market.

### Plane Trip Included

The rep group took a plane trip over the Ohio Valley area covered by the station and a tour of the WTRF-TV studios; sat in on a market presentation by the station staff; were guests at a luncheon in honor of the Mayor and the Gutman Advertising Agency; held a seminar on market problems and wound up the day with a farewell dinner with prominent Wheeling citizens.

## Charles Burge Raised To Chi Sales Manager

Charles E. Burge, former account exec with CBS Radio Spot Sales' Chicago office, has been raised to the post of Chicago sales manager for the station rep firm. In assuming his new duties, Burge replaces Jack Burke who was recently named general sales manager of WBBM, CBS owned station in the Windy City.

## Justice Dep't Files For MCA Break-Up

MCA, largest talent agency and TV program packager, was hit with an antitrust suit over the week-end by the Justice Department, seeking court orders to make MCA divest itself of Decca Records and Decca subsidiary Universal Pictures; to dissolve MCA's talent agency business, and to declare certain contracts between MCA and both talent unions and performers illegal.

Five MCA subsidiaries and two unions, Screen Actors Guild and Writers Guild of America, were named as co-conspirators, but not defendants. The unions were accused of giving MCA waivers to represent talent while engaging in production. MCA was accused of selling talent and programs in an unlawful package-deal manner requiring buyers of something wanted to take something unwanted.

Performers were forced into "package representation contracts" under which MCA was given the right to sell all programs or packages they owned, it was charged.

### Real Estate Unit

Houston—Dave Smith, formerly Home Section co-ordinator for The Houston Post, has been named head of KXYZ's real estate sales department, a new part of the station's operations. He will assist developers, real estate firms and builders in their sales and merchandising.

## Contest Prize Undecided; Sterling Is the Giveaway

"Jack Sterling Show" producer Hank Miles, director John Chanin and public information director Joe Cook were sitting around trying to decide on a top prize for Sterling's new "Pop Your Top" contest — a competition of pet peeves and gripes from listeners. A thousand dollars? Naw. A car? Naw. "Let's give them Jack Sterling and the whole cotton pickin' show," suggested Chanin. So that's the grand prize as WCBS listeners tell Jack on a post card what makes them maddest.

## 'Accent' Listens to Greeley

"Accent" is in the hills of the Far West to video-tape a series of half-hour programs on America in mid-Summer for presentation Thursdays on CBS-TV. Led

by John Ciardi, a trail-breaker at "The Saturday Review" and host of the half-hour informational program, a 20-man "Accent" crew will visit several tourist attractions in Colorado, Wyoming, California and Hawaii.

The program's cameras will take a look behind the scenes at an

opera festival, a dude ranch and a plush summer resort, among other holiday sites, with an eye to finding out what makes them "tick." Ciardi also hopes to comment on the reasons for each site's attraction and to explain what it tells about the character of Americans at leisure.

### Don Kellerman Producer

To date, "Accent" has visited the Georgia Sea Islands ("The Golden Isles: Cradle of American Song"); Monticello in Virginia ("Jefferson and Monticello"), and the Shakespeare Festival at Stratford, Conn. ("American Shakespeare Festival"). Don Kellerman is producer. Lane Slate and Joseph Hurley are writers on the two units traveling in the West.

## Wolper Inks 'Miss LA' To Lens Her Crown Bid

Los Angeles—"Miss Los Angeles," Merilou Puopolo, has been signed by Wolper Productions to make her TV debut in a seg for "The Story Of" series, which will document her bid to become "Miss America."

### 'Around Town' Explains Parochial School Changes

Boston—Bill Hahn this week introduces a new feature on his WNAC "Around the Town" show, exploring the extensive curriculum revision of the schools of the Archdiocese of Boston. The changes, geared to the space age, will be explained by Monsignor Timothy F. O'Leary, archdiocese superintendent of schools.

### 'In Public Interest' A Power-Gambit?

St. Louis — Parker Wheatley, KMOX-TV director of public affairs, has told the Optimist Club here that governmental regulation of TV programs "strikes at one of the foundation stones of the U. S."

Wheatley said the threat of program supervision by government is predicated on the "high-sounding little phrase of 'in the public interest,' accompanied by extension of licensing power and regulations of the networks."

"There is a responsibility for citizens of our democratic society to keep TV programming free of governmental regulations, to help maintain freedom of communications for this medium as it should be maintained for all media," he said.

### Friedman to Magnavox

Ft. Wayne, Ind. — Ellis Friedman has joined Magnavox Co. as a corporate VP and coordinator of manufacturing. He was formerly executive VP of Traveler Radio Corp.

## HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Dick Woollen, KTTV's programming chief, expects strong ratings from the "Colgate Theatre" series of post-'48 M-G-M features. Friday night's initialer was a great one—"The Bad and the Beautiful." The Friday 8 PM time was selected carefully. A strong promotion campaign is backing up the series.

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• • • Storer Broadcasting Company's 35th anniversary party at KGBS will long be remembered. Although 700 invitations were sent, there must have been at least a thousand guests. It was a real swinger. Press, potential buyers, executives of competing radio and TV stations, reps, brokers—virtually every field was represented . . . Production is underway on the first of ABC-TV's 26 episodes of "The Best Years" . . . Diane Lewis and Bobbie Gentry have been set by producer Bob Gefaell as show's regular "Summit Swingers," for KTLA's weekly half-hour jazz series "Swingin' at the Summit," airing Saturday nites, 8 PM, Channel 5.

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• • • Gordon MacRae will team with Dorothy Kirsten to make a new recording of "The Student Prince" and "The Desert Song" on the Capitol label . . . Steve Allen will emcee the 25th Anniversary Dinner Celebration honoring Nat King Cole on Aug. 5 at the Ambassador Hotel. Occasion marks Nat's silver anniversary as an entertainer; proceeds go to the Los Angeles Urban League . . . John Ireland and Nina Shipman have been signed by Vincent Fennelly to guest star in the "Incident of the Portrait" episode of CBS-TV's "Rawhide" series.

★ ★ ★ ★

• • • Jimmie Haskell has been set to score and conduct the new TV series "Mr. Smith Goes to Washington" . . . Dominic Frontiere is now production executive and musical director for Daystar Productions . . . Harry Zimmerman will be musical director for "The Dinah Shore Show" next season . . . Miriam Colon has been signed as lead in "Cobweb Chain" episode of "Dr. Kildare" . . . Ruth Olay has been set for two return engagements on "Tonight," scheduled for the near future . . . Pacific Productions is readying seven additional episodes for "Folk Music Theatre" syndicated TV series based on American folk songs, it was announced by Martin Barsky, president who is producing the series. Production is scheduled to get under way July 30, with Lawrence A. Peerce directing and narration written by Vivian J. Cooper.

### Academy Makes Grant To Teach TV Singers

Los Angeles — National Academy of TV Arts and Sciences Foundation has granted \$700 to the U. of California to assist in the Summer "TV Opera Workshop," a five-week program to assist promising singers to learn how to make the shift from stage to TV performance.

### MGM Earns \$3 Mils.; TV Activity Grows

MGM earned \$3,308,000 for the 40 weeks ended June 7, with third-quarter earnings amounting to \$755,000, down from last year's third-quarter total of \$2,758,000, stockholders were told over the weekend by president Joseph R. Vogel. Noting that TV operations continue to move ahead, he said production has begun on three one-hour series slated for NBC-TV in the Fall and "licensing of feature films to TV stations continues at a favorable pace."

The skeins under way are "Eleventh Hour" starring Wendell Corey, due Sept. 15; "Sam Benedict" starring Edmund O'Brien, due Oct. 3, and "Dr. Kildare," which will begin its second season.

#### Records Division Strong

Vogel said activities of the MGM Records Division have been stimulated and strengthened thru the diversification effected in the past two years with the acquisition of Verve and arrangement for distribution of Deutsche Grammophon Gesellschaft records in the U. S. and Canada. He added that combined domestic sales of Verve and MGM show a substantial improvement over last year.

### Miami's Sunshine Enters Humphries Life Via WINZ

Miami—Texas newsman Herb Humphries has been appointed news director of Miami's WINZ, and local radio veteran Dick Kelsey has joined the staff as an account exec.

Humphries' background in radio dates back to 1955 with KGVV in Greenville, Tex., where he organized that station's news department. Kelsey was formerly with WQAM and the defunct WITV-TV.

### Public Service on WLS A 'Million-Dollar Baby'

Chicago — WLS here has contributed a grand total of \$1,228,360 worth of radio time in public service programs for one year starting in May, 1961, according to president Ralph Beaudin.

## Political Experts Decry TV Great Debates

(Continued from Page 1)

didates, in which the effort was to avoid offending any substantial group of voters, and the hope was to appear personally attractive to everybody.

"For the practice of politics, this total personalizing of campaigns is a disaster. It empties politics of meaning, eliminates the few distinctions that remain between the parties and their programs, and removes political discussion from reality."

#### Admit Advantage to JFK

All four said President Kennedy's victory was made possible by his performance in the joint appearances with Vice President Nixon. All raised questions about the value of such TV appearances in the future.

Harvey Wheeler, former professor of political science at Washington & Lee U. and now in resi-

dence at the Center, said the popular concern over who was winning the debates "was not so much a concern over who was right as over who was presenting the better image."

Malcolm Moos, former special assistant to President Eisenhower, although he favored continuing joint TV appearances, said "it is easy to understand how political TV becomes a giant supermarket for the projection of personality."

Earl Mazo, who followed the debates closely as head of the Washington Bureau of the New York Herald-Tribune, said "voters never really come to know a candidate for President by looking at or hearing him in the campaign. Those who do not vote strictly along party lines choose on the basis of impression. Campaigning is salesmanship, a form of acting. And, as we all know, TV can pro-

vide the biggest possible audience for a sales pitch or an act."

Mazo proposed that the first two or three debates in the future be restricted to "one or two overriding issues." Wheeler opposed the idea of a "debate," recommending that the candidates do their first and fourth programs in separate studios, and the others be handled as press conferences, with political scientists and economists as well as newspaper men doing the questioning.

#### Moos for Federal Action

Moos, most favorable to the debates, said he would like to see them become a permanent feature of Presidential campaigns, and suggested that Congress enact a regulation requiring the networks to allocate time for at least three and as many as five joint appearances by presidential candidates of both major parties.



## AGENCY NEWSCAST

By RALPH TYLER

William Wahl Associates, West Palm Beach, Fla., has been conducting a survey for WJXT, Jacksonville, on when most wage-earners get home from work and when families are eating supper.

The survey of 395 metropolitan Jacksonville households found wage-earners in almost half (49 per cent) of the families were home from work before 5:30 p.m. Another 25 per cent reported that the time varied, leaving only 26 per cent home from work later than 5:30 p.m. The survey also revealed that over half (55 per cent) of the families have supper before 6 p.m. and only 30 per cent after 6 p.m. Supper hour varies with the other 15 per cent.

Maxwell Sackheim-Franklin Bruck has handled a network back-to-school buy for A. J. Sitis Products Corp. on ABC and CBS. . . . Geyer, Morey, Ballard has been named agency for Celina Insurance Group of Celina, Ohio. The account will be served by the Dayton office of the agency, with Vincent C. Koepnick the account exec. . . . Norman W. Rau has been named cereals ad manager of the Ralston Division, Ralston Purina Co. Before joining Ralston in 1961, Rau was account supervisor and member of the plans board, Taylor-Norworthy, Dallas agency. . . . Henry P. Stewart, Jr., has joined Fuller & Smith & Ross, New York, as account exec. Stewart has been in advertising for more than 25 years, and has a strong background in consumer goods.

F. Bourne Ruthrauff is now with Kudner Agency as VP and account supervisor. He formerly was exec VP and general manager of Million Market Newspapers, and before that president of Newspaper Color Advertising. . . . Martin G. Waldman, TV-radio account supervisor of Y&R, has been elected 1962-63 president of the Alumni Association of New York University's Washington Square College of Arts and Science. . . . Adam J. Schubel has

### Medic Series 'Gold Fever' Spreads to O'seas Market

Dr. Ben Casey is a most popular American abroad these days. The medical series that stars Vince Edwards is a hit in 14 foreign markets and is the No. 1 TV program in Japan, Australia and Scotland. In writing fan letters, many of the foreign ladies have difficulty with their grammar, but still get their adoration across. One admiring fan wrote "You give me a fever, Dr. Casey."

### Thought for Today

*"Our society is rising toward the crest of a new transition in the area of mass communication and Presidential campaigning. Not everyone would agree with George Bernard Shaw's early observation that you can't lie to a microphone. Yet most would support Alistair Cooke's comment that this is true of the TV camera. TV is an x-ray of personality. More than ever now, we get what we deserve."*

—Malcolm Moos  
Former special assistant to Pres. Eisenhower.

been elected exec VP and general manager of Shedd-Bartush Foods, Inc. He started in the food business as a delivery boy for National Tea Co. at the age of 13. . . . R. David Nathan, formerly VP of Curtins Advertising, has joined Shaller-Rubin as director of radio-TV.

Riedl and Freede, of New York and Clifton, N. J., has named John A. Miller as account exec. He was formerly with the McKee and Albright Advertising, Philadelphia. . . . S. Klein's department stores has renewed its contracts with WINS, New York, and WJRZ, Newark, N. J. Saturation skeds are being used for both stations to promote the store's shop-at-home department. Metlis & Lebow placed the business. . . . Dr. David B. Learner and Dr. Dik W. Twedt have been elected VPs of BED&O. Learner is manager of the research department, based in New York. Twedt is director of marketing services and chairman of the plans board in the Chicago office.

## PGW in Minneapolis; Cameron in Charge

Peters, Griffin, Woodward has opened an office in Minneapolis, its third major expansion plan disclosed this year by president H. Preston Peters. In charge is John J. Cameron, previously in national film programming sales for MCA and prior Ziv-TV.

Within the last 30 days, PGW has announced the opening of a Philadelphia office, a major expansion of the Midwest sales staff in Chicago as well as other staff additions in New York.

## Schaefer, WPIX Offer Monmouth Turf Treat

WPIX will present two special featured horse races from Monmouth Park in "Racing from New Jersey." The two consecutive Saturday events will be sponsored by the F & M Schaefer Brewing Co., through BBD&O. The initial telecast July 28 covers the running of the "Sorority Stakes," and the Aug. 4 show will present the "Sapling Stakes." Morris Tobie will call the races, with Tommy Roberts providing the color. Sports Network, Inc., is the producer.

## 'Talent Scouts' sparkles With Quintet of Stars

"Talent Scouts" will be star-bright when Abbe Lane, Dave Garroway, comedienne Nancy Walker, Dan Dailey and Broadway star Diahann Carroll appear on the CBS-TV show tomorrow.

Miss Lane will introduce flamenco dancers Medina and Marseco; Miss Walker brings singer Hal Buckley; Dailey's bid is singer Jack De Lon; Garroway's nominee is vocalist Carol Sloan, while Miss Carroll's choice is her understudy in the cast of "No Strings," Vi Velasco.

## PROMO FLOATS UP LAZY RIVER

Cincy Station Rewards Sticker-Bearing Boats

Cincinnati — WCKY is promoting itself with boaters on the Ohio River through a marine studio, a 40-foot scow that will be plying the river every weekend through Labor Day.

Boat owners display WCKY stickers anywhere on their boats, and then tune in on the station. Once each hour from noon to 6 p.m. on Saturdays and Sundays, WCKY announces the location of the floating studio, and the first boat bearing a WCKY pennant and approaching the studio within one minute, wins a prize.

## Merger of IRE, AIEE To Take Place Jan. 1

Members of the Institute of Radio Engineers have approved, by a seven-to-one margin, plans to merge with the American Institute of Electrical Engineers to form the Institute of Electrical and Electronic Engineers on Jan. 1. Sixty-three per cent of the 66,152 eligible to vote, cast ballots.

The announcement was made by IRE president Patrick E. Haggerty at the end of a special meeting of the membership this week in New York.

The establishment of the IEEE next January will mark the first time in 50 years—since the IRE was formed in 1912—that the electrical engineering profession in the U. S. has been served by a single professional society.

## WCPO Names Hale

Cincinnati — Jack Hale has been named sales manager of the WCPO stations. His assignment will cover national radio sales and local radio-TV sales.

## News Flashes From Coast-to-Coast

### Professor Wins Pats

Ithaca — Northeast Radio Network's weekly home gardening program producer, Prof. Arthur J. Pratt, has been voted the Professor of Merit Award by the State College of Agriculture of Cornell U.'s graduating class. Prof. Pratt has been on the Cornell staff for 35 years and with Northeast Radio for the past two years.

### Accepts Award for All

Minneapolis — Captain Arthur A. Ludwig, WTCN-TV staff director and C.O. of Company E, 1st Medium Tank Bttn., 194th Ar-

mored, St. Cloud unit of the Minnesota National Guard, received the Eisenhower trophy on behalf of his company, honored as the "outstanding federally organized unit in Minnesota."

### Some Changes Made

Los Angeles — Pat McGuinness, KNX newscaster, has been assigned to do the 7:30 AM edition of the news. McGuinness is most known for his exclusive reporting on "Metropolitan Report." Newscaster Hugh McCoy has also assumed new duties and is now heard on the 5:45 PM edition of

regional and world news as well as the Noon News.

### Cook Subbing for Red

Pittsburgh — Pittsburgh U. publicity director Beano Cook will substitute for vacationing Red Donley on WIIC-TV's sport series July 16-27.

### Chess in TV Eye

Houston — Chess enthusiasts in the area now have their own weekly show on ETV station KUHT-TV, entitled "Play Chess." Participants are members of the Houston and Bellaire Chess Clubs.

## WERE Snares Rights To Browns' Gridcasts

Cleveland — WERE has been awarded exclusive world-wide broadcast rights to the 1962 Cleveland Browns football games. The station will broadcast five exhibition games as well as the entire 14-game home and away schedule. The first broadcast is slated for Aug. 11, when the Browns play the Detroit Lions in an exhibition.

WERE's president Ray T. Miller, Jr., also announced that the Carling Brewing Co., of Cleveland, and the Standard Oil Co. of Ohio have been signed for co-sponsorship of the gridcasts. Both sponsors have been associated with the Browns' play-by-play for several years.

## Father Reynolds Speaks On Catholic Hour Series

Paulist retreat master Father John C. Reynolds will speak on the Catholic Hour on NBC Radio during the four Sundays in August. He will examine "four requisites for the full Christian life."

The program is produced by the National Council of Catholic Men in cooperation with NBC.

## Top 20 Markets 'Tilted'

(Continued from Page 1)

markets account for 53.4 per cent of all TV homes in the country, 28 out of 29 daytime network shows analyzed delivered less than 53 per cent of their audience in these key marketing areas.

The latest TvAR study, covering daytime network shows aired from 9 AM-6 PM, is a follow-up to the station rep firm's initial "Tilt" study issued last January, which analyzed nighttime programs. The firm uses the word "tilt" to describe the finding that although more than half of TV homes are in the 20 biggest cities, less than half of network program viewers are in those same markets.

Israel said: "We regard network TV as an effective medium for most national advertisers, but it shouldn't be used alone. Use of both spot and network provides the ideal combination."

## Nita Talbot, Russ Collins In a Santa Rub-Out

Executive producer Leonard Freeman and producer Alvin Cooperman have signed Nita Talbot and Russell Collins to guest-star in "The Night They Shot Santa Claus," first 1962-63 season seg of "The Untouchables." The hour-film rolls at Desilu-Culver with Alex March directing the Mort Thaw teleplay.



By PETER C. DAVALLE

• • • The BBC will screen an episode in "The Defenders" series which has been banned by several TV stations in the U. S. and Canada. It's "The Benefactor," the story of an abortionist . . . Before BBC-TV screens the film, it'll issue a warning about its theme —and to make sure that no children will see it, will put it on after 10 PM instead of at the usual time of 7:55 . . . Says the BBC: "The U. S. and Canadian stations which did screen 'The Benefactor' found it met with quite some success." And the BBC itself finds that this particular drama has "not been treated sensationally, but made with thought."

• • • Anglia TV tell me that it's selling some of its high-rating "Survival" nature programs to the U. S. For the first time in the history of Britain's smaller TV stations, several editions of "Survival" are being produced by Anglia with American commentaries . . . A new series of "Desilu Mystery Theatre" goes out over five stations next week . . . It was a whole-network screening for the Bing Crosby-Bob Hope "Personal Appearance" show this week. Granada TV presented it.

• • • Jo Stafford and Peter Lawford were joined by British funny man Benny Hill in the ATV spectacular networked this week. It was one of the big shows taped for Bernard Delfont at Elstree Studios earlier this year . . . Star of one of the same series of spectaculars, yet to be screened, is Roy Castle, who's been signed up by CBS in the U. S. for a TV series plus guest appearances. First of Roy's U. S. shows will be screened on your side on New Year's Eve.

• • • Chicago-born baritone Herb Moulton, who now lives in Dublin, is guest of the week in Ulster TV's "Tea Time" show. Herb's writing for several U. S. newspapers; in October, he appears in a new musical at the Gaiety Theatre, Dublin . . . Many U. S. visitors to London at the moment are enjoying the City of London's first-ever festival. ARTV has exclusive TV rights and they're screening some of the festival highlights. ARTV have also produced a luxurious festival book as a lasting souvenir of the occasion.

• • • Independent Television's new audience participation game, "Play it Yourself" has been dropped. The Pilkington Report condemned many of these party-games shows . . . The BBC has signed an exclusive \$112,400, three-year TV contract with Sadler's Wells. Under the deal, six operas and operettas will be screened, starting with "The Mikado" . . . To avoid causing inconvenience to other patrons, late-arrivers at the first night of Tennessee Williams' "Period of Adjustment" at London's Wyndham's Theatre watched the first act on closed-circuit TV in the theatre's bars.

• • • BBC-TV's jovial Cliff Michaelmore, heart and soul of its five-nights-a-week "Tonight" program, may not appear when the program returns at the end of August. The strain has been too much for him, says the BBC. Cliff's deputy, Derek Hart, is also reported to be suffering from strain.

## 7 Arts Adding Major Films

(Continued from Page 1)

tury-Fox and Warner Bros., which provide Seven Arts Associated with ample product to maintain at least its current sales level thru 1966.

"Armchair Theatre," a series of 43 one-hour plays featuring many internationally known stars of stage and screen, will be placed into distribution in the Fall, and "En France," 26 half-hour programs based on adult instruction in the French language and starring Dawn Adams, has been acquired via an agreement with

Time, Inc., in association with Librairie Hachette of Paris.

Thru last Jan. 31, sales of Warner Bros. "Films of the '50s" were as follows: Vol. 1—121 markets since October, 1960; Vol. 2—87 markets since May, 1961, and Vol. 3—16 markets in the month of January. Other TV activity covered in the annual report includes the distribution of 13 one-hour TV Concert Specials starring the Boston Symphony Orch. conducted by Charles Munch and Eric Leinsdorf.

## Canada Tubemakers Holding Price Lines

Special to RADIO-TV DAILY

Montreal — Canadian manufacturers are holding the price line on radio and TV receiver tubes made in Canada despite higher material costs due to the recent duty surcharges and the devaluation of the Canadian dollar.

Tubes imported into Canada will cost about 15 per cent more than a month ago, manufacturers said.

Peter Bas, manager, entertainment tubes, semiconductors and components department of Philips Electronics Industries, Ltd., said the company would maintain as best as possible the existing equipment-makers' price levels.

J. D. Campbell, president of Canadian Westinghouse Co., said the company would hold the line on prices of domestic tubes, and would increase the manufacture of tubes in Canada as a result of the duty surcharge and dollar decline.

## Hatos Gets 'Impression' As NBC Series Producer

Stefan Hatos has been signed as producer of NBC-TV's "Your First Impression" by exec producer Monty Hall. He replaces Fred Stettner, who resigned.

Hatos was producer of "It Could Be You" for five years, and before that produced the Chicago TV show, "Uncle Mistletoe." In taking over his new duties, Hatos will be in association with Bill Leyden, who emceed "It Could Be You" and is moderator of the new show.

## 40% of WVUE Acquired

(Continued from Page 1)

struction permit to operate on Channel 12.

Other stations in the Rust Craft Group include WSTV-AM, Steubenville, Ohio; WRPB-TV, Chattanooga; WRDW-TV, Augusta, Ga.; WBOY-TV and WBOY-AM, Clarksburg, W. Va.; WPIT-AM/FM, Pittsburgh, and WSOL-AM, Tampa.

## Conn. Sons of Revolution Hail Travelers' Efforts

Hartford—The Connecticut Society of the Sons of the American Revolution has presented a gold medal and citation to the Travelers Broadcasting Service Corp., in recognition of "37 years of programming that has inspired patriotism and helped audiences to better understand American institutions." The SAR award is the second received by WTIC and WTIC-TV from patriotic organizations in recent weeks.



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TUESDAY, JULY 17, 1962

TEN CENTS

# STRATEGY CUTS CENSORSHIP FOG

## SULLIVAN DROPS VIETNAM TOUR

Renewed Violence Ends 'Troupe-to-Troops' Plan

Flare-up of violence in Vietnam, including the shooting down of a U. S. Army helicopter there, has forced cancellation of Ed Sullivan's planned trip to the area to entertain troops.

Sullivan had arranged to fly  
(Continued on Page 5)

## McAndrew Finalizes Global NBC Newsfilm

NBC News executive VP William R. McAndrews is in London to complete negotiations with the British Commonwealth Int'l Newsfilm Agency, which will result in formal syndication of NBC newsfilm on a world-wide basis for the first time beginning in September. BCINA produces the Visnews world TV newsfilm report.

While overseas, McAndrew also plans visits to Paris for meetings with NBC News correspondents and European broadcast officials. His three-week trek will be topped with a vacation in Ireland.

## Essex Sole Caster Named To N.C. ETV Commission

Winston-Salem, N. C. — Harold Essex, president of Triangle Broadcasting Corp. and general manager of WSJS radio and TV here, has been named a member of the Governor's Commission on ETV for North Carolina.

Essex is the only broadcaster of 26 North Carolinians appointed to the commission. He has been active in sponsoring ETV in his state, and is president of the Broadcasting Foundation.



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## D.C. Outlets Invited By Va. to Freedom From Local Control

Washington Bureau of RADIO-TV DAILY

Washington — A bold, unwarranted attempt by a House of Representatives subcommittee to impose censorship on radio and TV stations within the District of Columbia was thrown for a severe loss yesterday by two effective strategy counterplays.

Passage of such a bill, according to Howard Monderer, assistant general attorney for NBC, might lead to similar actions in other municipal areas. He warned the legislative subcommittee that this could destroy "the national and regional character" of both electronic media.

Local stations, Monderer pointed out, would have to apply the diverse laws of their respective communities, thereby "making unworkable any national system of broadcasting."

Then, in a welcome, surprise move, Rep. Joel Broyhill (D., Va.), who said he vehemently opposed  
(Continued on Page 6)

## Stations in Editorial Hassles; One Warned; Other Absolved

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has renewed one license with a warning to the station about its editorial policy. Then the Commission did a turn-around and renewed a license for a group of stations, while advising a complainant that the group was within its rights.

KBMY-AM, Billings, Mont., got the warning for failing to supply copies of an editorial critical of National Rural Electric Cooperative Ass'n's general manager Clyde  
(Continued on Page 7)

## Schofield, Conway Named Sonderling Station Veeps

Oak Park, Ill. — The Sonderling Stations, headquartered here, has promoted Dick Schofield, general manager of KFOX, Long Beach Calif., and Walter Conway, general manager of KDIA, Oakland, Calif., to VPs of their respective stations. Other Sonderling outlets are WOPA here and WDIA, Memphis.

## SALES, EARNINGS HIGHEST FOR NBC

Web's Figures Help RCA Set All-Time Profit Record

With NBC achieving "the highest sales and earnings ever scored for the half year," and prospects appearing good that "this upward trend will continue," RCA chairman David Sarnoff and president Elmer W. Engstrom today reported an all-time profit and sales record for the parent company in the first half of 1962. They added that the second quarter's after-tax earnings were 70 per cent higher than the same quarter last year.

"Sales of RCA home instruments, for the first half of the  
(Continued on Page 2)

## 'Social Graces' Eliminated From Cigs on British TV

Special to RADIO-TV DAILY

London—Cigarettes are to get a new TV personality—no longer as a part of the social scene. The ITA, watch-dog of commercial TV, has laid down a strict code. From now on, the accent will be on quality and flavor before 9 PM.

## Press R-TV Ownership Next in Line for Probe

Ownership of radio and TV stations by newspapers is the next area slated for a Congressional probe, with Rep. Emanuel Celler (D., N.Y.) disclosing that his House Judiciary Antitrust Subcommittee plans hearings on concentrations of power in the news-gathering and publication business. The probe is expected to begin after September, during Congress' recess.



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ABC-TV Crew Chases U.S., Red Trackmen

An intricate TV pickup of a sporting event will be conducted by ABC-TV to bring the U. S.-Russian dual track and field meet at Palo Alto, Calif., to viewers this weekend.

On hand at Stanford Stadium to cover all of the cinder action when America's top men and women track stars compete against the best from the Soviet Union will be a crew of over 55 people, two complete TV units with 11 cameras, two of them hand-held portables, five videotape machines, 16 microphones, two mobile units and a mass of other necessary equipment.

Quaife Succeeds Ebener As WOW-TV Sales Mgr.

Omaha—Ken Quaife has been named sales manager for WOW-TV here, to replace Fred Ebener. Quaife has been with the station for the last 10 years.

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COMING AND GOING

HUBBELL ROBINSON, CBS-TV senior VP of programs, has returned from Spoleto, Italy.

MITCHELL R. LEISER, InterTel program development VP, to Paris for business meetings.

JACK DUFFIELD, head of KTTV's N. Y. offices, in L. A. for conferences.

MARY TYLER MOORE, of CBS-TV's "Dick Van Dyke Show," in town for a visit.

BOB CRANE, KNX personality, has left on vacation.

GEORGE LABODA, Colgate-Palmolive Co. media director and G. T. Lincoln radio-TV director, has returned to N. Y. from Hollywood, where he supervised the start of KTTV's "Colgate Theatre."

BOB BANNER, head of Bob Banner Associates, in Dallas for the "Carol Burnett in Person" stage show.

BOB MAGRUDER, KODA, Houston, program director and deejay, in Mexico on vacation.

BILL McDANIEL, NBC Radio exec VP, vacationing in Bermuda.

'Best' NBC Sales, Earnings Help RCA to Record Profit

(Continued from Page 1)

year, were the highest in the corporation's 43-year history. Color TV continued as the pace-setter, but black-and-white TV, radios and "Victrola" phonographs also gained significantly," they said. "We are setting new monthly production records in the output of color tubes, with our facilities operating on a round-the-clock basis to meet the public and industry demands."

For the first six months, profits after taxes rose to \$24 million, compared with \$17.6 million for the 1961 period—an increase of 36 per cent. This was achieved on a sales record of \$854 million, up 18 per cent over the \$722-million volume for the same period a year ago. Earnings per common share totaled \$1.32 for the first half of 1962, compared with 97 cents for the same period of 1961.

Second Quarter Impressive

For the second quarter of 1962, profits after taxes rose to 9.5 million, compared with \$5.6 million for the same period of 1961. Earnings per share were 51 cents, compared with 29 cents for the second quarter of 1961.

In a joint statement, Sarnoff and Engstrom predicted that "if the economy maintains its present level of activity, RCA will do even better in the second half of 1962 than in the first."

Ed Wood Based in N.Y. For Cellomatic's Sales

Edward W. (Ed) Wood, Jr., has assumed his duties as national sales manager for Cellomatic Industrial Productions, a division of Screen Gems. Wood will be based in the firm's New York office.

Texan Corral 3rd Outlet

Dallas — Giles E. Miller, Park Cities News publisher, has added KPCN, new daytime standard station, to his list of outlets. He also owns KOKE, Austin, and KBUY, Amarillo.

Burly Queen Corio Bares State of Peel Profession

Ann Corio, former burlesque and motion picture star, will be the guest of WCBS' Martha Wright "At Your Service" program today. Miss Corio is currently appearing at New York's Casino Theatre East in a revue entitled "This Was Burlesque." She will chat with Miss Wright about the show, her career in show business and the status of burlesque today. Jeanne Sakol is producer.

Green, Frankel Helm For Huntley, Brinkley

Gerald Green, former producer of the "Today" show, has been named producer of "Chet Huntley Reporting," and Eliot Frankel, associate producer of "The Huntley-Brinkley Report," has been named producer of the latter series. They will be filling posts previously held by Reuven Frank, who will produce several NBC News specials during the coming season.

Effective Aug. 10

Green's "Huntley" assignment will begin with the Aug. 10 program. Author of six books, Green first joined NBC News in 1950 as a staff writer, left to travel and write, then returned last year and produced three one-hour specials.

Frankel, associate producer of "Huntley-Brinkley" when the program began in 1956, will take over the Monday-Friday show as producer with the Aug. 6 program. He joined NBC News in 1950 as a staff writer.

FINANCIAL

(July 16)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, Chg. Lists various stocks like Admiral Corp., AB-PT, AVCO, etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, etc.

\* OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, etc.

\* Courtesy of National Association of Security Dealers.

Ad Revenue Buildup At British TV Firms

Special to RADIO-TV DAILY

London—Britain's regional commercial TV companies increased their advertising revenue by over \$560,000 in May, compared with the same month last year. Top of the list was Granada TV with \$4,248,720, against \$4,077,310 in 1961.

There was a decline, however, in the revenue of two of the country's biggest TV firms. Associated Rediffusion showed a drop of over \$550,000, and ATV of over \$600,000.

Total income of the 13 ITV companies in Britain, minus government advertising duty, was \$21.9 million, compared with \$21.7 million in 1961.



**"THE REBEL" HIGHEST RATED ON ABC-TV NETWORK**



**"THE REBEL" HIGHEST RATED ON NBC-TV NETWORK**



**"THE REBEL" HIGHEST RATED IN LOCAL TV MARKETS**

Nielsen and ARB concur: "THE REBEL" from ABC FILMS INC. adds the big program power to your line-up. Look at the facts and then call, wire, write for details on "THE REBEL."\* Already sold in almost 50 markets.

**NIELSEN-24 MARKET RATING**

Final Report ABC-TV Network.....	Sunday 9-9:30 p.m. } September 17, 1961 }	<b>21.8</b>	highest rated show on ABC-Sunday
First Report NBC-TV Network.....	Wednesday 8:30-9 p.m. } June 27, 1962 }	<b>14.3</b>	highest rated show in its time period

**SPECIAL REPORT-1ST WEEK OF NBC-TV SUMMER RUN**

	REBEL	Station X	Station Y	Station Z
WBAL-TV Baltimore .....	11	8	6	—
KYW-TV Cleveland.....	13	10	11	—
WBZ-TV Boston.....	17	14	8	4
KSD-TV St. Louis.....	11	9	7	2
KRON-TV San Francisco.....	15	13	8	4
WTMJ-TV Milwaukee.....	10	6	7	1
KOA-TV Denver .....	8	6	2	3
WNBC-TV New York.....	16.4	12.4	8.4	7.6

Source: ARB (and Nielsen in N. Y.)

**ABC FILMS INC.**

1501 BROADWAY, NEW YORK 36, N. Y., LACKAWANNA 4-5050

\*AVAILABLE FOR FALL '62 START

### KELP Pages Ex-Deejays For 15th Ann'y Air Spec

El Paso—KELP will celebrate its 15th anniversary later this year, and Charlie Russell, program director, is trying to contact all former disc jockeys employed at the station. The plan is to have each of the former deejays tape comments to be aired on a special program honoring all the former staff members who have gone on to fame and fortune.

### Four CBS O&O's Buy Showcorp Package

Four CBS-owned stations, (WCBS-TV), New York; (WBBM-TV), Chicago; (WCAU-TV), Philadelphia; (KMOX-TV), St. Louis, have each licensed a new package of Showcorporation "Million Dollar Movies," according to C. Robert Manby, president.

Negotiations were started with WCBS-TV in New York after the Chicago and St. Louis stations had separately bought the package. WCAU-TV Philadelphia accepted the New Million Dollar Movies almost a month ago.

### Spec Examines In-Depth Illinois Financial Plight

Chicago—The financial plight of Illinois will be examined in a WNBQ documentary, "Crisis in Springfield," July 30. Gov. Otto Kerner and his predecessor, ex-Gov. William G. Stratton, will be presented with their views on the state's critical situation.

Narrated by NBC newsman Floyd Kalber, the half-hour special will also feature commentaries by State Reps. Edwin A. McGowan, Anthony Scariano and Jack E. Walker. The program was written by Walt Grisham, with Frank Jordan as exec producer.

### United Ups Myers, Mason In D.C. Sales Department

Washington Bureau of RADIO-TV DAILY  
Washington—The United Broadcasting Co. has promoted E. Carlton Myers to national sales manager, and Neal Mason to local sales manager for area stations. UBC stations in this locale are WOOK, WINX and WFAN-FM.

### STORK NEWS

It's a boy, Bruce Norman, for Fred and Jeneanne Wallin. Dad is John Blair & Co. promotion manager.

Guy Giampapa, WNAC-TV's film director, and his wife became the parents of a boy, Michael Peter.



By TED GREEN

• • • Harry Belafonte so impressed with the talents of comic George Kirby, he's signed George to record a comedy album for Belafonte Enterprises . . . Comedienne Rusty Warren may be the next comic to go legit. She's up for a featured role in Feuer and Martin's "Little Me" . . . Oscar Brown, Jr., will host 117 segments of "Jazz Scene U.S.A.," which will hit the TV screens in the Fall . . . Singer Enzo Stuarti signed to make his English TV debut on "Sunday Night at the Palladium" in November . . . George Fenmore has joined Bennett Public Relations as a senior associate. He was publicity director for the Ideal Toy Corp.



• • • Folk singer Martha Schlamme up for a guestar on the "Garry Moore Show" . . . Guy Mitchell's first disk for Joy Records, "Charlie's Shoes," sold 100,000 copies the first week of its release . . . WWRL is buzzin' with direct feeds from Atlanta, Pittsburgh, Philadelphia, and New Orleans via the new Negro Network and the WWRL mobile unit in the field . . . Martha Wright just got a renewal on her daily WCBS show, which will carry her into the Fall—in this, her seventh year. Much TV activity for the likable lark in October, November and December, as witness her engagements on the "American Musical Theatre," "Voice of Firestone" and the "Tonight" show.

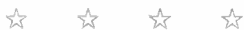


• • • Meet: Gene King, WCBS program director whose diversified experience in radio includes stints as a deejay on WEVD and program manager on WOR, both New York, and program director of WCOP and WEEI, both Boston. On leave from WEEI, CBS-owned Boston station, Gene served the U. S. Information Service, the Voice of America and was also broadcasting executive for the Economic Cooperation Administration. He joined WCBS from Radio Liberty, a privately endowed anti-Communist broadcast operation, where he was program director. A graduate of the Ohio State U. School of Journalism, Gene is a member of the Board of Governors of the university's institute for Education by Radio-TV, of Sigma Delta Chi, Alpha Epsilon Rho, the Overseas Press Club and the International Radio-Television Society.



KING

vision Society.



• • • John Reed King's daily news on Pittsburgh's KDKA hitting history-making highs. He's expanding his personal appearances this Summer, but had to turn down a week in Atlantic City due to KDKA-TV and radio commitments . . . Fred Stettner, former producer of "Do-Re-Mi" and "Life Begins at 80," has resigned as producer of NBC-TV's "Your First Impression" to set up his own production company in Hollywood. His first project is an original game show titled "Double Dare." In preparation are three 15-minute syndicated film properties . . . TV screen and stage writer Dale Wasserman on the West Coast finishing his play for Kirk Douglas . . . Producer Jerry Hammer prepping a new TV show with Jimmy Durante in the lead.



• • • Columbia Records has signed pianist Gary Graffman to an exclusive long-term contract . . . There's a welcome mat out for WMCA nighttime deejay Jim Harriott at Long Island's Century Meadows Theatre. Box office receipts were up \$1,088 over the usual Wednesday night figures when Jim broadcast his show from the theatre lobby in connection with the United Artists "Premiere Showcase" opening of "The Road to Hong Kong" . . . ABC-Paramount Records has signed Rosco Gordon, remembered for such hits as "The Chicken," "Just a Little Bit" and "No More Doggin'" . . . "Hot Rod," WWRL deejay, will be heard each Tuesday evening from 7-10 from Freedomland.

### Minow Quizzed on Eve Of Live Overseas Show

FCC chairman Newton N. Minow will be interviewed on NBC-TV's "Meet The Press," Sunday. Minow will appear on the eve of the first live trans-Atlantic TV exchange between the three U.S. TV networks and European TV organizations via the Telstar satellite.

### Output, Sales Up For TV, Radio Sets

Washington Bureau of RADIO-TV DAILY  
Washington—Distributor sales and factory output of TV and radio sets in the first five months of this year were well above last year's levels for the same months, Electronic Industries Association reports.

Sales from January thru May, '62, were 2,243,528 for TV sets and 3,759,976 for radios, compared with 2,029,770 for TV and 3,373,542 for radio in the corresponding period last year. Radio figures do not include auto sets.

Factory production during the '62 period was 2,674,848, up from 2,186,018 for TV sets, and 7,542,572 (including 2,642,473 auto sets), up from 5,911,027 (including 1,863,781 auto sets) for radios.

FM production rose from 267,787 sets in the first five months of 1961 to 367,221 sets in the corresponding period this year.

### Wischmeyer Joins Sales In Shift at St. Lou TVer

St. Louis — Paul Wischmeyer, manager of the KMOX-TV sales service and merchandising department since April, 1961, will join the sales staff Monday as a replacement for Glenn Hathaway, who has resigned. Wischmeyer was previously an account exec with the William F. Geisz Agency and on the sales staff of KPLR-TV, both St. Louis.

### OBITUARIES

#### Robert Codman Hanes

Los Angeles — Robert Codman Hanes, 43, KNX newscaster for the past five years, has died at County Hospital here. Also associated with WESX, Salem, Mass., and WCOP, Boston, he was the creator and voice of "March of Events," which won him popularity with GIs overseas. He is survived by his wife, and two sons.

#### Mrs. Rebecca Giler

Los Angeles—Private funeral services were held here for Mrs. Rebecca Giler, mother of Bernard Giler, a script writer for the "Cheyenne" TV series. Mrs. Giler, 80, succumbed following a long illness.

# U.S. Shows Caught in British Power Squeeze

## FCC Asks to Tighten Service Overlap Rule

Washington Bureau of RADIO-TV DAILY  
 Washington — A new proposal by the FCC to strengthen its rules against overlapping service by a single owner would affect applicants for a new station, major changes in existing stations and sales and purchases, except for Class IV AM stations wanting to go to 1 kw power.

The proposal would prohibit overlap of Grade A service contours of commonly owned TV stations, and of 1 mv/m contours for commonly owned AM and FM stations. Present owners of stations not meeting the proposed rules wouldn't be required to sell their stations; but if they did, would have to sell to different owners.

The TV Grade A service contour represents a signal which will give satisfactory service to at least 70 per cent of the locations on the outer rim of the contour at least 90 per cent of the time. The proposal for FM is much the same. The AM signal strength is not generally so defined, but the new signal strength was proposed because it is somewhat less than the power needed to serve urban populations, but somewhat greater than the signal at the outer limit of effective non-urban service.

## Four Star Subsidiary To Syndicate Stockpile

West Coast Bureau of RADIO-TV DAILY  
 Hollywood—Thomas J. McDermott, exec VP of Four Star Television, has announced the formation of a subsidiary company that will enter the syndication field. Len Firestone has been named VP in charge of syndication.

Four Star will make available for the first time its ten-year stockpile of films produced for network showing. They include 1,038 half-hour films and 165 one-hour films.

An announcement is expected shortly as to those series which have been selected for syndication immediately.

## 'Calendar' Uses 5-Party Line

In order to cull facts and opinions from four CBS news correspondents on the recent Supreme Court decision on reapportionment, without having them leave their posts, CBS-TV's "Calendar" has employed a technique pioneered a few years ago on the "Small World" program. The film will be seen Friday.

The method involved setting up cameras in each location and filming the correspondents simultaneously while they talked back and forth with each other via a tele-

## Export Ass'n Head In London to Offset More Program Bans

John G. McCarthy, TV program Export Ass'n president, yesterday was reliably reported making headway in London where he is attempting to prevent another British broadcast side against U. S. A. video programs as an aftermath of the Pilkington Committee report.



McCarthy

U. S. shows, already severely hampered by the English quota system, it is feared, may be in for more rough going in the gathering political conflict between Sir Harry's supporters and the British government, which is believed to mitigate his findings for the sake of international relations.

In addition to sessions with overseas reps of such firms as Screen Gems, CBS, ABC, NBC, UA, NTA, MCA, Four Star, Desilu, Morris Agency and Danny Thomas, McCarthy is reportedly involved in off-the-record talks with top British governmental and TV authorities to obtain "informed opinion" and "authentic interpretation."

The TPEA president noted that the quota "for years has legally restricted England from becoming the American TV industry's largest market outside the U. S. . . . and U. S. programs are now under attack by Sir Harry, partly as the result of his nine-day visit to parts of this country's TV scene last year."

Evidence of this, said McCarthy, is the Pilkington Report's praise for the BBC's TV efforts, while condemning British commercial TV, the heavier user of American product. However, he noted that the British government rejected many of the report's recommendations, and even went so far as to hear proposals for further studies.

phone party line that permitted a five-way conversation.

With "Calendar" host Harry Reasoner acting as anchor man in New York, the report was filmed with CBS newsmen Huges Rudd, Atlanta; Dan Rather, Dallas; Robert Schakne, Los Angeles; and Bernard Eisman, Chicago, serving as field reporters.

## MORE RED TAPE BINDING ALL-CHANNEL-SET FIRMS

No all-channel set made can be advertised as meeting the specifications to be set up, until the FCC feels it has all the answers to the problems involved in the switch from VHF-only sets to compatible sets incorporating both VHF and UHF reception.

First, "appropriate rules" will be proposed by the commission, affording opportunity for further suggestions, arguments and cross-arguments, then the original proposals will be either adopted or modified. It will be at this time that the FCC will set a date in the future when VHF-only sets can no longer be made.

The commission also points out that transmission standards for TV stations are not affected and that VHF-only sets and those to be sold until the actual change-over takes place can be freely used by the public.

## CHEVROLET FUELS 25TH SOAP DERBY

CBS Gives Exclusive Cover To Juvenile Auto Classic

The 25th annual Soap Box Derby will be given exclusive radio coverage on the CBS network Aug. 4, sponsored by the Chevrolet division of General Motors, through Campbell-Ewald Co.

CBS news correspondent Allan Jackson will be at the microphone at Derby Downs in Akron, Ohio.

The first Soap Box Derby was run in 1934 under Chevrolet sponsorship and has since become an annual event.

## Reservists Sail In To Video Welcome

Chicago—WBBM-TV will salute returning Chicago Naval Reservists, called to active duty during the Berlin crisis, in a special live remote broadcast covering the arrival of the USS Daniel A. Joy at Navy Pier.

The program will be aired today when the ship is expected to arrive from Newport, R. I. Frank Reynolds, Hugh Hill and Lynn Holland, aided by WBBM cameras, will pick up the ceremonies aboard ship, reunions with families and the parade and luncheon in honor of the returning crew, in addition to the arrival itself.

Hill will board the destroyer escort 10 miles out in Lake Michigan and will broadcast from the ship while she docks. The others will cover the various shore activities.

## BPA Names Phil Dean As Publicity Chairman

Phil Dean, head of his own PR publicity firm in New York, has been named publicity chairman for the Broadcasters' Promotion Ass'n. An associate member of BPA, his appointment to the voluntary post is in line with the policy of improving the organization's efficiency in dealing with the trade press, according to BPA prexy Don Curran. "Dean's proximity to the New York area will enable him to better serve Broadcasters' Promotion Ass'n," Curran added.

## Bob Horan Heads News For Charleston Channel

Charleston, W. Va. — Robert D. Horan has been appointed news director of WCHS-TV, replacing John D. Hurd who recently resigned.

Until this appointment, Horan was in the PR department of International Telephone & Telegraph, New York. Before that he was associated with WSAZ-TV, here; NBC, Cleveland, and the AP news service. He has also been on the staff of several newspapers.

## Vietnam Tour Is Off

(Continued from Page 1)

eight variety acts to Vietnam and Thailand in mid-August. The performers—most of whom have appeared at one time or another on the "The Ed Sullivan Show" on CBS—were accordionist Dick Contino, the Barry Sisters, violin star Maria Neglia, Tina Robin, impressionist Vaughn Meader, comedian Bob Lewis, Chilean sound-effects star Lucho Navarro and comedy juggler Gil Dover.

## Track Star Jim Beatty Subject of Wolper Film

Los Angeles—Wolper Productions will produce a documentary about Jim Beatty of the Los Angeles Track Club, holder of the new world record in the two-mile run, as a segment in its "The Story Of" telefilm series for Ziv-United Artists. Beatty will headline "Story of an Athlete," to be produced and directed by Robert Aller, who recently joined Wolper in a dual capacity under series producer Mel Stuart.

## Golden Gate

... and its environs

By BILL SHEA

**San Francisco** — Any California county may build and operate a TV relay facility as a public utility to rebroadcast programs to its residents, Attorney General Stanley Mosk has ruled. His opinion involves Mono County on the Nevada border where telecasting is poor because of topography.

Mosk held the county, under the Public Utilities Code, is authorized to supply its inhabitants with communication as well as light, water, power heat and other utilities. He defined "communication" as not being limited to telephone service but also to "news imparted either by written or verbal message." He added television is a means of mass communication fully within the broad definition.

The proposed public utility "need not be operated on a self-sustaining, revenue producing basis," Mosk's ruling concluded.

Simon and Schuster tried selling books by radio and it seems to have worked. The big publishing house bought a spot schedule (Sussman and Sugar, New York) on KCBS for William Shirer's "The Rise and Fall of the Third Reich." Resultant sales in Golden Gate bookstores and reorders proved the efficacy of using radio to advertise. Paul Elder's Books, for example, asked for 250 copies of the Shirer tome over normal reorder. The campaign was so successful that S&S used KCBS to sell a second book, "Mothers And Daughters," by Evan Hunter.

The grand duchess of Golden Gate radio history, Ann Holden passed away in her sleep at the age of 66, typical of the quiet dignity of her life. Few of her listeners knew her real name, Mrs. Frances Minton, but hundreds of thousands of housewives over the long years were familiar with her voice as she broadcast "Ann Holden's Home Forum" over KGO every afternoon. Mrs. Minton came to San Francisco from Minneapolis in 1924 to become a staff piano accompanist for KGO. The character of Ann Holden was an outgrowth of the idea for a magazine of the air. The first Ann Holden was Flora Davis, a newspaper writer for the Chronicle, which now owns KRON-TV. When Miss Davis died, Frances Minton succeeded her. But that wasn't her only role. She once confided to this reporter she had been Betty Crocker for General Mills and had appeared on at least 20 different shows every week besides.

## Seven Arts Rings Up Two Symphony Sales

Seven Arts has chalked up two sales of the Boston Symphony Orchestra TV Specials — with WGAL-TV, Lancaster, Pa., and WFIE-TV, Evansville, Ind. — bringing the total to 19 for the series.

Seven Arts also reported that the Boston Symphony has been named for two awards from the National Academy of Recording Arts and Sciences for its recording of Ravel's Daphnis and Chloe Suite. The suite highlights the tenth program in the symphony's TV series of 13 one-hour concert specials. The awards were for best classical performance by an orchestra and for the best engineering contribution in a classical recording.

## CBC French Web Ties Portland Mart to Series

**Portland, Me.** — CBC's French TV network has entered the U. S. market with its "Dans Tous les Cantons," to be aired this Summer on WGAN-TV here. Produced under the Radio-Canada banner, the folklore series bows as the first French skein to be scheduled on American TV, station officials claim.

WGAN-TV bought this year's group of 10 shows, plus three from last year, in a 13-week package deal. The program is aimed at French-speaking Canadian visitors to the Portland area.

## Spafford Account Exec

**Salt Lake City**—Lee Spafford has been named an account exec for the KCPX sales department.

## Censorship Smog Over D.C.

(Continued from Page 1)

the bill, extended an invitation to WMAL-AM-FM-TV's general manager Frederick S. Houwink to move his outlets physically to suburban Virginia, across the line, to avoid the threatening hand of censorship. Broyhill's offer clearly envisaged, in fact, all D.C. stations moving their transmitters if the bill should pass.

Houwink told the subcommittee that the entire broadcasting industry shares "broad objectives" of the legislation. He detailed workings of NAB's code. He noted that Congress placed control of broadcasting in the FCC and "attempts at piecemeal regulation by local authorities" would be a serious mistake.

Monderer said the Federal courts have held states are prohibited from passing censorship laws applicable to broadcasting "because of the expressed will of "Congress that all such legislation

## Weston Will Merchandise New 'Hercules' Cartoon

Weston Merchandising Corp., has been set to handle all merchandising for "The Mighty Hercules," the new Trans-Lux TV cartoon series. "Hercules" is currently in production at the New York studios of Adventure Cartoons for TV.

## 'This Is NBC News' Alters Format, Time

NBC-TV's Sunday news program, "This Is NBC News," will be aired two hours earlier (4:30 p.m.) beginning Oct. 14, when the series alters its format to include reports on national happenings as well as foreign summaries. Ray Scherer, White House correspondent, will continue as anchor man and open each show with a roundup of late news.

The two major changes in format are a coverage of U. S. news by correspondents in this country, and an on-camera appearance by newsmen here and aboard. Previously, "This Is NBC News" presented overseas film reports narrated by correspondents off-camera.

## McMahon Joins Staff Of ABC-TV Sales Reps

**Chicago**—John J. McMahon has joined the staff of ABC-TV National Station Sales, Inc., coming from WGN-TV here. Prior to that position, he was with WBKB-TV. ABC-TV National Sales reps the five ABC-owned stations.

## P&G Peels Bankroll For 2 Wolper Specs

West Coast Bureau of RADIO-TV DAILY

**Los Angeles** — Procter & Gamble will sponsor two hour-long Wolper Productions' specials, "Hollywood: The Talkies" and "Hollywood: The Great Stars," for network airing early next year.

Deal was negotiated through Lee Rich, Benton & Bowles VP. Although the network has not yet been chosen, "The Talkies" are skedded for January, with "The Great Stars" to be telecast the following month.

The documentaries are now in production under the supervision of producer Jack Haley, Jr., and director Marshall Flaum. They are sequels to "Hollywood: The Golden Years" which reruns tomorrow on NBC.

## Louis Hummel to Head West TV Sales for PGW

**Chicago** — Louis Hummel, TV account exec with Peters, Griffin, Woodward, Inc., has been appointed TV sales manager-West for the station rep firm. He has been with the company for the past seven years, part of the time in Detroit. Before that he was with WLWC, Cincinnati.

Lloyd Griffin, prexy, in making the announcement, also revealed the firm's expansion plans with new offices in Philadelphia and Minneapolis.

## Philly's Triangle Station Begins 'Financial Report'

**Philadelphia**—WFIL has started a new five-a-week "Financial Report" with Royal H. Plenty, Philadelphia Inquirer financial editor. The program is sponsored by Equitable Credit and Discount Co. and Sigmund Travel Bureau, through Fien & Schwerin.

The daily five-minute feature covers stories from the world of business, economics, investments and finance, and originates from Plenty's office at the newspaper, following "Early Edition."

## Ed Stanley to Address Yeshiva U. Educators

**Edward Stanley, NBC public affairs director, will discuss "The Four Corners of Network Responsibility: Education, Information, Culture and Religion" tonight at Yeshiva U.'s Graduate School of Education. Stanley is the fourth of eight TV leaders to take part in the university's "TV in the Public Interest" program this Summer.**



# Radio, TV Industry News Flashes from Coast-to-Coast

## DeBeck to WDTM

**Detroit** — Richard DeBeck has joined WDTM where he will work in the news, public affairs and creative programming areas, handle the daily morning news and Saturday evening news summaries and assume responsibility for the production of the Taliesin Press Review.

## Grant Brings Early News

**Philadelphia** — Taylor Grant is moving into an early morning slot from 8-8:05 AM on WFLN for the news program, "Editorially Speaking."

## WBNS a Night Owl

**Columbus** — WBNS has started on an all-night broadcast schedule, Monday-Friday, with "The All-Night Show" directed by Bill Corley.

## Twist Again . . . and Again

**San Antonio** — The Alameda Theatre, in conjunction with local Spanish-language station, KUKA, presents a "Twist Contest" on the theatre stage every Friday.

## Miller to Aid Drive

**Chicago** — WIND deejay Howard Miller, has been named honorary chairman of Chicago's 1962 Cystic Fibrosis Fund Drive.

## Trio Together Again

**Los Angeles** — Bill Stout has been signed by KTLA to replace Tom Franklin on the "Big Three Final" news program, joining newsman Cleve Roberts and sportscaster Tom Harmon. The

## L. A. Album Outlet Spins Jackpot Disk Promotion

West Coast Bureau of RADIO-TV DAILY

**Los Angeles**—Cliff Levine, sales manager of album station KRKD, has announced a \$100,000 Young Adult Music Award of Excellence program. Each day the station will play a different album, with listeners voting for their choice of the month. The winning work will be selected by a panel of judges, and fans who voted for the album will receive prizes.

At the end of the year, all 12 winning albums will be voted on for the "album of the year," and the lucky person selecting it will get two weeks in Hawaii, courtesy of KRKD. Judges for the YAMA awards include songwriter Jimmy McHugh; composer George Bassman; associate director of bands at UCLA; Kelly James; John Houser, of Daily Variety, and station program director Leon Tate.

## 'New Constitution' Tape Finds Michigan Enthused

**Detroit**—Eleven Michigan radio stations have requested tapes of WXYZ's "New Constitution—Pro and Con," on the issue of the state's proposed new constitution. Aired as a two-part program June 10 and 17, the documentary was recorded at the Constitutional Convention in Lansing by the station's news department.

three reporters formerly worked as a trio for KNXT.

## Sargent Spins for KXOL

**Ft. Worth** — Kenny Sargent, formerly vocalist with Glen Gray and the Casa Loma Orchestra, and formerly WHHM and KLIF deejay, is now spinning records for KXOL.

## Riding the Alleys

**Dallas** — "Bronco Bowling" has made its bow on KRLD-TV, with Dick Charles as emcee.

## WGST Program Picked by U.

**Athens, O.** — "The Athens Story," a program produced by WGST, has been selected for permanent storage in the Ohio U. Radio - TV Repository and Research Center, where it will take its place among a collection of examples of outstanding programming.

## 'Project Pride'

**Salt Lake City** — KALL has launched another community project called "Project Pride," in order to raise funds to build new camping and administrative facilities for the Salt Lake Council of Boy Scouts of America. The station is offering a telephone contest every hour in which listeners win money and equal amounts go to the project.

## Stars in New Role

**Minneapolis**—Terry O'Sullivan will play the lead in the Old Log

Theatre production of "Critic's Choice," which starts a two-week run at the Excelsior stock company tomorrow. O'Sullivan has played the lead role in CBS-TV's "Search for Tomorrow" for the past eight years.

## NE Adds Canada 'Dateline'

**Ithaca, N. Y.** — The Northeast Radio Network has added Canada to areas covered by its "North-east Dateline" series. The programs feature Peter Roberts narrating stories of Canadian folklore, geography and points of interest.

## Winning Ways

**Omaha**—WOW music librarian Marilyn Jurschak has been named Shelby County (Ia.) Dairy Princess. Promo manager Heinz Rohde and WOW-TV newsfilm technician Dick Petrashek won first-place honors in separate divisions at the Nebraska State Outdoor Cooking Contest.

## Gefaeil Selects 'Swingers'

**Los Angeles**—Diane Lewis and Bobbie Gentry have been set by producer Bob Gefaeil as "Summit Swingers" for KTLA's weekly jazz series, "Swingin' at the Summit."

## 3 New Staffers at WBBM

**Chicago**—Dorothy Pierce and Blanche (Bonnie) Wheeler have joined the WBBM sales promo department, and Paul Vodicka is the newest addition to the radio press info department as a press rep.

## Texas Outlets Honored

**San Antonio** — For their support during the past year in publicizing its activities, Alzafar Shrine Temple has awarded certificates of appreciation and plaques in various categories to KITE, KITY-FM and KBER. The deejays of KENS, KONO and WOAI were presented certificates and a special plaque was presented to KTSA deejays for their cooperation in attendance and promotion of the Teen Age

## Boston Mayor Proclaims 'WNAC Week' for City

**Boston**—Mayor John F. Collins of Boston has wished WNAC Radio a happy birthday on its 40th anniversary and declared "WNAC Week" beginning July 29. In other news, the station's Bill Hahn will interview Clinton T. Duffy, former warden of San Quentin, on "Around the Town" tomorrow.

Record Hops sponsored by the Temple. Other awards went to George Scharman, KENS - TV newscaster; French Ferguson, Jr., WOAI - TV production director; Ed Hyman of KONO - TV, and KAPE's Art Harper.

## Keepin' Down on the Farm

**Houston**—KNUZ account executive Ralph Keller will retire to his Arkansas farm this week. He has been with the station's sales department for nine years.

## Engineers Talk on 'Path'

**Austin**—KTBC-TV and the Travis Chapter of the Texas Society of Professional Engineers have produced a new Summer series, "Paths of Progress," which features Dean W. W. Hagerty, of the Texas U. College of Engineering, with a different engineer guest each week. The programs will be panel discussions.

## WLS Travels Abroad

**Chicago** — Sailors aboard the USS Patrick Henry have requested, and will receive, tapes of WLS programs for rebroadcast on the nuclear sub's intercom system.

## 'Editorializing' Angle In Decisions by FCC

(Continued from Page 1)

T. Ellis and delaying a chance for him to reply.

The commission renewed licenses for North Dakota Broadcasting—KXGO AM-TV, Fargo; KXJB-TV, Valley City, N. D.; and affiliated South Dakota Television's KXAB-TV, Valley City, N. D.; and affiliated South Dakota Television's KXAB-TV, Aberdeen, S. D.—advising State Sen. Charles L. Murphy of North Dakota that his late-'60 complaints against the company about failure to grant equal time were without foundation.

The FCC said the stations weren't required to grant him equal time and that the complained-of broadcasts "were not inconsistent with the principles enunciated in the commission's editorializing policy."

## Baltimore TV Creates Sport

Washington Bureau of RADIO-TV DAILY

**Baltimore** — The first sport created especially for TV since the Roller Derby will get its initial airing this weekend on

WJZ-TV, when the station presents the first of 20 Box Lacrosse games to be televised on Saturdays and Sundays from 1-2:30 PM. Participating will be six teams in the Maryland Box Lacrosse League, representing the Baltimore-Washington areas.

Created by WJZ-TV general manager Herbert B. Cahan and Baltimore PR man Tommy Duke-

hart, the sport uses official lacrosse rules but has six to a team rather than 10, and is played on 160' x 60' field instead of one 110 x 60 yards. There are no time outs, no off-sides and no out-of-bounds.

Games will be played in an especially constructed enclosure adjacent to WJZ-TV.

## 13 Industry Groups Endorse Music Fair

Chicago—The World's Fair of Music and Sound, to be held here Aug. 31-Sept. 9, has received the active endorsement of 13 industry organizations which will create exhibits and conduct educational and national business meetings during the fair's run, according to Aaron D. Cushman, president of the event.

They are: ASCAF; Society of Record Dealers; Nat'l Ass'n of Recording Arts & Sciences; American Record Mfrs. & Distributors Ass'n; Int'l Planned Music Ass'n; Country Music Ass'n; Louisa er Mfrs. Ass'n; Music Educators Nat'l Conf.; Magnetic Recording Industry Ass'n; Recording Industry Ass'n of America; Nat'l Coin Machine Distributors Ass'n, and Nat'l Ass'n of Record Merchandisers.

## Pearson Heads Programs For New Rochester TVer

Rochester — Gerald Pearson, of Albany, N. Y., has been appointed program director of the new Channel 13 station here. He will assume his duties immediately and establish programming. The station will be an ABC affiliate.

Pearson comes to his new job with 15 years background in broadcast programming, production and administration. He was most recently program director for WTEN-TV, Albany.

## Hayward Accepts Post As Church Media Advisor

Special to RADIO-TV DAILY

Montreal — S. B. (Bud) Hayward, CFCE-TV program manager, has accepted an invitation to become a member of the Communications Advisory Council of the United Church of Canada. Church officials described the newly formed council as "assessing the church's use of the mass media for program and production emphasis."

## Persian Star to Guest In MGM-TV's 'Zero One'

London—The international cast for MGM-TV's upcoming "Zero One" series has drawn its first Persian-born actress, Soroya Rafat, for a guest spot in the "Stop-over" episode. Miss Rafat, a veteran of the London stage and BBC-TV, will appear opposite regular Nigel Patrick in the skein, produced by Lawrence P. Bachman.

## AGENCY NEWSCAST

By RALPH TYLER

The management committee of Warwick & Legler, Inc., has been reorganized and expanded, with a number of new appointees replacing former senior executives now retired. The main



Warwick & Legler management committee, from left, (top row,) John P. Warwick, chairman, Richard S. Bean, Howard Connell, Bernard Heller and John A. Malloy; (bottom row,) Thomas J. Murray, Robert P. Pruett, N. Leslie Silvas, David Strousse and John F. Welsh.

functions of the committee, according to agency president H. Paul Warwick, are to "help formulate and implement company policy and provide marketing guidance and supervision for all account groups."

General Mills will have heavy TV support for its new Betty Crocker cake mix, French Vanilla. The campaign begins Aug. 6 with commercials on the following shows: "Young Dr. Malone," "Concentration," "Make Room for Daddy," "Day Report," "Our Five Daughters" and "Father of the Bride." Agency is Needham, Louis and Brorby.

Draper Daniels, chairman of the exec committee of Leo Burnett Co. of Chicago has been named coordinator of President Kennedy's export expansion program. Philip H. Schaff, Jr., who is chairman of the Burnett finance committee, will take his place. In addition, R. E. (Tommy) Thompson, vice chairman of the Burnett creative review committee, will act as chairman of the creative review committee, a position also formerly held by Daniels.

Verne Reynolds has been appointed VP and creative director for broadcast at McNaughton-Laub-Forestal, Los Angeles. He joined the agency early in 1962 after resigning as exec director of Vandeburg-Linkletter Associates, New York mass communications counseling firm . . . Elliot Harris, most recently a member of the marketing planning team at B&B, has joined the staff of the Advertising Research Foundation. Previously, he was associated in a PR capacity with NBC, Curtis Publishing and Newsweek.

## Rod Smith Directing New 'Systems' Post

Rod Smith has been named to the newly created post of director of systems and procedures for Westinghouse Broadcasting Co. With WBC since 1953, he has been involved recently in special projects on automation and systems and procedures standardization.

Smith was made business manager of TV Advertising Representatives, national TV station rep firm, when it was formed in 1959, and was later elected assistant treasurer. Prior Westinghouse assignments include the post of station auditor at KPIX, San Francisco, from '56-'58, and a similar post at KEX radio, Portland, Ore., from '54-'56.

## Kievman, De Augusta Get Warner TV Posts

Warner Bros. TV has appointed Michael S. Kievman central district sales manager and Benjamin De Augusta traffic manager. Kievman, who operates out of Cincinnati, was formerly with Ziv-UA in a similar capacity for five years as central division manager.

De Augusta, headquartered in New York, handles scheduling for Warner's TV film series now available on an individual market basis. He formerly was head booker at MGM-TV and TV traffic expeditor at Bonded Film.

## Kim Hunter in Odyssey From Murder to Mitzvah

Kim Hunter, who recently wound up a long run in Broadway's "Write Me a Murder," goes on to a Bar Mitzvah (religious confirmation) in a segment for NBC-TV's "Dick Powell Show." The teleplay, to be aired in October, deals with a Jewish housewife's problems centering around a relative's Bar Mitzvah.

## Simmel Moved to Asia As UPI Newpicture Mgr.

Gerhard F. Simmel has been appointed Asia division newpicture manager for UPI, VP and general manager Ernest Hoberrecht has announced. Simmel was formerly newpicture manager for Germany and Austria since 1958, coming from the Minneapolis bureau.

## Thought for Today

"Last year, the U. S. public spent 77 per cent more time with radio than with newspapers and magazines combined, according to the Sindlinger reports. And radio has more than two-thirds the audience of TV. Radio increased over its 1960 figures more than any other medium—more than a 10 per cent rise in the time the public spends with it."

—Maurice Webster,

VP, GM, CBS Radio Spot Sales

## Upstate FMer Readies Operations for Fall Bow

Western New York will gain a new FM station late this Fall, WB-LK-FM, according to the new entry's prexy, Stewart M. Levy. Operating on 93.7 mc with a daily 24-hour schedule, a minimum of three hours a day will be stereocast. So far, posts have been assigned to George F. Lorenz, general manager, and Ernest A. Bohrck, chief engineer. Call letters of the outlet were designed as a tribute to the late Benjamin L. Kulick, noted community figure.

## 'Today' Dons New Paris Look

NBC-TV's "Today" program will send staff reporter Barbara Walters to Paris in a few days to cover the Fall-Winter fashion shows by its leading couturiers. She will report by radio and her first-hand broadcasts will be illustrated by sketches of the collections.

While in Paris, Miss Walters

also will film several special fashion reports to be shown on "Today" after the official release date for pictures of the collections, usually the last week of August.



Indiana University Library  
Bloomington Ind

Established February 1944

VOL. 91, NO. 12

WEDNESDAY, JULY 18, 1962

TEN CENTS

## EUROPE BY 124TH TELSTAR ORBIT

### Lewine's Re-Election By Nat'l TV Academy Is Precedent-Setting

Robert F. Lewine has been re-elected president of the National Academy of TV Arts & Sciences, marking the first time anyone has been returned to that post. The ATAS constitution specifies the president may not be elected from the same chapter in successive years, but Lewine recently shifted from New York to Hollywood as CBS programs VP, making him eligible for re-election.

Ted Cott, president of Oakland Productions, was elected executive VP; Loren L. Ryder, president of Ryder Sound Services, was re-elected secretary, and Mort Werner, NBC-TV programs VP, was elected treasurer.

#### Vice Presidents Named

Elected VPs to represent their respective chapters were Thomas Van A. Dukehart (Baltimore), James W. Beach (Chicago), Seymour Berns (Hollywood), Don Tuckwood (Phoenix), Mark Russell (St. Louis), Kenneth Langley (San Francisco), Lee Schul-

(Continued on Page 9)

### Politicos Aid Launching Of New WJRZ Studios

Paramus, N. J.—WJRZ has inaugurated broadcasting services from an additional studio facility located on heavily trafficked N. J. Highway #4 here. As a special dedication feature, the Newark-based station aired messages from state and local officials such as Gov. Richard J. Hughes and Sens. Harrison A. Williams, Jr., and Clifford P. Case.

### Minute of Silence Held As School Prayer Sub

Boston—WEEI newsmen George Richards has proposed a way to get prayer back into the schools without upsetting those who oppose it. He has suggested beginning each class day with one minute of silence. "What a person does in the silence of his thoughts is his own business," Richards said.

### HAUSMAN NAMED NBC GEN'L EXEC

As New Veep, He'll Assist in Policy, Industry Needs

Louis Hausman is joining NBC as a general executive, it was learned yesterday. His name will be submitted to the board of directors at its next meeting for election as vice president, David C. Adams, senior executive VP said.



HAUSMAN

Hausman will help form general policy and aid in NBC industry relations; (Continued on Page 4)

### TIO Post Goes To Roy Danish

Roy Danish will be the new director of the Television Information Office, succeeding Louis Hausman, Clair R. McCollough, TIO chairman, announced yesterday.

Danish has been assistant director of TIO since November, 1960. He formerly was a vice president of McCann-Marschalk division of Interpublic, Inc., and a vice president of Mutual Broadcasting System.



DANISH

### Patti Page Tops Series Her Firm Is Developing

West Coast Bureau of RADIO-TV DAILY

Los Angeles—A TV series is in the works for Patti Page, with a pilot being developed under the Argap banner by a team of writers headed by George Swanson and Mike Scannell. Argap was set up by Jack Rael, manager-partner of Miss Page.

### Screen Gems Sales Piling Top Earnings For '62, Hyams Says

Screen Gems will report record earnings of "no less than \$1.35 per share" for fiscal 1962, with some 60 per cent of its gross income derived from program production, executive VP-general manager Jerome Hyams has disclosed. Speaking before the New York Security Analysts Ass'n, he pointed to the company's growth from (Continued on Page 4)



HYAMS

### NBC Int'l in Single Sale Of 15 Shows to RAI, Italy

NBC Int'l, in its biggest single sale to Italy, has sold seven series and eight individual news and pubaffairs specs to the RAI TV Network. Series are "Dr. Kildare," "Bonanza," "Flight," "National Velvet," "Funny Manns," "Deputy" and "Crunch & Des." Specs are "Red China," "Not So Long Ago," "3-2-1-0," "Merrily We Roll Along," "U-2 Affair," "Panama/Danger Zone," "Cops & Robbers" and "Face of Spain."

### Two-Way Ocean Hop Swaps Mt. Rushmore For Swiss Jungfrau

South Dakota's Mount Rushmore in return for Switzerland's Jungfrau, the 350-voice choir of the Mormon Tabernacle in Salt Lake City in return for Michelangelo frescos in Rome's Sistine Chapel—that's what the first live TV exchange by Telstar Monday will mean to millions on either side of the Atlantic.

The program will be transmitted to Europe on the 123rd orbit of the communications satellite, starting at about 3 PM, EDT. The European program will be relayed to the U. S. on the 124th orbit, at about 6 PM, EDT. Each will last 15 minutes.

#### Some Upsets Inevitable

Telstar plans change from day to day and are sometimes upset by unexpected enterprise in a European country, such as the early Telstar appearance of Yves Montand in the U. S. and the British-French wrangle that followed it. However, the menu for American viewers is likely to contain most (Continued on Page 7)

### Mann, Mullin Named VPs For ABC Radio Network

ABC Radio has elected Jack H. Mann as vice president in charge of the Western Division, and Earl Mullin as vice president in charge (Continued on Page 8)

## Storer Half-Yr. Net Leaps; R-TV 2nd Qtr. All-Time High

Storer Broadcasting Co. reports earnings for the six months ended June 30 of \$1.48 per share (after taxes), compared to 82 cents per share for the same period in 1961. Net income after taxes for the first six months of 1962 was \$3,618,366. In the same 1961 period the company reported after tax profits of \$2,032,501. The 1962 profits included a capital gain (net after taxes) of \$912,863 resulting from the sale of WWVA, Wheeling, W. Va., in January. The company also reports earnings (after taxes) for the second quarter of the year 1962 were \$1,466,770, or 60 cents per share. In the second quarter of 1961 Storer earned \$977,083, or 39 cents per share. A company spokesman said that the '62 second-quarter earnings from radio and TV station operations were a record in the April-June quarter. Excluding capital gains, the next highest second quarter in its 35-year history was achieved in 1960, when after-tax profits of \$1,397,860 amounted to 56 cents per share.



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Amana Preps Green For Golfing Series

Amana, Ia.—Amana Refrigeration has launched a 90-day "Merchandising Spectacular" highlighting its sponsorship of the "World Series of Golf" on NBC-TV. Several merchandising events and dealer promotions will lead up to the golf program, to be telecast live in color Sept. 8 and 9. The event will match winners of the PGA, U. S. and British Opens and the Masters. Amana national advertising during the promo includes the "Arthur Godfrey Show" on CBS Radio.



COMING AND GOING

EMERSON KIMBLE, WSPD, Toledo, sales manager, to Philadelphia and N. Y. this week.

BILL HOBIN, "Sing Along" producer, off on a vacation cruise with his family, in their racing sloop.

MARTIN CARR, CBS director, to South Dakota to look over Mount Rushmore site for possible telecasting via Telstar.

HARFIELD WEEDIN, KNX program director, has returned from a week's vacation.

MICKEY HENDRICKS, Jamaica Broadcasting Co. manager, has returned to Kingston.

PETER PORTER, program manager, and LEE GOODMAN, director of the "Wonderful World of Golf" TV series, to London by BOAC.

PETER AFFE, WNBC-TV station manager, off on a "See America First" tour.

HUGH MARLOWE and K. T. STEVENS have left for Hinsdale, Ill., to co-star in "The Mousetrap," opening July 23 at the Salt Creek Playhouse.

ROBERT GIST in Gotham directing a "Naked City" episode.

JOSEPH N. CURL, CBS-TV daytime sales VP, to L. A. on business.

Food, Banking Buys Push 'Biography' to 117 Markets

An increase in food and banking sponsorship of "Biography" was reported yesterday by Seymour Reed, Official Films president. Domestic sales now account for 117 markets, he said.

Strietmann Biscuit Co., division of United Biscuit Co. of America, has enlarged its regional spread from 24 to 28 southern markets for fall telecasting, Reed stated. "Biography" has also been bought by four more banks, bringing this type of sponsorship to six markets.

School Promotions Set

The series of 39 half-hour actuality films, originally purchased for 15 markets by Strietmann through Ralph H. Jones Co. of Cincinnati, is being slotted in 7-7:30 p.m. periods for this sponsor. Extensive promotions are being arranged with school systems in Strietmann's expanded 28-market area.

New banks, signing for "Biography," are Mercantile National Bank of Kansas City, Omaha National Bank, Milwaukee Federal Savings and Loan Company and Baltimore Federal Savings and Loan Association. Previously reported were Buckeye Federal Savings and Loan Association of Columbus, O., and Chemical Bank New York Trust Co.

9 More Station Sales

Latest station sales are WTOP-TV, Washington; WATE-TV, Knoxville; WCKT, Miami; KGNC-TV, Amarillo, Tex.; KTBC-TV, Austin Tex.; WHEN-TV, Syracuse; KROD-TV, El Paso; KOSA-TV, Odessa, Tex., and KREX-TV, Grand Junction, Colo.

"Biography" is co-produced by Official Films and David L. Wolper. Jack Haley, Jr., is producer-director, and Mike Wallace is narrator.

Repping WXHR-FM

Boston — WXHR-FM has appointed the Walker-Rawalt Co. as its national rep.

FINANCIAL

(July 17)

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., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., Hazeltine Corp, Magnavox, MCA, M-G-M, Minn. M&M., Nat. General, Paramount, Plough, RCA, Storers, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Lists various stocks like Allied Artists, Capital Cities, Desilu, Filmways, NTA, Reeves Sound, Rollins, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\*OVER THE COUNTER

Table with columns: Bid, Asked. Lists various stocks like Jerrold, Meredith, Official Films, Seven Arts, Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

Stereo Outlet Says 3 Bs Too Serious for Sales

St. Louis—Full-time stereo station KSHE has reversed its fare from the 3 Bs to a "fine arts good music operation" because it just couldn't convince advertisers on the merits of classical music, says station prexy Ed Ceries. The outlet now features the "Percy Faith-Mantovani-Paul Weston type."

Ziv-UA Enters Color Via 'Ripcord' Series

Ziv-UA is shooting the second year of its half-hour first-run syndicated "Ripcord" series in color because "it is our belief that the future lies with color," according to executive VP for sales M. J. (Bud) Rifkin. He also disclosed that "it is our intention to go into color... with any of our future projects which lend themselves to this additional feature."

Among the stations which will colorcast "Ripcord" next season are WGN-TV, Chicago; WTMJ-TV, Milwaukee; WLWI, Indianapolis, and WLWT, Cincinnati, with the latter acquiring the series for the first time. It will also be available in black-and-white.

4-Star TV Names Walker To Head Casting Dept't

Los Angeles — Robert Walker has been signed to head the casting department of Four Star TV. He previously headed casting for Revue Productions from 1950-58, and later was executive head of casting for 20th Century-Fox TV.

Jon Ruby Joins Rep Firm

Chicago—The local office here of Venard, Rintoul & McConnell, stations reps, has announced the appointment of Jon S. Ruby as an account exec in radio sales. He was formerly with the Leo Burnett Co. as a time buyer.

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Brainpower-experience of outstanding advertising-sales promotion-public relations executive available now to help you increase sales and profits... to help your company smile properly when it makes a public appearance... knows who's who and what's what in television.

BOX 189 RADIO-TELEVISION DAILY 1501 Broadway, N. Y. 36, N. Y.

## CBS Radio June Biz Topped \$1 Mil. Mark For 9 Commitments

Contracts for new business and renewals totaling over \$1 million was signed in June by CBS Radio, according to network sales VP George Arkedis. The nine major sponsorship commitments comprise four orders for "Arthur Godfrey Time" and one for "House Party" starring Art Linkletter, as well as co-sponsorships for news, news analysis, worldwide sports, "Dimension" features and "Yours Truly, Johnny Dollar."



ARKEDIS

Signed were Campbell Soup for V-8, Needham, Louis & Brorby, for news and "Dimension"; Accent Food Seasoning, NL&B, for news and "Dimension"; Goodyear Soles & Heels and Weathercote Special Shoe Treatment, Kudner Agency, for "Arthur Godfrey Time"; Amana refrigerators and freezers, Aveyard & Co., for "Arthur Godfrey Time."

Pepsi-Cola, BBDO, for news, news analysis, worldwide sports and "Johnny Dollar"; Better Homes & Gardens Magazine, W. D. Lyon Co., for "House Party"; Mazola Margarine and Corn Oil, Lennen & Newell, for "Arthur Godfrey Time"; Sylvania stereo, TV and radio sets, Kudner, for "Arthur Godfrey Time."

## Warners Hits Ten Marts With Fifteen Hour Series

Joseph Kotler, Warner Bros. TV division VP, has announced the sale of 15 additional hour series in 10 major markets.

"Surfside 6" has been purchased by WWJ-TV, Detroit; KMSP-TV, Minneapolis-St. Paul; WTAR-TV, Norfolk; KTAL-TV, Shreveport; WANE-TV, Fort Wayne, and WSFA-TV, Montgomery, Ala. "Sugarfoot" has been sold to WKRC-TV, Cincinnati; KOVR, Sacramento, and WANE-TV. "Maverick" goes to WISH-TV, Indianapolis; WOOD-TV, Grand Rapids, and KMSP-TV.

KOVR and WTAR-TV have signed for "Bronco," while "The Roaring '20s" goes to KMSP-TV.

## 'Hr. of St. Francis' Rolls

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Linda Leighton, completing five segments of ABC-TV's "Summer Story Time" last week, has checked in for a feature role in the syndicated TV series, "Hour of St. Francis."

## FIRST FOLLOWS 11TH SEQUENCE

Now We Know Characters, Producer Tewksbury Says

Los Angeles — "It's a Man's World," with 11 episodes already filmed, now is going before the cameras at Hollywood's Revue Studios with the episode skedded to launch the new Monday night series on NBC-TV Sept. 17.

Producer Peter Tewksbury explained: "Only now, after 11 episodes, do we feel we know our characters well enough to introduce them as they should be introduced."

The episode, entitled "Finders Keepers," was written by the series co-creator, Jim Leighton.

## NFL Highlights Hangs Up SRO

Complete sponsorship of NBC-TV's '62 "National Football League Highlights," was announced yesterday by Richard McHugh, Net's manager, sports and special program sales.

Buys by R. J. Reynolds, through Wm. Esty Co., and Skill Corp., through Fuller & Smith & Ross Inc., have sold out the program. The Mennen Co., through Grey, and Chesebrough-Pond, through Norman, Craig & Kummel also will sponsor.

## ETV Reaches Housewife With New 'Today's Home'

Birmingham—Lee Cannon has started a weekly half-hour series, "Today's Home," on ETV stations WBIQ, WAIQ and WCIQ. The programs, slanted expressly for the housewife, will offer tips on food-buying and economic meal-planning, as well as on-the-air preparation of new recipes.

## Bob Curran Leaves ABC For Sales with Young-TV

Robert E. Curran, Jr., has been named to the sales staff of Young-TV, station reps. He was formerly southeastern regional manager of ABC-TV's relations department, and previous to that, with the network's co-op program staff.

## Philly Puts Milk On Menu

Philadelphia — "Dairy-Go-Round" will be the theme of a pubserv campaign by WCAU to aid the dairy industry and farmers by promoting increased use of fresh milk and related products. The promo is similar to last summer's "Eggs 'Round the Clock" campaign, which attracted some 5,000 persons to the station's grounds for a free breakfast.

Beginning Aug. 12 and continuing thru Aug. 19, the station

## Minow Cites Need For Broadcast News As Press 'Declines'

Washington Bureau of RADIO-TV DAILY

Washington — FCC chairman Newton N. Minow today emphasized the need for electronic journalism by stating, "Broadcast news is becoming more important to all of us each day, both because of the growth of the United States' responsibilities around the world and because of the decline in the number of competing newspapers in many of our cities."

The statement, made this morning to Radio Press International here for immediate transmission throughout the U.S., marked the entry of WWDC as an RPI subscriber.

Meeting with RPI president R. Peter Straus, WWDC president Ben Strouse and RPI general manager Michael J. Minahan, Minow, referring to news as a "keystone" of radio, expressed his pleasure at the "greater increase in the volume and quality and quantity of the news which is being made available to the public."

## Webb Lines Up Staffers For 'G.E. True' Entry

West Coast Bureau of RADIO-TV DAILY

Hollywood — Exec producer Jack Webb has signed directors William Conrad and Robert Leeds to alternate on the upcoming "General Electric True" series to bow on CBS-TV this Fall. The factual drama anthology rolls next week at Warner Bros. studios, with "The Last Day" set as the first episode. John Furia, Jr., penned the segment.

## Winnipeg Outlet Ringside With 'Dear Wrestlers'

Special to RADIO-TV DAILY

Calgary, Canada—"Dear Wrestlers," CFCN-TV's panel show featuring Canadian and U.S. wrestlers, has been purchased by CJAY-TV, Winnipeg, for Saturday night viewing. The half-hour taped program was created by sportscaster Sam Menacker who is also host on the program.

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

## 'Discovery' Finds 'Adland' A Semi-Imaginary World

Toronto — CBC - TV's "Discovery" on Tuesday will feature a satire on the advertising world, titled "Adland," describing the habitat of the gray flannel suiters as "a country not wholly imaginary and not wholly real." Written by Vancouver humorist Dave Brock, the program will be dramatized by sketches, film and a skit.

## Golden Gate Meets Lotusland Visitors

San Francisco — KNX Radio, Los Angeles, and CBS Radio Spot Sales in San Francisco are co-hosting a cocktail party here today to introduce Robert P. Sutton, general manager of KNX, and Jim Ingraham, general sales manager, to Bay Area agencies and clients.

This will be the first trip north for both Sutton and Ingraham since assuming the positions they now hold. Also present from KNX will be Frank Oxarart, national sales rep.

## 2nd Yr. of 'Joey Bishop' Rolls at Desilu Studios

West Coast Bureau of RADIO-TV DAILY

Hollywood—"The Joey Bishop Show," bowing on NBC-TV for its second season Sept. 15, has resumed production at Desilu Studios here. The series will headline a list of new regulars including Abby Dalton, Joe Besser and Guy Marks, along with guest stars in some of the episodes.

The initial segment, "The Honymoon," marks the end of bachelorhood for Joey Barnes (Bishop) and the start of a new life for the rising TV entertainer. Marvin Marx is producer, with James V. Kern directing.

## Hausman Joining NBC

(Continued from Page 1)

he will also have overall responsibility in the areas headed by Sydney H. Eiges, Public Information VP; Lester Bernstein, Corporate Affairs VP; and Ernest Lee Jahncke, Jr., Standards and Practices VP. All of them will report to Hausman who in turn, will report to Adams.

Prior to becoming TIO director in 1959, Hausman was a CBS VP serving in various posts as a divisional and corporate executive.

### HOWARD E. STARK

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By TED GREEN

• • • Paul Henreid, helming an Alfred Hitchcock show, will essay a cameo role in the next segment, under his multiple directing deal on the series . . . Joe Silver signed for a running part on CBS-TV's "Edge of Night" . . . Singer Joey Dee planning a night club in Passaic, N.J., his home town . . . Art Ford has leaped to the aid of young jazz singer Choo Choo Collins, offering to sponsor her appearance on CBS-TV's "Celebrity Talent Scouts." Ford saw our recent item noting that Miss Collins, who "looks like a teenage Marilyn Monroe and sings like Peggy Lee," passed an audition for the show but lacked a celebrity to sponsor her. Now the nation will get a chance to see and hear her, thanks to Art . . . Bobby Rydell signed for three TV shows in one season with Red Skelton . . . Why doesn't the "Tonight" show change its name? Half of it is aired in the morning.

• • • Johnny Mathis, who headlines at the Forest Hills Stadium Aug. 4, says he doesn't think his voice will reach its peak until he's 40. Mathis is now 26. Incidentally, the U. S. Treasury Dep't has presented him with a special "Minute Man" award for his outstanding aid to the current U. S. Savings Bond drive. Mathis always ends his shows singing "50 Stars," the bond-selling song written for him . . . Guy Lombardo already auditioning warblers for his New Year's Eve TV show. Trade talk is that fellow Canadian Joan Fairfax will land the spot . . . Bert Bacharach, the tall, handsome columnist for King Features Syndicate and the N. Y. Journal-American, guests with Elizabeth Morgan today on WJZ.

• • • Meet: Joseph Harnell, a pianist, composer, conductor and arranger, who presently is musical director of nite-time "Play Your Hunch" with Merv Griffin on NBC. Harnell, one-time musical director for Peggy Lee, Maurice Chevalier and Robert Goulet, has conducted many recording sessions for other top stars such as Jane Morgan and Jane Froman. His albums "Asphalt Jungle" & "Naked City" on Kapp label; "World's Greatest Love Themes" and "I Want to be Happy" on Epic, and "The Piano Inventions of Joe Harnell" on Jubilee. Harnell recently was musical director of the motion picture, "Ten Girls Ago," starring Bert Lahr, Eddie Foy, Buster Keaton and Dion, for which he wrote the musical score and some of the featured songs . . . Detroit's loss is New York's gain. Bob Maxwell has joined WCBS as one of Gene King's new personalities. He takes over the 4:15-6 PM period vacated by Kenneth Banghard. Bob was one of the outstanding deejays at WWJ, Detroit—Good Luck Bob.



HARNELL

• • • Award-winning Texas newsman Herb Humphries has been appointed news director of Miami's 50,000-watt WINZ, and local radio veteran Dick Kelsey has joined the staff as an account exec. Both appointments were announced by Rex Rand, president of Rand Broadcasting Corp. . . . The men-folk at WMCA are all wearing hang-dog expressions now that pretty Mary Elizabeth Fay (sales promo manager) has changed her name to Gannon. Hubby is law student at St. Johns . . . Pittsburgh's KDKA-TV planning to expand the "John Reed King Show" in the next two or three weeks to accommodate more sponsors. It's going like a "house afire," with such guests as Jerry Lewis, Sammy Kaye, John Charles Daly, Charlton Heston, etc.

• • • Motion picture and TV star George Montgomery will make his musical comedy debut Aug. 7 in "Plain and Fancy" at the Westchester Dinner Theatre . . . That good-looking couple huddling in the corner of Charles Akin's, Charles V Restaurant, was Linda (Miss Universe 1960) Bemont and jockey Manuel Ycaza . . . Bob Lindemuth, one of the nation's upcoming producers, has lined up Liberace, Juliet Prowse, Jimmy Dean and Teresa Brewer for August dates at his Diamond Beach Resort Motel, Wildwood, N.J. . . . "Hottest" new singer around is good-looking Kenny Dana, who recently became a Decca Records artist. Record industry bigwigs describes him as "Eddie Fisher's successor."

## Liberace in N.Y. Jaunt For Confab with Backers

Liberace will meet with prospective sponsors for his upcoming TV series in a one-day stopover here tomorrow. The smiling keyboard virtuoso plans to film, in the Fall, 12 hour variety shows with prominent guest stars, to be produced by International Productions, and distributed by Tele-synd. George Schlatter has just been signed as producer.

## African Specialists View Radio on 'PM'

Pittsburgh—African radio officials, participating in the U. S. State Department's foreign specialists program of the Cultural Exchange Office, will be interviewed today on KDKA's "Program PM." The local tour here has been arranged by the Council for Int'l Visitors.

Paul Long, station personality, will lead the 11 visitors in discussions about broadcasting procedures in their countries, as well as other topics related to the industry.

## Hyams Reports on S.G.

(Continued from Page 1)

26 cents per share for fiscal 1958 to \$1.05 per share for fiscal 1961. "Screen Gems' 1961 and 1962 record earnings were achieved without any major residual sales," Hyams said, although noting that the company had 373 half-hour films and 66 hour films representing potential residual income at the end of the 1961 TV season. At the end of 1962, he said, this figure jumped to 534 half-hours and 132 hours.

Hymans also revealed that Screen Gems has a present sales

Screen Gems is "currently associated with Australian groups in seeking licenses for TV stations in both Melbourne and Sydney," according to Hyams.

backlog of \$25 million, against \$21,750,000 a year ago at this time and a little over \$17 million the year before that.

After Hyams mentioned the possibility of a cash or stock dividend in the near future, Screen Gems treasurer Berton Schneider told the analysts they can anticipate the company's continued growth, "but probably not at the rate of the last three or four years."

Subject to FCC approval and contract signing, Screen Gems' most recent acquisition is KCPX-TV and KCPX Radio, Salt Lake City. Past acquisitions include Elliot, Unger & Elliot, VP commercial producer; WAPA-TV and WOLE-TV in Puerto Rico; Cello-matic Corp., and Audience Studios Inc.



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# young adults buy the most!

( young adults buy  
the most food...and most  
of almost everything )



Young adults (under 50) buy 65% of all food products. This means that when you buy young adult ABC Radio, you're buying food advertising geared to the market that buys most of what you sell. That's because two years ago ABC Radio recognized the potent economic force inherent in your young adult market and did something about it. ABC Radio consistently programs for young adults; promotes to young adults;

presents to the food advertiser (and virtually every other advertiser) the most compelling new "reason why" for network radio. It's young adults with Flair, Sports, The Breakfast Club, News and Special Events on ABC Radio. Remember, when it comes to food, (and related products), young adults buy the most of everything you sell. Your ABC Radio sales representative will be glad to give you the young adult facts.

**ABC RADIO**  FIRST WITH YOUNG ADULTS

Source: Life Magazine Study of Consumer Expenditures



# Public Service Advertising in Jeopardy: 4-A

## Jackie Robinson to Debate Louis Michaux

Jackie Robinson will debate Louis Michaux, leader of a group picketing certain white merchants in Harlem, in a one-hour program, "Crisis in Harlem" on WWRL, New York, at 5 PM today. The program will be rebroadcast tomorrow at 11 PM. Leon Lewis, the station's director of community news, will narrate.

## Rating Firm Weighs TV and Spot Radio

A study made by A. C. Nielsen showed that spot radio delivered more different homes, greater frequency and a higher percentage of adults than TV, reports W. H. Losee, president of AM Radio Sales Co., which commissioned the survey.

The study compared a Monday thru Friday 6:40 PM five-minute TV newscast against a spot radio sked of 60 one-minute announcements in one of the top 10 U. S. markets. Losee said the radio budget was 10 per cent less than TV.

On the basis of total impressions, he said, radio showed up with 331 per cent more than TV. In the comparison of the number of different homes reached, radio's 33.9 penetration topped TV by 17 per cent. This figure does not include the out-of-home radio audience.

On the basis of the number of times heard per week, radio, again using the in-home audience only, showed an average of 5.2 vs. 1.9 for TV, a frequency greater by 174 per cent. Radio also had a 91 per cent adult audience compared with an 80 per cent adult TV audience, or 20 per cent more.

## Leonard Soglio Joins WHN As Account Exec

Leonard R. Soglio, former media supervisor at Hicks & Griest, has joined WHN as an account exec. His professional career began as an assistant time buyer at Ted Bates, working on the Colgate-Palmolive account. Later, he was made time buyer for such accounts as Minute Maid and Standard Brands. He joined Hicks & Griest in 1959.

## Detroit Bar Ass'n Cites 'Rise & Fall of Dr. Locke'

Denver — This city's Bar Ass'n has presented its first annual Media Award to KOA for its documentary, "The Rise and Fall of Dr. John Galen Locke." The hour expose described the disappearance of the Ku Klux Klan from the Colorado scene after a reign of terror led by grand dragon Dr. Locke, and pointed up the efforts of a vigilant press working with law agencies.

## EDUCATORS LAUD TV PAT ON BACK

Duo Hails 'Meet Professor' As Aiding Teaching Image

ABC's "Meet the Professor" has been lauded by two leaders of the Ass'n for Higher Education who have termed the program "a significant contribution to greater public understanding of higher education and the college teaching profession."

Dr. Roy A. Price, president of the AHE, noted that "important benefits now and in the future can be expected as a result of 'Meet the Professor,' particularly from the standpoint of attracting top quality graduates into college teaching in future years."

## Baseball, Grid Games Conflict Is Resolved

Cleveland—Richard M. Klaus, VP of WERE, has announced that four and possibly five of the Cleveland Browns football games will be broadcast on WGAR. This follows Tuesday's announcement that WERE had been awarded worldwide broadcast rights to all the Browns' games.

WGAR will carry the Browns games that conflict with WERE's Cleveland Indian baseball broadcasting schedule. However, WERE will carry taped re-broadcasts of these conflicting games. Arrangements for WGAR to carry the games were made by Klaus, Carl E. George, VP of WGAR and Art Modell, president of the Browns.

## Monroe Leads Research For San Francisco TVer

West Coast Bureau of RADIO-TV DAILY  
San Francisco—James R. Monroe has been named research director for KGO-TV here, to coordinate TV national and local merchandising, sales development and client services. He comes to the station after two years with A. C. Nielsen Co.

## Time Sales Gains Prouty For N.Y. Radio Force

Norman R. Prouty has joined the New York radio sales staff of Advertising Time Sales, station reps. He was, prior to this position, prexy of his own PR firm (Norman R. Prouty Associates).

## 6 Interfaith Shows Back Togetherness

The National Conference of Christians and Jews, in collaboration with the Radio-TV Commission of The New York Board of Rabbis, is presenting a series of six Sunday TV shows entitled "Learning to Live Together." The programs have been scheduled by the producers through Aug. 12 on NBC-TV.

The show time is the year-round "Jewish Fourth R" and is a 15-minute segment of a 45-minute show allotted by NBC to the New York Board of Rabbis, the Protestant Council and the Archdiocese of New York. "Learning to Live Together" demonstrates human relations techniques used by a teacher in an average classroom set-up.

## Bob Jamieson Begins Duties in Station Sales

Robert F. Jamieson has started on his new duties as CBS-TV manager of station sales. Jamieson was assistant business manager and director of station clearances since December, 1959. The new title, it was said, more clearly reflects Jamieson's actual assignment, which is selling as well as administrative. In his new capacity Jamieson will report to Thomas H. Dawson, vice president, network sales.



JAMIESON

## Senate Unit Urged To Restore Tax Aid For 'Influence' Ads

The American Association of Advertising Agencies has asked the Senate Finance Committee to restore the tax deductibility of ads placed in any medium, including broadcasting, to influence legislation. Such advertising has not been allowed as a business expense since December, 1959.

A 4-A spokesman said legislative advertising in broadcasting is most usual in such local matters as a school bond or park or road building referendum. Under the current law, and advertiser cannot attempt to influence the public on such measures without the penalty of a tax, even though their passage would aid him.

### Addresses Senator Byrd

The 4-A in a statement to Sen. Harry Byrd, chairman, and members of his committee, said that unless the tax bill is amended to restore deductibility, the "future of an important portion of public service advertising may be in jeopardy."

Before the Internal Revenue Service disallowed legislative ad costs as a business expense, the 4-A said, "American corporations had sponsored a number of public service advertising campaigns designed to influence public opinion on legislation or proposed legislation."

## Stage Stirs Youngblood

Buffalo — WEBR's news and public affairs director, W. Hal Youngblood, is keeping busy with a local theatrical venture, the Off Broadway Theatre. He has the role of Street Singer in its opening presentation, "Three Penny Opera," and will direct the coming "Look Homeward Angel."

## U.S.-Europe Telstar Swap

(Continued from Page 1)

of the following items:

Kiruna and the Polar Circle from Sweden; Taormina in Sicily, East Yugoslavia, Goonhilly Downs in England, Switzerland's highest mountain, the Rhine between Bonn and Cologne, the Danube (possibly near Vienna), the Rhone, near Avignon, and the great capital cities of Paris, London and Rome.

No heads of state are expected to be on the European program relayed to the U. S., to avoid any overtones of nationalism; no one leader could represent the 16 nations participating in the program through the European Broadcasting Union.

Europeans, however, are promised a glimpse of President Ken-

edy's news conference in the program prepared by the news department of the three U. S. networks.

The U. S. program will use 50 cameras in Washington, Mount Rushmore and other locations around the country. Three of the correspondents who will be introduced live to Europe will be Howard K. Smith of ABC, Walter Cronkite of CBS and Chet Huntley of NBC.

Most of the U. S. program has been left loosely unplanned, so that it can catch American life and events here as they are at the broadcast time with the immediacy and reality that is expected to be a major virtue of satellite TV broadcasting.

## House Unit OK's Fund For VOA; Cuts USIA

Washington Bureau of RADIO-TV DAILY

**Washington**—The House Appropriations Committee yesterday voted to cut \$8,835,000 from funds requested to operate the U. S. Information Agency during the current fiscal year, but allowed the full amount requested for radio propaganda broadcasting by the Voice of America, and approved 41 new positions requested for broadcasting in Berlin as well as the 22 new positions requested for the agency's TV service. Total of \$149,225,000 was voted for USIA for the current fiscal year.

## Scranton Outlet in Gear With Auto Safety Drive

**Scranton**—With Summer motor trips on the upgrade, WEJL has increased its "Safety and You in '62" campaign. All portions of the drive for happy vacationing place heavy emphasis on traffic safety, with road accidents now the seasonal hazard.

## Doris Kemper Signed

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Ed Hartman, producer of "My Three Sons" on ABC-TV, has signed Doris Kemper to play opposite William Frawley in the series. Miss Kemper is to continue as the next-door neighbor who finds "Bub" (Frawley) the personification of her dreams.

## Audience-Building 'Prelims'



Exploitation and publicity plans for John H. Breck, Inc., sponsorship of "Going My Way" starting in fall on ABC-TV get a going over by Michael J. Foster ABC press information veep, (extreme right). With him (l. to r.) are: Mrs. Ella M. Riker, information director, new products, Breck; John David, Breck advertising director; Richard Lewine, N. W. Ayer, and Dough Welch, Breck publicity director.

## Critics 'Meet the Author' In Literary Discussions

Top-flight authors will bring their current works before a panel of experts on WOR-TV's new Fall entry, "Meet the Author." Tentatively scheduled for Sunday evenings, the half-hour program will feature an exchange of opinion between writers and three guest panel members.

Walter Kiernan will moderate the show, produced by Tom Sullivan.

## Vic Ghezzi to Cover PGA Tourney for CBS

Former PGA champion Vic Ghezzi will announce CBS Radio's coverage of the 44th annual PGA Tournament Sunday, along with Bill Campbell, sportscaster at WCAU, CBS o-o in Philadelphia. They will report from a broadcasting truck rolling on special tires.

Daily progress reports will be presented on CBS Radio's "Worldwide Sports" starting tomorrow.

## Mann, Mullin Named VPs for ABC Radio

(Continued from Page 1)

of station relations. Mann has been director of ABC Radio Pacific and ABC Radio West, a post he assumed in July, 1961, headquartering in Hollywood. Mullin has been national director of the ABC Radio Network Stations Department.



MULLIN

Mann joined ABC Radio in June, 1958, as an account executive, and in June, 1960, was promoted to director of advertising, sales development and research. Before joining ABC Radio he had been a radio and TV program packager for two years, after working at WRCA-TV (now WNBC-TV) New York, and the NBC and CBS radio networks.



MANN

Mullin formerly was a reporter for the Chicago Tribune and the Hearst newspaper organization, and served on NBC staff prior to the formation of the Blue Network, predecessor of ABC. He also was an executive in the PR department of ABC before joining the station relations dept.

## News Flashes From Coast-to-Coast

### Service Outstanding

**Cincinnati** — L. H. Rogers, II, Taft Broadcasting Co. executive VP, has received the U. S. Citizens Committee Outstanding Service Award for "personal contributions of time, effort and interest to the furtherance of individual freedom through greater knowledge."

### Tyler Execs Man Outlet

**Tyler, Tex.** — Betty Reynolds, Tyler Advertising Co. exec, has been elected president and general manager of KSLT-FM. Tyler banker W. A. Pounds, Jr., was elected secretary-treasurer.

### Funds Still A-Comin'

**Youngstown, O.** — An 18-hour telethon for leukemia in May raised an estimated \$11,000, according to Don Allen, Greater Youngstown Chapter of Leukemia president and former announcer of WFMJ-TV, which broadcast the event. Allen, who has moved to WTOP, Washington, said that

money is still coming in. Receipts are expected to be about \$20,000.

### Par Replaces Ferrier

**Portland, Ore.** — Jack Par has joined the KEX air staff, where he will fill the 6 PM-midnight program vacated by Roger Ferrier.

### WSVA Picks Pinkston

**Harrisonburg, Va.** — Charles Wood Pinkston has joined WSVA-AM-TV as staff announcer and deejay.

### Carroll, Krida Join WRGP-TV

**Chattanooga**—Daniel (Pat) Carroll has joined the WRGP-TV sales department as account exec. Another addition to the staff is Jane Krida, former assistant PR director and copy-writer for Liller, Neal, Battle & Lindsey of Atlanta and N. Y. She will work with copy and merchandising.

### FFA Honors Ummel

**St. Louis**—Lloyd Ummel, Midwest TV, Inc., farm editor, was

given an Honorary State Farmer Degree from the Illinois Ass'n of Future Farmers of America. Ummel appears daily on WCIA, Campaign, and on WMBD-TV, Peoria, on "Farm Report." In addition, he reports on WMBD's "Farm News" daily and is host and producer of WCIA's "Country Crossroads."

### AEC Gets Go-Ahead

**Boston** — WNAC-TV has given the U. S. Atomic Energy Commission permission to use portions of its "Medical Metropolis" segment from the "Expedition Boston" public service series, in the commission's Far Eastern Exhibit in 1963.

### Time Makes U. Grant

**New York** — Time, Inc., has made a \$5,000 grant to the U. of Denver for use in the school's \$25-million program for new resources. The grant was presented to Chester M. Alter, D. U. chancellor, by Hugh Terry, KLZ-AM-TV president and general manager.

## Pittsburgh Glass Backs 'Laramie,' 'Showtime'

Pittsburgh Plate Glass has purchased sponsorship in NBC-TV's "Laramie" and "International Showtime" during the 1962-63 season, and has renewed its co-sponsorship of "David Brinkley's Journal" colorcasts. The orders were placed through Maxon, Inc.

"Laramie" will begin its fourth season (its second in color) Sept. 25. "International Showtime" will start its second season Sept. 14.

## New Battery Receiver Hailed as Boost to ETV

**Washington** — The Agency for International Development has described as "a major breakthrough in ETV for underdeveloped nations" a new ETV receiver with a 23-inch screen, but requiring only 32 watts of power from a simple 12-volt battery. The agency awarded a \$400,000 contract for 1,000 sets to Warwick Manufacturing of Chicago, the developer.

## HITCH FASHIONS TO A TELSTAR?

Retailer Hess Hopes To Be First With Link

Allentown, Pa. — An offer to present the first live telecast direct from France to haute courtiere fashions via Telstar has been made by Max Hess, retailer here.

Hess said he has discussed the possibility with officials of AT&T in New York and TV station WFIL in Philadelphia. He said the proposed style display may not be possible until more relay stations are made available. When it can be arranged, however, Hess will do it nationwide, even though his market covers only three states.

One difficulty that will have to be overcome: pictures of styles currently shown by high fashion houses have release dates and can not be used in the U.S. until weeks after they are introduced at the foreign showings.

## TelePrompTer Yanks CATV Franchise Bid

TelePrompTer Corp., has announced that it is withdrawing as an applicant for a community antenna TV system franchise at Salinas, Calif., because, the firm said, the city proposes regulations that exceed its constitutional authority.

One of several applicants for the franchise, TelePrompTer notified city manager Thomas G. Dunne that it believes a franchise ordinance adopted by the city council usurps authority belonging only to the federal government.

"If the city council today can regulate CATV," noted TelePrompTer president Irving Kahn, "it can by the same token tomorrow regulate the broadcasting industry."

## Cott ATAS Exec. VP

(Continued from Page 1)

man (Seattle) and Robert M. Adams (Washington).

The election of officers took place via telephone, and included members of the board of trustees from all nine ATAS chapters. The first in-person meeting of the 1962-'63 board will be held in early October.

## George Gobel Tosses Hat In Williams, Moore Shows

West Coast Bureau of RADIO-TV DAILY

Hollywood—George Gobel has been signed to guest on two "Andy Williams Shows," the first to be taped in September, and the second in October. The comedian has also inked for two appearances on "The Garry Moore Show" in October and December.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • KTTV's first offering on "Colgate Theatre" Friday night was "The Bad and the Beautiful." As for the ratings, it was all beautiful. A special ARB showed the program peaked at better than an 18, with a 38 per cent share—first among all seven channels.

★ ★ ★

• • • Jim Hardiman of Screen Gems can take a well-deserved bow for his handling of the press party aboard the British liner "Oriana" Monday. Screen Gems was co-host with the British consulate for the advance showing of "Our Man Higgins," which stars Stanley Holloway, Audrey Totter and Frank Maxwell. Creator and producer is Paul Harrison. Thirteen shows will be in the can before the premiere—which bothers Harrison a little bit because that means he will not have an early opportunity to gauge audience reaction to various characters whose roles might be expanded.

★ ★ ★

• • • Gene Barry has bought Frank Terrence's novel "The Other Way Out" for his Barbety Productions. Robert Welch will write the screenplay . . . Tony Bennett and Jenny Smith have been signed for one-week turns on "The Steve Allen Show." Tony and Shirley Jones were in top form at the Hollywood Bowl the other night with Jule Styne . . . Harry Koplan has completed taping an additional four segments of "Strictly For Laughs," with co-producer Dave Barry, now that KHJ-TV has taken a second option on it . . . Lawrence Welk and his crew return to Los Angeles Friday after a series of performances in the northwest including one at the World's Fair in Baja British Columbia.

★ ★ ★

• • • Fritz Menes has joined Doty Edouarde's staff at NBC Radio Spot Sales . . . Jules Levy, Arthur Gardner and Arnold Laven have added Martin Zweibach as a production assistant in an expansion move necessitated by their plans for increased production of both motion pictures and several new TV series. They currently produce "The Rifleman."

★ ★ ★

• • • Crocker-Anglo National Bank has closed a deal with National Telefilm Associates to sponsor the "Probe" series in nine California markets, with a September 3 starting date . . . Buddy Rogers and Matty Kemp arrived in Manila yesterday to complete shooting of the first three half hour color films of "Buddy Rogers' Adventurous Hobby." Filming has already been completed in Japan, Hong Kong and Formosa.

★ ★ ★

• • • Del Moore fills in at KNX for Bob Crane for a week starting Monday when Crane goes on vacation . . . George Allan Rambler has bought the Saturday afternoon movies on KRCA for thirteen weeks . . . Soupy Sales will guest star in an upcoming "Ensign O'Toole" segment at Four Star . . . Four Star starts production of its first color segment Monday with the "The Man On The Rim" segment of "Saints and Sinners" . . . Jack Webb has completed casting "The Last Day," first episode of "General Electric True" which is in production at Warners' this week. Mark Dempsey and Joan Huntington have the leads . . . John Astin and Marty Ingels alternate for top billing as co-stars of "I'm Dickens, He's Fenster," according to their contracts. A toss of a coin gave Astin the first week, with Ingels to headline the following week.

★ ★ ★

• • • KLAC is moving to larger quarters late this Summer. Located on Wilshire Blvd., the former Arthur Murray Building will undergo complete renovation . . . "Bullwinkle" producer Jay Ward has been notified that demands by Japanese labor unions have forced the cartoon series off the air in Japan. The report is that the leftist-controlled unions objected to the character "Fearless Leader" as a lampoon of a Soviet leader.

## Miss Umeki Turns West For 'Sam Benedict' Seg

West Coast Bureau of RADIO-TV DAILY

Hollywood — Miyoshi Umeki has been signed by MGM-TV to guest in "The Going Price of a Broken Rib" episode of the "Sam Benedict" series. The skein, starring Edmund O'Brien, is scripted by Ellis Marcus and produced by William Froug. Roger Kay directs.

## Gulick Leaves Bolling Co. For Music Outlet Sales

Henry (Hank) Gulick has joined WPAT's national sales division as an account exec. He comes to the music station from the Bolling Co., radio and TV rep firm where he was a radio account exec for the past two years. Prior to that, Gulick was with New York Subways Advertising.

## LAW PROF SCANS ENTERTAINMENT

Netterville to Survey Industry Around World

West Coast Bureau of RADIO-TV DAILY

Los Angeles — A world-wide study of entertainment law will be made during the next year by Victor S. Netterville, associate professor of law at the University of Southern California.

Prof. Netterville, who heads USC's Entertainment Law Center, will confer with lawyers, government officials, entertainers and others connected with the entertainment industry in nearly 20 foreign countries.

Named in June as one of eight USC faculty members to receive \$1,000 awards for excellence in teaching, Prof. Netterville has also been honored by Legion Lex, support group for the USC Law School.

## WEEI Listeners Hear 'What Others Say'

Boston—Many of New England's leading daily and weekly newspapers have accepted the invitation of WEEI to take part in a cooperative editorial project aimed at giving the station's area a wider range of editorial matter. The new "What Others Are Saying" feature, is broadcast daily.

In a letter to New England newspaper editors, Thomas Y. Gorman, WEEI general manager, said that "many of the issues covered by your editorials are of interest to people outside your coverage area and we would like to read worthwhile newspaper editorials without comment." Editorials for "What Others Are Saying" are selected and aired by WEEI news director Fred Cusick.

## Kaelin Joins PGW-N.Y. As Radio Account Exec

Reymond R. Kaelin has joined the New York radio staff of Peters, Griffin, Woodward as an account exec, it was announced by H. Preston Peters, president of the station rep firm.

He comes from Advertising Time Sales (formerly the Branham Co.), where he has been an account exec for two years.

## Edith Zornow to Lead Film-Tape of New Ch. 13

WNBT, which begins regular operations Sept. 16, has appointed Edith Zornow its film-tape coordinator. Before joining ETV Channel 13, Miss Zornow was VP of Go Pictures.

## Mexican Videofile

By PEDRO MARIO AMARO

Unconfirmed rumors persist that Miguel Aleman, Jr. (he's the son of the ex-president) will obtain official concession to Channel 9, one of two channels recently revoked by the Department of Communications from the Telesistema Mexicano. If successful, Aleman Jr. will not be able to obtain permit until 1963. Candidates for Channel 7 include Rafael Cutberto Navarro, Guillermo Salas and Francisco Aguirre. Communications has steadfastly denied it will authorize any new channels in the capital city.

Producer Manuel Barbachona Ponce shipped off a gift copy of his color newsreel report, of the recent official visit of President John F. Kennedy, to the White House. Newsreel embraced all ceremonies connected with the visit and has been released in black-and-white throughout Latin America.

Mexican radio broadcasters meet in Monterrey next month to set up a "battle plan" to counteract TV's inroads. Executives will attempt to correct excessive use of canned and disk jockey type shows, concentrating on build up of live programs and remote control events. Broadcasters are of the opinion that these measures are needed to strengthen Mexico's radio industry, which now embraces more than 400 stations.

## Vet Announcer Herlihy Dons 'Tonight' Ad Cloak

Veteran broadcast personality Ed Herlihy will become the announcer on NBC-TV's "Tonight" show for seven weeks beginning Aug. 20. Hugh Downs, who has been the show's announcer since July, 1957, leaves the program after his week as host, Aug. 13-17, during which Jim Lucas will occupy the announcer's chair.

## Abra Cadabra and West Heads Mass. Magicians

Springfield, Mass.—Larry West, staff announcer at WWLP-TV, has been elected president of the Dr. I. R. Calkins Springfield Assembly 17 of the Society of American Magicians. West has hosted an hour magic show for children for more than a year. The show, "Max, the Mad Magician," is a magic and cartoon series. This year, West plans to promote magic as a hobby by starring local magicians on his show.

## Pharmacraft Offers Bing Crosby Special

"The Bing Crosby Show," second of three hour entertainment specials presented by Pharmacraft Laboratories, through Papert Koenig, Lois will be shown Aug. 12 on ABC-TV.

On the show, Crosby will play host to songstress Rosemary Clooney, composer Johnny Mercer, dancer-singer Carol Lawrence and his three sons, Dennis, Phillip and Lindsay.

William O. Harbach is producer-director of this special. Nelson Riddle is musical director. The third Pharmacraft special "Shelley Berman: A Personal Appearance," will be presented Aug. 14.

## Candid to Film Tourneys For CBS 'Sports' Series

Los Angeles — Frank Cooper Associates has completed a deal for Candid Productions to produce and film two international competitions for CBS' forthcoming "Sports Spectaculars" series, to bow in January.

The company, owned by Paul Feigay and figure skating champ, Dick Button, will cover the World Gymnastics Championship in Prague early next winter, and the World's Figure Skating Championship, Milan, Italy.

## Chamberlayne Joins AP As Milwaukee Newsman

Pye Chamberlayne, Jr., has joined the AP news staff, Milwaukee Bureau, succeeding James L. Yuenger who resigned to accept a teaching assignment with the Peace Corps in Ethiopia. Chamberlayne was formerly with Agence France Presse, Paris, and more recently with Radio Press International, New York.

## Mason to Golden West As National Sales Head

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Gordon Mason will join Golden West Broadcasters on July 30 in the newly created post of national sales manager, it has been announced by Loyd G. Sigmon, executive vice president and general manager of GWB. His operation will concentrate on the sale of sports packages.

## Gill Names Gill-Perna Co. Rep for Anaheim Station

West Coast Bureau of RADIO-TV DAILY  
Anaheim, Calif. — Cliff Gill, prexy and general manager of KEZY here, has announced the appointment of Gill-Perna as rep for the Eastern U. S. Although the name's the same, there is no relation between the station's Gill and Helen Gill, prexy of the rep firm.

## AGENCY NEWSCAST

By RALPH TYLER

Moss/Graff/Associates, New York, has formed a new TV Marketing & Sales Division to help independent TV producers, packagers and syndicators with their advertising, sales and



GRAFF

distribution problems. E. Jonny Graff, former president of WNTA Broadcasting, pioneer syndicator with National Telefilm Associates, and presently executive VP of Moss/Graff, will head the new division. "The strong tendency toward local buying in TV presents the independent producer and packager with an opportunity to get more dollars out of his investment," Graff said. "In addition, the re-run market on films is expanding, offering the producers of high quality movies new and additional income from their properties. The trick is to place all of these films in the right market at the right time . . . a task which requires special knowledge of the needs of independent and network-affiliated stations . . . and this is our specialty!"

Execs of WSOC-TV, Charlotte, N. C. have expressed their appreciation to their longest continuing advertiser, Piedmont Natural Gas Co., at a testimonial dinner at the Charlotte City Club. Larry Walker, exec VP and general manager, and George Henderson, general sales manager, attended on behalf of the station . . . Daphne King has joined the copy department of Norman, Craig & Kummel. A member of ASCAP, she formerly was a senior writer at J. Walter Thompson on such accounts as Kraft Foods.

Commercial Producers, Inc., of Boston, is opening two regional sales offices and one national sales office in New York. Jules Pascal has been named manager of the Gotham office. Al Roberts will headquarter in Chicago as sales manager, Midwest division, and Charles Brumer has been appointed sales manager, West Coast division with offices in San Francisco. The corporation produces commercials for stations.

MIDWEST MEDLEY: Robert Frame Advertising, Dayton, O., has opened a branch office in Columbus, O., with Robert Spicer in charge . . . Clyde E. Rapp, former VP and general manager for Dancer-Fitzgerald-Sample in Dayton, has joined Allen & Reynolds, Omaha, Neb., as senior VP . . . Gene M. Brown has replaced Paul

## Thought for Today

"Measuring a medium's circulation is important . . . to the medium. More meaningful to the advertiser is the measure of his own delivered audience. While audience ratings and readership scores may tell the advertiser his audience's size, today's advertiser demands greater knowledge concerning the quality of his delivered audience. He has learned the efficiency of matching his delivered audience to the profile of his own best customers. If you demand this audit of not just the medium's audience but of your own, you are already a TV advertiser."

—TV Bureau of Advertising

Wagner as PR director of the Magnavox Corp., Fort Wayne, Ind., and will have headquarters in New York City . . . Mary D. Morris, formerly sales promo director for Lamson's Department Store, Toledo, has joined Rus Stone Associates, Toledo, as director of the agency's newly-formed department store promo division.

Geyer, Morey, Ballard moved its Los Angeles office over the week-end to larger quarters. Other GMB offices are situated in Dayton, Detroit, Chicago, Omaha, Racine and Portland, Ore., with company headquarters in New York.

Frank Tammen Inc. Advertising has been named agency for the newly formed Graphic Arts and Broadcast Centers, organized by a group of Houston businessmen . . . John E. Deserable has joined the plans department of N. W. Ayer & Son, Philadelphia.

He was formerly with Lits as assistant manager of its northeast store, and has held similar positions with Gimbel's and Bonwit Teller. Laurence A. Price has joined the PR department of N. W. Ayer in New York. He worked in the PR departments of Smith Kline & French, and General Motors Corp. before joining Ayer.

Larry Semon, a creative director in Compton Advertising, Chicago, has been elected a VP by the board of directors. Semon came to Compton in early '61 as a TV producer, after more than 12 years in TV commercial production . . . Arthur L. Meltzer has joined Clinton E. Frank, Chicago, as a senior VP and director of creative services. Since 1959, Meltzer has been an art director in the Chicago office of Leo Burnett Co.

# RADIO TELEVISION DAILY

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VOL. 91, NO. 13

THURSDAY, JULY 19, 1962

CENTS

## FCC "ROUGHS UP" STATIONS' BIDS

### Robinson Signs Menotti for Two Music Works

CBS-TV Network has completed negotiations with Gian-Carlo Menotti for two major projects during the '63-'64 season, Hubbell Robinson, network senior VP—programs, said yesterday. Menotti will prepare two original musical dramas or operas and will also produce and direct them. CBS has optioned the composer's services through 1966.

### BRITISH STUDIOS FACE BIG STRIKE

13 TV Plants Imperiled  
By Closed Shop Issue

Special to RADIO-TV DAILY

London — Britain's 13 commercial TV studios may be shut down unless the company chiefs agree to employ only union labor. The country's biggest entertainment union, the 23,000-strong National Association of Theatrical and Kine Employees—2,300 of them work for ITV — are seeking a closed shop. The union will call a strike unless their demands are met. Commercial TV chiefs are known to oppose the closed-shop principle.

### NBC Protests Beating Of Mexico Lensman

NBC News VP Julian Goodman has sent a telegram to Mexico President Adolfo Lopez Mateos protesting the beating of NBC News cameraman Manuel del Castillo Negrete and urging "insurance of protection for newsmen and cameramen under guarantees of freedom of press..." NBC News previously protested to the Mexican Embassy.

Del Castillo was arrested by a civilian and a soldier June 12

(Continued on Page 5)

### Rider Succeeds Clements As WRVA Program Chief

Richmond — Douglas Brickford Rider has been named news and program director for WRVA, succeeding Jack Clements who resigned to become production manager for WCAU, Philadelphia.

### NBC-RKO Sta.-Swaps Near Final Decision

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has finally set for hearing the proposed exchange of NBC's WRCV -AM-TV, Channel 3, Philadelphia, for RKO's WNAC-AM-TV, Channel 7, and WRKO-FM, Boston. Time, place and hearing examiner will be named later.

License renewal applications and Philco's bid for a new station on the Philadelphia channel occupied by NBC will be considered at the same time.

This is all that is left of the

(Continued on Page 8)

### Stone-Face Sails Abroad To Sign Up European Acts

Ed Sullivan left for Europe yesterday to sign foreign entertainers for appearances on "The Ed Sullivan Show" when the series resumes live broadcasts on CBS-TV in the Fall.

Accompanied by his wife Sylvia, Sullivan sailed from New York on the Queen Elizabeth. He'll visit England, France, Spain,

(Continued on Page 2)

### Bentley Quits Shasta Net As Film Buyer, Manager

West Coast Bureau of RADIO-TV DAILY

Fresno — Jim Bentley has resigned as program manager and film buyer for Shasta TV stations: KJEO here; KVIP-TV; Redding, and KVIQ-TV, Eureka.

Is "actuality" programming going to be the new trend in TV? A major spokesman for "actualities" looks at the future in the upcoming 1962 Shows of Tomorrow.

### Video Toy Vending Is Popping Up Like A Jack-in-the-Box

Toy advertising on TV this year is expected to top last year's heavy spending, a spot-check of toy manufacturers revealed. A spokesman for Toy Manufacturers of the U.S.A. said TV has proved an effective medium for selling toys, and the trend should continue upward until the "saturation" point is reached.

The prediction that the TV ad tab will top last year's \$15.3 million was made despite new NAB guidelines that rule out any price mention for toys except in the un-

(Continued on Page 5)

### 4 TV Repair Firms Obey FTC Ban on Used Tubes

Washington Bureau of RADIO-TV DAILY

Washington—Four area TV repair firms have agreed to an FTC cent order prohibiting them from representing used TV tubes as new. The firms are Langley TV, Belmont Electronics, Belmont of Virginia and Belmont Radio and TV service.

### Commissioners Flex Regulatory Muscles As Vacation Nears

In one of the last remaining "cleanup" meetings before its August vacation, the FCC yesterday flaunted its regulatory muscles. It denied a petition for reconsideration of refusal to renew the license of KRLA, Pasadena, Calif. It gave another radio station a short-term renewal. Among other actions, it also spanked all 50 radio stations which carried "Living Should Be Fun," Dr. Carlton Fredericks' program.

The Commission told KRLA that its license renewal refusal "rested upon the simple proposition that a licensee, knowing that

(Continued on Page 5)

### ABC Shifts Bill Sheehan As London News Chief

Bill Sheehan, with ABC News since July, 1961, takes over this week as London correspondent and bureau chief. He replaces Yale Newman, London bureau chief since 1953, who is returning to ABC News headquarters in New York for domestic assignment.

Since coming to ABC News,

(Continued on Page 2)

## Agency Sponsors TV Panel — But Omits the Commercials!

By JACK RUSSELL

Chicago—A Chicago advertising agency will sponsor a TV panel show—without commercials—making what the agency claims is some kind of TV history!

The program, "Mid America Marketing on the March," will be launched Oct. 6 on WGN-TV, sponsored by Wade Advertising, now entering its 54th year in the Windy City.

A panel of Chicago-based newsmen will interview such Midwest business leaders as Charles H. Percy, board chairman of Bell & Howell; Roy Aberbathy, president of American Motors; Lewis F.

Bonham, president of Miles Products; Tilden Cummings, president of the Continental Illinois National Bank; Charles W. Lipin, president of Kitchens of Sara Lee, and others of like stature.

Thomas Coulter, chief executive officer of the Chicago Association of Commerce and Industry, will be permanent moderator of the panel. Each guest will discuss how Midwest marketing applies to his own business.



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Sheehan to London As ABC News Chief

(Continued from Page 1)

Sheehan has covered many of the year's major national and international stories, including the United Nations, labor and politics, and served for several months as New York anchor man for "Evening Report" on ABC-TV.

He began his career as an announcer at WMAS, Springfield, Mass., in 1943, shifting to WDRC, Hartford, as a newscaster after military service. He joined WJR, Detroit, in January, 1953, as an early morning newsmen, and in 1957 was named the station's news director, a post he held until coming to ABC.

Prime-Timer to Study 'Superfluous' Citizens

WCBS-TV on July 26 will present an hour prime-time documentary titled "Superfluous People," a study of New Yorkers "whose bodies are cared for by welfare aid but whose spirit is often neglected by a disinterested society."

COMING AND GOING

JULES BLUM, general sales manager, of WJW, Cleveland, to Philadelphia and N. Y. this week.

EARL WRIGHTSON has returned to N. Y. from a p.a. tour.

E. J. CLASEMAN, chief accountant at WTCN, Minneapolis, off on a week's vacation.

BETSY PENDER, of Phil Dean Associates, to Springfield, Mass., on business.

BOB PAULEY, ABC Radio president, to Minneapolis, to speak at WTCN in honor of the Aquatennial Celebration.

HUGH DOWNS, host of NBC-TV's "Concentration," leaves tomorrow on a 10-day trip to Lebanon.

Mahl Named to Head MBS Bureau in L.A.

West Coast Bureau of RADIO-TV DAILY Los Angeles—Mutual Broadcasting has established a news bureau at KHJ here. It is headed by Alan Mahl, giving the radio web its second California news office. The first Coast news bureau was set up in April at KKHI, San Francisco.

MBS news VP Stephen S. McCormick said the web holds fuller coverage of the California area to be of extreme importance because it "will replace New York as the nation's most populous before the end of the year."

The new news bureau will feed a number of regional shows to the network and will handle the web's coverage of the California gubernatorial election scheduled for this Autumn.

Daystar Ups Silverman To Production Associate

West Coast Bureau of RADIO-TV DAILY Hollywood—Ron Silverman, assistant to producer-director Mark Robson, has been signed by exec producer Leslie Stevens as production associate for Daystar Productions. Silverman's initial assignment will be on the company's current ABC-TV series, "Stoney Burke." He has been with Daystar for the past year and a half.

Africa now looms as an important area for America's TV industry. But there are problems. An authority discusses the situation in the 1962 Shows of Tomorrow.

'Casters' Road Leads To Saratoga 'Forum'

Co-chairmen Harold Neal, VP WABC, and Herb Mendelsohn, general manager, WKBW, have completed arrangements for the New York State Broadcasters Ass'n "Fun and Forum," to be held at the Gideon Putnam Hotel in Saratoga Sept. 6-8.

The three-day program is being designed to permit discussion in depth of some of the major problems confronting broadcasters. Neal and Mendelsohn along with NYSBA president Sam Slate, VP, general manager WCBS, are now lining up participants for the panel discussions.

3 Show Biz Personalities Talk Shop with Gardner

Hy Gardner will chat with actor Dane Clark, comedian Dave Barry and actress Marlo Thomas (Danny Thomas' daughter) on his WOR-TV show Saturday night. The conversations will concern show business, and personal reflections given by the personalities Gardner interviews.

TV Affiliates to Synd Air Force Documentary

Greenville, S. C. — WFBC-TV has placed its locally produced documentary, "The Donaldson Story," for syndication with TV Affiliates Corp., New York. The half-hour film, dealing with the role of the Donaldson Air Force Base in military air transport, was originally aired last October, and will be made available now to the 50-member stations which are members of TAC.

Bud to Emcee IRTS Fun Day

Bud Collyer, host of CBS-TV's "To Tell the Truth," will emcee the evening festivities at the International Radio & TV Society's annual Fun Day July 31 at the Wykagyl Country Club, New Rochelle, it was announced by outing chairman James M. Alspaugh of H-R Reps. Music will be provided by Phil Bennett's six-piece orchestra. Golfers who wish to compete for various trophies must have their official handicap card with them, according to Gus Nathan of WBRY, Waterbury, Conn., chairman of the day's sports activities. Winner of the Storer Broadcasting trophy will get to keep it for one year. Other cups are being donated by Capital Cities Broadcasting Corp., the Bolling Co. and WMCA.

FINANCIAL

(July 18)

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, Asked. Lists stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer.

\*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, Seven Arts, Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

Sullivan to Comb Europe For Top Program Talent

(Continued from Page 1)

Denmark and Sweden in his latest quest. He has made about 30 similar excursions during the show's 14 years.

Sullivan will fly straight to Hollywood from London Aug. 14 for his role in the movie "Bye Bye Birdie."

Panel of Four Newsmen Named to Quiz Minow

Washington Bureau of RADIO-TV DAILY Washington — FCC chairman Newton N. Minow will be interviewed Sunday by James Reston, of the New York Times; John Steele, of Time-Life; Marya Mannes, of Reporter Magazine; and NBC correspondent Edwin Newman. The panel will quiz chairman Minow on NBC-TV's "Meet the Press," originating here live.

# FLYING DOCTOR



starring **RICHARD DENNING**

## **THE ONLY FIRST-RUN MEDICAL ADVENTURE SERIES IN SYNDICATION**



*Yes... the FIRST first-run medical adventure series in syndication and the ONLY first-run medical adventure series in syndication. All 39 completed, ready to put the year's big program trend to work for you. Powerful, vivid action, based on the epic experiences of Australia's unique, world-famous Flying Doctor Service. Stories of the medical heroes who minister to the families in the Australian wild, rugged out-back; whose flying ambulances battle the elements to serve a Continent; to whom kitchen-table surgery is a commonplace. Television's most gripping, human, medical adventure series, available only in syndication and first-run. The perfect prescription for your station, your audience, your clients, your ratings.*

**FLYING DOCTOR delivers hale and hearty adults, not babies. Look at these audience composition figures, just diagnosed in Norfolk (WTAR). 'Ozzie and Harriet' — adults 50%. 'Outlaws' — adults 62%. FLYING DOCTOR soars over both with a salubrious 73% adult audience. If you want babies FLYING DOCTOR is emphatically not your man. But if you're like Phillips Petroleum, Schmidt's Beer, T. G. Lee Dairy, and want adults who buy, put in a hurry call for FLYING DOCTOR, the one man to have working for you in an emergency.**

**TV MARKETEERS, INC.** Wynn Nathan, President

41 East 42nd Street New York 17, New York YUkon 6-2553

### Detroit Station Assigns Scout to Cover Roundup

Detroit — The 1962 Senior Girl Scout Roundup, at Button Bay State Park, Vt., will be covered for WXYZ here by 15-year-old Pamela Hanginson. The senior scout won the distinction in a writing competition, and will send back reports to the station from the 6,000-tent city.

### 32 Films Released By Allied Artists TV

Allied Artists TV Corp. has released a new post-'50 package of 32 features, "Cavalcade of the 60's, Group II." Included are such films as "Love in the Afternoon," "Crime in the Streets," "Hiawatha," "The Big Circus," "King of the Roaring 20s" and "Look in Any Window."

The new features have been purchased by 11 stations: WABC-TV and WOR-TV, New York; WGN-TV, Chicago; KMOX-TV, St. Louis; WCAU-TV, Philadelphia; WKZO-TV, Kalamazoo, Mich.; WPTV, Palm Beach, Fla.; KYW-TV, Cleveland; WBEN-TV, Buffalo; KTVK-TV, Phoenix, Ariz., and KSHO-TV, Las Vegas.

### New Spanish TV Outlet Woos Bilingual Audience

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—One of KMEX-TV's first projects, after it bows on the air here in September, is "Speak-Easy, Amigo," designed to teach its fans Spanish.

Rene Anselmo, VP in charge of programming for the new all-Spanish station, believes Spanish for Americans is the key to U. S.-Mexican relations. Says Anselmo, "The two countries are so close that it's just good business for all of us to speak both languages."

Hermina ("Lu") Lukacsy has been named business manager for the station. She joins the outlet from KWKW, Pasadena.

### SUCCESS SECRET

Brainpower-experience of outstanding advertising-sales promotion-public relations executive available now to help you increase sales and profits . . . to help your company smile properly when it makes a public appearance . . . knows who's who and what's what in television.

BOX 189

RADIO-TELEVISION DAILY

1501 Broadway, N. Y. 36, N. Y.



By TED GREEN

• • • Filmex, under Bob Bergman's leadership, has developed into a major international commercial film complex. In addition to modern production studios in its own building at E. 45th St., Filmex maintains production offices in Ft. Lauderdale and in Europe so it can service any type of account and film anywhere in the world. The company just completed TV commercials in Nice, Paris, Milan and Rome, and presently has crews shooting in New England and Florida for advertisers. Filmex maintains its own company plane to facilitate location shooting . . . Larry Goldblatt, formerly of ARB, has joined Crosley Broadcasting in New York as assistant in the Research and Analysis Department . . . Pacific Productions is readying seven additional episodes for "Folk Music Theatre" syndicated TV series based on American folk songs, it was announced by Martin Barsky, president, who is producing the series. Production is scheduled to get under way July 30, with Lawrence A. Peerce directing and narration written by Vivian J. Cooper.



BERGMAN

• • • Kathryn Grayson wants more video activity and isn't afraid to trill opera for Como or Sullivan this Fall . . . Alan King is in Italy getting in shape for his Aug. 1 taping for Granada TV in London . . . Don't be too surprised if Rock Hudson gets involved in a TV production packaging outfit with plans for activity in '63. Hudson has no immediate desire to plunge into a series starring himself . . . Miami Mayor Robert King High has proclaimed this week as "American Music Week in Miami" in honor of Columbia Records, whose national sales convention is being held in that city thru Saturday . . . Lovely Bernice Massi of "No Strings" fame visits "The Sandy Lesberg Show" tonight on WBFM.



CARROLL

• • • Meet: Jimmy Carroll, radio-TV star currently entertaining guests at New York's famed Gaslight Club. Beginning in the late '30s by touring the vaudeville circuit, including stops at New York's Paramount, Roxy and Loew's State, he went out as a single in 1941 and almost immediately found himself on the leading radio shows of the day such as Firestone, Cities Service, Texaco, Milton Berle, Fred Allen. In the Winter of 1943, Jimmy was chosen to substitute for James Melton on "Texaco Star Theatre" and was so successful that he was given his own coast-to-coast show on CBS Radio. Carroll's name was also one of the biggest in the days of early TV. He spent one season with Jack Haley on the "Ford Theatre," and then had his own show on Channel 5. Jimmy gave this all up when he realized his four children were not seeing enough of him while they were growing and he was traveling. Now, he is in one place, at the Gaslight.

• • • Bill Hobin about to announce some new and exciting plans for his newly established production company, Mizpah Productions . . . Due to the tremendous success that the Glenn Miller band had recently in a Staten Island outing, courtesy of the Parks Dep't, agent Howard Sinnott is lining up some more dates for aggregation led by Ray McKinley . . . At the House of Verde on E. 54th St., Mary Martin and Virginia Graham trying to make up their minds among the beautiful selections of wall paper with the aid of prexy Rodney Ettman . . . Jack La Forge's Rio Record single, "Blue Moon" b/w "My Foolish Heart," creating quite a stir. Incidentally, Jack's new album on the Rio label will be released in September.

• • • Wynn (Brownie) Lassner, Eileen Barton's ex, opened his new three-story club, The Tenement, on E. 55th St. It's gonna be a real swingin' place . . . Today's viewers know the names of all of TV's Western marshals, but can't name their congressmen . . . The Grace Downs Airline Hostess School has an appropriate slogan: "Aim for the Sky."

### 'Copter Helps Links-Buffs Bypass Traffic Bunkers

Philadelphia — WCAU-Atlantic Refining's "Go Patrol" will help expedite traffic at the 54th PGA golf tournament at the Aronimink Golf Club. The "Go Patrol" consists of two helicopters carrying officers and a WCAU reporter who will broadcast on-the-spot traffic conditions for the thousands of motorists in the area.

### Granada TV Enters Bowling via U. S. Co.

Granada Group, Ltd., parent company of England's Granada TV Network, has joined American interests in the construction of an extensive bowling chain in Great Britain to be operated by Fair Lanes, Inc., of Baltimore. The first of three centers now under construction in England is due to open July 27 at Birmingham, and the others later this Summer.

Granada has become a stockholder in Fairlanes Bowling, Ltd., an English corporation affiliated with the Baltimore-based company, which in turn is a substantial stockholder in its British counterpart. Chairman of the board of Fairlanes Bowling is Douglas Fairbanks, Jr.

The networks have a "Secret Program Weapon," which a major film producer reveals in Radio-Television Daily's upcoming Shows of Tomorrow.

### Producer Vic Allan An AF Reserve Major

CBS-TV associate producer Victor J. Allan has been promoted to major in the Air Force Reserve. He serves as exec and training officer of the 9215th Air Reserve Squadron, comprised of New York Metropolitan area Air Force Reservists who are employed in the mass communications, advertising or PR fields, or who served as info officers while on active USAF duty.

With CBS since 1947, Allan before that served as officer in charge of the Korean Broadcasting System for the U.S. Military Government while on active duty in 1946 in Korea.

### Trio of Greats to Offer 'World Artists' Rendition

Artur Rubinstein, Jascha Heifetz and Gregor Piatigorsky will appear on WOR-TV's "World Artists Concert Hall" Sunday. The trio will perform Schubert's "Trio in B Flat" and "Trio in D Minor" by Mendelssohn.



# TV Toy Ads Pop Up Like Jack-in-the-Box

## Toy Under the Tree Was the Toy on TV, Manufacturers See

(Continued from Page 1)

likely event that the cost is the same in all markets. Uniform pricing is increasingly rare as discount houses burgeon.

But TV's enormous power to influence will be undiminished, toy makers apparently believe. With or without the price tag, the toy demonstrated to a child via video, is the toy most likely to end up under the Christmas tree.

### No Longer Seasonal

TvB pointed out that toy selling is becoming less and less seasonal—although fourth quarter business is still the biggest. The board also released figures that show toy makers spent \$1,700,000 on spot TV the first quarter of this year, compared to \$675,000 for the same period the year before. For network TV advertising, they spent \$1,800,000 in first quarter 1962, compared to \$900,000 for first quarter 1961.

A TvB spokesman said \$25 million would be "a conservative Cambridge.

## NBC Protests to Mexico

(Continued from Page 1)

while filming irate peasants gathering at Cuernavaca to protest lax land reforms. Del Castillo's camera and 100 feet of film he had taken were confiscated. He was held 26 hours and questioned repeatedly. The following night he was taken to an isolated road, beaten unconscious and left there. A passing motorist took him to Mexico City, where he was placed under a doctor's care.

## Romano on News Staff

**Boston**—Patrick J. Romano has been named to the news staff of WEEI, CBS o-o here. He was formerly news director of WTAO, Cambridge, and before that was associated with WHYN-TV.

## Mom of 4 Wins \$1,000 In 'Mr. X' Rendezvous

**Boston** — A mother of four children, Mrs. Michael Halchuck of Hyde Park, Mass., has won WMEX' \$1,000 "Mr. X" contest. In a series of announcements, Mr. X, who speaks in a cloak-and-dagger voice and carries the \$1,000 in a black attache case, describes how he is harrassed by would-be thieves who seek to head him off before he can rendezvous with the winner. Listeners sent in post cards describing where they would be waiting for Mr. X. Mrs. Halchuck was at the right place at the right time.

## More Cartoon Sales For Hanna-Barbera

Eight more stations have purchased 156 new, five-minute Hanna-Barbera cartoons for Fall debut, it was announced by Screen Gems. Segmented in three series of 52 episodes each, the cartoons are "Touche Turtle," "Lippy the Lion" and "Wally Gator," the first made expressly for syndication by Hanna-Barbera.

New purchasers are KCOP, Los Angeles; WGN-TV, Chicago; WS-YR-TV, Syracuse; WGAN-TV, Portland, Me.; WAPI-TV, Birmingham, Ala.; KHSL-TV, Chico; KFRE-TV, Fresno, and WDAU-TV, Scranton.

With the premiere of "The Jetsons" Sept. 23 on ABC-TV and the return of "Ruff 'n Reddy" to NBC-TV Sept. 29, Hanna-Barbera will have four half-hour animated series on the networks. "The Flintstones," with its third season upcoming on ABC-TV, will be aired weekly in color, as will "Jetsons." The fourth skein will be reruns on "Top Cat," starting Oct. 6.

Hanna-Barbera also produce "Huckleberry Hound," "Yogi Bear" and "Quick Draw McGraw," all in national spot for Kellogg in over 100 cities.

## Hollingbery Reps KFAC

Effective immediately, the George P. Hollingbery Co., will represent KFAC, Los Angeles.

## AUDIO SWITCH DEvised TO KEEP SOUND ON SET

NBC has developed a device which instantaneously switches audio transmission to an emergency circuit without the loss of a moment's sound when the regular audio circuit fails.

## Cohn, O'Brian Station Execs

**Atlantic City** — WRNJ Associates has assumed operation of WRNJ-FM, located in the Ritz-Carlton Hotel here, following the FCC's approval of the license transfer. Heading the board of the new owner is Roy M. Cohn, chairman of the Lionel Corp. and one-time counsel for the late Sen. Joseph McCarthy. Other directors are Jack O'Brian, TV Columnist for the N. Y. Journal-American, and Morris County attorney John Kiser.

President-treasurer of WRNJ Associates is Edward R. Newman, who will manage the station. WRNJ-FM is hooked into the community cable system which pipes its programs into 18,000 outlets on Absecon Island. Purchase price of the station is reported at \$27,000. Previous owner is Melvin Collub, owner of WIFI-FM, Philadelphia.

## WTAO Selects Reqs

**Boston** — WTAO has appointed Breen & Ward its national representatives.

## FCC Flexes Its Muscles

(Continued from Page 1)

his station 'was in a mess,' cannot leave town for months, leave the actual operation and management of the station in the hands of others, and reasonably expect the Commission to close its eyes to what occurred during the absence of the licensee because of the latter's unawareness of what was happening."

### Limited to Warning

The Commission said it would take no action against the 50 stations carrying the Fredericks program, though proper sponsor identifications weren't made and some stations failed to present opposite viewpoints on issues of public controversy raised in some of the programs. But all broadcasters, including the 50, were put on notice by the report that they must "exercise reasonable diligence" in the future so they "will not mislead or ignore situations of this kind in the future."

WCHJ, Brookhaven, Mass., got a one-year license extension because of failure to have first-class operators in full-time employment and alleged misrepresentation to

the Commission about it.

In another action, the FCC held up approval of the application of Desert Broadcasting to sell a construction permit for KANT-FM, Lancaster, Calif., to Manuel Martinez for \$19,937. Desert is required to prove that delays in completing construction of the station were beyond the company's control. One of the questions is whether a grant would violate the FCC rule against "trafficking" in construction permits; another, whether there was misrepresentation to the Commission and concealment of material facts.

### New Hearing Ordered

In still another tough action, the Commission set aside its old chief hearing examiner's approval of an agreement between South Florida Amusements and Coral TV, under which South Florida would withdraw from the contest for TV Channel 6 in Perrine, Fla., and Coral would get the channel. The FCC ordered new hearings into the character qualification of Sherwin Grossman, controlling principal of South Florida.

The net said it will install the device, an audio comparator amplifier nicknamed "Flip-Flop" by NBC engineers, in all its radio-TV facilities where applicable.

The device was designed by J. Louis Hathaway of the net engineering department. It compares the audio transmissions of two independent transmission paths. If the audio of the regular circuit is normal no action occurs. Similarly, if the audio fails on the emergency circuit no action occurs as sound continues to be transmitted on the regular circuit. If, however, the audio fails on the regular circuit and continues on the emergency circuit, the audio comparator amplifier switches program audio to the emergency circuit to provide uninterrupted sound.

**Over-population is a radio industry vital issue. Read what operators themselves have to say about it in the 1962 edition of Shows of Tomorrow.**

## Florida Station Skeds Summer 'Lutheran Hour'

**Cypress, Fla.**—WGTO radio has added its voice to the "Lutheran Hour," produced by the Lutheran Church-Missouri Synod. The program, aired Sunday mornings, presents a special Summer series of 11 word-and-music explorations.

## Kruger to Make Rounds In MGM-TV 'Kildare' Seg

MGM-TV has signed Otto Kruger to guest in the "Miss Primips" episode of "Dr. Kildare" for NBC-TV. The segment, written by E. Jack Neuman, will be directed by Elliot Silverstein. Norman Felton is exec producer, and David Victor producer.

## Taped Humor of Mencken To Get 'Touch of Fame'

With special tape recordings of the late H. L. Mencken expounding his philosophy, Dr. Herman Harvey, Southern California U. psychology professor, will conduct an "interview" with the satirist on WCBS-TV's "The Touch of Fame" Saturday. Dr. Harvey will direct questions which will be "answered" via the recordings. The program is presented by KNXT, CBS-owned station in Los Angeles, and USC.

## JAFFE STAFFERS IN TELSTAR TEST

Firm Produced Transmission  
Used by All Nets July 10

Henry Jaffe Enterprises was responsible for production of the closed-circuit pickup of the first Telstar transmission for AT&T, which was used by all the networks on July 10, it has been learned. Heading a staff in Andover, Me., from July 4-11 was exec producer Barry Wood, who had to travel 1½ hours each way from the nearest housing facility to the Telstar station.

With him were assistant producer Ed Cosgrove, director Lee Tredanari, assistant director Aaron Erhlich, writer Lou Solomon and Olive O'Neill, assistant to Wood. Director for the Washington pickup was Bill Healion. The production facilities were supplied by Theatre Network Television.

## Kids Help Showcase Equipment via Gala

**Houston** — Corinthian station KHOU-TV is showcasing the flexibility of its new videocruiser by winding up production on a musical satire with a cast of 100 children as its premiere demonstration show for its clients and listeners. The show, "The Day the Kids Took Over," will be aired July 29.

Taped at various Houston locations, the show is designed as essentially an entertainment treat for kid actors, singers and dancers performing for the mobile unit cameras with various backgrounds, including a department store, city hall, college campus and similar locales. The highlight is a 100-child parade down Houston's Main Street.

## Quortin Made Sales Mgr. Of Rollins' Newark Outlet

**Newark, N. J.** — Ralph Quortin has been named sales manager of WNJR here, Leonard Mirelson, general manager, has announced. The station is operated by Continental Broadcasting, a subsidiary of Rollins Broadcasting Corp., Wilmington, Del. Quortin has been with the outlet as an account exec since 1953.

## WEDDING BELLS

### Meyers-Beerman

Carl Meyers, WNBC-TV sales staffer, and Roberta Beerman, of Peters, Griffin, Woodward, have announced their engagement. They'll wed in Sept.



By PETER C. DAVALLE

• • • The Telstar experiments caused a minor eruption between Britain and France. But, as the smoke of conflict clears, experts are now putting the so-called breaches of agreements down to nothing more serious than excessive enthusiasm . . . General Post Office engineers at Goonhilly, the British receiving station for Telstar, are very happy about their dish-shaped aerial which, they say, cost only a third of either the U. S. or French aeriels. Meanwhile, the Post Office Engineering Union, has protested that "transatlantic consultations" (between Britain and the U. S.) about modifications to the British aerial, resulted in "a dismal flop" for Britain. Results would have been perfect if the aerial had been left alone, says the Union.

• • • U. S. series "Michael Shayne" has bowed on British TV over ARTV and TTT . . . BBC-TV show on July 23 a recording of the USA vs. USSR Athletic contest in Palo Alto, California on July 21 and 22 . . . John Gay's play "The Day Before Atlanta" gets a BBC-TV production on July 22 . . . "Scott's Last Journey," John Read's film televised by BBC in April, has won the Grand Prix Lion of S. Mark at the Venice International Documentary Film Festival.

• • • Lonnie Donegan, who constantly gets his contemporary folk songs into the Top Ten charts over here, goes to the U. S. later this Summer to play for a month at New York's folk music Mecca, the Village Gate. He's just started his own series on Independent Television in Britain . . . Patricia Bredin, star of the Broadway production of "Camelot," left the cast and flew over to Britain to marry singer Ivor Emmanuel . . . Australia's top entertainer Bobby Limb and his comedienne wife Dawn Lake are in Britain looking for TV ideas for their own show on Sydney's TCN station. They've just been doing the same thing in the U. S.

• • • Perdio Electronics, the big transistor radio company, is going into the TV set manufacturing business. They'll show their 25-transistor, 8½-inch screen baby portable TV set at London's Radio Show next month. Weight: 20 lbs., length 13 inches. Price: £60-£70 . . . Dr. H. R. L. Lamont, technical adviser to RCA Great Britain, predicts that U. S. sales of color TV sets, all built around the RCA shadow mask tube, can rise to one million next year if production permits . . . Formerly corporate public relations officer for GEC in Britain, John Hayward has joined the Rank Organisation group press and information office as industrial Press Officer.

• • • ATV's new German language series — the first ever on Britain television—has just gone into production at the company's Wood Green studios. Each 15-minute episode will be screened over the entire ITV schools network during the 1962-63 session . . . BBC-TV starts its television broadcasts for technical colleges and colleges for further education this autumn. Programs are designed to supplement the new general course in engineering.

• • • Merger between two of BBC-TV's top current affairs programs—"Tonight" and "Panorama"—is likely to be called off following opposition from top members of the programs' staff. "Tonight," which goes out five times a week, is compered by Cliff Michelmore, who's known to favor the merger plan. "Panorama" is introduced by Richard Dimpleby, who's against the plan.

## 2 Canadian Outlets Sign For Atlas British Films

*Special to RADIO-TV DAILY*  
**Montreal** — Atlas Telefilm has completed important deals with TV stations CBLT, Toronto, and CHCH, Hamilton, for airing British feature films from the Atlas library. These British films received 100 per cent Canadian content rating last month, according to the company.

## Wolper Adds 6 Producers To Documentary Staff

*West Coast Bureau of RADIO-TV DAILY*  
**Hollywood**—David L. Wolper, head of Wolper Productions, has added six new producers to the company's documentary staff. They are Alex Grasshoff, Ed Spiegel, Kent MacKenzie, Robert Aller, Robert Fresco and Marshall Flaum. All but Flaum have been assigned to "The Story Of" series.

## JR. SPORTSCASTER CONTEST CLOSING

Youths Vie For WGN Stint  
In Big League 'Cast Booth

**Chicago**—WGN's Junior Baseball announcer contest with a major league sportscasting opportunity up for grabs as grand prize, closes Saturday.

The contest entrants, boys between 9-15, must tell in 50 words or less why they would like to announce Cubs baseball on WGN. The winner will join Jack Quinlan and Lou Boudreau in broadcasting a Cubs-Braves game. Also, the winner, his parents and his best friend will week-end in the city of the 1962 world series. Transportation, meals, hotel accommodations and tickets to a series game will be supplied by WGN.

## Greenberg Oversees CBS Net Affiliate Ties

CBS Radio has named Alfred N. Greenberg as field manager for affiliate relations. He was director of special projects for the network, which he joined in 1960 as manager of promotion services for CBS-owned radio stations.

From 1957 to 1960, Greenberg was director of advertising and PR for TelePrompTer Corp. Before that he was manager of advertising and promotion for WBBM, Chicago, and promotion manager for Food Field Reporter and Drug Trade News.



GREENBERG

**Are radio and TV still rivals?**  
A major network president says it's time the two banded together against the common foe. His views on "The Real Competition" are in Shows of Tomorrow, coming soon.

## Budd Grossman Inks Pact On Screen Gems Scripts

In a multiple writing deal with Screen Gems, Budd Grossman has been signed to script three new segments for "Dennis the Menace," simultaneous with his signing to write the pilot for "Rockaby the Infantry," based on his original story recently purchased by Screen Gems. Deal also calls for Grossman to write an additional pilot for "Doctor in the House."

## 2 Huxley Brothers Scan Man's Future

*West Coast Bureau of RADIO-TV DAILY*  
**Seattle** — Two noted brothers, Sir Julian and Aldous Huxley, will discuss "The Future of Mankind" Sunday afternoon on KING-TV. The two, grandsons of English essayist Thomas Huxley, will discuss the population explosion; threat of nuclear war and the implication of the development of states and the individualities of man.

### Tom Lawson Moderator

Sir Julian is a biologist and Aldous is a novelist. Tom Lawson McCall is program moderator and Tom Dargan provides the prologue and epilogue. The program was recorded during the Huxleys' appearance at the 50th anniversary of Reed College, Portland, Ore.

## Carlton Fredericks Inks For ABC Radio 'Flair'

Nutritionist Carlton Fredericks has been signed by ABC radio for the "Flair" program, with his comments on health and nutrition to be aired three times weekly starting July 31. Dr. Fredericks will continue his daily 45-minute program, "Living Should Be Fun" on WOR, New York, and other stations throughout the country.

## Beau Teams Up with Dad For 'Lloyd Bridges Show'

*West Coast Bureau of RADIO-TV DAILY*  
**Hollywood** — Beau Bridges, a regular in Four Star's "Ensign O'Toole" series, has been signed by exec producer Aaron Spelling for a featured role in the "A Pair of Boots" episode for "The Lloyd Bridges Show." This marks the first time Lloyd and Beau—father and son—will work together. John Cassavetes directs the segment for producer Everett Chambers.

## Rochester's 3rd V Picks Blair-TV For National Rep

**Rochester**—The new Channel 13 has appointed Blair-TV as its exclusive national station representative. Richard C. Landsman, president and general manager of the TV station, which is the third VHF in the Rochester area, said he expects it to go on the air Sept. 15. It will operate on full power of 316 kw from an antenna approximately 500 feet above average terrain. Channel 13 will be affiliated with ABC-TV.

Officers of the company also include vice president Leon Halperin, secretary Dennis Livadas, treasurer William N. Posner and board chairman Harper Sibley, Jr.

The interim company, Channel 13 of Rochester, is composed of the Genesee Valley TV Co., Inc., Flower City TV Corp., Star TV,

Inc., Community Broadcasting, Inc., Main Broadcasting Co., Inc., Federal Broadcasting System, Inc., Citizens Television Corp., and Heritage Radio and Television Broadcasting Company. Rochester Telecasters, Inc. had not joined the group as yet.

The temporary station will remain in operation until an applicant for regular service is chosen by the FCC.

Richard Landsman formerly was associated with WNEW-TV, New York.

## Swiss Newsman Joins 'Service' for Int'l Scene

Dieter Friedrich, veteran newscaster for the Swiss National Broadcasting Service and Radio-diffusion-TV Francaise, has joined WCBS "At Your Service" lineup as European correspondent.

Friedrich, who will tape interviews with prominent New Yorkers working or vacationing in Europe, scored an exclusive when he interviewed Mayor Robert Wagner on the French Riviera. Working out of his home base in Nice, he was the only correspondent permitted the privilege.

## Meeker Expands Staff By Adding MacLean, Hall

Gene "Mac" MacLean, Jr., formerly of WTEN, Albany, and Lynn Hall, previously with the Bolling Co. and WCAU-TV, Philadelphia, have joined the Meeker Co., Inc., New York, station representatives, in a general expansion of its TV and radio staff.

## Sullivan Quits Vt. Outlet For Friends Service Post

**Burlington, Vt.**—John A. Sullivan, WCAX radio and TV news director, has been appointed executive secretary of the American Friends Service Committee for New England, effective Sept. 1. He will resign his present position on that date to assume his new duties at the AFSC regional office in Cambridge, Mass.

Sullivan joined the radio station in 1953, and the TV outlet the following year. He has appeared regularly as editor-reporter of the daily "Newstime" and as moderator-producer of the weekly "You Can Quote Me" program. He was formerly with WMTE, Manistee, Mich.

## Miss Nesbit in 'Deadline'

Cathleen Nesbit has been cast for "Deadline," a segment of Chrysler's "Empire" series, NBC-TV. She will join regulars Richard Egan and Terry Moore on location in Santa Fe.

## Commercial Outlets 'Beef Up' Neb. ETV

**Lincoln, Neb.** — Two commercial TV stations, Omaha's KETV and Holdrege's KHOL-TV and satellite KHPL-TV, have signed agreements with the Nebraska Council for Educational TV for expanded coverage of Nebraska schools.

Starting Sept. 10, they will simulcast each weekday, 1½ hours of programs originating in the Lincoln studios of KUON-TV, the U. of Nebraska's ETV station. This will be the second year that KETV has televised educational programs to school rooms in the eastern part of the state, but the first year for KHOL-TV, which will broadcast to southwest Nebraska.

### Temporary, Says McBride

Jack McBride, general manager of KUON-TV, said the coverage is only a temporary network, and that a petition submitted by the Nebraska Council is now pending before the FCC for the assignment of five TV channels in the state for ETV use. The channels are: 13 at Alliance; 7 at Bassett; 9 at North Platte; 3 at Kearney, and 8 at Albion.

## Spelling Buys Six Scripts For 'Lloyd Bridges Show'

**Hollywood**—Exec producer Aaron Spelling has purchased six more scripts for next season's "The Lloyd Bridges Show," via Four Star Production. The new properties are "MacGregor," by Christopher Knopf; "Diamond in the Sky," by Barry Trivers; "That Girl Watching," by Joseph Stefano; "The African King," by Arch Oboler; an untitled teleplay by Richard Carr, and "I Hear a Baby Cry," by Stephen Lord from a story by Spelling.

# Radio, TV Industry News Flashes from Coast-to-Coast

### Stewart in PR Post

**Denver** — KLZ has appointed Bob Stewart promo—publicity director. Stewart was formerly with the Colorado Hospital Ass'n where he handled statewide publicity as assistant director.

### KAPE Captures Honors

**San Antonio**—The San Antonio Real Estate Board's annual award for outstanding public service, presented to only one of the more than 45 news media, has been awarded to KAPE.

### Kinkade Account Exec

**Nashville** — Jim Kinkade has been named account exec for

WSM, working in local sales with Louis Buck, local sales manager.

### 'Opry' Star Goes DJ Way

**Houston** — Fresh from stints with radio's "Grand Ole Opry," Rusty Gabbard is now handling deejay chores on KIKK.

### Micheln Managing KWVL-TV

**Waterloo, Ia.** — Black Hawk Broadcasting Co. has appointed Roger Micheln as KWVL-TV general manager.

### Wins Sales Award

**Charlotte, W. Va.** — Al Munn, of the WSOC-TV sales staff, has been awarded the Distinguished Salesman's Award by the Nation-

al Sales and Marketing Executives' Club.

### Explores Common Market

**Ithaca** — Steve Nevas, Northeast Radio Network newsman now on assignment in Europe, will devote Sunday's "Northeast Dateline: The Continent" program to a report on Great Britain and the Common Market.

### Pork Queen Picker

**Chicago** — For the fourth consecutive year, WBBM farm director Bill Mason will help select the 1962 Miss Illinois Pork Queen at the Illinois State Fair in Springfield on Aug. 11. Mason will broadcast from the Fair

grounds for one week starting Aug. 13.

### AF Cites WXYZ-TV

**Detroit** — A campaign in behalf of the U. S. Air Force recruiting program has won WXYZ-TV a citation. Lt. M. E. Boddington, of the AF Recruiting Office, presented the plaque to John W. Fisher, PR-Promo director of the station.

### Herring Wears New Hat

**Sacramento** — Buck Herring has been appointed program director of KROY. He was formerly with KEWB, San Francisco, where he was rated top deejay for three consecutive years.

## KFAC's Kevin Takes To Hosting 2 Shows

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Art Kevin is taking over as host for two nightly programs on KFAC, "Musical Milestones" at 6:30 PM and "Crossroads of Music" from 10 PM to midnight.

Kevin replaces Walter Kingson who is on a six-month leave of absence in Israel in connection with his position as professor of theatre arts at UCLA.

Kevin has been announcing in Southern California since 1956. His credits include acting roles in TV programs and announcing for national commercial accounts.

Pay TV isn't winning many friends among broadcasters, but its potential has influenced some operators. Industry thinking is highlighted in the upcoming 1962 Shows of Tomorrow.

## NBC-RKO Station Swaps To Be Reviewed by FCC

(Continued from Page 1)

complicated set of sales and trades originally proposed. Withdrawn is NBC's bid to buy KTVU-TV in San Francisco and the Chronicle Publishing Company's retaliatory application for a new station on Washington, D. C., Channel 4, now occupied by NBC's WRC-TV. Also gone are NBC's deal to sell WRC-AM-FM-TV in Washington to RKO, and RKO's proposal to sell its current Washington radio station, WGMS, to Crowell-Collier.

As originally proposed, the transactions would easily have been the largest set of deals in the history of broadcasting. They were set in motion when the Justice Department charged that NBC had violated the anti-trust laws in bringing illegal pressure to bear on Westinghouse for the sale-trade of the then-Westinghouse Philadelphia outlets for the then-NBC Cleveland radio and TV stations. NBC accepted a consent decree under which it was required to get rid of the Philadelphia stations it had acquired from Westinghouse.

## Seattle Floating Station Casts Off for Seafair

Seattle — Bill McLain of KTNT-TV here has been named Prince of Mirth for the 1962 Seattle Seafair, July 28-Aug. 5. His regal duties will be to command the antics of some 50 local businessmen who dedicate themselves to being clowns for the fest. The mirthful group will be billeted aboard the ocean liner, Dominion Monarch, KTNT-TV's floating station.

## AGENCY NEWSCAST

By RALPH TITNER

A competition to stimulate reports of unpublished data on new research techniques in advertising has been announced by the Advertising Research Foundation. Only commercial research organizations are eligible. A six-man jury will evaluate the reports on the basis of "originality, clarity, soundness of experimental design, and usefulness of findings." The author of the best paper will be introduced at the ARF Conference in New York, Oct. 2. Further information may be obtained from Dr. Charles K. Ramond, Technical Director, Advertising Research Foundation, New York City.

Russell S. Tate, Jr., has been elected president and chief executive officer of the Market Research Corp. of America. He succeeds Samuel G. Barton, founder of the 23-year-old company, who has been named chairman of the board. MRCA operates the National Consumer Panel, a cross-section of U. S. families who daily record purchases of food, household products, textiles and other products. The company also measures TV and magazine exposure of its panel families and relates this to product purchasing.

George Capsis has resigned from RCA as manager of presentation and exhibits in the department of public affairs to join Robinson-Stern Associates, producers and designers, as a partner. The company name has been changed at the same time to Robinson-Capsis-Stern Associates.

The I. J. Grass Noodle Co., Chicago, has appointed Geyer, Morey, Ballard as its agency, as of Aug. 1. Incidentally, both organizations celebrated their 50th birthdays last year . . . Alen Sands York has announced formation of the advertising agency York, Belpport & Wishnick, successor to York, Rubin & Belpport. York is president of the new firm, Robert Belpport is exec VP, and John H. Wishnick is VP and treasurer. The agency's global subsidiary, CINESELL International Ltd., is now active in 30 countries, under the executive directorship of Paul Ackerman . . . F. Arden Smith, art director of KTIV, Sioux City, Ia., is author of an article in "Ad Image," quarterly publication of the Art Directors Association of Iowa, on "So You Want to be a TV Art Director." It describes the requirements, challenges and rewards of the job.

Canada Packers Ltd., via Cockfield, Brown & Co., Toronto, has signed as sponsor of "Spotlight—Portrait of a Star," on the Maritime and Newfoundland regional

### THOUGHT FOR TODAY

*"The big plus in radio's favor against newspapers is that radio goes everywhere, reaches everybody. This is particularly true today when the migration away from the city hub to the outlying suburbs weakens the hold of newspapers on its readers and in many cases loses them completely to radio. The important point here is that this trend is nationwide and in its infancy. Transportation improvements are putting the city worker into that little house in the country where the newspaper loses him readily."*

—Robert F. Hurleigh  
President, MBS

radio network. The program, consisting of interviews by freelance broadcaster Tony Thomas with Hollywood personalities, debuts Sept. 3 on a Monday-thru-Friday basis . . . Al Gary has been appointed manager of Kenyon & Eckhardt, Los Angeles. He joined the agency in June, 1958, heading the Dallas office.

## Clem Brown Elected Ottawa Press Prexy

Special to RADIO-TV DAILY

Montreal—Clement Brown, Ottawa Parliamentary correspondent for CKVL, was re-elected president of the Ottawa Parliamentary Press Gallery for the second time this year. The group first elected Brown president last January but he resigned to run for public election. The gallery deferred action on electing a successor. Following his defeat, Brown returned to the gallery as a correspondent and received a unanimous nod.

At the same meeting, Tom Earle, of the Canadian Broadcasting Corp., was elected a director of the press gallery, succeeding Charles King of Southam News Services who has been transferred to England.

## Kenneth Gale in Formosa As UPI Bureau Manager

Special to RADIO-TV DAILY

Tokyo — Kenneth A. Gale has been named UPI bureau manager in Taipei, Formosa, where he has recently arrived. Before taking over this assignment, he was with the news service in San Francisco, Honolulu and Tokyo. Gale started his career as an announcer on KVOZ, Laredo, Tex.

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TEN CENTS

## FCC DEFENDS CBS, NBC TV 'DOCS'

### No Rush on UHF's: Petersmeyer

#### Economics Hamper Expansion, He Says

All-channel set legislation won't result in an immediate rush for commercial UHF expansion, because of the economics involved, Corinthian Broadcasting president C. Wrede Petersmeyer predicted yesterday at Fordham U.'s second annual Conference on Educational TV. But he added that a sound basis has nevertheless been laid for the long-term expansion of TV service.

Calling enactment of the all-channel-set law "the most constructive step for TV allocations,"

#### Texas Outlet Previews Mass Anti-Polio Drive

Dallas — WFAA-TV will preview Wednesday a record drive against polio. Special events director John Davenport will interview four doctors on plans for a mass immunization drive.

### Springfield, Ill., Held V-less

Springfield, Ill.—The FCC has announced it will persist in keeping this city all-UHF. A 1957 decision had taken VHF Channel 2 from Springfield and placed it in both St. Louis and Terre Haute, and the case was remanded by the courts because of allegations of improper contacts with commissioners after Signal Hill Telecasting had already moved its KTVI from UHF to Channel 2 in St. Louis.

Since the matter has been in litigation and rehearing, KTVI has been telecasting under temporary authority. The FCC, de-

### Plug Pulled on 'U' Pool for VHF Outlets

Washington—In view of passage of the all-channel legislation, the FCC has announced that it will no longer give consideration to its proposal to expand UHF by providing a "pool" of UHF frequencies for use of existing VHF stations which might be willing to simulcast on UHF. Purpose was to provide substitute channels for the stations if the FCC found it necessary to shift all TV to UHF or even to engage in further deintermixture. The commission said the all-channel law will open up new opportunities for UHF by itself.

### SERIES' RESIDUAL SALE DOUBLES DESILU PROFIT

Desilu Productions has reported net income of \$611,921 for the fiscal year ending Apr. 28, equal to 53 cents per share, an increase of almost 100 per cent over its preceding fiscal year's net of \$319,146, equal to 28 cents per share on the same number of outstanding stock. In his annual report to stockholders, president Desi Arnaz attributed the increase to two factors:

First, net extraordinary income

### WMCA to Conservatives: Our Time Is Your Time

R. Peter Strauss, president of New York's WMCA, has wired Conservative Party officers, offering them the opportunity to be heard on the station's nightly discussion program "The Barry Gray Show."

ciding to stick with its 1957 decision, yesterday gave KTVI a four-month license—Aug. 27 to Dec. 27 —and directed the station to file for renewal no later than Sept. 27, so that the commission can check on how the station has been operated.

The FCC said a new VHF station here might gain the dominance in the area now enjoyed by WCIA, Champaign.

### 'Battle of Newburgh,' Bookie Joint Exposes Upheld in 'Fairness'

Washington—The FCC yesterday revealed that within one day it had taken up cudgels on behalf of both CBS and NBC TV networks. The Commission made public letters it had sent defending two web documentaries from attack.

One letter told Newburgh, N.Y., City Manager Joseph McD. Mitchell that NBC's "White Paper No. 9: Battle of Newburgh" had complied fully with the FCC's fairness doctrine. Another turned aside complaints by Massachusetts House of Representatives Speaker

(Continued on Page 4)

### 2 Telstar News Specs Purchased by Gulf Oil

Gulf Oil, through Y & R, will sponsor two NBC-TV news specials including the first live TV exchange between the three American networks and the European broadcast organizations, Monday. Both are titled "Telstar International TV."

### Ralston, Amer. Tobacco Sponsor 'Real McCoys'

"The Real McCoys," TV comedy series for five seasons, will make its CBS-TV debut Sept. 30. The filmed series will be sponsored by Ralston Purina and American Tobacco, through Gardner Advertising and BBD&O respectively.

### Sacramento AM, FM Bought for \$750,000

Sacramento — KXOA and KC-NW (FM) here have been sold for \$750,000 to Norwood Patterson, who owns KBIF and KICU-TV, Fresno, and KSAN, San Francisco, the latter in partnership with his family. The seller group is headed by Riley Gibson, prominent California broadcaster. The sale, subject to FCC approval, was handled by Edward Tornberg & Co., national media broker.

### Tiny TV Camera Tube Snaps Space-Balloon

Cape Canaveral — A small TV camera tube, made by RCA, is credited with taking 27 minutes of pictures of a giant Echo-type balloon on ejection from a Thor rocket's nose cone. The TV relay ended when Echo burned upon re-entering the atmosphere.

### Cash Register Rings For ABC's Half Year

The ABC division of American Broadcasting - Paramount Theatres had all-time-high profits for both the second quarter and first six months of this year, president Leonard H. Goldenson reported yesterday. AB - PT's estimated net operating profit for the first six months was \$5,553,000, while a record \$2,511,-



GOLDENSON

(Continued on Page 2)



PETERSMEYER



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MADRID OFFICE: Bobby Deglane. Edificio Espana, Grupo 4, Planta 14.

Kellogg, Reynolds In 'Beverly Billies'

The Kellogg Co. via Leo Burnett Co., and Reynolds Tobacco Co. through William Esty Co., have bought sponsorship of CBS-TV's new "Beverly Hillbillies," bowing Sept. 26.

The half-hour skein concerns an Ozark family transplanted to plush Beverly Hills, and stars Buddy Ebsen, Irene Ryan, Donna Douglas, Max Baer and Raymond Bailey.

SUCCESS SECRET

Brainpower-experience of outstanding advertising-sales promotion-public relations executive available now to help you increase sales and profits . . . to help your company smile properly when it makes a public appearance . . . knows who's who and what's what in television.

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COMING AND GOING

SYBIL BONNER, account executive for WFGA-TV, Jacksonville, in town from Florida.

HAROLD L. NEAL, JR., WABC VP and general manager, off on a 2-week vacation in the Northern Michigan lake country.

ELIZABETH MORGAN, WJrz personality and National Board of AFTRA member, to Miami Beach for an AFTRA meeting.

MYRNA FAHEY back from a 2-month European vacation.

MARTIN MANULIS to Madrid on business.

JACK POWERS, WABC news and public affairs director, to Lake George on vacation.

JULES DUNDES, CBS VP and general manager of KCBS, San Francisco, in New York visiting CBS Radio Spot Sales.

ROBERT F. BLAKE, of the Robert Blake Co., returning to L. A. after a N. Y. business trip.

MIKE HAUPTMAN, WABC advertising and promotional director, leaves Tuesday on an auto trip to Nova Scotia.

DALE ROBERTSON to Salt Lake City.

MOLLY BEE back from Seattle p.a.'s

HANK ALEXANDER, of Video-Tape Unlimited, to Tanglewood for video-taping sessions.

CBS Midwest Office Opens Promo Dep't

Chicago — A Midwestern Sales Promotion and Research Department will open Aug. 1 in the Chicago office of CBS TV Stations National Sales. David Mink, currently presentation writer in the New York office, will go to Chicago as Midwestern manager of the sales promotion and research division.

Mink joined CBS Radio Spot Sales as a presentation writer in 1959 and was named to his present job in 1961. Earlier, he served as production supervisor of WOR and assistant promotion manager of the Cole Steel Equipment Co.

13 Half-Hour Programs Explore 'Minds of Men'

Cleveland—"The Minds of Men," a series of 13 half-hour programs exploring effective living with dramatized life experience plus commentary by human relations specialists is now being aired by WJW Radio.

The series was produced by the U. of Texas. The program on Sunday will be "Safe Little World, or the fear of fear itself." The skein is presented in cooperation with the Cleveland Public Library and is replacement for "Portrait of a City."

Maris Seg Swats Shrine HR

New York Yankees' famed outfield slugger, Roger Maris, will enter baseball's Hall of Fame at Cooperstown, N. Y., on Monday as a result of a TV program—and 61 home runs.

At the national baseball shrine annual induction ceremonies, Leavitt J. Pope, VP in charge of operations for WPIX, will present a special film of "Roger Maris—Home Run Kink" to president Paul S. Kerr of the Hall of Fame.

UNWARY WIDOWS 'EASY MARKS'

Half-Hour Documentary Warns of Sales Frauds

Minneapolis—Why widows are "Easy Marks"—easy to fleece—will be among the topics on a "Pursuit" special July 29 on KMSP-TV. The half-hour documentary, written, produced and narrated by public affairs director Jim McGovern, will explain the origin and workings of the Consumer Protection Unit of the Minnesota Attorney General's Office.

'Extra' Puts Spotlight On El Paso Giveaway

Houston—Plans to return part of El Paso, Texas, to Mexico in settlement of a border dispute dating back to 1911 were revealed in a TV news extra here by KHOU-TV.

The station said Federal Boundary Commission officials refused to discuss the matter when queried by KHOU-TV spokesman Ron Stone, but a former local government official in El Paso said that the two governments have been moving forward on a plan that will return the Charnizal area of downtown El Paso to Mexico.

FINANCIAL

(July 19)

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., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Asked. Rows include Alliel Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, Movielab, MPO, Reeves Sound, Rollins, Technicolor, TelePrompTer, Trans-Lux.

\* OVER THE COUNTER

Table with columns: Bid, Asked. Rows include Jerrold, Meredith, Official Films, Seven Arts, Sterling, Wometco.

\* Courtesy of National Association of Security Dealers.

KGW-TV's Documentary Tapped By Bar's 'Gavel'

Portland, Ore.—"World Law or World Holocaust," produced in cooperation with the Oregon State Bar Ass'n committee on World Peace Through Law, has won for KGW-TV a certificate of merit in the ABA's 1962 Gavel Awards competition. The special program was produced by Thomas R. Dargan, station program director, and narrated by Richard C. Ross, news director.

ABC Profits Set Mark

(Continued from Page 1)

000 was reached in the second quarter.

Goldenson said ABC-TV's program structure, scheduled to begin this Fall, will be reinforced by new affiliates in major markets previously not available to the network on a regular basis.

## SG's Post-'48 Films Now in 91 Markets

Major sales during the past six weeks of Screen Gems' "Post-48" Columbia Pictures feature library has brought to 91 the number of stations purchasing the 210-title package, it was announced by syndication VP Robert Seidelman.

New purchasers are KING-TV, Seattle; KREM-TV, Spokane; WTAE, Pittsburgh; WHEC-TV, Rochester; WKOW-TV, Madison; WSAZ, Huntington; WTVO, Rockford; KFDM-TV, Beaumont; WLUC-TV, Marquette; WCCA-TV, Columbia, S. C.; KFDA-TV, Amarillo, and KELO-TV, Sioux Falls.

### Close to 'Sold Out'

According to Seidelman, the latest sales splurge gives Screen Gems a virtually "sold out" position in its Southern and Western territories. Southern territory, under area manager Don Bryan, has 21 cities playing Screen Gems' "Post-48s," while the Western territory, headed up by area manager Robert Newgard, is sold in Los Angeles (KNXT), Portland (KOIN-TV), San Diego (KFMB-TV), San Francisco (KGO-TV), Seattle (KING-TV), Spokane (KREM-TV), Honolulu (KHVH-TV) and Fresno (KMJ-TV), among others.

## 'Cowboy,' 'Athlete' Make 6 Wolper Segs Rolling

West Coast Bureau of RADIO-TV DAILY

Los Angeles—With the cameras starting to roll on "Cowboy" and "Athlete" this week, Wolper Productions chalks up six episodes of "The Story Of" series in simultaneous production, the highest number so far. Kent Mackenzie is producing-directing "Cowboy," while Robert Aller produces-directs "Athlete." The documentary series will be syndicated by Ziv-USA.

Other segments in production, with their producers-directors, are: "Jazz Musician" with Ed Spiegler; "Marine" with Alex Grasshoff; "Actress" with William Kronick, and "American Beauty" with Mel Stuart.

## Marlene and Yale Dean Shoot Breeze with Ludden

Marlene Dietrich, who has a new book out, and Yale's dean of admissions Arthur Howe, Jr., will be among Allen Ludden's guests when he sits in for vacationing Arthur Godfrey tomorrow on CBS Radio's "Arthur Godfrey Time."

## 'MONOPOLY' IS DENIED BY MEXICO'S AZCARRAGA

Special to RADIO-TV DAILY

Mexico City—Televiscentro chief Emilio Azcarraga has disclosed that he would put his vast broadcasting complex up for sale and retire from the industry if ordered to do so by the government, but told a press conference here this is unlikely as his interests do not constitute a monopoly.

### Outlet Turns Spotlight On 'Men and Motives'

"Of Men and Motives," a new weekly half-hour series on modern psychology, will debut Sunday on WOR-TV, New York. The 15-week series will survey experimental psychology in U. S. today.

## TAC Establishes Dep't For Station Relations

Television Affiliates Corp. has created a new station relations department as part of its growth plans for 1962-63. The department will maintain liaison with current TAC subscriber and producer stations, and contact new subscriber stations.

Gary Ferlisi has been named manager of the department. He has been active in broadcasting since 1946 in programming, production and administration. He was most recently assistant to the president of KSBW-TV, Salinas, Calif., and before that program director of the same station.

## WOR Opera Spotlight Shines On 'La Boheme'

Puccini's classic opera, "La Boheme," will be broadcast on WOR's new "Radio's Golden World of Opera" tomorrow. The show is hosted by Jay Harrison, director of the opera and classical division of Readers Digest Music, Inc. Harrison will have renowned Metropolitan conductor Joseph Rosenstock as his guest.

## NYC Bar Ass'n Members Quiz Bowles on 'Forum'

Chester Bowles, the President's special representative and advisor on African, Asian and Latin American affairs, will be interviewed Sunday on WCBS-TV's "New York Forum." A former Under Secretary of State, he was appointed to his present post, with rank of ambassador, by President Kennedy last November.

Interviewing Bowles will be Frank E. Karelsen III, Thomas W. Evans and Peter Weiss. They are all members of N.Y.C. Bar Ass'n. Tom Costigan moderates. "New York Forum" is presented by the WCBS-TV Public Affairs Department. Norman Kramer is the producer. Tony Farrar directs.

Touching on his interest in American Channels 34 (Los Angeles) and 41 (San Antonio), Azcarraga said it is 20 per cent of each, with the balance held by minority stockholders. He added that the operational loss on Ch. 34 will run to \$2 million before the station gets on a profitable basis.

Azcarraga also told the press conference that based on his observations abroad, nationalization of Mexico's TV industry wouldn't work. He stressed the need of heavy investments.

## Expert Grid Quartet Tackles 'Stars' Fray

Four expert football commentators, Curt Gowdy, Paul Christman, Johnny Lujack and Bill Flemming, have been signed to handle the ABC-TV telecast of the College All-Star football game Aug. 3, from Soldiers' Field where the Stars meet the Green Bay Packers. Gowdy will handle play-by-play, Christman and Lujack the grid analysis and Flemming will report from the field.

Tom Harmon and former Michigan teammate Forest Evashevski will handle the ABC Radio chores for the fray.

## Hillstrom Top Engineer For Arizona R-TV Unit

Phoenix — Albin R. Hillstrom has been appointed engineering director for the Arizona Broadcasting Network. In addition to his duties as chief engineer for KOOL-AM-FM-TV here, he also assumes the responsibilities for both KOOL and KOLD-AM-TV, Tucson, these two stations comprising the Arizona Broadcasting Network.

## Gainesville Station Again Nets Top Ga. Safety Award

Atlanta—WDUN, Gainesville, Ga. carried off its fourth first-place trophy in five years in the annual Weekend Safety-Thon awards of the Georgia Association of Broadcasters. WDUN won in the 1,000-watt-and-under radio classification. Other small-station radio category winners were WLBB, Carrollton, and WGAA, Cedar-town, tie for second, and WBHB, Fitzgerald, third.

First place for radio stations over 1,000 watts was picked up

## 'Hearts & Glowers' Bought Down Under

Storer Programs has sold the "Divorce Court" series in Australia for telecast in Sydney, Melbourne, Brisbane, Adelaide, Perth and Hobart on film beginning in the Fall.

The series of 130 one-hour courtroom dramas was produced by KTTV in Los Angeles and sold to Storer in 1961. Other recent buyers of the series include: WNYS-TV, Syracuse; KTAL-TV, Shreveport; WAVE-TV, Louisville; KTVI-TV, St. Louis; KMBC-TV, Kansas City; WFIL-TV, Philadelphia; WMAR-TV, Baltimore, and WTTG-TV, Washington.

## Firstest with Mostest Claims St. Loo Outlet

St. Louis—Robert Hyland, general manager of KMOX Radio, CBS o-o here, said a Pulse survey shows that the station is number one in weekly penetration of radio homes in the metropolitan markets.

Pulse cumulative circulation figures for 1962, he said, show that KMOX reaches 77 per cent of the available radio homes in the St. Louis market. Hyland said this penetration surpasses that achieved by any other radio station in the largest U. S. cities.

## Lubin Sets Foreign Deals For Filmways' 'Mr. Ed'

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Producer-director Arthur Lubin has sold Filmways' TV series "Mister Ed," starring Alan Young, to the Granada TV Network in England. The sale was made on Lubin's recent world tour, where he also made deals for the series in Japan, to be sponsored by the Citizen's Watch Co., and in Hong Kong.

## Golf Tourney Slated

Chicago — The annual electronic industry golf outing has been scheduled for July 27 at the Elmhurst Country Club, Elmhurst, Ill.

by WSB, Atlanta, followed by WGOV, Valdosta, second, and WGST, Atlanta, third. The TV division was won by WTVM, Columbus, with WSB-TV, Atlanta, and WLWA, Atlanta, second and third.

The silver trophies and plaques were awarded by Ford Motors.

## MACLEISH, M. VAN DOREN 'DIALOGUES' GUINEA PIGS

An experiment in TV conversation will be seen Aug. 2 when CBS presents "The Dialogues of Archibald MacLeish and Mark Van Doren." The hour broadcast, produced by Warren V. Bush of the Public Affairs Department of CBS News, is the result of an extended filming session at "Uphill," MacLeish's farm in Conway, Mass.

Special equipment and techniques were employed to record the words, gestures and movements of the two friends and Pulitzer Prize-winners as they spent two days talking and walking about the farm.

The MacLeish-Van Doren conversation was followed in the house, on the lawn, on the terrace, on the banks of a nearby pond, on a ramble through the woods, on a fishing excursion and in MacLeish's hideaway writing cabin. With this technique, the participants soon become unaware of the cameras' presence and were at ease during their dialogue.

### Sees No Rush for UHF

(Continued from Page 1)

Petersmeyer said this will bring three primary benefits: permit the needs of ETV to be met; stimulate early activation of some commercial UHF stations where a shortage of outlets now exists, and provide for TV's long-range expansion.

Petersmeyer warned that "those who are confident an increase in the number of stations will result in better programming may find themselves as sadly mistaken five or 10 years from now, as others found themselves in judging the impact on AM radio programming of the increase in radio stations."

### Christianity Today Spurs New So. Florida Series

Daytona Beach—"Your Life in the World Today," a new series dealing with Christianity as it relates to world problems, is being aired Sundays on WESH-TV here. The half-hour program features the Rev. Canon A. Rees Hays, executive director of Christian Education of the Episcopal Diocese.

### Cleveland Outlet Turns Sleuth in Bank Whodunits

Cleveland—For the second time in five years, WJW-TV's "Evening Edition" has helped capture bank robbers—of the same bank. Unknowningly, the holdup men both times, were filmed by a camera hidden in the bank wall, and with the station showing the films the same day as the robberies, police were invaluable aided in apprehending the thieves.

### Motor City 'Revs Up' On 12 Discussion Shows

Detroit — In cooperation with Wayne State U., WXYZ is presenting a series of 12 discussion shows on the motor city's commercial and industrial growth in the changing world. Entitled "Your City, Detroit," the half-hour programs are heard each Sunday.

### Night Radio Drama On Comeback Trail

West Coast Bureau of RADIO-TV DAILY

San Francisco—KNBC's seven-month experiment in reviving nighttime radio drama has been termed "highly successful" by general manager William B. Decker.

Decker said as a result of the response, KNBC has signed a contract with Harry S. Goodman Productions, New York City, to provide recorded dramas for the next six months.

### Value Line Editor Takes Look at Stock Market

Arnold Bernhard, founder and editor of Value Line Investment Survey, a financial advisory service, is airing a new five-a-week series on WBFM of five-minute financial discussions. Titled "A Look at the Stock Market," the program also features station personality Sandy Lesberg.

## Desilu Gross Income \$14 Mil.

(Continued from Page 1)

of \$340,540 derived from the sale of Desilu's residual interest in one of its series; second, a realignment of operations which resulted in considerable economies without any impairment of efficiency.

Gross at \$14,223,850

Gross operating income for the fiscal year ending Apr. 28 was \$14,223,850, compared to \$19,845,513 for the preceding year, with Arnaz attributing the reduction to a decrease in the production of Desilu-owned shows to one, "The Untouchables." However, he added that the half-hour "Lucy Show" and hour "Fair Exchange" have been sold to CBS, and the hour "Kraft Mystery Theatre" is

## 19 Sponsors Signed For Griffin Daytimer

Advertisers at the rate of over one a day have ordered sponsorship in NBC-TV's new daytime color program, "The Merv Griffin Show," since its scheduling was announced July 2, according to daytime sales director James Hergen. Set for an Oct. 1 bow in the 2-2:55 PM slot, a total of 19 advertisers have been signed to date.

They are: Warner Lambert Pharmaceutical via Ted Bates & Co.; Andrew Jergens Co., Cunningham & Walsh; Armstrong Cork, BBDO; Bristol-Myers, Young & Rubicam; B&W Tobacco, Keyes, Madden & Jones; Campbell Soup, Needham, Louis & Brorby; Dumas Milner, Post & Morr; Ex-Lax, Warwick & Legler; The Frito Co., Dancer - Fitzgerald - Sample; Golden Grain Macaroni, McCann-Erickson.

### Various Products Sponsor

Also, Grove Labs, Gardner Advertising; Hartz Mountain Prod. Corp., George H. Hartman Co.; Heublein, Inc., Fletcher Richards, Calkins & Holden; Lestoil, Sakel-Jackson; Pharmaco, Inc., N. W. Ayer & Son; Procter-Silex, E. H. Weiss Co.; S. C. Johnson & Co., Foote, Cone & Belding; Whitehall Labs, Bates, and Sweets Co. of America, no agency.

### Spanish Listeners Told Of Education's 'Key'

WBNX will begin a 13-week series Aug. 2 designed to inform Spanish-speaking residents of New York City of the why, how and where of educational opportunities here. Titled "La Educacion as la Llave" (Education Is the Key), it is produced as a public service by The Protestant Council with programs strictly educational and non-sectarian.



By JACK RUSSELL

Chicago's radio and TV stars and behind-the-scenes personnel will gather for an evening at the races on Thursday, July 26 when "Chicago Unlimited" Celebrity Night is held at Sportsman's Park. It's to raise funds for the greater emphasis on the use of Chicago talent and production facilities in broadcasting!

Sounds of Chicago will soon be echoing across the seven seas. Sailors aboard the Patrick Henry, requested and will receive, tapes of WLS programs for rebroadcast on the nuclear sub's inter-com system.

☆☆☆

Howard Miller has been named honorary chairman of the Chicago-land's 1962 Cystic Fibrosis Fund Drive. Miller, Radio Station WIND's leading disk jockey, joins celebrities throughout the country headed by comedian Joey Bishop, national honorary chairman, campaigning for research in the children's disease.

For the 21st year NBC-Chicago stations WNBQ and WMAQ will cooperate with Northwestern University in providing Summer training for outstanding students majoring in Radio and Television.

☆☆☆

Fred Niles, president of the three film studios bearing his name, is on a month's around-the-world filming assignment. Accompanied by Harry Cooper, assistant to the executive director of CARE, Inc., Niles and motion picture crews will be filming a TV release on CARE's Medico Division, showing how CARE contributions are used to help eradicate disease in Asia. The Niles itinerary includes Japan, Hong Kong, Malaya, Singapore, Afghanistan, India, Jordan, Lebanon and Algiers.

### Documentaries Defended

(Continued from Page 1)

John F. Thompson about the CBS-TV "Biography of a Bookie Joint."

In both cases the Commission said it had thoroughly reviewed scripts and programs, and the specific complaints were probed down the line. Mitchell was reminded he had turned down an offer for a special interview in the final program.

The FCC said CBS' bookie joint broadcast did not single out Boston or treat it unfairly. To cap the matter, the Commission quoted Massachusetts Gov. Volpe as recommending dismissal of Commissioner Sullivan because of "proven charges" on the CBS program.



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15 CENTS

## IS TV DELINQUENCY SCAPEGOAT?

### Jim Aubrey Denies He's Leaving CBS-TV For 20th-Fox Post

Industry gossip which had him leaving his CBS-TV president's post to become head of 20th Century-Fox were laid to rest over the weekend in a blanket denial by James T. Aubrey, Jr., who sent the following memo to network personnel:



AUBREY

"I had hoped that the rumors that I was leaving the Company would die, because they have no foundation in fact. Since they persist, I feel I should make it clear that I intend to remain.

"In my judgment the years ahead hold unusual promise for the further growth of CBS, and it is my hope to contribute to these expanding opportunities."

### Porteous Is Sales Chief For CBS-TV in Chicago

Roy Porteous has been appointed CBS-TV's VP—Central Sales with headquarters in Chicago. William H. Hylan, network senior Sales VP said the appointment is effective today. Porteous joined CBS-TV in 1957 as an account exec in Chicago.

### 'Tonight' Ends for Downs With Start of 'Today'

When Hugh Downs sits in as host of NBC-TV's "Tonight" the week of Aug. 13, it will be his concluding association with the show. He has been the regular announcer for the program since 1957, and leaves it to take over as host of the network's "Today" show starting Sept. 10.

### New CBS Home Is Rising To a Photogenic Future

CBS has announced a photography contest for its employees, inspired by the building of the company's new 38-story headquarters. The monthly contests, running the full course of the construction, will award \$100, \$50 and \$25 cash prizes for the best black-and-white photos of the building project.

### Drilling New Prexy For Crowell-Collier

Joseph C. Drilling has been named president of Crowell-Collier Broadcasting Corp. He will join the company Aug. 13 and make his headquarters in Los Angeles. Crowell-Collier Broadcasting Corporation, a division of Crowell - Collier Publishing Co., operates KFVB in Los Angeles, KEWB in San Francisco-Oakland and KD-



DRILLING

(Continued on Page 6)

### Top 100's Ad Gross In '61 Was 1.7 Billion; 56.2% in Television

The top 100 national advertisers increased TV's share to 56.2% in '61, compared with 53.5 per cent for the year earlier, according to the TvB.

Of '61's top 100 advertisers, 54 increased TV's share of their total advertising budget. Thirteen of the top 20 increased TV's share, while 29 of the top 50 upped their video spending. Total measured media billings for the top 100 in '61 were \$1,723,150,999, of which \$967,972,053 was for network and spot.

Total investment of the '61 top 100 had a net increase of \$27.8-

(Continued on Page 8)

### KTIL, Tillamook, Ore. To Douglas and Tonken

KTIL, Tillamook, Ore., has been sold to Robert Douglas and Philip Tonken, New York free lance radio and TV personalities, for \$80,000. The sellers are Fred and Geraldine Guyton. KTIL is a 1 kw fulltimer on 1590 kc. The sale, subject to FCC approval, was negotiated by Edwin Tornberg & Co. media brokers.

<b>Let's Talk It Over</b>	<b>Are Politics, Greed And Malfeasance Behind Section 315?</b>
By ARTHUR PERLES	

WE HAVE but recently witnessed in Washington a saddening spectacle of democracy at work — in reverse! The Senate subcommittee appointed to explore repeal or revision of Section 315, held its hearings—and produced nothing more than a legislative tragic-comedy.

The sickening smell of power-politics, money greed and decadent disinterest in the national electorate's possible need for doing away with the election candidates' equal-time law, still hangs heavy in the senatorial hall.

The weight of testimony and logic plainly favor total erasure of this rusty ruling. Yet, the sessions resulted only in obfuscation of issues. There were transparent pretexts of protecting the rights of every office-seeker, no matter what his stripe. If a crackpot, extremist, dimwit or splinter

(Continued on Page 7)

### Crime Institute Urged To Harness Medium For Genuine Results

West Coast Bureau of RADIO-TV DAILY

Seattle — Quit making TV the scapegoat for juvenile delinquency because it provides "easy, catch-all explanations;" instead, "turn to ways in which radio and TV can assist in a solution," the ninth annual National Institute on Crime and Delinquency was told yesterday by NAB president LeRoy Collins.

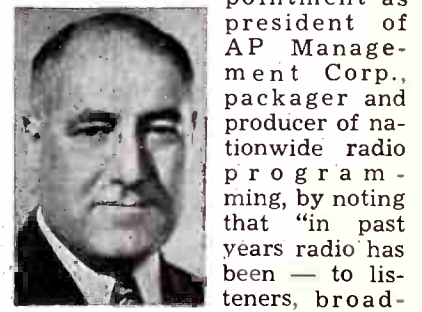
"Every few months, lately," he said, "those of us in the broadcast industry have had to appear before some Congressional committee and be confronted with excesses

(Continued on Page 6)

### AP Management Corp. Presidency to Mullen

West Coast Bureau of RADIO-TV DAILY

Beverly Hills—Frank E. Mullen has formally acknowledged his appointment as president of AP Management Corp., packager and producer of nationwide radio programming, by noting that "in past years radio has been — to listeners, broadcasters and advertisers — like a slumbering giant. We are now about to awaken that giant."



MULLEN

Formerly executive VP-general

(Continued on Page 8)

### Wheeler Pays \$125,000 For Pensacola Daytimer

Pensacola, Fla. — WDEB has been sold by Rose Hood Johnston, executrix of the estate of George Johnston, Jr., to Mel Wheeler. Subject to FCC approval, the sale of the 500 watt daytimer for \$125,000 was made through Blackburn & Co. national media brokers.



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## Yergin Research Dir. For Westinghouse

James Arthur Yergin has been promoted to research director of Westinghouse Broadcasting Co., succeeding Melvin A. Goldberg who is joining the NAB as VP-research director. Yergin had been assistant research director since joining WBC in 1959.

Before coming to Westinghouse, he was with WOR and WOR-TV as research-promo-advertising director; with Mutual Broadcasting for two years; one year with Crosley Research, and four years as research director of the Keystone Broadcasting System.

## IT'S SURPRISING—

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

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## 7 Arts' 'Symphony' Tuned-In by 'Today'

The Boston Symphony Orchestra will be featured in two special two-hour programs on NBC's "Today" show today and tomorrow, it was announced by Robert Rich, VP - general sales manager of Seven Arts Associated. The programs were produced at the Tanglewood Music Festival in Massachusetts.

They feature a portion of the rehearsals and performances of the Boston Symphony, as well as interviews with various musicians at the festival, Boston Symphony officials, classes in chamber music at the Berkshire Music Center and a greeting from Gov. Volpe of Massachusetts. Sander Vanocur, NBC White House correspondent, hosts the two Tanglewood programs, replacing John Chancellor, who is on vacation.

The Boston Symphony Orchestra is featured in a series of 13 one-hour TV Concert Specials being distributed by Seven Arts Associated.

## House Approves Budgets For USIA, Voice of Amer.

Washington Bureau of RADIO-TV DAILY  
**Washington** — The House has passed with little controversy a bill containing funds to run several Government agencies, including the U. S. Information Agency, for the year which began on July 1.

The House made no changes in the \$149,225,000 recommendation for USIA, down \$8,835,000 from the Administration money requests, but up \$7,925,000 from the amount voted for the previous fiscal year.

Also preserved was the committee's directive to USIA to increase Voice of America operations in line with plans and to add 22 new positions to the TV service, with the cuts to come from other unspecified planned activities.

## MCA-Gov't Hearing Slated for July 30

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — The hearing on the Government's application for an injunction against Music Corp. of America has been rescheduled for Monday, July 30 by the United States District Court in Los Angeles. The postponement of the hearing, originally scheduled for today, was requested by attorneys of both sides.

## Farmerville AM Granted

Farmerville, La. — The FCC's Broadcast Bureau has granted a new AM radio station here to Union Broadcasting on 1470 kc, 1 kw, daytime.

## COMING AND GOING

LOWELL THOMAS, of the CBS Radio news staff, arrives in N. Y. following a trip to L. A.

SY WEISSMAN, Vision Associates VP, to L. A. for a recording session with Robert Young.

HARDIE FRIEBERG, Telesynd president, to the Coast for meetings with the Wrather Corp.

PHIL PETERSON, Community Club Awards VP, in Pittsburgh making CCA presentations to stations in that market.

PAUL TALBOT, Fremantle International president, to Puerto Rico on business.

BARBARA WILKINS, Trans-Lux TV Corp. publicity director, in Hollywood for business conferences.

CONNIE STEVENS, of the "Hawaiian Eye" series, to Seattle on Friday to kick-off KJR's 41st anniversary and accept the title, "Sweetheart of KJR."

## Capital Cities Buyers On 'Million \$' Cruise

Invitations are already in the mail for Capital Cities Broadcasting Corp.'s eighth annual "Time Out for Timebuyers Day," set for Saturday, prexy Frank M. Smith has announced. This year's fest will be a day at sea aboard the luxury cruise liner M. S. Oslofjord, which casts off for "nowhere" with some 300 buyers.

The invitees, selected by a special drawing, will have the run of the liner for the day, in addition to one million dollars, specially printed for Capital Cities, that is, either to double or lose in the gambling casino aboard ship. The day's activities will be climaxed by a grand auction, later in the evening, for valuable gifts.

Thomas S. Murphy, exec VP, and the general managers of all eight Capital stations will be official hosts. Marc Edwards, Albany's WTEN promotion manager, is coordinator for the affair.

## ABC O-O Managers On Film Promo Tour

The five ABC-owned TV stations will host advertisers and agency people in each of their

cities during a tour with a special Hollywood-produced film presentation highlighting the new entries on ABC-TV. Traveling with the presentation are station GMs Elton H. Rule, KABC-TV, Los Angeles; David M. Sacks, KGO-TV, San Francisco; Sterling C. Quinlan, WBKB, Chicago; John Pival, WXYZ-TV, Detroit, and Joseph Stamler, WABC-TV, New York.

The first showing will be today at the KABC-TV Hollywood studios, followed by one tomorrow in San Francisco at the KGO-TV studios. On Thursday WBKB-TV will host the presentation in Chicago and, on Friday, WXYZ-TV will present the film at the Detroit Athletic Club. On July 30 the presentation will be made in New York City at the WABC-TV studios.

Also participating with the tour are James G. Riddell, division VP; Theodore F. Shaker, president of the ABC-Owned TV stations; James Conley, ABC-TV National Station Sales executive VP, and Don B. Curran, advertising-publicity director, ABC-owned TV stations.

## Dianne Ladd Pulls 'Caper' In 'Sunset Strip' Seg

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Dianne Ladd, protégée of Walter Winchell, has been cast in the lead of the "Caper a la Mode" segment of Warner Bros.' "77 Sunset Strip" for ABC-TV. The series stars Efrem Zimbalist, Jr., Roger Smith and Ed Byrnes, with Fenton Earnshaw producing. George Waggner directs.

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## CLUBWOMEN WILL GAUGE R-TV'S PUBLIC REACTION

The General Federation of Women's Clubs and the NAB have announced a joint communications program for 8 million members, designed to give them a better understanding of the ways in which radio and TV serve America and to provide broadcasters with an additional means of gauging public reaction to their efforts.

The program will focus on three areas: Participation by the General Federation in the new NAB Speakers Bureau, with distribution on the soon-to-be-published Speakers' Bureau Directory to about 16,000 women's clubs in the 50 State Federations. Some 400 top radio-TV execs are available without charge and listed by states, with range of travel and necessary advance booking time noted.

### Study Guides Planned

Also, preparation of study guides by NAB for dissemination to individual clubs and State Federations, containing background material and suggested discussion topics on various phases of broadcasting, and cooperation by NAB in a program of awards to be given by local women's clubs to local radio and TV stations.

## Plattsburg Outlet to Air Annual Cooperstown Tilt

Plattsburg, N. Y. —Canadians living in the area across the top of New York State will be able to hear the Hall of Fame game between the New York Yankees and Milwaukee on WEAV today, with sports and news director Sid Spiegel doing the play-by-play at Cooperstown for the third consecutive year. WEAV carries the Sports Network and all of the Yankee games.

## Northeast Radio Capsules Cite Norad Defense Role

Syracuse — Northeast Radio is airing one-minute news features in cooperation with the 26th Norad Region, Hancock Field. The news capsules are designed to inform the public of the organization's part in the nation's defense system. John Usehold is commentator for the twice - daily spots.

## Graham Talks on Crusade For 'Who in the World'

Billy Graham will be interviewed about his most recent evangelist crusade on "Who in the World" Sunday on CBS-TV. Graham's current "Crusade for Christ" is in Fresno, Calif., where he expects to attract a total of 150,000 persons before it ends.

## TV Attorney Advocates Law Career for Youths

Jacksonville — E. G. Marshall, attorney on CBS-TV's "The Defenders," has proposed youth organizations to educate and inform young people of America's great heritage of government. Addressing a Jacksonville civic club luncheon, he urged that such groups develop a project that would explain our nation's judicial system and arouse the interest of youngsters in law and the courts of the nation.

## Station Reps Ass'n Elects Edward Codel

Edward Codel, Katz Agency VP, has been elected president of the Station Representatives Ass'n. Others elected to office for the years 1962-63 were: Adam Young, president of Adam Young Companies, VP; Robert Dore, president of Bob Dore Associates, secretary, and Daren F. McGavren, Co., treasurer. Lloyd Griffin, TV president at Peters, Griffin, Woodward, was elected a director for two years.



CODEL

Codel joined The Katz Agency in 1947, was elected to a director of that firm in 1951 and named a VP in 1953.

## 50 Comedians in World: Allen

"There are only about 50 comedians in the whole world," according to Steve Allen, who says he became a professional comedian by accident and has kept at it "chiefly because it is the most profitable profession with precious little competition." Allen, who is a musician, author and personality in addition to being a comedian, hosts his own late-night, 90-minute, five-a-week TV show syndicated by WBC Productions. "Most comics were originally funny musicians, funny jugglers, funny ventriloquists, funny actors, funny dancers, or something of the sort," he said, noting, "I became a comedian not because of any clear-cut personal decision

## Levathes Introduces TV Production Units In TC-F New Setup

In accelerated activity at 20th Century-Fox TV, president Peter G. Levathes has effected a new production plan for separate units operating under various executive producers.

His announcement came as William Self, production VP, concluded negotiations to bring Hal Kanter and Paul Monash on the lot as the first two exec producers signed under the new plan.

Kanter will head a unit for comedies, while Monash will be in charge of dramatic series. Self, signed to a new contract last month as production chief of the 20th-Fox TV operations, said that individual producers would be hired as needed to augment the revitalized organization.

TCF-Inc. which has been preparing a large number of pilot films for new series aimed at the 1963-'64 season, this week also signed three top-name writers.

### Wasserman Writes Pilots

Dale Wasserman has been assigned to write the pilot script for "The Commuters," a one-hour dramatic series, and "Cress Delehanty," half-hour family show based on the book by Jessamyn West.

Charles Larson is writing a one-hour Western—which will be the studio's first venture into this field.

Beirne Lay, Jr., is writing "Twelve O'Clock High," hour series based on the studio's 1950 hit feature of the U. S. Air Force in World War II. Lay co-authored the original movie which starred Gregory Peck.

At least two other series on TCF-TV's schedule are based on motion pictures made by 20th-Fox—"Misty," and "Three Coins in the Fountain," both planned as half-hours—the latter in color.



in the public interest

# WGAL-TV

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Clair McCollough, Pres.

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## ON TOUR

in behalf of

## "ACROSS THE SEVEN SEAS"

for

## AMERICAN HOME PRODUCTS

We're on the road, visiting the major West Coast markets to pre-sell the series to the press and the public, in advance of the August 21 premiere. Our objective is to merchandise, publicize, and generally promote "ACROSS THE SEVEN SEAS". This may involve kissing babies, donning Indian bonnets, and christening rowboats. But, so long as it is honest showmanship, we're all for it.

This West Coast publicity stint will last four weeks, so until then, thanks and adios.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Leslie Uggams signed for another year as Mitch Miller's star vocalist. Happy "Sing-Along" run . . . Singer Jacques Kayal's line: "Some people are buying color TV sets to please their families, some to please their baby-sisters" . . . Erroll Garner's back from his triumphant European concert tour. The famed jazz pianist played 19 straight SRO concerts in Paris, London, Rome, Milan and Amsterdam . . . Hasn't Budd Granoff set a deal for a TV special based on the life of Belle Baker with his wife, Kitty Kallen, playing Belle? . . . Mercury Records is spotlighting Clebanoff, 13 of his albums, including two new ones, and 12 new albums by other artists in its July plan, "Clebanoff Month Plus 3." The plan, revealed by Mercury Executive Vice-President Irwin H. Steinberg, will run thru Sept. 1 . . . Kay Korwin's new client, Alan Howard, is recording some commercials for Ideal Toy Co. Alan is Kay's only child client—and just between us, this kid is a real pro . . . At the Monsignore, Suren Ermoyan, noted BBDO art director and VP, revealed he'll design the brochure for the National Cultural Center. Jackie Kennedy and Mamie Eisenhower are co-chairmen of the center.

★ ★ ★ ★

• • • ABC commentator Art Van Horn will address several women's clubs next month on his broadcasting experiences at Cape Canaveral . . . Morocco, the exciting Grecian Palace dancer, to do a "Tonight" show . . . Regina Owens has joined Sullivan, Stauffer, Colwell & Bayles as a copy writer . . . Sally Ann Howes and her husband, composer Richard Adler ("Damn Yankees," "Pajama Game," "Kwamina"), will be the featured guests on WABC-FM's "Meet the Artists" this evening . . . Pickwick International has added a new album line called "Bible Stories" to its Cricket Records children's series. The new disks feature actor Leif Ericson as narrator, a cast of 50, with a full orchestra supplying musical background.

★ ★ ★ ★

• • • Jae Sales, a leading New York furniture dealer, has appointed Metlis & Lebow to handle its advertising. Present buy is a saturation radio campaign on WLIB and WADO. Fall plans call for an increase in radio with a supplementary newspaper campaign . . . Jimmy Dean's click on the "Tonight" has hyped TV activity for the genial, multi-talented Texan. He'll guest host for the vacationing Dick Clark on Thursday's ABC "American Bandstand," and will introduce a quartet of former Air Force buddies, the Four Saints, on CBS-TV's "Celebrity Talent Scouts" July 31 . . . Don't be surprised if Rouben Mamoulian gets his feet wet in video real soon . . . A tip of the Stetson to WNBC-TV's coordinator of public affairs programs, Nancy Lang. For the short time that she has been coordinator she has done a terrific job. One of her shows is "The Open Mind," which won an Emmy.

★ ★ ★ ★

• • • Songstress Jeannie Thomas has joined the Tommy Dorsey Orchestra conducted by Sam Donahue. The great band and its gorgeous vocalist wound up a Freedomland stint over the week-end . . . Incidentally—Sid Ascher, publicity director of Freedomland, placed two TV scripts with Four Star Productions, one a composite picture of the modern-day crooner, and the other the mob influence in show business.

## BBC Brightens 'Silent World'

Special to RADIO-TV DAILY

London — BBC is celebrating the 10th anniversary this year of its first telecast for deaf children which began at the end of a regular children's TV session in 1952.

The formula which has governed its "Deaf" programming since that time is not to have speech said or written and action happening at the same time. First, an announcer tells the children what they are going to see, and then the announcement is shown in caption form.

From the start, Miss Ursula Eason has been in charge of the specialized programming and, though she is now assistant head of children's TV, she still produces "For Deaf Children." In this endeavor she has worked closely with the editor of "The Silent World," a magazine for deaf people.

## Variety's Race Night To Aid Corum Fund

The reservations list its nearly closed for New York Variety Tent #35's third annual "Night at the Races" Wednesday at Yonkers, being held to benefit the club's own heart project and its tax-exempt Bill Corum Fund for Handicapped Children, according to chairman Charles Smakwitz.

He reports that over 800 in the radio-TV, motion picture, sports and newspaper fields have already indicated they will attend the benefit event, when Tent #35 takes over Yonkers Raceway's Empire Terrace for a dinner and night of pony-picking. Tickets are available at N. Y. Variety Club's offices on Broadway.

### Going on the Air

Highlights, including special field ceremonies and appearances by top entertainment and sports personalities, will be aired on WOR-TV by Marty Glickman. In addition, Tent #35 chief barker Charles A. Alicoate, publisher of RADIO-TV DAILY, will report to the air audience and those at the track on the club's progress in furthering its plans to aid handicapped children, and other heart projects.

## 2 on 'Liz Morgan Show' See Spain in Perspective

Newark — WJRZ's "Elizabeth Morgan Show" on Thursday will feature a discussion, "Spain—Yesterday, Today and in the Future." Columbia Rossi, foreign correspondent, and Luis Bolin, information officer of the Spanish Embassy in Washington, will be on hand to air their views.

## Kagan Joins Outlet Sales

Irving Kagan has joined the sales department of WMCA as an account exec. He was formerly the New York Post's classified advertising manager.

## Experts Aid CBS in Stocking Of Its 'Reading Room' Shelf

A committee of experts on children's reading—representing the American Library Ass'n, the Child Study Ass'n of America

and the National Education Ass'n—has been named to work with the public affairs department of CBS News in selecting the books to be discussed on the new CBS-TV children's series, "Reading Room," which premieres Sept. 22, it was announced by Richard Salant, president, CBS News.

"Reading Room" is produced by Joel Heller, under the supervision of John W. Kiermaier, VP, CBS News.

## NBC, Ivan Ditmars Band Join L.A. Collegiate Show

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Producer Gerry Browne has signed NBC musical director Ivan Ditmars and his nine-piece orchestra as regulars on KTLA's "Your All American College Show" with Wendell Niles. Bill States directs the Sunday night program.

## CTV Puts Oliver Babirad In Charge of Production

Special to RADIO-TV DAILY

Toronto — The CTV Network has appointed Oliver F. Babirad as production manager for its program department. The new assignment will deal mainly with programming professional football games this Fall, news shows and a nightly magazine program. Babirad was formerly a unit manager for CBC's public affairs department.



SALANT

## Vacationers Keepin Touch Via Outlet's Newsletter

Jacksonville, Fla. — WJXT is making sure that Summer vacationers won't get behind on the news at home. It's publishing a free weekly newsletter that gives top local news in digest form. First request came from a family spending the Summer in England.

## Cott 'Telepoll' Moves To New York in Fall

"Telepoll," which bowed on the CTV network in Canada last season and is claimed to be TV's



COTT

first public opinion poll, will be launched this Fall on WABC-TV, New York.

The program was created by Ted Cott and will be produced by his Oakland Productions Co. David Garth will be associate producer, Ron Cochran, ABC news anchorman, has been signed as host of the series.

Audits and Surveys Co. will be the research arm of the program, which will ask the public to express opinions on the events of each week. A pre-selected sample of a minimum 1,000 homes will be used weekly in the metropolitan area, scientifically chosen by Audits and Surveys.

## Lufkin, Tex., AM-TV Bought for \$750,000

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has approved the sale of KTRE-AM-TV, Lufkin, Tex., for \$750,000 by R. W. Wortham, et al, to Forest Capital Communications, R. G. Lewin, president. Commissioner Bartley dissented.

Also approved was sale of 58 per cent of WILZ, St. Petersburg Beach, Fla., by the estate of Edmund A. Spence to Charles W. Mackey and Richard L. Marsh for \$105,517, subject to certain adjustments. Also sale of WAPX, Montgomery, Ala., by Ralph M. Allgood and Grover Wise to Walton of Montgomery for \$105,000, and sale of KWNT, Davenport, Ia., by Doralcar Associates to R. W. and Oneita Schmidt for \$95,000.

## Radio-TV Daily Names Russell to Chi Bureau

Jack Russell, a veteran of broadcasting and its related fields, has been appointed Chicago bureau chief for RADIO-TV DAILY, replacing Hal Tate who has resigned because of ill health. For over 10 years he has headed Jack Russell & Associates, one of Chicago's top TV and radio reps.



RUSSELL

A pioneer in radio broadcasting as pianist, vocalist and announcer, Russell has also served as an agent with David P. O'Malley, Inc.; Consolidated Radio Artists; Mutual Entertainment Agency, and GAC, and as an orchestra leader in Chicago and the Midwest.

He is president of the Midwest Region, Artists Representatives Ass'n; president of the Chicago Ass'n of Models, TV and Radio Agents; treasurer of Chicago-Unlimited, and treasurer of the ATAS Chicago Chapter.

## Dana Tapes Allen Spot

West Coast Bureau of RADIO-TV DAILY

Hollywood — Bill Dana has been set to tape a guest appearance on WBC Productions' "Steve Allen Show" tomorrow for airing Aug. 6. It was on a previous Allen series that Dana created his famous "Jose Jimenez" character.

## Viewers Aren't Somnambulists: Stamler

The overworked cartoon picture of the televiewer as a somnambulist sort, not caring



STAMLER

what's on the screen just so he doesn't have to think much about it, has been generally discredited by the overwhelming response to WABC-TV's plebiscite in which VP Joseph P. Stamler appeared in a series of spot announcements and asked the viewers to write their opinions of the station.

Viewer reaction, ranging from specific and general praise to irate teenagers lambasting a cutback in "American Bandstand" air time, were among the 906 replies received. The returns are enormous, considering that, except for special promos and contests, the station had received less than 200 letters in the six months previous.

Several letterwriters, in fact, felt the TV industry was guilty of a lack of interest in viewer reaction—"except what channel we're watching"—and thanked the station for soliciting their opinions and suggestions.

The sampling is considered valid, said Stamler, since letters received from various locations in the New York-New Jersey metropolitan area were almost in direct

proportion to the number of TV homes.

"New York City, for example," noted Stamler, "has 54 per cent TV homes. Of our responses, 51 per cent came from that area, and it generally stayed as close for outlying areas."

WABC-TV's research department took the more than 900 letters and classified their contents into various categories. In the area of suggestions, the research staff gleaned some 143 new and different suggestions from the postal onslaught. Actually, there were over 250 suggestions, with several being repeated. The most oft-mentioned was a desire for more live drama, followed by seekers of classical music.

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## WIND PUBSERVE IS PRIZE GALA

Parking to Wedding Permits  
Given Away by Chi Outlet

**Chicago**—Two community service campaigns, conducted throughout Chicago and suburbs in the past four months by WIND, have resulted in the giveaway of over 15,000 items and services, including free-parking at meters, family laundry, commuter fares, golf games and even marriage licenses. The current campaign closes at the end of July.

According to promotion director Paul Lindsay, WIND paid for a day's parking charges on 3,475 parking meters for residents of seven suburban towns, 1,380 bus fares in Chicago's Loop and 600 commuter boat rides on the Chicago River.

## Talking Horse Snares Car for K.C.'s Strawn

Farrell Strawn, promotion director of KCMO-TV, Kansas City, has won the "Mr. Ed's Hi-Share Contest" conducted by Studebaker-Lark, which will sponsor the series starring Alan Young and the talking-horse for the third season this Fall on CBS-TV. D'Arcy Advertising is the agency.

Basis of the competition was an increase in share-of-audience for "Mr. Ed," March over November, as reported by A. C. Nielsen research, and KCMO-TV had a 105 per cent pickup, resulting in a first prize of a 1962 Lark for Strawn. Also winning prizes were Thomas B. Watkins of WHEN-TV, Syracuse (up 88 per cent), and Tom King of KOOL-TV, Phoenix (up 87 per cent).

## Drilling New Head of C-C

(Continued from Page 1)

WB in Minneapolis-St. Paul.

Drilling has 21 years experience in broadcasting. For the past 15 months he has been general manager of station WJW-TV, Cleveland. Previously, he had been executive VP and general manager of KJEO-TV, Fresno, for eight years and, prior to that, was with McClatchy Broadcasting Co.

Drilling is past president of the California Broadcasters Ass'n and is a board member of the NAB and TIO.

## MEDIA SUPERVISOR AVAILABLE

Ten years experience in field, majority in broadcast. Desire to locate in challenging position in any thriving advertising center. Box 190, 6425 Hollywood Blvd., Hollywood 28, Calif.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Tonight starts a regular diet of free-wheeling, off-the-record discussions, along with the victuals, at the Producers' Round Table in the Cock 'n' Bull Restaurant. Michael Kraike, chairman for the TV Producers Guild, says the table talk will be "the kind that challenges ideas and ultimately hones them to a sharp utilitarian edge." Sessions will be on alternate Monday evenings.

☆ ☆ ☆ ☆

• • • Wrather Corp.'s Telsynd division is set to hit the syndie trail with the 12 hour-variety shows, collectively titled "An Evening with Liberace." George Schlatter produces for International Productions. Barry Shear directs. John Bradford holds down the writing assignment . . . Veteran comedy scribe Larry Rhine has inked with Frank Cooper Associates for representation. Rhine's recent credits include, "Room for one More," "Mr. Ed" and "Bachelor Father" . . . Jimmy Saphier has purchased for the Bob Hope Co. a new hour TV series, monikered "See Mike Kramer," from Richard Maibaum, MGM-TV exec producer, who created it. Latter was pepped by Goldstone-Tobias Agency in the negotiations . . . Rex Allen will narrate Walt Disney's "Greta, the Misfit Greyhound," destined for NBC's "Wonderful World of Color." Larry Lansburgh gets credit for writing, directing and producing.

☆ ☆ ☆ ☆

• • • Frank Gorshin plays a straight dramatic role in "The Pea" segment of "The Untouchables." Role was written especially for him. He will not do any of his night club or TV impersonations in this one . . . Joseph Cotten signed as guest star in Four Star's first color TV film, "The Man on the Rim" segment of "Saints and Sinners," starring Nick Adams. Sutton Roley will direct for producer Marc Daniels. Filming starts today.

☆ ☆ ☆ ☆

• • • Silent screen comedian El Brendel has been signed by Tom McKnight for a featured role in a "McKeever and the Colonel" segment at Four Star . . . Rose Marie last week taped the first of her three appearances on the new "Steve Allen Show." She begins taping her co-starring role in the "Dick Van Dyke Show" Aug. 1 . . . Dennis Farnon and his orchestra again will provide bg music for "The Bullwinkle Show," "Rocky and his Friends" and "Fractured Flickers" for Jay Ward Productions . . . The Junior Ad Club installs officers at their dinner meeting at the Encore tomorrow night. Robert Mott of the Better Business Bureau is the new president . . . KNXT has scheduled an important documentary for the Fall. It is "Burden of Shame: The Child Molester" and will present the actual words and voice of a sex offender. Narrator is James Whitmore in the hour presentation.

## LeRoy Collins Looks at J-D

(Continued from Page 1)

in TV programming, which are suggested as a primary cause of delinquency . . . We delude ourselves if in our zeal to place the blame for the shortcomings of our society we single out TV (or any other influences) as being the prime culprit.

"Every bit of serious research available simply fails to establish a causal connection between so-called crime-and-violence TV programming and delinquent behavior . . . It's time to retire the TV screen to pasture with the rest of the scapegoats."

Collins pointed out that many Congressional inquiries into delinquency produce "little more than sensational headlines," adding that he anticipated a critical report on TV's alleged role in delinquency from the recently

concluded Senate investigation conducted by Sen. Thomas Dodd (D., Conn.).

However, he voiced hope that the forthcoming conference on JD sponsored by the government's HEW Dep't will be productive. NAB, top representatives of the TV industry and youth experts will participate in the conference, charged with mapping a broad program to explore the influences exerted by television on youngsters.

Pointing out that a great amount of intelligent programming is being done by radio and TV to enlighten the public on the complexities of JD, he urged still more, using "all the elements of compelling drama" as well as documentaries to present the message.

## 20TH YEAR MARK FOR RUTH LYONS

Congratulations Pour In  
For Star of '50-50 Club'

**Cincinnati**—Hundreds of congratulatory messages have poured in for Ruth Lyons, star of the WLW radio and TV show, "50-50 Club," on her 20th anniversary with Crosley Broadcasting Corporation.

Crosley president Robert E. Dunville presented Miss Lyons with a diamond wrist watch. The station said she has more color hours on TV than any other star in the country.

She has also raised more than \$2 million for hospitals for children's welfare during the last 20 years, the station said.

## Thomas, de Blasio Spur WNDT Growth

Educational Broadcasting Corp., owner of New York's new ETV station WNDT, has appointed Robert E. Thomas and Yole de Blasio as associate directors of development.

Thomas was formerly a senior member of the PR staff at New York Life Insurance Co.

Miss de Blasio was formerly associate program director of the World Affairs Center—Foreign Policy Association.

Thomas will be responsible for business and industry relations for EBC, and Miss de Blasio will be responsible for obtaining support of community organizations in the New York area.

## Over 500 Outlets to Get Marlene and Her 'ABC'

Special open-end radio interviews have been made by "Kaleidoscope," for distribution to over 500 stations, of readings by Marlene Dietrich from her soon-to-be-published Doubleday book, "Marlene Dietrich's ABC." In pre-publishing promotional activity, Miss Dietrich has been making radio and TV appearances.

## 4 Star Signs Ann Blyth To 1st Multiple-Pix Pact

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Ann Blyth has been signed to a multiple-picture contract for Four Star TV by Tom McDermott, exec VP in charge of production. The pact calls for a total of four guest appearances in the 1962-'63 season, in "The Dick Powell Show," "Saints and Sinners" and "The Lloyd Bridges Show." This is the first such deal made by the company.

## ☆ Let's Talk It Over ☆

(Continued from Page 1)

fuehrer gathered enough signatures to get on the ballot, then he was entitled to the airwaves too, to confound the dialing voter.

The FCC claimed it hasn't enough payroll to police the electronic hustings as a guarantee of egalitarian exposure. Most regrettably, there are still too many broadcasters who would rather have their revenue-producing hours fully protected by a law that is bad for their prestige than give up commercial fees for campaign speeches or debates; nor do they want to risk annoying legal actions.

In essence, the whole subcommittee staging smacked of expediency, avoidance of basic truth and a callow disregard for the public interest. Once more the citizenry was buried under an avalanche of words.

**M**OST Congressmen do exhibit some willingness to relax Section 315 from the run for the White House down to their seats in both houses . . . but there's stiffest resistance when it comes down to the station or community level. For, here the party's "faithful" councilman or wheelhorse who would be mayor, might be revealed by the impartial microphone or TV camera as inept or worse. This may seem like a generality but it's all to true in the main, with all sorts of peculiar angles. For example, on Washington's Capitol Hill and in Albany it is common knowledge that Gov. Rockefeller has no desire for TV debate with his political opponent, while Sen. Javits is eager to take on his rival (provided the governor is protected), and his associate, Sen. Keating, is against the equal-time restriction if it adversely affects third party chances.

Completely overlooked in all this palaver-that-goes-nowhere is (in NAB president Collins' words) "the increasing stature of broadcasters and the vital role they can—and must—play in stimulating the American conscience to greater and better informed participation in political life" and the assumption that "all candidates are bona fide," and that a "mathematical formula can be substituted for journalistic judgment."

It's high time all broadcasters stopped using Section 315 as a shield and saw it as an ultimately painful straitjacket.

We hold with Dan Kops, now that the right and duty of stations to editorialize has been clearly defined, that they express opinions on candidates and issues in the next campaign — this fall. More than 60 outlets did so in 1960 and the trend is accelerating.

With only about 60 cities in the entire country today boasting more than a single newspaper ownership, a huge vacuum has been left which is broadcasting's recognized responsibility to fill. After considering the unquestioned integrity which networks and stations have demonstrated in handling the most critical news in war or peace, how can the demands of "no censorship in political broadcasting" fall on deaf ears? We'd like to know.

Nothing would please us more than to hear individual opinions directly from members of our industry. These columns are open for your thinking on this subject — whether or not you agree with the thoughts expressed here. RSVP.

### Falstaff Brewery Taps St. Louis Football Cards

**St. Louis** — For the third straight year, the Falstaff Brewing Corp. will co-sponsor all St. Louis Cardinals football broadcasts on KMOX Radio. The sked includes 14 regular and five pre-season games.

The broadcast will feature J. C. Politz on play-by-play and station personalities Jim Butler and Bob Hardy on color commentary. Politz was broadcaster during the national championship season of the Louisiana State U. Tigers on a 107-station LSU football net.

### Former Czech Journalist On Denver R-TV Faculty

**Denver** — Former Czechoslovakian journalist Geoffrey Kucera will join the Denver U. faculty in the Fall as an assistant professor of radio-TV. He completes studies this Summer for his Ph.D. at Michigan State U.

Before coming to the U.S. in 1957, Kucera was a reporter for the Northland Times-Pacific in New Zealand, and prior to that was on a newspaper in Prague. In 1960, he taught radio-TV at Michigan State U., and was also affiliated with WJIM, East Lansing.

## Color and New Sets Hypo British Show

Special to RADIO-TV DAILY

**London**—The Pilkington Committee report is leaving its mark on this year's British National Radio and TV Exhibition to be held here from Aug. 22 to Sept. 1, with a preview for overseas visitors on Aug. 21.

Color TV, recommended by the Pilkington Committee, will be one of the features of the show. For the first time, British manufacturers will be exhibiting their own receivers at the show and 16 sets will be working on 625 lines in a special "Color TV Avenue," showing color films.

Emphasis will also be on another recommendation of the committee—a change from 405 to 625 line standards. Special 625-line transmissions at the show will enable exhibitors to demonstrate both their new 405-625 line switchable receivers, and 625 line sets which were made before for world markets.

**Broadcasters may disagree on many problems, but not on what is "the only means of coping with our detractors." Read their opinions in the soon-due 1962 Shows of Tomorrow.**

## CROWN SPECIAL AIDS MIGRANTS

Minister Lauds Documentary On Work-Seekers in Seattle

*West Coast Bureau of RADIO-TV DAILY*  
**Seattle** — "Bitter Harvest," the Crown Stations' documentary on problems of migrant workers in the Pacific Northwest, helped bring about aid to migrant workers in the Greater Seattle area by the Greater Seattle Council of Churches, according to the Rev. Lemuel Petersen, executive minister of the council.

## Fordham, NYU Assisting Three WNBC Pubaffairs

WNBC will premiere three new public affairs programs in association with Fordham University, New York University and New York City youth groups, station manager George S. Dietrich has announced. The programs are "Ask About the Atom," "What Do You Think" and "From These Streets."

"Atom" features NYU physics professor Edgar N. Grisewood in atomic energy lectures, while "Think" is a conversation program series on controversial subjects.



## TWA's 25th annual writing and picture competition closes Sept. 15th!

Don't delay—you may win fame and fortune! Categories include newspaper, magazine, radio-television and photo coverage of commercial aviation and air travel. Material published or broadcast between Sept. 15, 1961 and Sept. 15, 1962 is eligible. Entries must be postmarked by Sept. 20. For complete details, write: Mr. Gordon Gilmore, TWA, 380 Madison Ave., New York 17, N.Y.

Nationwide  
Worldwide  
depend on



## Hatcher Leaving ABC For Own Fla. Station

Ralph S. Hatcher is resigning as national manager of the ABC-TV Station Relations Dep't. effective Aug. 1, to assume ownership and direction of WJBS, DeLand, Fla. Transfer of license to Radio DeLand, Inc., was granted last week by the FCC. Hatcher is president of the corporation. Secretary-treasurer is his wife, the former Doris M. Strommen, who from 1944-'48 was assistant to the director of sales service of CBS Radio.

### Started with WMBG

Hatcher started in broadcasting in 1929 as a salesman for WMBG, Richmond, Va., his native city, and the following year moved to Norfolk as sales manager of WTAR. In 1942-'43 he served in North Africa as an OWI correspondent.

In 1944 he was appointed Central Division manager for CBS Station Relations, headquartered in Chicago, and was transferred in 1947 to New York. Hatcher resigned two years later to become general manager of WPLH, Huntington, W. Va., and in 1951 returned to N. Y. as regional manager of ABC-TV Station Relations. He was promoted to national manager in 1956.

**Who needs color?** According to our survey, apparently the entire television industry. The 1962 Shows of Tomorrow, out soon, features comments by top execs on this critical subject.

### Top 100 Favors Video

(Continued from Page 1)

million from '60. TV billings rose \$61.5-million and general magazines \$4.6-million, while all other media declined.

Of the top 100 advertisers in '61, 97 used TV; 71 considered it their basic medium, placing more money in it than any other medium, while 52 spent more than 50 per cent of their budget in television.

### 'Romper Room' Star Pupil Proves TV Educational

Charlotte, N. C. — Melissa Colvin, known to her WBTV "Romper Room" class as "Miss Melissa," feels she has a "strong case for educational tones in TV." An eight-year old "pupil" saved the life of his little sister by applying artificial respiration after she fell into a neighbor's pool. Asked where he learned the procedure, he answered, "I saw it on TV." Miss Melissa had demonstrated it on "Romper Room."

## AGENCY NEWSCAST

By RALPH TYLER

Some 70 American ad execs and their wives, representing agencies, advertisers, media and graphic arts suppliers, will fly from New York on Thursday for a European advertising

tour. Sponsored by the Advertising Federation of America, the tour will visit Norway, Sweden, Denmark, Germany, Belgium and Holland. The itinerary features roundtable sessions with leading advertising association officials in each country, with counterpart-company visits available to each tour member. Arno Johnson, AFA director and VP and senior economist of JWT, will moderate the panel meetings. He said the people-to-people visits are planned to provide a greater understanding expanding European markets and to help develop a wider interchange of advertising techniques between Europe and America.

**WESH-TV, Daytona Beach-Orlando, Fla., has inaugurated a "Market Information Service" which will be mailed regularly in bulletin form to agencies and advertisers throughout the country. Thomas Gilchrist, the outlet's VP and general manager, said the bulletins were needed to "keep agencies up-to-date on the rapidly changing marketing situation in one of the nation's fastest growing markets." The publication will cover such areas as population, total retail sales, monthly updating of product sales per capita and other research material.**

WMCA, New York, held a luncheon at the UN delegates lounge for executives and guests of Purolator Products, Inc., oil-filter manufacturer and WMCA advertiser. Among those attending were Edward R. Miller, Purolator sales rep; E. E. Wilgucki, Purolator representative; Dean Kearsch of JWT, agency handling Purolator account, and Stephen B. Labunski, VP and general manager of the radio station.

Xerox Corp. has purchased full sponsorship of 12 NBC-TV's "Chet Huntley Reporting" programs during the 1962-63 season . . . Procter & Gamble Co. of Canada, thru Leo Burnett, is sponsoring the

**Burns and Allen Summer replacement series on CBC-TV. "Car 54, Where Are You," will return to the time slot in the Fall . . . A 35-market spot TV campaign employing the theme, "The New Look Lasts," will be launched for Eastman Chemical Products' Kodel polyester fiber next month.**

Bardahl Lubricants Inc. has appointed Ingalls Associates, Boston, as its new agency. The account represents \$500,000 in billing. The bulk of it will be in radio-TV spot, newspaper lineage regional editions of national magazines . . . Atlas-Mayflower Moving and Storage Co., McCloskey & Co., Penn Center Bowling and Rittenhouse Savoy Apartments, all of Philadelphia, have named T. L. Reimel Advertising as their agency.

### AP Management Corp. Presidency to Mullen

(Continued from Page 1)

manager of NBC and VP of RCA, he said: "I have accepted this post because AP Management, thru its U. S. Network subsidiary, is in a position nationally to bring new programming standards to its member stations. This will result in vastly greater dollar benefits to broadcasters and advertisers, and will fulfill radio's immense, but dormant, potential."

Mullen indicated he will devote himself to "a continuing goal of increasing radio's entertainment and educational impact thru newly developed quality programming that will encompass both the major networks and the grass roots level."

### CBC Will Air Grey Cup On a Sustaining Basis

Special to RADIO-TV DAILY

**Toronto**—CBC will telecast the 1962 Grey Cup game on a sustaining basis. Coverage of the game will be made available by CFTO-TV. CBC also announced it is donating time, usually filled by commercials, to messages of the Canadian Red Cross.

## NAB Boosts Radio in Hotels

The NAB is giving a boost to its "Look for a Room with a Radio" campaign to persuade hotel and motel operators to provide radios for their guests. All member stations have received promo material, including a set of six spot announcements telling listeners why they should demand radio in their rooms whenever they stop for overnight lodging.

Among other things, the spots

encourage motorists to stop at hotels or motels with radio sets in order to receive the local and regional tourist information, including sights to see, goods to buy and the latest road and weather data.

## Execs Upped, Shifted By Avery-Knodel

Avery-Knodel has streamlined its operations as a result of a several months' study conducted for the rep firm by Stevenson, Jordan & Harrison, management consultants. The PR counseling firm of Wallach-Cox Associates was also retained.

Thomas J. White has been promoted to senior VP, in complete charge of Avery-Knodel's New York offices for both radio and TV, and also has been made a member of the exec committee. Roger H. O'Sullivan, senior VP, will have the same responsibility in the Chicago office.

In a new appointment, Edward W. Lier has been named sales development director for both radio and TV. He was formerly radio-TV advertising director for Shell Oil in New York. Lier joined the rep firm in 1953.

In the sales sector, Robert J. Kizer has been made TV sales director in New York, while Donald F. McCarty is the newly appointed radio sales director.

## Bob Wolfson on Board Of Arizona's TV City

**Phoenix** — Robert G. Wolfson, advisor to both the mayor and governor of Arizona concerning certain city and state committees, has been added to the board of directors of TV City, Arizona.

Wolfson, who is also an engineer, teacher, lecturer and consultant, will supervise all educational and industrial films made for state and federal government use. The TV City board is in the midst of selecting a site here on which to build new studios.

## 'Dr. Kildare' Gets Advice By UCLA Woman Medic

West Coast Bureau of RADIO-TV DAILY

**Los Angeles** — Dr. Phyllis M. Wright of UCLA's Marion Davies Clinic has been appointed technical advisor to MGM-TV's "Dr. Kildare" series. The skein, filmed with the cooperation of the AMA, has resumed production for its second season on NBC-TV, beginning this Fall.

## 'Doc' Interview Gives Woman 'Time to Think'

"Superfluous People," a WCBS-TV documentary to be seen Thursday, has an interview containing one of the longest "stage waits" on record, according to the show's producer, Warren Wallace. The program deals with New Yorkers left out of community life. The period of thoughtful silence comes in an interview with an Irish woman displaced from her neighborhood by a new housing project.



# RADIO TELEVISION DAILY

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TUESDAY, JULY 24, 1962

TEN CENTS

## REPS SCRAMBLE FOR MCA TALENT

### Now We Have Seen Telstar Is No 'Toy'— What Happens Next?

Telstar yesterday again demonstrated it is more than a laboratory "gizmo." It remains to be seen whether it is a TV "work-horse."

The communication satellite's moment of novelty has come—and gone—leaving no real indication of what its future will be. It works, but it has worked in an experimental limbo, with the phone company footing the bill and the U.S. TV networks abandoning their normally competitive stance for a pooled operation that can't, and won't, go on forever.

Tonight the networks will broadcast again via Telstar from Europe, this time using their own  
(Continued on Page 5)



**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.

### MCA Divestiture Cues Rush Among Agents On \$8-Million Pie

A full-tilt scramble was on today among scores of independent and organization agents in New York and Hollywood TV, radio and showbiz sectors to carve slices of an estimated \$8-Million annual gross commissions for talent repping which was relinquished by MCA yesterday with the U. S. Justice Department's consent.

MCA president Lew R. Wasserman yesterday said his company and all domestic subsidiaries have already surrendered governmental and union franchises and licenses for their rep functions.

"MCA deeply regrets that circumstances beyond its control preclude the company from having the opportunity to discontinue its talent agency functions in a  
(Continued on Page 7)

### Name Browning, Douglas GMs at Wis., Ind. Outlets

Louisville—Lee Browning has been appointed general manager of WFRV-TV, Green Bay, effective in mid-September, and Jack E. Douglas will become general manager of WFIE-TV, Evansville, on Aug. 1, it was announced by WAVE, Inc., here, which owns both stations.

Browning, currently VP-general manager of WFIE-TV, will suc-  
(Continued on Page 3)

### Gen'l Foods Plays 5 Aces For \$15-Mil. Series Stake

In what is considered an unprecedented video program-promotion gambit, General Foods will spend some \$150,000 on time alone for a one-shot star-heavy show to drum up interest in five of its program series costing an estimated \$15 million plus.

The stars, who all have their own shows for General Foods, are Lucille Ball, Jack Benny, Andy Griffith, Garry Moore and Danny Thomas. They'll appear Sept. 24 on CBS-TV in the special wrap-up, entitled "Opening Night." Young and Rubicam represents the advertiser.

### 5 Pa. Chairmen Aid Radio Free Europe

The Radio Free Europe Fund has appointed five radio and TV chairmen to aid its 1962-'63 campaign in Pennsylvania. John S. Booth is Pennsylvania radio and TV chairman. Booth is president of the Chambersburg Broadcasting Co. and WTOW, Inc., of Towson, Md. Nationwide RFE fund-drive goal is \$11 million.

Chairman of the Wilkes-Barre area is Roy E. Morgan, executive VP of the Wyoming Valley Broadcasting Co.; the Harrisburg area is headed by Cecil M. Sandsbury of WHP; Pittsburgh area by Lester R. Rawlins, KDKA; Erie by Robert H. Elliott, WLEU; Reading by Robert G. McGee, WHUM.

### Jay Ward Sets Up Dep't For Special Commercials

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Jay Ward Productions has formed a commercial producing department headed by director Pete Burness to handle special commercials for Gen. Mills, "The Bullwinkle Show" sponsor, and Colgate-Palmolive, which has sales tie-ups on "Bullwinkle" and "Rocky" soap dispensers.

### Arizona Group's \$200,000 For Foreign Pix Unit

Phoenix — Television City Arizona, Inc., is setting aside an initial \$200,000 to finance its new Thunderbird Sales subsidiary, which will distribute foreign films. Head of the new operation is Alvin Schoncite, who will begin screening foreign product this week in New York and Los Angeles and plans tours of Japan and Mexico in the next few months.

### Silverman New President Of Morgan City, La., AM

Morgan City, La. — Recently elected officers for KMRC here are Mort Silverman, president, succeeding Warren Fortier; Dr. William Barletta, VP and treasurer, and Mrs. L. B. Lee, secretary. Silverman also serves as managing director, with Ray Pilant as station manager.

### NBC, WFMT, WNYC In Prix Italia Test

The U. S. will compete for int'l broadcasting honors in one TV and two radio categories at the Prix Italia 1962, taking place Sept. 10-25 in Verona. Entries are NBC News' "Vincent Van Gogh: A Self-Portrait," TV documentary; WFMT's (Chicago) "Born to Live," for the "East-West Prize" endowed by UNESCO, and WNYC's (New York) "Adventures in Sound," radio documentary. Broadcasting Foundation of America is official American rep.



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'Dimension' Feature
Airs Kuralt Reports

CBS News Latin American correspondent Charles Kuralt will be heard in a new series of weekly CBS "Dimension" features titled "In Latin America," beginning Sunday. Kuralt, who headquarters in Rio de Janeiro, will present reports and background information on life in South American nations beset by political and economic problems.

Since he was named to his present post, in August of last year, Kuralt has been heard from South America on "World News Roundup" and "The World Tonight." He has also covered the area for CBS-TV's "Eyewitness to History."

Video Goes Long on Beauty

Beauty and talent will be paraded before the nation's TV screens Sept. 8, when the "Miss America Pageant" is broadcast live on CBS-TV from Convention Hall, Atlantic City, N. J. The special two-and-a-half-hour program is sponsored by Philco, Pepsi Cola, both through BBDO, and the Toni Co., through North Advertising.

COMING AND GOING

TOM ATKINS, sales manager of the CTV Network, Toronto, in N. Y. on business.

SAL IANNUCCI, CBS-TV VP of business affairs, has returned from a West Coast business trip.

MICHEL R. LEISER, InterTel program development VP, has returned from programming meetings in Europe.

DAVID YARNELL, WOR-TV assistant program manager, to Europe.

BILL MELENDEZ, Playhouse Pictures pro-

ducer-director, in N. Y. for meetings on new "Peanuts" animated commercial series. JERRY BESS, RKO-General station operations director, to Detroit on business.

JOSEPH N. CURL, CBS-TV VP of daytime sales, in San Francisco.

KEITH A. CULVERHOUSE, MGM-TV advertising and promotional director, to Culver City on business.

FRANK OXARART, KNX national sales rep, in Chicago making client and agency calls.

WLIB Lifting Curtain Today
On Its Augmented Facilities

WLIB culminates a year of planning with the opening today of new, larger studios and offices in the heart of Manhattan's Negro community. To mark the event, general manager Harry Novik is hosting a reception for agencies, advertisers and distinguished New York Negro leaders.

Novik said that the completely new equipment, such as the latest electronic devices for beep-phone conversations, automatic tape facilities, etc., will allow WLIB's expansion of news, special features and staff.

He stressed that programming will remain basically the same — top personalities for entertainment, in addition to involvement in all worthy community projects.

By giving dominance to significant Negro news, public affairs and problems, Novik said, his outlet has become the sounding board for progressive ideas voiced by Negro leaders.

"The excitement generated by the type of programming featured on WLIB is something new and electric," Novik said. "It lends a meaning and depth to broadcasting that popular music alone can never hope to attain. It adds stature to a station that nothing else can quite achieve. And from a practical point of view, it really pays out in audience."

Bob Barker Recuperating

West Coast Bureau of RADIO-TV DAILY Burbank—Bob Barker, host of NBC-TV's "Truth or Consequences," is at St. Joseph's Hospital here recuperating from major surgery.

Paul Levitan will produce the pageant broadcast. Vern Diamond will direct. Clarence Schimmel is associate producer and Alexander Cantwell producer-director of the program.

Clouds by Other Name
Win Car Washers Thanks

Chicago — WBKB weatherman Warren Culbertson has accepted an award from the Automatic Car Washers Association International citing him as more than a fair-weather friend. Reason for this accolade: he habitually refers to partly cloudy weather as "partly sunny."

Fred Astaire Readies
His First 'Premiere'

Fred Astaire has chosen a drama suspense, "Guest in the House," adapted by James Gunn from the Philip MacDonald novel, as his first starring vehicle of the 1962-63 season on Revue's "Fred Astaire Premiere" series. The series makes its season debut Oct. 4 on ABC-TV, although "Guest in the House" is not necessarily the first program.

Start Set for Friday

Filming of the "Guest" segment, which like all segments of the "Fred Astaire Premiere" next season will be one hour, begins Friday under the direction of Ted Post. Executive producer is Richard Lewis. "Guest" is the first in what will be at least four starring roles for Astaire, and the format has been altered in order to inject more of Astaire-the-narrator into every script.

Through his own company, Avasta Productions, Astaire participates with Revue in producing "Fred Astaire Premiere." Sponsorship of the show will alternate between Alcoa and Reynolds Tobacco this season.

FINANCIAL
(July 23)

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 Allied Artists, Capital Cities, Desilu, etc.

\*OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, etc.

\* Courtesy of National Association of Security Dealers.

Calif. Teachers Push
Untrained-Pupil TV

West Coast Bureau of RADIO-TV DAILY San Francisco—KTVU's "After High School—What?" in its public services series "Editor's Forum" has been chosen by the California Teachers Ass'n for distribution to TV and radio stations throughout the state.

MEDIA SUPERVISOR AVAILABLE
Ten years experience in field, majority in broadcast. Desire to locate in challenging position in any thriving advertising center. Box 190, 6425 Hollywood Blvd., Hollywood 28, Calif.

# Tom Moore Planning Brand Name Sessions

## 1st 'Prestige Awards' Highlite Ga. Meeting With S.C.'s 'Casters

Atlanta — The first annual presentation of the Georgia Ass'n of Broadcasters "Prestige Awards" will be one of the highlights of the association's convention Aug. 5-7 with the South Carolina Broadcasters Ass'n.

The three-day meeting will be held at the Holiday Inn, Jekyll Island. Featured speakers include Rep. Oren Harris, chairman of the House Committee on Interstate and Foreign Commerce; LeRoy Collins, NAB president, and Charles Sweeny, chief, Division of Food & Drug Advertising and Chief of Radio-TV Monitoring, of the FTC.

### A Variety of Honors

The "Prestige Awards" will go to the Radio-TV Station of the Year; Promotion of the Year; Broadcaster of the Year, and Georgian of the Year. The annual award banquet, Aug. 5, will also include presentation of the Safety-Thon Awards, Broadcast-Education Award, and S. C. Broadcasters Scholarship and Good Advertising Awards.

Among the speakers will be James Hulbert, NAB, Washington; C. C. Smith, WDEC, Americus, Ga.; James Popwell, WCEH, Hawkinsville, Ga.; Bill Garrison, chief engineer, WFBC-AM-TV, Greenville, S. C.; A. C. Gilbert, engineer-in-charge, FCC, Miami; A. F. Kenton, district reporting manager, Dun & Bradstreet, Atlanta; Burch Griffin, WKLY, Hartwell, Ga.; Joe Wilder, WB-AW, Barnwell, S. C.; Pam Taberner, media director, Liller, Neal, Battle & Lindsey, Atlanta; Howard McIntyre, exec VP, Henderson Advertising, Greenville, S. C.; W. H. Baskin, sales promo manager, southern territory, Sears, Roebuck and Co., and Ted Leit-zell, PR director, Zenith Sales Corp., Chicago.

## National Advertisers Foundation Picks Him To Set N. Y. Meetings

Thomas W. Moore, ABC-TV network VP, has been named chairman of the national meet-

ings planning committee for Brand Names Foundation. His appointment was announced by Frank R. Armour, Jr., president of the H. J. Heinz Co., and board chairman of Brand Names Foundation.



MOORE

The Committee, to be headed by Moore, is responsible for coordinating meetings held each year in New York, attended by the Foundation's member manufacturers of consumer goods, advertising agencies and media, as well as leading retail dealers from the U.S. and Canada. A series of meetings, scheduled for Apr. 9-11, will include panels and seminars, climaxed by the annual banquet.

Moore was appointed in March to his present ABC-TV position. With the network for five years, he was VP in charge of sales and then VP in charge of TV network programming.

## Hodgkins, Amburgh Promoted by Gannett

Portland, Me.—Roger W. Hodgkins has been named director of engineering at Guy Gannett Broadcasting Services. Also named in a change was Henry Van Amburgh who will be new chief engineer of WGAN radio-TV, effective Aug. 1.

Hodgkins has been responsible for the construction of radio-TV plants for Gannett Broadcasting, including the present tall tower operation. Chief engineer for the Capital Cities Broadcasting Co., at its Providence station, Van Amburgh was formerly transmitter and control engineer for WTRI-TV, Albany, N. Y.

## His TV Jazz Series Sold by Steve Allen To Five WBC O-O's

Steve Allen's Meadowlane Productions has completed negotiations with Westinghouse Broadcasting Co. for the sale of 39 half-hour telecasts of the contemporary and traditional music series, "Jazz Scene, USA," now being filmed in Hollywood by Allen's company for TV syndication.

Jimmie Baker, series producer, said it will bow on WBC's five O&O's in September. Oscar Brown, Jr. is continuing host for the series. Upcoming programs are to be filmed in New York later in the season.

Steve Allen is executive producer; Steve Binder directs.

## Spanish Outlet Appoints Time Sales as Nat'l Rep

West Coast Bureau of RADIO-TV DAILY Redlands, Calif. — KCAL here has appointed National Time Sales as its rep, becoming the sixth Spanish-language account for NTS.

KCAL is the new addition to the California contingent of the National Spanish Language Network, joining KWKW, Los Angeles; KLOK, San Jose-San Francisco; KGST, Fresno; XEGM, Tijuana - San Diego, and XED, Mexicali-Calexico.

## Name Browning, Douglas

(Continued from Page 1)

ceed Berry Smith, who is resigning to join Marine Capital Corp. of Milwaukee as a broadcast exec. Browning joined the WAVE-TV sales staff in 1954, moved to WFIE-TV in 1956 and became its sales manager in 1957. He has been WFIE-TV general manager since January, 1961.

Douglas, currently VP-general manager of WCSI-AM-FM, Columbus, Ind., joined those stations in 1949 after working for radio outlets in Cleveland and Columbus, O.

## CARDINAL WIVES PINCH-HIT ON TV

Baseballers' Distaff Side At Bat for Weathercaster

St. Louis—Mrs. Carl (Dorothy) Sawatski, wife of the St. Louis Cardinal catcher, pinch hits tonight for Pat Fontaine during her absence from the KMOX-TV weathercasts to appear on the "Today" show out of New York. Others going to bat are Mrs. Bill (Mildred) White, wife of the Cards' first baseman, tomorrow; Mrs. Joe (Lee) Monahan, wife of the Cards' supervisor of scouts, Thursday, and Mrs. Ray (Beverly) Washburn, wife of the Cards' pitcher.

Serving as head coach for the pinch-hitters' broadcasts is Jim Bolen, regular substitute on Miss Fontaine's other weathercasts. The Cardinal pinch-hitters are donating their fees to their favorite charity—aiding retarded children in the St. Louis area.

## Capital Cities 1/2-Yr. Operating Profit Up

Capital Cities Broadcasting Corp.'s operating profit before depreciation was up 77 per cent in the first half of this year over the same 1961 period, rising to \$2,769,780 or \$2.33 per share from \$1,565,376 or \$1.32 per share, according to president Frank M. Smith.

He said the increase includes the operations of WKBW-AM-TV, Buffalo, from May 25, 1961, and WPAT-AM-FM, metropolitan New York, for 1962, as well as the earnings of the company's other radio and TV properties.

Smith said net profit "after greatly increased depreciation and interest was up 44 per cent to \$666,375 or 56 cents per share from 1961's first six months' net of \$462,616 equal to 39 cents per share, with cash flow generated from operations up 52 per cent to \$1,286,171 or \$1.08 per share.

## Gov. Volpe Cites WBZ' Mental Health Efforts

Boston—Gov. John A. Volpe has awarded a citation to WBZ and its program director, Al Heacock, "for special service in extending information to the public relative to the governor's conference on action for mental health." The award was presented by the Mass. commissioner of mental health, Dr. Harry C. Solomon.

## Hitchcock 'At Megaphone' For Hour-Show Kick-Off

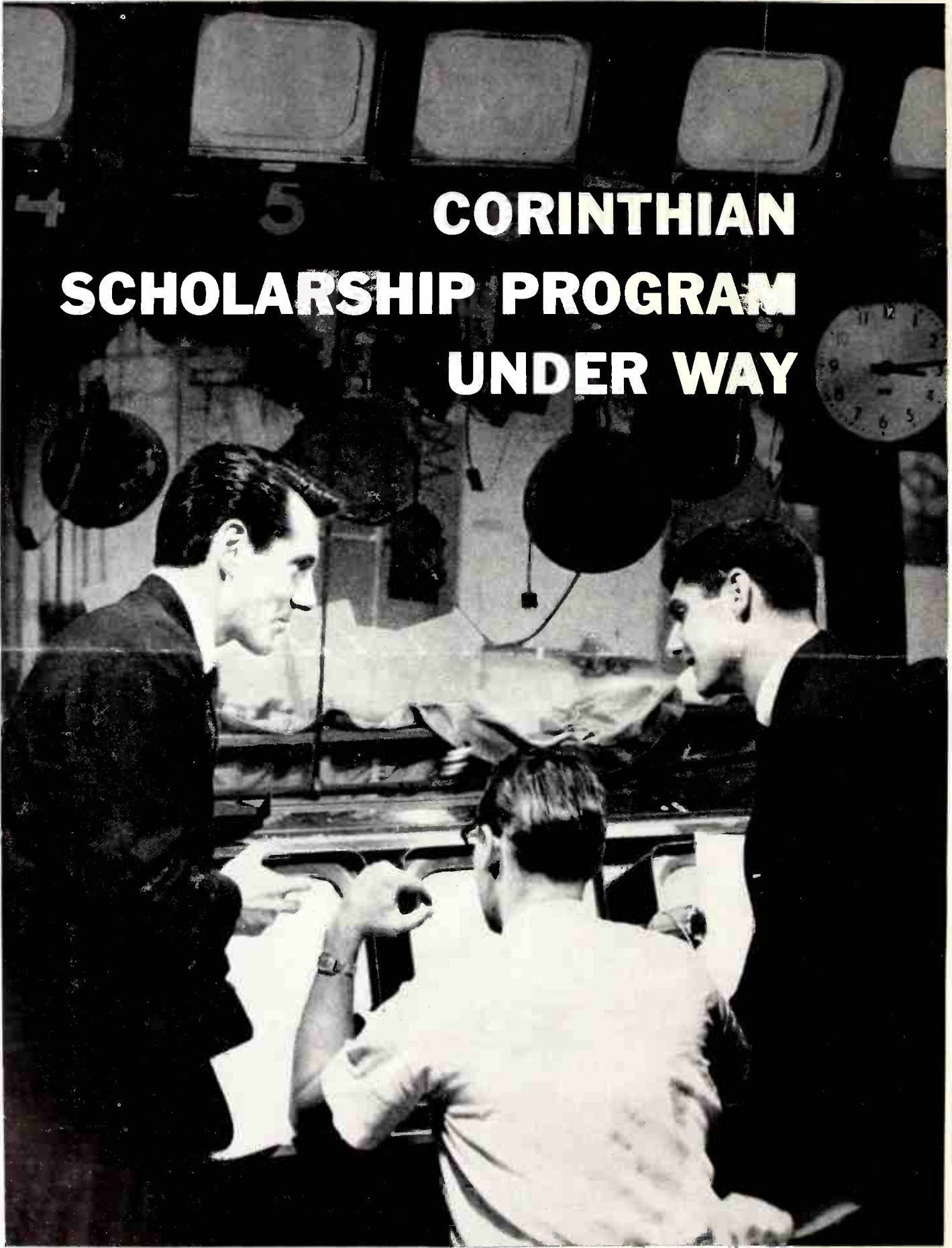
Alfred Hitchcock has started directing "I Saw the Whole Thing," first stanza for the "Alfred Hitchcock Hour" which debuts on CBS-TV in the Fall. The 60-minute TV drama is an innovation for Hitchcock, whose half-hour series has been a fixture for the last seven years.

Joan Harrison, who divides pro-

ducer assignments with Norman Lloyd on the series, is producer of "Thing." Teleplay is by Henry Cecil and Henry Slesar, from Cecil's original.

## Philly Rings 'Dinner Bell' For Sparkling Menu Hints

Philadelphia — WCAU's Dinner Bell service enters its third year of operation on Aug. 1. By then, it will have handled over 250,000 phone calls, 100,000 of which were received during its first year. The service provides a different dinner menu each day for listeners who dial one of three numbers to obtain the recipes.



**CORINTHIAN  
SCHOLARSHIP PROGRAM  
UNDER WAY**

*Responsibility in Broadcasting*

**THE CORINTHIAN STATIONS**



THE 1962 WINNERS\* of Corinthian's first Summer Scholarships are now in training. Three have been selected from the outstanding applicants attending universities and colleges which are members of the Association for Professional Broadcasting Education, 64 institutions offering courses in broadcasting.

These winners are undergoing an intensive, six-week, on-the-job training program that embraces nontechnical phases of broadcasting.

Corinthian's objective is to provide a well-rounded, stimulating exposure to commercial television for students interested in the medium. It is hoped that their experience at Corinthian Stations will assist their development into career professionals who will be a credit to broadcasting.

\*Thomas Clark Dowden, University of Georgia; Donald R. Pukala, University of Illinois; Joel S. Stein, San Diego State College.



Represented by H-R

### WABC Offers Stations 'Opera in Park' Plea

WABC Radio, New York, will make available to all TV and radio stations in the city announcements made by staff member Milton Cross in support of the Heights Opera Association fund drive providing free opera in two Gotham parks. The announcements also includes selections from the operas to be presented this Summer.

### 'Catholic Hour' Airs Global TV Programs

Religious programs produced in six foreign countries will be seen in "Catholic TV International," a four-week "Catholic Hour" series on NBC next month.

Msgr. John J. Dougherty, president of Seton Hall U., will host the series, an NBC Public Affairs presentation produced in cooperation with the National Council of Catholic Men.

Three short films will make up the opening program Aug. 5: "Where God's Cradle Is Standing in the Loft," from Holland; "Now Is the Time," from Japan, and "Penance," from Switzerland. The other programs, on successive Sundays, will include work from France, Ireland and Italy, all with English narration.

### 3 Stations Shut Down

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC's Broadcast Bureau has granted permission to the following stations to remain off the air: KLIL, Estherville, Ia., until Aug. 1; KB-BM-FM Hayward, Calif., until Aug. 15, and KELE-FM, until Oct. 15.

## Woodbury Will Host 'Who Do You Trust'

Comedian Woody Woodbury will succeed Johnny Carson as permanent host of ABC-TV's comedy interview-quiz, "Who Do You Trust," scheduled to begin Sept. 10.

Woodbury launched his career in 1947 as supper club entertainer in Daytona and Jacksonville, Fla., before signing for a two-week engagement at the Clover Club in Miami where he remained for three years. For the last five years his home base has been the Chart Room in the Bahama Hotel in Ft. Lauderdale.

Art Stark produces "Who Do You Trust," a Don Fedderson Production originating live from the Little Theater, New York.

## Four More Stations Buy TV Service Post-'50 Pix

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Hollywood TV Service's "Saturn Features," a package of 29 post-'50 films, continues to maintain appeal to TV programmers with a new series of deals being set for it, general sales manager David Bloom has announced. Most recent sales include KGW-TV, Portland, Ore.; WKZO, Kalamazoo; KNOX, Grand Forks, N. D., and WNOK, Columbia, S. C.

Of the 29 films, 20 of them had been released theatrically as recently as 1956 through 1959. Some of the latter are: "Lady Possessed," with James Mason and June Havoc; "The Avengers," with Fernando Lamas; "The Man Who Died Twice," starring Rod Cameron; and "Plunderers of Painted Flats," with Corinne Calvet.

## Is Telstar TV Work-Horse?

(Continued from Page 1)

news correspondents stationed abroad. Each net will be given its brief share of the orbit's arc, since the circling "star" can only carry one telecast at a time.

A spokesman for AT&T, which owns Telstar, said it would be "some time" before there are nightly newscasts via communication satellite with the same ease as today's regular domestic broadcasts. For that, he said, a chain of satellites would be necessary, since one satellite, circling a rotating earth, is only suitable for broadcasts for about half an hour a day, and that might be at an inconvenient time, since the correct moment of orbit is constantly changing.

When the test stage ends, so will "free rides." It is then that the cost of launching and keeping several communication satellites

spinning in the sky will determine whether they will deliver the news like a steady milk horse who's been equipped with the wings of Pegasus, or whether live TV, with only a few hours beat on taped TV, will be reserved for man's rare great moments.

### Russians Wary

Techniques and cash are not the only considerations for the future. Telstar spins over a divided globe, but may not bridge it. Last night CBS News Moscow correspondent Marvin Kalb reported that the Russians chose not to take part in the Telstar-relayed exchange of live transatlantic TV programs because they did not want to run the risk of permitting a live Western telecast to enter Soviet homes.

Getting the star up in the sky and making it work, it seems, was only half the battle.

## Golden Gate

... and its environs

By BILL SHEA

San Francisco—More than 300 agency and client personnel will preview Ch. 7's programming plans today at the KGO studios. Unveiling of both net and local programs will be hosted by ABC VP and general manager of KGO-TV David M. Sacks and Russ Coughlin, sales manager of the station.

In contrast to previous years, the press is NOT invited to the annual clambake and while the studio offered no explanation to this year's change of policy, it is an open secret ABC does not want to run the risk of adverse pre-season criticism, which occurred in at least one instance last year and doomed the show before it went on the air.

A young Japanese-American survivor of Hiroshima, who divides his time between Travis Air Force Base and international law studies at San Francisco State College, will be the special guest of KRON-TV's "Community Circle" program Aug. 4. Airman Hiroshi Hisamoto will tell Lee Nobel, program host, of his experiences in Hiroshima at the time of the atomic blast. An American citizen, Hisamoto was nine years old when he was taken to Japan by his parents for a visit. At the outbreak of World War II, the family was interned.

The Federal Aviation Agency hearing on whether Mt. San Bruno or Mt. Sutro is the better location for a tall Golden Gate television tower will be resumed in Washington Sept. 11, following a three-day session here before FAA Officer W. Thomas Deason. KRON-TV proposed building a 734-foot tower on San Bruno while KGO has plans for a 980-foot tower atop Sutro. Both stipulated whichever site is agreed upon, the tower would be available to other stations and both also affirmed a tall tower is necessary to improve Bay Area television reception.

## WNAC Marks 40 Years With JFK Best Wishes

Boston — WNAC's 40th anniversary got a special lift in a wire to the station by President Kennedy extending "best wishes for continued growth and success." The President commended his home-town outlet for its long service to the public, and cited it as a "radio pioneer."

### Broadcasters Give \$500 To Student at Maryland

Washington — The Maryland-D.C. Broadcasters Ass'n has awarded a \$500 scholarship to the U. of Maryland to Roland Shumate for the '62-'63 academic year. His award was one of those provided by the ass'n to selected students who aspire to broadcasting careers.

### Ruppe, Hirsch Climb KYW's PR, Ad Ladder

Cleveland—KYW has announced the appointments of Michael Ruppe, Jr., as PR manager, and Henry Hirsch as advertising-sales promotion manager.

Ruppe joined KYW last year as advertising manager and in his new post will concentrate on publicity and public relations. He had formerly been associated with WIL and KWK in St. Louis.

Hirsch has been associated with Sylvania Electric Products as local sales supervisor and most recently served as advertising manager for Shelton Casuals, Inc.

### Chi's ETV Outlet Films Tuneful 'Meet the Organ'

Chicago — ETV station WTTW has taped six half-hour "Meet the Organ" films in association with the Hammond Organ Co.

Ask Storer  
Television Sales  
why

# WJBK-TV

is the

# No. 1 Buy in Detroit



A STORER STATION



By TED GREEN

• • • Cocoa Cola's Summer schedule of TV commercials featuring Anita Bryant is making her one of the most frequently seen female singers on the medium . . . She's currently appearing at Chicago's swank Drake Hotel . . . Casey Stengel seemed to be getting quite a kick from crowds surrounding him at the Jager House. The younger fans got their kicks when Casey told them: "If I were young again, I would only play for the Mets" . . . When the Brooklyn Daily Eagle comes back to life in the Fall, one-time columnist Bob Farel, is to be publisher. His assistant will be the well-liked Buddy Basch. Good Luck! . . . Metlis & Lebow has been named to handle all trade and consumer advertising for Stromberg-Carlson auto radios. Rego Radio & Electronics Corp. is exclusive distributor . . . Because his pub-affairs shows have been so creative, CBS' Martin Carr, youngest director on the network, has been assigned to direct several musicals and specials for early Fall.

★ ★ ★ ★

• • • Meet: Mel Martin, who has starred in TV, motion pictures, on the stage and in nightclubs in both this country and in Europe, began his career as a chorus boy with Grace Moore in a musical revue at the Roxy. Comedienne Martha Raye encouraged his comic ability and gifted him with an original comedy act. Mel then traveled to Paris to do a starring role in Jean Cocteau's film, "Les Enfants Terribles," and was an overnight success. While writing for the Lido and La Nouvelle Eve, two of Paris' leading nightclubs. Mel appeared on European TV shows with Danielle Darrieux and Michele Morgan, and acted in films opposite Juliette Greco. Compounding his talents, Mel then starred on the Italian stage as the lead in "Pal Joey." Now starring in an extended stay at the Bon Soir nightclub, Mel is also packaging a TV series, "Mel Martin Messes Around with Mozart," which will be offered to the networks this Fall.



MARTIN

★ ★ ★ ★

• • • WWRL's Alma John has been hopping all over the country, guesting with Valena Williams at WABQ in Cleveland; Trudi Haines at WCHB, Nashville; Maxine Darnell at WVOL, Louisville, and on the "Phyllis Knight Show" on WHAS-TV, Louisville . . . Mamie Van Doren, in town to star in "Wildcat" opening today at Cedar Grove, N.J., will appear Aug. 7 on CBS-TV's "Talent Scouts" . . . Roseland impresario-owner Lou Brecker will guest Aug. 2 on Joe Franklin's "Memory Lane" on WABC-TV, discussing his impressions of entertainment and dance trends in Europe. Brecker just completed a nine-week talent search on the Continent . . . The first beauty show for the public is scheduled Oct. 31-Nov. 4 at the Coliseum, with all the top beauty houses participating, as well as TV personalities.

★ ★ ★ ★

• • • Bobby Vinton, whose "Roses Are Red" is climbing high on the disk hit parade, is taking time off this month to ready his own nightclub act for the Fall. He's also being considered by Frank Sinatra for a role in the movie version of "Come Blow Your Horn" . . . Wexton Advertising has appointed Gloria Rosdal and Harvey Kahn account execs, while Robert S. Taplinger Associates has named Dennis F. Shanahan to the same post in the RSTA Los Angeles office . . . Nigerian drummer Olatunji, whose third Columbia LP—"Drums of Fire"—will be released in late Summer, is getting the Lester Lanin habit: He recently headlined at a posh deb party on Long Island's North Shore . . . Epic Records' Tony Orlando repeats his successful singing tour of England this Fall. His new single, "Chills," just bowed . . . Newly signed to an exclusive pact by Epic are the Ames Brothers.

### 'Musical Comedy World' Recreates Ziegfeld Days

In his "World of Musical Comedy" on WBAI, Stanley Green will recreate a miniature hour-long "Ziegfeld Follies" tomorrow and Monday.

### 'Focus on America' Shifts To Kansas Missile Bases

A detailed account of the history of Titan II Missile Bases, Kansas will be presented in "Designed for Deterrence" on ABC-TV's "Focus on America" Aug. 1.

### 'In Radio Huh, Stranger. You Fix 'Em or Sell 'Em?'

Westbrook Van Voorhis, Mutual newscaster whose voice is world famous, recently vacationed in New Milford, Conn., where he met a farmer who asked him what business he was in. Van Voorhis, a veteran of 35 years in broadcasting, told the New Englander he was in radio. "Really," replied the native, "you fix 'em or sell 'em?"

### Documentary Probes Yank Living Abroad

In an hour TV documentary, "American Abroad," Associated-Rediffusion's Intertel team visits Cambodia, South Vietnam, Pakistan and Ghana, four countries which benefit from American aid, to note the effects on their economies of a portion of the 12 million U. S. citizens currently scattered among some 70 of the world's nations.

Westinghouse Broadcasting and the National Educational TV Network are the American representatives on the Intertel team, a corporate non-profit organization founded last year. The others include Australia Broadcasting Commission, Canadian Broadcasting Commission and Associated-Rediffusion. "American Abroad" will be aired in the U. S. via the Westinghouse and NET facilities, and will be seen the week of July 30.

"American Abroad" is directed by Michael Ingrams, narrated by Ingrams and Peter Dyneley, with a special music score composed and directed by James Stevens. Cameraman was Ron Osborn.

### Four Star Will Produce Charles Boyer TV Series

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Charles Boyer has acquired rights to a story series by French writer Jean Pierre Clauzet for a TV series, "Gentleman from the Left Bank," in which he will star. Four Star will produce after Boyer completes his starring role in the Broadway play, "Lord Pengo," which opens this season.

### STORK NEWS

Bill Lord, ABC news reporter, and his wife, Debbie, became the parents of a girl, Barbara Elaine.

It's a boy for Mr. and Mrs. John Bolendtz. Father is Muzak Corp. and Programatic Broadcasting Service assistant program director.

## Disk Spinning

By LOU GROSSMAN

TV's "Dr. Kildare," vocalists Connie Francis, Conway Twitty, Joni James, Ella Fitzgerald, Jaye P. Morgan and the Wanderers will brighten MGM/Verve Records' exhibit at the World's Fair of Music and Sound at Chicago's McCormick Place, Aug. 31-Sept. 9. Also announced is an album of music from the MGM-Cinerama presentation of George Pal's "The Wonderful World of the Brothers Grimm," waxed by David Rose whose "The Stripper" is No. 1 on the nation's major sales charts. . . . In its reorganization plan, 20th-Fox Records has added Ed Olson to the staff.

ABC-Paramount Records has opened an office in Nashville to handle A&R duties for the label in the South. Live auditions will be held for both artists and song material. The diskery is also rushing a new album by Brian Hyland called "Sealed with a Kiss," the same name as his current single which has been very successful since its release.

Wonderful Records is releasing some of its best-selling children's albums in deluxe packages during the rest of the month. The new sets will feature eight pages of full-color illustrations and text bound in the jackets. . . . Big 3 Music corp. (Robbins Feist & Miller) has acquired "La Chansonette" for English-speaking countries. Yves Montand performed the song during the recent Telstar international pickup, and has disked it on the Philips label.

Epic Records has signed the Ames Brothers to an exclusive contract, and they will make their debut recording for Epic in Nashville. . . . The Teardrops, vocal and instrumental recording trio, opens at New York's new Boom Boom Room for an indefinite run. . . . Roulette is to take over Gone and End Records with owner-prexy George Goldner to join them as a VP.

### Pros, Cons of Euthanasia On 'What Do You Think?'

Father Martin D'Arcy S. J. will pose and discuss the question, "Is Euthanasia Good for You?" today on the WNBC series, "What Do You Think?" Father D'Arcy, author of "The Mind and Heart of Love" and "The Matter and Meaning of History," joins moderator Anne Fremantle, Fordham U. lecturer, and author Virgilia Peterson.

## Sullivan an Advisor Of Bedside Network

Ed Sullivan has joined the board of advisors of the Bedside Network of the Veterans Hospital Radio and TV Guild. New members of the organization's board of governors are John C. Moler, president and general manager of WHN Radio, and Don B. Curran, president of Broadcast Promotion Association and director of advertising and publicity for ABC-TV o-os.

The "Bedside Network" services over 100 hospitals around the country with a therapy program for the recreation and rehabilitation of hospitalized veterans in those areas.

## John Erp Radio Chief Of All-Star Battle

Chicago — WMAQ-WNBQ's sports editor Johnny Erp will produce NBC Radio's coast-to-coast coverage of this year's second All-Star baseball game Monday, from Chicago's Wrigley Field.

Erp handled NBC Radio production of the NFL championship game from Green Bay last December and was also producer for network radio coverage of the 1959 World Series.

## U.S. Tchaikovsky Stars In 'Concert Hall' Spot

Tucson — Prize-winning performances by Americans vying in the International Tchaikovsky Competition will be aired on KC-EE's "Concert Hall" on Saturday. Van Cliburn and Susan Starr, two artists who skyrocketed to fame as a result of the competition held in Russia every four years, are among the performers slated.

## RADIO MORE VITAL NOW TO THE NATION: COLLINS

Pocatello—Radio today is providing an "indispensable" service to the public and means more to the nation than at any time in the medium's history, NAB president LeRoy Collins told the Idaho Broadcasters Ass'n in a luncheon speech here carried over a statewide radio network.

### Kenya-Made 'Jungle Boy' Set for New York Showing

WPIX, New York, will telecast this Fall a new weekly half-hour dramatic adventure series filmed on location by Kenya Productions Ltd., of Kenya, East Africa. The series, "Jungle Boy," introduces a new child star, Michael Carr Hartley, in the title role. Premiere date and time will be announced shortly.

Describing some of the vital roles of radio, he said, the medium "is the first place most Americans hear of major news happenings; is the one and only nationwide instantaneous means of communications on which the government relies to get vital messages to the entire population in event of military or civil disaster."

Also, it "is closer to more people than any other single medium of communication; is a mass medium with an air of individuality," and, "at a time when the nation is growing fantastically and bigness tends to breed conformity, radio is keeping pace in its growth, but retaining its local identity and distinctiveness."

"Radio is, indeed, the centerpiece of the community — whether a metropolitan complex or a nearby suburb or a rural town," said Collins. "In most major markets, radio listeners have a wide and cosmopolitan kaleidoscope of different stations from which to select their programs. Radio, for those who desire it, has removed the last vestige of isolation from the American countryside.

"It is radio which reaches out, even where roads do not, and ties in all the farms and ranches and crossroad settlements as integral and related parts of whole U. S."

## Cuba and Neighbors Eyed by 'Red Star'

Miami, Fla. — WCKT News documentary series, "The Red Star," will report tomorrow, the eve of Castro's annual 26th of July Celebration, on the effect of Communist Cuba on nearby Caribbean islands and territories.

Narrator of "The Red Star, Part Five," will be Wayne Fariss, WCKT news commentator. Wilson Griffith and David Choate toured the Caribbean in researching and filming the program. News director Gene Strul is producer of the series.

## Jack Kruschen to Make Return Bow on 'Suspense'

Jack Kruschen, currently in Broadway's "I Can Get It for You Wholesale," has been signed to guest on four CBS "Suspense" shows. This marks the first time he will appear on the program since 1952, and his first radio stint in six years.

## Kaiser Seeks Two UHF's

West Coast Bureau of RADIO-TV DAILY  
San Francisco — Kaiser Industries has applied to the FCC for two new UHF TV stations, one on Channel 44 here, the other on Channel 52 in Corona.

## MCA to Concentrate on Pix Production

(Continued from Page 1)  
more orderly manner," Wasserman said, adding that his firm will now proceed with its plans to concentrate in TV and motion picture production.

MCA's TV arm is Revue Productions; it also owns Decca Records and subsidiary, Universal Pictures, thru which it will produce for movies. The Justice Dept originally instituted an anti-trust suit against MCA, hitting the talent agency business, which the company was already in the process of dropping, and also asking the court to require MCA divestiture of Decca and Universal.

Although MCA and the Justice Dept agreed that MCA would

drop its talent agency operations, the balance of the suit is not affected. It was also agreed that MCA would not try to influence the top stars, writers, directors and others it represents in the choice of new agents.

Essentially, this means that all the talent is now up for grabs. But many of the MCA agents are expected to strike out on their own and take with them the talent they've been handling. Two agents have already formed an agency. It is Int'l Management Associates, which has received its Artists' Managers License from California, as well as a talent agency franchise from the Screen Actors Guild. President, treasurer and

director is attorney Herbert T. Brenner, an agent since 1945, first with the Sam Jaffe Agency and then with MCA Artists. Howard A. Rubin, who is VP, secretary and director, has been a talent rep for four years, first with William Morris and recently with MCA. Ronald B. Leif has been franchised by SAG as a sub-agent with the new firm.

MCA is expected to announce at the week-end its plans for top execs who have been associated with the talent division. It is anticipated that several of them will be transferred to other MCA operations. Some of the MCA officials have already moved their offices to Universal City.

## AGENCY NEWSCAST

By RALPH TYLER

The Van Camp Sea Food Company has started an intensive spot TV campaign on WNAC-TV, Boston. Chicken of the Sea commercials are telecast every week during the Summer-long campaign in and adjacent to such programs as "Tales of the Texas Ranger," "Coronado 9," "Jungle Jim," "Rescue 3," "Naked City," "Late News," "The Real McCoys," "My Three Sons," "Target: The Corruptors," "Shannon," "Ripcord," the "Late Show," and News. Consumer promo includes an offer of "Round the World Plants," with point of sale material used as a tie-in. Agency is Erwin Wasey, Ruthrauff & Ryan, Los Angeles. Broker is Barclay, Brown & Jones, Boston.

Joseph McParland and Robert M. Lehman have been elected VPs of Kudner Agency. McParland, with Kudner since 1950, is exec on the General Telephone & Electronics Corp. account. Lehman, who joined Kudner in 1959, is exec on the Sylvania Photolamp account. Ernest Allen, veteran creative director and graphic arts consultant, has joined Grant Advertising, Chicago, as VP and creative director. For the last several years Allen had his own business offering creative planning services to agencies and advertisers.

Ted Gotthelf, president of Ted Gotthelf Associates, advertising, has been appointed to the exec board of the Council for Safe Family Boating. He has been a yachting enthusiast for many years and is a member of the Bayside Power Squadron.

TEXAS ROUNDUP: Claude Henley, VP of Rives, Dyke and

### Tape on Kaltenborn Given to Archives

Atlanta—A WSB Radio documentary has been requested for use in the H. V. Kaltenborn collection of archives at the Mass Communications History Center in Madison, Wis. The 20-minute taped documentary, a tribute to Kaltenborn on his 84th birthday July 9, was heard on WSB's "Nightbeat" show.

Included in the program were former NBC shows with portions of Kaltenborn's broadcasts of the 1941 Pearl Harbor attack and Roosevelt's death, April 12, 1945. Other features are Kaltenborn's erroneous forecast that Truman would lose the 1948 election, the now famous Truman imitation of the commentator, and Kaltenborn's answer to Truman on a news program.

### Thought for Today

... People who editorialize in any medium have a special obligation, like Caesar's wife, to be beyond reproach. Editorializing, as I speak of it, means taking a strong stand identified as the view of the station. The obligation of any medium that editorializes is one of leaning over backwards to insure objectivity in its news coverage. Editorializing in the news is quite a different thing. We've been notably successful in keeping it out of broadcasting. This is particularly important now that broadcast editorializing is on the march; we need to be especially careful to assure it in the future."

—Daniel W. Kops, Chairman  
NAB Editorializing Committee

Co., Houston, has been elected to the Firm's board of directors. The ACF Industries, Inc., New York, has appointed Ketchum, MacLeod & Groves, Houston, to handle advertising for its divisions, including the W-K-M Division in Houston. The Nahas-Blumberg Corp., Houston, has been retained by Demagu of Houston to handle its advertising and PR. Weintraud and Associates, Inc., of Texas has been named agency for the Travelers' Discount International, and also has been appointed to handle PR and radio-TV for the 20 Weiner's department stores in the Gulf Coast area.

### All-Alaska 'Casters Now 'Midnight Sun'

Special to RADIO-TV DAILY

Anchorage—All-Alaska Broadcasters, Inc., has voted to change its name to Midnight Sun Broadcasters, Inc., effective Aug. 1. The firm, purchased from the Lathrop Co. in early 1960, owns and operates KBNI Radio-TV, Anchorage; KFAR Radio-TV, Fairbanks; KT-KN Radio, Ketchikan, and also owns 30 per cent of KINY Radio-TV, Juneau.

Newly re-elected officers and directors of the corp. are Alvin O. Hramstedt, president and general manager; Charles M. Gray, VP and technical director; James C. Fletcher, Jr., VP and national sales manager, New York City; Delmer Day, VP and western sales manager, Seattle; R. D. Jensen, secretary-treasurer.

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- ☆ 1962 U.S. OPEN CHAMP JACK NICKLAUS  
— VS —
- ☆ 1961 U.S. OPEN CHAMP GENE LITTLER

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with host-narrator

### JIMMY DEMARET

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WEDNESDAY, JULY 25, 1962

TEN CENTS

## GLOBAL TV IN FULL SWING BY '65

### It's Wet, Tearful Business Filming Peru's Riots

Ted Yates, producer of NBC News' David Brinkley's Journal, was "gassed . . . hosed down by water . . . arrested" and his cameras impounded in Lima, Peru, he reports. In a letter from Lima, Yates said he and his cameraman were filming the July 18 street riots when they were gassed by tear gas grenades, hosed down by water-firing tanks and marched off under armed guard to the local bastille. After their release, Yates said, he recovered both cameras and film "by virtue of a local two-step custom called bribe and pull."

### ITC'S WORLDWIDE 'CLICK' NETS PEARSON VP TITLE

John E. Pearson, director of international sales for Independent Television Corp., has been elected a vice-president,



Abe Mandell, ITC executive VP, said yesterday.

The promotion is Pearson's fourth since 1959 when he joined ITC as sales manager of the wholly-owned Canadian Division.

After becoming the subsid's general manager, he

(Continued on Page 8)

### Telesynd to Handle Programatic Sales

Telesynd on Aug. 1 will assume sales of programs and equipment of Programatic Broadcasting Service, according to a joint announcement by Telesynd president Har- die Frieberg and Joseph W. Ro-

(Continued on Page 8)

### Burns & Channing Duo Eyed for Winter Spec

Lee Rich, head of TV operations for Benton & Bowles in New York, has opened negotiations with George Burns and Carol Channing for an hour special this Winter for a B&B client. Rich arrives in Los Angeles today.

### Otter, Maxwell Atop NBC Sales Ladder

John M. Otter has been appointed NBC-TV national sales director, with Sam K. Maxwell, Jr., named to replace him as NBC-TV special program sales director, it was announced by Don Durgin, network sales VP. Otter assumes the duties recently vacated by Thomas B. McFadden, who resigned to join Trans-World Airlines. Maxwell joins the network from



OTTER

(Continued on Page 6)

### Garroway Returning As Science Narrator In New Series Pilot

West Coast Bureau of RADIO-TV DAILY

Washington—Logos Ltd., a new TV production company which plans scientific, cultural and dramatic programs in color, will shoot a pilot here within three weeks on a science series featuring Dave Garroway as commentator. An offspring of the unit which produced over 2,400 hours of live, closed-circuit TV for the Walter Reed Army Medical Center, Logos is headed by Dr. Paul W. Schafer, a professor of surgery who had been its director at Reed.

The Logos-Garroway package will be represented for sale by Goodson - Todman Productions;

(Continued on Page 5)

### Bernstein in Driver's Seat For Original Ford Work

Distinguished composer-conductor Leonard Bernstein has been commissioned by the Ford Motor Co., to write an original 90-minute modern musical drama to be presented on CBS-TV April 1, 1963.

The musical drama, Bernstein's first original work for TV and his first since the Broadway hit "West

(Continued on Page 5)

Audiences and advertisers are going in for actuality shows. How did it happen? What does it mean? The 1962 Shows of Tomorrow supplies answers.

### Minow Dashes Hope Of Utilizing Telstar For Tokyo Olympics

FCC Chairman Newton Minow says American viewers will have an operational system of global TV within three years.

However, he maintains, U. S. hopes to see the 1964 Tokyo Olym-

Olof Rydbeck, EBU: "... convinced telstar means . . . new era . . . for international fraternity." Robert Kintner, NBC: "We share your high hopes for the prospects opened by this memorable exchange."

pics live via communication satellite "may be overly optimistic."

The FCC chief was interviewed on ABC-TV by news science editor Jules Bergman from New York. Minow called Telstar's transatlan-

(Continued on Page 6)

### 110 Hockey, Hoop Tilts In WCBS Fall Schedule

WCBS will air 110 hockey and basketball tilts of the New York Rangers and Knickerbockers during the 1962-63 season, sponsored by Budweiser Beer via D'Arcy Advertising, St. Louis, and Phillies Cigars via Wermen & Schorr, Philadelphia. A third sponsor is to be signed. The deal gives WCBS year-round sports coverage, since it already airs Ivy League football and N. Y. Yankee baseball.

### TTC 1st-Half Earnings Hit Record \$872,940

Transcontinent TV Corp. had record earnings of \$872,940 or 49 cents per share for the six months ended June 30, against \$646,192 or 37 cents for the same 1961 period, according to TTC president David C. Moore. Net income for the second quarter ended June 30 was a record \$477,256 or 27 cents per share, against \$374,639 or 21 cents per share for the same three months last year.

### Rising Program Costs Seen Threat to Video Admakers

The film commercial, a major artery pumping lifeblood into the nation's TV industry, will bring some \$50 million flowing directly into New York this year with scheduled shooting of nearly 70 per cent of the 40,000 advertising messages currently on production boards.

Though the undisputed leader in TV film program production, Hollywood runs well behind in the commercial filming, account-

(Continued on Page 8)



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ABC-TV Introduces New Day Rate Card

ABC-TV will introduce a new rate card, effective Sept. 3, featuring a flat commercial minute daytime rate, fully commissionable, covering both time and talent.

Edward Bleier, VP in charge of TV daytime sales, said the card provides, without penalty, for short-term campaigns, heavy flights, and uneven skeds. Other features include the addition of extra station clearances, principally on new basic affiliates, without additional charge, and a "summer" rate expandable to 26 weeks, April thru September.

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania . . . constant and complete coverage of local political, religious, social and sports events . . . reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



COMING AND GOING

DICK JOLLIFFE, regional sales manager, ARTHUR M. SWIFT, station manager, and JACK HUSTON, announcer at WTCN, Minneapolis, on vacation this week.

HUBBELL ROBINSON, CBS-TV senior VP of programs, and ALAN COURTNEY, network programs VP, to West Coast hq.

MONTGOMERY CLIFT due in Hollywood from Puerto Rico to confirm TV deals.

JEAN PHAIR, of WKTV, Utica, has returned following a trip to N. Y. previewing fall fashions.

SOMCHIT SIDDICHAJ, program director

of THAI-TV, Bangkok, Thailand, and POON-SRI TAMANGRAKSAT, film library chief, in town visiting reps, Charles Michelson, Inc.

EGON C. NIELSEN, producer, to Denmark on business.

HERBERT G. RICHEK, Seven Arts Associated operations director, to Hollywood today for confabs with Warner Bros. and Technicolor.

SHERWIN BASH to Chicago for client conferences, then to N. Y. for meetings with web execs.

PETE BURNESS, Jay Ward Productions VP, in town for conferences.

Pilkington Touncing Nearly Wrote 'Finis' For Gt. Britain's ITA

The Pilkington Committee's sharp denunciation of commercial broadcasting indicates it might have called for abolition of the ITA (Britain's commercial system) if the investigators' instructions had not limited them from doing so, Hyman H. Goldin said in New York last night.

Goldin, FCC research and education chief, contrasted Britain's approach to the future of broadcasting as seen in the Pilkington report, with America's, as it appears in the FCC statement on programming which stresses competition and localism.

"We have the frequencies as well as the economic resources to support multiple broadcast channels in many communities in the U.S.," Goldin said. "We are not limited as the English to two or three national services."

Describes 'Model' Station

"In the commission's report," he said, "the model of the responsible broadcast station is the old-fashioned newspaper rooted deeply in the everyday life of its community with the independence and courage to take strong positions on issues of importance to the community."

"The moral imperative which the commission would impose upon the licensee is that he actively seek out the needs, tastes and views of his community. If the licensee is thus constrained to seek out religious, civic, political, educational, labor, industrial groups and others in the community, then inevitably he will find it to his interest to provide adequate opportunities for serving the needs of his citizenry, and thus minimize the need for direct governmental intervention."

Goldin spoke at Yeshiva U. as part of an eight-lecture series on "TV in the Public Interest."

Agriculture Dep't Pix Reach High Mark on TV

Washington — The Agriculture Dep't report that TV stations are setting new records with showings of department films. Between July 1 and Dec. 31, 1961, films were shown 2,752 times to an estimated audience of 137.5 million, while during the previous 12 months there were 2,977 showings to about 149 million persons.

Fremantle Reports Australasian Boom

Bob Laphorne, manager of Fremantle International in Australia, has just returned from a swing through his extensive territory which includes Tasmania, Hong Kong, New Zealand and Singapore. On the trip he closed sales for 40 TV series.

During his 15,000 mile journey, Laphorne visited Singapore and Kual Lumpur, which both plan to have TV later this year. He also started negotiations with the planned TV service in Taiwan. These three areas will bring the total of countries in the Far East with TV up to 11.

What's the next phase in achieving TV's artistic and commercial potential? Color, answer most broadcasters. Their views are presented in the 1962 Shows of Tomorrow.

Shell Oil and Bernstein 'Youth Concerts' Team

The New York Philharmonic "Young People's Concerts," with Leonard Bernstein conducting and narrating, return to CBS-TV this Fall for the sixth consecutive season. Shell Oil, through Kenyon & Eckhardt, will again sponsor the taped concerts originating in the new Philharmonic Hall at the Lincoln Center for the Performing Arts. Roger Englander will produce and direct the series.

FINANCIAL

(July 24)

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, Asked. Lists stocks like Capital Artists, Movielab, MPO, NTA, Reeves Sound, etc.

OVER THE COUNTER

Table with columns: Bid, Asked. Lists stocks like Jerrold, Meredith, Official Films, etc.

\* Courtesy of National Association of Security Dealers.

Zina Jasper, Bob Gray 'Louise Morgan' Subs

Boston — Zina Jasper, resident of Windham Playhouse, New Hampshire, and Robert Keith Gray, author of "20 Acres Under Glass," have replaced Betty Watson on WNAC-TV's "Louise Morgan" show.

Miss Jasper is currently appearing in the off-Broadway production "From the Second City." Gray's book is a collection of his memoirs from his days as appointments secretary to President Eisenhower.

MEDIA SUPERVISOR AVAILABLE

Ten years experience in field, majority in broadcast. Desire to locate in challenging position in any thriving advertising center. Box 190, 6425 Hollywood Blvd., Hollywood 28, Calif.

# THEY BOUGHT



*"The New York audience would expect to see this high quality programming on WNEW-TV."*

John E. McArdle, Vice President and General Manager, WNEW-TV, New York, N. Y.



*"... a beautiful show, a magnificent show, a cultural blending into our entire program format."*

Donn R. Colee, Vice President and General Manager, WTTG, Washington, D.C.



*"A particularly well-produced show of high quality. A worthwhile adjunct to our programming."*

Van Beuren W. DeVries, Vice President and General Manager, WGR-TV, Buffalo, New York



*"For the first time the viewers in our area will have the opportunity to view on a regular basis a symphony orchestra. The filming is excellent."*

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



*"It's the kind of program balance we were looking for. An extremely well-produced series."*

Robert C. Wiegand, General Manager, WTVN-TV, Columbus, Ohio



*"It looked too good to turn down. It's the best good music program I've seen."*

Irving Waugh, Vice President and General Manager, WSM, Nashville, Tenn.

## BOSTON SYMPHONY CONCERT SERIES

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

Write or call your nearest Seven Arts salesman for a 15 minute promotional trailer available to you for presentation to your clients.



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
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L. A.: 15683 Royal Ridge Road, Sherman Oaks • GRanite 6-1564 - STate 8-8276  
Distributed outside of the United States and Canada.  
Cable: SEVENLON London

## Miss Stevens Celebrates Seattle Outlet's 41st Yr.

Seattle—Connie Stevens, Warners Bros. recording artist and "Hawaiian Eye" regular, will appear here on KJR Friday to kick-off the station's 41st birthday and accept the title, "Sweetheart of KJR." She'll also be grand-marshal of the Seafair Parade with top personalities of the Seattle-Portland - Spokane Radio - owned station.

## Automated Stations Stir Mexico Unions

Special to RADIO-TV DAILY

Mexico City — Mexico radio-TV unions are suddenly expressing concern over possible threats to jobs posed by further extension of automatic stations.

Two years ago two automatic radio stations were installed in Nuevo Laredo and Tijuana. At that time neither the Union of Radio Industry Workers or the National Announcers Association took notice. Now, however, Julio Gonzalez Garza, secretary of the announcers' organization, said the situation is getting out of hand, with five new stations installed, including XEOB and XEPC in Torreon; XENL and XEMR in Monterrey, and XEPM in Gomez Palacio.

The unions say that if there should be a major switch to automatic stations they will ask the Department of Labor to ban them. Speaking for management, Jose Luis Fernandez, president of the National Chamber of the Broadcasting Industry, said the conversion to automatic operation will not hurt anyone, since an operator and announcer are required. Further, he said, automatic operation is limited to nighttime in most cases.

## Ralph Briscoe Climbs CBS TV Finance Rung

Ralph Briscoe has been appointed assistant controller of the CBS-TV stations divisions, effective immediately. Briscoe had served as budget director of the division since 1958, shortly after he joined the corporate financial staff. Prior to that time, he served as manager of financial analysis for a division of Curtiss-Wright.

### 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

• • • Conductor-arranger-composer Eddy Manson, whose original musical scores have won him a number of awards, has just completed the music for Stardust Bleach, a P&G product . . . The Limelights, a leading folk singing group and exclusive RCA Victor recording artists, on several major TV programs . . . Pat Kelleher has been appointed to the new position of manager of artist radio-TV promotion at RCA Victor . . . Contestants at the "Most Watchable Girl in the World" contest, at Freedomland, must be 18 or over. Semi-finals Saturday will produce the four finalists, with a panel of judges selected from TV doing the selecting.

★ ★ ★ ★

• • • Goings-on at Goodson-Todman: Ex-CBS page Don Sussman joined "The Price Is Right" staff in time for associate producer Edythe Chan to vacation in North Carolina . . . Announcer Jack Clark, incidentally, subs for Bill Cullen on the show for two weeks in August . . . Betty White, who'll be Allen Ludden's co-star in two stock productions of "Critic's Choice" next month, plays "Password" this week with Jim Backus . . . Helen Marcus, "To Tell the Truth" casting director, off to Paris and the Riviera . . . "Say When" is taping ahead at NBC so the cast and crew can take time off next month . . . Darren McGavin, Phyllis Newman, Mimi Benzell and Richard Hayes will be the daytime "To Tell the Truth" interrogators next week . . . "Play Your Hunch," a relative newcomer among Goodson-Todman shows, quietly celebrated its fourth anniversary . . . Carol Porter, assistant to producer Ely Landau, and Bill Egan, popular Goodson-Todman production manager, announced their engagement.

★ ★ ★ ★

• • • Meet Carol Ohmart, who will debut on Broadway this Fall, creating the movie star role in Dore Schary's new play about power and Hollywood, titled "Banderol," which will open at the Music Box Oct. 9. Formerly of New York, Carol has lived in Hollywood for several years where she co-starred in six feature films and in over 100 TV films. Recently, she appeared as the German movie star in Jean Paul Sartre's new play, "Condemned of Altona," at the Desilu Professional Theatre. Carol got her start in the industry through Scotty & Charlie Basch, when they put her on their TV show as a hostess in the Bonny Maid Versa-tile Varieties show and doing commercials and all the comedy skits with the guest artists. (Incidentally this show should be back on the air. It went off the air on NBC with a 36.6 rating.) Carol continued on to feature in over 300 live TV dramas and comedies. As understudy in "Kismet," she did the star role three times and soon after Paramount Pictures starred her in her first movie, "Scarlet Hour." Recently, Carol decided it was time to move back to N.Y.C. "Banderol" was the first play she read for, and she got it. This gor-jus and talented gal is a must for every producer and casting director to meet.



MISS OHMART

★ ★ ★ ★

• • • A group at Rattazzi's was discussing the progress made by plastic surgeons. "They've come a long way," cracked Jerry Vale. "Today they can do practically anything with a nose except keep it out of other people's business" . . . The first Jersey Securities Corp. has contracted for a spot schedule Saturdays and Sundays on WPAT, via Metlis & Lebow . . . Zel de Cyr portrays the role of a society club woman on a new Super Coola commercial . . . Eddy Manson's original music for the NBC Spectacular, "U. S. 1, American Profile," will soon be released in record album form.

★ ★ ★ ★

• • • TV's Gardner McKay is telling chums he's stopped dating Delores Hawkins, to set the record of his romantic escapades straight . . . Songstar Connie Francis is having a recording studio built in the basement of her new Essex Fells, N. J., home to be ready in December . . . Overheard at Atlantic City's Mayflower Hotel: Wife to her TV producer husband: "The only fair thing to do is to flip a coin. Heads I spend less, tails you earn more" . . . Broadway novelty shops doing a big business selling souvenir stethoscopes just like "Dr. Kildare" and "Ben Casey" use on their TV shows.

## New Rules Change Status Of Mobile Transmitters

Washington—The FCC has given final approval to a change in rules permitting mobile pickup transmitters to operate as automatic relay stations for pocket transmitters used at the scene of a remote broadcast, also from base stations, at program control points, to operators at the scene of an event.

## Three Webs' Shows Ring 'School Bell'

Washington Bureau of RADIO-TV DAILY

Washington — The three major networks have been cited by National School Bell Awards for distinguished interpretative reporting on education. The NEA presented the awards at its convention here.

CBS-TV's "The Armstrong Circle Theatre" was honored for the single program, "Days of Confusion," dealing with problems of college admissions; ABC-TV was hailed for a series, "Meet the Professor," produced in cooperation with the Ass'n for Higher Education. Each week, it presented a different college professor, telling something of his life and work.

For new network radio, the award went to NBC for "Commonsense and Moonshine," an episode in the "Democracy in America" series dealing with the American faith in education as it had been observed by Alexis de Tocqueville in the 1830's.

Feasibility of the magazine concept for TV advertising has industry ranks pulling both ways. A range of opinion is provided in the upcoming 1962 Shows of Tomorrow.

## Kitty Kallen in Spotlight For Sullivan Appearance

Vocalist Kitty Kallen, who has been inactive the past few years, returns to the spotlight with a guest appearance on Ed Sullivan's show, which is scheduled for Aug. 12.

In line with her return to guest engagements is a stint at the Persian Room, as well a deal to record "Kitty's Greatest Hits" on the Victor label.

### WANTED

Imaginative, experienced, female copywriter as Continuity Chief in two-woman department WIBX, 5000W, adult-programming, CBS Utica, N. Y. Livable starting salary; increases on merit. Staff congenial; working conditions pleasant. IMMEDIATE OPENING. Reply: Elliott Stewart, Station Manager.

## NTA in Sales Flurry With Burke's 'Probe'

National Telefilm Associates has racked up six more station sales for Dr. Albert E. Burke's new syndicated half-hour series, "Probe," in the wake of a nine-station sale of the skein to Crocker-Anglo National Bank of San Francisco. "Probe" was released for distribution only three weeks ago.

Newest purchasers for September starting dates are KLZ-TV, Denver; KOMO-TV, Seattle; WT-MJ-TV, Milwaukee; KONO-TV, San Antonio; XETV, San Diego; and WMT-TV, Cedar Rapids. Crocker-Anglo's buy was for KRON-TV, San Francisco; KMJ-TV, Fresno; KEYT-TV, Santa Barbara; KSBW-TV, Salinas; KERO-TV, Bakersfield; KHSL-TV, Chico; KIEM-TV, Eureka; KSBY-TV, San Luis Obispo, and KOVR-TV, Sacramento.

### Slated on 2 Stations

Previously, and before Dr. Burke's first episode of "Probe" was completed under his NTA production-distribution contract, KCOP-TV, Los Angeles, and WP-IX, New York, both were set to carry the series. Sponsor for KCOP is Glendale Federal Savings & Loan.

## Select Station Reps Gain Mobile Account

**Mobile**—WALA-TV will be represented nationally, after Aug. 1, by Select Station Reps, according to an announcement by W. B. Pape, VP and GM. He added that Clarke Brown Co., will continue as southeastern sales reps for the station. WALA-TV is an NBC affiliate.

## Rita Moreno in Dual Bow On 'Andy Williams Show'

**West Coast Bureau of RADIO-TV DAILY Hollywood** — Rita Moreno has been signed by exec producers Bud Yorkin and Norman Lear and producer Bob Finkel for two appearances on NBC-TV's "Andy Williams Show" next season. The singer-actress will bow on the new series Oct. 11, with her follow-up date to be determined later.

## Plan Garroway Science Series

(Continued from Page 1)

executive producer is Dr. Schafer, with Everard Meade and David Levy serving as programming consultants. Both are former Young & Rubicam TV veeeps; Levy is also a former NBC VP-programming chief.

Dr. Schafer noted that the new unit was formed as a result of the Army's radical curtailment

## KAISER WRAPS UP BRIDGES IN FALL

Sponsored by the Kaiser Companies via Young & Rubicam, "The Lloyd Bridges Show" will debut Sept. 11 on CBS-TV as a Tuesday night entry. Starring Bridges as a roving journalist, the half-hour series was created by Aaron Spelling for Four Star TV Production. Everett Chambers is producer, with directors to include John Cassavetes, who will appear in one segment; Paul Henreid, and John Peyser.

## Korea Combat Films Bow on 'Project 20'

A long-planned "Project 20" exploration of what has been termed one of the strangest wars in history, "That War in Korea," is now in production and will be presented in the Fall on NBC-TV. Donald B. Hyatt is producer-director of the hour program.

Negotiations are now under way, Hyatt said, to acquire several caches of enemy film footage, both North Korean and Red Chinese. Many of the powerful combat films have never been seen on TV. Also archive news film is being brought in from the Army Signal Corps, the Navy, the Marine Corps, the Air Force and the UN.

**Why broadcasters support the NAB Codes is explored in the forthcoming 1962 Shows of Tomorrow. Title: "The Best Defense? It's Self-Regulation."**

## Bernstein in Driver's Seat For Original Ford Work

(Continued from Page 1)

"Side Story," will highlight a series of four programs in the 1962-63 season entitled "Leonard Bernstein and the New York Philharmonic Presents the Ford Festival of Great Music."

The original musical drama, produced by Robert Saudek Associates, and on which Bernstein has already begun work, will be in the vein of his earlier stage successes such as "On The Town," "Wonderful Town," and "Candide."

over a year ago of its TV medical budget, thus forcing dissolution of its TV production unit. He said Logos plans "to inform by presenting the arts and sciences in carefully planned programs that will also be entertainment . . . which we have found is the most dramatic and effective way to present information."

## Hurleigh Re-Elected President of Mutual

Robert F. Hurleigh has been re-elected president of Mutual Broadcasting System, a post he has held since 1959, with Stephen J. McCormick and Philip D'Antoni of MBS and Donald E. Garretson of the parent Minnesota Mining & Manufacturing Co. named to Mutual's board of directors.

Also, an executive committee was created for the radio network, with John J. Verstraete, Jr., 3M's communications director, elected its chairman. Members are Hurleigh, McCormick, D'Antoni, Garretson, Mutual operations VP J. F. Keating, MBS station relations VP Charles W. Godwin and D. J. Cox, assistant treasurer at Mutual. Herbert P. Buetow, 3M president and chairman of the MBS board, will serve as ex-officio member.

In addition to being named to the board, D'Antoni was elected VP-general sales manager and at 33 becomes the youngest man to hold the sales vice presidency at Mutual. He joined the network in 1958. McCormick is VP in charge of MBS' news and Washington operations. Garretson, who joined 3M in 1950, has been treasurer of Mutual since 1961 and manager of general accounting for 3M since 1960.

### Five Re-elected to Board

Re-elected to the board in addition to Buetow, Hurleigh and Verstraete were the following 3M execs: Bert S. Cross, graphic products executive VP; J. C. Duke, sales administration executive VP; treasurer I. R. Hansen; tape and gift wrap products executive VP C. B. Sampair, and secretary R. H. Tucker. Carlos W. Luis, 3M attorney, was named secretary of MBS.

## Edie in Muriel Promo

**West Coast Bureau of RADIO-TV DAILY Hollywood** — Edie Adams is filming two one-minute commercials for Muriel Cigars at MPO Studios. Lee Sherman is staging the numbers, Wade Denning is musical director, Paul Petroff, set designer. David Monahan will direct. Phil Penberthy, L&N account exec, is supervising.



D'ANTONI



McCORMICK

# GOOD MUSIC SETS THE MOOD ON WSB RADIO



Take the right music, schedule it at the right time and you've got good musical programming. That's how WSB Radio does it. Acceptable recordings are carefully auditioned and cataloged for the mood of the hour. This sets the mood for the advertiser's message, too. Music technique is another reason why WSB Radio enchants Atlanta's million. Ask Petry for details.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.



## NEW KNX DUTIES FOR GALLAGHER

On-Air Man Joins Buttram  
As Writer and Co-Host

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — Roger Gallagher has assumed new duties with KNX, now writing and co-hosting the weekday "Pat Buttram Show." He previously sat in as vacation relief for many of the regular members of the KNX staff.

For 12 years he was half of the morning comedy team of Gallagher and O'Brien on WMCA, New York. Gallagher has also done comedy writing for Jackie Gleason and Jack Parr.

## ABC Names Kerns To Lebanese Post

J. Robert Kerns has been named general advisor to ABC International's associated TV station in Beirut, Lebanon, which went on the air last May.

For 21 years, Kerns was with Storer Broadcasting Co., where he has been VP-managing director of several Storer stations, including WAGA-TV, Atlanta; WVUE-TV, Philadelphia; WBRC-TV, Birmingham; WSAI-AM-FM, Cincinnati; WLOK, Lima, O., and WHIZ, Zanesville, O.

## Name Otter, Maxwell

(Continued from Page 1)

CBS-TV, where he was network sales coordinator.

Otter, with NBC since June, 1953, was commercial producer of the Arlene Francis "Home" show for over two years; at one time was production assistant of "Armstrong Circle Theatre," and was associate producer of the "Today" show for three years before entering NBC's special program sales staff in July, 1959.

Maxwell joined CBS in 1946 as sales service manager of WBBM, the web's o-o in Chicago, later becoming an account exec on its local sales staff and its Eastern rep in New York. He then was named an account exec in the N. Y. offices of CBS Radio Spot Sales and in 1952 joined the CBS-TV network sales department. After serving successively as Midwestern sales manager, Eastern sales manager and daytime sales manager, Maxwell became CBS-TV general sales manager in December, 1959.



MAXWELL

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Four Star executive vice-president Tom McDermott and producer-director Buzz Kulik have purchased "Ivy Towers" by Jerry Briskin and Don Ingalls for the pilot of a new one-hour anthology series to be produced and directed by Kulik in September as the first series to be developed by the latter's Jeni Productions, Inc., in association with Four Star.

☆ ☆ ☆ ☆

• • • Fred MacMurray reported yesterday for two weeks of filming on "My Three Sons," after which he takes off for his annual fishing vacation in Colorado. On his return he'll have a solid three months of filming all his scenes for the entire season's series.

☆ ☆ ☆ ☆

• • • Veteran MC Jay Stewart will be permanent host of Desilu's first live TV series, "By The Numbers," which bows on KTLA Saturday night . . . Lawrence Welk celebrates his first anniversary at the Palladium with a champagne dinner Friday night . . . KTLA has scheduled a cocktail luncheon tomorrow to introduce programming plans for the coming season . . . KCOP announces their new season's programming at a 5 to 7 party tomorrow afternoon.

☆ ☆ ☆ ☆

• • • Ed Hartman has set Janet Blair as guest star in the "Going Steady" seg of "My Three Sons," rolling at Desilu-Gower this week . . . Steve Allen has come up with a new comedy talent in the form of Irv Edelman, who appears on the show tonight. Edelman is a string bass player whose manner impressed Steve to such an extent that he gave him an impromptu audition as a comic. Edelman completely broke up the audience.

☆ ☆ ☆ ☆

• • • Roger Gallagher is now writing and co-hosting the "Pat Buttram Show" on KNX after practically having made a career of filling in for KNX regulars . . . George Gobel will guest on two upcoming Andy Williams shows and two Garry Moore shows next season . . . Jack Lord takes two days off from his "Stoney Burke" chores this week to attend the Alberto-Culver sales meeting in Chicago tomorrow. On his way back he will make p.a.'s in Denver and Cheyenne.

☆ ☆ ☆ ☆

• • • Wolper Productions is hunting for footage of two sensational trials of the 20's for a 1927 episode in the new documentary series, "The Passing Years." The two they are especially hot for are the Ruth Snyder-Judd Gray murder trial and the Peaches Browning divorce action, both of which filled the headlines for many months.

☆ ☆ ☆ ☆

• • • Widespread reaction to the re-running of Armstrong Circle Theatre's "Assignment: Teen-Age Junkies," starring Pat McVey, has started the ball rolling to make it a spin-off in the form of a regular series in which McVey would star as James D. Horan, of the New York Journal-American, who did the original series of articles.

☆ ☆ ☆ ☆

• • • Jack Kruschen has obtained his release from the Broadway production "I Can Get It For You Wholesale" effective after Aug. 18. He requested the release in order to negotiate on feature picture and TV offers. Jack wants to return to Hollywood as soon as possible.

## No Telstar for the Olympics

(Continued from Page 1)

tic program exchange "a great triumph of the human spirit."

He noted that the Senate would resume debate this week on an Administration bill to create an "unprecedented" corporation to control the communication satellite.

Minow said "private ownership of communications under government regulations has served us very well through American history, and we are hopeful that, as we move into space, our traditional philosophy will continue to

work equally as well."

Space communications progress was moving along faster than expected, Minow said, and has "exceeded our brightest expectations." Within three years there will be other Telstars, he said, "and there will be others to take its place.

"We'll be trying other systems involving what we call relay and 'Syn-Com' and different orbits—and different scientific and technical characteristics of the satellites."

## PITT RADIO EYES CITIES IN CRISIS

11-Part NBC Series Covers  
Topics Confronting Society

**Pittsburgh** — WJAS-AM-FM, NBC o-o here, on Aug. 12 will begin a new series titled "Communities In Crisis." The half-hour programs, produced by NBC, cover topics confronting our society today. Included in the eleven-part series are subjects on movies and youth, the problems of old age, juvenile delinquency, church and social change, and public welfare.

Among the outstanding personalities participating will be book publisher Bennett Cerf, NBC producer Irving Gitlin and film producer Otto Preminger. The programs will be run every Sunday thru the Summer.

## Crosley Ups Butler At Columbus Outlet

**Cincinnati** — Morris W. Butler has been appointed special broadcast services director at WLWC, Columbus, O., TV outlet of Crosley Broadcasting Corp. He replaces Bud Gillis, who resigned to become exec secretary of the Ohio ETV Network Commission. In his new position, Butler will be responsible for WLWC's public service programming.

Butler has been a member of the WLWC news staff since joining the station in 1958. Previously, he was with KFBJ, Marshalltown, Iowa, WHIO radio-TV Dayton, and WAKR-TV, Akron.

**Will viewers pay for what they can see free? Will fee-for-see harm the present television system? See the 1962 Shows of Tomorrow.**

## CBC Awaits U. S. Boom Before Color TV Step

Special to RADIO-TV DAILY

**Montreal** — Color TV's future in Canada was a subject of focus in Canadian Broadcasting Corp.'s just released annual financial statement for the fiscal year ended March 31, 1962.

CBC president Alphonse Ouimet said the company was still keeping abreast of new developments in U. S. color TV—the CBC guide—but that progress had been much slower than anticipated. Ouimet noted, however, there were now signs that color might soon attain the expected breakthrough in acceptance by the U. S. public. "When it comes," he said, "CBC is prepared to move into the field."

## Scuse Now U.S. Rep As BBC Reorganizes

The British Broadcasting Corp. is reorganizing its overseas offices in the United States, Canada, Australia and Paris, placing them under the responsibility of Harman Grisewood, chief assistant to director general Hugh Carleton Greene. Grisewood will also be in charge of the Foreign Relations Dep't, in addition to his current area of the Secretary's Division, Publicity Dep't and Publications Management.

In line with the moves, Dennis Scuse, chief assistant for TV since September, 1960, has succeeded Derek Russell as the BBC's U. S. rep. Russell has been assigned as Canada rep. David Williams has been named to succeed Steve Toby, who has retired after 16 years as engineer in charge of the New York Office.

### Will Have 4 Aides

Assisting Scuse in promoting sales of BBC-TV's product in the U. S. in addition to Williams, will be John Fearson, Lillian Lang, Sue Goldman and Marion Moss. A sales assistant is also to be appointed.

The BBC is also shifting to larger quarters in its present N. Y. headquarters, in preparation for the transfer there of studio and engineering facilities.

## Flint, Mich., AM Opens Motor City Sales Office

Flint, Mich. — WJRT here has announced the opening of a new Detroit sales and sales service office for area advertisers and agencies, with Roger O. Nelson as station representative. Nelson has been associated with print and radio sales in the Detroit area.

## Arlington Outlets Donate Billboard to Good Causes

Arlington, Va.—WAVA-AM-FM have donated a billboard on one of Northern Virginia's main thoroughfares, Lee Highway, for year-round use of recognized, non-profit educational or charitable organizations. The billboard, newly built, will be offered to the organizations free—the only expense to the group being the cost of the sign painting.

## TNT Scores a First With Big Colorvision

Theatre Network TV has announced the first large-screen color network in the U.S., Colorvision, which will provide closed-circuit communications with pictures of 200 square feet. The color TV advance has been made possible by TNT's purchase of special projection equipment.

The first demonstration of the new color TV projector will be held today at the TNT technical center on Long Island, showing the color rendition of both live subjects and products. TNT's Colorvision network will be available in 51 cities at once. The projectors were manufactured by Philips of The Netherlands.

## Chase to Lead Scripters For 'Rogers-Evans Show'

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Exec producers W. Arthur Rush and Ralph Wonders have designated veteran screen and TV scripter Borden Chase as head writer for the all-new "Roy Rogers-Dale Evans Variety Hour." The show, to debut on ABC-TV Sept. 29, will also be scripted by the newly signed team of Elon Packard and Stanley Davis.

## Col. Oldfield, NORAD Stills AF Typewriter

Colorado Springs — NORAD's first and present chief information Col. Barney Oldfield, is slated to retire from the Air Force Oct. 1. Oldfield is the "longest timer" in uniform in the public relations field and the first ex-newspaperman to become a para-trooper.

### Career Opened In 1932

Col. Oldfield started his military career in 1932, and his military assignments have taken him to 32 countries while doing PR work for Generals Eisenhower, Bradley, Gavin, Guenther, Norstad and others.

In civilian life, Oldfield had been a columnist, radio commentator and a Hollywood press agent with a working range in these three fields from Errol Flynn to Elizabeth Taylor.

## L. A. County Approves All-Spanish Outlet Tower

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—The County Regional Planning Commission here has authorized Spanish International Broadcasting Co., KMEX-TV owners, to begin construction of a transmitter and 192-foot tower on Mt. Wilson. Approval came after other broadcasters waived requests for a three-month delay, considered normal for approval of such permits.

Acting general manager Julian Kaufman praised the cooperation shown by the other stations, and announced that the commission's action makes certain that the outlet will go on the air in September as scheduled. This will be the first all-Spanish TV station in the U. S.

## Golden Gate

... and its environs

By BILL SMEA

San Francisco — Broadcasting's ballyhoo boys around the Golden Gate are working overtime these days to plug their respective stations. In some cases, they're backed with budgets almost on a par with exploitation costs for a regional network.

This week, for instance, two TV stations — independent KTVU and KPIX-Westinghouse, the CBS outlet — are pulling out all the stops, to whoop it up for their news departments. Parenthetically, in almost all situations, both radio and TV stations strive to point up their news and sport-caster departments.

On Thursday night KTVU's Quentin Kelly will host a charter-quantiful of reporters, columnists, critics, et al, on a three-day junket to Lotusland for the Giants-Dodgers crucial series. Not only are the three games important to the National League pennant race, but Frisco baseball filberts are blacked-out on all televised big league games, except for the season's 11 SF-LA games played down south. This was caused by a contractual condition existing between the Giant management and the now defunct Skiatron pay-TV promotion by Matty Fox. It is Kelly's fond hope his guests will write their stories from a KTVU television slant.

Meanwhile, back at the Golden Gate and on the same day, KPIX's dean of the promo pundits, Alessandro Baccari Jr., will see a long cherished dream come true when his station unveils an 80-foot electronic traveling message sign high atop the Federal Savings downtown building. A modern version of the world famous New York Times Square sign will provide thousands of people in the financial district with late news bulletins, weather flashes, sports results and public service information daily except Sundays and holidays.

## CBC to Pre-Feed Tapes Beating Time Element

Montreal—CBC is shaping up plans to build what it terms a "partial pre-released center" to feed taped network shows to Canada's four Atlantic Provinces an hour before air-time in central Canada. With the hour difference in time between the zones, the Atlantic Provinces would then get an "even shake."

# News Flashes From Coast-to-Coast

### Seeking TV Teachers

Austin — KLRN is auditioning for new TV teachers in several subject areas, according to instructional coordinator Robert W. Fox. Teachers are nominated by the school superintendent of the district in which they are employed, auditioned by KLRN and approved by a school superintendents committee made up from the more than 30 school systems participating in the project.

### Wins Editorial Honor

Seattle—Dee McGregor, home economist on KING-TV's weekday "King's Queen" program, has received a blue ribbon award from

the American Home Economics Ass'n for the excellence of the "Totem" newsletter of the Washington State Home Economists in Business. Miss McGregor is a past president of the HEIB and current editor of the group's monthly publication.

### Even at WSAV-TV

Savannah—Thomas E. Even has been appointed program production manager for WSAV-TV. He was formerly with WTOL-TV, Toledo, and WKRC-TV, Cincinnati.

### Woodland, Connor Cited

Scranton — Individual citations

have been presented to WESL's Cecil Woodland, general manager, and Hugh Connor, program and sales manager, for "outstanding cooperation, service and assistance" with the annual Voice of Democracy contest.

### French Production Mgr.

Toledo—Dick French has been promoted to production manager of WSPD.

### Boyette Back to KENS-TV

San Antonio—Pat Boyette, former KENS-TV news department staffer, has rejoined the station as an announcer.

# \$50 Mil. N. Y. Take for Filmed Commercials

## 40,000 Ad Messages Annually to Vidlanes Fill Gotham Coffers

(Continued from Page 1)

ing for about 18 per cent of the total. Chicago is runner-up with a six per cent share.

The figures are impressive and would imply a boom era for New York film producers. Martin Low, director of business affairs for Producing Artists, which in the past few weeks opened a new \$500,000 studio, interprets them as a trend toward even greater increase in film commercial revenue for New York firms.

### Sees Quality Vital

"The sponsors," he said, "want quality, not just something wrapped in mink. Solving the problems of creative transfer of storyboard concept into finished commercial is never easy — but it's easier in New York. Here, the producers have learned to think in advertising terms. In New York we can call on the kind of veteran who understands the importance of a product shot and will spend three hours, if necessary, shooting it."

The recent American TV Commercials Festival laid to rest the mild controversy that New York's leadership is confined merely to volume. In the competition, 150 TV commercials were picked from a starting field of 1,254 as "best," "runner-up," and "finalist." Of the 150 winners, according to TV Film Trends, a periodic newsletter published by Eastman Kodak, 82 per cent were New York productions; of the 43 awarded a "Best" rating, 43 per cent bore a New York label.

### Seasonal Slumps Hurt

On the other hand, New York producing firms' profits might not increase as much as the above figures would indicate. One producer of a large firm thinks that, whereas groups such as actors and networks might see a marked increase in revenue, seasonal slumps, may have disastrous effects on relatively new producing outfits.

Abe Liss, president and creative director of Elektra Film Studios, one of the production majors, points out that the agencies are spending about the same amount of money for film commercials today as they did several years ago, and because of rising costs, the producer is adversely affected.

### One-Time Fee for Producer

Liss also noted that many of the commercial films run for years if they are good enough. "The networks, actors, and agencies profit, but the producers' fee is a one time thing."

## Telesynd to Handle Programatic Sales

(Continued from Page 1)

berts, VP of Muzak Corp., parent firm of Programatic. All three organizations are divisions of the Wrather Corp. Telesynd will add the new service to its distribution to TV of "The Lone Ranger," "The Ray Bolger Show" and the new "An Evening with Liberace."

Telesynd's national sales force will meet in New York the week of Aug. 9 for indoctrination on Programatic's concepts and features. Formed by Muzak in 1959 as a completely automated programming facility, Programatic produces programs for AM and FM stations, including Muzak o-o WBFM, New York. A prime feature is "O-Vation Music," a continuing series of middle-of-the-road music programs.

### Short Features Offered

By using Programatic's automated service, a station can insert at any time commercial messages, public service announcements, news and live programs, returning to automation on conclusion. Programatic also offers several short features of varying lengths for syndication.

## 4-Station Buy Makes It 66 'Hong Kong' Markets

Sales of "Hong Kong" series to four new stations brings to 66 the number of markets in which the Rod Taylor starrer has been syndicated.

Latest stations to purchase the hour series, according to Howard B. Anderson, syndication department manager of 20th Century-Fox TV, include WCSH-TV, Portland, Me.; WNYS-TV, Syracuse; WTVT, Tampa, and KOMO-TV, Seattle.

## Pearson Vice President

(Continued from Page 1)

came to the international department in New York in March, '61. Eight months later, he was named the division's director.

Under Pearson's leadership, ITC international sales climbed sharply to all-time highs. In Canada, sales for the first six months of this year are substantially ahead of 1961's record. Other western hemisphere markets have followed the Canadian pattern. Argentina is "completely sold out" with 38 Spanish-dubbed ITC programs sold in that country.

ITC has a \$15,000,000 program budget for new product to spur Pearson's global sales efforts.

## AGENCY NEWSCAST

By RALPH TYLER

Mister Magoo, the nearsighted UPA cartoon character, will whistle-stop on more than 10,000 spot TV commercials in about 175 markets across the country for GE light bulbs from Sept. 24 thru Oct. 31. The campaign, using a railroading theme, marks the close of the third year GE has used Mister Magoo for light bulb commercials. BBD&O is the agency.

Valley Studios, Inc., a new company making motion pictures and slide films for TV advertising, industrial sales and promotion, training and education, has established a studio in Rochester. Andrew MacGowan, Jr., president of the company, is a veteran of Eastman Kodak's Information Films Department. Other officers are Paul Benning David of Buffalo, Robert F. Gaertner, formerly associated with Paramount Pictures in New York, and Richard Floberg of Rochester.

Radio Station WJRZ, Newark, is heavily promoting a trade term, Market 4, on the air, in 179 outdoor billboards and by direct mail. The station says Market 4 is the nine-county North Jersey area, whose 4½ million residents spend over \$11 billion a year, making the market the fourth largest in

## Thought for Today

"We must research the effects of over-population thoroughly. The FCC has been granting waivers wholesale and then asked for better programming from the overpopulated medium. They're riding the horse in two directions."

—George C. Hatch,  
Chairman, NAB Radio  
Development

the country, hence the term. WJRZ has stressed the Market 4 theme since it was bought in March by Bergen Broadcasting Corp., a subsidiary of Communications Industries Corp. Formerly WNTA, the station changed its call letters to WJRZ to signify that although it can be heard in New York, the station is chiefly concerned with the listening audience across the Hudson.

Lestoil Products, Inc., has appointed Fuller & Smith & Ross, New York, as agency effective Dec. 1.

## 169 Video Courses Available for Airing

A guide just published on recorded TV courses shows there are now 169 such courses available for broadcast in the U.S. from 41 different educational producers.

Sixty-five of the courses are for use in elementary schools, 57 for college-level instruction, 5 for in-service teacher education, and 7 for adult education.

The information is contained in "Instructional TV Materials: a Guide to Films, Kinescopes and Videotapes Available for Televised Use." It is published by the National Instructional Television Library, New York, in conjunction with its two regional counterparts in Lincoln, Neb., and Cambridge, Mass.

The libraries are operating under one-year contracts with the U. S. Office of Education, U. S. Department of Health, Education and Welfare. The guide also serves as a catalogue of sample materials from the telecourses that will be obtainable from the libraries beginning Sept. 2.

## Avant Garde Drama Must Toe CBC Line

Special to RADIO-TV DAILY

Montreal — The watchful eye of Canadian Broadcasting Corp.'s top management has been focused more sharply on controversial dramatic plays, say R. L. Dunsmore, CBC chairman of the board of directors.

In an end of fiscal year report, Dunsmore said that special policy has been established on good taste to govern "avant garde" plays, which have occasionally brought angry protests from a bewildered or shocked public. He also said the CBC board's program committee is keeping track of such programs, and has arranged to view tapes of broadcasts that proved controversial.

He said CBC wants avant garde plays and other special kinds of drama within the broad spectrum of its programming. However, they should be skedded "at an appropriate hour," with deletions of words that may exceed the normal limits of public good taste, and presented infrequently throughout the broadcast season





Indiana University Library  
Bloomington Ind

Established February 9, 1937

VOL. 91, NO. 18

THURSDAY, JULY 26, 1962

TEN CENTS

## D. C. GAG BILL A "DEAD PIGEON"

### TV Producers Vote Monday on Merger With Screen Guild

West Coast Bureau of RADIO-TV DAILY

**Beverly Hills**—Members of the Television Producers Guild meet Monday to vote on merging their organization with the Screen Producers Guild, already approved unanimously by the TV Guild in executive session. If the membership approves terms for the merger, the Joint TV and Screen Producers Guild committee will resume negotiations and pin down the details.

A tentative plan for consolidation  
(Continued on Page 5)

### Sklar Gets Hollywood Post As CBS-TV Biz Director

West Coast Bureau of RADIO-TV DAILY

**Los Angeles** — CBS-TV has appointed Daniel Sklar director of business affairs, Hollywood, starting Aug. 20. For the last 2½ years he has been director of business and legal affairs for Ziv-UA, Hollywood.

Sklar was graduated from the U. of Colorado in 1949 and from Harvard Law School in 1952. Before going to Ziv, he was with the New York law firm of Dewey, Ballantine, Bushby, Palmer and Wood, the firm with which former Gov. Thomas E. Dewey is associated.

### 50-KW KEX in Oregon Sold by Westinghouse

The FCC yesterday approved the sale of 50,000-watt KEX, Portland, Ore., by Westinghouse Broadcasting to Golden West Broadcasters for \$900,000 plus agreement to pay certain conveyance taxes and to make adjustments for prepaid expenses at closing. Also okayed was the sale of KYA-AM-FM, San Francisco, by Golden State Broadcasting to Churchill Broadcasting for \$1,250,000 and agreement not to compete within 100 miles for five years.

### PRESS, VIDEO TEAMWORK URGED AS RETAILER AID

**Rockford, Ill.**—Newspapers, frequently at odds with TV in the competition for advertising revenue, can work in tandem with video to help retailers sell more goods and benefit mutually in time and space sales, TvB local sales VP Howard P. Abrahams told a group of business execs here yesterday at a session conducted by WREX-TV. To further this end, TvB is "prepared to work with any newspaper which would like to work with a TvB member to help local retailers sell more fashion goods."

Noting the growing trend of fashion shows on TV, Abrahams said: "In New York alone, for the opening of the Spring season, there was a high of six shows, including Macy's, Lord & Taylor

(Continued on Page 6)

### KDKA-TV Negotiating Deal on Marie Torre

KDKA-TV, Westinghouse outlet in Pittsburgh, is negotiating with Marie Torre, for the former New York Herald-Tribune and syndicated radio-TV columnist to join the station as a newscaster.

A station spokesman said it "looks favorable" for a contract agreement to be reached by to-

(Continued on Page 6)

### Gen. Sarnoff Hospitalized After Intestinal Upset

**Gen. David Sarnoff, RCA board chairman, yesterday was reported to have experienced a gastro-intestinal upset Tuesday night. He was brought to Roosevelt Hospital by his personal physician as a precautionary measure. At the request of Mrs. Sarnoff, Dr. Isidor Ravdin, an old family friend, was called into consultation. Gen. Sarnoff last night was said to be resting comfortably.**

### Official Zeroing In On Half-Hr. Shows

All future productions of Official Films will center on the half-hour program, Seymour Reed, president, said yesterday. His reason: the half-hour show is all the vast majority of stations can really program.

"When you come to the three-station market," Reed queried,

(Continued on Page 8)

### District Censorship Burial Rites in House Skedded for Monday

Washington Bureau of RADIO-TV DAILY

**Washington**—Rigor mortis has already set in for the proposed censorship bill for radio and TV within the District of Columbia, although it doesn't have its final day of hearings until Monday.

The measure ran into both legal and parliamentary roadblocks at the outset. The actual purpose of the main sponsor, lame-duck Rep. Carroll Kearns (R., Pa.), was to influence communities around the nation to censor broadcasting in a similar fashion, thus influencing network programming in a chip-away style.

The author of an identical bill, Rep. John Dowdy (D., Tex.), happens to be the chairman of the D. C. subcommittee holding hearings on the measures. But his enthusiasm doesn't match Kearns'.

If any city should attempt a

(Continued on Page 5)

### Goodson-Todman, NBC Plan Sothern TV Series

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Goodson-Todman Productions has completed arrangements with NBC-TV for a new series for the 1963-64 season, "Atta Boy, Mama," it was announced yesterday by Harris Katleman, G-T's executive vice president. Ann Sothern will star.

### Telstar Swap Sparkled For Half of New York

The first formal live TV program exchange between Europe and the U. S. on Monday via Telstar was viewed by more than half of all New York homes. ARB's Arbitron indicated that between the 2:45-11 PM telecasting period over 2.5 million, or 58.3 per cent, of all N. Y. Metropolitan Area TV homes had seen some part of the exchange. Projected nationally, said ARB, this would mean that over 28 million homes tuned into some part of the Telstar swap.

### Let's Talk It Over

R-TV's Major Questions Meet Specific Answers In 'Shows of Tomorrow'

By ARTHUR PERLES

PICTURES and sounds winging over the world via spatial satellites in this moment of civilization hold the world's rapt attention.

Behind Telstar's glowing story is this nation's broadcasting industry—an eternal pioneer despite its turnover of untold millions of dollars and an army of 100,000 dedicated employees, plus legions of others in allied fields.

To all of these, the end product — on which the success or failure of their endeavors depend — must remain PROGRAMMING. For them and their affairs, therefore, nothing could be of more immediate importance than the awaited publication on Monday of Radio-Television Daily's

(Continued on Page 7)



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# Jungle Science Tales Scoring for AA TV

Allied Artists TV Corp. has added six more sales for its package of 20 Science Fiction features, and five more sales on "Bomba, the Jungle Boy," according to VP-general sales manager Robert B. Morin.

Purchasing the science fiction package were WKZO-TV, Kalamazoo; KGO-TV, San Francisco; KENS-TV, San Antonio; KJEO-TV, Fresno; KVOO-TV, Tulsa, and WLOS-TV, Asheville, N.C. "Bomba" buyers were KGO-TV; KCPX-TV, Salt Lake City; KTRK-TV, Houston; WPTV-TV, Palm Beach, and WREX-TV, Rockford, Ill.

## McGavren Reps KROY

West Coast Bureau of RADIO-TV DAILY Sacramento — KROY here will be represented by Daren F. McGarven Co., effective Aug 1.

**WANTED**  
Imaginative, experienced, female copywriter as Continuity Chief in two-woman department WIBX, 5000W, adult-programming, CBS Utica, N. Y. Livable starting salary; increases on merit. Staff congenial; working conditions pleasant. IMMEDIATE OPENING. Reply: Elliott Stewart, Station Manager.

# COMING AND GOING

BUDD GETSCHAL emplaned last night for Europe and North Africa to explore extension of his ad agency services to several countries abroad.

JACK BENNY in town today for a Radio Hall of Fame luncheon at the Conrad Hilton.

AMANDA BLAKE and MILBURN STONE, of "Gunsmoke," in Chicago today for p.a.'s.

JOSEPH N. CURL, CBS-TV daytime sales VP, in Chicago today and tomorrow.

PHIL PETERSON, Community Club Awards

VP, in Pittsburgh for CCA presentations to stations.

HERMAN D. HOVER, "Fun the World Over" producer-director, and associate director, JACK FISHER, to Honolulu for TV series film segments.

JAY NORTH, star of CBS-TV's "Dennis the Menace," in East Tincup, Colo., for a personal appearance.

ARTIE WAYNE and his wife, VIDA, TV producers, have returned to Hong Kong following business meetings in the U. S.

## 1st Telstar Stereocast Requested by WTFM

WTFM has applied to become the world's first FM station to stereocast from America to Europe via Telstar. The project, proposed to AT&T chairman Frederick R. Kappel by David H. Polinger, general manager of WTFM and director of the Friendly Frost Broadcast Division, would permit the station to transmit FM stereo broadcasts simultaneously to selected European cities as well as to the 2.7 million FM homes in its present New York metropolitan broadcasting area.

Polinger pointed out that WTFM's continental character would make it an ideal FM stereo link between Europe and America. Its program hosts, he noted, have extensive experience in European theatre and broadcasting, and together speak a total of 17 different languages.

## 'Lorenzo' in Baltimore As Base for East Mart

Washington Bureau of RADIO-TV DAILY Baltimore — Gerry Wheeler, well-known throughout the Southwest for his role as Lorenzo, will bow on WJZ-TV here Monday in 10 children's shows a week, each morning at 7:30 and again at noon. This marks his first exposure to the Eastern market.

Wheeler recently formed his own company, G. Wheeler & Associates, in St. Louis to produce and package commercials. He plans to continue the operation even though he is now based here.

## Hank Jones and Dean Kay Hit High Schools in Promo

West Coast Bureau of RADIO-TV DAILY Seattle—Hank Jones and Dean Kay have been set for a two-week tour in high schools here and in Portland, beginning Sept. 17, as a promo for their album, "Arrival Time," on the RCA Victor label, to be released in the Fall.

## MUNICH STUDIO EYES MONTREAL

TV Film Production Center Planned for Canadian City

Special to RADIO-TV DAILY

Montreal — This city may soon be the site of a TV film production center to supply the European, British, Canadian and American markets, according to Bert Costa of the Vienna Stat Halle Film Studio of Munich. In Montreal recently to look over the possibilities, he said it is hoped to form a Canadian company in two months, with production to begin three months later.

## Ginger Just Peachy In NC Beauty Parade

Charlotte — Nineteen-year-old Ginger Simmons, known to small-fry who watch WSOC-TV's "Clown Carnival" as "Miss Ginger," is now third-runner-up of the Miss North Carolina Pageant. WSOC-TV fed the pageant telecast to a state-wide network of six stations.

Blue-eyed Ginger's 36-24-36 figure in a bathing suit won first prize in the swimsuit competition over 24 other girls. In addition to her TV work, Ginger also has two daily programs — "Woman's World," and "Charlotte Playbill" on WSOC radio.

WSOC-TV's telecast of the beauty pageant was sponsored by Pepsi Cola and the Savings and Loan League. Robert McCourt was producer and Frank Slingland directed.

## Coughlin to Video Cue Co. For U. S. and Int'l Sales

Alfred A. Coughlin has been appointed sales VP of Video Cue, Inc., TV prompting service. Formerly with the Kudner Agency and Foote, Cone and Belding, he will be in charge of domestic and foreign sales.

# FINANCIAL

(July 25)

## NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	13	12 7/8	13	+ 1/8
AB-PT	28	27 3/8	28	+ 1/4
A. T. & T.	110 1/2	108 1/2	110 1/2	+ 1 3/4
AVCO	21 3/4	21	21 5/8	...
CBS	35 3/8	35	35 3/8	+ 1/4
Columbia Pic.	15 1/2	15 3/8	15 3/8	— 1/4
Crow-Coll.	23	22 7/8	22 7/8	— 1/8
Decca	39	38 3/4	38 3/4	— 1/8
Disney	27 5/8	27 1/4	27 1/2	— 1/2
East. Kodak	94 3/4	93 3/8	94 3/4	+ 3/8
Gen. Prec.	31 3/4	31 1/8	31 3/4	...
General Tel.	19 3/8	19 1/8	19 1/8	...
Hazeltine Corp	22 1/2	22 1/2	22 1/2	— 1/8
Magnavox	33 5/8	32 1/2	33 5/8	+ 3/8
MCA	35	34 1/2	35	...
M-G-M	32 1/8	32	32	...
Minn M&M	48 1/4	46 1/2	48 1/4	+ 5/8
Nat. General	7 1/8	7	7	— 1/8
Paramount	40 1/2	40 3/8	40 3/8	...
Plough	31	31	31	— 1/4
RCA	44 3/4	43 7/8	44 5/8	...
Storer	30 3/4	30 1/4	30 3/4	+ 1/4
Taft	16	16	16	...
20th-Fox	24 3/4	23 1/2	24	— 1 3/8
United Artists	27 1/4	27	27	— 5/8
Warner Bros.	12 1/4	12 1/8	12 1/8	— 1/8
Westinghouse	26 1/4	26	26 1/8	+ 1/8
Zenith Radio	50 3/4	48 3/4	50 1/8	— 1/8

## AMERICAN STOCK EXCHANGE

	Bid	Asked
Allied Artists	3 1/4	3 1/4
Capital Cities	14	14
Filmways	5 5/8	5 5/8
Reeves Sound	4	4
Rollins	11	10 3/4
Screen Gems	14 1/4	14 1/4
Technicolor	12 3/8	11 3/4
TelePromTeler	3 1/8	3 1/8
TV Industries	1 3/8	1 3/8

## \*OVER THE COUNTER

	Bid	Asked
Jerrold	5 5/8	6 3/8
Meredith	26 1/2	29 3/8
Official Films	7 1/8	1 1/4
Seven Arts	9 1/4	10 1/4
Sterling	5	7 3/8
Transcontinent	8 1/2	9 1/2
Wometco	19 1/2	21 1/2

\* Courtesy of National Association of Security Dealers.

## Doug Streff Gets Stripes For ABC Daytime Sales

Chicago — Douglas Streff has been appointed assistant daytime sales manager for the ABC-TV Central Division here, to take charge of all network programming up to 6 PM, including "ABC Evening Report."

Streff joined the network in September, 1959, in the Central Division's sales service department, and became an account exec in 1961, handling daytime sales.

## Philly's Brookshier Moves AM Show to Eagles' Site

Philadelphia—Tom Brookshier, WCAU radio sportscaster and Philadelphia Eagles' defensive halfback, has begun airing his 8:15 AM sports program direct from the Eagles' training camp at Hershey, Pa. The on-the-spot reports will continue throughout the training and exhibition periods, while Mike Grant subs for Brookshier on his 7:15 AM show.

# "PREVIEW: NEW YORK 1964-1965 WORLD'S FAIR"

PROGRESS  
REPORT  
NO. 2

ASTRAL FOUNTAIN  
© 1961 New York World's Fair 1964-1965 Corporation



## SEE THE WORLD'S FAIR COME ALIVE

Bob Considine, noted columnist, takes viewers on a dramatic tour of the wonders in store at the New York 1964-1965 World's Fair. In this second filmed report audiences will preview an exciting panorama from ground-breaking to the finished global show place. The curtain goes up on the Unisphere symbol of the Fair and takes the audience to the scene of industrial exhibits featuring air-walls, modern technology and the thrills of outer space flight, international pavilions to make anyone's travel dreams come true, a heliport, marina and the latest in transportation to the Fair, the new Municipal Stadium for sports of every nation, and fun and education for all at this Fair of fairs. It's a celebrity-filled show featuring Eartha Kitt, Joe Louis and other top talent from the Fair Preview Day ceremonies, such notable visitors as former Presidents Hoover, Truman and Eisenhower — and Walt Disney discussing his role in the Fair's coming attractions. Complete with the nostalgia of rare footage from the 1939-1940 World's Fair, it's a brilliant, entertaining show your viewers will never forget.

**TOUR THE GREATEST OF ALL FAIRS**

*Running Time: 28½ mins.*

Presented by the  
New York 1964-1965 World's Fair Corporation

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You will receive **FREE**  
an audience-boosting  
promotion kit with  
announcers' scripts,  
press releases and **TWO**  
16 mm tune-in trailers.

## 'Uncle Jim' Fiske Lights 6 Candles in Schenectady

Schenectady—Jim Fiske, better known to young WRGB viewers as "Uncle Jim," this week celebrates his sixth year as cartoonist-host on the five-a-week "Bread-time Stories." The General Electric outlet's children's show has been on the air since 1948.

## 'Story of' in 85 Marls For Ziv-UA, Wolper

Latest sales by Ziv-UA for David L. Wolper's "The Story of..." syndicated series have placed the Fall skein in over 85 markets. Most recent purchase was by the Consumers Cooperative Ass'n via Potts-Woodbury, Kansas City, for 52 weeks in markets within its six-state area of operation—Iowa, Kansas, Missouri, Nebraska, Oklahoma and South Dakota.

Markets already set for CCA are Ames, Des Moines, Ia.; Lincoln, Neb.; Sioux City; Topeka; St. Joseph, Mo., and Sioux Falls and Rapid City. S. D., with over six more to be announced as soon as station and time slots are firmed up.

## Paul Brown Takes Over Cleveland Sports Show

Cleveland — Paul Brown, head coach and general manager of the Cleveland Browns, is airing a new five-a-week, five-minute sports program on WERE here, "The Paul Brown Show." The new entry will run throughout the entire football season, and marks the first daily show for the athlete-sportscaster.

Appearing with Brown will be announcer Gib Shanley who will do the play-by-play action for WERE. In addition to the grid matches, fans will hear inside stories and commentaries by the Browns' coach.

## Morrow Emcees Ogling Of 'Watchable' Girls

Don Morrow, host of ABC-TV's "Camouflage," will emcee the first annual International Girl Watching Pageant at Freedomland on Saturday. Twenty-five girls will compete for the four final spots on a national poll to find the "Most Watchable Girl."

## Allan Chase for 'Scouts'

Actor-singer Allan Chase, scheduled for an engagement at the Living Room next month, will make his TV debut on CBS-TV's "Talent Scouts," July 31. Peter Lind Hayes and Mary Healy will introduce him.



By TED GREEN

• • • Fred Coe, producer of the film version of "The Miracle Worker," has helped the careers of many well-known theatrical people. Under his sponsorship, during the early days of TV, he produced the plays of unknown writers Paddy Chayefsky, N. Richard Nash, William Gibson, Tad Mosel; employed directors Delbert Mann, Arthur Penn and J. Vincent Donehue, and started the careers of actresses Anne Bancroft, Eva Marie Saint and Jo Van Fleet... Jason Robards, Jr., whose performance in "That's Where the Town is Going" got nothing but praise, may not be able to perform on TV for some time because of his Broadway hit, and several picture commitments... Jackie Cannon's wife gave birth to a baby boy in Doctors Hospital one day before Jackie's birthday.

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• • • Hume Cronyn is taping broadcasts for Radio Free Europe in Rome, where he's filming "Cleopatra"... Elaine Kendall, witty authoress who has an article on theatrical angels in Show Magazine, will have her own radio program soon. She's been signed as moderator on the WUHF panel show, "Point of View"... We bet you never knew this before: Hugh O'Brian turned down "Gunsmoke" before he signed for "Wyatt Earp"... Henry ("Carnival") Lascoe figures his daughters are watching too many TV Westerns. They're riding their bikes side-saddle!... Houston TV personality and columnist Maxine Mesinger at the Savoy-Hilton for a brief stay in connection with syndicating her column.

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• • • Hans Holzer's forthcoming book, "I'm a Ghost Hunter" may emerge as a TV series even before a publisher is set. Holzer is now negotiating for a pilot to be based on the late Danton Walker's Haunted House in Rockland County... Eva Gabor will go into rehearsal for her new Broadway play, tentatively titled "Happiest Man Alive," in August... Juliet Prowse's advance ticket sales at Bob Lindemuth's Diamond Beach Club in Wildwood, N.J., has set an all-time record for the resort town. She'll appear there in August... Actor-singer Charles Aknin, host of the popular Charles V Restaurant, has departed on a three-week tour of the U. S. to pick up recipes for his French dining spot.

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• • • Popular Hal Edwards is the booking agent responsible for those terrific shows at Tamarack Lodge, Greenfield Park, N. Y.... Gloria Okon, the WPIX weather gal, is expanding her bread and cake selling activities for Arnold Bakers to New England. Further plans call for her sales story to be held in the mid-west in the near future... Gloria Lambert, the NBC singing personality with Mitch Miller's "Singing Along" programs, returns to her native Toronto later this month for a supper club appearance and two TV spots... WCBS radio's Jack Sterling has plans underway to expand his laundromat business on Long Island with the opening of stores number 4 and 5 within the next few months. Got any clothes that need washing?... Jerry Lester returns to TV Sept. 22 in a new syndicated variety program being packaged by Arrowhead Productions, New York.

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• • • Goings on at Decca: Decca promo execs Len Salidor and Marty Hoffman dashing all over town with their star chirper, Brenda Lee, who made the rounds of radio and press interviews during her smash week engagement at Freedomland... A&R exec Dick Jacobs returned from a vacation visit to Europe, where he ran into scads of fellow music-biz associates... The label's switchboard reports all lines tied up with the thick and fast calls coming in regarding Vincent Edwards (Dr. Ben Casey) and his smash single and LP... Carol Morris, formerly dispensing smiles as receptionist at Kurshan Color Labs, now a gal Friday in the diskery publicity department... Peter Duchin, talented pianist son of the late maestro, Eddie Duchin, dispensing tunes at Southampton's Bath and Tennis Club for the Summer. He'll have a new album out next week and will debut at the St. Regis this Fall... Leroy Anderson cut his first new album of his own compositions and will release it early in the Autumn.

## Seattle Station Revs Up For Hydroplane Gold Cup

Seattle—The five-day Gold Cup time trials will be covered by KING-TV here starting Tuesday, with sports director Rod Belcher presenting tapes of the hydroplane event three times daily. Mike Rhodes, veteran hydroplane sportscaster, will be on hand with interviews broadcast from the pit area.

## Pie-in-Face Soupy Needy Kids' Entree

Detroit — Pie-throwing comedian Soupy Sales returns for one day to headline the second annual "Toys for Tots Jamboree," jointly sponsored by WXYZ-TV and the Marine Corps., to be held Sept. 8, in Edgewater Park. Soupy started his career at WXYZ-TV.

The station has rented the park for the day and all rides and shows are free. Admission is gained by presenting a new, unwrapped toy at the gate. The Marines distribute the toys to needy children through welfare agencies and the Goodfellows. TV stars to appear include Johnny Ginger, Rita Bell, Pat Morris, Sagebrush Shorty and Ricky the Clown.

## Scott and Dillman Cast For 'Eleventh Hr.' Segs

West Coast Bureau of RADIO-TV DAILY

Hollywood—MGM-TV has signed George Scott and Bradford Dillman for guest appearances in two "Eleventh Hour" episodes, "The Return" and "Eat Little Fishie, Eat," respectively. Scott portrays a Russian defector who feels an urge to return to the Soviet Union, while Dillman is cast as a playwright sorely troubled.

Mark Rodgers scripted "The Return" and Leonard Kantor is credited with the "Eat Little Fishie, Eat" story. The hour series, set for an Oct. 3 bow on NBC-TV, stars Wendell Corey and Jack Ging as regulars. Norman Felton is exec producer.

## STORK NEWS

James T. Victory, CBS Films, Inc. general sales manager, is the proud father of his first child, a girl, Nancy Jane.

A boy, Scott, was born to Harriet and Jay Lasker on July 22. Dad is Reprise Records' general sales manager.

# DEEJAYS TURNING TABLES —TALK TO EACH OTHER

St. Louis—One convention where delegates shouldn't be at a loss for words, the 7th annual get together of the National Association of Radio Announcers, will be held here Aug. 17-19.

More than 300 deejays are expected to attend. Andrew Hatcher, President Kennedy's deputy press secretary, will be one of the speakers. There also will be "skull" sessions, featuring seminars and counseling groups.

## Dixon Administrator

For the public, there will be a "Cavalcade of Stars," spotlighting recording performers from throughout the country. The convention is being administered by NARA area coordinator Dave Dixon, co-chairman Buddy Lonesome and convention chairman Willie Mae Gracy.

## WLS Starts Sports Kick With Trio of Top Events

Chicago—A trio of top athletic events signals the start of WLS' sports kick, beginning Aug. 3 with the station's coverage of the All-Star Football Game from Soldiers' Field. The grid tilt matches the College All-Stars and Green Bay Packers.

On Sept. 25, the ABC affiliate will air an exclusive coverage of the world championship Patterson-Liston heavyweight bout, carried from Comiskey Park. Later in the month, WLS will begin airing the Notre Dame pigskin schedule for the 10-week season.

## Only Negro Passionist Celebrates Mass on TV

Springfield, Mass. — Father Jerome Brooks, C.P., the only Negro Passionist priest in the U. S., will be the guest-celebrant on Sunday of "Chalice of Salvation," WWLP's weekly telecast of Holy Mass in the Chapel of Christ of the Airwaves. After Mass, Father Brooks will be interviewed by Father Fidelis Rice, the program's producer-narrator.

## Saddler Gets on Board

Omaha—Owen Saddler, WMTV general manager, has been appointed to the Lutheran Medical Center board, which governs Lutheran General Hospital and Richard H. Young Memorial Hospital.

## WEDDING BELLS

### Sieger-Nee

James J. Sieger, KDKA continuity director, and Maureen Nee were married on July 21 in St. Bernard's Church, Pittsburgh. Mrs. Sieger is a school teacher.

## Newsman McGee, Family On Sentimental Journey

First child ever born in Midwest City, Okla., was Sharon McGee, daughter of NBC News correspondent Frank McGee and wife, who now live in Scarsdale, N. Y. The McGees, plus their daughter who is now Mrs. Sharon Labovitz of Boston, and her daughter, Erin, will make a sentimental journey back to Midwest City in October to take part in the town's 20th anniversary celebration.

## Klein New President Of Donnell & Harman

Irving Klein has been elected president of Donnell & Harman, house ad agency for Independent



KLEIN

TV Corp., it was announced by Abe Mandell, executive VP of the parent organization. Klein, who will temporarily headquarter at the Hotel Chatham, will be responsible for all ITC advertising, promotion and PR.

Current product of the TV film producing and distributing firm includes the syndicated series, "Supercar," "Sir Francis Drake," seen Sundays on NBC-TV, and "Ghost Squad," hour series recently released for first-run syndication.

Klein was previously with Screen Gems' advertising department for six years and prior to that, was sales promotion manager for Television Programs of America.

## Guild Vote Set Monday

(Continued from Page 1)

tion has already been evolved and approved in principle by the two executive boards.

TV Producers Guild president Everett Freeman said "More than ever the distinction between TV and feature producer is being eroded not only by common problems, but by increasing numbers of producers who function in both mediums. There is no question but that the best interests of producers as well as the motion picture industry as a whole will be served by this merger."

## NBC's New Technique Links Programs, Ads

A new electronic technique which smoothly integrates TV program film and commercial film has been developed by the NBC Engineering Dept and installed in several 35mm and 16mm film projectors in New York and NBC's owned station in Chicago, WNBQ.

The new device stops and cues film automatically.

Describing the operation of the device, NBC engineering director James L. Wilson said that at times of transmission there was often delayed cuing of either program or commercial film, which momentarily resulted in no pictures on the home TV screen. The new device eliminates any "blackouts" as it stops program film and starts commercial film at the same time. Then, as the commercial film nears conclusion, it cues the program film, which starts the precise moment the commercial has ended.

## Censor Bill Seen Dead; Final Hearing Monday

(Continued from Page 1)

measure regulating content of radio or TV programs, it would immediately be up against the congressional dictate that broadcasting is interstate in character and must be regulated federally.

This same defense may be difficult to pose against action by Congress, itself, in the District of Columbia. But it is almost certain that the House Commerce Committee, which has jurisdiction over broadcasting, would block action on broadcasting by another committee.

### Tiff More than Jurisdictional

The Kearns and Dowdy measures would cause more than just a jurisdictional wrangle. They would change the entire theory of broadcast regulation from federal to municipal or state. This would not only challenge FCC preeminence in the field, but that of the House Commerce Committee, itself.

All this is without regard to defenses broadcasters could make on freedom of speech and press. The fact is, the proposal to censor broadcasting had no chance at the outset for advancement by way of the District of Columbia Committee, and had no prospect of pointing the way for successful community action elsewhere in the nation.

### Rider on Publicity Wagon

The suspicion arises, therefore, that its proponent is another rider on the publicity wagon involved in any broadside attacks on the broadcasting industry.

## TAC WEAVING 'TANGLED WEB'

WFAA-TV's Sol Estes Seg  
To TV Library Cardholders

Dallas — Mike Shapiro, WFAA-TV GM, has announced that the station's program "The Tangled Web" has been accepted for inclusion in the TV affiliates Corp. (TAC) library.

The documentary examines the many facets of the startling Billie Sol Estes scandal, currently making headlines across the country.

The TAC library now contains over 60 locally produced programs which are at present being telecast on subscriber stations throughout the country.

## 45 Stations Acquire All 7 Arts Post-'50s

The number of stations which have purchased all available Warner Bros. post-'50s from Seven Arts Associated has reached 45, with the latest flurry which saw 19 outlets buying Vols. 1, 2 and 3 in the nine-week period ended July 13, according to VP-general sales manager Robert Rich. There are 118 titles available.

Ten stations which previously bought Vols. 1 and 2 acquired the 41 titles in Vol. 3. They are WBNS, Columbus, O.; WTVP, Decatur, Ill.; KVIQ, Eureka, Calif.; WLAC-TV, Nashville; WOW-TV, Omaha; WTVH, Peoria; KGW-TV, Portland, Ore.; WRAL-TV, Raleigh, N. C.; KVIP-TV, Redding, Calif., and WTRF, Wheeling, W. Va.

### All Sections Buying

Vols. 2 (41 titles) and 3 were sold to the following five stations which previously purchased Vol. 1: WNAC-TV, Boston; KRNT-TV, Des Moines; KOCO-TV, Oklahoma City; WROC-TV, Rochester, N. Y., and WNEM-TV, Saginaw, Mich. Stations signing for all three packages were KPAR-TV, Abilene; KOAT-TV, Albuquerque; WALA-TV, Mobile, and WPTV, West Palm Beach. WPTV's buy pushed sales of Vol. 2 to the century mark.

## Wolfkill's Release Nears After Year in Red Jail

NBC News cameraman Grant Wolfkill, a prisoner of the Communist forces in Laos since May 15, 1961, is expected to be among the five American prisoners currently being assembled in Plain Des Jarres for transport home. Prince Souphanouvong, acting premier of Laos, is leaving for Plain Des Jarres to facilitate moving the Americans.

## Listeners Beckoned By Promo Campaign

By JACK RUSSELL

Chicago — WGN Radio has launched an extensive audience promo campaign using billboards, newspaper ads and on-the-air spots. The drive was created by Foote, Cone & Belding, working with James G. Hanlon, WGN manager, promotion and research department.

Three hundred posters with the slogan, "Chicago sounds marvelous on WGN Radio," are being posted in Chicago, the outlying suburbs and even in such out of town locations as New York, along the Westchester route of the New York Central; Cincinnati; Minneapolis, and St. Louis.

The campaign theme also is being featured at the WGN exhibit at the current International Trade Fair here, and will be repeated at the World's Fair of Music and Sound, Aug. 31 thru Sept. 9.

## Wilkin, Held Tapped For G.E. 'True' Segment

West Coast Bureau of RADIO-TV DAILY

Hollywood—Exec producer Jack Webb has set Karl Held and Barbara Wilkin for leading roles in the "V-Victor 5" seg of "General Electric True" presently filming at Warner Bros. Mike Meshekoﬀ is producing and Robert Leeds will direct the Gene Roddenberry-Harold Jack Bloom teleplay.

## FCC Grants Application For New York City FMer

The FCC has granted the application of New Broadcasting for a new Class B FM station on 107.5 mc in New York City, and has denied the application of Herbert Muschel for the same facilities. The competing bid of Independent Broadcasting was dismissed for want of prosecution.

## NAEB Pegs Wayne Prof Journal Research Editor

Detroit—Dr. Presley D. Holmes, Jr., has been named research editor of the NAEB Journal, official publication of the National Association of Educational Broadcasters. Dr. Holmes is an assistant professor of speech, and director of Radio-TV research at Wayne State U. here.

## Marya Mannes Weighs Critics and Criticism

Marya Mannes, staff writer on The Reporter, will discuss "TV Critics and Criticism" tonight at Yeshiva U.'s Graduate School of Education in New York as part of a lecture series on "TV in the Public Interest."



By PETER C. DAVALLE

• • • BBC which earlier this month, banned some of the songs from Noel Coward's "Sail Away" until the lyrics were amended, has now barred a Bing Crosby record. It's "In My Merry Oldsmobile." Reason: it advertises a specific make of car and the BBC rule is "No advertising" . . . Talking of advertising, British advertisers generally have just taken a big step to maintain their standards. They've formed a new "watchdog" body—the Advertising Standards Authority. Representing TV interests is Howard Thomas, managing director ABC Television Ltd.

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• • • "The Legend of Rudolph Valentino," U.S.-made film compilation, gets an all-network BBC-TV airing this week. So does the Bob Hope show which takes a light-hearted view at that big Hollywood blaze. Bob recorded the show on his return to the U. S. after filming "Road to Hong Kong" in Britain . . . Frankie Vaughan, first British artist to be honoured on America's "This is Your Life" TV program, and the only British entertainer to top the bill at New York's "Copacabana," opens his first West End cabaret season at London's "Talk of the Town" this week. He takes over from the fabulously successful Lisa Kirk.

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• • • Under a new agreement between Britain and Egypt, many top British feature films will soon be seen on Egyptian TV screens. They include: "Hamlet," "Brief Encounter," "Oliver Twist" and "A Matter of Life and Death" . . . Granada TV is the first British independent TV company to book the U.S.-made series "Outlaws" . . . Boris Karloff went down to T.W.W. studios in Cardiff to record a "Personal Scrapbook" program. His ABC-TV science-fiction series "Out of this World," currently showing weekly, is rating high in the charts.

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• • • TWW, which caters for Wales and the West Country, has cut its dividend; it's paying 35 per cent for the first six months of 1962, against 40 per cent last year. Says T.W.W.: "This doesn't represent a decline in advertising revenue. It's due to rising costs and development of our regional programs." The Government recently supported the Pilkington Report proposal that profits from commercial TV in Britain must be cut.

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• • • Walter Armstrong, of Memphis, Tennessee, recently told the International Bar Association conference in London that the legal profession should sponsor radio and TV programs drawing attention to a lawyer's services. But the Law Society thought that, at \$280,000 a year, institutional advertising was not really worth it . . . Independent television has claimed an extra two per cent of Britain's viewers since the strike by Equity, the actors' union, ended four months ago.

## TV Lauded as 'Fashion Show'

(Continued from Page 1)

and the Allied group of Stern's and Gertz.

"The audiences reached were not obtained by TV alone. They were created in part by other media as well. Stores know the advantage of in-store promotion, handbills, store posters, etc. And they also know the advantage of talking up their coming shows by using their regular newspaper advertisements as well as running special ads prior to the show giving listings of the time. The TV viewer uses the ad to follow the show.

"Almost all stores follow tele-

vised fashions with a newspaper ad, further dramatizing some of the merchandise featured. And we also see generous publicity by the newspapers given to the stores involved.

"This tie-in of newspapers and TV indicates the cooperation which stores believe in . . . all for the selfish purpose of increasing their store traffic and store sales. This cooperation by TV and newspapers in behalf of stores is one which all media would subscribe to in the selfish interests of stores and in our own selfish interest," Abrahams said.

## CTV Affils' Chiefs Do Net Sales Tour

Special to RADIO-TV DAILY

Toronto — CHAN-TV general manager Ray Peters of Vancouver and CFCN-TV executive VP Gordon Carter from Calgary will be here for the next two weeks to help sell CTV's Fall sked to Toronto agencies and advertisers.

In past weeks Bill Morrison, sales manager at CJOH-TV, Ottawa; Ted Delaney, national sales manager at CFTO-TV, Toronto; Jerry Johnson, sales manager at CJAY-TV, Winnipeg, and Dick Misener, general manager of CFCF-TV, Montreal, have all done similar tours of duty with the net.

## McMahon to Announce Carson's 'Tonight Show'

Ed McMahon has been assigned to the announcing post for NBC-TV's weekly colorcast, "The Tonight Show Starring Johnny Carson," which debuts Oct. 8. McMahon has been working with the emcee on the daytime ABC network show, "Who Do You Trust?" since 1956.

For several years, McMahon was emcee-producer of a daily variety show on WCAU, Philadelphia, prior to taking over the ABC announcing spot.

## KDKA, Miss Torre Confer

(Continued from Page 1)

morrow.

Miss Torre, who parted company with the Trib about a year ago, has since written a number of articles for various magazines, including Look, McCall's, Cosmopolitan and Redbook, and has been a sought-after speaker on the lecture circuits. She is now completing a book on TV, to be published by Doubleday & Co.

## Bid for Cleveland TVer

Cleveland—Forest City Publishing Co. has applied to the FCC for a new TV station on UHF Channel 19 here.

## Louisville Crowns WAVE As Belters' Cornerman

Louisville—Louisville's division of Parks and Recreation has honored WAVE-TV with a special plaque for sponsoring and televising "Tomorrow's Champions," a weekly half-hour amateur boxing show, for eight years. The boxing telecasts, featuring youths in the city's recreation program, originate in the WAVE-TV studios each Saturday. Mayor William O. Cowger presented the award.

## BASIE TO ROCK MIAMI STATION

WGBS Monthly Spec Taps  
Jazzdom's Count & Band

Miami—WGBS will present the seventh in a series of monthly musical spectaculars on Monday, featuring Count Basie and Joe Williams in a special hour and a half program. Future programs will feature Stan Freberg, Ella Fitzgerald and the sounds of the great bands of the '30s, among others. Featured with the Count will be singer Joe Williams.

## Fair's Menu Offers 'Ham' Radio Platter

The First International Communications Fair, slated for New York's Coliseum Nov. 28-Dec. 2, will include several consumer features, including a working ham radio station and a communications clinic.

Operated by the Hudson Amateur Radio Council (HARC), the ham station will send free messages throughout the U. S., the 16 countries covered by international treaty and various Armed forces posts.

## \$50,000 SUMMIT MEET FOR GOLF'S 'BIG THREE'

The "World Series of Golf," in which links champions Jack Nicklaus, Arnold Palmer and Gary Player will compete for \$50,000 first prize, will be colorcast by NBC Sept. 8 and 9. Bud Palmer, Chick Hearn and Jack Dress will describe the action at the final six holes on both days of golfdom's newest classic.

Site of the 36-hole, model-play competition will be the Firestone Country Club in Akron, with each day's 90-minute coverage to be co-sponsored by Zenith Radio via Foote, Cone & Belding, and Amana Refrigerators via MacFarland, Aveyard & Co.

Originally scheduled as a four-some comprised of the champions of four major tournaments—the U. S. and British Opens, the PGA and the Masters—the field was reduced to three when Palmer became a double winner. He captured this year's Masters and British Open crowns.

Palmer leads the PGA money-winning list for 1962 with a total of \$71,198. Nicklaus is fourth with \$48,148 and Player fifth with \$41,843. Along with the first prize of \$50,000—the largest single award ever offered in professional golf competition—the runner-up will collect \$15,000 and the third-place finisher \$10,000.

## 'Cleveland Report' Eyes So. Viet Nam Conditions

Cleveland—WJW-TV news director Ken Armstrong will take viewers on a filmed tour of troubled Southeast Asia when "Cleveland Report" presents "Assignment: South Viet Nam" tomorrow. The report will point up the living conditions of this Communist-threatened area, as well as its guerilla defenses.

## Pincus Will Observe Studio's Construction

Phoenix, Ariz. — Directors of Television City Arizona, Inc., recently organized to produce TV and motion picture films here, have appointed veteran film producer David I. Pincus an executive of the new company, to supervise construction of a \$1.5 million studio complex.

Pincus has built and owned two production studios in the East. He founded Caraval studios, New York City, in 1958, as a source of industrial films for major companies, selling his interests earlier this year. For 20 years he owned and operated a studio at Hempstead, Long Island.

Management of Television City Arizona also includes Ben Pivar, Thomas A. Pyle, Earl Haley, Gilbert M. Ausland, Alvin Schoncite, Robert G. Wolfson and Bernard Klavir.

## Phil Beigel Producing 'In-School TV Service'

Phillip Beigel joins WNDT-TV Wednesday as producer of the "in-school TV service." For the past year, he has been assistant program manager at WJW-TV, Cleveland. Previously, he was a producer-director with WCBS-TV and assistant program manager at WBZ-TV and KDKA-TV.

## Jackson Fleming Accepts Post as General Manager

Denver — Jackson Fleming has accepted the post of general manager of KBTR here, leaving his current position as station manager of KGW, Portland. He has been engaged in the radio field as a salesman, sales manager, production manager and program manager.

## Mexican Videofile

By PEDRO MARIO AMARO

Armed with a letter of introduction from Katy Jurado, vouching for him as a "serious" producer with sufficient financial backing, Robert Warden is here to initiate preliminaries for an unspecified TV series. If accord is reached with officials and unions, producer plans to start shooting this year.

Warner Brothers is dicker with the America Studios for use of its facilities in future series production, according to Victor Parra, general manager. Local Warner Brothers representatives have refused comment. Allegedly, Warner Brothers will turn out hour TV programs in studios and on location.

Dubbing in Mexico may soon be costlier for American distributors. The National Association of Actors has served notice of a new wage hike. It seeks a \$48 minimum for stellar roles in half-hour series and an absolute minimum of \$12. Current scale pay is \$32 for stellar parts and a minimum of \$8.

Edgar G. Molina, general manager of the Ford Motor Company de Mexico, gave a banquet to top Telesistema Mexicano personnel, including executives, technicians and directors in recognition of "a job well done" in coverage of President Kennedy's recent Mexican visit. Technicians were especially singled out for their efficiency, on a par with that of confreres in the U. S. and other television centers. Ford sponsored the comprehensive coverage of the presidential visit.

## 'Flying Dutchman' Soars On 'Golden Opera World'

Richard Wagner's "The Flying Dutchman" will be presented on WOR's "Golden World of Opera" Saturday, under the baton of Antal Dorati. In the featured roles are Leonie Rysanek, Giorgio Tozzi, Karl Liebl, Richard Lewis and Rosalind Elias.

The program is hosted by Jay Harrison who will have as his special guest tenor Jan Peerce, whom he will interview during intermission.

## Family Duo

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Wendell Niles, Jr., has been signed by executive producer Wendell Niles, Sr., as associate producer on KTLA's "Your All American College Show."

## ☆ Let's Talk It Over ☆

(Continued from Page 1)

23rd Annual "Shows of Tomorrow," documenting more than 1,300 program offerings for both electronic media.

Complementing the detailed listings are 30 absorbing articles, each by an outstanding executive in his specialized area. There is, too, a comprehensive survey of industry thinking on its most critical issues. Worthy of special note — because broadcasters are generally considered poor respondents to questionnaires — is the fact that 288 top-level officials in TV and 510 in radio turned in their opinions on topics ranging from editorializing on the air, the need for color in TV and the magazine concept in advertising to subscribing to the NAB code, radio's station over-population and the future for FM.

IN THE forthcoming "Shows of Tomorrow," you will also find all the latest information on video color, contained in a special section. There is, for example, a statement, entitled "Dreams in Color," by Ward L. Quaal, WGN, Inc.'s dynamic executive VP and general manager, who starts out saying, "Today tint TV has entered the second and decisive phase of its development as a mass entertainment medium and a profitable business venture." There's another by RCA's W. Walter Watts, who concludes, "Anyone waiting for such a (great technological) breakthrough before he either gets into color or buys a color set is making a serious mistake."

Another portion of the "Shows of Tomorrow" is devoted to production and service firms, including commercial and jingle producers, record distributors and transcription firms.

In fact, nothing significant has been omitted; everything of current value is scrupulously included. It's a compendium of information which every branch of this industry habitually wants to have constantly available for reference throughout the entire year — that is, until the 1963 "Shows of Tomorrow" replaces it a year from now.

## Industry On Winner In Variety 35's 'Nite'

Hundreds of sports fans and philanthropically minded from the broadcasting, newspaper and motion picture fields, including many celebrities, jammed the Empire Terrace Room of Yonkers Raceway last night for dinner and the third annual "Night at the Races" sponsored by New York Variety Club Tent No. 35.

Chairman Charles Smakwitz said this year's event was an unqualified success, far surpassing the previous two years' "Nights" in support of the club's own heart project, the Bill Corum Fund for Orthopedically Handicapped Children.

A highlight of the evening was the presentation of Tent No. 35's "Night at the Raceways" trophy by chief barker Charles A. Ali-coate, publisher of RADIO-TELEVISION DAILY, to the winner of the fifth race, designated as the "New York Variety Club Bill Corum Race." This event was aired on WOR-TV by Marty Glickman, who also explained to viewers the wide progress of Tent No. 35 in its charitable endeavors.

## Cronin Gets VP Stripes For Sterling Hotel Web

Thomas A. Cronin has been appointed to the newly created post of exec VP of Sterling Information Services and also elected a director. He will be in charge of Teleguide, the new closed-circuit TV network for hotels. He was formerly VP of Wells TV, Inc.

## 1/2-Hrs. Seen 'Most Wanted'

(Continued from Page 1)

"where can they program more than a half-hour?"

As a result, Official, already heartened by the excellent sales results this year on "Biography," is going ahead with a second year's production of the half-hour actuality series, co-produced in conjunction with David L. Wolper. With the first year's production now in its final stages, scores of "Biography" subjects are under study for the new series.

The need for informational entertainment is underlined, Reed declared, by world and national affairs. Demands of sponsors and viewers for this type of programming are now reflected in sales and ratings, Reed said. "Biography," sold regionally and locally in a total of about 120 domestic markets to date, proves the point, he asserted.

Plans are also being formulated by Official for another half-hour series of an entertainment nature, Reed indicated. However, he was

## AGENCY NEWSCAST

By RALPH TYLER

Up in Canada, CTV network sales people have been tossing the letters "DST" around to see what they can come up with as a selling point for participation in forthcoming daytime shows. The letters have sparked some combinations that might be useful to daytime sellers here and elsewhere.

Daylight Saving Time, of course, immediately comes to mind. But how about: Daylight Selling Time, Dynamic Sales Tool, Daytime Selling Technique, Daytime Selling Trend, Daytime Show Time, Domestic Selling Time—and, as one agencyman suggested after hearing the presentation, "Darn Sound Thinking."

The DST blitz began with a post-card teaser campaign, using the three letters. Since then the sales department has pitched the DST idea an average of five times a day to agencies clients in Toronto and Montreal. The presentation is in flip-card and slide form.

Robert Angelus has joined the New York office of Foote, Cone & Belding as supervisor on the Lever Brothers Imperial Margarine account. Angelus has been with Ted Bates, where he was supervisor on the Brown & Williamson Tobacco account. Before that he was associate general products manager with Colgate-Palmolive. Joining the copy department of FC&B are Jay Cheek, who will serve as Copy Group Head on the Menley & James account, and Donald McKechnie, who has been assigned as copy

tight-lipped about the show at this moment, saying details would be disclosed when it was ready.

One thing Reed was not reluctant to discuss was "Biography" and its residual future. "I feel this show will be worth more the second time around than the first time," he said. "It was virtually impossible," he explained, "to convince station people then that the series was as appealing as it has turned out to be."

Questioned about syndication's future role in TV, Reed sounded a note of cautious optimism. Sales are good, he admitted, but they take longer to consummate, often being made jointly to a sponsor and station.

When and if more stations open, as UHF really gets under way following implementation of the recent authorization for all-channel TV receivers, prospects will improve for syndicators of diversified quality product, he predicted.

### Thought for Today

*"Telstar, which gave men the night and the day together, has demonstrated that the men of the West still have the know-how. It does not yet prove that they know why. Science has produced instant speech across the oceans and instant illustration of the speech. It has yet to find a formula for instant policies, instant wisdom or instant peace. So the key words ... remain the old words of Abraham Lincoln, words that traveled only a few feet from his lips—'We must think anew and act anew.'"*

—Eric Sevareid,  
CBS News

supervisor on TWA's international advertising.

Franklin J. Hennessy has been elected treasurer of Kenyon and Eckhardt. His new post is in addition to the title of financial VP which he has held since 1957.

## 1st 'Close Up' Stalls 'Gallant Men' Opener

Premiere of "The Gallant Men," ABC-TV's new dramatic series about men in war, originally announced for Sept. 28, has been postponed one week to Oct. 5. In its place will be the first "Bell & Howell Close-Up" program of the new season. There will be 18 Bell & Howell documentaries on ABC-TV during the coming season.

"The Gallant Men," produced by Warner Bros., focuses on the personal stories of an infantry division in World War II, from the landing at Salerno to the entry into Rome. The show stars Robert McQueeney and William Reynolds.

## 'World Artists Concert' Hears Heifetz Renditions

Violinist Jascha Heifetz will appear on WOR-TV's "World Artists Concert Hall" Sunday at midnight. The virtuoso will perform Mendelssohn's "Sweet Remembrance," a Scherzo and Brahms' Hungarian Dance No. 7, accompanied by pianist Emanuel Bay. In addition to his artistic renditions, Heifetz will answer questions put to him by a group of college students interested in things musical.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS





Indiana University Library  
Bloomington Ind

VOL. 91, NO. 19

FRIDAY, JULY 27, 1962

TEN CENTS

## CRACKDOWN IMPERILS 7 OUTLETS

### OLDS REPLACING STEELE AS GEN'L MGR. OF WINS

There'll be a "changing of the guard" next week at WINS when Mark Olds officially enters the New York radio station as its general manager, replacing Ted Steele as its Number One.



OLDS

Steele yesterday told RADIO-TV DAILY he has consented to remain at WINS to assist Olds in the indoctrinal processes. The outgoing chief-tain said he will announce his future plans at a later date.

Olds' appointment was made by

(Continued on Page 5)

### TV Applicants Awarded, Arizona 'V', Kentucky 'U'

Washington Bureau of RADIO-TV DAILY Washington—The FCC's Broadcast Bureau has granted the unopposed applications of Ken-Ten-Va Telecasting for a new TV station on UHF Channel 16 in Corbin, Ky. Desert Telecasting has also been granted a new station on Channel 13 in Yuma, Ariz.

### Sarnoff's Condition Good After Gall Stone Removal

RCA chairman David Sarnoff was reported last night in good condition at Roosevelt Hospital following an operation for the removal of gall stones. He was taken to the hospital earlier this week suffering from what appeared to be a gastro-intestinal upset. Operating surgeon was Dr. Howard A. Patterson. Also attending was Sarnoff's personal physician, Dr. C. H. Traeger.

### DIMBLEBY HERE ON BBC REMOTE

Richard Dimbleby, BBC-TV personality who proved first-rate in introducing Monday's Eurovision Telstar program, is in New York to host an edition of "Panorama," his network's weekly current affairs program, for live telecast to England via Telstar. Paul Fox, "Panorama" exec producer, is with Dimbleby.

### NBC's Daytime Video Hit \$10.6 Mil. in June

NBC-TV recorded \$10,668,000 in new and renewal daytime business during the month of June, according to James Hergen, the network's daytime sales director. Coupled with May's total of \$13,470,000 — the largest one-month sales in the history of NBC-TV's daytime programming — the two-month figure is \$24,138,000.

During June, nine national advertisers placed new orders totaling \$3,643,000, and six national

(Continued on Page 5)

### WNBT Elects Heffner

The Board of Trustees of Educational Broadcasting Corp., owner and operator of WNBT, New York, has elected Richard D. Heffner VP and general manager. Heffner came to EBC from CBS, where he was director of special projects.

### Third Class Created For Commercial FM Under New FCC Rule

Three classes of commercial FM stations have been created in place of the previous two as a result of new rules adopted yesterday by the FCC for power and spacing of FM stations. The commission also proposed to adopt a table of allocations such as is used in tele-

(Continued on Page 6)

### Leslie Replacing Gore As KGO Sales Manager

West Coast Bureau of RADIO-TV DAILY San Francisco—Kenneth Leslie will join KGO Radio as general sales manager Aug. 6, replacing



LESLIE

Del Gore, who has resigned to open his own firm, Merchandising Advertising Counselors, Inc.

### Brunch Will Not Be Served After Newscast Yanks Cloth

Detroit—WXYZ news commentator Lou Gordon has pulled the tablecloth out from under a supposed \$1,000-a-plate "Brunch", whose purpose was to smooth over some of the differences reported to exist between President Kennedy and business. Gordon insisted on calling the

### Horseracing Results On Storecast License Is Alleged in Chicago

Washington Bureau of RADIO-TV DAILY Washington — The tempo mounted yesterday for what is proving to be a major FCC crackdown, with proceedings that threatened to cancel another station license and to fine four other stations.

WCLM-FM, Chicago, faces loss of its license on charges of numerous violations, including alleged use of its storecasting facility to broadcast horseracing results.

KELP, El Paso, Tex., faced a \$5,000 fine for alleged advertising matter without sponsorship identification. Three Ohio stations under common ownership, WCHI, Chillicothe; WCHO, Washington Court House, and WKOV, Wellston, may be subject to fines on technical violation charges.

The FCC said WCLM appears to

(Continued on Page 8)

### MGM Gives 'Lolita' Boost With 5 Net Participations

Five network participations on NBC-TV's "Tonight Show" have been purchased by M-G-M to advertise the movie, "Lolita." The commercials will be seen during next week, when Merv Griffin is host of the show.

The post-premiere TV advertisement

(Continued on Page 4)

The 23rd Annual Edition of  
**SHOWS OF TOMORROW**  
The Program Buyers Guide

**PUBLISHED MONDAY**

1,300 Program Offerings  
... with many added features



Established Feb. 9, 1937

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### CBS Uses Air Savvy For Sidewalk Sups

CBS is putting its broadcasting know-how to work at the construction site of its new 38-story building now going up in midtown Manhattan.

The net has installed a transparent fence around the site equipped with 24 PA loud speakers. Onlookers will hear a description of what they are watching through the 300-foot-long plexiglass fence. CBS news reports also will be broadcast as an added service.

Messages about the historical significance of the site and surrounding area, plus descriptions of the forthcoming skyscraper's unusual features will be voiced by TV, radio and recording stars. Fred Hendrickson was CBS producer for the broadcast information program on the building.

The skyscraper is scheduled for completion in 1964.

**WANTED**  
Imaginative, experienced, female copywriter as Continuity Chief in two-woman department WIBX, 5000W, adult-programming, CBS Utica, N. Y. Livable starting salary; increases on merit. Staff congenial; working conditions pleasant. IMMEDIATE OPENING. Reply: Elliott Stewart, Station Manager.

## COMING AND GOING

CHRIST HANSEN, news director of KAUS and KMMT-TV, Austin, Minn., in Iran as the '62 "So. Minn. community ambassador."

AARON BECKWITH, BBD&O TV VP, to Hollywood Sunday for the first "Red Skelton Show" taping this season, with SAM THURM, Lever Bros. advertising VP.

BURT REYNOLDS, featured in CBS-TV's "Gunsmoke," guest of honor at Victoria, B. C. centennial this week-end.

JACK BENNY to Chicago this week-end, as guest violin soloist with the Chicago Symphony.

CARLOTTA RADKE, of Radio-TV Daily,

leaves tonight for Honolulu, where she will be married.

GEORGE VICAS, the NBC News European production unit head, based in Paris, returns today following work in N. Y. on Telstar programs.

FORREST TUCKER arrives in N.Y. Monday for "Password" and "Talent Scouts."

CHUCK BARCLAY, Raymond Scott Enterprises VP, to Chicago on business.

ARTHUR PERLES checks in Saturday at the Hollywood-Roosevelt for a six-day stay before going to San Francisco the following week.

### R-TV Center Keeps 'Earthshaking' Spec

West Coast Bureau of RADIO-TV DAILY San Francisco — "The Great Shake," documentary produced by KRON-TV here, has been selected for permanent storage in the Ohio U. Radio and TV Repository and Research Center. Program tells the story of San Francisco's 1906 quake and fire by means of stills and ancient movie films.

The documentary was first telecast April 15, 1960, and repeated the following two years on the tragedy's anniversary. It was also telecast by WTTG, Washington, in 1961. Dr. John Highlander, director of the center, said the special will take its place among the collection of examples of outstanding programming.

The center was designed as a research source for students studying toward doctorates in radio and TV. Also available to commercial stations and foundation researchers, the collection includes radio tapes and TV kinescopes of special affairs programs, together with directors' scripts, rehearsal and shooting skeds, scene designers' plans and similar material.

### Ulrich Account Exec

Philadelphia — John L. C. Ulrich, Jr., formerly of WFLN, has joined WFIL-FM as an account exec.

### Albany 1st Citizen Takes Pride in 'Hudson' Special

Albany—The city's Mayor Erasmus Corning II has praised WAST for its "Hudson — Portrait of a River" in a wire commending the outlet for producing a show that received national network airing. The documentary was seen last night as the fourth in the ABC-TV series, "Focus on America."

### \$220,803 Action Is Filed Against Kovacs' Company

AB-PT is suing E. & E. K. Enterprises for \$220,803 for use of TV facilities in the Los Angeles area by the late Ernie Kovacs' show unit. The complaint, filed in New York Supreme Court, claims the money was demanded but is still unpaid.

### Emmett Kelly Bows In 7 Arts Kid Web

Clown Emmett Kelly, international circus headliner, has been signed to star as host in a series of 39 half-hour children's cartoon programs to be produced in New York by Seven Arts this Fall.

"The Emmett Kelly Show" marks Kelly's debut in a TV program series and is the second new series to be produced by Seven Arts this year. In the 39 programs, Kelly as "Weary Willie" will perform 117 different routines prepared especially for the series, plus several additional specialty numbers.

What effect will European economic affluence, and the Common Market have on American advertising? There's an answer in the 1962 Shows of Tomorrow.

### de Tocqueville Writings Theme Cleveland Series

Cleveland — "Democracy in America," based on Alexis de Tocqueville's analytic writings of American society, is being aired on KYW's "Program PM" Tuesdays. The series of 14 half-hour programs, produced by the Fund for Adult Education, is also heard on the other Westinghouse Broadcasting Co. stations in cooperation with the Broadcasting Foundation of America and the Edison Foundation.

## FINANCIAL

(July 26)

### NEW YORK STOCK MARKET

	High	Low	Close	N
Admiral Corp.	13	12 7/8	13	
AB-PT	27 3/4	26 7/8	27 1/2	
A. T. & T.	111 1/2	110 1/4	110 1/2	
AVCO	22	21 3/4	21 7/8	+
CBS	35 1/2	35 1/4	35 1/4	+
Columbia Pic.	16	15 5/8	16	+
Crow-Coll.	13 7/8	13 3/4	13 3/4	+
Decca	38 7/8	38 7/8	38 7/8	+
Disney	27 1/4	26 7/8	26 3/4	—
East. Kodak	95 7/8	95	95	+
Gen. Prec.	32 3/4	31 7/8	32	+
General Tel.	25 1/8	25 1/8	25 1/8	—
Hazeltine Corp	23 3/8	22 5/8	22 5/8	+
Magnavox	34 1/8	33 3/4	33 7/8	+
MCA	35 1/4	34 3/4	34 3/4	—
M-G-M	32 1/4	32	32	—
Minn. M&M.	49	48 1/4	48 1/2	+
Nat. General.	7 1/8	7	7	—
Paramount	41	40 1/2	40 1/2	+
Plough	30 1/2	30 3/8	30 1/2	—
RCA	45	44 3/4	44 3/4	+
Storer	30 3/4	30 1/4	30 3/4	—
Taft	15 7/8	15 7/8	15 7/8	—
20th-Fox	23 1/2	21 1/4	21 3/4	—
United Artists	27 1/2	27	27 1/4	—
Warner Bros.	12 3/4	12 1/4	12 1/2	—
Westinghouse	26 5/8	26 1/4	26 1/2	—
Zenith Radio	51 3/8	49 1/2	49 7/8	—

### AMERICAN STOCK EXCHANGE

Allied Artists	3 1/4	3 1/4	3 1/4
Capital Cities	14 1/2	14 1/8	14 1/2
Desilu	8 7/8	8 5/8	8 7/8
Filmways	6	5 3/4	6
Movielab	10	9 1/2	10
MPO	7 5/8	9 1/2	10
NTA	1 1/4	1 1/8	1 1/8
Reeves Sound	4	4	4
Technicolor	12 3/4	12 3/8	12 3/8
TelePrompTer	7 7/8	7 7/8	7 7/8
Trans-Lux	13 1/4	13	13 1/4

### \*OVER THE COUNTER

	Bid
Jerrold	5 3/4
Meredith	26 1/2
Official Films	7 1/8
Seven Arts	9 1/4
Sterling	1 3/8
Transcontinent	8 3/4
Wometco	19 1/2

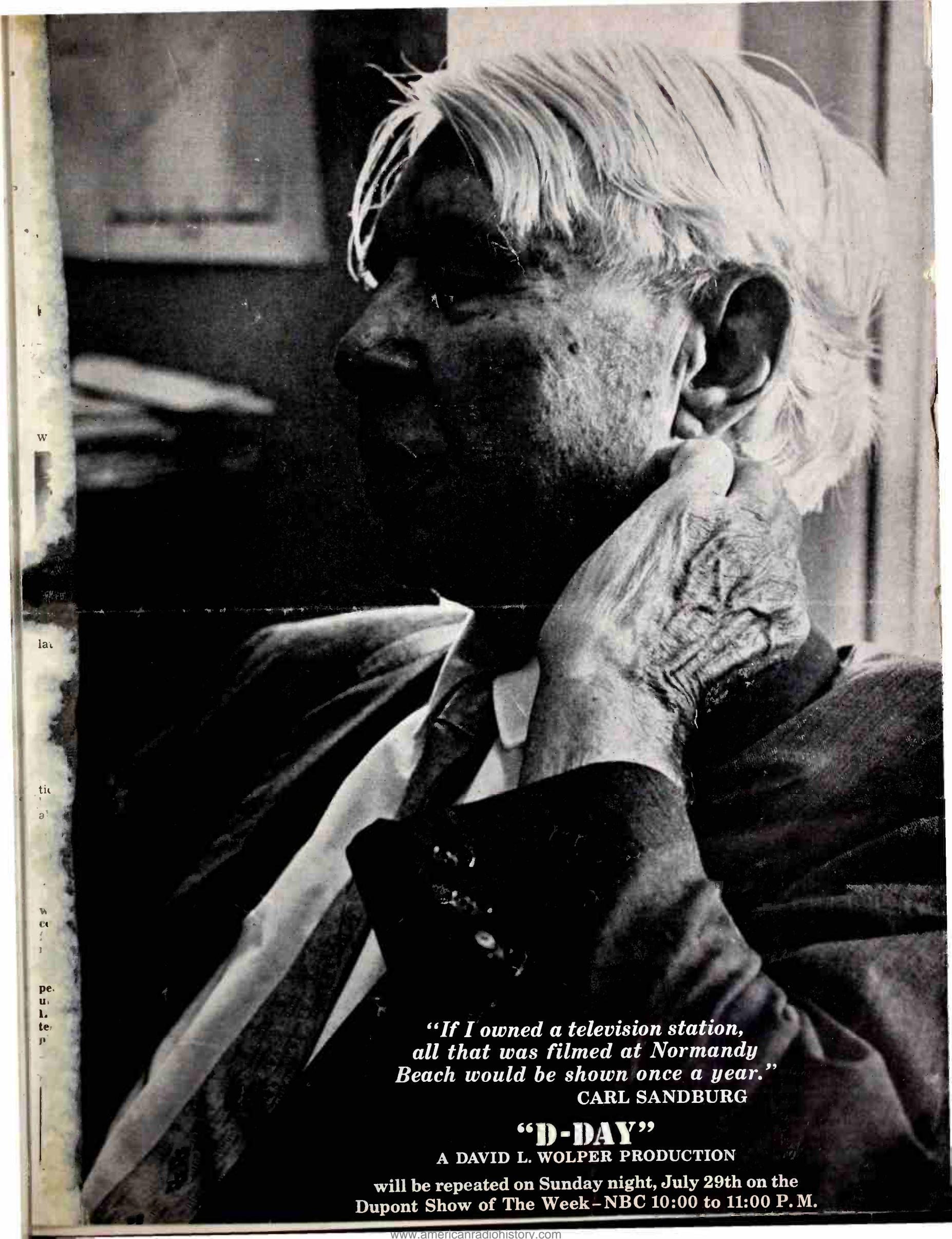
\* Courtesy of National Association of Security Dealers.

### Pioneers' Trek Westward Recreated on 'Panorama'

Binghamton, N. Y. — "Wide World," the story of pioneer's struggle to open and survive in the West, will be on "Panorama," WNEF-TV, Channel 3, sponsored by Millbrook Bancorp. The documentary reproduces the era in American history through vignettes and filmed sequences at locations in Cooperstown, N. Y.

### Peter Hayes, Mary Healy Display New Talent First

Peter Lind Hayes and Mary Healy will guest on CBS' "Talent Scouts" program Tuesday, introducing singer Charles Chase. Other talent scouts include Buddy Hackett, Robert Morse and Charles Nelson Reilly.



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*"If I owned a television station,  
all that was filmed at Normandy  
Beach would be shown once a year."*

**CARL SANDBURG**

## **"D-DAY"**

**A DAVID L. WOLPER PRODUCTION**

**will be repeated on Sunday night, July 29th on the  
Dupont Show of The Week - NBC 10:00 to 11:00 P. M.**

## R-TV Research Council Seeking Guest Speakers

Henry Brenner, president-elect of the Radio and TV Research Council, is now making up the list of next season's guest speakers for the council's monthly luncheon meetings. He extends an invitation to speak to individuals or organizations that feel they have an interesting research presentation.

## 'Barnaby' Leads Kids On Seattle Fair Tour

Cleveland—The first Cleveland-produced TV spectacular especially designed for children will be aired by KYW-TV on Thursday when "Barnaby" leads an hour tour of the Seattle World's Fair.

In preparation for "Barnaby Goes to the World's Fair," producer-director Dick Pitschke spent over two weeks shooting some 8,000 feet of film among the show's exhibits. The telespec presents the entire fair from the famous monorail to the celebrated space needle as seen through the eyes of "Barnaby." McDonald's Carry-Out Restaurants are the show's sponsors.

More news of local and regional origin will be on the air during the coming year. Read why in the 1962 Shows of Tomorrow.

## Stanfield, Varley Hiked In Station Rep Shuffle

Ray Stanfield has been promoted to the newly created post of eastern radio sales manager with Peters, Griffin, Woodward, station reps. A vet broadcast exec, Stanfield was VP and GM of the Belk Radio Stations and GM of WIST, Charlotte, prior to joining PGW.

Also, Rowland J. Varley has joined the firm as a radio account exec and will headquarter in the New York office. Varley was formerly a senior account exec with Mutual Broadcasting System.

## Knapp to Portray Ad Man In 'Harris vs. Castro' Seg

West Coast Bureau of RADIO-TV DAILY

Hollywood — Exec producer Jack Webb has signed Robert Knapp to portray the real-life role of Erwin Harris in the "Harris versus Castro" episode of "General Electric True" series. Production rolls this week at Warner Bros. on the story of the Florida ad man who seized Cuban imports until an outstanding debt was met. Mike Meshekoff produces and William Conrad directs the Harold Jack Bloom teleplay.



By TED GREEN

• • • Allen Swift, known as radio and TV's "man of a thousand voices," is now clicking as the man of many faces in the off-Broadway play, "A Portrait of the Artist as a Young Man." Allen's versatility in the play, in which he portrays three different characters, has attracted the attention of some film companies for a movie role . . . William DeMayo, general fleet manager, Broadway Maintenance Corp., will be heard during a specially produced segment of Bob Maxwell's WCBS Radio "At Your Service" program. DeMayo will discuss smog and air pollution and the various methods of his corporation in alleviating these problems . . . Audrey Peart, executive secretary to TV producer Bob Banner, off for a five-week visit to her home town, London, to visit her parents and four sisters . . . The Stetson's off to: Sonny Fox, star of "Wonderama" and "Just for Fun" kiddie shows. Sonny is doing a Summer-long promotion of "Kiddie Carnivals for MDA"—encouraging youngsters to hold local parties and raise funds to support the research and patient service programs of MDA. Nice work Sonny!

• • • Joseph Saccone, genial owner-host of the elegant Newport Restaurant, will appear on NBC-TV's "Family Show" Monday morning, discussing the preparation of the many epicurian (ya-una-stan) delights now available on the Newport's new menu . . . Watch Bernie George stump the panel with his original and entertaining stint on the Garry Moore's "I've Got a Secret" Monday night on CBS-TV . . . Newcomer in town, young actor Wally Kightly, just arrived here from California. Wally, a combo of Montgomery Cliff and James Dean, already has Madison Avenue stirring. He's not only personable but talented, too. Keep an eye on this guy, he's going places.

• • • Meet: Mongo Santamaria, master of the Congo drum, known in this country primarily for his featured percussion work with such "name" bands as Perez Prado and Tito Puente. In Cuba, his native land, Mongo was a foremost exponent of authentic Afro-Cuban cult music, religious songs and rhythms based on Yoruba traditions in Africa. Mongo was born and raised in the Jesus Maria district of Havana, the grandson of a slave. After disastrous attempts at the violin, Mongo took to the drums and the two have been inseparable ever since. His professional career has been highlighted by stints with New York shows and bands like Prado's, Puente's and, more recently, Cal Tjader's. During the past year Mongo has become a leading exponent of the Pachanga, and has been signed for a future "Tonight" show. Mongo may soon be seen on local TV giving viewers five-minute Pachanga lessons daily a la Chubby Checker and the Twist.

• • • Epic Records offering a 15 per cent discount on distributor purchases from now thru Sept. 21 for the entire Epic/Okeh LP catalog, including the company's new releases. They will also release 21 LPs in August, including 12 new popular and jazz albums, 6 classical releases and 2 electronically re-channelled for stereo albums, as well as one album on Epic's subsidiary label, Okeh Records . . . Don Glasser, maestro at Roseland Dance City, set a new LP deal for his orchestra and his vocal star Lois Costello, known as "Miss Energy" . . . RCA Victor records will launch a \$600,000 ad-promo campaign in support of its 10th anniversary "1962 Best Buy Program."

## New App't for Martin

Charleston, W. V. — Doug Martin has been named program — operations director for WCHS-TV. He joined WCHS-AM in 1951 and was named assistant production manager of WCHS-TV shortly after the station went on the air. Prior to his new appointment, he was in charge of programming and production.

## Seeks 'Understanding'

Philadelphia — WPBS has begun a 13-week series, "Within Your Reach," aimed at better understanding of various professions. Produced in cooperation with Xavier Damion professional sodality and St. Joseph's College, it is moderated by Robert A. Evans, former Pennsylvania U. football coach.

## 'Line of Sight' on Lytton Becomes Museum Piece

Los Angeles — The Hollywood Museum, scheduled for completion in June, 1964, has been presented with a copy of Bill Stout's "Line of Sight" documentary on the Lytton Center of Visual Arts, by KT-LA-TV general manager S. L. (Stretch) Adler. Arthur Knight, museum curator of film and TV tapes, accepted the film as "an important nucleus for the archives."

## Metrecal Co. Fattens ABC's Fourth Quarter

The Edward Dalton Co. division of Mead Johnson & Co., via Kenyon & Eckhardt, has signed for a heavy schedule of sponsorships in 10 ABC-TV programs during the fourth quarter, in behalf of Metrecal and Nutriment.

Edward Dalton's first use of network TV was on ABC when it sponsored "Winston Churchill—The Valiant Years" during the 1960-'61 season.

The 10 shows are "Combat," "The Sunday Night Movie," "The Untouchables," "Going My Way," "Wagon Train," "The Gallant Men," "77 Sunset Strip," "Naked City," "Mr. Smith Goes to Washington" and "Premiere" presented by Fred Astaire.

## Wally Sherwin Produces Hollywood Bowl TVer

West Coast Bureau of RADIO-TV DAILY

Hollywood — Wally Sherwin, KHJ-TV programming director, has been named exec producer of the station's Hollywood Bowl telecast Aug. 1. In his new capacity, he has designated J. C. Lewis, senior director of the outlet, to handle directing chores for the two-hour project. Sponsor is the Security First National Bank.

This marks the first time a "Symphony Under the Stars" will be on TV, and Sherwin has announced plans to use seven cameras and five taping machines for the all-Tschaikowsky program. With the help of the show's guest conductor, Andre Kostelanetz, a master tape will then be edited for final viewing.

## MGM Gives 'Lolita' Boost

(Continued from Page 1)

tising of "Lolita" in New York was exclusively on the "Tonight Show" on WNBC-TV during the week of July 2. An immediate upsurge in box-office receipts was accredited to the ads by M-G-M and Seven Arts.

The M-G-M order was placed through Donahue and Coe.

# ETV's Cautioned Not to Form National Net

## 2 Parties Offered Free Debating Time

Hartford, Conn. — Democratic and Republican candidates for Congress, the Senate and Governor from Connecticut have been offered free time by WTIC-AM and WTIC-TV for a series of eight half-hour debates between Labor Day and Election Day.

Travelers Broadcasting Service Corp. president Paul W. Morency made the offer to the state chairmen of the two parties, Democrat John Bailey and Republican A. Searle Pinney.

Pinney has accepted on behalf of gubernatorial candidate John Alsop, senatorial candidate Horace Seely-Brown, Congressman-at-large candidate John Lupton and the candidates for Congress from the state's five districts. Bailey has passed on the invitation to the Democratic Party candidates.

## NBC Daytime TV High

(Continued from Page 1)

advertisers renewed orders totaling \$7,025,000. Orders for sponsorship were placed in 12 current Monday-thru-Friday shows, plus "The Shari Lewis Show" on Saturdays; "Captain Gallant," which premieres Sept. 29, and "The Merv Griffin Show," which bows Oct. 1.

Placing new orders were Armstrong Cork, via BBDO; Hartz Mountain Products, George H. Hartman Co.; Quaker Oats, J. Walter Thompson; Frigidaire, Dancer-Fitzgerald-Sample; Corn Products Co., Lennen & Newell; Lionel Corp., Grey Advertising; Sterling Drug, D-F-S; Campbell Soup, Needham, Louis & Brorby, and Shwayder Bros., Grey Advertising.

Renewal orders were by Lever Bros., Reach, McClinton; Frito Co., D-F-S; Alberto Culver, Compton Advertising; Whitehall Labs, Ted Bates & Co.; Lestoil, Sackel-Jackson, and Sterling Drug, D-F-S.

## Vets Have Whale of Time On 2nd WIND Pet Clinic

Chicago — Questions ranging from how do whales mate to what to do about dumb parrots will again be posed to veterinary experts on WIND's second pet clinic, to be aired in September. The first promo proved so successful that the station will present eight veterinarians to answer telephone queries for four hours, also prescribing over the phone.

## DENTAL WARNING HITS HOME PLATE

Public Health Surgeon Commends Edward Morgan

A broadcast warning by Edward P. Morgan that "the U. S. is fast becoming a nation of dental cripples" has been commended by Luther Terry, U. S. Public Health Service surgeon general.

The broadcast, aired on ABC Radio this month, stressed statistics about the worsening condition of dental health and focused on the case for fluoridation as a solution.

In a letter to Morgan, the surgeon general said: "The way in which you presented the problem and the means of control was clear, concise and very much to the point. I appreciate your support of the effort of the American Dental Association and the U. S. Health Service to improve dental health of the youth of the nation. You are to be commended for your excellent public service."

## Hurleigh Tops Name-Listers

Mutual Broadcasting president Robert F. Hurleigh has been appointed chairman of the 1963 Roster Yearbook Committee of the International Radio & Television Society, it was announced by IRTS president William K. McDaniel, NBC News executive VP. Hurleigh pointed out that the income derived from the Roster Yearbook is important in that it permits IRTS to sponsor such things as the Time Buying & Selling Seminar, the Collegiate Broadcasters Conference and radio and TV Production Workshops.



HURLEIGH

## Bostonians Dial Station For Late News Roundups

Boston—WBZ listeners are dialing their phones these days to get latest news, weather and traffic condition reports. The station has inaugurated a phone-recorded service, "Instant News," to give its listeners these public service reports with one call, in addition to its regular summaries aired 22 times daily.

## 'Idea Bank' Members Hear NAB's Stamler

Danville, Va. — The 28 member-stations of the North American Broadcasters Idea Bank, comprising outlets in 15 states and five Canadian provinces, participated in discussions covering public service, sales and promotion during the group's annual convention here. Principal speaker was NAB promotion director Art Stamler, who spoke on editorializing.

David E. Lyman, founder and national director of the Idea Bank, told the assemblage of the transfer of their national headquarters from WLEE, Richmond, to WQUA, Moline, Ill., necessitated by his leaving WLEE to take a post with the Moline station.

## L. A. Channel to Open Sales Office in Frisco

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KTTV will open a regional sales office in San Francisco in September, with Ed Hawkins as its chief, it was announced by Charles Young, national sales director of the station. Hawkins joins KTTV on Aug. 13.

## Olds Replacing Steele As Manager of WINS

(Continued from Page 1)

Donald H. McGannon, president of Westinghouse Broadcasting Company, which today will take title to the station purchased from Gotham Broadcasting for \$10,950,000. Olds currently is program manager of WNEW, New York and a 20-year veteran in broadcasting.

The new WINS manager is a former WBC executive, having joined the company's KYW station (then in Philadelphia) in 1951 as a producer-director. He was elevated to program manager in 1955 and moved with the station to Cleveland. In 1959, he joined WNEW.

Olds entered radio as an announcer at WSAY, Rochester, thence going to KOLO, Reno, and, thereafter, to KPO, in San Francisco.

## WNAC Takes Memory Stroll

Boston—Tuesday is memory day on Bill Hahn's "Around the Town" show, and in observing WNAC's 40th anniversary, he will interview guests associated with the station's first broadcast.

The 1922 flavor then extends to "Radio Boston Afternoon Edition." In his daily man-on-the-street interview, host Fred Peach will ask a "question of the day"

## Fordham Meet Told Such a Move Would End Local Autonomy

ETV operators have been cautioned not to try to develop a national network because block booking and fixed programming would eliminate local autonomy and responsibility, "taking on the undesirable elements of commercial networks." The warning came from Dr. Hyman Goldin, chief of the FCC's new Research and Education Division, and NET president John F. White at Fordham U.'s recent Conference on Educational TV.

White also said he hoped that new ETV stations will be operated by agencies representing all the community groups of a city rather than by a single institution or school district. He noted that general experience with the first 60 ETV stations indicates that the community stations have consistently shown greater creativity, energy and alertness in movement.

## Foreign Interest Heavy

They were among the 30 speakers at Fordham U.'s recent annual Conference on Educational TV, attended by representatives of all parts of the U. S. and eight foreign countries. Also addressing the event was Vernon Bronson of the Nat'l Ass'n of Educational Broadcasters, who described a new master plan for ETV stations which would provide for 1,200 educational stations across the country.

Underscoring the need of utilizing TV in keeping with the "language of the medium," Ted Conant of the Ford Foundation condemned programs whose visual impact was reduced to "talking faces" or "radio with pictures." He likewise recommended a new look at the role of radio in education, especially in conjunction with visual materials used in the classroom.

Next year's five-day conference, to be held after the Summer sessions during the third week in August, will include sessions on the "cross-media" approach to learning and on understanding the grammar of film, TV, radio and the press.

relating to the early days of WNAC.

Rounding out the 40th birthday celebration, the first 40 winners of transistor portable radios will be chosen in the station's "Pick a Radio" contest.

## 'Se Habla Español,' Says Minn. Station

Minneapolis — A series of five 10-minute radio programs in the Spanish language for use by stations in Santiago, Chile, were produced here by the WTCN Stations public affairs department.

The programs reported on the visit to Minneapolis of Jorge Claude, representative of the mayor and people of Santiago. The Latin-American capital is the sister city of Minneapolis under the national "People-to-People" project.

Claude was the guest of the city of Minneapolis for the 1962 Aquatennial.

## Brockway Leaving Phila. For WCBS-TV Programs

Merrill Brockway has been named staff director for WCBS-TV, making the jump from WCAU-TV, the CBS o-o in Philadelphia where he had been a producer-director-writer.

Most recently, Brockway directed "Eugene Ormandy's Sound of America," an hour concert performed by the Philadelphia Orchestra and presented on WCBS-TV as the premiere in "The International Hour" series.

## Brunch Not to Be Served

(Continued from Page 1)

any responsible Democratic party officials were aware of the planned breakfast. A hurried call to Pierre Salinger at the White House and the Governor in Lansing justified his suspicions.

Gordon told his listeners it was not proper to disguise a fund raising function as a meeting to discuss the government's relations with business. Gordon charged that the entire idea was "disgracefully embarrassing to the President, the Governor and the local Democratic party."

The day after his broadcast, the newspapers carried the story in headlines larger than they had originally given to announcement of the informal breakfast with Kennedy. Brunch with the President would not be served.

## Althea Gibson 1st 'Grad' On 'From These Streets'

WNBC's new series, "From These Streets," will premiere tomorrow with guest Althea Gibson, called the "world's greatest woman athlete." Miss Gibson, like the other guests to appear on the show each week, will visit the neighborhood of her childhood as a "graduate," and talk to children now living in the area.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Basil Grillo, president of Crosby Productions, Inc., clarifying his firm's position in purchasing a 50 per cent interest from Jack Douglas in "Across The Seven Seas," said the deal, though a departure from normal operation, is not a step toward expanding into syndication. Grillo pointed out he was one of the first to go into syndication and one of the first to bow out. "Across The Seven Seas" is a somewhat different case, because it is of high quality and is superbly photographed in color. (Grillo believes firmly in the future of color.) Sound was recorded on the spot; there's a thin storyline in each film. The film, made in Tahiti, is considered a likely spin-off for a new series. Douglas is now on tour promoting the show in western markets, where American Home Products has bought sponsorship on NBC stations. Other regional sales are being negotiated. On the packaging side, Grillo revealed that he has several new series in preparation, including a comedy series with a model agency background. Although Crosby Productions does not plan a syndication arm, it is likely that the company will continue to market its programs, such as "Ben Casey," after their network runs.

• • • Starting next Thursday, Walter O'Keefe's KHJ Radio show will come from the Holiday Room of the Knickerbocker every Thursday. The show currently originates from the Hollywood Brown Derby Tuesday . . . Pat Boone wants Keely Smith for his Thanksgiving spec to be taped October 15 . . . Harpo Marx will play a harp solo in a "Mr. Smith Goes To Washington," seg to be filmed at Columbia, with Jimmie Haskell scoring and conducting.

• • • Joey Bishop has completed a series of 60 and 20 second TV spots at Desilu-Cahuenga for the Cystic Fibrosis Foundation's campaign which get under way Sept. 1 over more than 400 stations . . . David Rose guests on "Your First Impression" Aug. 7 on NBC-TV. His current chores include those of music director on "Bonanza" and the Red Skelton Show . . . Ruth Olay will guest on Vic Damon's show "The Lively Ones" on NBC-TV August 23 . . . Inger Steven and Anthony George will be the first guest stars on Desilu's "By The Numbers" when it bows on KTLA tomorrow night at 10.

• • • Agent Jack Wormser is recuperating from surgery . . . Ken Hildebrand will be sales manager of KMEX-TV, new Spanish language UHF which debuts here in September . . . Bob Sutton, KNX g.m., went to Coronado yesterday to participate in the American Assembly conference. He returns Sunday night . . . Evans Evans, Kent Smith, Philip Ober and John Fiedler have been cast in "I Saw The Whole Thing," which Alfred Hitchcock will direct for his new one hour CBS-TV series which bows in September. John Forsythe plays the lead.

• • • The Frank Cooper Agency has set Harry Julian Fink to write "The Captain Wycliff Story" for the Dick Powell Show and Eddy Manson has been set to compose, orchestrate and conduct the music for "The Nile," NBC-TV special.

## New FCC Rules for FM

(Continued from Page 1)

vision. Chairman Minow and Commissioner Ford dissented on the rule-making, preferring to withhold it until a tentative FM allocation table could be prepared by the FCC to accompany the rule notice.

The rule calls for dividing the country into three zones in place of the present two, with Zone I comprising parts or all of the 18 Northeastern states, including the District of Columbia; Zone I-A, Southern California, and Zone II, the rest of the United States.

Low-power Class A stations will be assigned in all zones, middle power Class B in Zones I and I-A and high power Class C in Zone II. Class A will have a

maximum of 3 kw power and a minimum of 100 watts with maximum 300-foot antenna and with 65-mile minimum co-channel spacing. Class B will be 5 kw-50 kw, maximum 500-foot antenna, 150 miles minimum spacing. Class C will be 10 kw-100 kw, 2,000-foot antenna, 180 miles spacing. Service range for A is set at 15 miles, for B at 40, for C at 65.

Under the proposed table of allocations cities with populations in excess of 1 million would get 10 to 15 FM channels; 250,000 to 1 million would get 6 to 10; 100,000 to 250,000 would get 4 to 6; 50,000 to 100,000 would get 2 to 4, and under 50,000 would get 1 or 2.

## CBC-CTV Talks Halt On Airing of Grey Cup

Special to RADIO-TV DAILY

Montreal — Negotiations to provide CBC-TV with coverage of the Grey Cup football championship have fallen thru because the government-owned network declined to carry the game accompanied by commercial advertising, according to Gordon Keeble, executive VP of the independent CTV Network, which owns TV rights to the championship with one of its eight affiliates, CFTO-TV, Toronto.

The Board of Broadcast Governors last week proposed a regulation to compel all TV stations in Canada to carry the game on Dec. 1, in a move aimed at making the tilt available to all Canadian viewers. A public hearing on the proposal will be held Aug. 18.

## HTS Sales Out-Striping Total '61 Volume So Far

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Hollywood TV Service is out-stripping its expectations for 1962, David Bloom, general sales manager, has announced, with new domestic contracts up to May 31 equaling the total turned in for the entire 1961 year. Particularly active are the serials, with new sales set for KTLA-TV, here; WDSV-TV, New Orleans; WBRZ-TV, Baton Rouge; and KLFY-TV, Lafayette, La.

HTS' "Mighty 40 Features" package is moving ahead as sales come in from WGN-TV, Chicago; KGW-TV, Portland, Ore.; WNOK-TV, Columbia, S.C.; WKST-TV, Youngstown; KNOX-TV, Grand Forks, N.D.; KFEQ-TV, St. Joseph, Mo., and KNDO-TV, Yakima. Sales for the package so far triple the entire 1961 volume.

## 24 Latin Outlets to NTS

National Time Sales now represents 24 Spanish-language stations serving 23 markets, including six in California plus outlets in Florida, Philadelphia, Chicago and the Southwest. Latest California Spanish-language station to sign is KCAL, Redlands.

## 'Miracle Worker' Bancroft Plays 'Talent Scout' Role

Anne Bancroft, two-time winner of Broadway's Tony Award and currently starring in the film version of "The Miracle Worker," will be a guest on CBS-TV's "Talent Scouts" program July 31. Miss Bancroft will introduce singer Jerry Orbach, presently starring on Broadway in the hit musical "Carnival." Jim Backus hosts the Garry Moore replacement.

## Disk Spinning

By LOU GROSSMAN

M-G-M Records is introducing our new vocalists via singles this week. They are Del Richardson doing "The Boys' Night Out" from the M-G-M picture of the same name; Robby Lawrence singing "Why Did We Part;" Dean Randolph with "Fair Weather Friend," and Smitty Williams doing a novelty tune titled "The Cure" . . . 20th-Fox's "Million Dollar Hits" is fast becoming the #1 album-seller in the nation. Among those included are Harry James, Raymond Scott, Benny Goodman, Louis Prima, Red Nichols and Fats Waller. Retailing at \$1.98 ea, they can't miss.

Mitch Miller has been awarded 10 Gold Records at the Columbia Records int'l sales convention being held in Miami Beach. According to president Goddard Leiberson, this is the largest collection of Gold Records ever awarded to an individual for album sales.

\* \* \*

Capitol is releasing 17 pop albums this month, including the fifth volume of Glen Gray's recreations of tunes from the era of big-band swing and an album by Guy Lombardo . . . A few of the disk companies are after the signature of Beverly Warren, newcomer in the field of song . . . Dave Barbour has been set to arrange and conduct singer Gene Baxter's first Choreo Record date . . . Actress-singer Christy Cummins has been signed by Plaza Records to wax two sides. The pact also includes a two-year option clause . . . Warner Bros. Records will unveil its Fall album product this week via a series of in-person audio-visual sales meetings . . . Paul Anka composed the title song for Darryl F. Zanuck's "The Longest Day" . . . The children's albums at Wonderland Records are really moving since the new packaging started this month.

\* \* \*

"Each Night" b/w "Turn Her Down" with Rochelle & The Candles is the newest release of Challenge Records . . . Warner Bros. released 10 new albums this week, and leading off will be a fourth comedy album by Bob Newhart, "The Button-Down Mind on TV." Also listed are new releases by Connie Stevens, Dorothy Provine, and Gordon Jenkins.

**Broadcasters have suggestions to ease crowding of airwaves. One possibility: allow stations to merge. Other remedies are reported in the 1962 Shows of Tomorrow.**

## Motor City Closeup Turns On Ignition

Detroit — "Your City, Detroit," a new WWJ Radio weekly series of half-hour discussions on the Detroit Board of Commerce, debuts tonight. The city's merchants and industrialists will describe the board's operations to further industrial, commercial and civic development.

David T. Marantette, president of the Board of Commerce and the Detroit Insurance Agency, will be the first guest panelist with an overview of the board.

Future panelists will include: Wilbur Young, Detroit Edison, industrial development; Richard Jeeves, Parke, Davis and Co., world trade and foreign markets; Lawrence E. Good, U. S. Department of Commerce, export expansion; L. J. Jacobi, Civil Defense, national defense.

Others will be: Thomas R. Reid, Ford Motor Co., political action and freedom vs. communism; Harry Rudy, Detroit Bank and Trust Co., business contributions and philanthropy; H. E. Chapman, S. S. Kresge Co., shipping transportation; Edmund M. Brady, attorney, aviation transportation; Joseph Z. McIntyre, B. Siegel Co., the Retail Merchants Association, and Robert McLaughlin, McLouth Steel Corp.

## Richard Maltby Band Backdrops TV Ditties

Richard Maltby and his orchestra, having recently completed a tour of one-niters, are currently backgrounding TV jingles and commercials, according to an announcement by General Artists Corp., Maltby's booking agency.

## Porter Views FCC's Action As Vindicating Fredericks

In marked contrast to news reports that the FCC last week had scolded radio stations for carrying broadcasts by Dr. Carlton Fredericks, Paul Porter, the nutritionist's attorney, yesterday maintained the action actually was a "vindication" of his client's programs.

### Funny Business Sparks Newark Comic Workshop

Newark — Comics will find a new outlet in "Phil Foster's Comedy Workshop," to bow on WJRZ as a weekly feature starting in August. The new laugh show will air tapes and scripts of new comedians, and give them a chance to test their material, both on the program and as an act in a local nitery.

## Harvey's Off Again On Lecture Circuit

ABC newsman Paul Harvey has scheduled a number of speaking engagements next month, starting at Manistique, Mich. Aug. 11 to speak at the Jaycee State Convention, and two days later going to Evansville to address celebrants of the city's sesquicentennial.

Harvey's next stop will be Lubbock to speak at an Americanism Program, and on Aug. 25 he will be in Roswell, N. M., for the annual Chamber of Commerce banquet. His last engagement during the month will be an address at the San Antonio Kiwanis Club luncheon.

During the out-of-town speaking engagements "Paul Harvey News" will originate: Aug. 13, from WSON, Henderson, Ky.; Aug. 18, KSEL, Lubbock; Aug. 25, KBIM, Roswell, and Aug. 31, KAPE, San Antonio.

"The commission," according to Porter, who served as its chairman from Dec. '44-Feb. '46, "found that none of the stations which carried Fredericks' broadcasts in 1961 had willfully violated Sect. 317 of the Federal Communications Act relating to so-called 'hidden sponsorship.' The agency announced that it would take no further action and was closing the investigation."

### No Section 317 Problems

The attorney's interpretation also was that Fredericks' present program raises no Sect. 317 problems and does not require a sponsorship announcement unless it is sold directly to an advertiser. In Porter's view, the Commission thus gave Fredericks "the green light to resume full scale broadcasting."

Porter said the FCC found that the content of Fredericks' program was not controversial in its entirety, nor were controversial issues discussed in every program.

### Quotes Commission Edict

Where Dr. Fredericks' remarks were found to be controversial, Porter continued, these upheld the program as good broadcasting, "since the commission has repeatedly reiterated the need for broadcasters to present provocative matters rather than merely bland programming."

## KTLA Mounting Highest Peak With Adler

West Coast Bureau of RADIO-TV DAILY

Los Angeles—KTLA, Paramount TV station here, is currently at the high point in its history. The peak was reached in little more than a year, since

S. L. (Stretch) Adler took over as its VP-general manager, when it was at its lowest ebb. Adler disclaims much of the credit, pointing out: "I inherited a staff of very talented people and I just let them do their jobs without interference."

During the first 13 years of its operation under the late Klaus Landsberg, KTLA achieved many successes in live programming and engineering, but usually



ADLER

wound up with a substantial annual loss. When Landsberg died in 1956, there was no apparent organization left to take over and, under a series of successors, the station's image suffered, along with its revenue.

In March, 1961, Adler was brought in by the parent Paramount Pictures and swiftly lifted the morale of staffers. Adler also revamped the programming to make KTLA a community station, geared to attracting the entire family, with special emphasis on news and special events.

He brought back the old "City at Night" and called it "Line of Sight." He revived the "Roller Derby," bought off-network series

and WBC Productions' "PM," and used movies sparingly. He also added Irwin Rosten and "Beat the Odds" and beefed up the news department by snaring Bill Stout and Tom Harmon who, with Cleve Roberts, once again "The Big Three."

KTLA's Fall lineup, in addition to "The Big Three," the "Steve Allen Show" and Desilu's "By the Numbers," which have already started, will include "Cain's Hundred," "Restless Gun," "Roaring Twenties" and "Dagnet," plus cartoon packages, a revival of "Hopalong Cassidy" and a package of Wolper documentaries slated for 9-10 PM Mondays.

"The Big Payoff" and "Beat the Odds" will be set in early evening time, while daytime will consist mostly of game shows, court programs and dramatic anthologies.

## AGENCY NEWSCAST

By RALPH TYLER

Young & Rubicam has set up a "Field Service Unit," under Thomas Lynch, an associate media director, which will represent the agency in all local markets and deal in all phases of local media. Work of the TV programming group which maintains information and liaison on all local station program activities will be transferred to the new unit from the Radio-TV Department.

Within the field service unit will be the spot availability group supervised by Ray Jones. It will continue to be responsible for spot supervision and liaison with local TV and radio stations.

**ST. LOUIS SIDEGLANCES** — William Jones Jr. and Associates has been chosen advertising and PR counsel for the Newberry Department in the Normany Shopping Center. Other new accounts for Jones, a former radio exec, are: Virginia Enterprises, which plans to build 500 homes here; Lee-Tex., manufacturers jobbers of seat covers, and the National Safeti-Brake Centers in St. Louis. . . . St. Johns Community Bank has appointed Guild Associates its agency. . . . Hart Advertising Agency has been named to handle PR and advertising of all fund-raising activities for Cardinal Glennon Memorial Hospital. First project will be a charity football game between St. Louis Cardinals and Detroit Lions Sept. 7.

Doyle Dane Bernbach announces the following additions to its copy staff: Elizabeth Buttke, previously with Mervin & Jesse Levine, Inc., and Saks Fifth Avenue; Samuel Katz, formerly of Marsteller, Inc., and W. B. Doner, Inc.; and Daniel D. Bingham, from BBD&O.

Eugene A. Letourneau of Geyer, Morey, Ballard, Detroit office, has been named account exec for Rambler radio and TV advertising and Rambler export sales in the account group serving the Automotive Division, American Motors Corp.

The Spatini Co. has appointed

### Industrialist on 'Listen' For Hiring Handicapped

Boston — Industrialist Aaron N. Solomon will appear on WEEI's "Listen" show all next week to tell of the advantages in hiring the handicapped. A member of President Kennedy's Committee on Employment of the Physically Handicapped, Solomon himself has filled over 75 per cent of his company's positions with handicapped persons.

### Thought for Today

*"From an administrative point of view, democracy is as potentially dangerous as autocracy and bureaucracy. There is no guarantee that democracy will not create problems just as severe as those created by the autocrats of the past and by bureaucratic tendencies in executives today. A well proportioned administrative mix, seasoned carefully by ingredients from all three styles is needed. But the proper amalgam depends upon the individual and his particular administrative situation."*

—Prof. Eugene Jennings  
Michigan State U.

Weightman, Inc., Philadelphia, as agency for its new Spatini Instant Spaghetti Sauce with tomatoes already in it. . . . Hoag & Provandie, Boston, has appointed Gene Del Bianco to the account management group. Del Bianco joins the agency with a background of more than 12 years advertising and sales promo experience.

### Cooney to Tele-Service For N.Y. Ad Agency Sales

John L. Cooney has joined U. S. Tele-Service Corp., monitoring and research firm, as an account exec to handle New York ad agencies. He comes to the organization from Benton & Bowles, where he was art director.

## 16 Foreign Visitors Touring N.Y. Studios

In line with Telstar aspirations of bringing nations closer thru TV, ABC in New York is today guiding 16 communications experts from Europe, Asia, the Near East and Africa in a tour of the network video facilities.

Hosts for the tour and a luncheon are ABC-TV International president Donald Coyle and business manager James Larkin. ABC Int'l is associated with 21 stations in 14 countries.

Participating are communications experts from Australia, Cyprus, Ghana, Great Britain, Iran, Israel, Italy, Jamaica, Japan, Kenya, Nigeria, the Philippines, Southern Rhodesia, Sweden, Thailand and Yugoslavia. The project is being underwritten by the State Department and directed by the Brandeis U. Communications Research Center.

## WOR Probes Transfer Of Congolese By UN

WOR devotes its entire Saturday "Around the World" to a wrap-up commentary of the UN's Congo operation of closing the refugee camp at Elizabethville and organizing the refugees' return to safety. UN reporter King Gordon will interview some of the people responsible for moving the several thousand Baluba tribesmen. "Around the World" is produced by the international staff of UN radio.

## New UHF Bid in Chicago

Chicago—Television Chicago has applied to the FCC for a new TV station on UHF Channel 32 here.

## Ohio Outlets Hit for Technical Violations

(Continued from Page 1)

have used the storecasting facility to include commercial announcements; that it leased service on the same facility to a news supplier without reporting to the Commission; that it failed to maintain operating logs for subsidiary communications operations, and that the station itself devoted major time to music and commercials directed primarily to grocery chains, despite promises of balanced programs to secure its license.

The Commission said WCLM also appears to have entered into a contract with a commercial firm, denying licensee control over material broadcast and failed to report this time broker's contract to the FCC. The station has 30 days to answer, with a chance for a hearing on the charges in Chicago.

WCHI was threatened with a

\$3,000 fine, WCHO with \$1,500 and WKOV with \$2,000. The FCC said WCHI has been notified nine times about over-modulation and twice for failure to employ a first-class radio operator full-time. WKOV was cited twice on a similar radio operator charge and WCHO was also alleged to have failed to employ a first class radio operator full time.

### KELP Charge Spelled Out

KELP, El Paso, was alleged during May to October of last year to have broadcast spot announcements for a commercially promoted series of teen-age dances, for which it received \$1,000 without naming a sponsor and with ad copy indicating the dances were KELP promotions.

The four radio stations likewise have 30 days in which to ask reconsideration or to pay up.

The action followed on the

## CBS-TV Aids Paris Telstar

An American TV camera, sent to the French national TV network studios in Paris by CBS-TV last week, has eliminated the need for converting live Paris-to-U. S. TV pictures from the French standard of 819 lines to the American standard of 525 lines during transatlantic transmission via the Telstar communications satellite. Without the camera, live Pictures in Paris had to be converted to the American standard during transmission, thereby reducing the picture quality.

## Chicago 'Music Fest' Schedules 'Turandot'

Chicago — Excerpts from Puccini's opera, "Turandot," presented from the Stagione Lirica, Milan, will be heard on WBBM's "World Music Festivals" Sunday. Portions of the work, from the second act and entire third act, feature American soprano Lucille Udovich in her American radio

debut, tenor Franco Corelli and Plinio Clabassi. The orchestral accompaniment is by the Orchestra Sinfonica, under the baton of Fernando Previtali, with the Italian radio chorus. Miss Udovich will be interviewed by producer James Fassett during the intermission.

WBBM's "Festival of Song," featuring outstanding Chicago high school groups, has been scheduled for "Voice of America" when the program returns to the air in the Fall. Tentative plans call for airing the show on the Russian and Bulgarian Services.

debut, tenor Franco Corelli and Plinio Clabassi. The orchestral accompaniment is by the Orchestra Sinfonica, under the baton of Fernando Previtali, with the Italian radio chorus. Miss Udovich will be interviewed by producer James Fassett during the intermission.

heels of the FCC's refusal Wednesday to renew the license of WDKD, Kingstree, S. C., for allegedly obscene broadcasts. The Commission in 1960 received complaints that a WDKD disc jockey was broadcasting allegedly vulgar, suggestive material susceptible of double meanings. It notified the station it had tape recordings of some of the programs of this nature.

The Commission said on the basis of the hearing record it found the material broadcast by the disc jockey as charged, and that the station owner, E. G. Robinson, Jr., knew the character of the broadcasts despite his denials.

Only a few days earlier the FCC refused to reconsider its death penalty for KRLA, Pasadena, an important station in the Los Angeles market.



# RADIO TELEVISION DAILY

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RADIO & TELEVISION



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MONDAY, JULY 30, 1962

TEN CENTS

## LATE-NIGHT TV WORTH \$150 MILS

### BRITISH, FRENCH FIX STARCASTS

England's Indie TV News  
Has West-to-East Lead-off

The British will use Telstar today for a 10-minute newcast beamed from New York to its independent "commercial" system at home. The following Monday, the French will send a similar transatlantic news program.

Britain's Independent TV News will originate its first west-to-east newscast from CBS-TV's Studio 4 in New York, using late news footage supplied by CBS Newsfilm. ITN's Bryan Connell will

(Continued on Page 11)

### Patterson-Liston Go in ABC Radio's Bag

Exclusive broadcast rights for the heavyweight championship fight Sept. 25 between Floyd Patterson and challenger Sonny Liston have been purchased by ABC Radio. No sponsorship sale was announced by the net with the news of its deal.

Net president Robert R. Pauley said the rights are valued at \$400,000—higher than any of the three

(Continued on Page 4)

### Schwimmer Hosts Fete For Golf World Series

Walter Schwimmer takes time out Thursday to host a party in New York's Toots Shor oasis where he'll reveal final plans for the first annual "World Series of Golf" broadcast which the Chicago

(Continued on Page 2)

### FCC Funds Cut, But Still Over '61

Washington—Administration money requests for the FCC were out by \$262,000 in an overdue bill containing funds to run government agencies during the 12 months which started July 1, although the \$14,355,000 voted was still \$1,830,000 over the amount the FCC actually had to spend in the last fiscal year. Much of the increase is to buy a computer and to hire 19 additional staffers for Telstar activities as well as future communications satellites.



Ninety-eight percent of WPIX-11 advertisers are national. A big factor in this kind of acceptance is our "no mail" policy. No mail order advertisers! Where are your 60 second commercials tonight?

NEW YORK'S PRESTIGE INDEPENDENT



Adv.

## RAB Puts 50-Gs on Line To Measure 'Punch' of Ads

Miami, Fla.—Radio Advertising Bureau president Kevin B. Sweeney has challenged the advertising industry to set up an "Advertising Effectiveness Foundation" — and offered \$50,000 of RAB funds to help underwrite expenses.

Speaking before the Miami Advertising Club, Sweeney said that "the only realistic standard of effectiveness is the jingle of metal and the whisper of paper as they're placed into the cash register. We believe completely that this is the only important criteria for a judgment on media effectiveness."

(Continued on Page 11)

## Miami Re-Bid Denied To Public Service TV

Miami — The FCC, with commissioner Lee dissenting and commissioner Craven not participating, has refused to accept an application from Public Service Television, National Airlines subsidiary, for a new TV station on Channel 10 here.

Public Service had the channel, but lost it after the Harris subcommittee held hearings on alleged off-the-record pressures on commissioners by Public Service and others seeking the channel.

The Appeals Court directed the FCC to reconsider the case, and the commission awarded the

(Continued on Page 4)

## Hours for Stay-Ups Are Fastest Growing Of Video Time Zones

Late-night TV, the time period between prime evening and sign off, will account for over \$150 million in national advertising gross time billings during 1962, more than triple the \$46 million racked up for the period five years ago. TvB said late night is TV's most rapidly expanding time period, accounting for over ten per cent of all national advertising in the medium.

TvB pointed out the \$150-million late-night level surpasses the revenue of Life Magazine, which in 1961 had advertising billings of \$138 million, while in the first quarter this year 36,603,000 homes were reached during an average week between the hours of 11 PM-midnight, or 74.7 per cent of all U.S. TV homes, according to A. C. Nielsen. Each week, homes viewing late night programs

(Continued on Page 9)

## Odom Goes to Chicago

Chicago — Homer Odom, VP and general manager of KABL, San Francisco, has been appointed general manager of the newly created sales office here of the McClendon Corp.

## SHOWS OF TOMORROW

The 23rd annual "Shows of Tomorrow" Program Buyers Guide appears today as the second section of this issue. The special:

Documents 1,300 program offerings for radio and TV.

Carries 30 articles by outstanding executives in specialized areas:

Surveys industry thinking on its most critical issues.

Features video color in a special subsection.

Devotes close attention to production and service firms, including commercial and jingle producers, record distributors and transcription firms.



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cicio Espana. Grupo 4, Planta 14.

## Fess Creating Trailer Ranch

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Actor Fess Parker has announced that he will open Rancho Santa Barbara, a \$1.5 million luxury mobile home park in west Santa Barbara in January. He has acquired 50 acres adjacent to the city's Hope Ranch residential area for the project. When completed, it will provide facilities for 334 mobile home units, a ratio of seven units per acre.

Parker, who gained fame as Davy Crockett in Walt Disney's film and TV productions a few years ago, is currently starring in "Mr. Smith Goes to Washington," a new series that bows on ABC-TV Sept. 29.

### Evans 'Summit' Host

Los Angeles — Frank Evans has been set by producer Bob Gefaell as permanent host of jazz series, "Swingin' at the Summit."

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

## Golf World Series For \$75,000 Purses Colorcasts Sept. 8, 9

(Continued from Page 1)

goan is producing in association with NBC-TV.

This new American links classic — with champions Jack Nicklaus, Arnold Palmer and Gary Player competing for \$50,000 top money—is slated for color televising by the NBC video web Sept. 8 and 9. Sponsorship honors go to Amana Refrigeration and Zenith Radio Corp.

NBC sports director Tom S. Gallery has assigned Bud Palmer, Chick Hearn and Jack Drees to describe the action at the last six holes on both days, from 4:30 to 6 PM, EDT.

### Under PGA Supervision

The Firestone Country Club in Akron has been selected for the 36-hole, medal play competition, which will be supervised by PGA officials. With a par of 70 and measuring 7,165 yards, the club each year hosts the American Classic golf tourney, and was the site of the 1960 PGA meet.

Palmer eliminated a potential competitor by capturing both the Masters and British Open crowns this year. Plans called for a four-some made up of the winners of those two events, plus the U. S. Open and the PGA. Nicklaus qualified by capturing the U. S. Open, and Player by picking up the PGA title.

### Top Echelon Players

The trio is among the top five money-winners on the pro golf circuit this year, with Palmer leading the pack at \$71,198 to date. Fourth and fifth place, respectively, go to Nicklaus with \$48,148 and Player with \$41,843. All three will pick up cash in the new event, with the runner-up to get \$15,000, and \$10,000 going to the third-place finisher, in addition to the \$50,000 top prize.

### Caine Replaces Mickel

Albuquerque — Ben Caine has been named KGGM commercial manager, filling the vacancy left by A. E. Mickel, heart attack victim on June 19.

## COMING AND GOING

NORMAN BAER, Mutual Broadcasting's public affairs director has left for Mexico on vacation.

JOHN L. KOUSHOURIS and ROBERT C. TROUP, VPs of VHF, Inc., to Washington for sales meetings.

ART JAMES, NBC-TV's "Say When" host has left for Bermuda on vacation.

ROBERT P. SUTTON, CBS VP and KNX general manager, has returned to L. A. from Coronado, Calif.

RICHARD C. LANDSMAN, Rochester, Inc. president and general manager, and L. WALTON SMITH, promotion and public relations manager, in N. Y.

HERBERT G. RICHEK, Seven Arts Associated operations director, has returned following conferences in Hollywood.

AL HARTIGAN, VIDEO-House Inc. VP and general sales manager, to L. A. today for screening of "Koko the Clown."

AV WESTIN, CBS News Director, and camera crew, in Helsinki, Finland, this week to film a "20th Century" documentary.

## Phil King to WCBS-TV As Info Services Chief

Philip G. King has been appointed info services director of WCBS-TV, it was announced by VP general manager Norman E. Walt, Jr.

King returns to CBS from the Pat McDermott Co., national PR agency, where for the past two years he has been VP in charge of the New York office. From 1954 to 1960 he was employed by CBS-TV in Los Angeles as a unit publicist and editor of the press information Dept.

## Atomics, Reich Politics Get 'Understanding' Look

Two episodes in a series on the nuclear age and a glimpse at politics in present day Germany highlight WOR-TV's "Understanding Our World" this week. The three episodes are produced by the Michigan U. TV Center.

## 592 'Apps' on Tap Threaten Avalanche On Crowded Radio

Pocatello, Idaho — If present FCC licensing policies continue, the U. S. will have some 7,000 commercial radio stations by 1970, and half of them will either lose money or barely slide by.

Such was the prediction of George C. Hatch of Salt Lake City, chairman of the board of the Intermountain Network, at a meeting of the Idaho Broadcasters Association. He is chairman of the NAB Radio Development Committee.

He said NAB is meeting the threat of "overpopulation" by asking the adoption of fixed engineering standards and strict adherence to them. This, he said, would make mergers feasible, with the non-surviving frequency being retired.

Hatch said there are now 174 new applications in hearing and 418 more in the FCC processing line. Added to the 3,864 as of March 30, this means a total of 4,456 stations in prospect.

### Points to Idaho

He said that 37 Idaho stations had gross revenue of \$2,589,998 after agency commissions in 1960, but a profit of only \$37,617 before taxes. "This figures out to less than \$1,000 each or a return of less than 1½ per cent," he said.

Two-thirds of the radio stations that make money realize less than \$10,000 before taxes, he said, adding: "Stations losing money cannot expand news coverage to replace elimination of competitive newspapers. Stations with profits under \$10,000 cannot be expected to employ qualified editorial writers to provide informed editorial opinion."

### Adds an Assistant

Philadelphia — Shirley Rasmus has been named assistant radio promo manager for WRCV.

## We never broadcast your identity

You are revealed only to serious, financially responsible buyers of broadcast properties. We do not send out lists. Every sale is handled on an individual basis. Most important, too you benefit from Blackburn's sound knowledge of markets, of actual sales, and of changing values.

## BLACKBURN & Company, Inc.

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# Why WNEM-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2 and 3 Says James Gerity, Jr.:

"We purchased Volumes 1, 2 and 3 of Seven Arts' 'Films of the 50's' because this is the type of entertainment our viewers want. These Warner films are loaded with top stars in really good pictures . . . A natural for strong audience appeal.

"The fact that Seven Arts have a

## greater amount of color than any other group

was another very important factor in my decision to buy. We have been telecasting color over Channel 5 for the past six years, and the large amount of color films in these groups is a great help in maintaining our color programming schedule.

"Channel 5 programs Seven Arts' 'Films of the 50's' on our late show Saturday night, early Sunday evening and on our Best of Hollywood specials in prime evening time."

### Seven Arts' "Films of the 50's"...Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks GRanite 6-1564 - State 8-8276

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

James Gerity, Jr., President and General Manager. WNEM-TV serving Bay City, Saginaw and Flint, Michigan



## Al Hollander Directs Phila. TV Programs

Philadelphia — Alvin L. Hollander, Jr., has been appointed program director of WCAU-TV, CBS-owned station here, it was announced by VP-general manager John A. Schneider. Hollander joins the station from his own company, The Hollander Agency, a talent rep firm.

Prior to that, he was program director of WABC-TV in New York, manager of TV and radio for Edward Kletter Associates and a member of the DuMont TV Network staff for eight years.

## Miami Re-Bid Denied

(Continued from Page 1)

Channel to L. B. Wilson on a four-month license, then opened it to new applicants again. Public Service promptly re-applied, and has now been told by the FCC that it has been found guilty of misconduct and is without the "qualifications" to operate the station.

## ABC Radio Gets Bout

(Continued from Page 1)

Patterson-Johannson bouts, which ABC also broadcast.

The fight broadcast, originating from Comiskey Park, Chicago, will include a pro- and post-game show.



By TED GREEN

• • • TV star Pat Boone and Patsy Gullotta's very serious talk at the latter's Vesuvio restaurant turned out to be about a Tennessee walking horse—Pat received as a gift for doing a benefit show in Little Rock . . . Sherry Britton, at the Bal Tabarin watching the Jewel Box Revue, said she's mulling a TV pilot idea submitted to her about an ex-stripper who runs a boarding house for showfolks . . . The TV doctor craze is such, that Bob Werner of the Pompei says when he left his physician's office the man-in-white reminded him, "Don't forget to tune in next week!" . . . Dr. Kildare and Dr. Ben Casey dolls are the hot attractions in the gambling stalls at local amusement parks. They come complete with a toy doctor's bag!

★ ★ ★

• • • Model Bonnie Jones and William Morris TV agent Arnold Sang walked down the middle-aisle in NYC . . . TV actress Margie McNally and "cry" comedian Rip Taylor cozy corner at Sasso's 2nd Ave. restaurant . . . Arnold Reuben, producer of "Andy Griffith's CBS-TV show," is mourning the loss of his mother . . . Overheard at Atlantic City's Mayflower Hotel in N.J.: "Let's be thankful for the moon. If it weren't there, who knows what people might be shooting rockets at?" . . . Happy Birthday Greetings to TV luminaries Nick Adams, Polly Bergen, Dave Garroway and Ken Murray.

★ ★ ★

• • • Kim Carlton (Miss England of 1962) being consoled in New York by announcer Buckley (Bucky) Kozlow after her recent appearance in the Miss Universe Pageant at Miami Beach. This guy gets all the breaks. From what we hear, Kim is a real beauty. Incidentally, Weiss & Geller just completed new commercials for Yoo Hoo Chocolate Drink. Whom do you think the announcer was?—Bucky Kozlow . . . Aside to Alan Funt: There is a terrific kid sequence for "Candid Camera" at the Gund Toy outfit on Fifth Ave. . . . Mary Ayres has been elected a senior VP of Sullivan, Stauffer, Colwell & Bayles.

★ ★ ★

• • • Bobby Riggs, the former network radio star (with his "Betty Lou" character), is now a Cleveland deejay . . . Martha Wright, WCBS' Radio's daily doll, does NBC-TV's "Tonight" show Aug. 7 . . . Jimmy Dean to sing in the Hollywood Bowl on Friday . . . Juliet Prowse will be guest of honor at a private bash at Martha Kay's Peppermint Cane in Monticello when she's starring at the nearby Concord in August . . . Bernadette, lovely daughter of the Castro convertible furniture king, signed with the Beach label and her first disk is a zingy number called "The Slosh." . . . Mae West is rehearsing a new night club routine . . . Bud Collyer's "Thou Shall Not Fear" in its seventh printing. We told you this was a great book . . . At the Grotto restaurant on W. 47th the beautiful Carol Ohmart in a huddle with two top TV producers—What's cooking Carol?

★ ★ ★

• • • Paul Taubman recently added an organ to his Old Westbury estate, which already has six pianos . . . Earl Wrightson and Lisa Carroll to host a Fall spec for ABC . . . Ex-President Truman recently installed a TV hookup in his library so that it now takes only one night watchman to guard the place . . . Lambert, Hendricks and Bavan to plane to London Sept. 15 for a jazz spec on BBC-TV . . . Don Morrow to give water skiing exhibitions in Los Angeles next month . . . Richard Nixon's speeches in the forthcoming California gubernatorial race will be telecast to all local movie theatres as well as shown on the TV screen . . . Cannonball Adderley set for a Fall Ben Casey show.

## Waldron and Williams Join Jacksonville's JXT

Jacksonville — Jim Waldrop has joined WJXT's news department. He was formerly a freelance announcer in New York City. In another announcement, Janet Williams is replacing Eleanor Yeager as the station's public service coordinator. Miss Williams was formerly with NBC News.

## O'Hagan Station Mgr., Notre Dame TV Outlet

South Bend — Basil O'Hagan has been promoted to station manager for WNDU-TV in addition to retaining his responsibilities as assistant general manager of the Michiana Telecasting Corp., operator of the Notre Dame radio-TV stations. He joined the station in 1956 as chief engineer.

## Split-Time Operators Acceptable to FCC

The FCC has proposed to change its rules to permit AM and FM radio stations to hire operators holding first-class permits on a part-time basis instead of the full-time basis now required. The commission will accept written filings on the proposal until Oct. 3. The change would apply to FM stations with power up to 25 kw, and to non-directional AM stations with power up to 10 kw. The part-time operators would be "on call" to correct improper technical operations and would be required to check and adjust transmitters at least four times per week.

On the other hand, operator requirements for routine transmitter operation would be stepped up from "restricted radio-telephone operator permit" to "radio-telephone third class operator permit."

## Douglas Appoints Nathan To Film 'Across 7 Seas'

Hollywood — Dan Nathan has been appointed film supervisor in charge of the technical staff for the Jack Douglas Organizations. He was formerly associate producer to Harry Ackerman on the "Leave It to Beaver" series, and editor for "Adventures in Paradise," "Follow the Sun" and "Hong Kong."

Initially, his post will put him in charge of "Across the Seven Seas," new true TV skein being produced in cooperation with Bing Crosby Productions. American Home Products, via Young & Rubicam, has bought the new Fall entry for 10 major Western markets.

## Latin TV Eyes O'Seas For Int'l Tape Sources

Special to RADIO-TV DAILY

Mexico City — Top European dramas and musicals will be added to KMEX-TV's weekly programs as part of a continual exploitation of world-wide videotape sources. Rene Anselmo, programming VP, has begun talks, through Teleprogramas de Mexico, syndication headquarters here, with international producers.

Most continental shows will be dubbed into Spanish, but plans call for at least one show a week to be aired in the original language.

## WANTED

Imaginative, experienced, female copywriter as Continuity Chief in two-woman department WIBX, 5000W, adult-programming, CBS Utica, N. Y. Livable starting salary; increases on merit. Staff congenial; working conditions pleasant. IMMEDIATE OPENING. Reply: Elliott Stewart, Station Manager.

# MIKE STOKEY

## ENTERPRISES

presents

★ Stump the Stars

CBS-TV THIS FALL

★ The Mike Stokey Show

KCOP-TV

★ Spin-A-Song

IN PREPARATION

## HOLLYWOOD CENTER THEATRE

Hollywood, Calif.

HO 6-7304

★ ★ ★

# Battle Shapes on Opening Web-Affils Deals

## NAB Requests Time To File; Also Tackles Ownership Proposals

Washington Bureau of RADIO-TV DAILY  
Washington—The NAB has asked the FCC to give it more time to enter arguments on the proposal to make network contracts with affiliates public.

The broadcasters also have asked for an extension of time for filing on proposed changes in the multiple ownership rules. NAB said the filing deadline for both proposals should be postponed from Aug. 20 to Oct. 15.

### Technical in Nature

The multiple ownership proposals are technical and involve the amount of overlap permitted by stations under common ownership. NAB said it couldn't be given sufficient study without the added time.

As to making network contracts public, the NAB pointed out that the matter has been before the commission since two Congressional committees and the FCC's own network study staff made the recommendation in 1957. Therefore, said the NAB, "it is not unreasonable to assume that it is not of such pressing nature that harm will flow if its resolution is delayed for a short time."

### Sees Great Significance

The association told the FCC that the proposal to make confidential business information public "could have important significance," and that broadcasters need time to weigh the possible effects.

Also, the NAB pointed out, the FCC takes the entire month of August off for a vacation, and representatives of broadcasters gear themselves to this FCC schedule. Thus it would be difficult to file "intelligent, worthwhile comments by Aug. 20 on a proposal released by the FCC only on July 20."

## Board 'Selects' Tucker

Pittsburgh — Joe Tucker, WWSW sports editor, was elected the alternate Pittsburgh rep on the Board of Selectors for Football's Hall of Fame, to be constructed in Canton, O.

## Gen. Instrument on Beam With All-Channel Tuner

On the heels of the presidential signature on the bill requiring all TV sets to be equipped for 82-channel reception, General Instrument Corp. has started production of a new, long-life UHF tuner. According to the company, the tuner will give up to four times longer tube life, and has less "drift" from stations.

## 4 Applicants Share Station Temporarily

Washington Bureau of RADIO-TV DAILY  
Washington — FCC has granted permission to four of five applicants for permanent occupancy of Channel 13, Grand Rapids, Mich., to operate a temporary station until one of them is named winner in the legal fight.

Grand Broadcasting, West Michigan Telecasters, MKO Broadcasting and Peninsular Broadcasting are the contestants who will join forces. The 5th applicant, Major TV, is not participating, at least at present.

## Account Exec Durando Joins H-R Radio Unit

Harry J. Durando, a former account exec with George P. Hollingbery Co., has joined H-R Radio in the same capacity. Prior to his rep work, he was radio-TV and print planner and buyer at Donahue & Coe and has also been a radio-TV buyer at Lennen & Newell.

## KDKA Asks Padlocking Of 'Quack' Cancer Clinic

Pittsburgh—Two KDKA radio-TV editorials, follow-ups to the KDKA radio series, "The Shadow World of Medicine," have demanded investigations of two controversial clinics in the Pittsburgh area and the closing of the one "treating" cancer. The editorials pointed out that the Drosnes-Lazenby Cancer Clinic is dispensing, via the mails, a cancer treatment branded as worthless by the American Cancer Society.

## 'Feedback' of Fans' Radios Lashes into Casters' Mikes

Minneapolis—A row-by-row count by ushers revealed that 2,426 portable radios were in Minnesota Twins-New York Yankees baseball game at Metropolitan Stadium here.

Attendance at the game totaled 40,944, which means at least one out of every 17 fans brought radio sets so they could follow the play-by-play broadcast as they watched the action.

### Conducted by WCCO

The survey was conducted by WCCO Radio, which carries the exclusive broadcasts of all Twins games, in cooperation with the Minnesota Twins Baseball Club and the Metropolitan Area Sports Stadium Commission.

The 100 ushers making the count said that in addition to the 2,426 radios actually counted it is likely

## COLLINS WILL KEYNOTE BPA MEETING IN DALLAS

NAB president LeRoy Collins will be the keynote speaker at the annual convention of the Broadcasters' Promotion Ass'n Oct. 28-31 at Dallas' Holiday Inn Central, with his talk to

## Fred Wolfe Skeds Howler For 12th Birthday Show

Detroit — WXYZ's Fred Wolfe marks his 12th year on Friday as the station's morning wake-up personality with a special anniversary show highlighting music he featured during his first year. The birthday broadcast will also headline specially taped greetings and good-natured kidding from competitive station personalities.

## Purex Will Bankroll 5 'World of' Portraits

Five hour programs in the "World of..." series will be presented on NBC-TV during 1962-63 sponsored by the Purex Corp., via Edward H. Weiss. Already completed are portraits of Jacqueline Kennedy and Benny Goodman. Eugene S. Jones will again be producer-director, with Donald B. Hyatt as exec producer.

"The World of Jacqueline Kennedy" will kick-off the series Oct. 29. A filmed portrait of Goodman, including coverage of his recent good-will jazz tour of the Soviet Union, will be telecast late in November.

Joseph Liss is writer, Cy Avnet is chief cameraman and John Cristophel film editor of the NBC Special Projects presentation.

emphasize the importance of the role and responsibilities of BPA members in helping build a "bigger and better broadcasting industry."

BPA president Don B. Curran, advertising-publicity director for ABC-TV o-o stations, said the 1962 event will be "a real shirt-sleeve convention featuring a broad variety of seminars and sessions—all specifically designed to stimulate the exchange of ideas and knowledge that is so vital to all broadcast promotion specialists."

### Poll Inspired Many

He noted that many of the subjects to be given shirt-sleeve treatment at the convention have been recommended or requested by BPA members during a poll conducted earlier this year by the association.

## 'Adventures in Paradise' Getting WPIX Fall Slot

"Adventures in Paradise," a series of hour adventure dramas based on stories and material of Pulitzer Prize-winning novelist James Michener, has been acquired by WPIX for presentation in the Fall. It was produced by 20th Century-Fox TV under the supervision of executive production chief Martin Manulis.

## Cole Sales Rep

Philadelphia — William T. Cole, Jr., has joined WIBG as a local sales rep. He was formerly general sales manager of WHAT.

## TV Hostess Soars Before Down-to-Earth Interview

When Priscilla Young, hostess of WLSL-TV's "Profile," talks to her audience about such off-beat sports as "Soaring," she backs up her talk with experience. So, before she interviewed soaring pilot Willis Hopkins, she packed her camera and took a trip in a sailplane, a motorless aircraft. The plane was released at 2,000 feet and Priscilla documented the experience on film.



COLLINS





## Golden Gate

... and its environs

By BILL SHEA

KPIX's Alessandro Baccari, Jr., carries the title "dean of promo pundits" with the insouciance of a man who knows he earned it. For years Al has been amazing and delighting the press coterie with his elaborate and far-from-frugal publicity pranks. Previews of forthcoming programs get the full Hollywood treatment, replete with luncheons lasting as long as three hours, and he will call press conferences as fast as you can say Scotch over ice. Every traveling salesman of the entertainment world is hailed by the "press" when he or she comes to town.

Typical example was the recent blowout prior to the start of the Steve Allen show when Al took over Gold Street, one of the town's most glittering niteries, complete with orchestra, babes in bikinis serving food and drink and souvenirs galore, including press kits. When KPIX previewed its documentary on the building of the Golden Gate Bridge, Al chartered an excursion steamer for a Bay tour and the tape was unspooled in the choppy waters under the bridge for 50-odd champagne ballasted "press" guests. It should be added, Al's press attendance invariably includes, at a ratio of about 10 to 1, ad agency and client personnel, which is another way of adding potential sponsors to publicity results.

Another time the KPIXie took over Fort Point, the long-closed first Frisco army bastion, peopled it with a small regiment of musket-carrying soldiers in Union uniforms, and previewed the pilot film of a Civil War documentary series. For another studio preview, when the program featured a noted Japanese dancing group, Al's guests subsequently were herded in limousines to lunch at Nikko Sukiyaki, the town's most pretentious Nipponese restaurant. "Just to keep in the mood," Al blandly explained.

## 'Quentin' Gets Miss Ross For 'Sam Benedict' Caper

West Coast Bureau of RADIO-TV DAILY

Hollywood—MGM-TV has signed Katherine Ross for a featured role in the "A Funny Thing Happened on the Way to San Quentin" episode for the "Sam Benedict" series. Regulars in the skein, to premiere on NBC-TV this Fall, are Edmond O'Brien and Richard Rust, with E. Jack Neuman as exec producer and William Froug, producer.

## Gotham Developing New Stereo Concept

Gotham Recording Corp. is launching a major effort to develop "important" stereo programming for FM multiplex transmission to supplement the traditional music albums, in anticipation of the medium's advance within the next few years, according to president Herbert M. Moss.

He said his company felt that with over 100 FM stations transmitting in stereo and more than 1 million FM receivers sold each year, "there is a vital need for increased dimension in stereo programming." To this end, a field documentary in stereo has been developed as a pilot program by Gotham's Special Projects Dept. under the supervision of producer Jim Reichert and creative engineer Tod Dockstader.

Titled "Left, Right and Center," it explores every aspect of life in New York, and is being offered to hi fi equipment manufacturers as a regular vehicle for weekly FM broadcast. Moss said, "One of the vital reasons for Gotham to invest its time, money and energy in pioneering this effort is because all top advertisers who use radio must learn how to properly use tomorrow's new major medium."

## Streff Daytimer Boss In ABC Central Division

Douglas Streff has been appointed assistant daytime sales manager for ABC-TV's central division. His new position places him in charge of all network daytime sales activities for that division.

Streff joined ABC in September, 1959, as a member of the sales service department and in 1961 became an ad account exec, handling daytime sales.

## WPIX Takes to Midway With Fall 'Circus' Series

WPIX has acquired "Frontier Circus," starring Chill Wills, John Derek and Richard Jaeckel, for the Fall. MCA-TV Ltd., distributes the series, on network last season.

## WACE Begins Operating New 5-KW Transmitter

Springfield, Mass. — The new 5,000-watt transmitter of WACE goes into operation today at Chicopee, on the outskirts of this city. The announcement, made by station VP Sy Levy, followed a previous Westinghouse Broadcasting Co. announcement that it would cease operating its WBZA satellite here, as of midnight Thursday.

## BRONCO BUSTERS RIDE TV PRAIRIE

The Cheyenne Frontier Days Rodeo, with the top cowboys competing for over \$65,000 in prize money, will be presented on "ABC's Wide World of Sports" Aug. 5, on ABC-TV. Chris Schenkel, Lex Connelly and Clem McSpadden will handle the commentary. The telecast will feature the finals in saddle bronc riding, bareback bronc riding, brahma bull riding, calf roping and steer wrestling.

The TVer is produced by Dick Kirchner and Bill Bennington will direct. Boone Arledge is exec producer of the series.

## Telstar Salute In a Ballpark

Philadelphia — Two WFIL-TV awards, commemorating the Philadelphia Phillies history — making appearance on the first America-to-Europe live telecast and outfielder Johnny Callison's single for the first "space hit," were presented last night at Connie Mack Stadium.

The Phillies-Cubs game from Wrigley Field was the opening segment of the historic telecast July 23. To honor the event, an international milestone for both TV and baseball, George A. Koehler, WFIL-TV station manager, presented plaques to Phillies GM John Quinn and to Callison before the start of yesterday's game with the Pirates.

## Wolper Assigns Flaum 'Passing Yrs.' Producer

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer David Wolper has assigned Marshall Flaum as series producer on "The Passing Years," half-hour documentary skein for Ziv-UA. William Schenberg has been given the post of film editor.

Production on the series starts this week, with each show devoted to a memorable year from 1927 to the present.

## Philly Station Advocates 'Seat Belts Save Lives'

Philadelphia — The Evening Bulletin's FM station, WPBS, has begun an on-the-air campaign pointing out that "Seat Belts Save Lives." Throughout its 24-hour broadcast day, spots from state and city officials and testimonials from seat-belt users are being aired, urging drivers to take this precaution in cutting down road accidents.

## St. Louis TV Sports For Les Carmichael

St. Louis — "Sports with Les Carmichael," a five-minute wrap-up of late sports news, scores of major sporting events, plus film and video tape reports of local developments, begins Aug. 6 on KMOX-TV. As director of sports activities for the station and a member of its news staff, Carmichael will continue to report early morning news Monday-Friday, and present sports highlights within the "Big 4" broadcast each Saturday.

### Served in Several States

Before joining the CBS-owned channel here in 1958, Carmichael had served with broadcasting stations in Missouri, Illinois, Iowa and Tennessee. His sports broadcasting career has included play-by-play and color reporting of baseball games in the Texas, Southern, West and major leagues, the Golden Gloves matches, and he has appeared on the coast-to-coast "Game of the Week" baseball broadcasts.

## Four Programs Describe Fields for College Grads

Cleveland — Four "College Forum" programs have been completed and are ready for airing, according to Sanford Markey, PR director of John Carroll University, who is producing the series in cooperation with WJW-TV. The programs are designed to show the various fields open to college grads. Dr. Richmond Spath, dean of the John Carroll University Graduate School, is moderator for the program.

## Chi Music Fest Founder Takes Bow on 'Showcase'

Chicago — Philip Maxwell, founder and director of the Chicagoland Music Festival, will be the guest of honor on WNBQ's "Artists' Showcase" Aug. 7, when he'll receive a citation for his contribution to the cause of young musicians. Maxwell, who originated the festival 32 years ago, sponsored by the Chicago Tribune Charities, will recall some of its highlights over the years.

## Louise to Bestow Trophy For Race Named After Her

Boston — Louise Morgan, WNAC-TV personality, will present a trophy to the winner of the "Louise Morgan Feature Race" to be held at the Bay State Raceway in Foxboro, Aug. 11. This will be the seventh annual running of the race.



# MICKEY MOUSE A VEGAS SHILL

Rodent is KLRJ-TV Babysitter  
So Parents Can Sit At Tables

Las Vegas — KLRJ-TV hopes it has solved the adult problem of how to entertain the children when their parents are making the rounds of the gaming tables.

The station has added "Walt Disney's Mickey Mouse Club" to its daily program line-up beginning in the Fall. The syndicated show will be broadcast daily 52 weeks a year. However, for those parents who wish to watch the TV festivities, the station points out that some 2.4 million adults shared the screen with their offspring during the club's first run.

# 'Probe' Signs Rippen For Producer Chores

West Coast Bureau of RADIO-TV DAILY

Hollywood — Robert L. Rippen, former producer-director at NBC, has been signed as producer of Dr. Albert E. Burke's "Probe" series to be distributed by National Telefilm Associates. He has directed such network programs as "Meet the Press," "Youth Wants to Know" and Project 20."

The "Probe" series features Dr. Burke, a one-time Yale professor, in a video protest against, as he calls it, "shallow, loose and irrelevant thinking" by Americans. A September starting date is set for the show which is being produced entirely in Hartford, Conn.

# WNHC Documentary Gets Network 'Focus'

"Sailing of the Coates," produced by WNHC-TV, New Haven, will be the seventh program in the "Focus on America" series Aug. 22. Bill Shadel is the series' host. "Focus" is a series of 10 award-winning documentaries produced by ABC-TV affiliates and given network presentation.

"Coates" is the film story of the destroyer escort USS Coates as she sails from the naval dock in New Haven on a North Atlantic training cruise.

Produced by J. Arthur Strober and directed by Lew Wilson, "Coates" was written and is narrated by Jim Dull. Len Sanna was film director and cameramen were Jack Youngs, Bob Murray and Frank Hogan. Interviewer is George Thompson.

# PGW Named Nat'l Rep By Steubenville Channel

Peters, Griffin, Woodward, has been appointed exclusive national rep for WSTV-TV, Steubenville, O. Serving the market since 1953, the Rust Craft Group station carries both CBS and ABC network shows in addition to a full schedule of programming.

The Rust Craft Group consists of WSTV-TV-AM-FM, Steubenville; WRGP-TV, Chattanooga; WRDW-TV, Augusta, Ga.; WBOY-TV-AM, Clarksburg, W. Va.; WPIT-AM-FM, Pittsburgh; WSOL-AM, Tampa, in addition to 40 per cent interest in WVUE-TV, New Orleans.

# Station Invites Questions On Atom Age Anxieties

Listeners may phone their own questions about radiation and the atom age today when WNBC Radio, New York, airs the first of a new weekly series, "Ask About the Atom." On hand to answer questions on the first program is Hanson Blatz, director of the Dept of Radiation Control, City of New York.

# 3 States' ETV Given 27 New U Channels

Educational TV in three Southern states has been given 27 new UHF channels, some drop-ins and some the result of reclassification of unapplied for commercial UHF channels.

The commission granted requests by state educational authorities interested in statewide ETV networks and gave Florida 12 new educational reservations, nine to Kentucky and six to Georgia.

Educators were told by the FCC, however, that ETV assignments are subject to change after conclusion of its national proceedings with respect to ETV needs.

# Cup, Trophies Await Industry Golf Wizs

The International Radio & Television Society's Fun Day, slated for the Wykagyl Country Club, Tuesday, will be highlighted by a golf tourney with more than 100 broadcasters vying for the Storer TV Sales, Inc. Cup and trophies offered by the Bolling Co., WMCA and Jack Sterling.

Also on tap is an international cocktail recipe contest. Original concoctions of new-to-USA mixtures have been entered in the competition.

# Harmony Chorus TVer Ballyhoos 'Music Man'

Baltimore — WMAR-TV will present a special remote telecast tomorrow featuring the Chorus of the Chesapeake direct from the Stanton Theatre, preceding the Baltimore premiere of "The Music Man." Under the direction of Clarence Wroblewski, the chorus will offer melodies popular in 1912, the days of "The Music Man."

Joe Hackman will narrate the program directed by Art Ford. The First National Bank and J. F. Theatres will sponsor the barber shop choral gala.

# Late-Night Video Is Zooming

(Continued from Page 1)

watched an average of two hours and 49 minutes.

Of all the time periods during the day, late night TV shows the least year-round changes between viewing highs and lows, according to Nielsen. For example, sets in use from 11 PM-midnight range from a 31.4 per cent high to a 26.3 per cent low. In the first quarter of 1962, the average minute of late night TV reached 30.1 per cent of all U. S. TV homes, or a total of 14,749,000.

## \$140 Mil. in Spot

Of the over \$150-million total, an estimated \$140 million will be spent in spot. In the first quarter, spot TV gross time billings in late night were \$38,091,000 or 20.9 per cent of the total, according to TvB-Rorabaugh. Billing figures for late night TV include only spot and network, with local ex-

penditures not available.

Leading spot late night advertiser in the first quarter was Procter & Gamble, with gross time billings in the period of \$4,927,300 or 29.8 per cent of its total of \$16,528,700. Leading spot brand advertiser on late night was Wrigley's gum, with late night billings of \$889,400, 27.1 per cent of its total.

In late night during 1962, more than \$12 million will be for network gross time billings which, in the first quarter, including NBC's "Tonight" and ABC's "Final Report," were \$3,108,694, according to TvB/LNA-BAR.

Leading late night advertiser in 1962's first quarter was the Sun Oil Co., with billings of \$422,870 for "Final Report." Leading "Tonight" advertiser in the first quarter was P. Lorillard Co., with billings of \$392,319.

WLEX-TV WHIM WGBF WIL  
WSPD KWG WUSN-TV  
WMOG WRAL KYNO WFBM  
KXA  
U KPOJ  
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## ALL-NEWS SKED SET IN ST. PAUL

WMIN Drops Music Segs To Keep Citizens Informed

**St. Paul** — WMIN has launched a new concept in radio in the Twin City market by dropping all music programming and broadcasting nothing but news. "MIN News" is a continuous all-news format — 6 AM — midnight — adopted by WMIN in an effort to keep the Twin City community better informed and provide news whenever people are available or wish to listen.

## Windy City Outlet To Air From Fair

**Chicago** — For the second year, WBBM Radio is presenting live musical programs direct from the International Trade Fair here for two weeks with start scheduled today.

The station's "Music Wagon" show will appear on stage daily with host Mal Bellairs and a cast which includes singers Gini Patton, Bob Vegas, Billy Leach and the King's Jesters.

Connie Mitchell will also present her own show daily at the fair and live on WBBM. The "Music Wagon" program will be taped at the fair and rebroadcast the next morning in its regular time slot.

Visitors to the station's performances will receive souvenir WBBM program guides which contain schedules and pictures of station personalities.

## Hal March Chairs Drive Vs. Chronic Diseases

Hal March, TV-Broadway star, has been named chairman of Jewish Chronic Disease Hospital Month, proclaimed by Mayor Robert F. Wagner, which is celebrated during September, it was announced by Isaac Albert, president of the hospital. Located in Brooklyn, it is the largest voluntary, nonsectarian institution of its kind in the country. March succeeds Betsy Palmer in the chairman post.

## Jerry Solomon Picked As Presentation Scribe

ABC-TV has announced the appointment of Jerry Solomon as sales presentation writer for its sales development department. Solomon had been a senior analyst in NBC's research department and a sales rep.

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Ted Goetz, of Sutherland Productions, has signed Les Baxter to compose original music and score five TV commercials for A C spark plugs and oil filters. The sportsmen will be the singing group featured.

☆ ☆ ☆ ☆

• • • "McHale's Navy" is the final title of the Ernest Borgnine starrer on ABC-TV. Tony Arnone, PR head at KHJ-TV for the past four years, leaves Aug. 3 to become ad and PR head of Morehart Land Co. His first assignment is Pacific Ocean Park . . . Fred Jackman has signed to direct segs of "Empire" at Screen Gems . . . Home Savings has renewed the Jack Latham news on KRCA for 52 weeks, marking the start of their fourth year . . . KTTV expects top ratings when they telecast the crucial three-game Dodger-Giant series from San Francisco starting Aug. 10.

☆ ☆ ☆ ☆

• • • The reason the Lennon Sisters were not seen on the "Lawrence Welk Show" Saturday night is that they are doing a p.a. at the Delaware State Fair, followed by a week at the Steel Pier in Atlantic City . . . Producer Herbert Brodtkin has signed Don Richardson to direct two segs of "The Nurses," being filmed in New York by Plautus Productions.

☆ ☆ ☆ ☆

• • • Frank Barron on Wednesday takes over promotion and exploitation for KHJ Radio. This is part of Harry Trenner's move to separate radio and TV to make the two media more competitive . . . Irv Raskin has joined KHJ Radio as an account exec. A former pro footballer, he started in radio in New York.

☆ ☆ ☆ ☆

• • • The town's still buzzing over the KTLA "Golden Year of Programming" presentation last week. They scored their points and entertained at the same time. Agency buyers in other cities will find it quite painless when it goes on tour.

☆ ☆ ☆ ☆

• • • Publicist Howard Brandy is leaving for a two-week trip to New York . . . Archie Tegland has been set to write the narrative of "Wide Country," new TV series in production at Revue . . . Leslie Stevens has set Geraldine Brooks as guest star in an upcoming seg of Daystar's "Stoney Burke" ABC series. Frank Moss scripted the program.

☆ ☆ ☆ ☆

• • • The Pat McDermott Co. has been renewed as PR firm for the third year by the Chevrolet Division of General Motors. Chevrolet sponsors "Bonanza," "Route 66" and "My Three Sons." Pat McDermott returned late last week from Detroit, where the announcement was made.

☆ ☆ ☆ ☆

• • • L. A. Ram backfield star Jon Arnett has been signed by Wolper Productions as the title subject of "Story of a Football Pro" for the Ziv-UA series, with filming to start the middle of this week. Terry Saunders has been added as producer-director on this series, with his first assignment "Story of a Wild Catter."

## FM Pitch Scores With Hotel

**Roanoke, Va.**—WLSL-FM reports its sales manager, Herm Reavis, used a little creative salesmanship on the Patrick Henry Hotel here and wound up with an order for the morning news show across the board, plus a rating boost.

Reavis got a list of all the functions the hotel carried during a normal day. Armed with letters from business and professional men praising the station, he told the hotel manager these were the types of people attending these functions. With a daily activities bulletin broadcast each morning, the hotel could increase its at-

tendance at the gatherings by calling attention to them.

He also said that many organizations, when told that their activities would be highlighted via the FM newscasts, would schedule their meetings in the Patrick Henry because of added exposure.

The hotel bought the time. The manager also became so impressed with FM music he had a tuner installed in every radio in the hotel, giving the station an automatic boost in audience ratings.

## CULTURAL SPEC ON TNT HORIZON

2-Hr. Closed-Circuit TVer To Aid Nat'l Center in D. C.

Theatre Network Television on Nov. 29 will present the closed-circuit, two-hour telecast for the benefit of the National Cultural Center, emanating from New York, Washington, Chicago, Los Angeles and a fifth city yet to be chosen. Titled "An American Pageant of the Arts," most of the show will be live and will be the largest cultural event ever presented on closed-circuit TV, according to TNT president Nathan L. Halpern.

Sponsoring organizations in participating cities will arrange showings at dinners or in theatres, with net receipts divided between the Cultural Center and local cultural groups. Produced by Robert Saudek, the program will be hosted by Leonard Bernstein and feature an appearance by President and Mrs. Kennedy.

## Advertisers Buy Out New 'Tonight' Show

Three months before its October premiere, NBC-TV's "Tonight Show Starring Johnny Carson" is completely sold, with 29 advertisers purchasing sponsorship in the color program for the fourth quarter of 1962, according to the network's director of participating sales, William Storke.

They are Lehn & Fink Products via Geyer, Morey & Ballard and Fuller & Smith & Ross; Valor Enterprises, Howell & Young; Tubular Textile Machinery, Mogul, Williams & Saylor; Otto Bernz, Inc., Rumrill Co.; Technical Tape Corp., Product Services, Inc.; Liggett & Myers Tobacco, J. Walter Thompson; Sheaffer Pen, BBDO; Block Drug, Sullivan, Stauffer, Colwell & Bayles; Adam Hats, MW&S; Revere Copper & Brass.

Also, Baldwin Piano, Hill, Rogers, Mason & Scott; Mogen David Wine, Edward H. Weiss & Co.; Mirro Aluminum, Cramer-Kraselt; Gulf American Land Corp., Paul Venve Assoc.; American Cyanamid, Perry-Brown; F & F Labs, Lilienfeld & Co.; Dominion Electric, Howard Swink Advertising; Philco, BBDO; Sunbeam, Foote, Cone & Belding, Dodge vehicles, BBDO.

Also, Wembley, Inc., Walker Saussy, Inc.; Trylon Products, Lilienfeld; Kayser-Roth, Daniel & Charles; Masonite, Buchen Advertising; Int'l Shoe Co., Krupnick & Assoc.; Armstrong Cork, BBDO; Cracker Jack Co., Doyle Dane Bernbach; Eureka-Williams, MW&S; Revere Copper & Brass, Earle Ludgin, and 3-M.

## CBC Income Drops Vs. Private Stations

Special to RADIO-TV DAILY

**Montreal**—The Canadian Broadcasting Corp., spending more and earning less in competition with the privately owned stations, has called for regular, major studies of broadcasting every five years.

The plea for regular studies to provide overall polices for the guidance of the broadcasting system" was contained in the CBC's annual fiscal report to Parliament by president Alphonse Ouimet.

The Crown-owned CBC annual report shows operating costs for the year of \$107,611,154, compared with \$100,952,825 the year before.

### 'Concern' Expressed

The report notes with "concern" a \$3,700,000 decrease in net advertising revenue since the advent of the second television stations in the country's major cities and private (CTV Ltd.) station network.

The CBC report estimates that CBC gross commercial revenues for the year were between \$10,000,000 and \$12,000,000 less than they would have been under the previous single-station policy.

## Henreid Begins Directing His First 'Benedict' Seg

West Coast Bureau of RADIO-TV DAILY

**Hollywood**—Paul Henreid has been signed to direct his first segment for the new NBC-TV "Sam Benedict" series, starring Edmond O'Brien. The hour episode, "Run Softly, Run Softly," by Leonard Heideman, rolls Thursday at MGM, with William Froug producing for exec producer Jack Neuman.

## Bob & Ray on WFAA

**Dallas**—Bob & Ray have joined Ted Cassidy on WFAA in a music-news-feature format.

## 'Official' Sounding Inquiry Stirs Caster's Suspicions

**Charleston, S. C.**—Broadcasters in South Carolina have been cautioned about correspondence from an organization calling

itself the "Virginia Bureau of Employment and Labor Correction," with a P. O. box number in Norfolk, Va. John M. Rivers, President of WCSC here, became suspicious after he received a letter from the organization soliciting a PI deal. The Virginia Association of Broadcasters checked with the state Employment Commission, which said the organization was "in no way an official agency of the Commonwealth." Efforts to get in touch with the group revealed that its P. O. box has been cancelled; it is not listed in Norfolk phone or city directories.

## Telstar Broadcasts Set

(Continued from Page 1)

appear as commentator.

Radiodiffusion-Television Française, the French national net, will use CBS TV facilities for its Telstar cast to be fed live to French homes by RTF in Paris.

The broadcast to France, with RTF New York Bureau Chief Jacques Salleber reporting in French from CBS News offices in midtown Manhattan, will show a panorama of New York City with the UN in the background. He will report on topical news of the day from the U. S., interview U. S. officials, and supplement his broadcast with late news film.

Portions of the French broadcast may be carried, via videotape, for the American audience of CBS-TV.

## 'Teddy Bear' Hostess

**Poland Spring, Me.**—Donna Traverse has been named hostess for WMTW-TV's morning show, "Teddy Bear Playhouse."

## Blue Cross/Shield Sponsor Florida 'Medical Report'

**Jacksonville, Fla.**—"Medical Report," five-minute program on latest developments in medicine and health, has bowed on WJXT here under Blue Cross/Blue Shield sponsorship. It's telecast on Tuesdays and Saturdays, featuring layman Bill Harriman as WJXT medical reporter.

## WJRZ Riding Waves From Its 2 Studios

**Newark**—WJRZ has readjusted its daily schedules to permit program originations beginning this week from the two studios it now operates in Metropolitan New Jersey—the main facility here and the one on Route 4, Paramus, Bergen County. Monday-Friday programming from 7 PM-1 AM will originate from Paramus, as well as all Saturday programming. The Newark studios will be used from 6 AM-7 PM weekdays and all day Sundays.

General manager Sy Levy said that to effect this operational diversity, the station has rescheduled several of its featured artists and given veteran personality Steve Hollis his own three-hour feature, beginning at 10 AM. The "Paul Brenner Show" will be aired from 1:05-3PM daily.

The new "Jersey Jamboree" with Charley Holmes and "Fred Sayles Show" features, along with Dick Ricardo Sugar's two-hour Latin-music program, will all originate from Paramus.

## ABCers Flood Air In Water Warnings

ABC owned stations are planning to show the value of applying radio to pubserv needs that are best suited to the medium by skedding thousands of water safety announcements next month.

In cooperation with the American Red Cross, swimming and boating messages will be heard on each of the six ABC owned stations: KABC, Los Angeles; KGO, San Francisco; WLS, Chicago; WXYZ, Detroit; KQV, Pittsburgh, and WABC, New York.

The stations believe that by reaching listeners with water safety messages when they are near the water, the announcements will be the most efficient. Cooperating with ABC in the recorded spots are Guy Lombardo, Lloyd Bridges, Garner McKay, four Olympic Gold Medal winners, and various Navy and boating leaders.

## 'Sea of Darkness' Drops In TAC's Film Bucket

West Coast Bureau of RADIO-TV DAILY

**San Diego**—KOGO-TV's "The Sea of Darkness" has been accepted for inclusion in the TV Affiliates Corp. (TAC) Library. Produced by Hope Warren, in cooperation with the Navy electronics lab and the San Diego Museum of Natural History, the documentary examines the early history of the Bathyscaph, the diving craft developed for underwater exploration.

The half-hour film also details plans of the men who will undertake future missions aboard the Trieste.

## RAB Plans to Measure Advertisements' 'Punch'

(Continued from Page 1)

tiveness."

The RAB president said, "I believe that all the organizations now studying the problems of measuring sales effectiveness should combine forces and finances into one organization . . . and make a crash study with projects in many cities, the results of which will be open to all contributors."

Sweeny outlined RAB's offer, and said, "we would not only make available to this foundation the 9,000 case histories we derived from the Higbee-RAB Department Store Challenge study, but we will put up our share of the seed money, up to 50,000, to underwrite the start-up expenses of this organization — and will thereafter bear our share of the expenses."

# News Flashes From Coast-to-Coast

## Airs Grid Games

**Norfolk**—WTAR-TV has scheduled exclusive coverage in this area of NCAA games each Saturday, beginning Sept. 15, and NFL games each Sunday, beginning Sept. 16.

## Prof to Head Panel

**Portland, Ore.**—Ben Padrow, assistant professor of speech and director of forensics at Portland State College, has joined KATU to moderate "College Opinion."

## 'Sharp' Gal Gets Salute

**Columbus, O.**—Fern Sharp, WBNS women's director, is cele-

brating her 25th year as a broadcaster. Her "Round Robin Review" is the oldest radio program in the state devoted to women's interests.

## KLIF Program Dir.

**Dallas**—Stan Richards has been named new program director for KLIF.

## For Weekend Wanderers

**Dallas**—WFAA listeners are receiving vacationing and weekend outing tips direct from Texas' most popular lakes on "Southwest Central Lake News." The reports include news on boating,

traffic and weather conditions, available facilities and advisable routes.

## 2 Join KWTV

**Oklahoma City**—Bill Beebe and Lynn Kennedy have joined KWTV, Beebe as a newsman, and Lynn as a continuity staffer.

## Wilburn Replacing Emanuel

**Houston**—Newsman Gene Wilburn has moved up to news director at KXYZ, replacing Vic Emanuel who took a leave of absence from the station to write a book.



By JACK RUSSELL

**Chicago** — Sharp eyes are being focused on the action of the '62-'63 board of governors of TV Academy's Chicago Chapter as a result of criticism leveled at last Spring's local Emmy awards.

Jack Brickhouse, sports manager of WGN, Inc., newly-elected president of the Chapter called an "all-day shirtsleeves" governor's meeting recently at the Executive House.

From it came a comprehensive program of activities and key committee appointments for the current term, designed to encourage members' participation in Academy affairs, with six major events, six special interest projects, a newsletter and an active public relations committee. Brickhouse asked that at least one non-board member be appointed to every committee.

The local awards "puzzle," regarded as sticky, has been carefully placed in the hands of a review committee. Temporarily, at least, it will comprise officers and national trustees for Chicago. This group hopes to meet with the five Chicago station managers early in September to present a review of the situation and submit preliminary proposals. The local governors meet again Sept. 21 to firm plans. The chapter was host last week to Peter Cott, national projects director, who reviewed local plans and progress and reported on national activities.

★ ★ ★

Shirley Hamilton is opening her new office on N. Michigan Ave.

Shure Brothers, Inc., of Evanston, which manufactures microphones, high fidelity products and electronic components, has announced formation of a new products division, to be directed by Marvin B. Lorig.

★ ★ ★

According to WLS accounting, the station contributed a whopping \$1,228,360 worth of radio time in public service announcements and programs in a one-year period.

### Desi Selects Offspring For Upcoming Lucy Show

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Desi Arnaz has signed Candy Moore and Jimmy Garrett for the continuing roles of Lucille Ball's children, with Ralph Hart as Vivian Vance's son in Desilu's upcoming "The Lucy Show." Also assigned to the Fall entry are Elliot Lewis as producer and Jack Donohue to direct.

## Gillette Lathers Up World Series Drive

Gillette will be advertising at the rate of \$85,000 a day from Aug. 25 thru Oct. 14 to support its 1962 World Series promotion. The series will be carried by NBC on more than 200 TV and 400 radio stations, with an audience estimated at 80 per cent of the U. S. population.

### Total Budget \$4.1 Million

Gillette's total advertising budget for the series campaign will be \$4.1 million. In addition to the series itself, the electronic media drive will include the Saturday Night Fight of the Week, American League Pro Football and the "Wide World of Sports" and "Surfside Six" shows on ABC TV, local TV spots in major markets and disc jockeys in the top 100 U. S. markets on radio.

Gillette will also sponsor the series in Canada and Latin America. Maxon, Inc., is the advertising agency for Gillette.

## WDTM Appoints Milroy National Sales Manager

Detroit — WDTM, pilot station of the Taliesin Stations, Midwest FM group, has named George S. Milroy as national sales manager.

New responsibilities for Milroy, who has been WDTM sales manager since March, 1961, will include representation in the Detroit area of the QXR Network, a group of 35 FM stations across the nation with programming similar to that of WDTM and WQXR, New York.

## Canada's Standard Radio Names Two Casters VPs

Special to RADIO-TV DAILY

Montreal — C. Thornton Cran, prexy of Standard Radio, has announced the appointments of Walde J. Holden and H. T. McCurdy as vice presidents. Holden is president of Standard Broadcast Sales, and VP and sales manager of CJAD here and CFRB, Toronto. McCurdy is president and general manager of CJAD.

## Professors Trace Trends In Present-Day China

University specialists will discuss aspects of modern China's history over the past few decades on WUHF's "The Rice Is Red," weekly series starting Saturday, it was announced by Seymour N. Siegel, director of the Municipal Broadcasting System which operates the station for the FCC. Topics discussed will include politics, art and science, manpower and the press and radio.

## AGENCY NEWSCAST

By RALPH TYLER

Lansing B. Lindquist has joined Guild, Bascom & Bonfigli, Inc. in San Francisco as consultant on network and station relations. He also will continue with his own consulting firm in New York, working with agencies and advertisers who use TV and radio on a national or regional level. Before opening his own firm in 1961, Lindquist was VP in charge of all media at Ketchum, MacLeod & Grove. Previously he had been with McCann-Erickson as VP and associate director of the TV department.

\* \* \*

The Chun King Corp., Duluth, Minn., has appointed Campbell-Mithun, Minneapolis, to handle advertising for Chun King's canned food line, effective immediately. The canned food billings amount to more than \$1 million a year. The appointment was made after a six-week survey of ad agencies. Earlier, Chun King's frozen food line advertising was assigned to McCann-Marschalk, New York. The advertising of Northland Foods, Inc., Duluth, a division of Chun King, is being handled by MacManus, John & Adams, Minneapolis, who merged with Olmsted & Foley, Chun King representatives for 12 years.

\* \* \*

Ocean Products, Inc., of Tampa, Fla., has named Geyer, Morey, Ballard as its agency as of Aug. 1. The move is in preparation for a period of planned growth, according to D. R. Levinson, VP in charge of sales and advertising. The agency will handle the company Treasury Isle and Tampa Bay brands.

\* \* \*

The Edward Dalton Co. Division of Mead Johnson & Co. has signed for a heavy sked of sponsorships in 10 ABC-TV programs during

## Bill Craig Promoted As Y&R Shifts R-TV

Young & Rubicam has revamped its TV-radio department under senior VP Charles C. Barry. Promoted from group supervisor to assistant director of the department was William Craig, who reports to Barry. Richard Low, formerly CBS assistant business manager and director of controls, is joining Y&R as head of a newly created TV business affairs office. Named assistant director of the business affairs was Kingsley Colton.

In addition, program supervisors Marvin Koslow and William Lynn have been given executive responsibility on the Bristol-Myers and Johnson & Johnson TV accounts, respectively. They will also continue their other regular assignments.

## Thought for Today

*"When the nation's business-men can stop expending their energy on efforts to interpret the conflicting signals of their masters in government, and instead devote their full talent to providing better goods and services at lower costs, the whole country will profit."*

—From Sun Oil pamphlet

the fourth quarter. The campaign, on behalf of Metrecal and Nutrilent, was placed thru Kenyon & Eckhardt. Dalton's first use of net TV was on ABC-TV when it sponsored "Winston Churchill — The Valiant Years" during the '60-'61 season. The 10 upcoming chows are "Combat," "The Sunday Night Movie," "The Untouchables," "Going My Way," "Wagon Train," "The Gallant Men," "77 Sunset Strip," "Naked City," "Mr. Smith Goes to Washington," and "Premiere," presented by Fred Astaire.

\* \* \*

WBBM and TWA have teamed for a joint promo on the airlines' electric spectacular at State and Randolph Streets in Chicago's Loop. The sign features TWA promo copy plus time and temperature. WBBM is furnishing news headlines for the running headline section of the sign. Each group of headlines is preceded by a WBBM Radio News slug.

## Providence 50-KW Joining Mutual Web

WLKW, 50,000-watt station in Providence, becomes an affiliate of the Mutual Broadcasting System today and has picked up Mason & Winograd, one of Rhode Island's largest real estate firms, as sponsor of the 4 PM news, which includes commentary by Fulton Lewis, Jr., via MBS. The sponsorship becomes effective Aug. 20.

## Anglim Promoted

Cincinnati — Don Anglim, formerly director-engineer of WKRC-TV, has been promoted to night operations manager for the station.

## To WBTV News

Charlotte, N.C. — Jim Morrison has joined the WBTV news staff.

# **RADIO** TELEVISION **DAILY**

*The*  
INTERNATIONAL  
NEWSPAPER  
OF  
RADIO & TELEVISION



**PRESENTS**



**23rd**  
ANNUAL EDITION  
**SHOWS**  
OF  
**TOMORROW**

## **1962 PROGRAM BUYERS GUIDE 1962**

# W. J. GERMAN, INC.

agent for the sale and distribution of

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your assurance of  
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RADIO-TELEVISION DAILY presents the 1962 Edition of "SHOWS OF TOMORROW," a comprehensive catalogue and buyers' guide of programming containing many new ideas in entertainment and public service.

**T**HIS year's "SHOWS OF TOMORROW" signalizes the advent of a new era in programming. Today broadcasters plan for a world of tomorrow with a more colorful approach to entertainment with an impact.

**I**N publishing this year's 23rd Edition we acknowledge, with gratitude, the whole-hearted cooperation received from the networks, independent stations, sponsors, writers and producers in compiling the data contained in this issue. Their progressive thinking, devotion to public service, and high standards of programming is reflected in these pages.

*Chas. A. Alicovate*

Publisher

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## NOBODY COULD MAKE HIM UP

Who would believe an Adolph Hitler possible — if he hadn't been real? Who could invent a Douglas MacArthur, a Babe Ruth, a W. C. Fields or a Josef Stalin? These are just a few of the fascinating real-life lives featured in **Biography**. Sold in over 100 markets including New York, Chicago, and Los Angeles. **Biography** has won top ratings in every market that it has appeared, will provide 39 unique, spell-binding half-hours for your station and your sponsors **each week**. Check the ratings and

reviews—then call or write us. No fiction on television can compete\* with the impact of fact — on **Biography**.  
A David Wolper Production Produced and Directed by Jack Haley, Jr.

**\*FIRST IN MARKET**

City	Station	Time	Rating
New York	WNBC	7-7:30 P.M.	16.2
San Francisco	KRON	7-7:30 P.M.	19.0



**OFFICIAL FILMS, INC.**  
724 FIFTH AVENUE • NEW YORK 19, N.Y.  
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# CASTERS VOTE ON VITAL ISSUES

## TV COLOR WANTED NOW; NAB CODE WINS SUPPORT

### Pay-Video Is Handed A Strong Rebuff

There's an immediate need for color in TV. This is the majority opinion of the respondents to a survey just concluded by RADIO-TELEVISION DAILY among the key executives of 525 commercial channels in the United States, Puerto Rico and Virgin Islands. Two-thirds of those replying to questionnaires sent to 1,100 radio operators believe there are too many AM stations on the air. The sizeable response this industry newspaper's polling on vital issues (288 in TV and 510 in radio) attests to the deep concern of broadcasters in these and other related matters today.

The TV questionnaire responses reveal that 218 of the station and network operators are satisfied that there aren't too many programs in any specific category—a point which would seem to refute one of the major themes of detractors of the medium; specifically, most telecasters feel their programming is well-balanced and plan few, if any, changes.

#### Pubservice Aplenty

The majority noted they devote from one to 15 per cent of air time to public service programming and announcements, and from 1 to 12 per cent to public affairs. There are a large number of children's programs on the channels, plus a healthy smattering of educational shows and serious music programs.

About half of the 288 TV respondents reported they editorialize on local matters, with 106 of them giving on-air opinions about general matters. Eighty-two telecasters make use of live talent on one to 10 per cent of air time, while network programming accounted for the majority of programming vs. local and syndication.

#### Mag Concept Coming?

On the question of pay TV, 182 telecasters are flatly opposed to it. Another topical area in which opinion was clearly expressed demonstrated overwhelming support for the NAB TV Code, viewing it as the only way to prevent further outside censorship.

Use of the magazine concept for advertising is favored by a slight majority of radio broadcasters, whereas over half of the TV respondents are against it. Many supporters thought it was inevitable for both radio and TV, but had reservations about its application.

## A 'Multi-Hued Path' To Artistry, Revenue

The next natural phase in achieving the full spectrum of TV's artistic and commercial potential lies in a dramatic increase of color programming. The general consensus among broadcasters is that this multi-hued path is the one leading to an esthetically and financially rosy future for the industry.

Questioned regarding their "opinions of the immediate need for color TV," the broadcasters echoed sentiments relating the importance of color to TV progress, stressing color's enhancement of programming and advertising and, almost as a body, called upon the networks to spur dynamic color plans.

#### Revitalizing Interest

TV needs continually to add impact, noted several station operators, singling out color as that important step. One blunt statement of this theme was the dominant "revitalize interest in TV through color." Other affirmative voices declared that color will provide the added incentive that is needed for better TV and it will bring about a more active participation from the viewer.

Emphasizing color's advertising effectiveness, several spoke of how color adds dimension to com-

(Continued on Next Page)

## Local Production Fills Quarter of Video Skeds

Local production accounts for about a quarter of the programming aired by commercial TV stations in the U. S., Puerto Rico and the Virgin Islands. A RADIO-TV DAILY survey showed that 91, of 267 telecasters replying, originate 11-20 per cent of their schedule locally, with 84 depending on syndication for 11-20 per cent of their programming, and 121 airing network shows 51-60 per cent of the time.

## On the Industry's Mind

The unusually large response to RADIO-TELEVISION DAILY's survey of all commercial TV station operators in the United States, Puerto Rico and the Virgin Islands indicates the industry's concern over the timely topics covered in the poll. The questionnaire submitted to the TV operators contained such queries as:

1. How much of your station air time (in per cent) is devoted to: (a) Editorializing on local issues? Editorializing on general matters? (b) Public Service programming? Public service announcements? (c) Public affairs (including news, specials, documentaries)? (d) Children's programs? (e) Serious music? (f) Educational programs?
2. Are you planning any increases in any of the above categories? (If yes,) Which categories?
3. What percentage of your local programming makes use of live talent?
4. What percentage of your programming origination is local? network? syndication?
5. Do you believe there are too many programs in specific TV categories? If so, which ones?
6. What is your opinion of the immediate need for color TV?
7. What is your opinion of the magazine concept for on-the-air advertising for TV?
8. Do you subscribe to the NAB Code? Your opinion, please.
9. Do you approve of pay TV? Again, we'd like your views on this matter.

## Magazine-Message Concept Has Industry on a Seesaw

Industry ranks are seesawing under the critical question of the feasibility of the magazine concept for TV advertising. It represents one of the closest splits in the survey. Opinions ran the gamut from calling the concept "impractical and unworkable," to those that hold it to be "both desirable and an economic necessity."

## The Best Defense? It's Self-Regulation

Broadcasters may disagree on many pressing problems confronting the industry—but not on the value of the NAB Radio and TV Codes. These get sweeping approbation.

The statement, "Self regulation is our only means of coping with our detractors," sums up why the code is favored.

One station manager pinpointed it this way: "I hate any government regulating my taste, morals, etc. . . . (The code) is a fair compromise of self regulation and a guide in the best interests of broadcasting."

Out of 288 TV stations replying, 198 are subscribers to the NAB TV code. Thirteen didn't indicate if they were subscribers, and the rest said they weren't.

Among the dissenters were some operators who thought the

(Continued on Next Page)

One-hundred and fifty TV station operators disapproved of the magazine concept, while 122 lauded its potential. Sixteen ventured no opinion in reply to "What is your opinion of the magazine concept for on-the-air TV advertising?"

The system's opponents hold that it is an "excuse for loading up on commercials." An echoed fear is that it will hurt national spot sales. The contention is that there is nothing wrong with the application of commercial TV in its present form that "good taste good management and intelligence cannot correct."

Supporters of the magazine concept point out not only its desirability as a sales tool, but hail the greater range of audience exposure it offers the advertiser. The advertiser gets broader cov-

(Continued on Next Page)

# Television Operators Step Up Editorializing

## STATION OWNERS' THUMBS TURN DOWN ON SEE-FEES

### 'Pay TV, Who Needs It?' They Ask

Pay TV is looked on with disfavor by most TV station operators. They object that feevee cannot provide services already amply covered by TV, viewers will not pay for what they can see free, and that it is possible for pay TV to harm the present TV system.

The number of TV station operators who turned thumbs down on fee-for-see were 182, compared to 67 who said they approved of pay TV, 31 had "mixed feelings" and eight omitted this question entirely.

### 'Demise' of Free Air

Telecasters taking the majority position wrote: "A wide variety of excellent programming is available now through regular commercial TV." "Air waves are free and you shouldn't have to pay to see," "It could bring about the demise of free TV because free operators, in many cases, would be forced to switch to pay TV . . ."

Some said they were afraid the federal government might become directly involved. They said, "If pay TV becomes widespread, it might need government subsidy to survive, putting the government in competition with free TV."

### What's For Free?

There were some broadcasters who approved of pay TV for special occasions, when some event might offer the nation an opportunity to see something of the highest caliber uninterrupted except for intermissions. But, they added, these occasions are so rare they ought to be incorporated into the present free system.

Those favoring fee-vee said it will have public support, will not harm commercial TV and will find its place in the industry.

Supporters wrote that pay TV would no more detract from commercial TV than do the theatres, movies and sporting events.

## More Pubaffairs on Screens

More public affairs programming is in the offing for the majority of TV stations planning increases in various programming categories next season, according to a RADIO-TELEVISION DAILY survey. Second biggest gain will be educational programs, with editorializing and news shows running close behind. The children's category comes next, with the least increase to be made in public service.

Of 288 surveyed, 191 said no

## Local Issues Remain Main Topic of Opinion For On-Air Comments

Editorializing is on the upgrade on TV stations, with local issues still the main topic of concern in aired opinions. This was disclosed in a survey of all commercial video stations in the United States, Puerto Rico and the Virgin Islands, which resulted in 288 replies.

About half of the respondents noted they editorialize on local matters primarily, with 106 also expressing on-air opinions on general matters. Only 141 said they don't editorialize on local matters, and 175 disclosed they present no opinions on general issues.

### Then There's Pubservice

Most TV operators also pointed out they devote a good deal of air time to public service programming, 52 of them noting that it fills 4 to 6 per cent of their broadcast schedule; 138 giving it 1 to 3 per cent. Public affairs takes up 4 to 6 per cent of the air time for 66 telecasters.

As for children's programming, 79 of the respondents said they devoted 10 to 12 per cent of their schedule to this viewer category. Educational programs filled 1 to 3 per cent of the air time for 140 stations, while 136 noted they devote 1 per cent of their programming to serious music. Only 98 telecasters said they air no serious music at all.

## Industry Still Unsure On Magazine Concept

(Continued from Previous Page)

erage, they maintain, and "that is the purpose of advertising."

Other station operators state that economic necessity has "mothered the concept, which is a necessity due to the rise of programming costs and stiff competition."

### Nets Should Lead

Among those who qualified their approval were several who believe the networks must lead the way in adopting the system. Program costs, they feel, must be covered by higher rates and advertisers would have to accept some announcements reaching limited audiences.

The narrow margin between the pros and cons indicates industry uncertainty on this question; the lines continue to change on whether the magazine concept is an alien or represents progress.

## Telecasters See Fare Offered to Viewers As Well-Balanced

Variety is apparently the right spice to cook up a proper schedule to entice viewers to stay glued to their sets. This was the attitude of an overwhelming majority of those answering a Radio-Television Daily question as to whether they felt there are too many programs in specific TV categories.

A total of 218 of the 288 queried felt there was no overload, while 67 telecasters dissented. Three had no comment. Most of those in the negative noted, "TV programming is well balanced by us," while the minority asserted that "program successes will always be duplicated by too many imitators."

Grinding their own particular axes were 41 who held there were too many Westerns; 17 who thought there were too many situation comedies; 13 who believed there were too numerous detective programs, and others who gave scattered mention to an overabundance of adventure shows, soap operas, quiz shows, courtroom dramas and medical programs.

## Operators See Color Next Natural Phase

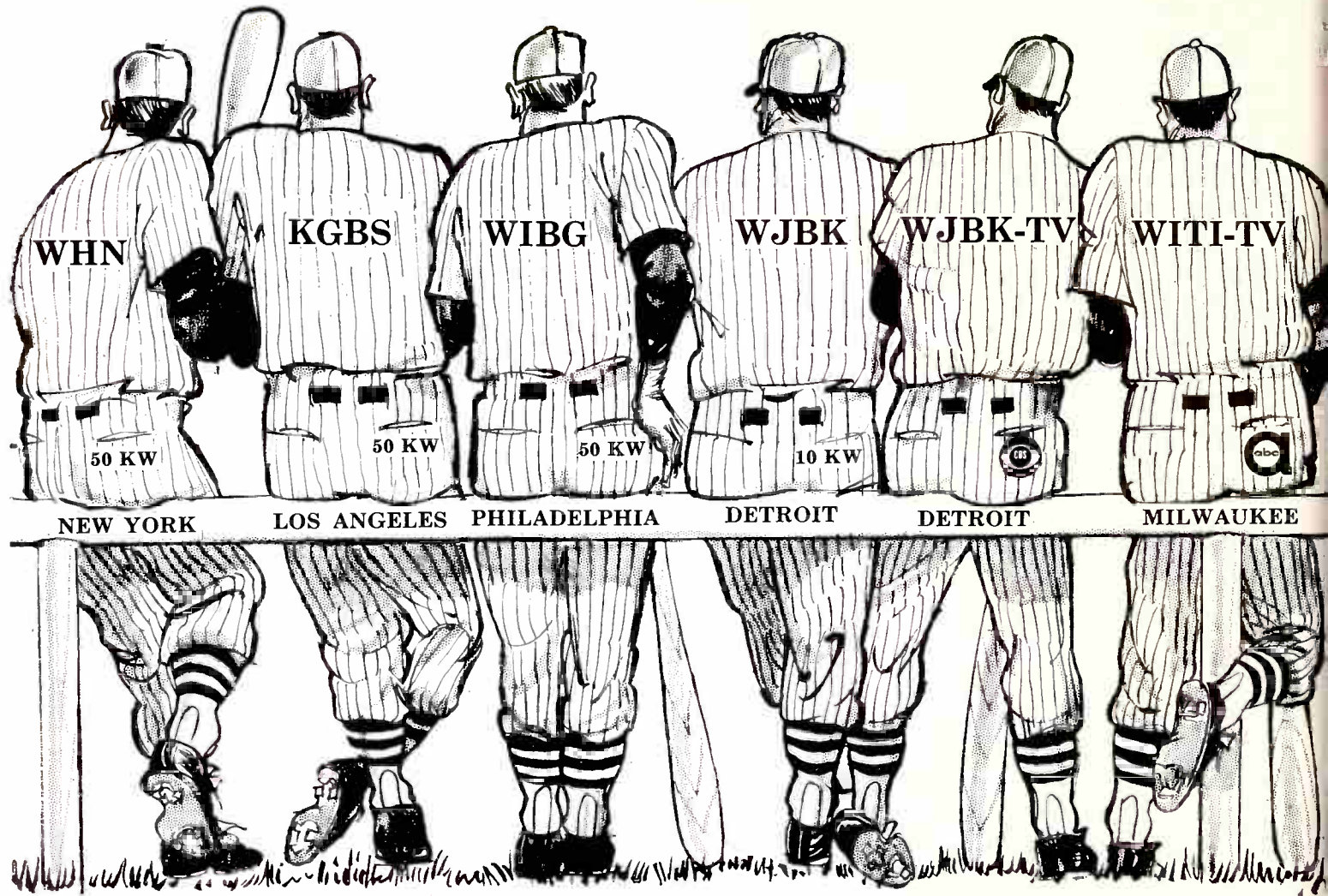
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mercial sales: "As more programs are produced in color, it will come into its own as the powerful source of even greater creativity in advertising as well as in entertainment." Several writers believe that color will draw advertisers who have not previously used the medium.

The immediacy of the problem and the responsibility for its solution was laid at the networks' feet. "A big push into color by all the networks is the only way immediately to put over color TV," was the way a number of telecasters summarized it. Many others called for "more color programs, especially by ABC and CBS." One affiliate of a network which does not telecast in color called for such programming with the comment "We're CBS, and could use color."

Summing up the general attitude, one broadcaster noted "if all three networks could get into color, the American public would gain much."

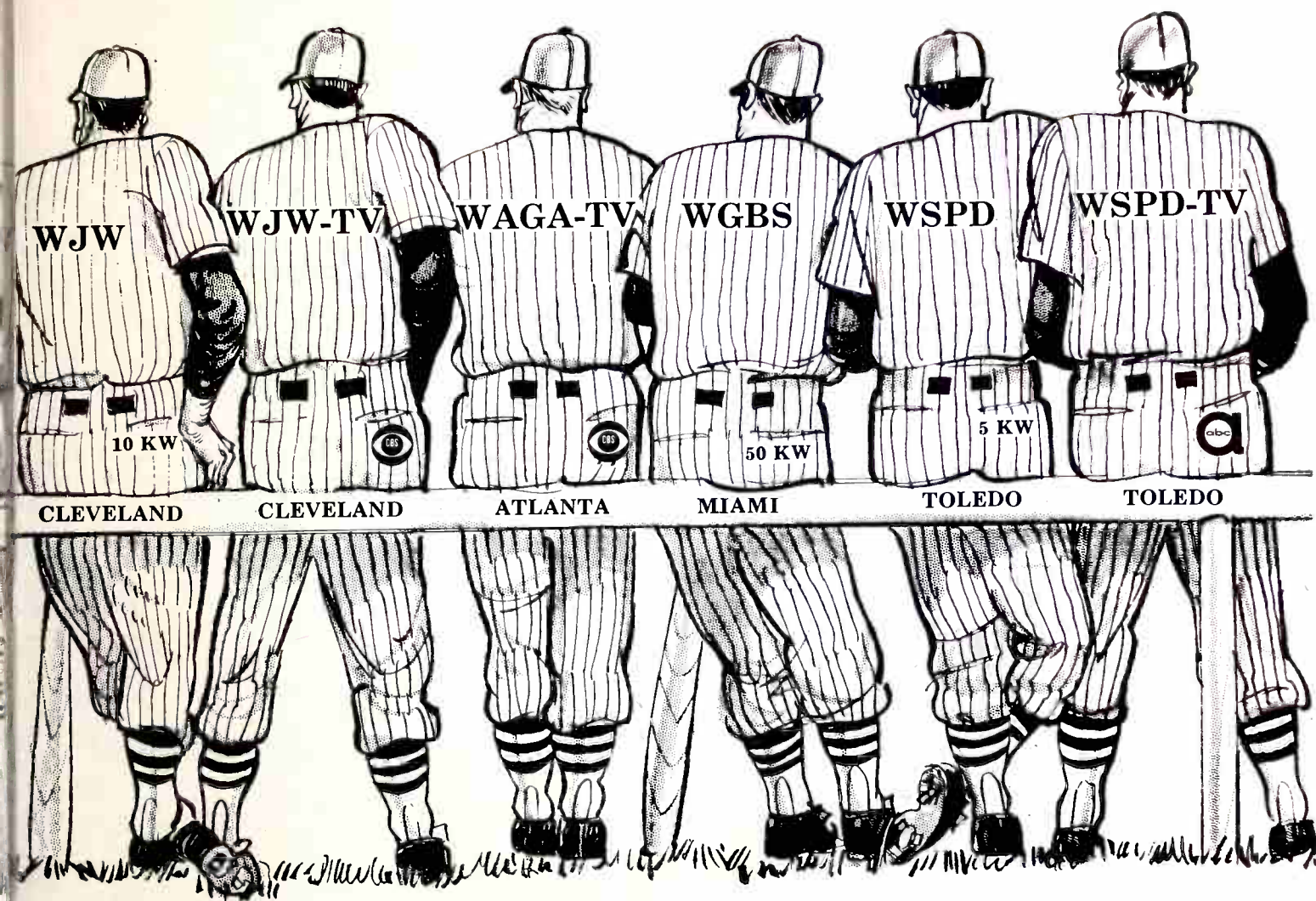
# BIG



Each a slugger in its market!... Different!  
more sales for your advertising dollars!

NEW YORK WHN	LOS ANGELES KGBS	PHILADELPHIA WIBG	DETROIT WJBK	DETROIT WJBK-TV	MILWAUKEE WITI-TV	CLEVELAND WJW
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# HITTERS!



... Individual!... The one objective ...  
*Important Stations in Important Markets*

CLEVELAND WJW-TV	ATLANTA WAGA-TV	MIAMI WGBS	TOLEDO WSPD	TOLEDO WSPD-TV	<b>STORER</b> BROADCASTING COMPANY
---------------------	--------------------	---------------	----------------	-------------------	---------------------------------------



# CAN YOU ANSWER THESE 7 QUESTIONS ABOUT YOUR RADIO OR TV BUSINESS?

- ① Do the department stores in your area spend the majority of their budget in newspapers rather than on your station? How can you sell them?
- ② Many times manufacturers exclude broadcast media from cooperative funds, but give advertising allowances to newspaper and other media. Would you like this business?
- ③ Would you like to have gross sales from \$10,000 up to \$50,000 (depending upon the size of your market) in firm, non-cancellable contracts for 13-weeks?
- ④ Can you increase your ratings without spending additional money for advertising?
- ⑤ Can your salesmen sell from 18 to 24 NEW accounts in four weeks?
- ⑥ Would you like your sponsors to advertise your station in other media, at no cost to you?
- ⑦ Do you have an experienced sales staff that can show an advertiser how to:
  - Introduce a new or improved product.
  - Obtain broader distribution.
  - Reduce excessive inventory.
  - Cushion the introduction of a price increase.
  - Complement other media with broadcast time.

The new "NUMBERS UP" promotion, created by a broadcaster for broadcasters, is a dramatic answer to these seven questions. Send for your free copy of how this fast growing promotion can work for you!

**MAIL THIS COUPON NOW!**



NORMAN GITTLESON President

AREA CODE 603 627-7669

**Broadcast House Enterprises, Inc.**

45 MARKET ST., MANCHESTER, NEW HAMPSHIRE

PLEASE SEND ME, WITHOUT OBLIGATION, ADDITIONAL INFORMATION ABOUT THE EXCITING NEW "NUMBERS UP" PROMOTION.

Name: .....

Street: .....

City: ..... State: .....



# Mergers a Remedy for Over-Population?

## Mag Concept Gains Operators' Approval, With A Reservation

The magazine concept for on-the-air advertising for radio is approved by over half the 510 respondents to a poll by RADIO-TELEVISION DAILY, with many acknowledging it is common practice in their area. However, there was a good deal of qualification along with the approvals.

### Price Structure Safety

Some AM operations indicated they want the safeguard of protection of the price structure to go hand-in-hand with the magazine concept, while others noted that the policy is necessary but the "mass appeal" idea has to be eliminated or reduced for the system to operate effectively.

### Multitude of Reasons

Among the dissenting votes were such opinions as: It hurts national spot sales; it is utterly foreign, can only result in damage to the broadcaster and harm to the economy; it eliminates product protection and lowers the value of prestige that full or alternate sponsorship brings.

It was also felt by some that the concept has aided the decline of sponsorship and "is the main reason for the debasement of radio," while others called it confusing and impractical and suggested that other systems be worked out and tried.

## WOR's Gambling Director Of Arthritis Foundation

John Gambling of WOR's "Gambling with Gambling" has been elected to the New York Arthritis and Rheumatism Foundation's Board of Governors. The organization conducts programs of patient services, research and public education.

## Are Your Signals Low? Check Leakage, Rust

The FCC's field engineering and monitoring staff found during field strength measurements of about 600 AM radio stations over the last 20 months that more than ten per cent were deficient in signal coverage.

Typical causes were deteriorated ground systems, leaky base insulators and corroded tower joints.

## Broadcasters Give Suggestions to Ease Crowding of Airwaves

There are too many radio stations on the air, according to two-thirds of the respondents to a survey conducted by RADIO-TELEVISION DAILY. Many submitted possible remedies, ranging from granting licenses based on good engineering conditions, to considering economic situations in each market and allowing stations to merge or deleting some stations entirely.

### 153 See No Overload

The over-population feeling was expressed by 346 of the 510 radio broadcasters answering a questionnaire submitted to 1,100 AM stations. Only 153 thought there was no over-loading of stations, while 11 had no comment.

Typical of those who felt they were being hemmed in were such proposals as: "Consolidations and mergers should be permitted where interference is greatest and financial losses highest;" "Widen band-width separations;" "Establish more critical technical criteria for allocation of frequencies;" "Let them die off by attrition — I believe in free enterprise," and "Delete the 'juke-box-type' of station."

### Watch those Grants!

Several who felt the present situation was fine, qualified their positions, however, by stating that great care should be exercised before making additional grants in some areas. Some definitely felt that the more radio stations, the better, for "competition is the major contribution to making our country what it is today." Others thought it was too late for "birth control." One respondent summed up by saying it would "take the wisdom of Solomon" to remedy the situation.

## FM Gaining Speed Toward Acceptance As Top Ad Medium

FM radio is definitely here to stay, is gaining momentum all the time, and one day will be a major advertising medium to reckon with, although it may be as much as 10 years away from full acceptance as an ad medium. This is the consensus of radio broadcasters replying to a RADIO-TELEVISION DAILY survey.

Some respondents felt, however, that acceptance is very close, primarily because of stereo, while others thought it close only in large metropolitan areas. But some operators believe acceptance has already arrived, noting: "We operate an autonomous FM station and are completely supporting FM with good advertiser response."

Among the dissenters was one who thought FM would never be fully accepted by advertisers because "there's not enough difference from AM for the average listener." Another, slightly more optimistic, said: "It may make it."

## Radio Casters Seeking Larger Banking Slice

Radio broadcasters are campaigning for a larger slice of the \$200 million total advertising budget of U. S. banking institutions for the 1962-63 seasons.

The number of banks in the suburbs has grown from five to over 11,000 branches since 1950. Radio stations now reach over 83 per cent of suburban homes, where home loans, auto loans, etc., are of prime importance, the RAB points out, while metropolitan newspapers now reach less than 50 per cent of suburbanites.

## EDITORIALIZING? MOST SAY 'NO'

*Pitches on Local Issues Rarely Aired by Outlets*

Most U. S. radio stations still do not editorialize today, either on local issues or general matters. Of 510 radio operators replying, 358 do not air editorials on local issues, and five gave no indication of their station policy. This compares with 147 who do editorialize on local issues, devoting less than 1 per cent of air time to it.

A slightly smaller amount of AM stations, 138, also broadcast editorials on general matters, again devoting less than 1 per cent of air time to them. Three hundred sixty-seven station operators said their stations do not air editorials covering general topics, and five stations did not answer the question.

## Hoopla for Movies Developed by RAB

RAB is aiding movie exhibitors with a new 21-page booklet of ideas designed to "inject some of the traditional movie hoopla and excitement back into local theatre advertising" thru use of radio schedules. Sections of the booklet cover suggestions for tie-ins with other local advertisers, community interest promos, plus a round-up of ideas for holidays and special events.

Titled "101 Box Office Ideas for Movie Exhibitors," RAB timed release of the booklet for the beginning of Summer — the theatres' busiest season. Ideas cover the promo gamut, ranging from a New York theatre which exploited a World War II saga by offering free GI haircuts in the lobby, to an essay contest in which men were asked to write "Why I'd like to see my wife's name up in lights."

A special section is also devoted to the horror movie, where one promo invited housewives to dial the station carrying the commercial for the theatre and simply scream.

## What's New with 3Rs

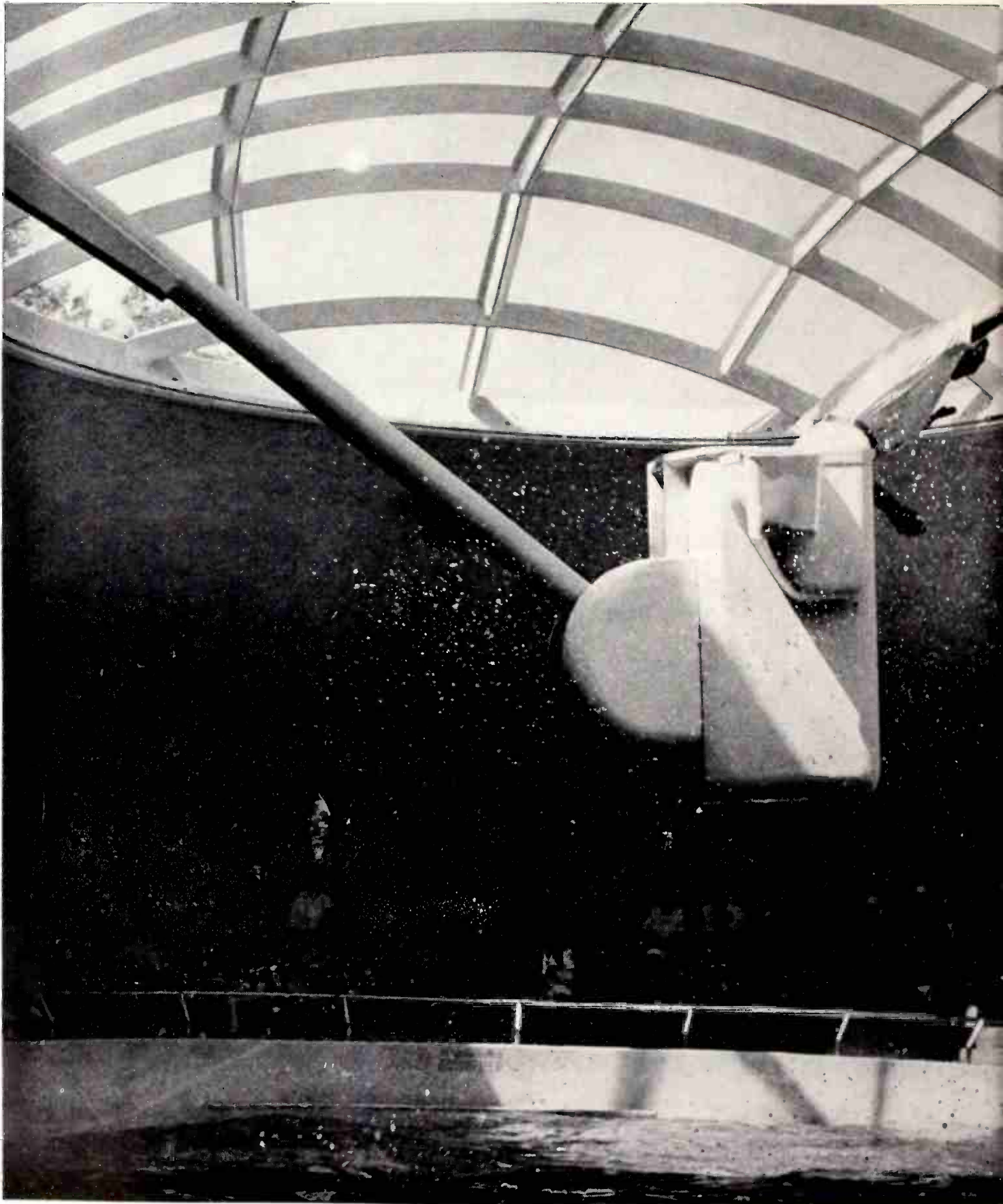
Ithaca, N. Y. — The Northeast Radio Network, with more than 30 affiliates in upstate New York and Pennsylvania, is keeping its listeners up to date on educational developments in New York State through "Education Panorama."

## Queries for Radio Execs

RADIO-TELEVISION DAILY's survey of commercial radio stations throughout the nation covered several issues often debated by broadcasters. Among the questions were:

1. How much of your station air time (in per cent) is devoted to editorializing on local issues? Editorializing on general matters?
2. Do you believe there are too many radio stations on the air? How would you remedy the situation?
3. What is your opinion of the magazine concept for on-the-air advertising for radio?
4. Do you subscribe to the NAB Code? Your opinion, please.
5. How close do you think FM is to wide acceptance as another major advertising vehicle?

# In Chicago



. . . the **Chicago Zoological Park**, popularly known as Brookfield Zoo, contains one of the world's best collections of mammals, birds, reptiles and amphibians. Its most recent innovation, the Seven Seas Panorama, is the *only* inland, indoor porpoise exhibit in the world!



In Chicago  
**WGN**  
TELEVISION

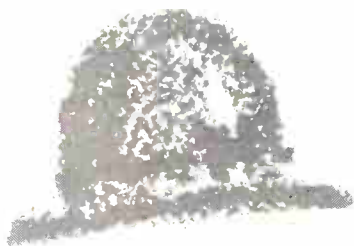
*originates  
more color programming  
than any other station  
in the nation!*



*—the most respected call letters in broadcasting*

**WGN IS CHICAGO**

charlie  
chaplin



starring in



# KOMEDY KLASSIKS

39 OF THE FUNNIEST HALF HOURS  
YOU HAVE EVER SEEN • AVAILABLE FOR FALL 1962



JAYARK FILMS CORPORATION  
733 Third Avenue, New York 17, N.Y. • TN 7-3232

## PROPOSED D.C. CENSORS NIX ROLE

### Edmund Bunker Set As Next RAB Prexy; Was Top CBS Exec

Edmund C. Bunker, one-time corporate VP for CBS in Washington, has been chosen as the

president of the Radio Advertising Bureau, it was announced by Frank P. Fogarty, chairman of the selection committee which conducted an eight-month search for a successor to Kevin B.



BUNKER

Sweeney. Bunker has resigned his latest post as executive VP of the Froed-  
(Continued on Page 8)

### Stofla Becomes Topper Of New Kansas City FM

Kansas City — Chris J. Stofla has been named station director of KMBC-FM here, to bow on the air within the next 60 days. He comes to the station from KCMO-TV where he was commercial manager, and before that, an account exec. Stofla is also currently chairman of the Board of FM Broadcasters of Greater Kansas City.

### Telstar to Be Censored?

Washington Bureau of RADIO-TV DAILY

Washington—FCC chairman Newton Minow has been asked for his reassurance that the State Department would not, in some way, be permitted to censor what the public is allowed to see from Europe via Telstar. The request was made in a letter to the chairman by Rep. Perkins Bass (R., N. H.), who expressed his fears over the matter.

Pointing out that he is a member of the House Space Committee which "authorizes" legislation for communications satellites, the congressman told Minow that he

### Pilkington OK's TV Ads—Daughter's in One

London—Columnists over here have been having a high old time following news that actress April Wilding, 22-year-old stepdaughter of Sir Harry Pilkington, the man whose committee recently castigated many features of commercial TV in Britain, is herself appearing in a TV commercial which plugs a new hair lacquer. . . Says Lady Pilkington: "I've seen rushes of my daughter's commercial—and I think she looks beautiful. Anyway, my husband isn't against commercials as such. He just wants the programs improved."

### CHANNEL LOSES BID TO HIT CATV

FCC Admits Intrusion, But Says Hands Tied

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has turned down a petition by WBOY-TV, Clarksburg, W. Va., requesting a rule denying a license to any TV station which permits wire distribution by a community antenna TV system of any network programs to a community in which a local station is broadcasting the same programs.

The commission said it is concerned with the problem posed by the station and has asked Congress to give it authority over CATV systems, so that rules and regulations could be issued in such situations. Meanwhile, "a rule placing responsibility on the licensee . . . imposes a burdensome obligation on TV licensees and we are not convinced that this method would achieve the ends sought."

### CBS Signs 7 To Air NCAA

Sportscasters Lindsay Nelson, Terry Brennan, Jim Simpson, Mel Allen, Jim Morse, Bill Fleming and Johnny Lujack have been signed for this Fall's NCAA Football games on CBS-TV. Nelson, Brennan and Simpson will cover coast-to-coast broadcasts and join Allen, Morse, Fleming and Lujack for Eastern, Midwestern and Western regional airings.

Sponsors are Ford via J. Walter Thompson; General Cigar via Young & Rubicam, and Humble Oil via McCann-Erickson. The 1962 broadcast schedule opens  
(Continued on Page 7)

### Sbarra Now VP, GM Of Kansas State Web

Wichita—Don Sbarra has been appointed VP and GM of KARD-TV, here, and the Kansas State Network. The announcement was made by George M. Brown, president of the Wichita TV Corp., owner of KARD-TV and its satellite stations KCKT-TV, Great Bend; KGLD-TV, Garden City, and KOMC-TV, Oberlin-McCook.



SBARRA

Sbarra was formerly VP-sales director at KARD-TV. National rep for the Kansas State Network is Peters, Griffin, Woodward.

### Commissioners Think Local Video Gag Bills Are Unconstitutional

Washington Bureau of RADIO-TV DAILY

Washington — D. C. commissioners, who govern this capital city, pleaded yesterday against being saddled with the role of local censors for TV programs and movies. Speaking at the final day of hearings for the local censorship proposal, already considered to have died on the legislative vine, a representative for the commissioners said they not only did not want the snooping chore, but they thought the bill unconstitutional anyway.

A witness representing a church group strongly favoring the legislation also conceded under questioning that as a lawyer, himself, he felt it might not be "practically possible" to achieve the desired results from the proposal. Wit-  
(Continued on Page 8)

### New Schnitzer Company To Produce Commercials

West Coast Bureau of RADIO-TV DAILY

Hollywood — Jerry Schnitzer, veteran director and producer of TV commercials, has formed his own production company, Gerald Schnitzer Productions here. He was formerly associated with Robert Lawrence Productions, and won this year's "Coppa di Venezia" in Venice for the best commercial production. His company is currently producing commercials for Chevrolet, Gallo Wines and Sunray Dx gasoline.

### 3 Acting Chiefs Named For Commission Divisions

The FCC yesterday announced the appointment of acting chiefs of three of its divisions pending action on permanent replacements for the former heads who have been shifted to the commission's new Review Board. They are John J. O'Malley, named to head the Regulatory Division; David Warren, topping the Office of Opinions and Review, and Sylvia D. Kessler, acting chief of the Renewal and Transfer Division.



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Executive 3-4808

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**ROME OFFICE:** John Percidari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifelo Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. **FAR EAST BUREAU:** Glenn F. Ireton, Manager. Office: 58 Kamivama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. **MADRID OFFICE:** Bobby Deglane, Edifelo Espana, Grupo 4, Planta 14.

## NARAS Board Elects Los Angeles Officers

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — The NARAS Board of Governors has elected new officers for the Los Angeles chapter topped by Van Alexander, president; Voyle Gilmore, first VP; Jesse Kaye, second VP; Benny Carter, secretary, and John Kraus, treasurer. All are one-year terms. Alexander has served as a board member and secretary for the past two years, and fills the spot held by retiring president Gilmore. Kraus' election marks his second consecutive term as treasurer, while Kaye and Carter have been board members, with Kaye as one of the founders of NARAS.

## WSPN Joins NE Net

**Ithaca** — WSPN has become an affiliate of the Northeast Radio Network. The station is owned by Spa Broadcasters, with Dale Robertson as general manager.

### WANTED

Imaginative, experienced, female copy writer as Continuity Chief in two-woman department WIBX, 5000W, adult-prg gramming, CBS Ufca, N. Y. Livabl starting salary; increases on merit. Staf congenial; working conditions pleasant **IMMEDIATE OPENING.** Reply: Elliott Stewart, Station Manager.

## COMING AND GOING

**PETER THEG**, Mutual Broadcasting System account exec, has returned from Detroit.

**RUSS COUGHLAN**, KGO-TV general sales manager, to N. Y., Chicago and St. Louis for agency and client meetings.

**MARTIN BARSKY**, Pacific Productions President, to N. Y. for meetings on syndication of the "Folk Music Theatre" series.

**VINCENT EDWARDS** to Los Angeles.

**RALPH EDWARDS** in Chicago to meet with sponsors on a new Fall show.

**JAY WARD** has left for Chicago for business conferences.

**JOHN C. GILMORE**, Community Club Awards president, to Greenville, S. C., for WESC CCA kickoff.

**ERIC SEVAREID**, CBS News correspondent, to Aspen, Colo., to attend the Institute of Humanistic Studies seminar.

**ALBERT CAPOTOSTO**, general manager of DZTM-TV, Manila, in town, headquartered at Charles Michelson, Inc.

**PHIL PETERSON**, Community Club Awards VP, in Washington, D. C., through tomorrow, for meetings with execs.

**DOUGLAS M. SCHUSTEK**, of VHF, Inc., has returned from a vacation in Pike, N. H.

## Marie Torre Climbs Aboard As Newshen for KDKA-TV

**Pittsburgh**—Marie Torre, nationally known syndicated columnist who went to jail for 10 days in 1959 rather than disclose a source of story information, joined the news staff yesterday of KDKA-TV the Westinghouse outlet here. Miss Torre, who has been a free-lance writer since leaving the New York Herald Tribune, will start to work in mid-August on the Noon News team with Bill Burns and Brace Gilson.

Station general manager Jerome R. Reeves said she also will contribute daily features to the Monday-thru-Friday 9 AM News featuring Al McDowell, as well as help create documentary programs produced by the station. At the luncheon here announcing her new position, Miss Torre was honored by the Pittsburgh Chapter of Sigma Delta Chi for "integrity in journalism" and welcomed by Pittsburgh mayor Joseph M. Barr, who presented her with the key to the city. Miss Torre and her TV producer husband Hal Friedman and two children will live in Pittsburgh.

## Groskopf Gets Boost To New CBS Biz Post

CBS-TV has announced the appointment of Aubrey W. Groskopf to the newly created position of director of commitments, talent and properties for the business affairs department. Groskopf joined the business affairs staff in New York in 1958 and was transferred in 1960 to the Hollywood office to become assistant to the VP of business affairs Merritt Coleman.

## McGavren Reps WABY

**Albany** — The Daren F. McGavren Co. has been appointed exclusive national rep for WABY.

## Philco Lab Director Will Lead Engineers

Donald G. Fink, director of Philco's scientific lab, has been appointed general manager of the Institute of Electrical and Electronic Engineers, newly formed through the coming merger of the American Institute of Electrical Engineers and Institute of Radio Engineers. He will take office when the merger becomes effective in January. Fink has been active in the development of broadcast standards for monochrome and color TV, serving in 1950-'52 as vice chairman of the National TV System Committee. He also has participated in the international aspects of TV broadcasting as technical head of State Department delegations at meetings in Zurich, London and Geneva.

The surface barrier transistor was developed under his direction at Philco, as was the "apple" system of color television reception.

## Wives, Children Targets Of Outlet's 'Archery Day'

**Atlanta**—WSB will provide an opportunity for listeners to find out "What's Wrong with Wives and Children" today. Celebrating "Archery Day," listeners may aim their barbs by calling the station to ask any questions or air any complaints. Edith Hill Coogler, women's editor of the Atlanta Journal, will answer the phone. The airing session will be heard on "Family Fair."

## FINANCIAL

(July 30)

### NEW YORK STOCK MARKET

	High	Low	Close	Net Chg.
Admiral Corp.	13 1/2	13	13 1/4	— 1/4
AB-PT	27 3/4	26 3/4	27 3/4	+ 3/4
A. T. & T.	112	110 5/8	112	+ 7/8
AVCO	22 5/8	22	22 5/8	+ 5/8
CBS	35 3/8	35 1/8	35 1/4	.....
Columbia Pic.	16 1/2	16 1/4	16 1/2	+ 1/8
Crowell-Coll.	23 1/4	23	23 1/8	+ 1/8
Decca	39	38 7/8	38 7/8	— 1/8
Disney	27 3/8	27 1/4	27 1/4	+ 1/4
East. Kodak	98	97	97 1/4	— 1/4
Gen. Prec.	30 7/8	30 1/8	30 1/2	— 1/8
General Tel.	20 1/4	20	20 1/8	+ 1/4
Hazeltine Corp	23	22 5/8	23	+ 1/8
Magnavox	35 3/4	34 3/4	35 5/8	+ 1 1/8
MCA	36	35 1/2	35 1/2	.....
M-G-M	35 1/4	32 1/4	35	+ 2 3/8
Minn. MBM	50 3/4	49 1/4	50 1/2	+ 1
Nat. General	7 1/8	7	7	.....
Paramount	41 3/4	40 3/8	41 1/2	+ 1
Plough	61	61	61	+ 1/2
RCA	45 3/8	44 3/4	45 1/4	.....
Storer	30 1/4	30 1/8	30 1/4	.....
Taft	16	15 5/8	15 5/8	— 1/8
20th-Fox	23 1/8	22 5/8	23	+ 5/8
United Artists	27 1/2	27 1/4	27 1/4	+ 1/8
Warner Bros.	12 3/4	12 1/4	12 1/4	— 1/4
Westinghouse	26 3/4	26 1/2	26 5/8	— 1/8
Zenith Radio	51 1/2	50	51 1/2	+ 1 1/2

### AMERICAN STOCK EXCHANGE

Allied Artists	3 1/4	3 1/8	3 1/4	.....
Capital Cities	15 1/2	15 1/4	15 1/4	+ 1/4
Esquire, Inc.	7 1/2	7 1/2	7 1/2	— 3/8
Filmways	6	5 3/4	5 3/4	— 1/8
Movielab	9 1/4	9 1/4	9 1/4	— 1/2
MPO	7 5/8	7 5/8	7 5/8	+ 1/8
NTA	1 1/8	1 1/8	1 1/8	.....
Reeves Sound	4 1/8	4	4	— 1/8
Screen Gems	15 3/8	15	15 3/8	+ 5/8
Technicolor	13 1/4	12 3/4	13 1/4	+ 5/8
TelePrompTer	8 1/2	8 1/4	8 1/2	+ 5/8
Trans-Lux	13 3/8	13 1/4	13 3/8	.....

### \* OVER THE COUNTER

Jerrold	5 1/2	6 1/8	5 1/2	.....
Meredith	26 1/2	29 3/8	26 1/2	.....
Seven Arts	9	9 7/8	9	.....
Sterling	1 1/4	1 7/8	1 1/4	.....
Transcontinent	9	10	9	.....
Wometco	19 1/2	21 1/2	19 1/2	.....

\* Courtesy of National Association of Security Dealers.

## Color Space Documentary Wins Top Kid Film Award

The National Aeronautics and Space Administration has announced that the hour color documentary film, "The Mastery of Space," distributed by Association Films, has received a 1st award at the 14th International Exhibition of Films for Children, in Venice.

The film describes the agency's manned-space program and features Col. John Glenn's orbital flight. More than 600 prints are available in the U. S. from Association Films and NASA. Another 54 prints have been acquired by the USIA for circulation abroad. It is available on a free-loan basis to TV stations, and other community and business organizations.

## N. J. ETV Seeks New UHF

**Newark** — New Jersey TV has applied to the FCC for a new TV station on UHF Channel 47.

# LIFE

IN A WONDERFUL PICTURE SPREAD SAYS:  
"SOME OF THE FINEST SIGHT GAGS  
FROM WHAT MANY PEOPLE CONSIDER  
THE FUNNIEST PICTURES EVER FILMED!"



"THE SPECTATORS SHAKE WITH LAUGHTER! THIS IS ONE OF LIFE'S ALMOST-VANISHED PLEASURES—THE SHARED ENJOYMENT OF HUMOR AND ARTISTRY ON THE SCREEN!"

—NEW YORK HERALD TRIBUNE

"IT'S HILARIOUS!... DON'T MISS IT!"

—Steve Allen

"IT'S GREAT!... GO SEE IT!"

—Jack Paar

"BROKE A 29-YEAR RECORD IN ITS BROADWAY OPENING!"

—N. Y. Times

"LAUREL AND HARDY, BEN TURPIN, HARRY LANGDON HAVE THEIR FINEST MOMENTS!"

—N. Y. Post

"AN ENORMOUSLY ENTERTAINING FILM! AUDIENCES REACT WITH CONTINUED AND HEARTY BELLY LAUGHS!"

—National Board of Review

"MAKES POSSIBLE THE ALMOST IMPOSSIBLE BY ASSEMBLING IN ONE CAST THE GREATEST LIST OF STAR COMEDIANS EVER, IN THE BEST COMEDY BITS OF THEIR LONG CAREERS!"

N. Y. Daily News

- ★ LAUREL & HARDY
- ★ WILL ROGERS
- ★ JEAN HARLOW
- ★ CAROLE LOMBARD
- ★ BEN TURPIN
- ★ HARRY LANGDON

a **PRIME** feature ★  
 now available for ★  
 the **FIRST** time ★  
 on **TELEVISION** ★  
 after breaking records in theatres all over the U.S.

**THE**  
**GOLDEN AGE**  
**OF**  
**COMEDY**

Produced by **ROBERT YOUNGSON** Winner of 2 Academy Awards,  
 6 Academy Award Nominations

RUNNING TIME — 78 MINUTES

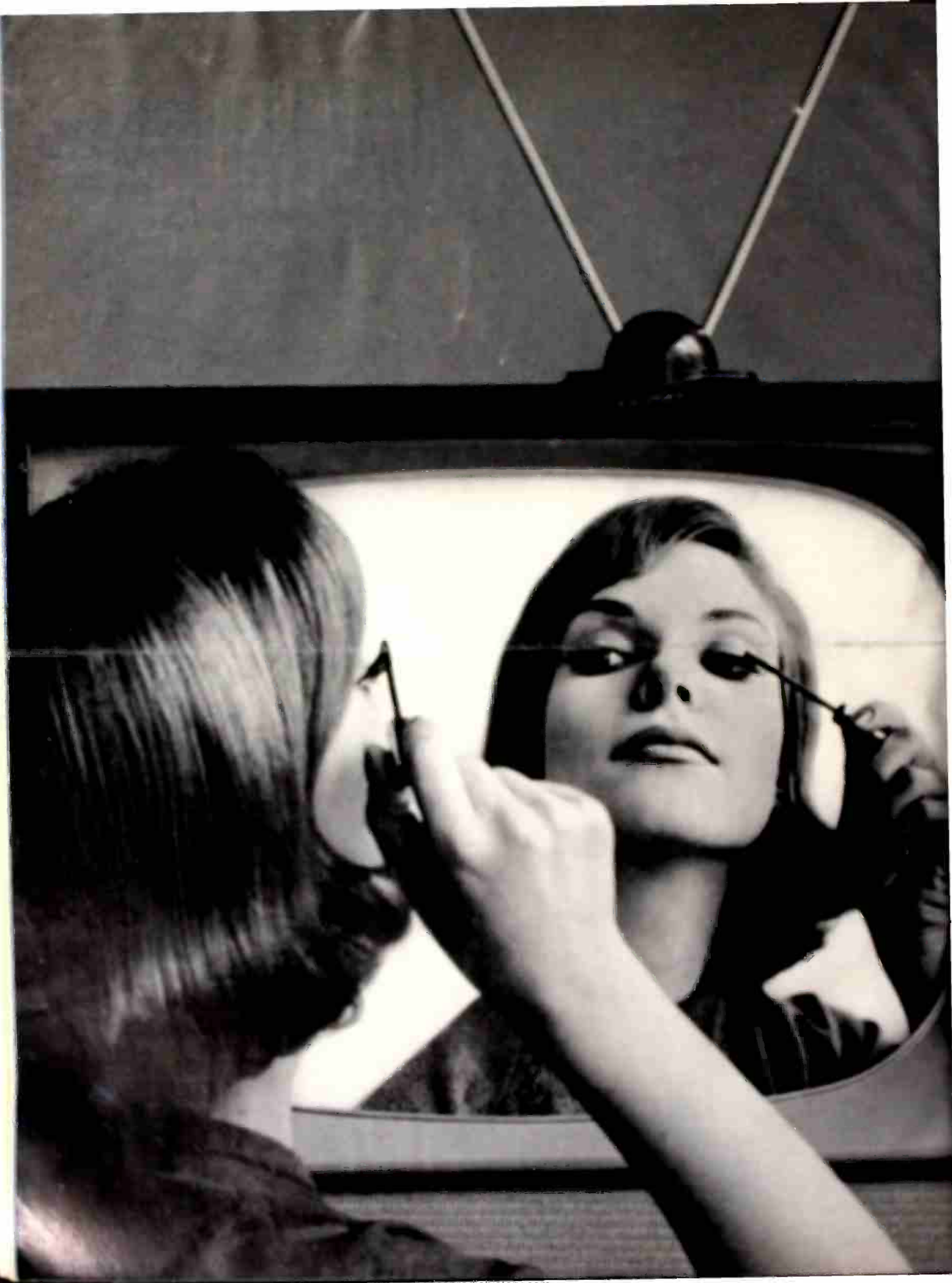
**Prime T.V. Films, inc.**

120 West 57th Street  
 New York 19, N. Y.  
 COLUMBUS 5-7480

**MID-WEST OFFICE**  
 Ben Barry, Associates  
 203 N. Wabash Avenue  
 Chicago, Ill.  
 CEntral 6-1805

**WEST COAST OFFICE**  
 Ettlinger Associates  
 6000 Sunset Blvd.  
 Hollywood, California  
 HOLLYWOOD 2-6635

**NORTHEAST OFFICE**  
 Northeast Telepix Associates  
 Ted Swift  
 80 Boylston Street  
 Boston 16, Mass.





## A reflection of television's power over women



Take the case of the small cosmetics company that started in 1956 with a television investment of \$219,000. In succeeding years this company confined virtually *all* of its advertising budget to television and its sales increased over 75% annually. Today, its line of products has almost tripled, it is the leading television advertiser in its field (spending \$14,000,000 last year alone), and its sales are approximately 1550% higher than they were five years ago!

The beauty of television lies in its matchless ability to influence the buying habits of the buying sex. Its unique power to pre-sell precisely matches the needs of our self-service economy. Expose the ladies to a new product on television one day, and you can be sure they will be looking for it in stores the next. The records are full of examples of television's dramatic ability to sell new ideas, new products, even build new companies. The cosmetics-toiletries industry is well aware of television's unrivaled selling power and, as a result, spends *twice* as many advertising dollars on television as on all other measured media combined! Within television the greatest part of this industry's investment goes to the network that for the past seven consecutive years has been the most attractive to women—

**THE CBS TELEVISION NETWORK** 

## Weatherman to Breeze For Eigen on Vacation

Chicago — Harry Volkman, WNBQ weatherman who thinks he needs more than five minutes for weather roundups, will have two and a quarter hours each night for four nights this week. He's sitting in for vacationing Jack Eigen on the latter's mid-night show and, in addition to interviewing guests, will have ample time to expound on his meteorological predictions.

## Fulton Lewis, Jr. Honored by Legion

Mutual news commentator Fulton Lewis, Jr., has been chosen to receive the American Legion's Fourth Estate Award for 1962. Given "for distinguished public service in the communications field," the award will be presented to Lewis at the Legion's 44th national convention in Las Vegas in October.

Lewis, who headquarters in Washington, has been associated with Mutual since 1937. His commentaries are broadcast daily by more than 300 Mutual stations across the country. He also writes a daily news column and weekly newsletter.

## Long to Medallion Sales For 'Star Route, U.S.A.'

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Norman (Buck) Long has been appointed national sales manager for Medallion TV Enterprises, to spearhead sales campaigns for the company's upcoming half-hour series, "Star Route, U.S.A." At present, he is on a sales junket, with stops in the Western markets.

Long was formerly with Texas State Network, MCA and United Artists.

## Hepner Quits NBC News To Join Publishing Firm

Arthur W. Hepner, is resigning Aug. 31 as coordinator, NBC News info services, to join the publishing firm of John Wiley & Sons in a newly created editorial position. He joined NBC's News and Public Affairs Dept' in 1954, and was appointed to his present post in August, 1957.

### COMMERCIAL PRODUCERS

Looking for an executive with 25 years' diversified experience in sales—Publicity—Advertising and Sales Promotion? Write

Box No. 191, RADIO-TV DAILY  
1501 Broadway, New York 36, N. Y.



By TED GREEN

• • • Host Bob Barker of TV's "Truth or Consequences" recuperating from major surgery . . . Ex-"Miss America" Mary Ann Mobley and film-TV actor Jim Mitchum cozy cornered at Sasso's on Second Avenue . . . Happy Birthday greetings to Red Skelton, Mitch Miller and Stephen Boyd . . . "Cry" comedian Rip Taylor's hit stint (Apr. 29) on the Ed Sullivan show will be repeated via video-tape on the CBS-TV hour Sept. 16 . . . The deejay Bob Howards spinning over their new baby son . . . Songstar Connie Francis' new M-G-M waxing, "Vacation," is attracting lots of spins by the deejays across the country.

☆ ☆ ☆ ☆

• • • Exclusive quote from Joe Franklin, who leaves WABC-TV Sept. 14 for WOR-TV Oct. 1: "I'll miss WABC after a glorious decade, but network programming precluded the afternoon spot I've long wanted. I selected WOR from three long-standing offers, after polling my sponsors' preferences" . . . My Stetson's off to: Messrs. Leder, Smith and Lambert! . . . Mongo Santamaria to introduce his Afro-Latin group to Australia viewers in the Fall . . . The new Telstar satellite will add entertainment to a new TV avenue, namely the transatlantic ships which have never been able to receive TV when on the ocean . . . Pierre Dellapina, owner of Cyrano's Restaurant, will be seen on a forthcoming "Untouchables" show . . . Lombardy Hotel will offer a closed-circuit TV showing of the Patterson-Liston fight to its guests . . . Society orchestra leader Phil Bennett to guest on WWRL's Alma John show.

☆ ☆ ☆ ☆

• • • Meet Esther Ralston, one of the most familiar faces of the films for several decades, who is now one of the most familiar on TV. Her career in films started in 1918, when she appeared as an extra in silent films, and she is now seen daily as Helen Lee in the NBC-TV daytime serial, "Our Five Daughters." After working with her four brothers and parents, in a vaudeville act called "The Ralston Family," Esther's first film role of importance was the part of Mrs. Darling in "Peter Pan." The stars she played opposite reads like a who's who of the silent film era. She appeared in over 150 films. During her contract period at Paramount, she took a four-year leave-of-absence to appear in musicals. Television is not new to Esther who appeared in the medium as early as 1930, participating in an experimental program from Schenectady to Troy, N. Y.



RALSTON

☆ ☆ ☆ ☆

• • • The Council For Safe Family Boating is currently servicing 500 radio stations around the country with five-minute taped programs of "Bonadettes Sportsmen of the Sea" program . . . Musicasters around the country deserve a tip of the Stetson for the way they are spinning the Amy record of "The March of the Peace Corps." The disk, in addition to being a popular hit, is also doing a nice job of helping to recruit volunteers for the U. S. Peace Corps Agency . . . Johnny Mathis' astute manager, Mrs. Helen Noga, has rented billboards from Outdoor Advertising, Inc., all through New York, Queens, Brooklyn and Nassau County to help promote Mathis' evening at the Forest Hills Stadium, Aug. 4.

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• • • Decca Wants Ray Bolger to record an album of songs from his TV "Ray Bolger Show," now being syndicated by Telesynd . . . Joey Dee's taking acting lessons. Wants straight-acting film and TV parts . . . A new hour series, "How to Break into the Movies," is being prepared by Al Zugsmith . . . Scriptor Max Wilk is readying a pilot for a TV series, "Penny," based on the popular comic strip, to star Patty Duke . . . Our Miami Beach Spy #1 informs us that the beautiful and talented Martha King, is the hottest talent to hit Miami Beach. Martha is appearing in "Vive! Les Girls" at The Deauville Hotel. This column has always said that Martha King is terrific.

## Web's 'Color Girl' Grey Illumes Panel on 'Today'

Marilyn Grey, NBC-TV's "Color Girl," joins the "Today" show panel this week as "Today Girl." As "Color Girl," Marilyn models for the color TV cameras while they are adjusted before air time. She has had her own programs, including a weather show and a nightly interview series, on WRCV-TV, NBC's Philadelphia outlet. On the network, she has appeared on such programs as "Kraft Theatre" and "Goodyear Playhouse."

## Jr. Olympics Expect Record Participation

Cleveland — A record participation in the 1962 Junior Olympics is expected with the announcement by George Seedhouse, chairman of the event, that over 60,000 youths between 9-15 have registered for the events. Finals will be held tomorrow at Euclid High School Stadium. Portions of the meets will be televised by WJW-TV.

According to Seedhouse, the exceptional turnout for the 16th annual competition is a result of the increased coverage by newspapers in outlying Cleveland suburbs. "Receptivity in fringe areas," he said, "is greater this year than in any other."

## Eric Mart Joins NBC-TV As Sales Planning Rep

Eric Mart has been appointed sales planning rep of NBC-TV's sales proposals unit, it was announced by Ray Eichmann, director, client presentation and sales promotion.

Mart resigned as ABC-TV presentation writer, sales development department, to join NBC. He joined ABC in April, 1957, as a ratings services clerk in the Research Department and was successively appointed to junior analyst, analyst, senior analyst in charge of program coverage and station analysis, then presentations writer.

## Rick Spalla Co. Wraps Up 2 Segs for 'Guest Shot'

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Rick Spalla Video Productions has completed filming two segments of its "Guest Shot" TV series, to be released by Trans-Lux Corp. The episodes are "Nick Adams—Karate," hosted by columnist Joe Hyams, and "Tina Louise—A Day at the Gym," hosted by UPI columnist Vernon Scott.

# Muster for Capital Cities



Capital Cities Broadcasting musters its own crew aboard the Norwegian liner which took timebuyers on the company's 1962 "Cruise to Nowhere." Left to right are Joe Somerset, program operations director, WPAT, metropolitan N. Y.; Dan Burke, general manager, WTEN, Albany, N. Y.; Gig Pogan, program director for the company's TV stations; Bob Peebles, GM, WROW, Albany, N. Y.; Joe Dougherty, GM, WPRO-TV, Providence; Tom Murphy, Capital Cities executive VP; Jack Lee, GM, WPRO-AM-FM; Herb Mendelsohn, GM, WKBW-AM, Buffalo; Bob King, GM, WKBW-TV; Floyd Fletcher, GM, WTVD, Durham, N. C.; Bill Lewis, sales manager, WTEN, and Buck Johnson, ales manager, WPAT-AM-FM.

More than 350 timebuyers enlisted for a sea voyage over the weekend with no set goal other than having a good time. The occasion was the 1962 "Cruise to Nowhere" by Capital Cities Broadcasting Co., which chartered the Norwegian liner, Osloford, for a day of sunning, swimming, gambling (with its own unny money), dancing and gracious living.

As each guest boarded the ship a New York he was given 1 million in "Capital Cities Dollars," assigned to a cabin and then treated to a champagne breakfast. Immediately after this he gambling rooms were opened and veterans as well as novices rowded around each gaming device. The object was to win as much money before 6 PM., when Capital Cities was to auction off ver 30 prizes to the top bidders. As an example, a color TV set was awarded for a bid of \$15 million.

### Two Bands Aboard

Those who lost their million at he outset, or were immune to he games of chance, repaired to n outdoor pool to soak up some un and sea. There were also two bands providing dixieland and lance music.

After the ship was some 50 niles out it stopped engines and emained there the entire afternoon, just lolling in the water while the timebuyers relaxed except for meals, tours and utilizing he ship's facilities until it was ime to weigh anchor and head or port.

Disembarking shortly before 11 PM., each guest was given a supply of Norwegian delicacies which Capital Cities was wise to hold until the end. One can imagine what would have happened to those without sea legs if they had been given reindeer meatballs at the outset!

# Eight Stations Buy 12 Warner TV Films

Eight stations have signed for 12 more Warner Bros. TV film series in the past two weeks. Joseph Kotler, VP of Warner's TV division, announced that WJZ-TV, Baltimore; WJXT, Jacksonville, and WTVC, Chattanooga, have purchased "Maverick" for Fall start. "Surfside 6" has been bought by WISH-TV, Indianapolis; WTVJ, Miami; WJXT, and WTVC.

WRGB, Schenectady, and WTVP, Decatur, Ill., have signed for "The Roaring '20s," while WJXT, Jacksonville, and WTVP, Decatur, have also bought "Bourbon Street Beat." WCSH-TV, Portland, Me., has purchased "Sugarfoot."

# McGannon Lists Board For 'Library Week' Drive

Appointments to the national Steering Committee for the 1963 National Library Week have been announced by Donald H. McGannon, Westinghouse Broadcasting prexy and chairman of the committee. The drive, with 60 organizations participating, is aimed at "a better-read, better-informed America."

Newly appointed members include Steve Allen; Dr. Samuel B. Gould, president of the Educational Broadcasting Corp.; William Bernbach, Doyle, Dane, Bernbach prexy, and Norman H. Strouse, president, J. Walter Thompson.

# TelePrompTer Registers 22,500 Common Shares

Washington Bureau of RADIO-TV DAILY Washington — TelePrompTer has filed a registration statement with the Securities and Exchange Commission seeking registration of 22,500 shares of common stock to be offered under the company's second employee stock purchase plan.

# CBS Signs 7 for NCAA

(Continued from Page 1)

Sept. 15, with coast-to-coast games set for eight Saturdays and Thanksgiving Day, and regional tilts on five Saturdays. A total of 37 colleges are represented.

# Cronkite Meets Dimpleby In Telstar 'Vet' Reunion

CBS News correspondent Walter Cronkite, one of the three all-net hosts for the historic Telstar broadcast July 23, will meet his transatlantic counterpart, BBC commentator Richard Dimpleby, today on "Calendar" on CBS-TV. Dimpleby is in the U. S. to beam a news broadcast via Telstar to Britain.

# Golden Gate

... and its environs

By BILL SHEA

San Francisco—After many tedious weeks of conferences with Army brass and authorities at the Pentagon summit level, KRON writer-producer Larry Russell finally cut enough red tape to crash the security barrier and come up with an impressive documentary on the Presidio, the Golden Gate nerve center of the nation's western defenses and headquarters of the Sixth U. S. Army. "Command Alert" will be telecast tomorrow in KRON's weekly "Portrait" series.

Sponsors of the 49er pro football 1962 season on KSFO and the Golden West Radio Network announced by station general manager Bill Shaw: One quarter each by Borden Co., (Young & Rubicam, S. F.); Standard Oil of California, (BBDO, S. F.); Burgermeister Brewing, (Post & Morr, S.F.) and Corona Cigars, (Edward H. Weiss, Chicago). All sponsorships begin with the first exhibition game Aug. 11 and continue through the final regular season tilt Dec. 15.

Probably tops in local promo expense for a single mike personality is KGO-TV in its drive to exploit Roger Grimsby, the station's ranking newscaster. The campaign launched less than three months ago by George Rodman already has cost in excess of \$26,000, the KGO publicity director admitted. In addition to its own radio and TV facilities and air time, the ABC o-o station has bought time on other TV and radio stations, advertised lavishly in newspapers and erected animated outdoor billboards around the territory.

KGO's Ron Wren announces the mailing out of more than 1,500 LP's titled "Sounds of San Francisco" to agencies, media buyers and potential sponsors all over the country. The album contains a dozen typical musical selections played from the station's mythical 81-story "Music Tower" of recorded music.

While numerous Golden Gate radio stations have regular traffic safety daily spots to alert motorists of traffic snarls ahead over a five-county area together with other pertinent traveling data, it remained for KGO to inaugurate regularly scheduled broadcasts for broadcasting weather conditions covering six key points. "Marine Weather Lookout" broadcasts are at 8 AM., 11 AM. and 2 PM.

# German Films Route Of Lewis, Clark Trek

Washington Bureau of RADIO-TV DAILY Washington — Peter von Zahn, German TV producer and Documentary Programs, Inc., prexy, is wrapping up a half-hour film, retracing the famous Lewis and Clark Expedition, for his "Explorers of the World" series to be telecast in West Germany starting Aug. 17.

### Northwest from St. Louis

Traveling via boat, jeep and a lot of leg work, the producer and camera crew are filming the historic exploration from St. Louis up to the Pacific Northwest. The series consists of 11 films to be shot on location throughout the world, on explorers such as Columbus, Vasco da Gama, Magellan, Cortez, Pizarro, Livingstone and de Soto.

Documentary Programs produces two half-hour films a week for West German TV, in addition to specials and international reports.

# Wolper Adds Three Segs To Official's 'Bio' Series

West Coast Bureau of RADIO-TV DAILY

Hollywood — With 15 segments still to roll, Wolper Productions has added three more to the "Biography" series for Official Films, bringing the total to 38. New biographical shows are "J. Edgar Hoover," "Will Rogers" and "Wernher von Braun," with the final segment of the series not yet selected.

## 'ACCENT' SPINS GAMING WHEEL

What Makes Gamblers Tick  
Researched at Harold's Club

"Accent" visits Reno, Nev., for a look at "The Gambling Americans" at Harold's Club, one of the country's largest casinos, Aug. 9 on CBS-TV.

In on-the-street interviews, John Ciardi, host of the program, will talk to tourists and Reno residents to find out what makes the gambler tick. The show is produced by Don Kellerman, with Bob Cosner as associate producer. James MacAllen directs. Joseph Hurley is writer.

## FCC Defers Hearings At the Behest of NAB

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has granted petitions by the NAB and has extended from Aug. 20 to Sept. 20 deadlines for filing original arguments in separate proceedings looking toward making network affiliation contracts public, and to tighten up overlap rules in connection with the FCC multiple ownership regulations. Time for replies to the original filings was extended from Sept. 4 to Oct. 4.

NAB had told the commission that with respect to proposals for change in overlap of signals as between stations owned by the same interests, the question is so technical as to require a great deal of study.

As to the network affiliation contract proposal, NAB said this would mean such a sweeping change that interested parties should also have greater time in which to study the possible ramifications.

## Miss Peters Hits Hi Note For Joy Kim on 'Scouts'

Opera star Roberta Peters will guest on CBS-TV's "Talent Scouts" Aug. 7, introducing Korean opera singer Joy Kim. The program, an Irving Mansfield-Peter Arnell production, features Jim Backus as host.

## James Has Ups & Downs In Try to Smash Record

Norfolk, Va. — Keith James, WGH personality, hops on the Ocean View Amusement Park roller coaster today in an attempt to break the world's record for the longest roller coaster ride. Special broadcast lines have been installed to the park, where James says he will continue riding until he's smashed the record.

## KCOP Fall Schedule Hypoed by \$2-Million In New TV Product

West Coast Bureau of RADIO-TV DAILY

Los Angeles — KCOP-TV has spent \$2 million to revitalize its Fall prime time schedule in one of the largest single program investments by a local station in Los Angeles history.

The first look at the station's venture will be provided in San Francisco today when KCOP-TV president John Hopkins and general sales manager Bill Andrews begin a four-city tour for presentations to advertising agency personnel. Other presentations are planned for Chicago, Minneapolis and New York.

Nine new series will be used to hypo the outlet's prime-time hours, including three new products from the drawing boards of Hanna-Barbera Studios—"Lippy the Lion," "Wally Gator" and "Touche Turtle"—which will have their world premieres this September on KCOP-TV.

Filling out the station's new TV product are "Bomba," a jungle adventure series; "Theatre 13," horror classics; "The Outlaws," "Bourbon Street Beat," "Surfside Six," "Bronco," "Frontier Circus" and "The Rebel."

## Bunker Will Head RAB

(Continued from Page 1)

tert Malt Corp., Milwaukee, and will join RAB Aug. 15 as president-elect. He takes over the top office when Sweeney's resignation takes effect next Mar. 1.

Bunker, who started in radio in Charleston, S.C., while still in college, worked for WCSC, Charleston, and WTOG, Savannah, between 1934 and 1939. He later was with WIS, Columbia, S.C., and after the war he joined Avery-Knodel, New York, then went to ABC before joining CBS in 1949. In 1952 he was named general sales manager of KNXT, Los Angeles, and in 1954 was named general manager of CBS' UHF TV station in Milwaukee, WXIX.

In October, 1957, he was brought into CBS headquarters as VP and affiliate relations director in the first of three moves that gave him a broad background in network TV. In October, 1958, he became VP-general sales manager of CBS-TV and, in November, 1959, was advanced to CBS corporate VP in Washington, where he remained until June, 1961, when he resigned to join Froedtert.

## Tending the 'Farm'

Ft. Worth — Bob Etheredge has been named farm director for WBAP-AM-TV, replacing Calvin Pigg who has joined the Texas Research Foundation.

## AGENCY NEWSCAST

By RALPH TYLER

General Mills will introduce its new breakfast cereal product, Wheaties Bran with Raisin Flakes, through a sustained TV campaign beginning Aug. 27. The product will be advertised on "Young Dr. Malone," "Our Five Daughters," "Concentration," and "Day Report," as well as selected sports shows and spot TV. The agency is Knox Reeves.

Negotiations have been completed in Hollywood between Ted Goetz of Sutherland Productions and Charles H. Stern, Les Baxter's personal rep, for Baxter to compose the music and score five TV commercials, three for AC Spark Plugs and two for AC Oil Filters. Jack Rellis of D. P. Brother Advertising, Detroit, gave the final go-ahead for Les Baxter to begin recording the spots at the United Recording Studios in Hollywood. The Sportsmen will appear as the singing group.

Sheldon Shaffer, exec VP of Dominion Electric Corp., Mansfield, Ohio, has received a top award certificate from Paul Kohler, VP of Howard Swing Advertising, Marion, O., in recognition of the company's 1961 national advertising and merchandising program. Dominion's program featured network TV advertising on the "Jack Paar Show," plus a tie-in package that included dealer listings over local TV station. The award was given Dominion at the annual creative competition of the National Advertising Agency Network at San Juan, Puerto Rico.

Edward S. Almgren and Alfred J. Hoffman have been elected VPs of BBDO. Almgren is an art supervisor and Hoffman a copy

## Thought for Today

"It is a fallacy to think of TV as chiefly a medium for 'local' talent and interests. It is also a waste of time to berate the networks—as was done at the Chicago hearings—for trying to force too many of their programs on their affiliates. It is regrettable, of course, if actors and musicians are out of work in Chicago. But creating employment for them is not going to provide better TV fare for viewers in the Chicago area."

—Bernard B. Smith  
in "A New Weapon to Get Better TV," Harper's Magazine

group head. Both work in the New York office . . . Sterling C. Quinlan, ABC VP in charge of WBKB, Chicago, announces the appointment of North Advertising as agency for the TV station, effective Aug. 24. Lester A. Weinrott, North VP, will supervise the account and James M. Miller, Jr., will be account exec. WBKB was formerly associated with Reach, McClinton & Co. of Illinois, Inc.

San Francisco Shorts: J. Donald Cusenbery has been named radio-TV director at Hoefler, Dieterich & Brown . . . also added to the expanding HD&B staff is Paul S. Lessig, formerly assistant director for CBS News in New York . . . Cappels & Richards Advertising, S. F.-San Jose, will handle radio and TV placement for the Santa Clara County Fair.

## D.C. 'Censors' Abhor the Job

(Continued from Page 1)

nesses representing the Catholic and Methodist churches supported the bills. District commissioners, local radio station WWDC, and AFTRA opposed them.

WWDC opposition came in the form of a statement by W. Theodore Pierson, who questioned the constitutionality of the bills under the due process clause because of "vagueness and indefiniteness," and pointed out that broadcasters would be unable to air news and documentaries for fear of transgressing. He also argued that the FCC already has power to bar obscenity from the air.

Rep. John Dowdy (D., Tex.), chairman of the subcommittee considering the proposal and author of one of the bills, argued that laws were passed against

dope and excessive speed in automobiles, which take away some freedom, and said he couldn't see the difference in the present situation. He conceded "maybe we can't prevent it. But that's no reason we shouldn't try."

## Methodist Leader Heard

Dr. Harry Campbell, representing the Methodist Church, said the bills did not involve censorship and added that any civilized society protects the young and helpless. He derided the claim that no crime had been provably traced to a TV program, and said the "overall effect" of TV as a whole must be considered.

"Children are influenced by what they are fed . . . We must see that their diet is nourishing," he said.