



Indiana University Library  
Bloomington Ind

## LIFE MAG KNOCKS AT TV DOORS

### Video's Global Reach Pitched in Coyle Ad, Biz Leaders

Anticipating that half of all agency billings will derive from global activities in eight years, ABC International president Donald W. Coyle yesterday broadcast services in four more countries have linked with organization.

He listed them as the Ryukyus Broadcasting Co., the Shamrock network in Western Canada, Eastern Nigeria Radiovision Service and Televisao Excelsior Brazil.

In existence three years, ABC International TV now serves 14 million TV sets in 17 nations around the world. "This is only the beginning, Coyle said, "Our over-all goal is creation of a world-wide broadcasting network active associates . . . and we

(Continued on Page 4)

### XYZ Traffic Advice Adopted by Safety Group

Detroit—The traffic safety practice of keeping auto headlights on the morning, started here by XYZ personality Fred Wolf, has been adopted by the Dearborn Citizens' Traffic Safety Council. Wolf encouraged the practice so school children could see approaching cars and as a reminder to other motorists.

### Colorado AM in Hiatus

Pueblo, Colo.—KYUX here has been granted permission by FCC to remain off the air until Jan. 2.

### NBC Asks So. Viet Nam To Let Robinson Remain

Shock at the expulsion of NBC news correspondent James Robinson from South Viet Nam has been expressed by William R. McAndrew, NBC News executive VP, in a message to President Ngo Dinh Diem. McAndrew requested the South Viet Nam government consider the action.

### THEO. STREIBERT TAKES RFE HELM

Broadcast Veteran Replaces  
Col. Shope as Fund Head

Theodore C. Streibert, first director of the USIA and more recently VP and general manager of Time, Inc., TV and radio stations in Minneapolis - St. Paul, has been appointed president of Radio Free Europe Fund (Crusade for Freedom, Inc).



STREIBERT

Charles H. Kelstadt, fund chairman, yesterday said the appointment fills the vacancy created by the resignation of Col. Shope.

(Continued on Page 5)

### Sales Rep Members Get BPA Vote Rights

Dallas—A change in its by-laws to allow promo execs from national sales rep firms to become voting members at future conventions was voted yesterday by the Broadcasters Promotion Ass'n here in the final session of its conclave.

Until now, the sales rep promoters have been associate members with no voting privileges.

A rap from the gavel of president . . .

(Continued on Page 4)

### Nixon Swings Fire From KTTV to FCC In Political Dispute

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Contending that commentators should have the same privileges as newspapermen, former VP Richard M. Nixon has stated:

"I think the FCC is on dangerous ground (in planning) to analyze all news by commentators."

Nixon's comment came in answer to questions regarding a recent commission decision under

(Continued on Page 6)

### British Arts Fellowship To RCA's Dr. Goldsmith

Dr. Alfred N. Goldsmith, scientist, engineer, and inventor, and honorary vice-president of the Radio Corporation of America, has been elected a Benjamin Franklin Fellow of the Royal Society of Arts, of England, in recognition of his contributions to the advancement of broadcast radio and television.

### Trans-Lux Earnings Up

Trans-Lux Corp. net profits (unaudited) for the nine months ended Sept. 30 amounted to \$532,235, or 72 cents per share on the 743,037 shares of common outstanding, up from \$465,815, or 63 cents per share, in the corresponding 1961 period.

### Viewing and Listening Rises In Britain; BBC Tops Indies

Special to RADIO-TV DAILY

London—Forty-two million people in Britain now have access to TV sets, an increase of one million over last year's figure. More than 86 per cent of the population now sees TV.

These facts have been given by the BBC Audience Research Department. There are more listeners to the BBC's sound broadcasts, too. On an average day between July and September this year, 25,500,000 people heard at least one program, an increase of 1,000,000 on last year.

100,000 on last year.

Viewers confining their day's watching to BBC programs, as opposed to the independent companies, rose from 8,700,000 to 9,700,000 during the past quarter. The number who watched only the commercial stations fell from 11 million to 10,400,000.

### Publication Merging With Sextant to Use Files for Web Output

By ARTHUR PERLES

In a joint announcement of major import to the TV industry, Life Magazine and Sextant, Inc., yesterday revealed they are combining forces to develop and create programs utilizing visual and editorial materials in the publication's files.

Network programming is the objective of the merger, according to C. D. Jackson, publisher of Life, and Robert D. Graff, Sextant president. Under terms of the joint venture, Sextant will act as the magazine's exclusive TV production partner.

Graff's company has just completed a 26-part series, "FDR," devoted to the late president's years in the White House. RADIO-TV DAILY was informed this

(Continued on Page 5)

### Pa. Farm City Week Post To State Org's Williams

University Park, Pa.—Robert R. Williams, GM of WHLM, Bloomsburg, and president of the Pennsylvania Ass'n of Broadcasters, has been appointed honorary co-chairman of Pennsylvania Farm - City Week, Nov. 16-22. Farm - City events are held



WILLIAMS

to create more good will and understanding among urban and rural residents.

### U's Due for Shot-In-Arm By Report of N.Y. Tests?

Washington — Results of the household receiver portion of the FCC's New York City UHF TV experiments will be made public at the Toronto Fall meeting of the Electronics Industries Association, Nov. 12-14. FCC sources have hinted that the results would prove a shot-in-the-arm for UHF.



Established Feb. 9, 1937

Vol. 91, No. 86 Thurs., Nov. 1, 1962 10 Cts.
CHAS. A. ALICOATE : President & Publ.
MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : Editor
ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU
Harry Lando
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Perry E. Parmezoglu
West Coast Advertising Director
Harold Hildebrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU
Jack Russell
203 North Wahash Ave.
Phone: 312-782-2818
CANADIAN BUREAU
Jules Larohelle
Room 314, Belmont St., Montreal
LONDON BUREAU
Peter C. Davalle
6 Romany Gardens
Sutton, Surrey, England
MEXICO CITY OFFICE: Pedro Mario Amaro.
Apartado 540. Cuernavaca, Morelos, Mexico.
ROME OFFICE: John Perdicari. Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso. Edificio Ochoa. San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretton. Manager. Office: 5R Kamivama - Cho. Shihyva - Ku. Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane. Edificio Espana, Grupo 4, Planta 14.

COMING AND GOING

ALAN COURTNEY, CBS-TV network programs VP, to the West Coast for meetings.

BOBBY RYDELL in Hollywood taping a Red Skelton Show guest appearance.

MARTY GOODMAN to Paris and Rome for conferences.

NORMAN FELTON, MGM-TV program director and executive producer, in N. Y. for meetings with network, agency and home-office officials.

ANDY WILLIAMS and his wife, French actress-dancer CLAUDINE LONGET, in Hawaii on vacation.

White Is CTV's Mgr. Of U.S. Sales Force

Canada's CTV Network has appointed John J. White national sales manager of its American subsidiary, CTV Television Network, Inc., which is responsible for the web's program sales in the United States. The subsidiary is headquartered in New York.

White for the past year has been a sales exec for Weed & Co., handling its repped Canadian radio and TV stations. In 1959 he served as VP-GM of the Forjoe Co., and before that was an independent program packager and for two years was a sales exec for H-R Television.

Was With Pepsi-Cola

From 1954-'56 White served as radio-TV director for the Pepsi-Cola Co.; for three years prior to that was an account exec with the Milton Biow Agency; served the William Esty Agency as a network spot buyer, and was a programming production assistant for ABC.

Miami's Storer Station Boosts Malden, O'Neil

Miami—In two WGBS appointments, the Storer Broadcasting outlet here has named public affairs director Ken Malden as promotion manager, and newsman Mike O'Neil to fill Malden's spot.

A 12-year radio veteran, Malden worked with WBMS, WILD, and WVDA, all in Boston, before coming to WGBS in 1960 as a charter member of the staff. O'Neil, a native Miamian, has been an on-air newsman with WGBS for 14 months.

Postmaster Day on TV With Talk at Pitt Meet

Pittsburgh — KDKA-TV has scheduled exclusive live coverage today of Postmaster General J. Edward Day's closing address at the 58th convention of the National Ass'n of Postmasters here. Earlier in the day, the postmaster will guest on the Westinghouse station's "John Reed Show," unveiling the first Christmas postage stamp ever issued by the U. S.

Storer's Toledo Building Re-Named for Co-Founder

Toledo—Storer Broadcasting has re-named its building in downtown Toledo, where WSPD-TV signed-on in 1948, the J. Harold Ryan Building, in honor of the Storer co-founder. Ryan joined his brother-in-law, George B. Storer in the 1920s, in purchasing WTAL, the first of the Storer outlets. The building has been re-modeled with colonial architecture, a Storer tradition.

Danny Kaye's Special Sponsored on CBC-TV

Special to RADIO-TV DAILY
Toronto — General Motors of Canada Ltd., through MacLaren Advertising Co. Ltd., will sponsor The Danny Kaye Show on the CBC-TV network, Sunday, Nov. 11.

The hour-long special marks the first time Kaye, and his guest, Lucille Ball, have appeared together.

The program, produced by Jess Oppenheimer, originates with the NBC television network, and pre-empt's "Bonanza" on this occasion.

Lark Feathers Own Nest Feting New York Admen

The newly formed Lark Network feted timebuyers of New York agencies at a cocktail party this week in the Shelton Towers, hosted by Mike Davey and Bill Cummings of Grant Webb, and Ollie Bales, station manager of KUZN, West Monroe, La.

Among those attending were Everett Keller and Perry Seastrom of Ted Bates; David Brown and Jack Fennell of Wm. Esty; Frank McDonald, Norm Ziegler and Dick Olson of DCS&S; Bill Howie of Maxon Co., and John Flynn and Bob Storch of BBDO.

H.S. Ass'n Hears 'Caster

Boston — Mary Sparks, WNAC community service director, will be guest speaker Wednesday at the 110th annual reunion of the Girls' High School Association here.

FINANCIAL

(October 31)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M., Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, Movielab, NTA, Reeves Sound, Rollins, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists stocks like Jerrold, Meredith, Rust Carft, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

Crew, Camera Scrubbed For Caesarian Birth Pic

Cleveland—"Birth," documentary film study of the birth of a child by Caesarian section, will be repeated as the November "Cleveland Report" Nov. 14, on WJW-TV. It was originally telecast Apr. 5.

For the taping, 11 WJW-TV crew members scrubbed for surgery with the doctors and then scrubbed the equipment before taking it into the operating room. Producer Bob Huber won the Cleveland broadcasting award after the program was aired.

Karr on WKST Board

Youngstown—William Karr has been elected a director of WKST AM-TV here.

Blanshard to Franklin As GM in Allentown

Philadelphia — The Franklin Broadcasting Co. operator of WF-LN here, has appointed Paul Blanshard, Jr., general manager of its Allentown FM good music affiliate, WFMZ. Station manager is Daniel Houck, who has been with WFMZ since its start in '48.

Blanshard, formerly radio-TV director at Pennsylvania U. and community relations director at this city's educational radio-TV station, WHYY, recently returned from Nigeria where he was resident representative for two years for the American Friends Service Committee.

'Rutgers Forum' Told Of CD's 'Crisis' Role

New Brunswick, N. J.—Thomas Dignan, acting director of the New Jersey Division of Civil Defense, discusses "Civil Defense in the Current Crisis" on the "Rutgers U. Forum," being broadcast this week on 24 New Jersey radio stations. Arnold Zucker moderates the discussions, which includes several area newsmen.

## Pigskin Parade' Airs in Over 200 Stations via RCA 'Thesaurus'

RCA "Thesaurus" "Pigskin Parade," now in its 10th year as a transcribed radio program has been scheduled on over 200 stations across the country "making it our fastest selling special series in many years," according to A. B. Sambrook, manager, RCA Recorded Program Service Sales.

An exclusive 12 quarter-hour football series, it features predictions of current weekend games, highlights of the previous week's games, favorite college football plays and colorful football anecdotes, and is available only to RCA Thesaurus subscribers. It covers weekend football games from Sept. 22-Dec. 1, plus a special "Bowl Games" program preceded after the Bowl contenders selected.

**Major Firms Sponsoring**  
Written on Sundays following Saturday games, the "Pigskin Parade" scripts are air-mailed to the individual stations the following day, and programs are usually scheduled for Friday night Saturday pre-game broadcast. Among the sponsors are such major advertisers as Texaco, Gulf, Humble and Royal Crown. The RCA Thesaurus Commercial Library, which produces "Pigskin Parade," is a prime activity of RCA Record Program Services. In addition to this "bowling" series to its regular subscribers, RCA Thesaurus also produces over 2,500 commercial lead-ins, jingles, station promotion spots, sound effects, specialized sponsor campaigns, themes and production aids and fully recorded one-hour and half-hour Christmas and Easter programs.

### ARTA Luncheon Set

ARTA continues its First Friday Luncheons tomorrow at Manhattan's Rose Restaurant, featuring guest speaker Cal McCarthy, Wesley Associates prexy.

## -TV Execs Back from Tour to Aid RFE \$11-Million Quest

A group of 25 prominent broadcast officials and businessmen have completed a 10-day inspection tour of Radio Free Europe's facilities in West Germany and Portugal sponsored by the RFE Fund, a private non-profit organization which seeks contributions to support RFE broadcasts to the Iron Curtain countries of Poland, Czechoslovakia, Hungary, Roumania and Bulgaria. Broadcast execs on the tour, in

### CBS Editor's Predictions Are Earth-Shaking News

CBS News editor and seismologist Mort Dank is making news with his accurate predictions of earthquakes around the globe. The recent tremors in Italy were forecast by him in June, and in August his warnings came true. Dank also foresaw the quakes that shook China several months ago.

## Birch Heads Belford Plans for Expansion

West Coast Bureau of RADIO-TV DAILY  
**Hollywood**—Bill Birch has been named to head the creative development dept of Tennessee Ernie Ford's Belford Productions. Birch, producer-director of the Ford ABC-TV daytime show, is currently expanding Belford's activities.

In the works is a new series, "Butterball Jones," being produced in association with its creators, Arne Sultan and Marvin Worth. The series will be filmed at Revue.

## Capitol Is Sued by Reprise For '2 for 1' Sinatra Sales

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — Frank Sinatra's Reprise Records has filed suit in Superior Court here against Capitol Records and several of its top management execs for damages and an injunction under California's Unfair Practices Act.

The suit stems from Capitol's "Two-for-One" sales, last July, of Sinatra records made before his newer Reprise releases, which Reprise contends is a violation of the California statute which prohibits one competitor from selling competing items at less than cost in order to injure another competitor.

### Kathan Joins 'Lifeline'

Ft. Worth — Keith Kathan, WBAP-TV news writer, goes to Washington to join the H. L. Hunt-Wayne Poucher "Lifeline" staff.

## 154 Ga. Stas. Pledge Salutes to Education

Atlanta—One hundred and fifty-four Georgia radio-TV stations have pledged participation in a statewide simultaneous salute to education during the week of Nov. 11-17. Gov. S. Ernest Vandiver has proclaimed it "Broadcast Education Week, with Nov. 12 to be "Georgia School Day of the Air."

### Scholarship Offered

The Georgia Ass'n of Broadcasters has announced a new \$500 annual radio-TV scholarship which will provide a Georgia student with a grant to study journalism in any state school.

GAB education chairman John Foster, WCON, Cornelia, termed response to the project as "excellent." The state superintendent of schools has recorded a special program which Georgia stations will carry.

### Praise from Governor

In his proclamation, Gov. Vandiver commended the GAB for its "efforts to build better education in the state" and cited the public relations clinics the GAB has conducted in the state department of education. Currently, the GAB is assisting the newly organized Georgia Educational Coordinating Committee.

### KDKA Celebrates 42nd By Giving Away Cottage

Pittsburgh—Pioneer station KDKA marks its 42nd anniversary tomorrow by giving a gift instead of receiving one in its "Sound Around" contest. The winner will receive a modern A-frame cottage in the Bear Rocks community in the Laurel Mountains southeast of Pittsburgh.

## Thomas Group Head On Problems in CATV

Washington Bureau of RADIO-TV DAILY  
**Washington** — Eugene S. Thomas, VP and general manager of KETV, Omaha, is heading the NAB's Community Antenna TV Committee which meets here today to discuss problems posed by CATV and possible courses of action.

Other members of the committee are: Alfred R. Beckman, ABC, Washington; Henry B. Clay, KTHV, Little Rock, Ark.; Richard A. Forsling, CBS, New York; William C. Grove, KFBC-TV, Cheyenne, Wyo.; C. Howard Lane, KOIN-TV, Portland, Ore.; Dwight W. Martin, WDSU-TV, New Orleans; Howard Monderer, NBC, Washington; Thad M. Sandstrom, WIBW-TV, Topeka, Kans.; and Fred Weber, WSTV-TV, Steubenville, Ohio.

**When You Can Have The Best,  
Why Be Satisfied With Less?**

**THE ASSOCIATED PRESS**

## Shield Productions Picks Grant for Coast Offices

Hollywood—Shield Productions has appointed Bob Grant TV-radio director of its newly created Hollywood office. Currently, Grant is announcer on ABC's "Tom Harmon Sports Show."

## BPA Conclave Called 'Most Successful'

(Continued from Page 1)

dent-elect Dan Bellus of Transcontinent TV Corp., New York, ended what was termed "the most successful convention in BPA history."

BPA members voted to hold their convention next year in San Francisco, Nov. 17-20. The '64 convention will be held in Chicago, and the 1965 conclave in Washington.

## Sher Chairs Western Div. Of Int'l Pix Award Fete

Louis K. Sher, Art Theatre Guild prexy, has accepted the exhibitor chairmanship, Western division, of the International Film Awards dinner-dance in New York Jan. 15, sponsored by the Independent Film Importers & Distributors of America (IFIDA).

The awards are presented to foreign films, and includes the Joseph Burstyn Award for the most distinguished international film in domestic distribution during the past year.

## Coyle Cites TV Scope

(Continued from Page 1)

are only on the threshold of the future."

Speaking at a presentation in New York for international broadcasters, advertising executives and other business and government leaders, Coyle pointed out there are 80 TV nations in the world today, "and already more than half — 47 — offer some form of commercial TV."

KSAR-TV, on Okinawa, also beams its signal to neighboring islands of the Ryukyus Archipelago. The Shamrock web in Saskatchewan and Manitoba, telecasts over four separate channels.

The Nigeria service covers the cities of Ibadan and Lagos.

Televisao Excelsior operates in Sao Paulo and, within a few months, will also begin telecasting in Rio de Janeiro.

## KOOL Appointment

Phoenix — Marge Injasoulian has been appointed KOOL-AM-TV promo director. She was formerly with WINS, N. Y., and WISN-TV, Milwaukee.



By TED GREEN

• • • CBS-TV reports the letter avalanche for Irene Ryan of "The Beverly Hillbillies" has already hoisted her into top ranks of net's mail-pullers . . . Johnnie Ray said at Bal Tabarin he'll do more video appearances when concert commitments permit . . . A host of TV stars helped Patsy Gullotta celebrate his 20th anniversary at Vesuvio . . . Jed Horner signed to produce the new Shari Lewis Show on NBC-TV Saturday mornings . . . Gig Young pondering over a dramatic TV script network-submitted from N. Y. and two hour-long filmed specials offered in Hollywood . . . This pillar tips the Stetson to ex-weather girl Jan Crockett, who appeared on Jackie Gleason's show last week. Let's see more of Jan doing comedy . . . Monika Henreid, who sparked the new "Chip Off the Old Block" revue at L. A.'s Statler Hilton, bows out to accept the TV offers her performances brought . . . Advertising copywriter Seymour Zogott ecstatic over his new tune, "Johnny Come Lately," which is being used by Julius Monk in his new Plaza revue, "Dime A Dozen" . . . There should be a correction to the rumor that hot young singer Bobby Vinton has left his personal manager, Floyd Ackerman. It's the agency situation that's changing. Vinton's leaving GAC, staying with Ackerman.

★ ★ ★ ★

• • • Meet: Rusty Warren, redheaded comedienne from Milton, Mass., whose comedy albums on the Jubilee label have sold more than 2.5 million copies. A graduate of the Boston Conservatory of Music, Rusty studied piano for the concert stage, but later turned to popular music and began to play in supper clubs. After a few years of only moderate success, she broadened her act by adding comedy routines and soon became one of the leading night club comediennes in the country. Rusty's latest album is "Rusty Warren in Orbit," recorded "live" at California's Anaheim Bowl.



WARREN

• • • In honor of Martin B. Cohen, director of the new musical, "We're Civilized?" which opens at the Jan Hus House Nov. 8, Alan Bazzini, host at the Grotto Restaurant, will throw an opening night party for the entire cast. When Cohen produced "Christine" next door to the Grotto, Bazzini extended a similar gesture . . . Singer Bonnie Murray, who received raves from the Richard Rodgers concert at Lewisohn Stadium and gave a command performance for the Queen of England, is up for a big TV guest shot . . . TV-film star Pat Boone is on a new kick. He's taking flying lessons . . . Tip to TV talent scouts: Catch the exciting Israeli musical revue, "The Happy Land," at Cafe Sahbra.

★ ★ ★ ★

• • • Off the Record: Epic will release two major new albums early in 1963 as part of its extensive program of product diversification. Health and beauty expert Debbie Drake and nutritionist Dr. Carleton Fredericks have been signed to exclusive Epic recording contracts. Their first Epic albums will be produced in New York this month . . . Twenty-eight LPs were released last month featuring six Masterworks releases highlighted by the debut of Vladimir Horowitz on Columbia; 10 new popular albums, two Latin American albums, two LPs in Columbia's Harmony Series and eight special Christmas albums. Fifteen new albums were in Roulette's Octoberfest sales plan.

★ ★ ★ ★

• • • Columbia Records, division of CBS, New York, and Hispavox, S. A., Madrid, have signed an agreement for Hispavox to introduce the new CBS label in Spain . . . Octave Records has signed Tiny Grimes, renowned four string jazz guitarist, to an exclusive recording contract and has also completed a special international distribution arrangement with United Artists for the album and single produced by Grimes . . . United Artists Records has signed three artists for its Jazz Series: Oliver Nelson, King of Pleasure and new vocalist Danny Small, whose initial album release came out several weeks ago. Label has also signed Charles Mingus to a long-term pact.

## Congress'l Library Taps TV Station's Poster Art

The Library of Congress requested Metropolitan Broadcasting's WNEW-TV to contribute representative group of its posters for the library's permanent collection of graphic art from all parts of the world.

## Adult Cheerio Image Sought in TV Drive

West Coast Bureau of RADIO-TV Drive  
Hollywood — Freberg Ltd. has completed production of six 30-second and three one-minute TV spots for Cheerios in a campaign designed to strike against adult resistance to a product traditionally associated with children. Stan Freberg said the commercials will be slotted in "young married" type programs such as "Empire," "The Jetsons" and "Bullwinkle Show" in addition to heavy spot buying in major cities. The campaign was produced by Freberg through the Hollywood office of Dancer-Fitzgerald-Sale.

## Como's NBC Songfest Elects 'Mr. Prez' Score

Perry Como will do the Irving Berlin score from "Mr. President," as recorded for Victor, on his NBC-TV Songfest Wednesday. Two members of the "Kraft Music Hall," Kaye Ballard and Sandy Stewart, will join him in previewing the song. Ernest Borgnine, originally scheduled as a guest that evening, has switched, because of illness, the Dec. 12 show. Bob Cummings will fill the spot.

## Florida's Silver Springs Is Acquired by AB-PT

American Broadcasting-Paramount Theatres has acquired Florida's Silver Springs, it was announced yesterday. The 3,900-acre area attracts more than 1,750,000 tourists annually. It is located near Gainesville.

## 'Il Trovatore' on Video

Verdi's "Il Trovatore" will be presented Sunday on WOR-TV's "Golden World of Opera," produced by Distillerie Stock. The filmed version features Gino Zancanaro, Gianna Pederzini, Marina Colonnello and Enzo Fiermonte.

## OBITUARY

### Jean Ross Racine

Montreal—Jean Ross Racine, exec of French-Language station CFTM, is survived by his three sons and a daughter.

# Election-Airing' Is Local Outlets' Cup o' Tea

## Regional Candidates, Issues Dominating Eye-Ear Bidding

As Election Day nears, local broadcasting is mounting importance — politically, it is, with viewers and listeners immediately concerned with national races than with what national impact their outcome will have. Radio and TV stations throughout the country are scheduling local specials on the issues and candidates, and setting huge staffs to provide their audiences with complete, up-to-minute coverage.

Sampling of stations shows UHF viewers in the area of Britain, Conn., will be able to return on WHNB-TV, Channel 30, beginning at 7:15 Election night, with the entire program originate from editorial offices of the Hartford Times, sponsored by the Conn. Nat'l Bank & Trust and the Hartford Insurance Corp. Over 500 people will be gathering the vote total for state offices, and the station has assigned 25 to the newspaper of-

## Women Votes Aid

In Chicago, WNBQ (TV) and WTAQ will be aided in gathering urban returns on key races by members of the non-partisan Cook County Council of the League of Women Voters, with the aid of the analyzed every half hour on TV by newsman Floyd Barber and Len O'Connor. Co-sponsoring WNBQ local coverage will be Uptown Federal Savings Loan Ass'n of Chicago and Men- & James Labs for Contac. Also in Chicago, WBKB (TV) set newsman Alex Dreier as chairman for a local staff of 150, including fieldmen Tom Casey and Slattery. Aiding in the tabulation from key counties will be respondents at WROK, Rockford; WIRL, Peoria; WCVS, Springfield; WTVP, Decatur; WJWB, Bloomington; WAIK, Galesburg; WGEM, Quincy; WSIL, Springfield; WBBR, East St. Louis, and KSTT, Davenport, Ia.

## IBM in South Bend

IBM equipment will be used by SBT-Radio-TV, South Bend, to segment over 300 people mobilized by the station and the South Bend Tribune to provide results from Northern Indiana and Southern Michigan residents. Boston's WBZ Radio-TV, WNEP, and WEEI have set up special programs in addition to election coverage. WBZ will present "Campaign Closeup" Monday night as a one-hour news special, profiling the major candidates, their campaign methods and stands. WEEI's "Opinion Please" thru

(Continued on Page 6)

## Ratings Spring Trap, Canada Chief Warns

*Special to RADIO-TV DAILY*  
**Montreal**—Carlyle Allison, vice-chairman of the Board of Broadcast Governors, believes Canadian radio stations "have been led down the garden path" by audience rating services. He said it was an unhappy circumstance that radio time buyers depend too greatly on such ratings in deciding where money will be spent for advertising.

### Would Specify Types

Allison said one of the prime objections is the failure by many rating surveys to take into account the type of listener. "They don't take into account who is listening as long as someone is listening," he said.

The BBG official said because newspaper publishing and broadcasting involve taste, most people felt they could do a better job of running both.

### 'If We Could Run the Paper'

"We feel if we could run the paper and the radio stations we'd run them to suit our taste," he said, but suggested this would only lead to more opposition from the public.

## Vrba, Filmmakers to Scan Videotape 'Tomorrow'

*West Coast Bureau of RADIO-TV DAILY*

**Hollywood** — John R. Vrba, VP and manager of KTTV Productions, will host a meeting of the Industry Film Producers Ass'n Tuesday in the KTTV studios here, devoting the meeting to video film, a new technique he says is rapidly becoming a "new industry." Top experts in the field are among the 150 persons expected, and films depicting advanced equipment and procedures will be shown and explained.

## Copter Road Report No Cinch

**Norfolk, Va.**—Traffic reporting by helicopter is not as simple as it seems, says WTAR radio, which has just launched such a venture with pilot Wallace Carter and newsman Mike Schaefer.

For instance, the station said, while flying at minimum allowable altitude and noting an accident on a main thoroughfare, an observer must not only pin-point the location of the road blockage but also suggest alternate routes naming streets and avenues motorists may take to detour the congested roadway.

Therefore, the WTAR reporter must familiarize himself with

## WBC's McGannon to Testify When Swap Case Resumes

*Washington Bureau of RADIO-TV DAILY*

**Washington** — The NBC-RKO-Philco proceedings at the FCC convened very briefly yesterday after a recess of a week and were promptly called off until next Monday when Westing-

### Naval Air Squad Enlists WAVY Hurricane Charts

**Norfolk - Newport News, Va.**—WAVY radio-TV has been offering as a public service a hurricane information and tracking chart to its listeners in the Tidewater, Va., area. To date over 5,000 requests for charts have been received, including one from the Oceana Naval Air station for 500 charts "to assist wives and children of squadron personnel."

## New Japanese Team On U.S. Video Junket

*Washington Bureau of RADIO-TV DAILY*

**Washington** — A second team of Japanese TV photographers arrive here today for a three-month filming tour of the U. S., representing the Nippon TV Network.

Like a first group from the Tokyo Broadcasting system which has been on a similar mission since August, the second team will be filming U. S. scenic beauty, tourist attractions and human interest for showing on Japanese TV.

## Streibert Heads RFE Fund

(Continued from Page 1)

Mr. Streibert, a former assistant dean of Harvard Business School, was one of the founders of Mutual Broadcasting System in 1934. He became president of WOR in 1945 and also served as chairman of the MBS board.

house president Donald McGannon will be the Philco witness. Still derailing proceedings is the NBC-Philco dispute over papers in the files of RCA and NBC bearing on Philco allegations of RCA-NBC anti-trust law violations.

Philco's attempt to prove these allegations are the first stage of a complicated proceeding which involves, among other matters, the NBC and RKO proposal to swap their stations in Philadelphia and Boston, respectively, and Philco's competing application for a new TV station on NBC's Philadelphia channel.

### Clarified by Segal

NBC counsel Irving Segal told chief hearing examiner James D. Cunningham that his client had turned over approximately 1,000 documents to Philco, but that the Philco subpoena involved between 50,000 and 100,000 additional documents. Arguments on an NBC motion to quash the subpoena have been set for next Wednesday.

Philco contends it is unable to go forward with its case until it has the papers. Segal has argued that Philco has been making the charges for five years and should be able to proceed when it is called upon for proof.

## Life, Sextant in Deal

(Continued from Page 1)

slated for broadcast on the ABC network. Sextant is also reported at work on several theatrical features, including Sean O'Casey's autobiography and another on the New York World's Fair.

Other TV productions credited to Sextant are the Winston Churchill series, "The Valiant Years" and the CBS Igor Stravinsky-George Balanchine "Noah and the Flood" special.

One of Sextant's two VPs is Robert Emmet Ginna, formerly a member of Life's editorial staff. The other is Milton Fruchtman.

## Motor City Jaycees Cite WJR 'Fluoride' Crusade

**Detroit**—WJR has received a Cultural Channels Award from the Detroit Junior Board of Commerce at a recent Boy's Day luncheon. The group cited the station for "general excellence of broadcast editorials especially the early and courageous advocacy of fluoridation in Detroit."

## Campaigning Nixon Defends R-TV News

(Continued from Page 1)

the fairness code of the Communications Act. The FCC, after receiving monitored portions of Tom Duggan's nightly KTTV show from the Democratic party, ruled that Duggan violated the fairness code in attacking incumbent Gov. Pat Brown while endorsing Nixon's candidacy on the air.

The station, in acceding to a commission request to supplant Duggan's commentary with those of the opposition, started presenting a nightly 20-minute rebuttal session.

### 'Not Subtle,' Says Nixon

Said Nixon: "Duggan, unfortunately, is not subtle. Under the fair exchange you might say I'm entitled to about 100 hours . . . with all the pot shots taken at me by commentators. But I wouldn't think of asking for extra time because I think commentators should have the same privileges as do newspapers and columnists."

KTTV program director Dick Woolen, clarifying the FCC's action, said "the station's move actually is based on the fairness doctrine, concerning editorializing, and not the widely known Section 315 equal-time provision. You have to remember the FCC is an interpretative agency. It acts only when evidence is presented to it."

### Ray Has His Day

Erie — WWYN has designated Monday as "Ray Renfro Day," when the Cleveland Browns star visits Erie to promote the pro-grid team.

## HELLEDY TO STORER TV; OTHER REPS MAKE NEWS

Storer TV sales has appointed Richard K. Helledy an account exec in its Chicago office. For nearly three years he has served in a similar capacity with Blair TV in Chicago, and before that as a sales exec, and before that with WOR, New York, for over 20 years.

### H-R Firm Named To Handle WERE

H-R Representatives has been appointed exclusive national sales rep for WERE, 5,000-watt Cleveland station which operates on a 24-hour schedule.

### Meeker to Young As W. Coast AE

Adam Young, Inc., has named Richard Carleton Meeker an account exec in its West Coast offices. He comes from CBS-KNXT, Los Angeles, where he served in a similar capacity.

### A-K Adds Spiegel As Promo Staffer

Avery Knodel, Inc., has added Irwin Spiegel to the staff of its specialist. He previously served in New York office as a promo specialist the same field for WNEW-TV, New York; Television Advertising Representatives; Broadcast Advertisers Reports, and WNTA-TV (now ETVer WNDR), New York.

### Ice Show Backs Shelters

San Antonio—KONO-TV sponsored the opening night's performance at the Joe Freeman Coliseum this week, playing host to a group of youngsters from five children's homes. Proceeds of the performance will go to these homes.

### Mahlman to Chi As McGavren Mgr.

Daren F. McGavren Co. has promoted Bob Mahlman to manager of its Chicago office, succeeding Mike McNally, who has resigned. Mahlman has been with the firm nearly four years, most recently as manager-salesman in Detroit. Replacing him there is Harvey Glor, who has been in sales in Chicago.

### 3 1,000-Watters To Spot Time Sales

Spot Time Sales, Inc., has been named national sales rep for KB-EA, 1,000-watt ABC affil in Kansas City; KOMA, 1,000-watt ABC affil in Tulsa, and WMIN, 1,000-watt indie in Minneapolis. KBEA was formerly with Broadcast Time sales; KOMA with Robert Eastman, and WMIN with Gill-Perna.

### Schmidt Now a VP At Radio T.V. Reps

Radio T. V. Representatives, Inc., has elected George Schmidt a VP. Also assuming the post of Eastern sales supervisor, he has been with the firm over five years

## Sponsors Open Arms For 2nd German Network

Special to RADIO-TV DAILY  
Mainz, Germany — Advertisers and agencies are extending their arms to West Germany's budding second TV network which they feel will help ease a shortage of ad time on this country's seven-station first TV network. However, the new network, scheduled to begin operations Apr. 1, will only 12 minutes of commercial time a day, with the ads grouped into four segments of three minutes each.

### Deluged with Orders

The cost for spots on the second TV web is expected to be between \$3,000-\$3,750 per minute, with spots to be permitted from 15 seconds to the full 60. The first network gets some \$13,500 for a minute on all seven stations, and is flooded with orders that agencies and clients had to have their requests in by last Aug. 31 for the entire 1963 spot schedule.

Also, advertisers in West Germany have no control over the programs and the placing of commercials, and the new network will continue lumping ads together as the first web does. Commercials will be screened to prevent competing products from appearing on the same date, and to eliminate those which could be offensive.

## Hayes Pays Boston Visit For WEEI Staff Talks

Boston — CBS Radio president Arthur Hull Hayes will visit WEEI tomorrow, and also appear on the station's "Conversation Piece."

While in Boston, Hayes will confer with WEEI-CBS heads and address the staff.

## Politicos Pounding Down Mikes', Cameras' Home Stretch

(Continued from Page 5)

Monday will allow listeners to question candidates on the daily program. WBZ will pre-empt all programming after 8:05 PM for coverage Election Night. WBZ-TV will use seven cameras for local coverage, beginning at 6:15, plus four roving sound-on-film cameramen and a mobile videotape unit. WNAC, beginning its coverage at 7:15, will have color provided by State House reporter Al Benjamin and news director Bill Whelan.

### Big Center for WWJ

Detroit's WWJ-AM-FM-TV has set up a special Election Center one-fourth the size of a football field, which will house research units from Michigan U., Wayne State U. and MSU-Oakland to study voting trends. Seven special Burroughs tabulating machines

will be used for fast compilations. Local TV reports will be sponsored by Menley & James Labs for Contac, via Foote, Cone & Belding, and radio coverage by Federal Department Stores, via W. B. Doner & Co.

### 500 Reporting for WCCO

WCCO - TV, Minneapolis - St. Paul, will begin its coverage at 6:45 and plans to follow results to 3 in the morning, or until all major races are decided. Over 500 people will be involved in reporting results, and the stations will use National Cash Register computers, each capable of handling eight races simultaneously. WTCN's staff there will be augmented by the addition of Bill Roberts, chief of the WTCN-Time-Life bureau in Washington.

In St. Louis, KMOX-TV will have its election reports co-spon-

sored by Greater St. Louis Savings & Loan League and Cluett, Peabody & Co. for Arrow Shirts. KM-OX-TV will air a half-hour post-election prime-time special Nov. 7, summarizing and analyzing the results.

Cleveland's KYW-TV estimates it will provide six-to-nine hours of coverage during the elections, in addition to serving as "feeder point" to NBC for all Ohio voting trends. In San Antonio, WOAI Radio-TV has endorsed the Republican congressman - at-large candidate in on-air editorials, and offered free time to the Democratic nominee for rebuttal.

### 'Straw Vote' at KQV

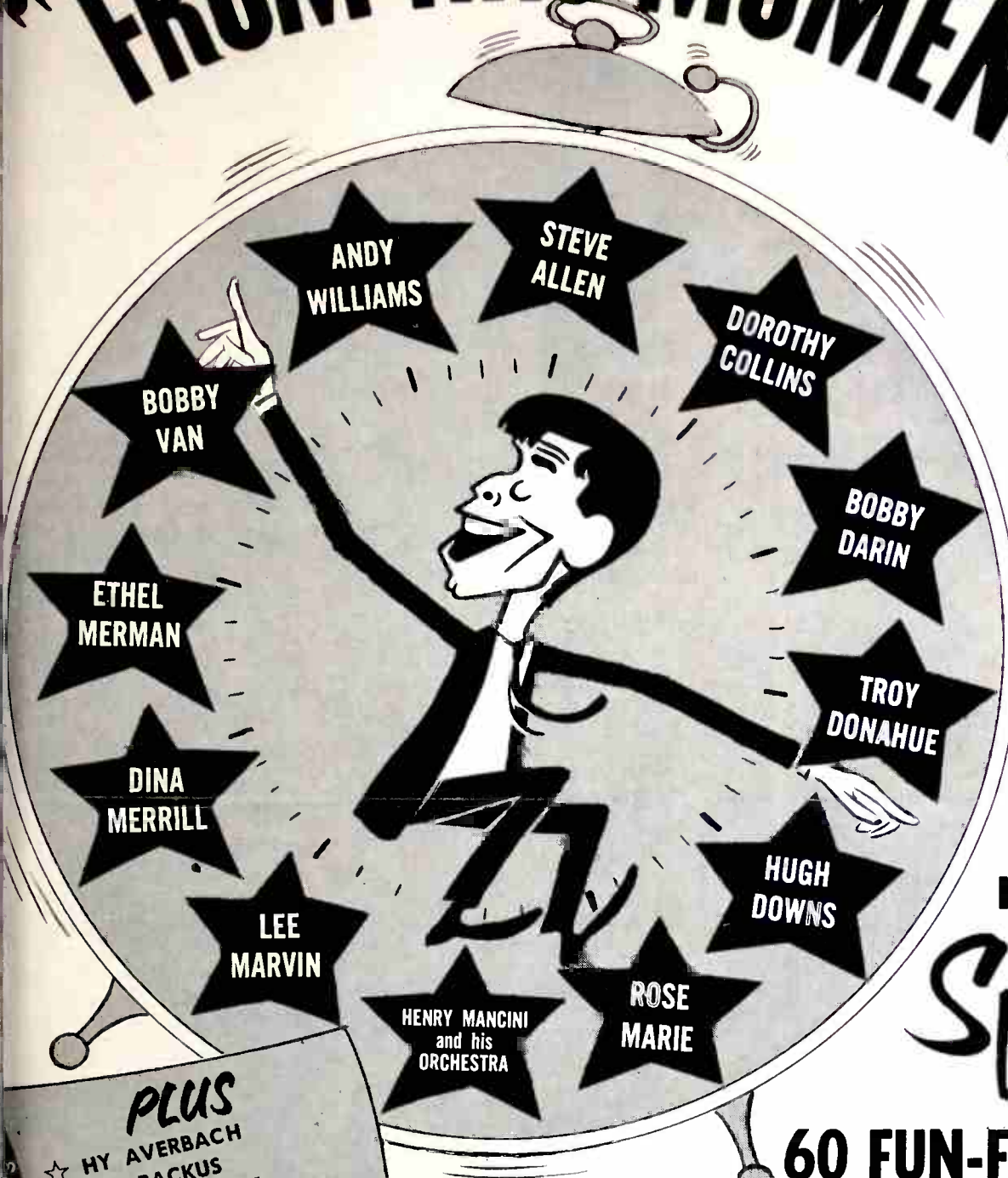
Pittsburgh's KQV has launched a state-wide "Straw Vote" to wind up election eve, as the third phase in the station's "Get-Out-the-Vote" drive. KDKA there is pre-

senting a "Campaign Countdown" this week, featuring Republican and Democratic opponents for governor or senator answering questions in 13 three-minute segments. The capsules are to be aired 27 times.

### Special Unit at WCAU

In Philadelphia, WCAU-TV will begin local coverage at 7:23, with anchorman to be John Fackler, backed up by a special election unit headed by political editor John Bucci. WRCV-TV on Monday will pre-empt NBC's "The Brinkley's Journal" for a special documentary on the two major candidates for governor of Pennsylvania. Titled "Politics and the People: A Matter of Persuasion" it will be narrated by Vince Ford, who will serve as the station's anchorman on Election Night.

“FROM THIS MOMENT ON...”



**JERRY LEWIS**

IN A TV  
*Spectacular*

**60 FUN-FILLED MINUTES**

*Yours for the Asking!*

**WRITE, WIRE OR PHONE COLLECT...**

Arthur Zigouras

**MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.**

1790 BROADWAY, NEW YORK 19, N. Y. • PHONE JU 6-0808 • JU 6-7276

- PLUS**
- ☆ HY AVERBACH
  - ☆ JIM BACKUS
  - ☆ RALPH BUNCHE
  - ☆ JAN CLAYTON
  - ☆ VINCE EDWARDS
  - ☆ PAT HARRINGTON, JR.
  - ☆ DENNIS JAMES
  - ☆ ALLAN JONES
  - ☆ STUBBY KAY
  - ☆ JULES MUNSHIN
  - ☆ PAT O'BRIEN
  - ☆ HELEN O'CONNELL
  - ☆ SUZANNE PLESHETTE
  - ☆ CESAR ROMERO
  - ☆ BARRY SULLIVAN
  - AND MANY, MANY OTHER STARS!

*This space donated through the courtesy of Radio-Television Daily*

## AGENCY NEWSCAST

By RALPH TYLER

The New York and New England Apple Institute launched a saturation radio campaign yesterday to keep this year's vintage crop moving into shopping carts. Four New York stations, WABC, WOR, WNEW and WCBS, are carrying a McIntosh apple jingle 115 times a week for three weeks. TV stations WNEW, WPIX and WABC in New York will carry 68 daytime and evening spots. In New England, radio stations in Boston, Providence, Hartford and other major cities will carry over 350 spots. New York State radio stations in Albany, Schenectady and Troy also will carry heavy schedules.

\* \* \*

Phillip Morris has just completed a multi-market buy of current Community Club Awards campaigns on behalf of Phillip Morris Commanders. The sked runs thru February and, in most markets, calls for approximately 10 spots a week in addition to a CCA participation. Leo Burnett is the agency . . . Geyer, Morey, Ballard has elected John T. Bruce, with the agency since last April, as VP. Assigned to the Pacific northwest operations, he was made manager of the Portland, Ore., regional office a month later. Bruce came to GMB from D'Arcy Advertising, where he was national accounts marketing exec in its New York office.

\* \* \*

Standard Knitting Mills has signed up Arthur Godfrey's CBS

## Cuban Crisis Speeds Drive by Ad Council

The Soviet-Cuban situation and America's response to it has prompted The Advertising Council to hasten the release of a new nationwide educational campaign to spread understanding of the nature of the crisis and to suggest actions individuals can take to help meet the challenges of these times. Originally scheduled for launching this Winter, the campaign has been prepared in cooperation with the State Dept.

Titled "Challenge to Americans," the project will use advertising, films and a freely distributed 32-page booklet, which will be offered in a series of magazine and newspaper ads, radio and TV announcements, and transportation and outdoor advertising posters. President Kennedy and former President Eisenhower have approved the project in forewords to the booklet. All of the creative work of preparing the advertising has been contributed by Young & Rubicam.

## Thought for Today

*"If newspapers are struck, television . . . and radio would, of course, broaden their news coverage, but none would claim that either of these media could effectively replace the kind of coverage provided by newspapers, just as no one would claim that newspapers could provide the immediacy and impact of radio and television. All three media have become vitally necessary to an informed community."*

—Norman E. Walt, Jr.,  
general manager WCBS-TV  
VP

radio network show for another 26 weeks starting in April. Agency is Edward H. Weiss, Chicago . . . Fuller & Smith & Ross, New York, has appointed E. J. (Jerry) Ade as PR dep't director. Ade has been president of his own PR consulting firm for the past six years and is VP of Freedoms Foundation at Valley Forge . . . Lawrence C. Puchta has been named an account supervisor at Y&R. He joined the agency this year, having previously been associated with Kenyon & Eckhardt and Erickson.

## 'Wind' Special Blows 'Pollution' Out of Slot

Portland, Ore.—"Pollution in Paradise," KGW-TV's documentary on problems of air and water pollution, has been postponed for the second time and will be shown Nov. 21. A week's delay was caused by the Columbus Day wind storm, when KGW-TV was off the air for 84 hours. "Pollution" has now been pushed back again for a special documentary on the effects of the storm.

Produced by the station's news and special features department, the half-hour documentary, "Gone With the Wind: A Sequel," will be aired Nov. 12. The film shows the ravages of the high winds, reasons for its occurrence and how area residents and business elements recovered from the multi-million-dollar damage.

## Emcee Back at WTVN

Columbus, O.—Spook Beckman has returned to WNTV to host a Monday-thru-Friday "Listeners' Club" show.

## CBS Films Reports Tokyo Volume Sale

New sales or renewals of nine CBS entertainment program series have been made to Japanese broadcasters, plus a renewal of the news and public affairs contract with the Tokyo Broadcasting System, Willard Block, int'l sales manager for CBS Films, has reported. TBS regularly broadcasts such CBS News-produced series as "Twentieth Century," "CBS Reports," "Eyewitness," "CBS Washington Report" and important news specials.

Four one-hour shows are involved in the entertainment program purchases: "The Nurses" (a new order) and "The Defenders," "Perry Mason" and "Rawhide" (all renewals). Also renewed are "Trackdown" and "The Twilight Zone," and additional new program sales are "Have Gun, Will Travel," "The Millionaire" and "Tom Terrific."

### Mostly One-Year Pacts

Contracts for most of these shows were written on a one-year basis, but 80 episodes of "The Millionaire" and 119 episodes of "Have Gun" were sold for a multi-year period. Additionally, repeat broadcasts of "Rawhide" and "The Defenders" were contracted for. All of these sales were made either to Nippon Hoso Kyokai (NHK), Nippon Educational Television Co. (NET) or TBS.

Block reported one modification in the news and pubaffairs contract with TBS. TBS plans to repeat the following day the news and pubaffairs broadcasts carried in prime evening time during '63. This change was granted because of repeated requests from both the viewing public and the press.

## KHOU-TV Sets Browning

Houston—KHOU-TV has signed Rod Browning to direct its latest "first"—a live dramatic presentation of Oscar Wilde's "Importance of Being Earnest."

## Car Crashes Power Pole: Sends Radio Back in Time

Windsor, Ont.—CKLW reverted to an old type of programming recently after a car crashed into a telephone pole leaving the station powerless for two hours. A battery operated amplifier put the station back on the air, but without music, news or sports results. DJ Bud Davis started talking and kept on for two hours, and other station personalities joined him in a discussion of radio's early days, when ad lib programs were not uncommon.

## JIM DEAN ROPNET MUSIC SP

Singer of 'Big, Bad John'  
May Host Own TV Series

Texas singer-humorist Jim Dean has been signed by ABC-TV for a half-hour musical variety special in a Tuesday evening slot, with a possible weekly series also in the works.

Nighttime programming Daniel J. Melnick said exact for telecasting "The Jimmy Show" has not been set, but Harris has been named producer and director and "it will originate in New York before a theatre-style audience."

Dean, whose recording of "Bad John" sold over 2 million copies, served as guest-host a week's stint this Summer NBC-TV's "Tonight" show.

## Rocky Backers Buy Big Sked on QXR-FM

Citizens for Rockefeller and Independent Voters for groups purchased a heavy FM schedule on QXR Net stations in New York, with amount spent nearly equal to total cost for its spots on AM stations in New York, according to a Javits spokesman.

Spot on the broad theme "The Cuban Crisis," "Federal to Schools," "Culture," "Housing" and "Employment" were purchased for the QXR net by Paul Keonig & Lois, New York advertising agency for Sen. Jacob Javits' campaign.

The schedule calls for two minute spots adjacent to evening newscasts during this final week of the election campaign on the network's eight New York stations: WKOP-FM, Binghamton; WBEN-FM, Buffalo; WVBH-FM, Ithaca; WJTM, Jamestown; WOC-FM, Rochester; WYNY-FM, Rome; WSYR-FM, Syracuse; WFLY, Troy.

## Allied Artists Adds Five For Science Fiction Pix

Allied Artists TV Corp. added five sales in the past week from Science Fiction Features, regional VP-general sales manager Robert B. Morin. New purchasers: WTVN, Columbus, Ga.; KLFY-TV, Lafayette, La.; WISN, Milwaukee; WLAC, Nashville, and WFLA, Roanoke.

## Gabriel Sales Exec

Nashville—Gus Gabriel has been named an account executive for WSIX.





Indiana University Library  
Bloomington Ind

## AAU BOUTS HYPO BOXING VIA TV

### NEWS MASSING BIG GUNS FOR ELECTIONS 'PAYOFF'

The enormous resources of commercial broadcasting are geared to meet the test Tuesday in telling the people what they've shaped for their political future. It took years to build these resources — of technology, talent, network; the big payoff for the election will be in a relatively few high-pressure hours between the polls close and the next day's broadcast. The challenge is there and the networks and local broadcasters are ready for it.

CBS News coverage will start at 7 PM, EST, and will continue until the control of both houses Congress and the significant  
(Continued on Page 5)

### Detroit SRA Sets Lee as Speaker in Cleveland

Cleveland — FCC commissioner Albert E. Lee will be the principal speaker at the Nov. 20 luncheon meeting of the Detroit Station representatives in the Cleveland area. The luncheon is being given by the Detroit SRA chapter in honor of agency personnel and other invited guests from the Cleveland area.

### Commercial Telstar Web Seen Operating by '66

St. Louis — A commercial Telstar network could be in operation by 1966 if the new satellite communications firm moves forward at full speed, according to James W. Fitzwilliams, director of the electron device lab of Bell Telephone in Summit, N. J., and one of the main Telstar developers. He told the Engineers Club of St. Louis that such a system might contain 20 to 50 communications satellites.



LEE

### NEWS RESTRAINT ON CUBA IRKSOME

Salant Urges Salinger To Remove Impediments

CBS News has urged the government to remove guideline restrictions on full and free reporting requested by the White House in connection with the Cuban quarantine.

CBS News president Richard S. Salant, in a wire to presidential press secretary Pierre Salinger, urged that "all impediments to normal journalistic coverage should be eliminated."

Salant said this becomes "par-"  
(Continued on Page 4)

### Lottery Pitch on Air Endangers Licenses

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC yesterday warned stations that they will lose their licenses or suffer FCC fines if they broadcast lottery information or advertisements, even in states where the lotteries, themselves, might be legal. The U. S. Code provides criminal penalties for such broadcasting without regard to state lottery laws.

The commission said stations which may have mistakenly believed they could legally broadcast this material should stop it immediately, since they will not only be subject to FCC action, but also to criminal sanctions under the U. S. Code.

### Infringement Suit Hits 'Take a Good Look'

Joseph Roger Keenan has filed suit in N. Y. Federal Court against MCA, Irving Mansfield, Peter Arnett and AB-PT. He alleged infringement of his unpublished "Spur of Knowledge" by a TV show, called "Take a Good Look."

### FTC Attacks on Use Of Props in Vid Ads Rejected as 'Trivia'

Detroit — Criticism of "the highly-publicized cases involving TV commercials in which the FTC became engaged two years ago" is sounded by 4-A president John Crichton in speech prepared for delivery today at the Adcraft Club of Detroit.

While speaking in appropriation of the FTC's general regulatory role, Crichton said of the video ad cases, "... it seems impossible not to feel that in most of them the FTC has somehow become engaged in trivia.

"Some of these cases are now before the courts," he said, "and presumably there will be final adjudication of the rights and wrongs of each case—but one cannot avoid feeling that the power and majesty of the U. S."  
(Continued on Page 5)

### Omaha's KETV Involved In \$40-Mil. Paper Sale

Omaha — Transfer of KETV is involved in the sale of the World-Herald by Mrs. Gilbert M. Hitchcock, 82-year-old widow of its founder, to Peter Kiewit, president of a construction organization.

Price, believed over \$40 million, wraps up the 77-year-old newspaper, five-year-old TV station, and a medical office building here.

## CBS-TV Incentives to Affiliates Held Violating FCC's Rules

The FCC has voted 4-0 in favor of a "tentative" ruling that the CBS-TV amended incentive compensation plan for affiliates still violates commission rules. The commission said, however, it would reserve final judgment until after the networks and affiliates who have accepted the plan have made their arguments, which are due to be filed by Dec. 18.

The FCC vote also involved refusal to reconsider the earlier ruling holding that the original CBS plan violated the rules con-

### Net, Sponsors Interest Keen for Amateurs; Global Scope in Plan

By ARTHUR PERLES

The renaissance of boxing as a foremost national attraction—and, for that matter, throughout the world—today looks like a certainty, with lively Seven Arts Associated Corp. sparking return of prodigious fist-cuffs via television.

Video production already has started on a new half-hour series, with its progenitor, Sandy Howard, broadcasting veteran of many parts, in full charge. He has the amateur leather-slingers dedicated to putting their remedial "oyster" on pro boxing's blackened eyes.

Although originally charted for  
(Continued on Page 3)



HOWARD

### Commission Favors None Among Log-Device Mfrs.

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has uncovered "some concern" that its Oct. 3 decision to permit automatic program logging might be interpreted "by some" as favoring a particular system, and yesterday emphasized that the order permits use of any system which will enable licensees to comply with commission rules.

cerning affiliation exclusivity. CBS thereafter amended the plan so as not to hinder affiliates in clearing for programs of other networks so that inter-network competition would not be restricted, the FCC said.

The commission added that the amendment "still raises questions as to the effects of the plan where  
(Continued on Page 5)



Established Feb. 9, 1937

Vol. 91, No. 87 Fri., Nov. 2, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and holidays at 1501 Broadway, New York (30), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garinger, Secretary; H. William Falk, Associate Editor.

Second class postage paid at New York, N. Y. Terms (Postage free), United States, \$15.00 one year. Foreign, \$20.00. Address all communications to Radio - Television Daily, 1501 Broadway, New York (30) N. Y. Phone Wisconsin 7-6336, 7-6337, 7-6338. Cable Address: Raidaily, New York.

WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Perry E. Pasmazoglu
West Coast Advertising Director
Harold Hildebrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Jack Russell
203 North Wabash Ave.
Phone: 312-782-2818

CANADIAN BUREAU

Jules Larochelle
Room 314, Belmont St., Montreal

LONDON BUREAU

Peter C. Davallo
6 Romany Gardens
Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

Texas 'Casters Cite KTBC Education Aid

Austin, Tex.—The Texas Ass'n of Broadcasters has presented KTBC-TV here with its first annual Elkin's Award for service to a community in the field of education. The accompanying citation noted that the station used more than 200 hours of air time in this connection and, in a six-week period, carried a two-and-a-half-hour block of programming for Texas U. because its ETV channel was delayed in going on the air.

TV Spoof to Ignite Sid's 2nd

ABC-TV's second "As Caesar Sees It" gets off to a flying start Nov. 25, when Sid Caesar announces: "This is what you're not going to see," and the screen explodes with a spoof of lawyer shows, quiz shows, westerns and panel shows.

Caesar's antics this month are supported by Barbara Harris, star of the forthcoming Lerner-Rogers musical, as well as regulars Andy Duncan, Paul Sand, Jim Dooley and Jan Connell.

Produced by Leo Morgan and directed by David Brown, "As Caesar Sees It" is sponsored by Dutch Masters Cigars, thru Papert, Koenig & Lois.

AVAILABLE FOR TELEVISION IMMEDIATE RELEASE TOP-GROSSING THEATRICAL CATHOLIC FILM "MIRACLE OF ST. THERESE" Contact: Ellis F Ims 1501 Broadway, New York 36, N. Y. Tel.: LO 3-5457

COMING AND GOING

GERRY ADLER, NBC International's European operations chief, has returned to London following meetings in N. Y.

CHUCK HOWARD, ABC producer, and commentator JIM McKAY, to Japan for taping of upcoming "Wide World of Sports" program.

MITCHELL LEISER, InterTel program de-

velopment VP, has returned from a 5-week trip to Paris, Rome, Madrid and Munich.

BUD and TRAVIS, recording stars, leave Hollywood today for a concert engagement in Vancouver, B. C.

GORDON WATKINS, BBC-TV's "Tonight" show assistant editor, leaves today for Europe.

Columbia U. Tribute For Metro President

Bennet H. Korn, president of Metropolitan Broadcasting TV, will be honored by Columbia University's School of International Affairs at a dinner Nov. 26 in the university Men's Faculty Club.



KORN

Korn is being feted for his major role in creating "Columbia Lectures in International Studies," video series which begins its second cycle of Nov. 12 over all Metropolitan TV stations.

Ginsberg Now Ass't VP For Trans-Lux Divisions

Sidney Ginsberg, with Trans-Lux for 20 years, has been appointed assistant VP of Trans-Lux VP Corp., Trans-Lux TV (E.S.) Corp., Trans-Lux Pictures Corp. and Trans-Lux Distributing Corp. Functioning in newly created post as assistant to president Richard Brandt, Ginsberg will be responsible for the acquisition of new product.

The company has also announced the addition of Harry Semels as production head of Trans-Lux TV Corp., which he joins from the National Screen Service Corporation.

Perelman, Nash Fun Bits On Video Clash for Wits

Humorists Ogden Nash and S. J. Perelman meet in a free-wheeling clash of wits on CBS-TV's "Camera Three" Sunday. The program marks publication of Nash's latest book, "Everyone But Thee and Me" (Little-Brown), and salutes Perelman's play, "The Beauty Part," scheduled to open on Broadway the day after Christmas.

Video Cartoon Wins A Lady

"Barney Google and Snuffy Smith" received one of cartoon-dom's highest honors yesterday when their cartoonist, Fred Lasswell, was awarded the '62 Silver Lady at the annual Banshee luncheon in New York.

The comic strip, which appears in 476 newspapers, is now entering TV as an animated cartoon series produced by King Features Syndicate. It is part of a cartoon trilogy with "Beetle Bailey" and "Krazy Kat" now being sold to TV stations.

"Barney Google" was started in 1919 by the late Billy DeBeck. Lasswell became DeBeck's assistant in 1933, and took over the direction of the strip when DeBeck died in 1942.

WISH-TV Panel Show Enlists Medics' Help

Indianapolis—The Marion County Medical Ass'n and dentists have joined forces with WISH-TV to present "Ask Your Doctor" and "Ask Your Dentist," a weekly panel series answering general health questions, which premieres Sunday. Joe Leamon is moderator.

'Need for Dissent?'

Norman Thomas, former leader of the Socialist party, joins Dorothy Gordon and a panel of college students Sunday on WNBC-TV's "Youth Forum," discussing "Can the Need for Dissent Go Too Far?"

FINANCIAL

(November 1)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., etc.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists stocks like Jerrold, Meredith, Rust Craft, etc.

\* Courtesy of National Association of Security Dealers.

Music Inspired by Bible Bows as Sunday Series

Cleveland—A new half hour program of music and commentary on songs written on inspiration from the Bible will bow Sunday on WJW.

"Music of the Bible" is produced by KGBS, Storer radio station in Los Angeles, in cooperation with the University of Judaism. Robert Strasburg is program host.

Gotham Shut-Ins Worst Via 'Church in the Home'

"Church in the Home" premieres Sunday on WRFM, a non-denominational and non-sectarian religious program. Designed as a radio worship service for shut-ins and people unable to attend their own church, it is hosted by the Rev. Fred Jordan, featuring choir and liturgical music.

# USIA BLANKETED WORLD WITH 'RED CUBA' DANGER

Washington Bureau of RADIO-TV DAILY

Washington—In an unprecedented communications effort, the USIA reached out to an overseas audience in the hundreds of millions during the Cuban crisis with news, background, features and commentaries, documenting the U. S. position on the secret Soviet buildup in Cuba.

Long before the Cuban situation reached the crisis stage, USIA had been documenting, through communications media to a worldwide audience, Castro's betrayal of the revolution and his pull-out to Communism.

## Translated JFK Address

As soon as the White House announced Oct. 22 the President would address the nation that evening, the agency's radio service, Voice of America, began alerting audiences to be ready for the speech. The speech was carried live from the White House worldwide, with translations in Spanish and Portuguese beamed immediately afterward to Latin America.

## Aimed at Peak Listening

Throughout the following 24 hours the President's speech was repeated in English and 37 other languages in programs beamed to parts of the world and timed to reach audiences at peak listening times. To ensure maximum Cuban audience for the President's words, private radio stations in the U. S. linked up with WDA for the first time in history, carrying programs fed direct from the USIA studios in Washington on a land line.

## Youths Vying on Video for 'World Forum' Slot

"Young Worlds Competition" premieres on WCBS-TV tomorrow as a five-week series of discussion and debate programs by high school representatives chosen from 10 public and private schools within a 50-mile radius of New York City. The series represents competition for participation in the 17th annual New York Herald Tribune World Youth Forum in January.

## Miami Salts Set Sail By Video Weathercasts

Miami—WCKT has begun weekend forecasts designed for boating enthusiasts, sponsored by Reuil Boat Co. Titled "Telema-ne Forecasts," the one-minute weather bulletins are aired four times each Friday, with commercials taped on the waterways of roadcast Keys, just outside the station's studios.

## ICART Silver Dove Wings To Monte Carlo TV Gala

Monte Carlo—The International Catholic Ass'n for Radio and TV has agreed to present its Silver Dove Award to the entry "of the highest spiritual value" at the Third International TV Festival of Monte Carlo, Jan. 10-17. "Mahalia Jackson Sings," a U. S. entry produced by TV Enterprises, was last year's winner.

## UHF Channel Permit Filed for Cleveland

Cleveland — Cleveland Broadcasting, Inc., owner of WERE radio, has filed an application with the FCC for a construction permit for TV Channel 9, a UHF outlet here.

Company president Ray T. Miller, Jr., said the move is part of long range expansion plans. In addition to WERE, the company owns WLEC, Sandusky, and is awaiting FCC approval for purchase of KFAC radio, Los Angeles.

## Sponsors Eye AAU Vid Bouts

(Continued from Page 1)

the regional and syndication sales routes, it may now be reliably reported, that at least one major network is seriously interested in programming the skein in prime time. Also known: a leading advertiser, with a strong business penchant for sporting events, is making strong bids to sponsor, either on a national web or in markets not presently covered by its current broadcast deals.

### Ready for Delivery

Behind these lively negotiations is the one-year effort by Howard and Seven Arts' VPs W. Robert Rich and Donald Klauber, to bring their plan to fruition. The whole package today is neatly tied up. The Amateur Athletic Union's Arthur G. Morse, national boxing chairman, is in complete agreement for his organization's cooperation and observance of ring regulations.

Initially, 39 half-hour shows are to be shot. Each will consist of two—or, if a knockout occurs in the early rounds—three, bouts. Interesting to point out that no commercials will be allowed between rounds, indicative of the producer's unshaken belief that no "cliff-hangers" are needed to keep the video audience tuned

## Sales of AM Stations Win FCC's Approval; ETV, FM Are Granted

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved a number of station sales, including WKEN, Dover, Del., by Coastal Carolina Broadcasting for \$87,500 to Drew O'Keefe and Howard Parsons; 70 per cent of WSRO, Marlboro, Mass., by receiver William F. Brewin for \$10,000 to County Broadcasting.

Also, WKBX, Kissimmee, Fla., by the trustee for Mid-Florida Broadcasting to Howard King and Rodney Walker for \$35,000 to Automation Equipment Leasing for equipment, with the buyer to lease the equipment for \$887 per month.

In addition, the FCC has granted the Georgia State Education Board UHF Channel 18 for a new ETV station in Chatsworth, Ga., and okayed the Daily Telegraph's bid for a new Class B FM on 104.5 mc in Bluefield, W. Va. The commission also reported an application by Hawaii U. for a new non-commercial ETV in Honolulu.

## Kid's Compete

Chicago — Students from Oak Park-River Forest, Kankakee and Willow-brook Community high schools will compete Saturday on WNBQ's "It's Academic."

## CBS NEWSMEN HEAR THE DRUMS

Edwards, Leonard, Trout  
Drafted for Turkey Parades

CBS News correspondents Douglas Edwards in New York, Bill Leonard in Detroit and Robert Trout in Philadelphia will describe the Thanksgiving Day parades in those cities, in the two-hour, live CBS-TV special Nov. 22, "Thanksgiving Parade Jubilee." They replace the personalities previously announced, Jackie Gleason, Arthur Godfrey and Shirley Temple.

Captain Kangaroo (Bob Keeshan), as announced, will be host of the parade broadcast for the fourth consecutive year.

The parades covered are R. H. Macy's in New York, J. L. Hudson's in Detroit and Gimbel's in Philadelphia.

## Budweiser Uncaps 'Walk Thru Curtain'

Chicago — Budweiser has purchased full sponsorship of "Warsaw—A Walk Through the Curtain." The program, which follows the return to Poland of native son Bob Lewandowski, will be seen on WBKB Dec. 14.

Lewandowski filmed both the new and familiar in the city he hadn't seen in 17 years. It is expected to be of particular interest to Chicago's many Polish-American citizens. The Budweiser purchase was via D'Arcy Advertising, St. Louis.

## Kelly Appointed Manager Of Binghamton Station

Binghamton, N. Y.—A. E. Anscombe, president of Broadcast Properties, Inc., has announced the appointment of Warren Michael Kelly as station manager of WBJA-TV here.

Anscombe said he expects the station to begin broadcasting Nov. 10 with a full ABC programming schedule. Kelly's previous radio career was in Detroit and Buffalo.

## 'D.C. International' Story Bounds Across WRC-TV

Washington—Story of the Washington International, also known as "the Olympics of horse racing," will be told in a WRC-TV special Nov. 9. Horses from 15 countries, including Russia, have competed at the Laurel Maryland Raceway event over the past 10 years. "The D. C. International" was written and directed by Jack De Viney and narrated by Jim Simpson.

## Bette Davis a TV Lawyer As Sub for 'Perry Mason'

Bette Davis has finalized negotiations to appear as a woman lawyer on CBS-TV's "Perry Mason" show and to sing the title song from "What Ever Happened to Baby Jane" on NBC-TV's "Andy Williams Show." Her appearance on "Perry Mason" marks the first time a guest has replaced Raymond Burr during the series.

## Lastfogel Back to NY After European Trek

Abe Lastfogel, president of the William Morris Agency, returns over the weekend from a three-week European trip in conjunction with the stepped-up global activities of the agency in all phases of show business.

While overseas, Lastfogel conferred with key William Morris execs at the London, Rome, Paris and Madrid offices of the agency. Policy sessions involved meetings with John Mather, William Morris managing director on the continent, and execs of the agency's affiliates in London, Christopher Mann, Ltd., and the Harry Foster Agency.

Lastfogel is expected to spend one week here prior to returning to his Beverly Hills headquarters. The William Morris president is rounding out his 50th year with the company.

## Ernie Schultz Selected WKY-TV News Director

Oklahoma City — Ernie Schultz has been appointed news director at WKY-TV, replacing Dick John, who has accepted a Pittsburgh station position. Schultz joined the WKY-TV news staff in 1955 and handled the noon newscast. Previously, he was with KOCO-TV, Enid, Okla.

## Church's Mission in Japan A 4-Part 'Catholic Hour'

"The Catholic Hour" will air a four-part series, "The Church's Mission in Japan" during the next four Sundays on NBC-Radio. The programs were recorded in Japan.

The initial program Sunday will be on "The Cultural Life of Japan." Speaker is the Rev. Joseph Roggenbort, S. J., professor of literature and dean of graduate school, Sophia U., Tokyo.

## Wilson Emcees on WTVT

Tampa — Pat Wilson has been appointed to the WTVT announcing staff. He was formerly with WYAK - FM, Sarasota; WTRL, Bradenton, Fla., and WINQ here.



By TED GREEN

• • • Playbill Restaurant celebrated its fourth anniversary with a star-spangled party. "Among those attending" were Rudy Vallee, Mimi Benzell, Woody Woodbury, Claire Luce, Jack Dempsey, Shelley Winters, Robert Merrill, Glynis Johns, Fred Robbins, Elizabeth Ashley, Van Johnson, Emile Bochyn, Hermione Gingold, Marty Allen, Benay Venuta, and Hermione Bagley. Erwin Schel, VP-GM of the Hotel Manhattan, in which Playbill is located, was the genial host.

TV pays songwriters good money: Erroll Garner has two \$7,500 offers to compose two TV theme songs for next season shows. Comic Guy Marks on the Joey Bishop TV show is getting solid word-of-mouth publicity in the trade. Consensus adds up to Guy looking like the hottest second banana on TV since Art Carney! Comic Jackie Kannon just got the hospital bill for his new-born son, Garson. "That little bundle," sighed Jackie, "cost a big bundle!"

☆ ☆ ☆ ☆ ☆

• • • The Newspaper Reporters Ass'n of New York held a beauty contest last night to choose a "Byline" beauty to reign over the Byline Ballroom. . . Laura Stump, former account exec at Pan American PR, now with Fairchild Publications editorial staff. . . Wally Parker of WHN is one of New York's prize commentators in this reporter's opinion. . . The Lambert, Hendricks and Bavan vocal group will vocalize Count Basie's greatest instrumental hits on a Winter jazz spec for NBC. . . NBC music director Paul Taubman concocts most of the exotic dishes found at his Penthouse Club. . . Gaslight Clubs in Chicago, New York and Washington will be joined this Fall by closed-circuit TVing of Roaring '20s parties. . . JFK's Palm Beach home completely guarded by closed-circuit TV.

☆ ☆ ☆ ☆ ☆

• • • Goings on at Decca: A&R veepee Milt Gabler winging to Hamburg, Germany, at the invitation of the label's German affiliate, Polydor, to view operations there and record top-selling arranger conductor Bert Kaempfert, whose LPs have done so well in the American market. . . Other label execs will enplane for Nashville to attend the up-coming Country Music convention. This year, Decca will host a cocktail party for visiting musicasters. . . Charles K. L. Davis, the Hawaiian opera and concert star, completed a new album session and dashed to Chattanooga to open the opera season there in "The Barber of Seville". . . Thrush Toni Arden recently signed again with Decca and will do an LP of Italian Favorites before undertaking a string of engagements, including The Vapors in Hot Springs, The Surf Club in Boston and Miami's Eden Roc.

☆ ☆ ☆ ☆ ☆

• • • East End Productions in discussion with Ted and Vincent Saizis' Motion Picture Productions on producing cooperatively two full-length motion pictures to be filmed on location in the Southwestern U. S. . . WLIB's public service program, "The Editors Speak," begins its 11th year on the air Nov. 10. . . Sportscaster Chris Schenkel will take to the bowling route around the nation following his play-by-play Football Giants broadcast stint in December. . . WCBS Radio's Jack Sterling back at the mike following recent minor surgery. . . Composer Jacques Belasco is working on an opera which he hopes to have ready by next year. Work is built around the lives of Richard Sheridan and his wife Eliza. Idea was suggested by City Center's Jean Dalrymple.

☆ ☆ ☆ ☆ ☆

• • • Lucky 13: Celebrating her 13th year as announcer, that's Arlyne Grey. In addition to her TV chores as spokeswoman, on the "Phil Silvers Show" and "Hennesey," both on WABC-TV, pretty Arlyne is now doing singing commercials on radio for the Mott Apple products. She's doing so well at the latter that she is beginning to take singing lessons. She doesn't need lessons in acting, since she is already a fine actress. . . Any TV, radio station or ad agency interested in a college grad with 3½ years experience as sports coordinator and sales service manager of top N. Y. station, wishing to broaden background utilizing sports and broadcast industry background can score a big win by contacting this pillar. . . Musical comedy star Shirl Conway, currently playing the head nurse on the new TV series, "The Nurses," gets her coiffures coiffed before each taping at Norman Mathews' Playgirl salon.

## Philly Vocalist in Hi No For Chrysler R-TV Spots

Philadelphia — Songstress Meline Starr has been signed to receive 2,000 one-minute radio spots and 80 TV spots for Chrysler Motor in this area, her manager Harry B. Robinson has announced. National TV exposure, for same sponsor, is scheduled for near future.

## Newhouse \$15-Mils For a Media Center

Syracuse — S. I. Newhouse, whose empire of radio, TV, newspaper and magazine outlets has combined worth of \$200 million to \$250 million, has pledged \$15 million to Syracuse U. to develop "the world's largest and most advanced study center in mass communications." The gift, made in the name of both Newhouse and his wife, Mitzi, includes \$2 million given the university in January 1960.

### Completion in '64, '66

To be called The Newhouse Communications Center, it will include studies in radio and journalism, audio-visual materials, photo-journalism, public relations and communication management, religious journalism and literature and communication research. In the first building, the School of Journalism, is expected to be completed by the Fall of 1964, with others to be finished in 1966. Newhouse is a trustee of the university.

## News Quarantine Hit

(Continued from Page 1)

ticularly imperative if statements attributed to Assistant Secretary of Defense Sylvester concerning the use of news as 'part of the weaponry' accurately represent Administration policy."

"The guidelines viewed in context of the Sylvester statement to AP," he said, "combine to raise serious doubts in the public mind that full information is being reported and that journalism is free and independent, rather than an instrument for government purposes."

### Pleads for Field Reports

Salant also raised with Salinger "the implications of the troublesome fact that throughout the Cuban quarantine situation no reporter from any of the news media was accredited or authorized to report directly on the activities of our country's armed forces."

He asked for a meeting of news media with Salinger "to discuss how this matter should be properly handled in any future emergency."

# Vote-Countdown Deploys Radio, TV Armies

## Speed, Accuracy Trial for Electronic Gear

(Continued from Page 1)

Specific Coast contests are determined. For the first time, the net will use a new technique, called "precinct profile analysis," to produce more meaningful results faster than ever.

By concentrating on the rapid sorting of vote results from special "profile precincts" forming a model of a state's electorate, the entire state's vote can be indicated early in the evening. CBS News expects to be able to report winners of selected major contests minutes after the polls close.

The net will deploy about 500 staff members and some 2,500 special reporters across the nation for the tabulation and analysis.

Sponsoring the CBS-TV coverage will be the Institute of Life Insurance, Bristol-Myers and Goodyear Tire & Rubber. Tuesday's coverage will be sandwiched between an "Election Preview" Monday and a follow-up program "What the Election Means" Wednesday.

CBS News general manager Elmer W. Lower has organized a staff of more than 3,700

## WEEI, Boston Paper Link To Keep on Top of Tally

Boston — WEEI, again will join forces with the Boston Record-American to air Tuesday's election returns, broadcasting directly from the newspaper's city room.

election reporters, special state correspondents, workers in key precincts around the country, telephone operators and tabulators for election night TV and radio reports. This is three times larger than the staff for the 1960 elections.

### Stress on House Contests

Lower said NBC coverage would place special emphasis on the races for the 435 House seats. Two experts, Joseph McCaffery, NBC consultant and newsman, and Dr. Milton C. Cummings, research associate at Brookings Institution, Washington, will head the House desk.

NBC News expects to tabulate more than 95 per cent of the vote from the time the coverage starts at 7 PM, EST, until it is completed in the early hours of the following day. The net also has mustered complex computer systems to spot

early voting trends through the use of "barometric precincts."

ABC News chief James C. Hagerly said election night returns will come from a web of more than 3,000 reporters, technicians and statisticians all over the country, working out of ABC regional news offices, offices and a dozen special regional collection bureaus.

Hagerly's news team will emphasize the "why" of the returns. Howard K. Smith will analyze the gubernatorial contests and William H. Lawrence will concentrate on the Senate and House races. Six regional commentators—who will have covered the campaigns in specific areas of the country since early September—will interpret returns from those areas throughout the night.

### Will Use Computer System

ABC will also spot trends through a computer system, absorbing data from ABC newsmen in the field, the AP and UPI.

MBS will have Stephen McCormick, VP in charge of news, at its elections coverage helm. Mutual will begin its coast-to-coast election reporting at 5:05 PM, EST, with preliminary behind-the-scenes activities and special pre-

## N.Y. Times News Room To Feed Air Vote-Cover

The New York Times news room will be the originating point for WQXR's election coverage Tuesday beginning at 7:30 PM and continuing until all major contests have been determined. All regularly-scheduled music programs will be cancelled for the night.

view and interview broadcasts inserted between its regular broadcast sked.

Focal point for the coverage will be in Washington, where Charles Bachelidor, net commentator, will serve as anchor man for Mutual's team of newsmen assigned to approximately 25 key locations in the U. S. where close senatorial and gubernatorial contests are anticipated.

### Has Second Anchor Team

A second anchor team will be on hand in Mutual's New York bureau to provide instantaneous coverage throughout America and overseas. Reactions from foreign centers — and most capitals are keenly interested in the selection of candidates — are included in MBS plans.

## Proctor Jones in Sales Boost for Hub, Yankee Net

Boston — F. Proctor Jones has been promoted from sales manager to sales director for WNAC radio and the Yankee Network, a move to completely divide individual responsibilities for sales both radio and TV. VP Thomas Bateson continues in charge of WNAC-TV sales.

Jones joined Yankee in April, 1960, in the sales service dept., was named assistant sales director in January, 1955, and two years later was promoted to national sales manager of WNAC, WNAC-TV and to the same post for the Yankee Network.

## Ad-Proposals Defended

(Continued from Page 1)

Government could be better employed than in a debate over the validity of a prop in a commercial where there is no indication that the public was misled as to the qualities of the product."

## WJIM's Owner Buys Aero Geo Debentures

Lansing, Mich.—Gross Telecasting, licensee of WJIM-AM-FM-TV here, has purchased \$750,000 of 4½ per cent, 10-year, convertible debentures of Aero Geo Astro Corp., based in Alexandria, Va., and engaged in research and development and fabrication for the military and aerospace industry. President Harold F. Gross, elected to the Aero Geo board, said the funds will provide that company with increased working capital for expansion.

## FCC 'Tentative' Ruling Hits CBS-TV Incentives

(Continued from Page 1)

affiliates wish to clear time for other than network programs. The FCC believes that the inevitable effect of the plan is to hinder affiliates from rejecting the programs of CBS they believe to be unsatisfactory, unsuitable or contrary to the public interest, or from substituting programs of greater local or national importance for CBS offerings."

Commissioner Ford did not participate, Henry abstained and Craven was absent. The four others were unanimous in the decision handed down.

## GALA EVENING!

### MEET THE WHO'S WHO OF BROADCASTING

AT THE

### 20TH ANNIVERSARY DINNER

OF THE

## BROADCAST PIONEERS

TUESDAY, NOVEMBER 13

HOTEL BILTMORE

• STARS • PRIZES • SURPRISES •

COCKTAILS: 6:30 PM

DINNER: 7:30 PM

\$10 PER PERSON; TABLES OF TEN — \$100

PLEASE SEND CHECKS FOR RESERVATION TO:

BOB HIGGINS, TREASURER, BROADCAST PIONEERS  
589 FIFTH AVENUE, NEW YORK 17, N. Y.

## NOW AVAILABLE

NEW YORK'S ONLY INDEPENDENT THEATRE IN TIMES SQ. AREA RECENTLY CONVERTED FOR TV USE (LIVE OR VTR) WITH FACILITIES FOR AUDIENCE. AVAILABLE BY THE DAY OR WEEK. FURTHER INFORMATION: PE 6-5343

## WHEN-TV, Syracuse Sparking Air Defense

Syracuse, N. Y. — WHEN-TV, CBS affiliate here, is airing "Operation Station-Break" in cooperation with the 26th North American Air Defense Region.

Program is designed to focus viewer attention on the region's mission of providing aerospace defense for 60 million Americans from New England through the Carolinas. Periodically, WHEN-

## 'Picture of a Cuban' Praised by HEW Aide

Miami — The Department of Health, Education and Welfare has lauded WLBW-TV's news department in a letter from Cuban refugee staff advisor Antonio Micocci to Stanley Bloom, author of the documentary "Picture of a Cuban," a montage of Cuban life in Dade County as seen through the eyes of a Cuban family, also through the opinions of Miami's and city officials.

## Discussion Series Resume

Ithaca — "Controversy," weekly discussion series introduced on the Northeast Radio Network last year, has been resumed for the 1962-'63 season.

## AGENCY NEWSCAST

By RALPH TYLER

"Ford Salutes the Performing Arts," a nightly hour show sponsored by the Ford Dealers Ass'n, will bow Monday on WNCN, Concert Network. Show will be aired Monday-through Friday with Frank Waldecker as announcer and host. One hundred twenty-four Ford dealers in metro New York and New Jersey area will participate in a heavy promo and advertising campaign designed to personalize Ford dealers in their local communities. JWT bought the show for the dealers. The first week's fare is "A Salute to the Giant Orchestras of America."

\* \* \*

Guild, Bascom & Bonfigli has awarded International Video Tape a contract to produce commercials for its Foremost Dairies and Ralston Purina accounts. Agency producer is John Orloff. Henry Colman supervises for IVT . . . More than 200 agency and broadcast execs attended a preview of the motion picture "Gypsy" as guests of Joseph Kotler, VP of Warner Bros. TV division.

\* \* \*

Mel Blanc Associates have been signed to create and produce a series of six one-minute humorous radio commercials for Winchell Donut House. The messages spear-

## Thought for Today

*"As American advertising expansion in Europe matures, it becomes increasingly apparent that an American agency's operation in Europe has to be able to stand on its own two feet and be able to slug it out on local competitive terms with other European agencies. It can't rely solely upon business that may come from the parent U. S. agency."*

—Alfred de Jonge,  
B&B VP; Int'l Ops.

head kick-off of new line of merchandise. Deal was set by Fletcher Richards, Calkins & Holden.

\* \* \*

Midwest Medley: John D. Metzger has been named director in charge of all radio and TV creativity, production, talent and time-buying for Byer & Bowman Advertising, Columbus, O. He has been with the firm 11 years as an account exec. He is on the Board of Governors of the local chapter of the National Academy of TV Arts and Sciences . . . Symphony Paint Co., Bedford, O.; George M. Stephenson Co., Cleveland, weather-vanes, and Wanroco, Inc., Cleveland, chemicals, have named Ashby and Associates, Cleveland, to handle their advertising . . . Jack V. Murray has joined Murphy Advertising, Dayton, O., as account executive.

## 'Junior Town Meeting' Returns to Pitt AM-FM

Pittsburgh — "Junior Town Meeting of the Air" returns Sunday to WWSW-AM-FM produced in cooperation with the city's public schools. The half-hour program features student panels selected from area high schools, and with moderator Norman H. Dawes, Carnegie Tech history professor, discuss important topics of the day.

## There's Many a Slip Twixt Pix and Press

Our faces are red! Information from an over-zealous press agent led RADIO-TELEVISION DAILY to credit wrongly a photo of a control room at WMSB-TV, East Lansing, Mich., in the Oct. 1 issue. The humorous picture actually was taken by Wayne Rice, formerly of the film dept't at WMSB-TV, now with Capital Film Co., East Lansing.

## CARTA COMMUNION BREAKFAST

NOVEMBER 11th

## ST. PATRICK'S CATHEDRAL

Sermon Delivered by  
MONSIGNOR TIMOTHY J. FLYNN

BREAKFAST 10:00 AM

GRAND BALLROOM  
WALDORF-ASTORIA HOTEL

Master of Ceremonies  
JOHN PINTO, Vice Pres. RKO-General

\*\*\*\*\*

### SPEAKERS

MISS IRENE DUNNE  
Outstanding Motion Picture  
and Television Artist

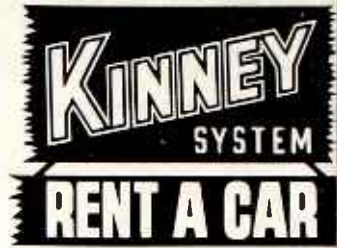
DR. WILLIAM B. WALSH  
Founder and President of  
PROJECT HOPE

CARTA Annual Award to be Presented to:  
DONALD H. McGANNON  
Pres. of Westinghouse Broadcasting Co.

TICKETS \$4.75

Contact:

Joan O'Brien—CI 7-8300, Ext. 2045 or Your Company Rep.



RENT A PLYMOUTH  
OR OTHER FINE CAR

BY THE DAY •

MONTH • YEAR

FREE

DELIVERY

FREE

PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call  
JU 2-4422



Indiana University Library  
Bloomington Ind

L. 91, NO. 88

MONDAY, NOVEMBER 5, 1962

ENTS

## CATV FIGHT HEADS FOR CONGRESS

### 7th VIDEO OUTLET IN HOOSIER STATE

WTAF-TV in Marion Begins Serving a 30-Mile Radius

Marion, Ind.—WTAF-TV was scheduled to begin regular telecasts Saturday as Indiana's 17th video outlet.

Eugene C. Thompson, president, WTAF-TV, operating on channel 31, will serve viewers residing within a 30-mile radius of Marion.

Programming authority was received Oct. 30, from the FCC. The

(Continued on Page 5)

### Philco's A-Moverin' for NBC, RKO Files

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has rejected Philco's request that the Justice Department documents subpoenaed from RCA and NBC in three anti-trust actions. Philco wanted to use the papers in its effort to prove NBC and RCA have violated anti-trust laws and that Philco should therefore be awarded NBC's Philadelphia

(Continued on Page 7)

### King Succeeding Cornell Prez of Noble-DeKalb

Kendallville, Ind.—Paul L. King has been elected president of the Noble-DeKalb Broadcasting Co., succeeding the late Weldon M. Mell. King formerly was VP of the firm.

### Douglas Does 'Sundown' Bangkok, Buenos Aires

Hollywood—On assignment for "Sundown" format of his across the Seven Seas" color series, Jack Douglas' production camera crews have started shooting in Buenos Aires and Bangkok. Episodes 'tour' world's most exciting cities "after shadows" Series is released in association with Bing Crosby Productions.



Anthony George "Checkmate"



Steve McQueen "Wanted: Dead or Alive"

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

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

Where are your 60-second commercials in New York?



©1962, WPIX-11 ADVT.

## ABC Radio Hiking Its Rates As Net, Ad-Demands Grow

The ABC Radio network will raise its advertising rates between eight and 35 per cent—depending upon the program and the time period—starting Jan. 1, Robert R. Pauley, president,

revealed this morning. There will be a six-month protection period for existing clients, he added.

He said the rate hike is due to improvement in web station facilities, huge increase in station clearance and greater advertising demand, on ABC over the past two years.

ABC rates will be determined by total market time, commuting time, family information time, housewife time, shoppers' time and mobile market time, he added. The move is being taken to bring radio rates up to a more realistic level, according to Pauley.

Since Oct. 1, 1960, ABC's affiliation roster has grown from 362 to 420. Many have increased their



PAULEY

### AUTO RETAILERS LEAD LOCAL ADS

Food Trails in 2nd Place Among TV Outlets' Clients

Automobile dealers are far and away television's best customers among all local retailers, TVB reported this morning. From market survey, supplemented by Broadcast Advertisers reports, TVB notes:

- 249 auto dealers (excluding "factory" spot TV and dealers association companies) used TV compared with 139 food stores, which placed second.

- In 95 markets, a total of 927 local auto dealers advertised on TV in the first half of '62, or an average of nearly ten car dealers per market.

- Ford dealers led in TV usage,

(Continued on Page 6)

### NAB Group Grapples With Perils Created By the 'Little Giant'

There is to be no letup in NAB's fight for regulation of community antenna TV systems which are viewed by the industry association as a threat to the existence of small-market stations.

NAB is going right ahead with plans to take the battle to the next session of Congress in an all-out effort to win FCC control over the little giant—there are some 1,000 CATV systems today—which are growing faster than TV itself through use of the product broadcasters turn out and this without paying a penny.

NAB wants to FCC to control community systems, wherever public interest dictates, in three areas: requiring CATV to carry

(Continued on Page 3)

### CBS Exec Named Advisor Of St. Louis Med. Center

St. Louis—Robert Hyland, CBS Radio VP and KMOX general manager, has been named to the public relations advisory committee for the Medical Center Fund of Barnes Hospital and Washington U. School of Medicine.

### Excise \$s Gain in '62

Washington Bureau of RADIO-TV DAILY  
Washington—Internal Revenue Service has reported \$171,717,000 in receipts from excise taxes on radio and TV sets, phonographs and components for the 1962 fiscal year, up from \$148,989,000 the year before.

### Jester Co. Pays \$530,000 For San Antonio's KITE

San Antonio — KITE has been sold by the Townsend Growth Fund to Jester Broadcasting, subject to FCC approval, according to national media brokers Blackburn & Co., which handled the deal. Barbara J. Burris is the major stockholder of Jester. Price was \$530,000, including \$395,000 in cash for the stock of the radio station plus agreement to assume \$135,000 in obligations.

(Continued on Page 8)



Established Feb. 9, 1937

Vol. 91, No. 88 Mon., Nov. 5, 1962 10 Cts.

CHAS. A. ALICOATE : President &amp; Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

## WASHINGTON BUREAU

Harry Lando

Office: 1126 National Press Building

Executive 3-4808

## WEST COAST OFFICES

Perry E. Pasmazoglou

West Coast Advertising Director

Harold Hildebrand

Editor, West Coast Bureau

6425 Hollywood Blvd. Phone: Hollywood 9-3951

## CHICAGO BUREAU

Jack Russell

203 North Wabash Ave.

Phone: 312-782-2818

## CANADIAN BUREAU

Jules Larochelle

Room 314, Belmont St., Montreal

## LONDON BUREAU

Peter C. Davalle

6 Romany Gardens

Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro,

Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte

delle Gioie 9, PUERTO RICAN Bureau: Antonio

Alfonso, Edificio Ochoa, San Juan, P. R.; P. O.

Box 3-485; Telephone: 3-2750. FAR EAST BU-

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

Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone

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

ficio Espana, Grupo 4, Planta 14.

## Tampa's Schools Pay A Tribute to Dodson

Tampa — E. B. Dodson, VP and manager, WTVT, Tampa-St. Petersburg, has received a surprise honor award for his service to Hillsborough County's schools.

The presentation, made by county school superintendent Crockett Farnell, was given to Dodson when he appeared as a guest speaker at a morning meeting of the county's secondary school principals.

## Canada in Air-Ad Crack-down

Special to RADIO-TV DAILY

Montreal—The Board of Broadcast Governors has launched proceedings against four stations for infractions of broadcast regulations. BBG counsel W. C. Pearson said that CFPL, London, Ont., has been charged with carrying too many commercials during

a given week.

Canadian stations are limited to 1,500 minutes of commercial time per week, and the BBG log examiner alleged that CFPL exceeded the limit by 60-odd minutes during one week. Charges are pending against three other stations but Pearson declined to name them, saying the information will become public in the courts.

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

## Mental Health Ass'n Will Honor Hirson, WNEW and NBC-TV

The National Ass'n for Mental Health will honor WNEW, NBC-TV and TV playwright Roger O. Hirson at a dinner Nov. 16 during its annual conference at the Chase-Park Plaza Hotel in St. Louis.

WNEW will be cited, along with writer Lou Hanna and producer Earl Ubell, for a two-part radio documentary, "The New World of Psychiatry." Aired June 14 and 21, it "emphasized the clarity, authenticity and merited optimism on today's development in psychiatry and mental health," said the association.

### 'Breakthrough' Honored

NBC-TV, producer Lou Hazam and writer Leonard Engel will be honored for a June 22 documentary, "Breakthrough—Mental Illness," which was filmed in five research and treatment centers and recorded up-to-date developments in the fight against mental illness.

Hirson will accept an award for his teleplay, "The First Day," aired in June on CBS-TV's Westinghouse Presents," which dramatized the story of a patient's search for acceptance in her community on her return from a mental hospital.

## 1st Advertiser, 3 Others Swell TvQ Ros'er to 22

TvQ's subscriber list has grown to 22, with the addition of Four Star TV, M-G-M, Desilu Productions and its first advertiser client — General Motors.

As with the service's first producer client, Warner Bros., the production companies have indicated their intentions of "personally utilizing TvQ reports in supervising the health of their properties." General Motors will use TvQ to help evaluate its video investments.

## COMING AND GOING

ARTHUR SIMON, Radio-TV Daily advertising manager, back at his desk today after three-weeks of industry conferences out of town.

JOHN E. PEARSON, Independent TV Corp. VP in charge of international sales, to Mexico, Panama and other Central American countries.

BARBARA MILITELLO, WMCA assistant p.r. director, to the West Coast for a week vacation.

HANK ALEXANDER, Video-Tape president, to Bridgeport for production sessions.

LESTER WELCH, MGM producer, on in N. Y. today.

**No Paper Tomorrow**  
Because of Election Day, RADIO-TELEVISION DAILY will not be published tomorrow, Nov. 6.

## 'UNIVERSE' SCANS BEYOND PLANETS

WPIX-Canada Film Board Joins for TV Astro-Venture

Burgess Meredith, as host opens the door for a TV journey into the vast regions of outer space beyond our solar system on the half-hour "Universe" which WPIX will present twice in prime time the evening of Nov. 14.

Program was co-produced by WPIX and the National Film Board of Canada. WPIX will serve as the New York flagship station for a regional TV network composed of midwest and Pacific Coast stations. J. P. Stevens, thru Fletcher Richards, Calkins & Holden, is sponsoring.

## NBC's Morgan Beatty Has Busy Pitt Sked

Pittsburgh — NBC News reporter and commentator Morgan Beatty has a full day scheduled in the Tri-State area Nov. 13, beginning with an address at the luncheon-meeting of the Pittsburgh Radio and TV Club at the Penn Sheraton. That evening he will be the principal speaker at the 23rd annual banquet of the Monessen Chamber of Commerce. Beatty's "News of the World" is now in its 16th year on NBC Radio.

He joined NBC News as military analyst in 1941, went to London as war correspondent the following year and returned in 1943 to serve as Washington correspondent.

## Time Editor E. Smith Now Broadcast Vice

Edgar P. Smith, former assistant managing editor of Fortune and managing editor of Architectural Forum, has joined Time-Broadcast as a VP, with duties including administration and creative development.

A Time Inc. writer and editor since 1946, Smith comes to broadcasting division of the publishing company from a two-assignment as assistant to president, where he was active in the corporate acquisition of Silver Burdett Co., a textile publishing firm. Prior to that was managing editor of Architectural Forum for two years, following 11 years on Fortune.

Time-Life Broadcast owns and operates TV and radio stations in Denver, Grand Rapids, Indianapolis, Minneapolis/St. Paul, San Diego, and is a participant in TV enterprises in Beirut, Lebanon, Buenos Aires, Argentina, Colombia, Germany, and Karachi, Pakistan.

## Large Theatre Displays Hail'ng IFIDA Awards

More than 100 New York theatres will display 46 x 60 one-sheet posters calling attention to IFIDA's International Film Awards dinner-dance Jan. 15, in Americana Hotel. The IFIDA awards are presented to foreign films and include the Joseph P. Styn Award to the most distinguished foreign film in domestic distribution during the year.

## Idaho University Grants Educational FM Outlet

Moscow, Idaho — Idaho University has been granted 91.7 mc for a non-commercial educational station here, in an action taken by the FCC Broadcast Bureau.

### ABC FILMS NEEDS . . .

an experienced international film booker for its rapidly-expanding traffic department. Call for appointment. LA 4-5050, Ext. 22.

### AAA AVAILABILITY

Experienced TV Rep. 10 Years. Selling New Frontier Selling Programming Film — to International TV Stations. Willing to Learn. Currently Selling Top Agencies. Box 212, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.



## Masters, Admen Talk About R-TV's 'Image' With Mike Shapiro

Dallas—Views on what the general public thinks of broadcasting have been aired on RAA-TV's "Let Me Speak to My Manager," with station general manager Mike Shapiro talking it over with executives who attended the BPA convention here. The informal panel also commented on the amount of obligation the industry has to give its audience what it wants in the way of entertainment and what it needs for as education.

### Cash Has Suggestion

Panelist Norman E. Cash, TvB president, discussed revolutionizing TV commercials by having the four or five minute commercials per program instead of many short commercial interruptions. Dick Harris, general manager of KRC-TV, Houston, explained his theories behind who's to blame for loud commercials and what to do about them.

Other panelists included Marcus Bartlett, general manager, WSB-TV, Atlanta; RAB president Edward C. Bunker, and Ben Holmes, in charge of radio for Edward Barry & Co., New York.

## Lopez 'Salutes Italy' Via CBS Radio Program

Latest in the Vincent Lopez series of CBS Radio salutes will be a "Salute to Italy" Nov. 15, a joint effort with the Hotel Ritz, Italian State Tourist Board, Italy and the Italian Line. Previously, Lopez has saluted France, India, Mexico and Tahiti. The program will consist of a dinner, dance and the half-hour broadcast.

# NAB Presses Fight vs. Community Antennas

(Continued from Page 1)

the local signal, to carry it without technical degradation, and to protect local stations against duplication of network programming. Decision for the renewed legislative effort was announced by the CATV committee of NAB after an all-day sleeves-rolled-up meeting here.

### Seeks 'Common Ground'

The committee also instructed the NAB staff to meet with the staff of the National Community TV Ass'n to seek common ground for discussion between the two interests.

However, committee chairman Eugene S. Thomas, KETV, Omaha, pressed the staff exploratory talks

## Hurok Claims Piracy on Disks Of Richter Carnegie Recitals

Hurok Concerts, Inc., and the Carnegie Hall Corp. have filed suit in N. Y. Supreme Court to restrain CBS, Columbia Record

### 'Calendar' Britain-Bound To Tape 5-Program Series

"Calendar" will video-tape five programs in England for presentation on the Monday-thru-Friday CBS-TV series starting Nov. 19. The "Calendar" staff will be in England approximately 10 days to produce the five programs.

## Hooper to Four Star, Also Shore, Brooks

Four Star Distribution Corp. has signed William Hooper of Harvey's Lake, Pa.; Al Shore of Dallas, and Buddy Brooks of Atlanta to complete its force of sales reps. Previously signed were Dick Feiner of New York and Jerry Weisfeldt of Hollywood.

Hooper was Eastern sales manager for Television Personalities, producer and distribution of "Mr. Magoo" and "Dick Tracy," and was previously associated with both ABC and with CBS Films and Ziv.

### Formerly with Ziv

Shore, former spot sales manager for Ziv's Central Division, previously worked for KVTU, Sioux City, and was sales manager for KSWL-TV, Lawton-Wichita Falls. Brooks, former account exec and Southeastern spot sales manager for three and one-half years with Ziv, has also been regional and local sales manager for WTVC-TV, Chattanooga, and was associated with WRBL-TV, Columbus, Ga.; WAGA, Atlanta, and WNEX, Macon.

Distributors Inc., Columbia Record Sales Corp., Recording Artists Music Corp., Artia Recording Corp., M. J. P. Enterprises, Joseph Frankel and Howard Singer from selling or advertising, manufacturing or utilizing in any manner records or tapes embodying the performances of Sviatoslav Richter and also to enjoin the use of the name, "Carnegie Hall."

The complaint alleges that despite an exclusive contract with RCA for Richter recitals in the U. S. and Canada, the defendants (other than Columbia) conspired to obtain recordings of five performances at Carnegie Hall, concealing the fact from the Hall management.

CBS is charged with having entered into an exploitation and distribution deal, although aware of the RCA pact, in releasing Richter's recitals, and planning to distribute recordings of the other concerts.

## Pierson in Triple Duties For Own 'Empire' Seg

Frank Pierson, who produced several episodes of Chrysler Corp.'s "Empire" series, NBC-TV, serves in a triple capacity for the next seg, "Four Thumb Story." Author of the teleplay, he has been signed to produce and direct it. Shooting begins today in Santa Fe.

### Taking Tolliver's Task

Denver — Bob Tolliver, KBTR and KBTB promo manager, has joined KPIX, San Francisco, and is being replaced by his former assistant, Richard J. Braun, previously of KALL, Salt Lake City.

## FCC Urged to Protect FM's Existing Power, Hold Off Straitjacket

Washington Bureau of RADIO-TV DAILY  
Washington — NAB has urged the FCC not to require any cutbacks in power or antenna heights for existing FM stations, and at the same time strongly opposed imposition of a table of assignments on the growing FM industry lest it prove a rigid straitjacket inhibiting future development.

The comments were filed by NAB general counsel Douglas A. Anello and attorney Robert C. Cahill in response to multiple action taken by the FCC on Aug. 1 in revamping the FM regulatory structure. NAB said.

Several hundred stations would be affected by the proposed power and antenna maximums, and argued they should be "grandfathered in" under any new allocations plan and allowed to maintain their present power levels and antenna heights.

### Points to Past Policy

The comments pointed out that under past FCC policy, the affected stations were not only permitted to operate with high power but encouraged to do so. Moreover, NAB went on to say: "Many of the stations which would be affected by a required power reduction were pioneers in not only the field of FM broadcasting, but in providing broadcast service to their communities."

Also, many FM outlets coming under the limits are located in sparsely populated areas and any reduction in their facilities undoubtedly would result in several so-called "white areas" lacking FM service. In opposing adoption of a table of assignments, NAB pointed out that this method of assigning FM outlets to areas in specified numbers had been used once by FCC (1945 - '58) and abandoned.

### 'Sullivan' Switches Goulet

Robert Goulet, scheduled to make his eighth appearance on CBS-TV's "Ed Sullivan Show" Nov. 11, has been switched to the Nov. 18 program.

## Buffalo Contest Shows Radio for Young at Heart

Buffalo — Critics of contemporary radio may be surprised by the results of a WKBW contest promotion which showed a preponderance of the entry cards received at the station were sent by listeners over 25, and most were in the 40-50 age bracket. Prize was a \$2,500 shopping spree at a local department store.

in no way weaken NAB's determination to get CATV under legislative control.

NAB's position does not oppose CATV per se, but seeks to right the inequity caused when the systems seriously affect the operation and possibly the existence of the local station in the same market.

The problem focuses on the small market station competing with one or several systems bringing in numerous signals from outside the area. The network advertiser, seeing he can deliver the heart of the local market by buying the distant city, doesn't order the local station.

CATV may also damage station selling to local business men who

are the backbone of a small outlet operation. The town's businessmen, being more affluent, are the more likely to subscribe to a CATV system, and therefore to discontinue the local station's audience.

NAB has been noting the growth of CATV, which now serves almost two per cent of the TV population.

The association has also been concerned with the changing character of community systems. At one time CATV was considered profitable only where there was no or little TV. Now there are plans underway to pipe channels from such large cities as Los Angeles to three or four station markets.



## THE WHIPPING BOYS

There are some brilliant newspaper and magazine columnists well versed in television, writing about the medium. But you and I know that there are far too many incompetents wielding the power of the press, and these chaps can generally be counted upon to take after television's "whipping boys," the Networks.

Here on the West Coast, we have an established "TV critic" who last week lashed out at the networks for scheduling a comedy, a drama, and a western in the same time period! Isn't that incredible?

I can only assume that this "journalist" is suggesting that the networks should program only comedies in one time period, only westerns in another, and only dramas in another, and so on.

Whatever his reasoning, I am sure you will agree it is idiotic and a shameful condemnation of the newspaper that gives this fellow the space to spout his ignorance in public print.

I believe that the networks earnestly and diligently try to avoid sameness of programming in any given time period. The result of this desire of the networks to achieve balance and variety is that the viewer is given the widest possible degree of selection.

Now, all this is basic stuff and I will not take your time by belaboring the point. The real point is this: how do some of these "TV critics" hold their jobs? Or are they deliberately selected because of their lack of knowledge of network television? I don't have any answers. I am merely asking a few innocent questions.

In my opinion, running a television network is one of the toughest, most demanding, and most thankless jobs in the world, excluding perhaps a few key positions in government. And I for one have become weary of these "TV critics" who labor under the impression that blueprinting television schedules is child's play.

For every John Crosby there are, alas, ten "journalists" who shouldn't be allowed to touch a typewriter, let alone criticize a medium they know nothing about.

I think most of these chaps should stick to such burning questions as whether or not Jackie Gleason got more than his usual share of laughs the night before.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Former ABC talent development chief and "Eddie Car Show" producer Stanley Joseloff has launched an international service, "Be My Guest" . . . Eileen Nolan has joined Sullivan, Stauff Colwell & Bayles as a copywriter . . . A tip of the Stetson to WNI TV station manager, Peter M. Affe, for his talk on TV operating at the auditorium of the High School of Arts & Design last week.

• • • At 16, Helen Shapiro is one of Europe's rising female vocalists. In one year, she's made three best-selling records. Yet relatively unknown here, she made her American debut on the "Ed Sullivan Show" . . . ABC ace Art Van Horn should be doing more TV . . . Joe Franklin's narration of the Al Jolson story on WOR-TV was top-notch . . . Princess Yolanda of the Green Palace just returned from Paris, where she did a teevee series . . . The Federal Life & Casualty Co., New York City, has contracted with WWRL for a 13-week promotion on its new "doctor bill" policy. Metlis & Lebow is Federal's agency.

• • • Gene Krupa returned from Chicago behind dark glasses to do a week's guest stint on the new Merv Griffin TV series. At 30 years, Gene, while playing at the London House, hit himself in the eye with a drumstick . . . Danny Kaye into New York for a guest shot Thursday on Merv's show . . . Mario, Rattazzi bartender has come up with an Election Day cocktail. It's a martini so it's served in an empty glass . . . An Election Night bet that's sure to pay off—the Jerry Lewis TV spectacular for muscular dystrophy which has its New York premiere tomorrow night on WPIX.

• • • Meet: Harvey Chertok, Advertising publicity director of Seven Arts Associated. Harvey's thesis at the New York U. Graduate School of Business on the "Effects of Exploitation Upon Neighborhood Theatre Ticket Sales" and subsequent applications of his successful techniques in New York theatres has been acclaimed in the film industry. He has been in TV film distribution since 1956. Prior to joining Seven Arts, he was advertising-publicity supervisor for United Artists Associated and, before that, merchandising dept manager for National Telefilm Associates. He is president of the Greater New York Alumni Chapter of Alpha Delta Sigma, national advertising fraternity. He participates actively in the "Christmas in July" parties for hospitalized children.



CHERTOK

• • • William Gargan, movie, radio and TV star, received the George W. Beck award at the supper-dance of the Catholic Actors Guild in the Americana. Previous recipients were Ben Duffy of BBDO and Frank J. Hale. Bill is also incorporating some appearances for the American Cancer Society while in New York. His next showing was on the "Today" show, and he will appear on the Hy Gardner Show . . . There'll be a touch of England on NBC's "Leave It to the Girls" Wednesday, when the guest is Briton Seymour Hess, now in New York heading up the "Be My Guest" international gift-host service . . . Patricia Morrison in town and video act is in line for her after finishing a run of "Song of Norway" at the Meadowbrook Dinner Theatre.

## Coast Academy to Probe TV

West Coast Bureau of RADIO-TV DAILY

Hollywood—Enthusiastic response to the announcement of the TV Academy sponsored panel on "What Is Right and What Is Wrong With Television" has prompted the organizers to book the Hollywood Palladium, which seats 3,400.

The panel will be held Dec. 19, according to William Dozier, Screen Gems production chief and chairman of the academy's special projects committee. FCC chairman Newton N. Minow will participate, along with leaders in many other areas of the TV industry.

# Linkletter and Minow YMCA's Spotlight

Art Linkletter will be the guest speaker at the annual dinner of the YMCA of Greater New York to be held Nov. 12 at the Hotel New York. The radio-TV personality is a member of the National Physical Education Board of the Y, and has served for the last two years as chairman of National YMCA Week.

CC chairman Newton N. Minnow will be given a special citation at the dinner "in recognition of his important contribution to the education of our nation's youth, through his significant support and encouragement of ETV." The dinner, marking the 110th anniversary of the YMCA in New York City, inaugurates the public use of a \$14.2 million capital campaign for new facilities program expansion throughout the five boroughs.

# Subscribers and 3 Directors Voted for 'Best Years'

Coast Bureau of RADIO-TV DAILY Hollywood — "Swing for the Gold," penned by Eliot Asinof, is to be directed by Charles Reisner, is first on Revue's production slate for "The Best Years," followed by Sheldon Stark's "Memory of a Firing Squad," with Richard Lowell directing. An unproduced original, by Ken Kolb, will be directed by Alan Crosland, Jr. Future writing assignments are: "The Seed," by James Yaffe; "Such as Dreams," by Jack Richardson; "Combo," by William Wood; "Send-Off to Gunga Din," by Peter Dolinsky; "The Inner Side of the Man," by Malvin Wald.

# Performance for 'McCoys'

Janet De Gore, who was a regular in "The Law and Mr. Jones," has been signed for a continuing role in CBS-TV's "The McCoys." She'll appear in a minimum of 10 episodes as the romantic interest of Luke McCoy (Jack Crenna).

# Bill Lands in 'Benedict'

Norman Fell, who starred in the season's "87th Precinct," has been signed by MGM-TV to guest star in the "Where There's a Will" episode of "Sam Benedict." Teleplay by Art Wallace, is directed by Al Nickell, with William Froug producing.

# NOW AVAILABLE

NEW YORK'S ONLY INDEPENDENT THEATRE IN TIMES SQ. AREA RECENTLY CONVERTED FOR TV USE (LIVE OR VTR) WITH FACILITIES FOR AUDIENCE. AVAILABLE BY THE HOUR OR WEEK. FURTHER INFORMATION: PE 6-5343

# PGW EXPANDS IN CHI.; McCOY BLAIR RADIO PREZ

Peters, Griffin, Woodward, in line with "the growing importance of Chicago as a national media and advertising planning and buying center," has further expanded its Windy City operation by moving to larger quarters located in the same building.

The new quarters include special facilities for closed-circuit presentations of both film and taped TV programs, with the equipment adaptable for b-&w or color use; special audio equipment able to feed radio programs thru custom-engineered monaural equipment, and more space allotted to both the radio and TV sections, as well as for PGW's operating functions.

### Accolade from Utah

PGW, meantime, has been named by Radio Service Corp. of Utah as exclusive national rep for KSL and KSL-TV, basic CBS affiliates located in Salt Lake City. KSL, a clear channel 1-A at 50,000 watts has been on the air since 1922. KSL-TV began operations in 1949.

# Grand Rapids TVer Starts Beaming Life

Grand Rapids, Mich.—WZZM-TV is today's newest commercial video station. It went on the air for the time, scheduled Thursday night.

Serving southwestern Michigan, WZZM-TV is an exclusive affiliate of ABC-TV. The station was activated by a switch, controlling cameras and lights. The honors went to Mark L. Wodlinger, vice president and general manager.

A special program marking the opening was hosted by emcee Mike Hamlin. News director Jack Hogan offered capsule of local news, sports entertainment and public service programming to be part of the weekly schedule.

W. Donald Roberts, VP and Chicago sales manager of Peters, Griffin, Woodward, Inc., led a contingent of his "Colonels" for the occasion. PGW is exclusive national rep for WZZM-TV.

# Indiana 17th TV Outlet

(Continued from Page 1)

station transmitted a test pattern for several days as final equipment tests were completed by the engineering staff.

Studios and transmitter are in the center of town. Robert Fin-cannon is general manager.

WTAF-TV is Indiana's first new station to go into operation in the last five years. The state now has 11 UHF and 6 VHF outlets.

# Arthur McCoy Upped To Head Blair Div.

John Blair & Co. has promoted Arthur H. McCoy to president of Blair Radio, which he served as exec VP since September, 1957. He joined Blair in May, 1955, as a sales exec, and has been in the rep field for 23 years. During his Blair tenure, McCoy developed and refined the Blair Group Plan, which went into effect in January, 1959, to help advertisers use the selling power of spot radio to its utmost advantage.

Tailored specifically to meet the marketing needs of each advertiser, it has each advertiser allocating his own radio spot dollars market by market to achieve close control of his campaign with complete flexibility. Blair then supervises the campaign, tying in local stations and retailers.

# 'First Ladies' Grace Culture Center Spec

Mrs. John F. Kennedy, former President Dwight D. Eisenhower and Mrs. Eisenhower will be seen in the NBC News hour colorcast on the National Cultural Center in Washington, Nov. 11, on NBC-TV. The program is titled "A Stage for Excellence: The National Cultural Center."

### Two First Ladies Chairmen

Mrs. Kennedy and Mrs. Eisenhower are honorary co-chairmen of the center and the film shows the First Lady in the White House with correspondent Sander Vanocur discussing the value of the proposed new center to America. Another segment shows the former President and his wife outside their Gettysburg farm inspecting a seven-foot model of the \$30-million structure with architect Edward Durell Stone. John J. Sughrie, Jr., is producer-director.

# 5th 16mm Film Festival On Tap for Next May

Top-rated 16mm films from among the nearly 8,000 non-theatrical motion pictures released in the U. S. this year will be screened and judged by Blue Ribbon Juries of film experts at the fifth annual American Film Festival, May 1-4, at N. Y.'s Hotel Biltmore. The Educational Film Library Ass'n sponsors the event, which includes 33 categories.

# Let Us Solve Your CHRISTMAS PROBLEM

With A  
Yuletide Gift of Praise

That will warm the hearts  
of your

Business Associates  
Clients

Families Friends



Cover in beautiful Yuletide Colors

The joy of singing is in the doing as well as in the listening. For their Holiday enjoyment lyric sheets included sing-along

# THE WORLD'S FAVORITE CHRISTMAS CAROLS with THE CAROLEERS

Conducted & Produced  
by  
Harry Bluestone

Album contains 22 of the best known and beloved carols recorded by an outstanding group of 16 singers with organ and chimes.

### Side I

O Come, All Ye Faithful, Away in a Manger, (Complete list from attached Proof dated Oct. 17, 1962)

### Side II

Joy To The World, Christ Is Born In Bethlehem, Nativity, Christ Was Born (Complete list from attached Proof dated Oct. 17, 1962)

# PLACE YOUR ORDER NOW and Miss the Holiday Rush

12" — 33 1/3 L.P. Hi-Fidelity Record			
QUAN.:	1	5	10
EA. PRICE	\$3.95	\$3.35	\$3.15
QUAN.:	25	50	100
EA. PRICE	\$2.75	\$2.35	\$2.15

Add 4% Sales Tax in California

Send check or money order  
No C.O.D. Please  
All orders PPD in U.S.A.  
Satisfaction Guaranteed

### CARDISC

Dept. D 6223, Selma Ave.  
Suite #211  
Hollywood 28, Calif.

## BOOKCAST

"Fiorello LaGuardia" by Bella Rodman and Philip Sterling (Hill and Wang)

Biography of a politician who used radio with a skill seldom equaled, "Fiorello LaGuardia," has been published this month by Hill and Wang. Authors are Bella Rodman, a social worker under LaGuardia's regime, and Philip Sterling, assistant publicity director of the Columbia Broadcasting System radio network.

The book abounds in radio nostalgia, including the memory of LaGuardia reading the comic strips to New Yorkers deprived of their daily fare by a newspaper strike.

It also comments on the late Mayor's Sunday at noon "Talks to the People," begun two weeks after Pearl Harbor on WNYC, the municipal radio station, and continued without interruption until the end of his term in 1945. LaGuardia's postwar coast-to-coast ABC program and his WJZ program for New York listeners are also recalled.

"Next to FDR," the authors say, "LaGuardia was probably the nation's most appealing radio personality in political life."

## This Year's 'CARTA' Going to McGannon

Donald H. McGannon, president of Westinghouse Broadcasting, will receive the third CARTA award of the Catholic Apostolate of Radio, TV and Advertising at the organization's Communion breakfast Nov. 11 in New York.

The award is given for "significant achievement in elevating the standards of good taste, moral values and ethical practices in the industry." Ben Duffy received the award in 1960 and Danny Thomas in 1961.

### Writer of Godfrey Spec Tells Problems to Art

Hal Kanter, writer-producer, will guest today on CBS-TV's "Arthur Godfrey Time," discussing his "ecstasies and agonies" as creator and writer of the net's "Arthur Godfrey in Hollywood" special. Art Ross, announcer for WWNY, Watertown, N.Y., and Toronto Star columnist Lotta Dempsey will appear with Godfrey tomorrow.

### WSTV-TV on the Ball

Steubenville — WSTV-TV provides exclusive local coverage of the "Top Star Bowling" series, in which major ten-pin champions compete for cash prizes.

## HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Jayne Mansfield joins Tony Randall in the cast of "Heritage," filming at Revue Studio for the "Alfred Hitchcock Hour" Tom McDermott and Dick Powell hosting a terrace party at Beverly Hills Hotel this evening for Len Firestone, VP and general manager of Four Star's new distribution corporation . . . KNX Radio "Unit-First" anchor men—Pat McGuinness, Carroll Alcott and R. Sprague—will be mike-side giving analytical reports and coverage on national, state and local returns tomorrow . . . Producer George Englund and his actress wife Cloris Leachman will be seen on "Here's Hollywood" airing today . . . "Heritage," a series of vignettes designed to stimulate awareness of American principles has been adopted by KMPC as a permanent programming feature . . . Created by KMPC news commentator M. B. Jackson and voiced by newsmen Ben Chandler with orchestra and chorus, "Heritage" will be presented six times daily through the week.

• • • Meet: Tom Butler, newly named general manager of KDFW-FM, Riverside, Calif., owned by Tullis and Herne. Butler previously was station manager of KCIM, Victorville, Calif., where he worked since the first of the year. His background includes radio announcing and he has a working knowledge of the numerous other jobs in the field. Prior to radio work, Butler was in the documentary film business.



BUTLER

• • • The sirens are wailing at Revue while actor Carl Benton Reid keeps doctor's hours. He plays a medic in "A Claim to Immortality" for "The Best Years" series, and spins over to the "Wide Country" set for the role of a doctor in "My Candle Burns at Both Ends." To help him keep his appointments, producers Stanley Rubin and F. Telford have supplied appropriate transportation — on the studio ambulances! . . . Howard Kalmenson, owner and general manager of KWKW, says the Spanish-language station has reached an all-time 20-year record in listening audience. Technical director Hank C. has completed installations for KWKW's new transmitter, with station to operate at 5,000 watts starting Nov. 15 . . . Ray Rasmussen has joined the air staff of KEX, Portland, Ore., coming from KXII, Spokane.

### New Florida Dep't Store Takes to the WPTV Air

Ft. Lauderdale, Fla. — WPTV will launch a seven-week campaign with Britt's, a new Florida department store, calling for a series of in-store program originators as well as 5,000 commercials purchased on an individual spot basis.

During the campaign, the station will televise from Britt's an hour daytime show each Monday-through-Friday headed by Pete Donald of WPTV's "One O'Clock Club."

### 'NewsDay' a-Dawning

Pittsburgh—WTAE (TV) has begun a half-hour five-a-week noon show, "NewsDay." Hosted by Carl Ide with Nick Perry announcing the latest news, the program also features other station personalities on a rotating basis.

### Miss Brooks in 'Combat'

West Coast Bureau of RADIO-TV DAILY Hollywood — Producer Robert Bleas has cast Geraldine Brooks for a guest role in "The Walking Wounded" segment of Selmur Productions' "Combat!" series, ABC-TV.

### 'Victors' 1st Indie Venture For Ex-BBC's Mitchell

Special to RADIO-TV DAILY

London — English documentary film-maker Denis Mitchell has chosen Carl Foreman's production of "The Victors" as the subject of his first independent production, since resigning his position with the BBC to free-lance. Working with a small crew, Mitchell completed the first weeks of principal photography at Shepperton Studios here, and followed them to remote location sites in the Italian mountains near Salerno.

### Auto-TV Profitable

(Continued from Page 1)

with 171 in 95 markets. Chevrolet dealer totalled 157 in the period.

Other TV scored as follows in the survey:

Department Stores, 95; Clothing Stores, 86; Furniture Stores, 85; Restaurants, 71; Laundries and Dry Cleaners, 32; Appliances Stores, 26; Floor Covering Dealers, 25; Drug Stores, 22; and Book Stores, 12.

## CARTA COMMUNION BREAKFAST

NOVEMBER 11th

ST. PATRICK'S CATHEDRAL

Sermon Delivered by  
MONSIGNOR TIMOTHY J. FLYNN

BREAKFAST 10:00 AM

GRAND BALLROOM  
WALDORF-ASTORIA HOTEL

Master of Ceremonies  
JOHN PINTO, Vice Pres. RKO-General

•••••

SPEAKERS

MISS IRENE DUNNE Outstanding Motion Picture and Television Artist

DR. WILLIAM B. WALSH Founder and President of PROJECT HOPE

CARTA Annual Award to be Presented to:  
DONALD H. MCGANNON

Pres. of Westinghouse Broadcasting Co.

TICKETS \$4.75

Contact:

Joan O'Brien—CI 7-8300, Ext. 2045 or Your Company Rep.

# PRO to Mike Action Friars Hoop Tilts

Providence—WPRO will again televise the entire 1962-'63 Providence College basketball schedule, with the first of the games to also be carried by WPRO-TV. Sports director Chris Clark will describe the Providence action as "voice of the Friars" for the fourth straight year. The Providence schedule opens Dec. 3, against Mount St. Mary's College, with the first telecast set for Dec. 14 when St. Louis U. invades Alumni Hall.

# Wheatley Is Moderator Educational Panel

St. Louis — Parker Wheatley, WMOX-TV public affairs director, has been appointed moderator for "How to Understand Your World" discussion at University City (Mo.) High School Nov. 14. The panel discussion is a major project in the "Eye on Education" campaign being sponsored by the University City PTA Council to celebrate American Education Week Nov. 12-16.

# New TV Station on Air for Grand Rapids Viewers

Grand Rapids — WZZM-TV went on the air Thursday night, with its opening marked by a special program featuring VP-GM Mark L. Wodlinger, whose remarks led into a special film of WZZM-TV programming prepared for the station's debut. Peters, Grif Woodward is exclusive national rep for WZZM-TV, an exclusive ABC affiliate.

# Haskell Bloomberg, Wife on Mediterranean Cruise

Lowell, Mass.—Haskell Bloomberg, station broker here, left for the weekend with his wife on a 47-day cruise and tour of the Mediterranean as celebration of their 60th birthdays. The couple returns Dec. 20.

# Film Men Pull Switcheroo, Rent Video Space

West Coast Bureau of RADIO-TV DAILY Hollywood—In recent years, rental Town's TV companies have been headquartering on motion picture lots or those purchased from film studios. But at KTTV, the procedure has been reversed.

Studio manager Dave Garber told RADIO-TV DAILY that KTTV, despite the slowdown in Hollywood film product, has increased "stage space" rentals to film companies.

"We have a 40 per cent increase

# Disk Spinning

By CARL MOS

MGM Records' "Mutiny on the Bounty" sound track album will be featured as "The Album of the Month" on the Kerr Radio Programming Syndicate. Others to feature the album include "The Jim Ameche Show," "Mars Broadcasting Syndicate" and "The Shane Wildner Show" . . . Impulse Records is releasing two folk albums, a departure from its strictly jazz line. The first, "Alarums & Excursions," described as "mayhem set to music," is written and performed by Michael Brown, who also did "Lizzie Borden" and "The John Birch Society." He opens a two-weeker at New York's Blue Angel Nov. 6th. The Oscar Brand album, "Morality," boasts 13 numbers in Oscar's famed folk style . . . Shari Lewis, youngsters' favorite on NBC-TV, has come through with a new Xmas release "Shari in Storyland" with Lamb Chop, Charlie Horse and Hush Puppy. Sounds like a topper of her previous "Fun in Shariland" and "Hi, Kids."

Aimed at the U. S. Spanish-speaking population, RCA Victor is aiming to release 150 Latin-American albums here by the end of '63 and anticipates a \$1 million annual volume within two years. As a starter, RCA is releasing 67 albums for October, of which 13 are available in both monaural and stereophonic.

Columbia breaks out with 21 LP's in November, running the gamut from jumpin' jazz to white-tie classical. Highlights include the debut recording of The Paul Winter Sextet, eight Masterworks albums, featuring "First Performance," the complete opening night concert in Lincoln Center's Philharmonic Hall, and two LP's in the Latin-American Series.

over the same period last year," Garber said, "and we've had to turn down some for lack of space. We have five major stages so it's a matter of scheduling." Expansion plans in progress now are taking an adjoining apartment and rezoning it for offices.

### Garber Estimates

According to Garber, the average production rental runs \$500 a day. This includes two stages (one working and an advance one to build on) and lighting.

Besides the currently shooting

# Times' New TV Drive Biggest Up Till Now

The New York Times has opened its Fall campaign on TV, marking the largest involvement of the newspaper in the sight-and-sound medium to date.

Spots, skedded for five New York City stations, consist of 10-second IDs and 20 and 60 second announcements. BBDO is the agency.

# D. of J. 'Nay' to Philco In NBC-RKO Case

(Continued from Page 1)

TV channel.

The Philco application is a part of the complicated FCC proceedings also involving the proposal by NBC and RKO to trade the former's Philadelphia stations for the latter's Boston outlets. Philco also has a subpoena before FCC chief hearing examiner James D. Cunningham for papers in RCA and NBC files — approximately similar to Philco's request to Justice.

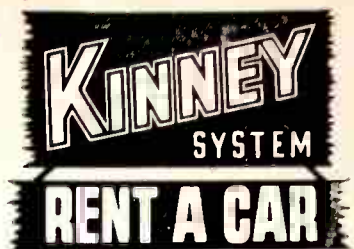
NBC counsel Irving Segal says the Philco subpoena would require production of between 50,000 and 100,000 documents. Arguments over the subpoena are slated for Wednesday. NBC has already voluntarily turned over to Philco a great mass of papers.

# Notre Dame U.'s 'Hamlet' Eyed as Prime-Time Spec

South Bend — "Hamlet," produced by Notre Dame's University Theatre, will be presented on WNDU-TV Dec. 8 as a two-hour videotaped special. Preempting network prime-time programming, the performance is directed by the Rev. Arthur S. Harvey.

# Falber on Hoosier Board

Terre Haute — Ben Falber, Jr., WTHI TV-operations director, has been elected to the board of directors of the Indiana Broadcasters Ass'n.



RENT A PLYMOUTH  
OR OTHER FINE CAR  
BY THE DAY •  
MONTH • YEAR  
**FREE**  
**DELIVERY**  
**FREE**  
**PARKING**  
at over 100  
convenient  
KINNEY  
locations

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



Call  
**JU 2-4422**

## AGENCY NEWSCAST

By RALPH TYLER

"TV Criticism, or Shooting Fish in a Barrel is a Wonderful Sport if You Don't Happen to Be in the Barrel at the Time," is the highly descriptive title of the speech TV Guide publisher James T. Quirk will deliver today at the Hollywood Advertising Club's weekly luncheon meeting.

As the title indicates, he'll take issue with a large segment of TV criticism, particularly that from such outside-the-industry sources as newspapers, magazines, as well as the FCC and other government agencies. The club also will play host at the luncheon to many of the new faces of the current TV season, including John Astin and Marty Ingels of "I'm Dickens — He's Fenster;" Donna Douglas of "The Beverly Hillbillies;" Jack Ging of "The 11th Hour;" Linda Lawson of "Don't Call Me Charlie;" Richard Rust of "Sam Benedict;" and Sandra Warner of "Mr. Smith Goes to Washington."

Thomas Gemmola, who has been associated for the past 15 years with Bell Television, New York, engineers, manufacturers and distributors of sound, communication and closed circuit TV systems for industrial and home use, has been appointed to the new position of national director of field and survey operations.

George B. Beaumont, who has

## ABC Radio Ad Rates Going Up 8 to 35 %

(Continued from Page 1)

power to provide stronger signal strength, Pauley said: Total increase in affil wattage was estimated as more than 300,000 watts.

Since Oct. 1, 1960, he said, clearance for weekday news has risen 34 per cent; weekend news, 19 per cent; "Flair," 11, and "Breakfast Club," six. "Advertiser demand for ABC Radio has grown accordingly," he said. "Since the first quarter, 1961, dollar volume has increased 63 per cent."

## Weeno's en a Producer For Videotape Center

Robert Weenolsen, former Rheingold broadcast supervisor at Fopte, Cone & Belding, has joined Videotape Center as an executive producer. Weenolsen was originator and producer of the Marge and Gower Champion 5-minute Miss Rheingold election TV shows, was program manager for Bristol-Myers and Bordens at Young & Rubicam and supervised commercial production for the "Fairbanks Rheingold Theatre."

## Thought for Today

*"It's no secret that the sales department is the department that pays the bills and makes profit possible. If you, as a promotion man, would like to increase your importance in the executive echelon and your value at your station, then the thing for you to do is make yourself indispensable to the department that provides the grease that makes the gross."*

—Norman E. Cash,  
TvB president

been a VP of Benton & Bowles, New York, and was also a director of Benton & Bowles, Ltd., London, has purchased an interest in Aljanvic S.A., the Paris agency with which B&B has been closely associated. Beaumont, along with Jean-Pierre Liger, currently managing director of Aljanvic, will share equally the financial control and management of the agency, the name of which will be changed to Liger, Beaumont & Aljanvic. The firm expects to bill approximately \$2 million in '63.

## Profit-Drives Change Agency Aim: Harper

Detroit — Profit pressures are changing the agency-client relationship, the AAAA East Central Region was told here by Marion Harper, Jr., chairman of Interpublic, Inc., and 4-A chairman. He pointed out the relationship "focuses to a less degree today on sales — and, to a greater degree, on profits. The frustrating paradox of declining profit in the face of rising volume has confronted both client and agency."

### Now 'Business-Service'

Harper said the agency business, as a result of this pressure, is also changing. "Not too long ago, we would have said we were engaged in a personal service business. I now think we have become, far more today, a business-service business."

To meet new requirements, he forecast new agency moves such as mergers and groupings of smaller agencies, divisional specialization in the larger firms and development of staff management services to free account men with management attitudes for expanded performance in client service.

## Broadcast Engineers Planning '63 Awards

Washington Bureau of RADIO-TV DAILY  
Washington — Subcommittees of the Broadcast Engineering Conference have been named to nominate the recipient of NAB's 1963 Engineering Award and to recommend luncheon speakers for the conference in Chicago, Mar. 31-Apr. 3, held as part of NAB's annual convention. Orrin W. Townner, WHAS, Inc., Louisville, is Conference Committee chairman.

The group also voted to hold joint engineering sessions except Tuesday morning, when concurrent radio and TV engineering sessions will be scheduled. Tuesday afternoon will be kept open to visit convention exhibits and hospitality suites. Final action on both the award and the luncheon speakers will be taken by the full committee.

### Bartlett Chairman

George Bartlett, NAB manager of engineering, is chairman of the Awards Subcommittee, which includes Townner; Clyde M. Hunt, Post-Newsweek Stations, Washington, and James D. Parker, CBS-TV, New York. Chairman of the Luncheon Speakers Subcommittee is Leslie S. Learned, Mutual Broadcasting, New York. Others are J. B. Epperson, Scripps - Howard Broadcasting, Cleveland, and Jack Petrik, KE-TV, Omaha.

In addition to subcommittee members, those on the Broadcast Engineering Conference Committee are William S. Duttera, NBC, New York; James E. Grav, WYDE, Inc., Birmingham; Albin R. Hillstrom, KOOL (AM-FM-TV), Phoenix, and Frank Marx, ABC, New York.

## Oscar Millard Teleplay Stars Shelley Winters

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Shelley Winters returns to Universal City for the first time since her early film contract days at U-I, to star in "The Way From Darkness" drama for Revue's "Fred Astaire Premiere."

## A Radio Service 'Dep't Store'

Radio Concepts, Inc., creator and producer of commercial for local radio ad campaigns, is launching a "department store" of broadcast services" under the banner of Inter Continental Broadcast Media, which will function as an umbrella or holding company embracing all the RCI present and expanding services, it was announced by RCI chairman Al King. Current RCI services include programming; production; sales promo and research, and distribution for other producers and packagers.

King said ICBM will establish

## AM Tosses Real Bouquet To Michigan Career G

Detroit — Career women received floral salutes from WXYZ in observance of "National Business Professional Women's Week." Corsages went to 20 women selected from 100 nominations of station listeners.

## Heart Ass'n Honors KELO-Land's Floyd

The American Heart Ass'n presented its Heart-and-T Award to Joe Floyd, president of the KELO-Land radio and TV stations, in recognition of "extraordinary services" rendered to the Heart Fund campaign. He served for several years as chairman of the Heart Committee of the Broadcasting Industry, State Division.

Floyd was also honored for presenting a round-the-clock program, "Heartbeat '62," on his KELO-Land TV stations during the 1962 fund drive last February. Beginning the evening of Feb. 2, he ran to noon the next day and asked viewers to pledge the donations they would give to their Heart Fund volunteers. The association said it raised more money than any previous drive.

The KELO-Land stations include three TV stations, plus KELO radio in Sioux Falls. Floyd also VP of WLOL, Minneapolis; KSO, Des Moines and WFLA, Radio-TV, Madison, Wis., and owns a chain of motion picture theatres.

## Gilbert Is N.Y. Manager Of CBS Radio Spot Sales

Roland Gilbert, a 16-year broadcasting veteran, has been appointed New York sales manager for CBS Radio Spot Sales. Gilbert has been an account executive in the rep firm since 1960, and was acting sales manager for several months earlier in the year. Previously, he was national sales manager for WWJ and WQTE, both in Detroit.

member stations on an exclusive one-in-each-market basis, and offer them pre-tested and successful sales campaigns on tape for the local salesman's use, plus special research service conducted by Furst Survey Research Center, New York, analyzing a station's audience in terms of what listening and why.



Indiana University Library  
Bloomington Ind

## TV TARGET: GLOBAL OPEN-DOOR

### He's Willing to Jettison Political Sponsorships

Boston—Radio and TV should voluntarily refuse all political income and instead offer a pre-determined amount of public forums to each political office, according to WCRB president Ted Jones in an on-air editorial. "WCRB has grossed its share of income on this campaign," Jones said, "but we would gladly forego it if the NAB would include the free-time political forum for all offices."

## ENOUGH'S ENOUGH!': WBCN STATION-SWAP OFFER

Washington Bureau of RADIO-TV DAILY

Washington—Westinghouse Broadcasting's president Don H. McGannon testified at an FCC hearing that, following a consent decree which required NBC to divest the Philadelphia stations it had acquired from Westinghouse, NBC VP David L. Jones broached the idea of a station swap for the latter's Boston, Pittsburgh or St. Louis stations. McGannon said the attitude of Westinghouse, which felt it was being forced into trading the Philadelphia stations to NBC for NBC's

(Continued on Page 3)

### Magnavox Is Fall Buyer of Cultural Center Show

The Magnavox Co. has purchased full sponsorship of an NBC color special Sunday on the proposed National Cultural Center in Washington. The Magnavox order was placed with K&E.

### Jan-Lar Pays \$275,000 for California's KVON

San Jose, Calif.—KVON has been purchased by Mr. and Mrs. Jack L. Lynne to Jan-Lar, Inc., for \$275,000, subject to FCC approval, with national media brokers Blackburn Co. handling the deal. Lawrence B. Scheer is president and Lynne is secretary-treasurer of the buying corporation.

## 1.1-MIL. INCREASE IN U. S. TV HOMES

New ARB, SRDS Figures Show Penetration at 90%

TV households in the U. S. increased by 1,143,100 over last year's figures, according to a new ARB report based on SRDS total household figures and the ARB-TV Households estimates as of Jan. 1, 1962. It shows U.S. TV penetration at the 90 per cent mark. SRDS total households listed

(Continued on Page 8)

## 'Virginian' Shooting For Entire Season

West Coast Bureau of RADIO-TV DAILY Hollywood — "The Virginian," Revue Studio's 90-minute weekly color series, has been extended for the full current season. The announcement followed on the heels of the appointment of Roy Huggins as executive producer of the NBC-TV series, replacing Charles Marquis Warren.

The skein, with multiple pro-

(Continued on Page 3)

## Syndicators Ponder Supreme Court's Ban On TV Block-Booking

Syndicators and their legal advisors were up early this morning to study the Supreme Court's pre-Election Day decision unanimously upholding a lower court ban on block-booking of feature films for TV. The high bench voted 7-2 to insert further restrictions favored by the Justice Department.

Justice had appealed the lower court decision on the grounds that it didn't go far enough. Six distributors of feature motion pictures to TV appealed on the grounds that it went too far. The

(Continued on Page 6)

## Pay TV Decision Upheld By Bench in Arkansas

Little Rock—The Arkansas Supreme Court has unanimously upheld a lower court decision affirming the state's Public Service Commission which ordered Southwestern Bell Telephone Co. to provide Midwest Video Corp. with the necessary facilities to introduce pay TV here.

The Public Service Commission

(Continued on Page 8)

## U.S. Video Exporters Carry 2-Year Fight To 37-Nation Group

After two years of negotiations on high levels of diplomacy and trade, events today were reported shaping up among 37 countries of the free world on a "universal" open-door policy affecting distribution of TV programs.

Uniform import regulations are the major target of the Television

The European Broadcasting Union will consider worldwide traffic in TV programs at its meeting next Spring in Malaga, Spain.

Program Export Association, representing firms in this country. According to its president, John G. McCarthy, the most feasible approach to this goal is via GATT (General Agreement on Tariffs and Trade).

There's still lots of spade-work

(Continued on Page 8)

## Chicago, Cleveland Firms Apply for UHF-TV Rights

Washington Bureau of RADIO-TV DAILY Washington — Chicagoland TV has applied for a new UHF TV station on Chicago Channel 38, and Cleveland Broadcasting has applied for a new UHF TV permit in Cleveland, the FCC reports.

## RCA Opens 2nd Color Plant

RCA has placed in operation on a 'round-the-clock basis its second color TV tube manufacturing facility. It is the second major addition within the year to color-tube production to meet heavy industry demands expected to continue thru '63 and beyond, according to D. Y. Smith, VP-general manager, RCA Electron Tube Division.

Located at RCA's Marion, Ind., plant, the new operation represents a \$1.7-million expansion in facilities, with output to in-

clude color tubes in two versions: the conventional type for sets using separate safety glass, and the laminated type having a bonded protective window which eliminates the need for external safety glass in the receiver. The Marion plant will continue making over 100 different types of picture tubes for b-&-w sets.

# KINNEY RENT A CAR Call JU 2-4422

- Latest Model Cars
- Deluxe Equipment
- Insurance Coverage
- All-Gas, Oil, Maintenance — as needed on the road
- National Credit Cards Honored

## KINNEY SYSTEM RENT A CAR



Established Feb. 9, 1937

Vol. 91, No. 89 Wed., Nov. 7, 1962 10 Cts.

CHAS. A. ALICOATE : President &amp; Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

## WASHINGTON BUREAU

Harry Lando

Office: 1126 National Press Building

Executive 3-4808

## WEST COAST OFFICES

Perry E. Pasmezoglu

West Coast Advertising Director

Harold Hildebrand

Editor, West Coast Bureau

6425 Hollywood Blvd. Phone: Hollywood 9-3951

## CHICAGO BUREAU

Jack Russell

203 North Wabash Ave.

Phone: 312-782-2818

## CANADIAN BUREAU

Jules Larochelle

Room 314, Belmont St., Montreal

## LONDON BUREAU

Peter C. Davalle

6 Romany Gardens

Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro. Anarlado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari. Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone: 46-4324. MADRID OFFICE: Bobby Deglane. Edificio Espana, Grupo 4, Planta 14.

## Music for Ed. Radio Theme of 2-Day Meet

Ann Arbor, Mich. — A two-day conference on "Music Programming for Educational Radio" concludes today at the U. of Michigan under sponsorship of the university's extension service and its WUOM radio.

Program resources are the theme of this morning's general session. Speaking at the noon luncheon will be Abram Chasins, music director of WQXR AM-FM, New York, with additional remarks from Kristian Lange, music section chief of the Norwegian Broadcasting Service.

*a distinguished reputation for over 36 years public service programming the best of CBS a bright, lively station prestige radio*

scranton-wilkes-barre and WDAU-TV represented by H.R.

## WSUN Shines Bright On 35th Anniversary

St. Petersburg—WSUN, marking its 35th anniversary, will present a special 50-minute program tonight, chronicling the story of the station, the growth of the city and a projection of things to come. Narrated by program director Bob Vaughn, it will feature Robert Sheen, chairman of the St. Petersburg Committee of 100, and is one of a series of programs marking the anniversary.

Owned by the City of St. Petersburg, the station went on the air in 1927 as a 500-watt, operating from the Municipal Pier. Still broadcasting from the pier, its power is now 5,000 watts. Fred P. Shawn is generally manager.

## KMOX Earmarks 'Extras' For Its 'At Your Service'

St. Louis—Several additions but no format change for KMOX's "At Your Service" have been announced, including regular interviews on child psychology, law, the Negro community and interior decorating. The program will continue to use guest experts, with telephone questions as an integral part of the interviews.

Since its inception in February, 1960, over 200 stations have either written or visited the station to study the program in operation, reports Robert Hyland, CBS VP and KMOX general manager.

## Jaycees Honor KDWB

Minneapolis — The "Humble American Award," in recognition of outstanding community services rendered the St. Paul Junior Chamber of Commerce, has been presented to KDWB by this organization.

## 'Peppermint' Disk

Dallas — Jerry Haynes, known on WFAA-TV as "Mr. Peppermint," has turned recording star with the release of his first album, "Mr. Peppermint," featuring songs and tales of adventure for children.

## KRAK's 'Far Listeners' Are 2 India-Bound Salts

Sacramento—Of the more than 2,000 entries received in KRAK's contest to find the listener farthest from Sacramento, the winner was a joint entry from two merchant seamen aboard the S.S. Java Mail, enroute to India via Hong Kong. Return address is a post office box in Calcutta. Prize is a transistor clock radio. Farthest listener within U.S. was in New Jersey.

## COMING AND GOING

DR. HUGH MURCHINSON, owner of KPOL, L. A., has arrived in N. Y.

JACK CHAPMAN, KNX engineer, has left on vacation.

JOHN S. HAYES, Post-Newsweek Stations president, in Miami to address a UF meeting.

DICK RUBIN, United Talent Management VP, to the West Coast for a board of directors meeting.

GEORGE SCHAEFER, producer-director, on the West Coast to edit a recently completed TV film, then to Hawaii for a 2-week vacation.

RAY DANTON to Santa Fe, N. M. to film an "Empire" episode.

## Jim DeLine's Funeral Held in No. Syracuse

Syracuse, N. Y.—Funeral services were held in North Syracuse yesterday for WSYR emcee Jim DeLine, who died Saturday of a heart attack at his home here at the age of 46. He would have celebrated 25 years in broadcasting next year.

After attending Syracuse U., DeLine entered radio at WMBO, Auburn, N. Y., as an announcer in 1938. Following a short stint at Auburn, DeLine joined WFBL, Syracuse, where the "DeLine Gang," began in 1938.

In 1951, DeLine and his entire group moved to WSYR for daily radio shows. When WSYR-TV went into operation in '52, the "DeLine Gang" started a daily mid-day video and radio program.

## Cronkite Sees Studio Sans M. In Tomorrow's TV Journalism

Chicago—Walter Cronkite predicts a starring role for on-scene reporter in the broadcast journalism of tomorrow. Forecasts by Cronkite and others on the future of news gathering appear in the November 50th anniversary issue of Quill, published by Sigma Delta Chi.

Cronkite writes, "The TV reporter of the future will go the scene with a camera the size of a Rolleiflex and a shoulder kit the size of an airline overnight bag. He'll shoot his picture which, at the editor's discretion back in the newsroom, either will be transmitted directly to the viewing audience, relayed back to the office or held for transmission later.

"Sending the picture will be no more complicated than pressing the button on a present-day walkie-talkie."

Cronkite added: "There will be

## D.A. Series to Start Rolling in Brooklyn

"Ready for the People," a series dramatizing the role of the nation's district attorneys, will be produced by Warner Bros. ABC-TV, with the cooperation of the National District Attorneys Ass'n, it is announced by William T. Orr, Warner Bros. TV VP.

Filming of a one-hour pilot begins Monday on location in Brooklyn, where District Attorney Edward Silver is offering his assistance

Orr and his assistant, Herb Benson, have arrived in New York from Hollywood to start of production here of "Ready for the People."

In line with the policy of the D.A.A., of which he is a former president. The pilot has been written by E. M. Parsons and Sy Sarnitz from a short story by Eleanor Lipsky, noted author and a former prosecutor himself. It will be directed by Buzz Kulik for supervising producer Jules Scheraga and producer Anthony Spinale.

## Texaco Lubricates Road To Dominican 'Bonanza'

NBC International, for the time, includes the Dominican Republic on its list of foreign markets with the sale of "Bonanza" in Santo Domingo, sponsored by the Texaco Oil Co. The transition for 39 Spanish-language episodes of "Bonanza" was close in New York by NBC International and Benton & Bowles.

HERBERT LEROY RICE  
AGENCY, INC.

RCA Building—New York City

Leading insurers in the Broadcasting Advertising fields for over 32 years

PERSONAL INSURANCE COMMERCIAL

Telephone: CI 7-1456



# PUBLISHER TWITS CRITICS OF VIDEO SEX, VIOLENCE

West Coast Bureau of RADIO-TV DAILY

Hollywood — In a sweeping reply to critical carping, TV guide publisher James T. Quirk said excess of sex or violence on TV is "the rare exception, and not the rule, women's clubs the contrary notwithstanding."

Speaking to a pre-Election Day meeting of the Hollywood Advertising Club on "TV Criticism," Quirk said: "In its endless hours of story-telling, from dawn to dawn, day after day, TV presents a great deal of sex and a great deal of violence. It could not be otherwise, unless we were to imitate the British and fill the hours with stirring documentaries on the history of shoe polish."

### Cites Various Opinions

Quirk said the question is "how much of these ingredients in story-telling is important or necessary? You think you know, and think I know, and Newton Minow thinks he knows. And while each of us might uphold a different viewpoint about a specific situation, we would all agree that blatant, out-of-context sex or violence, programmed for its own sake, is abhorrent."

Quirk called for an end to the persistent critical complaint "that episodes involving violence or sex tend to warp the impressionable minds of children."

### 'Not TV's Sin'

"It is a simple matter to determine, in advance, the content of most everything that appears on our set. Lack of parental supervision is not TV's sin. It is an eight-to-five proposition that someone will be machine-gunned next week's episode of 'The Untouchables,' and I insist that it is the height of naivete or hypocrisy to be horrified at the prospect of children being exposed to Bugs Moran instead of Bugs Bunny."

### William Thomas Chairs Colleague Journalism

Pittsburgh — William Thomas, veteran Pennsylvania editor and radio exec has been named chairman of the Journalism and Communications Dept of Point Park Junior College. He succeeds Dr. Benjamin Fine, former education editor of the N. Y. Times, who set up the department two years ago.

### Krechmer to Downbeat Phila. Journeys into Jazz

Philadelphia — Billy Krechmer, jazz clarinetist of the early '30s, begins a weekly journey through the world of jazz and its folklore Saturday on WPBS' new "Billy Krechmer Show." The program will feature guest appearances by several of the top jazz names.

# Wasserman Pilot Set For Fox 'Commuters'

Dale Wasserman has completed the pilot script for the "Commuters," series which 20th Century-Fox TV will roll into production the first week of January.

The first episode entitled, "Perchance to Dream," has as its leading character a Public Health medical detective. Story deals with the hallucinatory drugs, of which LSD-25 is best known, and their strange sometimes dangerous effects on human mind. Feature of the production will be the filming of subjective hallucinations, involving extremely intricate camera work and special effects.

20th-Fox has in preparation another Wasserman project, "Cress Delahanty," and is searching for a 13-year-old girl to be starred in the title role. Wasserman was retained by Fox, not only as a writer but as well as the executive producer.

# WTAE Revamps Daytime With 'Million \$ Matinee'

Pittsburgh — WTAE yesterday started scheduling a new series of full-length movies weekdays at 1 PM. under the title of "Million Dollar Matinee."

The movie features are part of WTAE's new daytime line-up, which includes "Jane Wyman Presents," followed by "Yours For A Song," with Bert Parks, and a new half-hour of news and features, "NewsDay," with Carl Ide and Nick Perry.

### Child Books Reviewed

Toledo — A new WTOL-TV series for children 8 to 10 years old is called "The Book Nook," with Grace Lownsbury of the Children's Theatre Workshop discussing books available in the public library.

# Today's Women Are Hungrier For News than Food Recipes

Lincoln, Neb.—"The American woman can no longer afford to confine her interests to the gentle arts of home-making... nor can any American confine his radio-listening tastes to the music/ticker-tape-news format," according to Patty Cavin, newly elected president of the Women's National Press Club and newscaster for WRC and WRC-TV, Washington.

Speaking at the annual meeting of the West-Central Area of AWRT, hosted here by the organization's Cornhusker Chapter, she asserted: "A broadcaster must appeal to all people, for women today are as vitally interested as men in the personalities, nations

# New WBKB-TV Tower Due for '64 Completion

Chicago — WBKB will erect a new TV tower and antenna system atop TV Marina City, reaching 969 feet above the ground, according to GM Sterling C. (Red) Quinlan. He said this would increase the effective range of the station from five to 10 miles, and would improve coverage in the fringe area. It is estimated that the tower will be in operation by 1964.

# Carolina Casters Rev For Winter Conclave

Columbia, S. C. — The annual Winter convention of the So. Carolina Broadcasters Ass'n, set for this city Jan. 17-19, promises to be one of the most important and meaningful, according to general chairman Moody McElveen, VP general manager of WNOK-AM-FM-TV here.

Key broadcasters are being lined up to serve on planning committees for the business sessions, with an all-out effort to bring in record attendance.

# McGannon Heard at FCC

(Continued from Page 1)

Cleveland stations, was, "bluntly stated, enough is enough."

McGannon cut short a European trip to appear at the session in the marathon hearings on NBC's proposal to trade the Philadelphia outlets for RKO's Boston Stations and on Philco's competing bid for a new TV station on NBC's Philadelphia channel.

He said Westinghouse had let NBC know that Westinghouse wasn't interested in selling or trading stations. He said that he asked out of curiosity why Adams hadn't mentioned trading the Philadelphia station back for the Cleveland station and had been told that NBC wasn't interested in returning to Cleveland.

# Caedmon Releases Album Of NBC Bard Colorspec

An original cast album of "Shakespeare: Soul of an Age," the forthcoming NBC-TV special starring Michael Redgrave and Ralph Richardson, will be released by Caedmon Records in November in advance of the show's playdate. The hour program, made in England, Wales, Scotland and France, will be colorcast Nov. 30.

**HOPALONG ROPES**  
**10th FRESNO YEAR**

*Dairymen's Decade Deal*  
*A 'Rerun' for Cliff Ogden*

West Coast Bureau of RADIO-TV DAILY  
Fresno, Calif. — Hoppy rides across the home screens here for the 10th consecutive year with the same sponsor. The Producers' Dairy Association has just signed with NBC Films to renew the "Hopalong Cassidy" series for another go-around on KJEO-TV. Clifford Ogden, NBC Films' West Coast sales chief negotiated the renewal. He originally sold Hoppy to the PDA in '53 for the Fresno market. KJEO-TV has carried the series for all but two of the 10-year saga in this city.

# Met Phoenix 'Casters Elect Stalnaker Prez

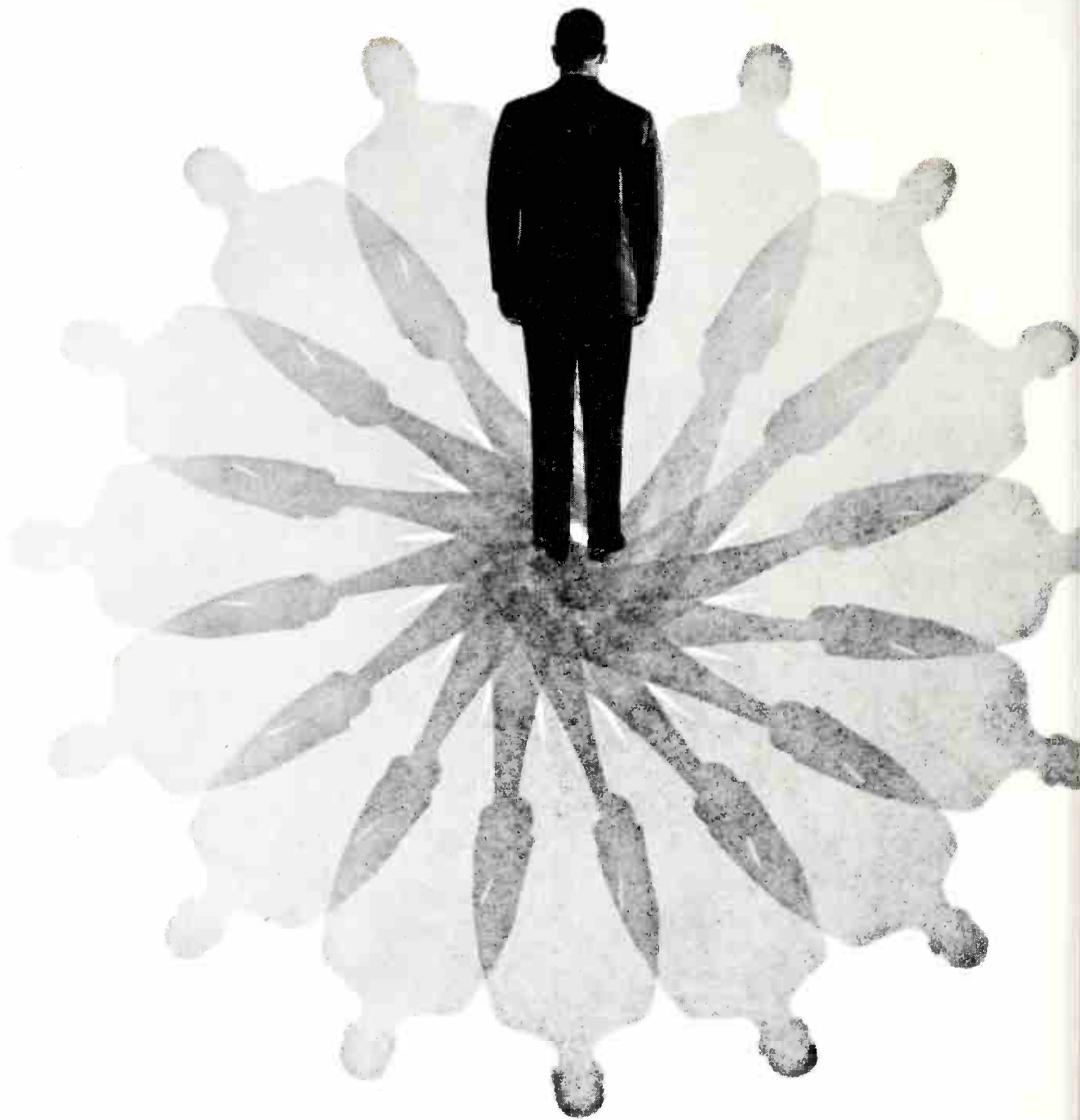
Phoenix — The Metropolitan Phoenix Broadcasters has elected Howard Stalnaker of KPHO-TV as president. Other officers are: VP, Ray Odom, KHAT Radio, and secretary-treasurer, Hayes Stewart, KTAR-TV. Elected directors were James Ross, KOY Radio; John Redfield, KIFN Radio; Bill LaDow, KTVK, and retiring president, Gene Spry, KPHO Radio.

Metropolitan Phoenix Broadcasters is made up of the local radio and TV stations in the valley and meets the first Thursday of each month at the Phoenix Country Club.

# 'Virginian' Shooting

(Continued from Page 1)

duction units functioning simultaneously under separate writer-producer and producer-director teams, was first broadcast on Sept. 19.



**HOW  
MANY  
SHADOWS  
MAKE  
A MAN?** Until now, this was a basic question forced upon advertisers planning and attempting to evaluate a network radio campaign and the full scope of a network radio audience... **Any Network Radio Audience**



The vast consumer reach of automobile radio and of transistor radio had to be utilized as an undetermined plus factor to radio in the home, as it was used over a decade and a half ago. 41 MILLION PEOPLE (not houses) drive to work regularly and there are nearly 47 MILLION CAR RADIOS in the country today. It is readily admitted that noteworthy numbers of transistorized radio sets are listened to daily in and out of the home in every community coast to coast. Yet the answers to questions vital to planned, creative advertising as: WHO is listening? HOW MANY are listening? WHEN do they listen? WHERE do they listen? WHAT do they hear?—these answers have, until now, remained conspicuous by their absence!

NOW, ABC RADIO has inaugurated a reliable RADIO ACTIVITY SERVICE through SINDLINGER & COMPANY, INC., that will provide these answers for ALL NETWORK RADIO programming regardless of where or when it is listened to and regardless of the size or type of the radio unit.

THE RADIO ACTIVITY SERVICE is founded on a national consumer sample of at least 24 THOUSAND PEOPLE every month. A different national sample is taken every day, seven days a week in 187 representative markets, 287 A through E and rural counties. **REPORTS WILL BE PUBLISHED MONTHLY** and will reflect total listening in terms of people for all radio programming. **MALE AND FEMALE LISTENERS** over the age of 18 will be reflected separately and in total for the entire country and by geographic region — East, Middle West, West, South. **THE PER CENT OF TOTAL POPULATION** over various years of age listening to any program will be shown in each report. **BUYING PLANS AND PRODUCT USE** of ABC Radio and other network audiences will be available on special order.

THE SINDLINGER TELEPHONE INTERVIEWING METHOD has been carefully developed over the past eleven years. Its reliability for accuracy has been repeatedly proven to some of the country's leading business concerns who have utilized its results: CHRYSLER CORPORATION \* FORD MOTOR COMPANY \* WESTINGHOUSE ELECTRIC CORPORATION \* E.I. DUPONT DE NEMOURS COMPANY \* CAMPBELL-EWALD COMPANY \* CHASE MANHATTAN BANK \* FEDERAL RESERVE BOARD \* FORTUNE MAGAZINE \* GENERAL ELECTRIC COMPANY \* SCOTT PAPER COMPANY \* NEW YORK STOCK EXCHANGE \* IRVING TRUST COMPANY \* U.S. STEEL CORPORATION \* GENERAL MOTORS CORPORATION \* NATIONAL INDUSTRIAL BOARD \*

THE FIRST RADIO ACTIVITY SERVICE REPORTS are available now through ABC Radio. Additional information, general and technical, will be supplied in full upon request. It is the sincere belief of this network that the radio branch of the broadcasting industry is a powerful and effective selling force for American manufacturers. It is also our belief these manufacturers and their advertising agencies must have available to them regular and reliable information upon which to determine statistically the truly vast reach of Network Radio Today. **THE SINDLINGER RADIO ACTIVITY SERVICE** has been inaugurated by ABC Radio to provide this information that advertisers can fully utilize this medium's ability to sell the millions of heretofore uncounted consumers it reaches every day.



# Hemingway's Sister In TV Look at 'Papa'

Marcelline Hemingway Sanford, sister of the late Ernest Hemingway, talks about her new book, "At the Hemingways," and a group of actors appear in dramatized segments of the publication Sunday on CBS-TV's "Camera Three."

Hosted by James Macandrew, the program is presented by the WCBS-TV Public Affairs Dept in cooperation with the New York State Education Dept. Clair Roskam is the producer, Nick Havnig the director.

# 'Coloring Book' Comedian Crayons UTM Contract

TV-night club comedian Jackie Kannon, author of the best-selling "JFK Coloring Book," has signed with United Talent Management Ltd. for exclusive representation in all fields effective immediately.

Kannon just closed stand at New York's Living Room, and is set for video variety guest stints. UTM president Eddie Greene said there will be increased TV and concert appearances for Kannon, including possibility of a series if one of several format ideas work out.

# Gurney to MBA

West Coast Bureau of RADIO-TV DAILY Hollywood — Mel Blanc, president of Mel Blanc Associates, humorous commercial producers, has appointed Mike Gurney to head the nat'l and int'l sales dept. Gurney was World Broadcasting System Western division manager.

# SIGHT 'N' SOUND

by DAVID O. ALBER

This is a requiem for a booking agency and a salute to the New Order. When the MCA talent office died it ended an era which had set the entertainment world on its ear. It represented a force which may never be duplicated. Many a star owes his or her path in orbit to those three magic letters. Luckily the sudden death of this agency gave birth to many sprouts which spread like pollen on fertile ground. To these sprouts we present our congratulations and best wishes. From them will grow other MCA's who will contribute their might to the growth of show business. Meanwhile, back at the ranch, the Mother Hen, still retaining the glamorous initials MCA, has another axis to grind, on which it is spinning with jet speed. May this bird lay only golden eggs for the benefit of our industry.

DAVID O. ALBER ASSOCIATES, Inc.

National Television Publicity 44 EAST 53RD STREET New York City Templeton 8-8300 Affiliates in leading cities



By TED GREEN

• • • Buckley "Bucky" Kozlow understandably elated at commendation from the Pentagon for his incisive narration of "The Road to the Wall," tracing the history of communism from its beginning to the Brandenburg Gate in Berlin. Done for the Defense Dept't, it will be shown soon on CBS-TV . . . Nancy Allison has taken over as Jack Sterling's "Girl Friday" at WCBS . . . Massapequa, L. I., TV cameramen Jack Murphy, after lensing Jackie Gleason, among others, for eight years, has quit to accept a CBS-TV post as assistant director . . . A while back this pillar predicted Fred Parsons would become a top news personality. Fred really comes across on his Sunday night TV stanza for WPIX news and WNEW radio capsules.



PARSONS



• • • Genial Mike Stewart, who heads the music publishing company for United Artists Records, is recuperating from surgery at Doctor's Hospital in NYC . . . Radioland soon again will be hearing one of its favorite ladies, Elizabeth Morgan. She's negotiating with a New York outlet, and we're all hoping to hear her soon. Liz's interview program, formerly heard on WJRZ, became extremely popular with Gotham daytimers.



MORGAN

• • • Meet: Len Firestone, VP-general manager of the newly-formed Four Star Distribution Corp., who joined Four Star in August, after service as syndicated sales VP for Ziv. He had gone with Ziv in July, 1955, as a salesman in the New York division. In November, 1955, he was promoted to sales manager of the division. Under his direction, the division prospered, and Len moved up to general sales manager of the entire syndication arm in July, 1957. Before his association with Ziv, Len served for four years as sales VP for the Unity Television Corp., one of the pioneers in the TV film industry. Prior to that, he spent five years as a radio announcer and freelance TV emcee in his native Pittsburgh. In his leisure hours, he skips his 33-foot cruiser, going after the "big ones."



FIRESTONE



• • • Mike O'Neil named pub affairs director of WGBS, Miami, with Ken Malden appointed its promo manager . . . Leave it to publicists Alan Kalmus and Paul Pepe to come up with an unusual cocktail party for their client, Angostura Bitters. They concocted a drink to be used the morning after—so good it brings you back to the day before. It's called the Headless Horseman.



• • • My Stetson's off to vocal teacher Marty Lawrence for his "off-duty" interest in aiding the handicapped regain their powers of speech. Results he has achieved have earned him the plaudits of the medical profession . . . Gleason comedy writer Mel Diamond looking for real-life reports from working goils in Manhattan (anecdotes, incidents attendant on their making a go as roommates) for an upcoming TV series. Don't write me, write Mel at CBS-TV . . . TV cameraman Pat McBride recuping from pneumonia . . . Dick Connelly, assistant to the prez at Y&R, was a Notre Dame teammate of the late John Law.

# WMAQ Staffers Sur During Eigen's Hi

Chicago — Virginia "Duc Marmaduke, Charles McCue, Harry Volkman will sub as of WMAQ's late-night Eigen Show" beginning tomorrow when the emcee leaves for a week European vacation.

Miss Marmaduke, popular personality and newscaster sit in Nov. 9-17, then return second stint Nov. 24-Dec. 1. Cuen, who has his own show, will take charge Nov. 23, with weatherman Volkman taking over the final week, 3-7. Eigen returns to the Dec. 8.

For his "bon voyage" Jack will broadcast from the Hara Inn here, interviewing Carter who opens that night the club.

# Hawthorne to Storer As Cleve. Account Exec

Cleveland — Martin K. Hawthorne has joined Storer Broadcasting Co.'s WJW here as account exec.

Prior to this appointment was with WHK, and before with KYW for five years, in this city. Hawthorne starts business career with Color Corp. as a graphic arts rep.

# Wm. Morris Appoints Valdez as O'seas Rep

Alex Valdez has been named a talent rep in the William Morris Agency's foreign department. Valdez has conducted his theatrical business in New York for the past seven years, primarily embracing the selling of dramatic talent to Central and South America.

# Booking Plans Studied

(Continued from Page 1)

distributors are Loew's, C & C Super Corp., Screen Associated Artists, National and United Artists.

The Supreme Court may have knocked out the lower court decision that a distributor may eventually canvass a market to see he can find a buyer for a number of films before offering them individually. Under the decision films must be offered with individual prices and TV stations buy or license individual films.

# HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street New York 22, N. Y. ELdorado 5-03

# AGENCY NEWSCAST

By RALPH TYLER

Where are we going in TV?" will be discussed during the afternoon session of the two-day Eastern annual conference of the American Ass'n of Advertising Agencies Nov. 13-14 at the Americana Hotel, New York. Richard A. R. Pinkham, VP in charge of broadcast advertising at Ted Bates, will preside at the video session. Among topics skedded is: "Will pay for the magazine concept in programming decrease the efficacy of the advertising message?" Panelists will be Michael J. Ryan, VP for network programming, CBS-TV; Lee M. Rich, VP in charge of TV and radio programming and media, Benton & Bowles; Sheldon Leonard, executive producer of the "Danny Thomas," "Andy Griffith," and "Mark Van Dyke" shows, T&L Productions, and Sylvester L. Silver, president, M-E Produc-

## Thought for Today

*"It should be abundantly clear that manipulation and control of the news by our government, however admirable the motive, is a dangerous device, not only alien to our democratic tradition but destructive of the very freedoms we are striving to preserve."*

—William R. McAndrew, Executive VP, NBC News

made of vodka, Angostura bitters and Dole pineapple juice.

The Advertising Research Foundation will hold a midwestern conference Nov. 29 in Chicago. Leonard Kent, VP and director of research, Needham, Louis & Brorby, will preside. Theme of the gathering is "The Ideas Behind Agency Computers."

William I. Pearson has been appointed manager of new regional offices established by Kenyon & Eckhardt in Dallas. He'll supervise K&E's advertising and marketing programs for clients and new business prospects throughout Texas and the mid-South. He recently returned to Dallas after five years as an account supervisor for another ad agency in Detroit.

William M. Weilbacher joins C. LaRoche and Co. as a senior VP. He presently is employed as VP and director of research at Dancer-Fitzgerald-Samuel. He is vice chairman of the national committee of the Advertising Research Foundation, and chairman of the 4-A's stand-committee on research. . . . Snoff Vodka and the Angostura-Wuppermann Corp. are launching a major promo and advertising campaign for a new drink "The Headless Horseman,"

## Nielsen Expands Data Audience Reports

C. Nielsen Co. has announced major expansion of its qualitative-network TV research data, beginning with the October-November National Audience Compendium Report, adding regular detailed full information on family members viewing network TV.

The new Audience Composition Report will cover all regular-scheduled sponsored network programs and many special telecasts, and also summarize viewer behavior by both program-type and time periods. It will offer a new rating concept, called the "Key Viewer Index," breaking down the position of viewing homes in percentage of audience make-

The new data will come from an expanded sample of 2,200 homes by means of the Recordimeter-log technique. A new kind of log will be used to get the comprehensive information required. Reports each are based on four weeks of viewing.

## Title Changes Stress Major Role of West

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Increasing importance of the West as a major factor in the plans of national advertisers has prompted title changes on three ABC Radio programs, reports Jack H. Mann, VP of the net's western division.

The Frank Hemingway News becomes "Hemingway AM West," the Don Allen News is now "Don Allen West" and Hank Weaver Western Sports will be known as "Sports West with Hank Weaver."

## Radio Awards to Honor Chicago Outlets, Stations

Chicago—The American College of Radio here will present its second annual awards Dec. 7 at a dinner in the Conrad Hilton Hotel, it is announced by president Donald Mann. Seven awards will be presented to Chicago radio stations; seven to individuals, including the "Radio Man (or Woman) of the Year," and one for the best live or transcribed commercial.

## Shea Appoints Eight To Lead Va. Groups

Harrisonburg, Va. — Hamilton Shea, of WSVA-AM-FM-TV here and president of the Virginia Ass'n



SHEA

of Broadcasters, has named eight VAB members to committee chairmanships to serve until the 1963 annual meeting next June. Each chairman will have from one to five committeemen from VAB member stations to assist in the year's projects.

Chairmen are: Government Liaison, Carl Lindberg, president, WPIK, Alexandria; By-Laws Study, Frank Koehler, manager, WDBJ, Roanoke; Investment and Scholarship, John D. Wilson, manager, WFLO, Farmville; Legislative, E. S. Whitlock, exec VP, WRNL, Richmond; Annual Meeting, William R. Preston, VP, WRVA-AM-FM-TV, Richmond; Membership, Albert Dail, GM WGH, Newport News; Voice of Democracy Cooperation, Lyle Motley, GM, WMNA, Gretna, and Shea himself will head the Coordination Committee for the NAB Code Boards.

## Sias Heads State Sales For Hildreth Radio Net

Bangor, Me.—Charles M. Sias, Jr., sales manager of WABI here for six years, has been appointed to the newly created post of statewide radio sales manager for the Hildreth Radio Network, comprised of WABI-AM-FM; WPOR, Portland, and WAGM, Presque Isle.

## Belafonte on 'Telephone'

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Harry Belafonte will make one of his rare video TV appearances on an upcoming "Bell Telephone Hour" show on NBC-TV this season, Harry Jaffe Enterprises, producers, has announced.

## Washington 'Doc' Probes Plight of Mental Illness

Washington—"There But for the Grace of God," a WRC-TV documentary study of St. Elizabeth's Hospital and the mentally ill, will be presented tonight as a public service by Group Hospitalization and Medical Service (Washington's Blue Cross and Blue Shield Plans). Howard Streeter is writer narrator and Richard Cox is director.

## MOOSES SWAY ON OLE B'WAY

Canyons of Steel to Greet Bullwinkle Advance Guard

"Moose's Day Parade," which has something to do with the Bullwinkle TV show, will be held in New York Nov. 16, starting from 44th St. and Tenth Ave. at eleven o'clock in the morning.

It will proceed east to Madison Ave., north to 59th St., west to Broadway and south to 43rd St. The parade consists of 10 convertibles, Sardi's double-decker bus, a fleet of motorized hot dog and ice cream wagons and what have you.

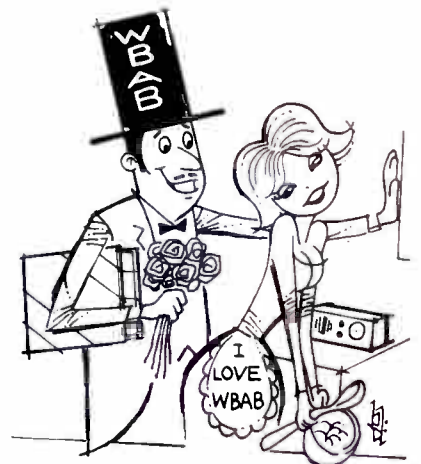
## Oppenheimer Heads W.C. Library Project

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Jess Oppenheimer, independent producer, has been named chairman of the Hollywood branch of the Academy of TV Arts and Science's Library and Museum project, it was announced by Harry S. Ackerman, academy president and national chairman of the industry's historical project.

### Committees at Work

Coordinated committees in the three library branch cities—New York, Washington and Hollywood—are developing elements of the project, including criteria, news and documentary acquisitions and memorabilia.



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



1440 AM — 102.3 FM

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

## C/W Music Toppers To Get BMI Citations

Forty-one writers and 22 publishers from 15 states will receive annual Broadcast Music, Inc., Citations of Achievement Friday in Nashville for the outstanding success of 39 songs in the country and western music field during the past 12 months.

Bill Anderson is the leading writer award-winner, with four BMI citations, and Cedarwood Publishing Co. and Pamper Music the top publishers, with seven citations each. Other multiple writer award-winners include Hank Cochran and Wayne P. Walker, three awards each; Don Gibson, Willie Nelson, Webb Pierce, Marty Robbins, Mel Tillis, Marijohn Wilkin, Faron Young and Alexander Zanetis, all with two BMI awards. Publishers winning multiple awards include Champion Music Corp., five awards; Tree Publishing Co., four, and Acuff-Rose Publications, Buna Music Corp., Lowery Music Co. and Sure-Fire Music Co., two each.

## TV Homes at 54,469,900

(Continued from Page 1)

nationally at 54,469,900, and the ARB total TV households at 49,029,100, reflect the estimates to be used in all ARB reports compiled for September through December of this year. These national figures were obtained from a county-by-county breakdown for the entire country.

The line-up on a state basis for greatest number of TV homes is topped by New York (4,927,000), California (4,821,100) and Pennsylvania (3,174,000). In terms of percentage of TV penetration, however, the smaller states take the lead, with Rhode Island and New Jersey registering 96 per cent.

## Lois Zeiher Is Addition To WHLI Pubaffairs Staff

Mrs. Lois Zeiher has joined the public affairs staff of WHLI, Hempstead, L. I., president Paul Godofsky announced. Previously, she was editorial assistant and columnist for the Wantagh Citizen and Bellmore Home News, both Long Island weeklies.

## Well-Versed Station Mgr. Adds Rhyme in 'Cold War'

Orlando — Joseph L. Brechner, WLOF-TV, general manager gained recognition as a poet when his verse, "A Message—Do You Read Me?" was included in a new Monarch paperback, "The Cold War Crisis," by Deane and Dave Heller. Brechner's articles have also appeared in national publica-

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Golden West Broadcasters has retained Hugh Heller as program consultant for GWB stations: KMPC, Los Angeles; KSFO, San Francisco, KEX, Portland, and KVI, Seattle . . . 125 stars of TV, films and records will be seen during a special KTTV telecast of the Santa Claus Lane Parade on Nov. 21. There will also be 14 bands and 35 floats, including the "PT-109" float from Warner Bros. and two from MGM—"Jumbo" and "Mutiny on the Bounty" . . . Exec producer Leonard Freeman, at the conclusion of his first block of 13 segments of "The Untouchables," has (because of the change in concept of the series) asked for and been given an amicable settlement of his contract with Desilu . . . Red Skelton rings in the New Year on TV with Martha Raye. She's been signed to guest on his CBS hour show, taping Dec. 12 for airing Jan. 1.

• • • Meet: Stanley Andrews, "Old Ranger" host of the long-run TV series, "Death Valley Days," now in his 13th consecutive year. Andrews is now celebrating more than half a century in show business, starting out 51 years ago, in vaudeville, then swinging to leading roles in Broadway stage plays, stock and repertory companies and tent shows. He also played for many weeks on two showboats, one of them run by famous Captain Billy Bryant. During his years before the footlights he appeared with such stars as Francis X. Bushman, and Robert Emmet Keane. Finally he came to Hollywood, where he has been ever since, appearing in more than 300 pictures. Having also been a prominent radio actor, Andrews ultimately got into TV and, after being cast in "Death Valley Days," was signed to a long-term pact.

## London Roundabout

• • • Six American stars are included in the list of entertainers which retiring ATV managing director Val Parnell says he could depend on to fill the London Palladium. They are: Bing Crosby, Bob Hope, Lena Horne, Danny Kaye, Elvis Presley and Frank Sinatra. Val told television correspondents at a London luncheon that he'd chose Shirley Bassey, Bruce Forsyth, Tony Hancock and Norman Vaughan to represent Britain. Val will continue to produce ATV's Sunday night show from the Palladium.

• • • BBC-TV is to show nearly all of the "Mr. Magoo" cartoons, starting next week . . . "Fireball XL-5," sequel to the fabulously successful British-made "Supercar" series which ITC is handling in the U.S., has bowed over here . . . Anglia TV's Dick Joice, who spent 10 days in the U.S. studying American methods of farm mechanization, has presented his findings on Anglia's "Farming Diary."

• • • Lew Grade has now officially taken over from Val Parnell as managing director of ATV. And already, he's shaking 'em up! He's called for an increase in the number of transmission hours by the indie companies to give them a chance to experiment with new ideas and new names in preparation for the time when Independent TV in Britain will get another channel. His idea is to try out off-beat programs in off-peak hours.

• • • Indian film actress Leela Naidu, daughter of UN science director Dr. R. Naidu, made her British TV debut in an episode of ITC's weekly series, "Man of the World" . . . Film of his trip to Hollywood and Los Angeles was shown on ARTV's "Take Your Pick" when George Beers, of Belfast, winner of the Box 13 contest, appeared in this week's program. George visited the set of the "Gunsmoke" TV series and met James Arness as part of his prize.

• • • Bob Hope, currently in Britain filming "Call me Bwana" at Pinewood Studios, will be one of the judges when the "Miss World 1962" contenders compete for the crown next week. The judging will be seen on BBC-TV. Seventeen million BBC-TV viewers watched the finals last year . . . Twenty-one years old this week: BBC sound radio's "Workers' Playtime," first intended to keep factory workers' morale up during the war years.

## Ted Reinhard Named NBC's Regional Chief

Ted Reinhard is the new regional manager, NBC station relations, it was announced by Tom K. VP. station relations. Since November, 1960, Reinhard has been manager, NBC-TV co-op sales. Reinhard joined NBC in January, 1956, as a page in the relations staff and was regional page supervisor in 1957. A year later, he became an assistant service rep with NBC-TV. He has also been an administrator of the co-op sales department.

## Midwest Video Is Victorious In Ark. Pay-TV Decision

(Continued from Page 1)

Midwest Video's appeal against a group of theatre owners who entered the case as intervenors. In dismissing their arguments, Associate Justice Sam Roberts declared:

"Midwest Video is in a position similar to that of theatre owners who could not show pictures in their theatres unless they paid the use of electricity furnished by the power company and no doubt the power company could be compelled to furnish such service."

## McCarthy Backs GATT

(Continued from Page 1)

to be done in GATT, he intends to appear before the world organization's so-called Working Party on GATT. McCarthy can be persuaded to recommend standards of free trade at the session.

Meanwhile, McCarthy and his associates are endeavoring to focus GATT's attention on the program policy practised by the United States.

"There are no restrictions on any producer or distributor from any country. They are permitted to come here and market as much of their product as the broadcasters can absorb," he said.

McCarthy was U. S. minister to Paris when TPEA drafted its program head its activities which are supported by the three networks and a number of leading independent producers and distributors.

## Michigan's Peach Queen Is WXYZ-TV's 'Sunny'

Detroit — Michigan's reigning Peach Queen, Wallyne Rapp, WXYZ-TV's "Sunny Severin" will appear on the air in November. A second-year student at South Macomb Junior College, her ambition is to teach high school English. She also has a part-time job as a charm teacher for the Roseville Recreation Center and works as a fashion model.



# NO-COST DEAL ROUSES INDUSTRY

## What We Don't Know Can Kill Us

### NAB's Research Drive Borrowing Rallying Cry

Dallas — "What we don't know in this business can kill us"—evocative words once uttered by Fred Friendly, executive producer of "CBS Reports"—is being taken up again today as the rallying cry for NAB's all-out search drive.

In a speech prepared for delivery this afternoon at the association's southwest Fall conference, president LeRoy Collins echoed friendly to stress the seriousness with which NAB is tackling its hitherto-assumed research responsibilities.

"Over the years," Collins said, "many millions have been invested in research into the technical aspects of broadcasting—and rightly so. But now we are convinced that ever greater rewards can be found in the relatively ignored fields of research to broadcast programming and

(Continued on Page 8)

### Len Firestone on Coast to Present Syndie Report

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Len Firestone is here this week and next to make his first report—reportably a rosy one—on the first two months operation of the newly formed Four Star Distribution Corp. Firestone, P and GM, reports to chairman Jack Powell, president Tom McCormott and exec VP George Ober.

## Live Cameras Back Monday For Billie Sol Estes Trial

Dallas—The Billie Sol Estes trial returns to live TV Monday morning when WFAA-TV mobile cameras are reinstated in the Tyler, Tex., courtroom of Seventh Judicial District Judge Otis T. Swanigan.

"We have been using only the film camera as prescribed by the court," said WFAA general manager Mike Shapiro, "but now that testimony of the witnesses is completed, we are permitted to return to live coverage."

Every precaution will be taken

### Filmways Clarifies Its 'Off-Shoot' Proposal

Confusion as to the relationship between Filmways, Inc., and proposed Filmways-Sutherland Associates has been clarified by Martin Ransohoff, Filmways board chairman. He said proposed new firm would lease certain Filmways facilities in New York City and take on specific Filmway's TV commercial production personnel. Filmway's west coast TV activity will not be affected. Filmways will have a royalty and profit participation relationship with new firm.

### FCC Cold-Shoulders Interim Outlet Swap

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has refused an NBC-RKO request for temporary authority to trade the network's Philadelphia stations for the latter's Boston outlets, pending outcome of current hearings.

At the same time, it refused Philco's request to operate a new TV station on NBC's Philadelphia channel for the same interim period. Both petitions were based on the fact that under the consent decree, NBC must cease operating in Philadelphia on Dec. 31.

Meanwhile, the commission renewed its request to the Philadelphia courts to grant NBC a time extension. NBC now is asking a

(Continued on Page 11)

### El Paso U Bid Dropped

El Paso—Southwestern Broadcasting has withdrawn its application for a new UHF TV station on Channel 29 here, the FCC reports.

### Listening's Upsurge Charted by Bunker

Pittsburgh — Many of the advances made by radio within recent years were stressed this week by RAB president-elect Edmund C. Bunker. He revealed to members of the Pittsburgh Advertising Club results of a series of new listening habit studies which have not yet been generally released by the bureau.

A new nationwide survey of key consumer groups, Bunker said, reveals an upsurge in radio listening, and cited a study of young homemakers which showed 92.8 per cent of married women under 35 listen to radio weekly, and average two hour and 24 minutes

(Continued on Page 2)

### IRE's Mass. Conference Eyes World Competition

The IRE Professional Group on Product Engineering and Production, with the cooperation of its Boston Chapter, will hold the 7th National Conference on Product Engineering and Production at the Continental Hotel, Cambridge, Mass., May 27-28. Chan Watt of Raytheon is general chairman for the conference which will cover microminiature systems to meet world-wide competition.

### Two CTV Newsmen Gain Ottawa Gallery Seats

Special to RADIO-TV DAILY  
Montreal — Two members of CTV Network's news staff have been accepted as members of the parliamentary press gallery in Ottawa. Baden Langton and Ab Douglas will join the 100-member gallery representing the world's major news services. This is the first gallery assignment for both men.

### ITC Plan to Program 24 Hrs. on TV Draws Pro, Con Responses

By ARTHUR PERLES

RADIO-TELEVISION DAILY'S Oct. 24 news story of Independent TV Corp's bombshell offer to stations of 37 different half-hour series on a no-cost-until-sponsored basis has touched off a veritable avalanche of local-market responses which range all the way from the ridiculous to the sublime.

These "situations" include one Arizona video outlet's proposition of acreage in a new land development project. In still another league, two metropolitan stations—one on each coast—have indicated the ITC "on memo" proposition may hold their answer to the high cost of programming on a 24-hour 'round-the-clock basis.

Meanwhile, rival syndication firms have not been slow to pot-shot at the ITC offer as a disguised "foot-in-the-door" sales approach for the more traditional money-on-the-barrelhead methods of payment. This has met with a vigorous denial by ITC exec VP Abe Mandell who told this paper yesterday:

"In reality, our sole motive in coming up with this plan was to

(Continued on Page 9)

### TV Opinion Helps Kill Rockford's Blue Law

Rockford, Ill. — An editorial stand taken by WREX-TV appears to have been instrumental in killing an ordinance which would have banned Sunday retail activities here. Station VP-GM Joe M. Baisch made several appearances on the air in defense of Sunday openings, bringing the issue to the attention of Rockford.

### Classical Music Slides From Highbrow Pedestal

Ann Arbor, Mich. — Classical music is no longer a highbrow rite, Abraham Chasins, director of WQXR, New York, said here yesterday at a conference on "Music Programming for Educational Radio." Radio and recordings, and lately TV, have done for music what the art of printing once did for literature, he said.



Established Feb. 9, 1937

Vol. 91, No. 90 Thurs., Nov. 8, 1962 10 Cts.
CHAS. A. ALICOATE : President & Publ.
MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : Editor
ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU
Harry Lando
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Perry E. Pasmazoglu
West Coast Advertising Director
Harold Hildebrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU
Jack Russell
203 North Wabash Ave.
Phone: 312-782-2818
CANADIAN BUREAU
Jules Larochele
Room 314, Belmont St., Montreal
LONDON BUREAU
Peter C. Davalle
6 Romany Gardens
Sutton, Surrey, England
MEXICO CITY OFFICE: Pedro Mario Amaro. Apartado 540, Cuernavaca, Morelos, Mexico.
ROME OFFICE: John Perdicali. Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso. Edifilio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane. Edificio Espana, Grupo 4, Planta 14.

COMING AND GOING

PHIL LEWIS, WCCO, Minneapolis, sales manager, in N. Y. visiting CBS Radio Spot Sales.
CHARLES KING, MBS station relations director, to Dallas for conferences.
ROBERT BERGMAN, Filmex Inc. president and FPA director, to Hot Springs to address the ANA annual meeting.
BOB KERR, to Nashville Music Festival to host musicasters programming conference.
HARRY REASONER, CBS News correspondent, "Calendar" host, MEL FERBER, associate producer, IRV DRASNIN, and director, MARTIN CARR, to England to tape five programs for the series.
ART LINKLETTER arrives in N. Y. Saturday for a guest appearance on "What's My Line," and to speak at the Nat'l YMCA annual awards banquet.
HAZEL COURT, actress, in N. Y. from London to film a "Sam Benedict" episode.

FINANCIAL

Table with columns: Stock Name, High, Low, Close. Includes New York Stock Market and American Stock Exchange data.

RADIO-SET-PER-AMERICAN, 'MORE TO COME': BUNKER

(Continued from Page 1)
of radio listening every weekday. Bunker added: Americans last year bought 22 million radios—the biggest set sale year in history—and every indication points to a 24-million sale this year. There are currently 184 million working-order sets, he said, "just about one for every American." Bunker, who succeeds Kevin

B. Sweeney as RAB president on Mar. 1, urged the admen to exploit the bureau's services to the fullest, pointing out: "Our facilities—including a tape library of upwards of 4,000 individual commercials and a radio facts library we believe to be the most complete in the world—are at your disposal."

B'WAY'S LATINOS FARE FOR QUEEN
Variety Command Program
Spotlights Video Series
Special to RADIO-TV DAILY

'Route 66' Focusing 3rd St. Louis Seg
St. Louis — Exec producer Herbert B. Leonard, owner and co-creator of "Route 66" has signed Vera Miles to guest in the last of his three episodes to be filmed here.

Conn. Casters Confab To Hear Larry Webb

Wallingford, Conn.—Lawrence Webb, managing director of Station Representatives Ass'n, Inc., will be the luncheon speaker at the annual meeting here today of the Connecticut Broadcasters Ass'n.

A two-hour closed business session, including the election of officers, will be held this morning. The press has been invited to attend the afternoon session which will be devoted to current problems of the industry. The meeting will end with a banquet tonight.

London — Britain's vaudeville event of the year, the Royal Variety Command Performance before Queen Elizabeth, provided a showcase for "Broadway Goes Latin," half-hour series distributed by Independent Television Corp. British orchestra leader Edmundo Ros, star of the series, played for the entire performance. Other "Broadway Goes Latin" stars who performed were Margie Ravel, Hector de San Juan, Los Hispanos and the Arnoldo Dancers. Milton H. Lehr, producer of the series, was also responsible for the "Broadway Goes Latin" segment.

Bay City's Wanda Ramey Back on 'Noon News' Beat

West Coast Bureau of RADIO-TV DAILY
San Francisco—KPIX newswoman Wanda Ramey has returned as co-newscaster of the station's "Noon News" after a leave of absence to await the birth of her child. Back on the job, Miss Ramey will be public affairs moderator, reporting up-to-the-minute roundups as well as interviews and features. Miss Ramey is known to the Bay City for influencing the first telecasts of the Show at San Quentin prison.

Screen Gems Declares 15-Cent Qtrly. Dividend

A. Schneider, Screen Gems president, yesterday announced an initial regular quarterly dividend of 15 cents per share on the common stock of the corporation. The dividend is payable Dec. 11 to stockholders of record on Nov. 23. The company's annual report lists per share earnings for fiscal '62 at \$1.37, a record high, as against \$1.05 per share for the previous year-end.

Arthur Jacobs Firm Is Absorbed by R&C

Rogers & Cowan has acquired the Arthur P. Jacobs Co. simultaneously signed Jacobs' two-year contract as a consultant. Jacobs' move was based on present duties as co-producer of "I Love Louisa," which is being distributed by The Mirisch Co. and United Artists release. The recently established firm of Jacobs, McElwaine & Springer has been dissolved. Springer became client relations director of the newly expanded Rogers & Cowan operation in New York, and will bring over with him Howard Haines, Kim Garfield and Claude Brooks.

One of Broadcasting's Top Five STATION Promotion Professionals
Strong on imaginative—Audience Involvement On-the-Air Promotion Exploitation Publicity
Now Available for Radio or Television Station. (currently in situation not requiring my basic specialties.)
Box No. 213, RADIO-TV DAILY
1501 Broadway New York City





JOHN HILLS, "Today's" Health Authority

**ONLY JOHN HILLS \* ...**

*\* is available on both NBC-TV network and in syndication*

*\* with a proven record of ratings and commercial success*



No other health and exercise authority in America, male or female, can offer the network and local market exposure available through John Hills. Appearing regularly on NBC's "Today" show during the highest rated last half-hour segment and on his own syndicated series, "Slimnastics," John Hills brings professional exercise instruction and effective "soft-sell" to audience and sponsor alike. Both bring results!

But don't take our word for

it... see for yourself. Write, wire or telephone *today* for a film print to screen in your office. Contact Mr. George H. Frey.

**New  
Lerritt**

ENTERPRISES, INC.  
500 FIFTH AVENUE  
NEW YORK 36, NEW YORK  
BRYANT 9-4288

## QXR Network Previewing 12 New Church Hymns

The QXR radio network will carry a stereo preview Nov. 21, of 12 contemporary hymn arrangements commissioned initially as an experiment by the Division of Radio and Television of the United Presbyterian Church. General Electric will sponsor the broadcast which has been titled "Our Grateful Spirit."

## Jewish Dramas Due On NBC, ABC Series

"The Eternal Light" this Sunday on NBC will present "The Majority Report" on the radio network, third in a series of dramas on the theme of freedom and responsibility by Irwin Gonshak, and the teleplay, "Mr. Flanagan, The Chaplain and Mr. Lincoln," by Morton Wishengrad. The programs are produced by The Jewish Theological Seminary of America in cooperation with NBC, and presented as a public service.

Also on Sunday, ABC-TV's "Directions '63 — A Jewish Perspective" will present "The Wisdom of Maimonides" by Marc Siegel, featuring readings from the works and life of Moses ben Maimon, 12th-century Spanish scholar and physician who has been called the greatest Jewish philosopher. This will be the second in a series of four "Directions" programs on great authors and their works.

## Tom Gorman Unravels Radio Duty for Woolers

Boston — Thomas J. Gorman, WEEL general manager and VP, CBS Radio, will address the National Ass'n of Woolen and Worsted Overseers in the Hotel Madison tomorrow on "Radio's Responsibility." Gorman is currently president of the New England Broadcast Execs Club.

## WNAC 'Filmdom' Special Stars Top Directing Duo

Boston — The second in the special series, "Hollywood—Revolution and Renaissance," will be broadcast on WNAC Monday, when Allan Moll interviews "Elmer Gantry" director Richard Brooks on "Curtain Time." Then, Bill Hahn will interview Robert Aldrich, producer-director of "What Ever Happened to Baby Jane."



By TED GREEN

• • • Benton & Bowles' Jo Lyons just returned from London, where she addressed a group of British TV copywriters on "American vs. British TV commercials—their likes and differences." The audience was one of London's up and rising ad agencies: Armstrong-Warden. Anthony Hyde, formerly of Madison Avenue, and now creative head and one of the directors of Armstrong-Warden, arranged the forum . . . TV's Woody Woodbury, fast rising comic is negotiating with Frank Sinatra for a movie to star Woody. Tentative title is "A Young Man's Fancy." It would be made by Sinatra's Essex Productions.

☆ ☆ ☆  
• • • Wasn't the talented Jim Lukas, announcer on the "Leave it to the Girls," great as a guest on the show? He should be on more often . . . Seems like every TV personality we have visited lately has a 14-inch Panasonic book shelf TV set in the bedroom den or dinette . . . Aside to casting directors: If you want to see a cross between Greta Garbo and Carol Lombard, call Jean Foster at the Sutton Agency. She's just signed beautiful Susan Palmlblad from Sweden.

☆ ☆ ☆ ☆  
• • • Warner Brothers and many TV production outfits are interested in Diana Muldaur, shapely model in the cast of "Seidman and Son," new Broadway entry . . . In case you are wondering where conductor Allen Roth is, he's connected with WAZL, Hazelton; WHOL, Allentown, and WHLM, Bloomburg, all in Pennsylvania. Roth's transcriptions are still a featured part of the RCA-Thesaurus recorded program . . . George Fasolo, Westport recreation director, and his small-fry football charges in the Pop Warner League may become subjects of a TV documentary. In a town heralded for less muscular pursuits, Fasolo has molded a crackerjack gridiron juggernaut out of the 10-to-13 year olds.

☆ ☆ ☆ ☆  
• • • My Stetson's off to one of the nicest guys on The Main Stem. He's managing director of the New York Paramount Theatre Bob Shapiro. Bob was just elected prexy of the Metropolitan Motion Picture Ass'n . . . Hottest rumor around town is the battle shaping up between NBC and CBS for Ted Steele's services. Ted has been hosting weekends on "NBC Monitor" and CBS is hot on his trail. May the best station win. Ted's a real showman with a great following . . . Virginia Graham (a sweetheart) starts a new half-hour, five-a-week show in December on WABC-TV. How about a date for the Fire Dept, Virginia? Her show will be syndicated . . . Asides —to commercial producers: Just heard the singing commercial by go-jus, talented Jane Harvey made in Canada for Lifebuoy, and it was really great . . . To Sid Caesar, Mike Fitzmaurice and the rest of you gun-slingers: If you need a great gun for the pistol range, look into the new Colt Frontier Scout. It's a .22-caliber version of the world-famous single-action Army.

☆ ☆ ☆ ☆  
• • • Ted Straeter, pianist-maestro at The Columns of the Savoy Hilton guested on the Joe Franklin Show to discuss his theory on dancing as one of the most popular forms of entertainment. The throngs of happy dancers at The Columns are proof enough. Excerpts from his Capitol recordings were played, as well as his theme song, "The Most Beautiful Girl in the World." . . . The intriguing theme of the Girls' Town of Italy fashion show to be held at The Plaza Nov. 27 is "A Woman's Best Accessory is a Well-Dressed Man." Event is in memory of Ralph Destino, Sr., who was one of the most active supporters of the well-known project headed by Dr. Rose Franzblau. Michael Forrest is men's luncheon chairman, and Mrs. Mathew A. Berdon heads the women's unit.

## QM Series Rolls Nov. 27

West Coast Bureau of RADIO-TV DAILY  
Hollywood—United Artists TV Programming VP, Dick Dorso, has okayed Nov. 27 as production start date for QM Productions new series, still untitled, to roll at Goldwyn Studios, for ABC.

## Damski Joins KING-FM

West Coast Bureau of RADIO-TV DAILY  
Seattle—Jon Henri Damski has joined the KING-FM sales department and an account exec, it was announced by Dan Shannon, operations manager for KING-FM.

**KPHO-TV Donates Hour  
For Jerry Lewis MD Spe**  
Phoenix — "From This Moment On," a special hour show produced in conjunction with the Muscular Dystrophy Ass'n, and starring Jerry Lewis along with host of other top stars, will broadcast by KPHO-TV Sunday. Henry Mancini's orchestra provides the music.

## Albany's Variety Te In Farewell to Rosen

Albany, N. Y. — The Variety Club of Albany, Tent 9, will host a Testimonial Dinner Nov. 29 at the Sheraton Ten-Eyck Hotel to honor the club's retiring chief barker, E. David Rosen. He is to be married in New York Dec. 1, and following a honeymoon he will enter his family's business, Fabian Enterprises in New York City. He is currently assistant general manager of WAST-TV.

Among those expected to attend are Sam Rosen, exec VP of Stanley Warner; S. H. Fabian, president of Stanley Warner; William A. Ripley, general manager of WAST-TV; Gene Robb, publisher of the Capital Newspaper; Rotus Harvey, Int'l chief barker of Variety; Charles A. Smakow, zone manager of Stanley Warner; Edward Fabian, president of Fabian Enterprises; Adrian Ettles, Albany district manager for Fabian chain, and Michael Artist, chief barker-elect of Albany Variety Tent.

Co-chairmen of the event will be past chief barker George Scheraga and Jack Merritt. The newly elected chief barker and his crew will be invested in office during the event.

## 'TV 10 Workshop' Skeds Songs of 4 U.S. Wars

Philadelphia — "TV Ten Workshop," the new WCAU-TV series which showcases Philadelphia amateurs and young professionals will present a program of "Soldier Songs" Sunday, featuring seven of the city's folk singers. "Soldier Songs" featuring music from the Civil War, Spanish American War and the two World Wars. George Dessart is producer and Jim Hirschfeld directs.

## Jon Gnagy Readies Pall For 16th 'Learn to Draw'

John Gnagy, artist with well-groomed goatee, begins his 16th consecutive TV year Saturday, when he returns to WNEP-TV with 15-minutes of "Learn to Draw" instructions. Visual industries are program sponsor.

# TV in Canada Assailed As 'Horse-n-Buggy'

## Telstar Advent Seen Calling for Progress via Rules Overhaul

By JULES LAROCHELLE

Montreal — Don Jamieson, president of the Canadian Association of Broadcasters, yesterday said that broadcasting regulations in Canada, particularly those applying to television, would be overhauled because world television is here. "He said the Telstar satellite making possible live television broadcasting between North America and Europe was just a beginning for greater progress that would occur within the next two years."

### Sees Organization Vital

Jamieson said the practical problems of TV broadcasting have become international and an organization of broadcasters in the world will have to be set up. "In Canada, we need a re-examination of the ground rules under which we operate," he said. "We now are operating in a new world television area with a horse-and-buggy system of regulations."

He said Canada's Board of Broadcast Governors has an extremely difficult role but the country's broadcasters have been impressed by the efforts of members of the board carrying out their work within the framework of their regulations.

### Decries Criticism

Jamieson said most criticism of the BGG was unwarranted even though some broadcasters did not wholly agree with board interpretations of some of its rules. He said most of the problems of Canadian broadcasting could be solved if a detailed, authoritative and objective study of broadcasting in Canada and its system of regulation was carried out.

## Bert Briller Relocates

Bert Briller has joined MPO Electronics as assistant to the president and will head company activities in TV programming. Briller had been with ABC-TV as VP for affiliate communications and was a member of the exec committee.

# Estes Trial Returning to TV

(Continued from Page 1)

as paid for by both KLTV and FAA-TV." WFAA's cameras will serve the pool and relay the courtroom activities to ABC, NBC and CBS. FAA will pre-empt its regular programming beginning Monday 9 A. M. to carry the complete proceedings. WFAA made TV history when it

## Maine Broadcasters Demonstrate System For Emergency Use

Augusta, Me.—NAB President LeRoy Collins will speak at the annual meeting of the Maine Ass'n of Broadcasters here Nov. 28 with his address aired live by a line-up of 25 radio outlets in Maine, New Hampshire and Vermont.



COLLINS

This is the first time that the Maine meeting will be broadcast, according to MAB secretary-treasurer Norman G. Gallant.

It will also be a public demonstration of the emergency communications system, utilizing off the air pickups, with FM stations acting as feeders for AM broadcast outlets.

## W. Va. 'Telorama' Puts 30-Gs in Centennial Jug

Charleston, W. Va.—WCHS-TV has helped raise \$30,000 for the West Virginia 1963 Centennial through a three-hour "Telorama," which was offered to and carried by several other stations in the state. Featuring Dave Garroway as emcee, and the Four Freshmen, the show included folk singers, hillbilly artists, little theatre groups and other local performers.

## Beaumont Has Dual Job For 'Mustache' at Revue

West Coast Bureau of RADIO-TV DAILY

Hollywood — Hugh Beaumont both directs and co-stars in "The Mustache" segment of the "Leave it to Beaver" show produced at Revue Studios by Joe Connelly and Bob Mosher. Other co-stars are Jerry Mathers, Tony Dow and Barbara Billingsley.

## BUSCH SERVES UP WRITERS' MUSIC

1st Guild R-TV Awards Has 12 Scripting Material

West Coast Bureau of RADIO-TV DAILY

Hollywood — Lou Busch has been set by Writers Guild to handle musical direction of the first annual TV-Radio Awards Dinner, Dec. 6, in the Beverly Hilton Hotel, producer Allan Sherman announced.

Currently working on show material with Sherman are Bruce Howard, Paul Mason, Austin Kalish, Oliver Crawford, Bruce Geller, Ellis Marcus, Shirley Henry, Carl Reiner, Aaron Ruben, Everett Greenbaum, William Idelson and Christopher Knopf. Jim Tugend serves as production manager.

## Austin Legal Office Looks into Cable TV

Austin, Tex. — Mayor Lester Palmer has instructed city attorneys to report back by Dec. 15 on the legality of allowing cable TV to be hooked onto local telephone and power poles.

Local attorney Robert T. Davis is one of three businessmen who proposes to bring seven-channel TV to Austin by a master antenna and a cable distribution system. Other backers are Dick Brown, acting managing editor of the Austin American-Statesman, and Glen Flinn of Tyler, owner of Tyler and Jacksonville cable systems.

At present, Austin has only one TV station, KTBC-TV, owned principally by the wife of Vice President Lyndon B. Johnson.

## Philco Seattle Fair Aide Is KYW-TV's PR Chief

Cleveland — Hugh Harper, for the past three years a member of Philco Corp.'s public relations staff, has accepted appointment as PR director at KYW-TV here, effective Monday. Harper's background includes both broadcasting and PR in New York and Westport. With Philco, he was in charge of preparing the film's exhibit at the Seattle World's Fair.

## Wolper Promotes Gold

West Coast Bureau of RADIO-TV DAILY

Hollywood — Bert Gold, production coordinator for Wolper Productions, has been promoted to production supervisor.

## Dore Schary to MC Writers Guild Lunch With British 'Cousin'

Luncheon speakers have been set for Monday's first joint council meeting of the Writers Guild of America with its British affiliate, the TV and Screen Writers' Guild, to be held at the Americana Hotel, New York.

Motion picture and TV producer-writer-director Dore Schary will be the emcee, according to national chairman David Davidson. British Guild vice-chairman Leigh Vance will speak for his organization. Prof. Erik Barnouw, former national WGA chairman, will report on his experiences in India where he has been for a year on a Fulbright scholarship to complete a study of the motion picture industry in that country.

Attending the luncheon from Hollywood and representing the Writers Guild of America, west, will be council president James R. Webb, TV-radio branch president Nate Monaster, screen branch president Allen Rivkin, council secretary Christopher Knopf and assistant executive director Paul Stager.

Representing Writers Guild of America, east, will be president Ernest Kinoy, 1st vice-president Fitzgerald Smith, secretary Many Starr, council member Philip Reisman, Jr., executive director Evelyn F. Burkey and counsel Richard B. Jablow.

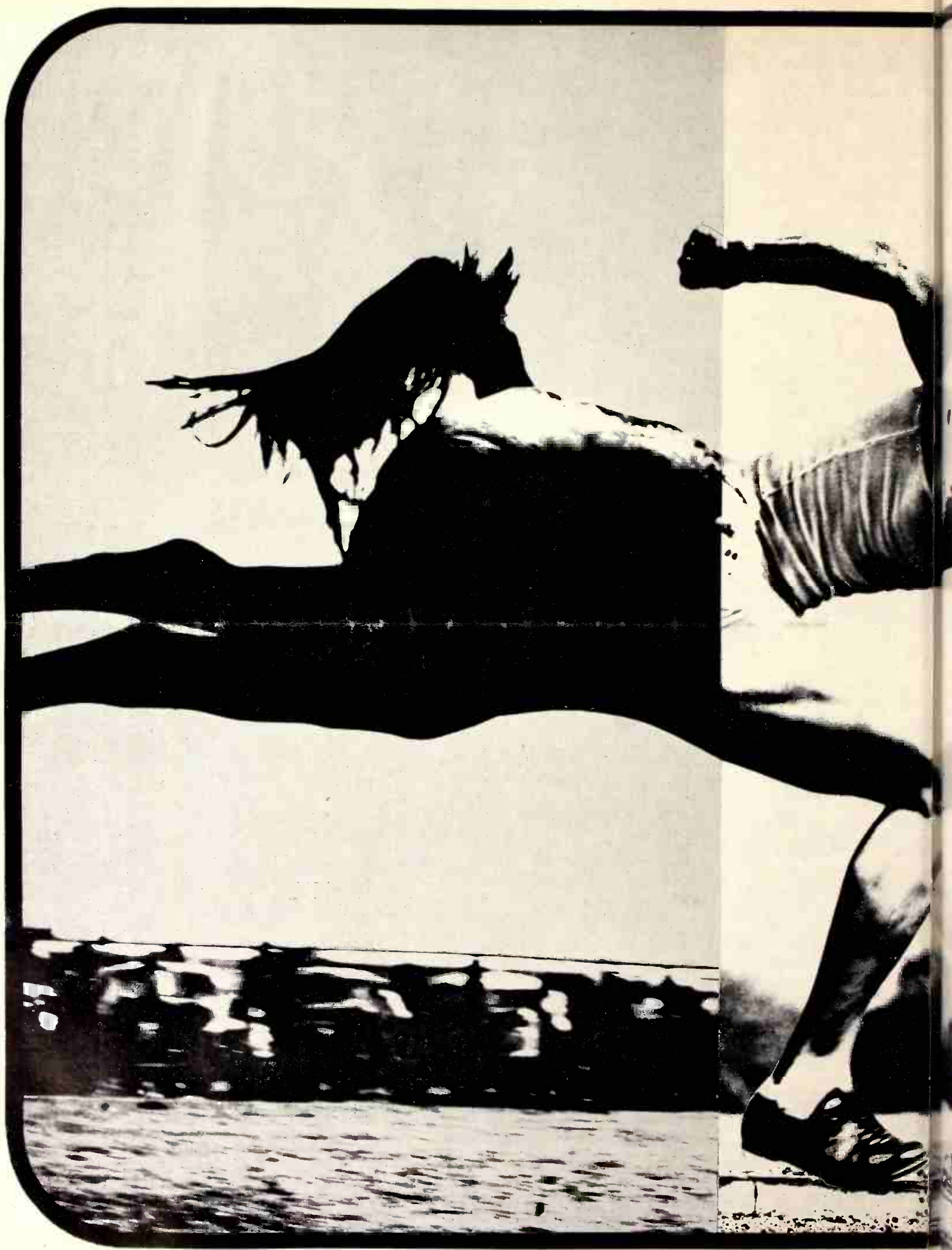
The British delegation, headed by Leigh Vance, consists of second vice-chairman Denis Norden, international secretary Paul Tabori, council member John Lemont and general secretary J. G. Johnson.

## Voice Ailment Grounds WKRC News Director

Cincinnati — WKRC radio-TV has placed Fitz Patrick Boisseau, news and editorial director, on indefinite leave of absence for health reasons. The 10-year WKRC news staff vet has suffered an ulcerated vocal chord.

## Darin Tapes Sullivan Shot With Pick of Air Date

Bobby Darin has been signed to tape a guest-stint on CBS-TV's "Ed Sullivan Show" Dec. 2, with the provision that the singer will pick the air date.



## We cover a wide range of sports.

If centaur racing should ever be revived in Greece, you'll see it on ABC Television.

We're now covering just about everything else in the known sports world.

From The World Barrel Jumping Championship at Grossinger's to The Grand Prix at Monte Carlo. From The Orange Bowl in Miami to The Sumo Wrestling Championships in Tokyo.

One program alone—*Wide World of Sports*—ranges the globe to provide sports buffs with some 85 hours of armchair activity annually.

To this, now add *Fight of the Week*; *American Football League*; *Challenge Golf, starring Arnold Palmer with Gary Player*; *Professional Bowlers Tour*; plus sundry specials.

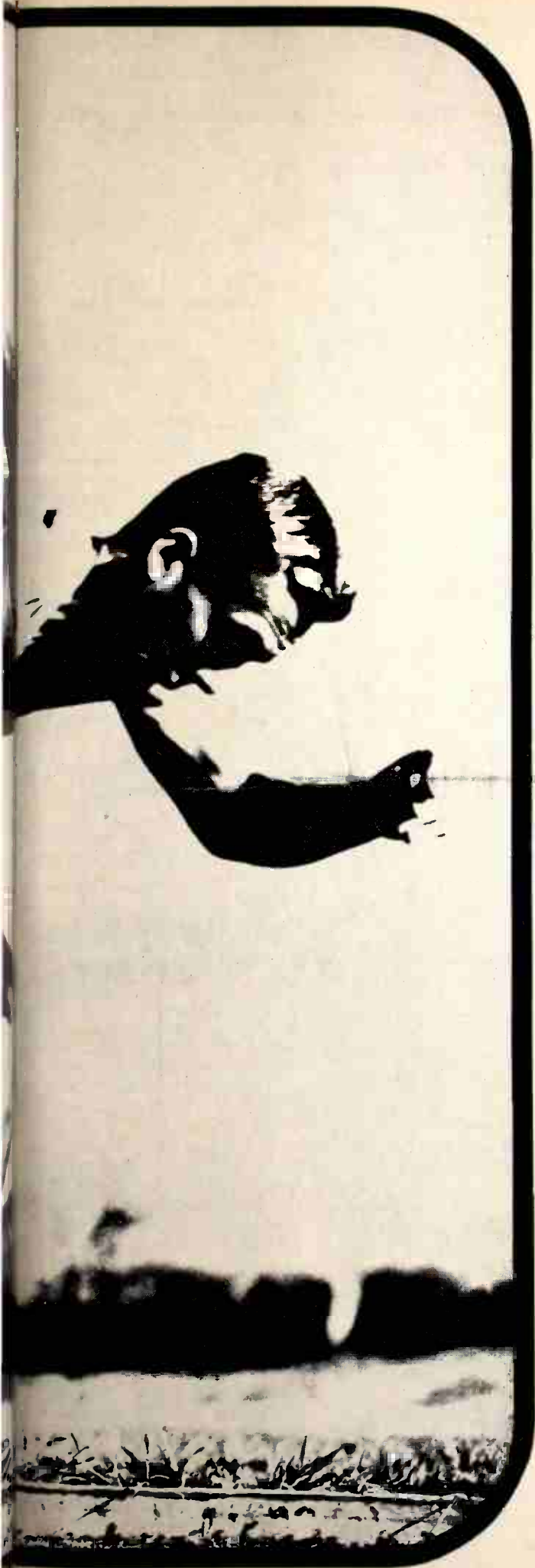
Total: over 275 hours of sports viewing on ABC Television.

To cover it all, and cover it right, is no mean athletic feat in itself. In September, we had some 225 men—sports announcers, commentators, engineers, camera crews, etc.—out in the field with 54 cameras and 18 video tape machines, scattered all the way from Newport, R. I., to Melbourne, Australia.

We treat sports as it should be treated. As news. Covered in full, in depth. And in all its global variety.

This furnishes ABC watchers with a constantly fresh look at the sports picture. And ABC advertisers with a constantly intrigued audience.

ABC Television Network



## World Alumni Hail 'Meet Press,' Age 15

Four ambassadors, Indian prime minister Jawaharlal Nehru and former president of the Philippines Carlos P. Romulo have written producer Lawrence E. Spivak letters of commendation on the 15th TV anniversary of his NBC series, "Meet the Press." On Sunday's birthday program, the guest will be James A. Farley, who appeared on the first program in 1947.

French ambassador to the U. S. Herve Alphand, a former participant on the program, best summed-up the other dignitaries' comments by noting that the program's "improvised nature gives to an ambassador one of the most difficult tasks he can face, but at the same time gives him the opportunity of expressing freely . . . the opinion of his country."

Other ambassadors sending congratulatory messages included Koichiro Asakai, Japan; Tingfu F. Tsiang, China, and Habib Bourguiba, Jr., Tunisia.

## WBC Appoints Shapiro Ass't Research Head

Roy Shapiro has been appointed assistant director of research for Westinghouse Broadcasting. Shapiro had been a senior analyst in the ABC research department and formerly held a marketing research post at Benton and Bowles.

## Robert Schultz Joins TvQ As Senior Account Exec

Robert Schultz, formerly with the American Research Bureau, has joined the staff of TvQ, research service, as senior account exec. Previously, he was with the Radio Advertising Bureau. Another TvQ change has Herbert Altman, formerly client contact supervisor, assuming added duties of director of client service.

## KILT Program Director

Houston — Chuck Benson has been named program director of KILT, Gordon McLendon-operated outlet here.

## CBS News Sets New Slot For 'Clowns and Heroes'

CBS News has rescheduled its "Clowns and Heroes" for a Nov. 14 screening, originally slated for a month ago. Portraying the near-medieval existence of a Portuguese "campino"—equivalent of an American cowboy—the special stars Joachim Paulo and was filmed entirely in Portugal.

## JACK V. ARBIB ENROLLED BY BLAIR; MORE RE REPS

Jack V. Arbib has joined the New York office of Blair-TV as a sales executive. David Lundy, president, said Arbib's appointment marks the latest in a series of sales expansion moves.



ARBIB

Arbib was formerly with NBC Films and Cellomatic, a division of Screen Gems. In 1959, Arbib was promoted to head NBC's Victory Program Sales. From August, 1961, to March, Arbib served as circulation sales manager of the New York Daily News. He resigned to become director of sales for Cellomatic.

## Greer Outlets in Ohio Name Prestige as Rep

Dover, O. — Radio station WCNS, Canton, and WJER, operated as Greer Group stations, have appointed Prestige Representation Organization for national sales effective immediately. Announcement was made jointly by Sal Butera, of Greer, and Sam Brownstein, PRO general manager.

## Marketing Services Broaden the Horizon

The scope of station representation has widened to the point where it has become a marketing adjunct of stations, in addition to the national and regional sales arm, according to Robert A. Burke, marketing and sales development director, West, for Young TV. He said:

"This new role has been created to keep pace with advertiser and agency needs. In the use of spot TV, it is incumbent on us as representatives — as salesmen — as

## Machcinski Now Heading TV Trade Practices Unit

Stephen A. Machcinski, VP and general sales manager of Young TV Corp., has been named chairman of the Television Trade Practices Committee of the Station Representatives Association. He replaces Edward Shurick, formerly of Blair Television, Inc., as Chairman of this Committee.

Serving with Machcinski are Walter Nilson, Jack White, David Lundy, Lon King, Charles Standard and, James O'Grady.

marketing men — to speak with an intimate, firsthand knowledge of the market."

## Mortensen Acct. Exec With Auerbach Firm

Geren W. (Mort) Mortensen has joined Ohio Stations Representatives, Inc. as an account executive. He was formerly associated with WAKR-AM-FM-TV in Akron, Ohio, and WABL-TV, Baltimore. Announcement was made by Leonard F. Auerbach, Ohio Stations president.

## Newsweek's R-TV Editor On Jury of Int'l Vid Fest

Special to RADIO-TV DAILY

Monte Carlo — Richard Lemon, TV-radio editor of Newsweek Magazine, has accepted an invitation from the Committee of the International TV Festival here to be one of the two U. S. members of its 11-member jury. He'll attend a week of screenings here prior to the gala dinner on Jan. 19 when Golden Nymph Awards are presented.

## Collins in Plea for Research

(Continued from Page 1)

the impact of broadcasting upon people."

Collins said the recently-established research program "will give the industry an opportunity to bring together the best brains in the nation — wherever they are to be found — to help us meet major needs and challenges related to the content and consequences of what we broadcast."

Collins cited the NAB radio and TV codes, as well as research, as primary supports to the association's entire program for the industry's continued growth.

"They (the codes) should be projected and lived up to, not

only as the broadcaster's charter of self-regulation but as the people's assurance of quality broadcasting," he said. "It is our responsibility to improve our codes to the point that any eligible broadcaster will be embarrassed not to be publicly identified as a member."

On local programming, Collins announced that NAB plans a local programming seminar which will also include the fields of news-gathering, reporting and interpretation at the time of the organization's annual State Presidents' Conference in Washington next February.

## Boston Symph Ork On TV, Global Radio

Boston—The Boston Symphony Orchestra, now featured in 13 hour TV specials by Seven Associates, will have two additional broadcasts Sunday—one NBC-TV's colorcast preview the National Culture Center, the other to be beamed on radio throughout Europe and the British Isles in celebration of the 40th anniversary of the BBC Home Service.

The BBC picked the Boston Symphony to represent North America on the program, which will be fed by WGBH here and BBC in New York, which in turn will transmit it via transatlantic cable to London for broadcast throughout the British Isles. The program will also be picked up from London by the Hessischer Rundfunk in Frankfurt, Germany; Southwest German Radio in Baden; Paris Radio, and the Soviet Radio System.

## Denver's Police Scandal Gets TV Drama Treatment

A drama based on the scandal that shook Denver when some of its policemen were discovered to have banded together in a salary cracking ring will be seen on CBS-TV's "Armstrong Circle Theatre" Nov. 21.

The play, "A City Betrayed" stars Patrick McVey. Denver Mayor R. Y. "Dick" Batterton appears as a guest.

## Dan O'Herlihy Hits Trail For 'Jaimie McPheeters'

Dan O'Herlihy, veteran actor on TV, films and the stage, and 40-year-old Kurt Russel have been signed to co-star in MGM-TV's new hour series, "The Travels of Jaimie McPheeters," ABC-TV.

Based on the novel by Robert Lewis Taylor, the series is adapted for TV by John Gay with Bill Sagal directing for producer Robert Sparks. O'Herlihy plays Jaimie McPheeters, and Russel, his young son.

## 136-Course Banquet Films VBS' Jim Moran Show

Victor Borge-Selden Associates has completed final scenes of "Jim Moran Show" filming, which most of the hour TV special takes place in the famed publicist's apartment. John Carradine, David Wayne, Anita Ellis and pianist Leonid Hambro make appearances on the show which features a 136-course banquet!

**Crystal Ball Dep't:**

**FIVE NETWORK PREDICTED NEXT PROJECT FOR ETV**

There are more signs than one that ETV may be just on the verge of beginning to bother the commercial segment of broadcasting," Samuel Grafton writes in the forthcoming issue of TV Guide magazine.

He points out that Humble Oil paid for the taping of one of NET's best series last year, "An Age of Kings," with a screen credit to the company at the end of each program for having made the production possible.

Actually," Grafton said, "this is required by FCC rules, which do not permit anonymous sponsorship. But there has been a rumble of comment through the broadcasting world to the effect that the signing announcement constitutes a kind of commercial. No sales messages of any kind were inserted into the series. But Humble did take local newspaper advertising attention to the broadcasts."

Grafton quotes Nazaret Chercian, NET spokesman, as saying: "Up to now, local educational television hasn't bothered anybody. Now it has an audience, and it's making business money. Maybe the pinch is a little."

Grafton said competition between educational and commercial broadcasting can be especially real in cities which have had only one or two stations.

ETV has a dynamism of its own, Grafton said. "It is a restful medium, and it isn't content to stay little. Its next move is obviously going to be in the direction of live, direct-line network programming."

In the long run, Grafton said, ETV may help usher in an era of electronic browsing," providing a clearer voice for viewers and stimulating commercial TV's production of shows in the "educational" category.

**Paar Vignettes on Net Given Free Syndie Rein**

NBC-TV's "Jack Paar Show" tomorrow will debut a new comedy vignette feature titled "Laffs," with distributor Television Enterprises Corp. permitted to sell the series on a market-by-market indicated basis without any restrictions. Thus, local stations buying "Laffs" will be able to sell to local advertisers and are free to offer the segments on, before or after their network exposure.

TEC president Harold Goldman, who negotiated the deal with party Kummer of Freddie Fields Management Associates for Jack Paar, said this is the first time such an unrestricted arrangement has been offered to the industry.

**Oh Dad, Poor Dad, Ma's Famous & I'm Feeling Sad**

"Are Famous Parents A Boon or Bane?" will be discussed pro and con on Metropolitan Broadcasting TV's "Open End" with David Susskind Sunday on WN-EW-TV. Panelists will include Mike Todd, Jr., Joan Benny, Susan Strasberg, Warner LeRoy, Mary Rodgers and Larry Hagman, son of Mary Martin.

**Saroyan Skein Gets Gal Star**

Phyllis Avery has been signed to star regularly as the feminine lead in MGM-TV's "The Human Comedy." She'll play Mrs. McCauley in the series based on the motion picture classic written by William Saroyan.

Arthur O'Connell and Timmy Rooney will also star in the series. Robert Maxwell is executive producer, with Ruby E. Abel producing. The initial episode, written by Ken Cooper, will be directed by Robert Ellis Miller.

**Pat Suzuki Tops List Of 4 'Weekend' Guests**

Singer Pat Suzuki, comedian Will Jordan, Don Appell, author and producer of Broadway's "Milk and Honey" and dancer Steve Condos join Jerry Lester on his new "Weekend" program, Saturday on WOR-TV.

"Weekend" is produced by Vernon P. Becker with Arnee Nocks directing.

**ITC On-Memo 'Sales' Draws Big Response**

(Continued from Page 1)

make more telecast time available for the industry. I'm telling you without mitigating my words, we will seriously consider any reasonable proposal by a station to help us and them achieve this goal."

Mandell went on to tell of stations that he believes have no interest in telecasting late at night but would like to start early in the morning. Some, he stated, have been thinking about cutting back on their telecast schedule because of the difficulty in selling late-night time.

"Would we include them in our plan so that they could continue

**Evans to Limn Fair For Geographic Soc.**

Mark Evans, public affairs VP of Metromedia, Inc., will deliver a 90-minute illustrated lecture on "The Seattle World's Fair" before the National Geographic Society at Washington's Constitution Hall tomorrow. It will feature motion pictures shot on location.



EVANS

This is the fifth consecutive year Evans has participated in the National Geographic Lecture Series. In two performances, he will describe—and show—the view atop the 606-foot high Space Needle at the Fair, taking in the panorama of snowy Mount Rainier and Puget Sound. The visit of Great Britain's Prince Philip is also included in this portion of the lecture.

**Horse Show Trotted Out As WPIX Sports Spec**

The 79th annual National Horse Show at Madison Square Garden will occupy the spotlight on WPIX's "Saturday Night Sports Special" Nov. 17, with commentary by Win Elliot, Bob Wolff and Bill Bryan. The series is sponsored by Schaefer Beer.

During the two-hour telecast, the cameras will focus on the Parade of the International Teams; International Jumping Championships, with teams from Canada, Great Britain, Ireland, Italy, Mexico and the United States; Puissance jumping; rodeo barrel racing; Shetland Pony Championships; Five-gaited Championship Stakes; International Individual Award, and the International Team Award.



By JACK RUSSELL

The Film-Makers, Inc., was opened here this week as a TV and motion picture film company, with Lincoln Scheurle as president and creative director, and Edward E. Katz, formerly with Niles Communications Center here, as board chairman and general manager, having major responsibility in the financial and administrative areas. They said: "We work as marketing and advertising men, rather than merely as film producers."

Scheurle resigned in May from J. Walter Thompson here after a 10-year stint, during which he served as TV and radio commercial producer and copy supervisor. Before that he headed a broadcast dept at Hugo Wagenseil & Associates, Dayton ad agency. During the Summer he produced films for eight national ad agencies.

Sterling C. Quinlan ABC network VP in charge of WBKB, and Dr. Samuel L. Andelman, Chicago health commissioner, have joined forces, marshalling the WBKB staff to give them their flu shots and remind Chicagoans that they will need protection from the winter's predicted flu epidemic.

Dr. Jack Zaekler of the Chicago Board of Health took charge of the inoculation, using a hypodermic injector apparatus, perfected in New York and in use for the last three years.

WBKB recently premiered its "Sports Final" with Bob Rhodes, to round out the channel's nightly news and weather coverage. Besides reporting scores, the program features human interest stories in the sports world.

Rhodes has been associated with sportscasting in this city for four years, joining WBKB in 1961.

on a full-time basis?" Mandell pondered aloud, then, asserting that he certainly would try to do so, the ITC executive continued:

"Take the case of stations in Philadelphia and Seattle who were on a 24-hour setup but found it too costly. Now they would be interested in trying again if it could be done profitably by taking advantage of our offer. And these are just some of the situations that have been presented. We stand ready to help out on any reasonably respectable offer."

When an inquiry comes in, Mandell said, an analysis is made based on the nature and size of

the market and its current programming affairs and his company's history in the area. The station then is advised of availabilities in programs, the revenue-sharing formula on spots and adjacencies and the other "mechanics" of the plan. As long as the broadcasts are sustaining, the station pays only for shipping and nominal handling costs, Mandell said. He concluded:

"There's no doubt in my mind that this has hit a nerve that touches on an industrywide problem. If it benefits the entire industry, we will have achieved our purpose."

## Cleve. Spec to Study City's Growing Pains

Cleveland—KYW-TV will present "Requiem for an Old House," in prime time Monday, the story of the growing pains of a growing city—with all of the resulting ills.

Filmed on location in the city by KYW-TV's Richard Pitschke, film producer, it was written by Dick Trembath.

Highlights of the film include dialogue with Congresswoman Frances Bolton, who walks and talks amid the remains of her demolished mansion. There is dialogue with a barber, and for local color, wine pressing.

## ETV Relies on Teachers, Says WNBT's Heffner

"The challenge of ETV rests squarely with teachers and future teachers," emphasized Richard D. Heffner, WNBT VP and general manager, at Mills College of Education's 53rd Founders' Day celebration this weekend.

"Teachers must learn to create programs, use them and meld together the talents of educators and broadcasters," he urged. Heffner also advocated that teachers assign pupils specific programs for viewing at home, and that parents register with educational stations their approval, or disapproval, of shows.

## CBC Board Fills Slot With Seguin, Jenkins

*Special to RADIO-TV DAILY*  
Montreal — Appointment of Roger Seguin, Ottawa lawyer, and Frederick L. Jenkins, London, Ontario, businessman, as members of the CBC board of directors has been announced. They fill the vacancies created by resigning vice-chairman Charles Leeson and Mrs. Kate Aitken.

## Back to Houston R-TV

Houston — Ken Collins, former caster in this city, now back from Florida where he managed a station, is handling radio and TV work here for Hilltop Lakes Resort City.

## Clark Returns to WOLF Where He Got His Start

Syracuse, N. Y. — One of WOLF radio's most noted alumni returns to the station he started with 10 years ago when Dick Clark hosts a new two-hour show starting Jan. 1. Clark is programming a series of shows for radio stations around the country.



By PETER C. DAVALLE

• • • There's a major revolution afoot in Britain's viewing habits. Not long ago, it was nothing short of sensational if just one BBC-TV program got into the nation's Top 20; the commercial stations had it all their own way. Now, all that's changing. Last week, for instance, seven BBC-TV shows got into the Top 20—the fantastically popular "Maigret" winning third place . . . U.S.-made series have helped, of course. "The Dick Powell Show and Bronco," are both in the charts, as is the MGM-BBC co-produced series, "Zero One." Still heading the Top is Granada's twice-weekly "Coronation Street," which Granada would dearly like to sell in the U.S.

★ ☆ ☆ ☆  
• • • Heavy with nostalgia, Val Parnell's last newsletter has reached British TV columnists. He retires this month as managing director of ATV. His successor, Lew Grade, surely the most affable and accessible TV executive in Britain, will take over Val's columnist chores as well . . . Being hotly topped as the man to succeed Sir Ivone Kirkpatrick as chairman of the Independent Television Authority (he retires this week) is Dr. Charles Hill, former Minister of Housing, who was Postmaster-General when commercial TV started in Britain in 1955.

★ ☆ ☆ ☆  
• • • More successes in Britain for American-made TV shows: "I'm Dickens . . . He's Fenster" bows on ARTV and Southern TV this week; Ulster TV starts running "Main Street U.S.A." and T.W.W. have slotted in three new series of "Rawhide," "The Roaring Twenties" and "The Outlaws." Already tried and tested on several other commercial stations over here, "The Terrific Adventures of the Terrible Ten" bows on Granada TV this week.

★ ☆ ☆ ☆  
• • • T.W.W.'s weekly discs program "Discs a Gogo," already being taken by Anglia TV and Wales West and North, now marks up two more successes. Tyne Tees and Border have booked it. Ken Walton is the genial MC . . . "The New Ark," a special edition of Anglia TV's regular animal life series "Survival," gets a special introduction from Prince Philip on Christmas Eve. I'm told Anglia is negotiating for a U.S. sale of this big program, which underlines the danger of extinction facing wild life, particularly in Africa.

★ ☆ ☆ ☆  
• • • Jean Clarke, hostess of ARTV's "Double Your Money" quiz program, and her husband TV announcer Tom Glazer, are proud parents of a baby daughter . . . TV actor Ian Hendrey, who shot to fame in ABC's "The Avengers" series, has bought an engagement ring for TV and movie actress Janet Munro . . . Patrick Campbell, Presentation Controller of Border TV, has now been appointed the company's Programs Controller.

★ ☆ ☆ ☆  
• • • Britain takes a big step towards color TV this week. For seven and a half hours every day, the BBC will broadcast films and slides, in both color and black and white, on the experimental 625-line system. For the past few weeks, BBC has tested color using only a test card . . . The new experiment will be confined to the London area. Aim of the venture is to prepare the ground for Britain's first regular color TV programs which are expected to hit our screens in about a year and a half's time.

## 'Adlai Stevenson Reports' On Cuban Crisis, Talks

Adlai E. Stevenson, U. S. Ambassador to the UN, will report to the American people on the current status of the Cuban crisis and the tough negotiations that lie ahead on "Adlai Stevenson Reports," ABC-TV, on Sunday. The program originates at the U. S. Mission to the UN and is produced by David Garth for Arnold Michaelis Productions in association with ABC News.

## Electronic Ass'n to Hold 3-Day Marketing Seminar

Chicago — The Ass'n of Electronic Parts and Equipment Manufacturers will hold its second annual three-day seminar in conjunction with the Illinois U., Apr. 21-24, 1963, in Monticello, Ill. According to Thomas L. Dowell of Switchcraft, chairman of EP & EM's educational committee, the seminar will primarily deal with techniques and problems of marketing through distributors.

## Linkletter to Travel For TV Shot, P.A.'s

Art Linkletter, star of CBS TV's "House Party," will be in New York City Sunday and Monday for a guest appearance on "What's My Line?" and as guest speaker for the National YMC annual awards banquet.

On Nov. 26 he will be in Hollywood Beach, Fla., to address the annual convention of the Investment Bankers' Ass'n of America then goes to San Francisco Dec. 10 for the regional meeting of the RC Cola board of directors (of which he is a member). On Dec. 14 Linkletter returns to New York City for the annual board of directors meeting of the Flying Tiger Line, of which he is also a member.

## Father O'Connor Joins Paulist R-TV N.Y. Unit

The Rev. Norman J. O'Connor, former Catholic chaplain of Boston U. and noted jazz authority, has joined the Paulist Communications in New York as director of radio-TV-films. He will develop production and consultant features of the department as well as continue his own programs starting in Boston.

Father O'Connor is currently the host of WCBS' "Audit," produced in cooperation with the N.Y. Archdiocese. He also conducts "Jazz with Father O'Connor" on WCRB, Boston, and appears with George Shearing on "Jazz Meets the Classics," N.E.T.

## 260-Parl Syndie Aimed For Spanish-Lingo AMs

Tele-Radio & TV Sales, Spanish-language media specialist, has been appointed to handle syndication of a new series of 20 half-hour musicals for radio, featuring vocalist Lucho Gatica.

Titled "Lucho Gatica Cantando" the show will be offered on an exclusive-market basis to Spanish-programmed stations in the U.S. and Puerto Rico as a package with special merchandising and promo tie-ins.

## Beauty Winner Episode Includes the Real McCoy

Hollywood — Two former beauty contest winners—Lee Meriwether (Miss America '55) and Arlene Howell (Miss USA '58)—are featured in "What Ever Happened to Miss Illinois?", the Nov. 22 offering on ABC-TV's "Premiere Presented by Fred Astaire." Carol Lynley stars in the title role of the Revue production.



## AGENCY NEWSCAST

By RALPH TYLER

Six volunteer campaign coordinators and seven advertising agencies will be cited today for outstanding public service to the national welfare at the annual awards luncheon of the Advertising Council in New York.

Washington newspaper columnist Scoe Drummond will speak at the luncheon on the significance of the election results. The volunteer campaign coordinator citations will go to James A. Barnett, Grex Corp., ten year award; A. Thiemann, New York Life Insurance Co., five-year award; and William C. McKeehan, Jr., Metropolitan Life Insurance; Robert M. Day, Humble Oil & Refining; H. George Wolfe, Merck & Co., and Joseph F. Anderson, Dictaphone Corp., all one-year awards. Agencies to be honored with five-years-service awards are Ted Bates, Leo Burnett and JWT. One-year awards will go to Y&R, cited twice, and Grey Advertising; Liberty, Clifford, Steers & Shenfield, and BBD&O.

The institutional market in the U.S., which swallows an estimated \$42 billion annually in goods and services, has been outlined and defined in a one-volume source book released by BBD&O. Government institutions are not included in the report. The study, titled "Institutional Market," presents primary data on the various segments of the market (defined as consisting of any establishment which exists to provide feeding, housing or personal services for a concentration of people, such as hotels, hospitals, schools, etc.) Data is provided to indicate the size of the market for each institutional group, expenditures for various product categories and means of influencing the market.

Houston Happenstance: Charles I. Watkins and Donald E. Smith have been appointed VPs of Advertising Associates, as part of a

### Thought for Today

*"The prime function of profits is to allocate the resources and energies of the nation to accomplishments the public finds desirable. Profits must be equated to those needs. How much is enough? Whatever amount will balance reward against risk, and spur the production of those goods and services society requests."*

—from Du Pont's "Profit Motive"

realignment and addition of personnel. Steve B. Swan was appointed senior account exec and John Esposito, chief of radio and TV production. Mrs. Enid Lerch has been named production manager in the agency's art dept. . . . Richard L. Minns Advertising has obtained the residential division of the Del Webb City for Clear Lake as a new account. Weekly and Valenti have the commercial and industrial division. It's a 10-year project and will end with a city the size of Austin. . . . William N. Browder has been named general manager of the Houston office of Foote, Cone & Belding. He succeeds E. H. Badger, who retired.

Major colleges and universities in the Los Angeles area have been notified that the Western States Advertising Agencies Ass'n is offering two scholarships this year to outstanding students in advertising and marketing. Applicants are required to submit a paper on "The Role of Advertising in the American Business Economy," according to Macy Baum of Paul & Baum Advertising, scholarship chairman.

## Swap Deal Rejected by FCC

(Continued from Page 1)

postponement until Dec. 31, 1964, holding that the FCC proceedings could be protracted and the Dec. 31, 1962 deadline would mean forfeiture of its Philadelphia stations. The Justice Department opposed the original request for an extension, on the basis that the FCC might approve the temporary swap.

Philco, Westinghouse and the FCC's Broadcast Bureau all entered opposition to the NBC-RKO request for a temporary approval of NBC's application to trade its Philadelphia stations for the RKO

Boston outlets.

Ernest Nash, of the Broadcast Bureau, questioned the FCC's legal power to grant such temporary approval, as did Philco, which said the licenses of the NBC Philadelphia stations haven't been renewed, that NBC therefore has nothing to transfer and "the commission lacks the authority to grant." Nash said the court hasn't said it will not give NBC an extension of time, that the request for temporary approval of the trade was "extraordinary," and that it "cannot be justified."

## Omaha Outlet Builds New Front for its HQ

Omaha — KMTV is remodeling the exterior of its studio and transmitter building in downtown Omaha, with the new front to be completed in about 60 days and designed for projected KMTV expansion plans, it was announced by VP-GM Owen L. Saddler.

Leo A. Daly Co. is the architect, and general contractor is the W. Boyd Jones Construction Co., both of Omaha. KMTV engineering VP Raymond Schroeder said the new front will be made of precast, white marble exposed-aggregate terrazzo. A Daly spokesman said the material is imported from Monterey, Mexico, and will be used for the first time in the Omaha area on the KMTV Building.

### 'Project 1260' on WDOK Explores Student Careers

Cleveland — The John Carroll U. series of 25-minute shows on careers for students will be broadcast by WDOK beginning tomorrow as part of its "Project 1260." "Why Study Communism" is the first show scheduled in the "John Carroll Views a Future" series which includes 16 programs. Dr. Richard J. Spath, John Carroll grad school dean, is moderator.

### Europe's Traffic System On 'Direct Line' to N.Y.

Gotham's traffic commissioner Henry A. Barnes, recently returned from a traffic survey in Europe, reports his findings Sunday on WNBC-TV's "Direct Line." Viewers can question the commissioner on the second half of the special show via telephone, with volunteers from the League of Women Voters answering the battery of calls.

## New Lease on Series For Opera Aspirants

Philadelphia — Operatic hopefuls throughout the Philadelphia area will have an opportunity for greater local recognition on WRCV-TV's "Opera Theatre" series, which returns later this month.

Hosted by Diana Delmonte of the Philadelphia Lyric Opera Company, "Opera Theatre" was a weekly feature on the NBC-owned station from Feb. 18 thru June of this year. Plans call for a second season of "Opera Theatre" to be telecast periodically each month on Sunday afternoons. Exact schedule and starting date will be announced shortly.

## CARTA COMMUNION BREAKFAST

NOVEMBER 11th

ST. PATRICK'S CATHEDRAL

Sermon Delivered by  
MONSIGNOR TIMOTHY J. FLYNN

BREAKFAST 10:00 AM

GRAND BALLROOM  
WALDORF-ASTORIA HOTEL

Master of Ceremonies  
JOHN PINTO, Vice Pres. RKO-General

.....  
SPEAKERS

MISS IRENE DUNNE Outstanding Motion Picture and Television Artist  
DR. WILLIAM B. WALSH Founder and President of PROJECT HOPE

CARTA Annual Award to be Presented to:  
DONALD H. McGANNON  
Pres. of Westinghouse Broadcasting Co.

TICKETS \$4.75

Contact:

Joan O'Brien—CI 7-8300, Ext. 2045 or Your Company Rep.

## Ex-Newscasters Join AP in Albany, Detroit

Former broadcast newsmen William H. Heath and William S. Stevens have joined the ranks of the Associated Press. Heath, formerly of KCHS, Hot Springs, N. M., and the AP bureau in Albuquerque, is a member of the AP's Detroit staff.

Stevens, former acting assistant city editor of the Syracuse Herald-Journal, is with the Albany, N. Y., staff. He had also been with the Syracuse Post-Standard and WHEN-TV.

## Graham McDade Heads Promo for Seattle KING

West Coast Bureau of RADIO-TV DAILY

Seattle—Graham E. McDade has joined King Broadcasting Co.'s KING here as promotion manager, coming from a post as assistant promo manager of the Seattle World's Fair.

His background includes promo experience in the entertainment and community service fields, and a 14-month stint in reporting for an Italian newspaper. He joined the Century 21 staff in June, 1960, coordinating national tie-in ad work for the exposition.

## Sarecky Joins Burrud Co. To Supervise 3 Series

West Coast Bureau of RADIO-TV DAILY

Hollywood — Barney Sarecky, veteran film producer, has been named production supervisor of Bill Burrud Productions, to work on the company's current "True Adventure," "Holiday" and "Wanderlust." Additionally, he'll be responsible for recording sessions of the shows.

A one-time newspaper reporter, Sarecky started in pictures in 1935, working for RKO Radio, Republic, Universal and Monogram.

## Basketball, Puck Games Of Boston College on AM

Boston—WEEI will air 35 Boston College basketball and hockey games this season, starting Dec. 4. Basketball action will be handled by Bob Gallagher in games with traditional opponents Holy Cross, Notre Dame and Providence College. Fred Cusick will do the play-by-play for the hockey games, including contests with Clarkson, Army and St. Lawrence.

## Hoe-Down Anniversary

San Antonio—KBER, daytime country and Western music station, observes its first anniversary here Sunday with a "Grand Ole Opry" show staged at Municipal Auditorium.

## Cookery Show 'Femcee' 15 Yrs. Over Same Stove

Los Angeles—Corris Guy is currently celebrating her 15th anniversary as "femcee" of KTLA's "Tricks & Treats," a weekly cookery show which was part of the Paramount station's original format. In all that time, Miss Guy reportedly has never missed a set call.

## 'Calendar' to Tape 5 Shows in England

"Calendar" will video-tape five programs in England for airing Nov. 19-26 on the CBS Monday-through-Friday public affairs day-timer. Among the "Calendar" staff members going to England for the tapings will be CBS News correspondent Harry Reasoner, the program's host; Mel Ferber, its producer; Irv Drasnin, the associate producer, and Martin Carr, director of the series. The Nov. 22 program will be pre-empted for a Thanksgiving special.

"Calendar" will visit a U. S. Air Force base outside London; Woburn Abbey, seat of the duke of Bedford, in Bedfordshire; Selfridges Department Store, the Macy's of London, and several former American soldiers who settled in England after marrying British girls. One complete program will be devoted to the London theatre.

## WRVR Posts a 'Rai Day': 6-Hr. Italian Musicale

Wednesday is "Rai Day" at WRVR, when six continuous hours will be devoted entirely to Italian music programs produced by RAI Radiotelevisione Italiana. The selections, which include symphonic and choral music by Italian composers from Scarlatti to Dallapiccola, are performed by the RAI orchestra of Rome, Turin, Milan and Naples.

## Fine Arts Co. to Animate 52 NBC 'Exploring' Segs

West Coast Bureau of RADIO-TV DAILY

Hollywood—Fine Arts Productions has signed to do up to 52 five-minute segments of NBC's new children's show, "Exploring," to bow this Fall. Produced by Craig Fisher, the hour program features stories illustrated with animations under the supervision of John Wilson, designed by Ron Maidenberg and Sam Cornell.

## Neeley Joins WJZ-TV

Baltimore — Jay Neeley joins WJZ-TV as staff announcer, coming from WITH where he had been an announcer and newscaster.

## Communications Fair Marks Marconi Ann'y

The International Communications Fair, presented by producer Harold R. Meyer at New York's Coliseum Nov. 28-Dec. 2, will celebrate 60 years of wireless achievement from the days when Marconi sent the first radio-wireless signal across the Atlantic.

The consumer show will have over 75 exhibits of the latest in wireless communication, including ham radio, stationary and portable citizens band, mobile two-way radio for auto, planes, boats, intercommunication systems, radio paging devices, short wave, FM multiplex, hi-fi, FM commercial two-way radio, automatic telephone systems and walkie-talkies.

## Windsor Returns to Ga. After Chattanooga Stint

Columbus, Ga. — Joe Windsor, who has been commercial manager of WTVC, Chattanooga, is returning here as general manager of WTVM.

Windsor first joined the WTVM (then WDAK-TV) staff in 1953, transferring later to the Martin Theatre TV station in Chattanooga. He is currently president of the Chattanooga Advertising Club.

## Chester Morris to Pose In Dual Take for 'Candid Camera'

Chester Morris, in his second "Candid Camera" appearance two weeks, impersonates an i woman customer and a police officer Nov. 18, CBS-TV. Testing observation of bystanders in tailor shop, Morris appears as outraged woman, then reappears in the guise of a policeman to settle the argument.

## NBC-TV Gets in Step For 36th Macy Trek

Top sportscasters Bud Palmer and Chris Schenkel become parade commentators when they serve as co-hosts for NBC-TV's color coverage of the Macy's Thanksgiving Day Parade Circus, Nov. 22. A third emcee will be announced as host ringmaster of the circus portion of the two-hour show.

The 36th annual Macy's spectacle will include such TV favorites Donald Duck and Bullwinkle Moose, along with a host of film and stage stars. Ed Pieper is producer and Dick Schneitzler and Ted Nathanson are the directors.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS



INDIANA UNIVERSITY  
BLOOMINGTON

## COURTS TIGHTEN COVERAGE BANS

### BROADCAST NEWS SCOPE WINS ACCOLADE FROM AP

Glowing recognition of the quality and scope of news services provided by radio and TV came yesterday from the Associated Press in a statement by Louis J. Kramp, its newly-appointed assistant general manager.

Broadcasters' participation in the AP's news exchange has developed to "an unprecedented extent," he declared, adding that they are expected to play an increasing important role in the future as they continue to expand.

Pointing out that there are now

### Joint ANA-4A Body to Negotiate Talent

Hot Springs, Va. — A joint policy committee for broadcast talent union negotiations has been established by the Association of National Advertisers and the American Ass'n of Advertising Agencies, it was disclosed here yesterday at the ANA annual meeting by Guy Farmer, consultant to the committee. The program provides, among other things for:

- (1) Establishment of a joint

(Continued on Page 5)

### George Meany Foundation Sponsors 'Eternal Light'

Trade union friends of AFL-IO president George Meany have established the George Meany Foundation to "further the understanding of the ethical principles

(Continued on Page 8)

### Political Ads' Big Leap On Four L.A. TV Indies

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Four TV independents KHJ, KTLA, KTTV and KCOP—jumped revenue on political advertising 250 per cent over their previous peak year 1960, which embraced a presidential election. The indies racked up combined total of over quarter of million dollars. One spokesman noted: "we could have tripled the amount but it meant pre-empting too many shows."

### Lucille Ball Buying Desi Arnaz's Shares To Control Company

West Coast Bureau of RADIO-TV DAILY  
Hollywood — The headline-making Desi Arnaz-Lucille Ball affairs took a new turn yesterday. It had Arnaz on the outside looking in—but with heavy cash compensation.

Desilu Productions, Inc., announced Arnaz' resignation as president and director of the corporation, and Miss Ball's election by the directors to serve in his place as president.

Miss Ball, it was said, will purchase 300,350 shares of Desilu stock owned by her former husband at a cost reportedly "considerably in excess of the current market price." The buy would bring her total holdings to 600,650 shares, or 52 per cent of the total outstanding stock.

Miss Ball thus has controlling interest in the corporation. Other officers at Desilu are Jerry Thorpe,

(Continued on Page 6)

### H and B Amer. Earnings \$1,186,035 for the Year

West Coast Bureau of RADIO-TV DAILY  
Hollywood — H and B American Corp. operating earnings before depreciation in the fiscal year ended July 31 were \$1,186,035 or 46 cents a common share, as compared with \$322,008 or 14 cents in the like 1961 period. H and B operates 22 systems carrying TV via cable to more than 68,800 subscribers of community antenna TV.

### Radio Web Tallying Is Way Off: Pauley

"Network radio is reaching three times the number of people ever before reported by any continuing ratings service," Robert R. Pauley, ABC Radio president, maintained yesterday in a joint press conference with Albert E. Sindlinger, president of the market analysis firm.

The net recently pacted with Sindlinger as its new rating bureau, replacing Nielsen whose statistics, ABC officials said "were out of reach."

Pauley said, new figures show that "Flair" is reaching 6,780,000 persons over 18 years of age and "Paul Harvey News" 4,984,000 in the youth bracket.

Biggest gains, according to

(Continued on Page 3)

### 16,000 in News Frat Warned of 'Setback' To Fight for Access

Chicago — The long struggle for broadcasting's right to cover trials and hearings in the nation's courtrooms received "a serious setback" this year, the National Freedom of Information Committee of journalism's Sigma Delta Chi fraternity reported today to its 16,000 members engaged in news-gathering.

V. M. Newton, Jr., committee chairman, said the year saw a tightening of the ban on broadcast and photographic coverage of courts by federal judges, and a general "atmosphere of antagonism" among lawyers, reflected at the annual meeting of the American Bar Ass'n a few months ago in San Francisco.

Newton, managing editor of the Tampa (Fla.) Tribune, criticized the action by the judicial council of the U. S. — comprised of 11 federal Court of Appeals judges and a district judge from each of the 11 federal circuits — in

(Continued on Page 3)

### CBS-TV Appoints Gross Sales Development Mgr.

Herbert Gross has been named sales development manager for CBS-TV Network Sales. He has been manager of coverage and research analysis for the CBS-TV Research Dep't since last March. In 1959, Gross was media research manager for Dancer-Fitzgerald-Sample. And previously, senior research analyst at McCann-Erickson.

### Swap Case Speed-Up Brings Philco Subpoena Quashing

Washington Bureau of RADIO-TV DAILY  
Washington—NBC-RCA attorney Irving Segal made concession after concession to Philco lawyer Henry Weaver on the question of papers to be supplied Philco from NBC and RCA files and was rewarded when FCC chief hearing examiner James D. Cunningham quashed a Philco subpoena for additional thousands of papers.

The Segal concessions were obviously aimed at speeding up the lagging proceedings on the proposed trade of NBC's Philadelphia stations for RKO's Boston stations, along with competing ap-

(Continued on Page 8)



Established Feb. 9, 1937

Vol. 91, No 91 Fri., Nov. 9, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays. Sundays and Holidays at 1501 Broadway, New York (36). New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

**WASHINGTON BUREAU**

Harry Lando  
Office: 1126 National Press Building  
Executive 3-4808

**WEST COAST OFFICES**

Perry E. Pasmazoglu  
West Coast Advertising Director  
Harold Hildebrand

Editor, West Coast Bureau  
6425 Hollywood Blvd. Phone: Hollywood 9-3951

**CHICAGO BUREAU**

Jack Russell

203 North Wabash Ave.  
Phone: 312-782-2818

**CANADIAN BUREAU**

Jules Larochelle

Room 314, Belmont St., Montreal

**LONDON BUREAU**

Peter C. Davalle

6 Romany Gardens  
Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro,  
Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte  
delle Gioie 9. PUERTO RICAN Bureau: Antonio

Alfonso, Edificio Ochoa, San Juan, P. R.; P. O.  
Box 3485; Telephone: 3-2750. FAR EAST BU-

REAU: Glenn F. Ireton, Mananer. Office: 58  
Kamivama - Chn. Shihwa - Ku. Tokyo; Telephone

46-4324. MADRID OFFICE: Bobby Doglane, Edi-  
ficio Espana, Grupo 4, Planta 14.

## Negro Labor Confab Is Covered by WLIB

WLIB has scheduled special half-hour programs over the weekend to present excerpts of talks given during the three-day national convention of the Negro American Labor Council, winding up today at New York's Sheraton-Atlantic Hotel.

The first special, tomorrow at 5 P. M., will feature portions of the addresses by AFL-CIO president George Meany, the Rev. Martin Luther King, Jr., and A. Philip Randolph, president of the Sleeping Car Porters Ass'n.

### One of Broadcasting's Top Five STATION Promotion Professionals

Strong on imaginative—  
Audience Involvement  
On-the-Air Promotion  
Exploitation  
Publicity

Now Available for Radio or Television Station. (currently in situation not requiring my basic specialties.)

Box No. 213, RADIO-TV DAILY  
1501 Broadway New York City

## COMING AND GOING

ALBERT G. HARTIGAN, Video House VP and general sales manager, to Denver, Salt Lake City, San Francisco, Seattle, Portland and Minneapolis on a sales trip.

WALTER BRENNAN in Birmingham, Ala., today as guest of honor at the annual Toy Bowl charity football game.

JOHN L. KOUSHOURIS and PETER J. SMITH, VHF, Inc. VPs, to St. Petersburg to shoot TV commercials.

GEORGE C. SCOTT in N. Y. to begin rehearsals for UA-TV's "The George C. Scott Show."

ROBERT KEESHAN, CBS-TV's "Captain Kangaroo," to Baltimore this weekend for a "Fun With Music" concert with the Baltimore Symphony.

RITA MORENO in N. Y. for TV appearances.

## 3 Questions Focus Blurred Rating Pix

The ever-skittish problem of broadcast ratings has been roped, if not tamed, by Martin Mayer in a guide, written for the Advertising Research Foundation. It has now gone into its second printing.

Mayer, in "The Intelligent Man's Guide to Broadcast Ratings," says that considering the many interviewing problems involved, only ghosts could avoid all the errors mere humans make in estimating the audiences of TV or radio programs. Since we cannot avoid these errors, he suggested we try to assess their influences.

To do this, Mayer lists eight specific questions which boil down to these three generalities:

How would the ratings be affected if all homes were represented in the sample instead of just some homes?

Do the installations or diaries used by the rating services affect viewing habits?

What correspondence is there between what a person remembers seeing or hearing and what his set received?

## Denver Outlet travels '7 Seas' with Douglas

Denver — KOA-TV has signed to buy Jack Douglas' "Across the Seven Seas" color series and will debut the program tonight. Contract calls for 39 episodes of the series released in association with Bing Crosby Productions. American Home Products is sponsor of the series.

## Engel in Overseas Talks On Development of Video

Harry Engel, president of Intercontinental Services, Inc., has left on a trip to London, Africa and the Middle East to confer with authorities on the development of TV in new areas and to evaluate progress on existing facilities. Intercontinental reps a number of overseas operations, including the new Trinidad and Tobago TV in Port-of-Spain.

## Cleve. Emcee Sets Sight On Old Lenses for Needy

Cleveland — Tom Griffiths, KYW's all-night personality, set a goal of 1,000 pairs of glasses to be collected during October as his South Euclid (Ohio) Lions Club project. The current total is well past the 2,000 mark. The glasses are sent to Columbus, O., where lenses are extracted, checked for prescription, and used in glasses for the needy.

## Radio 'Doc' Prompts Chiropractor Probe

Pittsburgh — The Pennsylvania Board of Chiropractic Examiners has ordered a hearing for two Pittsburgh chiropractors whose operation of a sinus clinic was the subject of parts of the KDKA radio documentary series, "The Shadow World of Medicine."

The citation alleges they dispensed or prescribed drugs in violation of two state laws. KDKA last July reported on the findings of a detective agency it had hired to investigate the clinic. The material gathered for broadcast was turned over to various regulatory agencies. The Board of Chiropractic Examiners subsequently conducted its own investigation.

## Phoenix AM-TV Duo-Cast Bob Ball Memorial Race

Phoenix — KPHO-AM-TV will air the annual Bobby Ball Memorial Race and time trials Nov. 18 from the Fair Grounds here. The channel will broadcast the event as an hour "live" remote telecast, with the radio station covering the action as it occurs.

## 'Miracle Worker' to Visit Garry Moore for Yule

Anne Bancroft will guest on Garry Moore's Christmas Day program, CBS-TV, as her second TV appearance. She made her video bow on "The Perry Como Show" where she demonstrated her musical talent.

## FINANCIAL

(November 8)

### NEW YORK STOCK MARKET

Admiral Corp.	12	11 3/4	12
AB-PT	32 3/8	31 3/4	32
Am. Tel. & Tel.	112 1/2	111 3/8	111 5/8 +
AVCO	23 1/8	22 5/8	22 3/4
CBS	39	38 1/4	38 3/8
Columbia Pic.	19 1/4	18 1/2	18 5/8
Crow.-Coll.	19 1/8	18 1/2	19
Decca	41	40 3/4	41
Disney	27 1/4	26 5/8	27 1/8 +
East. Kodak	100 3/4	98 1/8	98 1/4
Gen. Prec.	31 5/8	30 5/8	30 5/8
General Tel.	20 3/4	20 1/2	20 5/8
Hazeltine Corp.	19 1/8	19	19
Magnavox	33 1/8	32	32 1/4
MCA	42 1/2	40 1/2	41
M-G-M	33 1/4	31 5/8	31 3/4
Metromedia	13	13	13 +
Minn. M&M	49 3/4	48 1/4	48 5/8
Nat. General	6 1/8	6	6 1/8
Paramount	36 1/4	36	36
Plough	27	26 5/8	26 7/8
RCA	53 1/8	51 3/4	51 7/8
Storer	30 1/4	30	30 1/4 +
Taft	15 3/4	15 3/4	15 3/4
20th-Fox	18 1/8	17 5/8	17 5/8
United Artists	25 1/2	25 5/8	25 1/2
Warner Bros.	11 7/8	11 3/4	11 3/4
Westinghouse	30 7/8	29	29 7/8 +
Zenith Radio	50 7/8	49 1/8	49 5/8

### AMERICAN STOCK EXCHANGE

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

### \* OVER THE COUNTER

Jerrold	Bid	5
Meredith	19 1/2	
Rust Craft	9	
Seven Arts	7	
Sterling	1	
Walter Reade-Sterling	2 1/8	
Transcontinent	9 1/4	
Wometco	24 1/2	

\* Courtesy of National Association of Security Dealers.

## WEJL Airs School News

Scranton — For the second consecutive year, WEJL has made arrangements with the Honesdale Union School district to broadcast news of emergency school closings or any other news of emergency nature.

## RADIO/TV SALESMAN

I'll trade 20 years successful sales, programming and syndication experience for challenging sales/administrative position with growth-potential West Coast or Southwest station. Top references. Can arrange local interview after January first. Write

Box 214, RADIO-TV DAILY  
1501 Broadway  
New York 36, N. Y.

# 's Growth Stopped at Radio Yet to Hit Ad Peak: Sweeney

Coast Bureau of RADIO-TV DAILY  
San Diego—"TV has practically stopped growing, and is certainly no longer a new frontier for circulation," RAB president Kevin B. Sweeney told San Diego Advertising Club predicting a much brighter future for radio by 1970 than for media. He asserted that "radio is probably two to three years in its greatest growth as an advertising medium."

TV must solve a problem not like that of the newspapers and magazines," Sweeney said. "Too many families account for too much viewing time. Just as half the families account for virtually all the circulation of most of magazines, more and more of 60 per cent TV families are apparently piling up most of the hours in TV viewing. Forty per cent of the adults in TV homes are seemingly inactive. Half of them are spending less than a half-hour daily with their TV

radio's growing strength in the '60s and early '70s will be based on the "ability to capture virtually all adults for an average of nearly two hours a day through simple availability. It's a unique city where you don't have a choice of 12 quite different approaches to programming; and where all of them are anywhere from 2 to 10 hours ahead of other media with the news.

Since 1960, it has been clear that radio can out-sell newspapers to the advertisers who buy newspapers most advantageously — retailers. Now our job is to speed acceptance of that fact," Sweeney concluded.

## Survey Hits Web Tallies

(Continued from Page 1)

Survey, are from measurement of radio's large out-of-home audience, a listening category which has been listed as a separate category.

## On Skis' Bows with Trip to World-Famous Slopes

"On Skis," a 10-week series of films in color, bows tomorrow on WNBC-TV with a preview of the 1962-'63 season. Sponsor is Sherman's Sport Goods. "Around the World On Skis" is the title of the first installment, as viewers are taken on a tour of famous ski resorts in Japan, Europe, Aspen, Colorado and Mt. Tremblant, the latter in Canada.

## GODFREY FILL - IN ROLE TO CULLEN

Toronto, Chicago Fairs  
Draw Arthur, Palominos

Bill Cullen, TV personality of "I've Got a Secret" and "The Price is Right," will take over on CBS Radio's "Arthur Godfrey Time" Nov. 15 thru Dec. 3 during Godfrey's personal appearances at the Royal Winter Fair in Toronto and the International Livestock Exposition in Chicago.

Godfrey is running his palomino stallions, Goldie and Goldie, Jr., through their paces at both events. He will also address a group of sales and advertising executives in each city.

## Bob Tyrol Is Elected Nutmegger President

Wallingford, Conn.—Robert S. Tyrol, radio sales VP for WTIC, Hartford, has been elected president of the Connecticut Broadcasters Ass'n. Other officers are Herbert Rice, general manager of WILI, Willimantic, VP, and Howard Maschmeier, general manager of WNHC, New Haven, secretary-treasurer.



TYROL

Tyrol joined the WTIC staff as an announcer in 1941. In 1942 he entered the Coast Guard, and after the close of World War II rejoined the station.

## Broadcast Pioneers Prepare to Celebrate Star-Spangled 20th

The Broadcast Pioneers will mark their 20th anniversary on Tuesday with a star-studded entertainment program



BARNES

at a dinner in New York's Biltmore Hotel, attended by foreign dignitaries who have helped form their own countries' broadcast industries. The banquet's program chairman is Wade Barnes. Pioneers' president is Jeff Sparks, UN special projects officer.

Among the notables to be at the affair are Prof. Gunapala Piya-sena Malalasekera, Ceylon ambassador to the UN, and Nigerian Shettima Ali Monguno, MP, in his country's delegation now at the UN.

Stars invited to attend are: Peter Ustinov, Veronica Lake, Faye Emerson and Myrna Loy. Harry Hirshfield will contribute some of his inimitable anecdotes. The musical portion of the program will feature composer-lyricist Ralph Blane and Metropolitan Opera star Dolores Wilson, assisted by composer-conductor James Gregory. Charles Manna will top the fun bill.

The Pioneers' affair will offer a number of door prizes, including transistor radios.

## Sigma Delta Chi Fights Ban

(Continued from Page 1)

recommending that cameramen and broadcasters be banned, not only from the courtrooms, but from the environs of courtroom halls and corridors.

As the result of this recommendation, Newton said, newsmen found the rules tightened in many court houses. Kansas City, Des Moines and San Diego were among the cities where newsmen protested their already limited access to areas "attendant" to courtrooms has been wiped out. "The impact of this is expected to spread," Newton added.

At the local level, he reported, federal agencies in several instances were the source of difficulty to radio and TV. Among those mentioned by the journalistic society were the FTC, which banned such coverage of a milk price hearing in Indianapolis, and

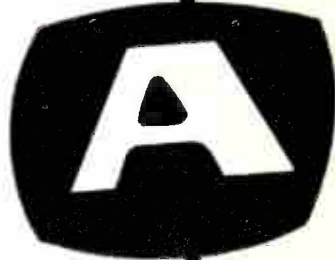
the Interstate Commerce Commission, which banned station KGVO, Missoula, Mont., from recording hearings dealing with the derailment of the North Coast Limited.

"The spread of Canon 35 philosophy into the actions of federal bodies," Newton said, "both elective and appointive, is a matter of great concern to those interested in full photographic and broadcast news coverage. A distressing trend has developed which permits and even encourages federal officials to limit news coverage of public hearings in this way.

Newton summed up his report on "The Government and Broadcast News Coverage" with the bleak statement:

"It was not a year of encouragement."

in the public interest



STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: MEEKER

## Douglas Edwards, Collyer Join in Fete for Sterling

Radio-TV personalities Douglas Edwards and Bud Collyer headline the "Golden Deeds Award" presentation to WCBS' Jack Sterling by the New Canaan Exchange Club Nov. 17, at the Long Shore Country Club, Westport. This is the first such award the Exchange Club has made.

## Parade on State St. In Pre-Yule Lensing

Chicago—WBKB will open the holiday season in Chicago with a telecast of the 24th annual State Christmas Parade Nov. 25, hosted by Don McNeill of ABC's "Breakfast Club" and Nancy Berg of WBKB's "Land of Ziggy Zoggo." Director for WBKB will be Dick Locke.

Twenty full city blocks of bands, clowns, floats, celebrities and performers will pass before the WBKB cameras, with participants from 15 suburban communities surrounding Chicago to be seen on floats representing some phase of the Christmas spirit.

## Merrill Myers Manager Of CBS Corporate Info

CBS has appointed Merrill Myers as manager, corporate information. For the past year, Myers has been manager of publicity for CBS-TV News and public affairs. Before that, he was supervisor of information services and was a senior press rep in the press info dept.

## 'Across 7 Seas' to Tokyo

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Under supervision of director-producer-photographer William E. Brusseau, a special production crew has left for Tokyo to begin filming "The Open City" episode for Jack Douglas' "Across The Seven Seas" series. The program is devoted to an after-dark coverage of the city.

## WEDDING BELLS

### Quillinan-Huffman

CBS Radio Spot Sales research manager, Frank Quillinan, Jr., and Lennoe Huffman, staff research analyst, have announced their engagement. The couple will be married on Feb. 9.

### Somora-Beaver

Sam Samora, promotion chief at KTVI, St. Louis, and Shirley Beaver were married Nov. 3 in Detroit.



By TED GREEN

• • • The Dick Lynches (he's the N. Y. Giants Football ace) named their new cheerleader Jennifer . . . Songstar Connie Francis guested on 10 TV shows this week to discuss her new book, "For Every Young Heart" . . . Doris Day's lad, Terry, now toiling as an a&r producer for Columbia Records. But our spies report he'll also wax songs for the label . . . Birthday congrats are in order for TV-recording singer Leo Fuld, also owner of the Israeli Cafe Sahbra nightclub in NYC (Mazeltov, Leo) . . . Bill Britten, "Smokey Bill" of Cartoon Express on WPIX-TV, will be helping the Marine Corps celebrate their 187th birthday on his show Saturday.

☆ ☆ ☆ ☆

• • • Vaughn Monroe, who's an avid boatsman, is shooting a film about sailboating at Cape Cod . . . Perry Como paging comic George Garlin for a guest-shot . . . The State Dep't wants singer Enzo Stuarti to tour his native Italy in the Spring . . . Singer Damita Jo is up for the female lead in "Golden Boy," which stars Sammy Davis, Jr., and hits Broadway next season . . . Garry Moore wants Brook Benton to guest on his TVer . . . Comedienne Rusty Warren is looking for a Broadway house to bring her one-woman show in the Spring . . . Comic George Kirby, who returns to the Copa Dec. 6, is up for another guest-shot with Ed Sullivan . . . Imogene Coca, who begins a national tour in "Standing Room Only" in St. Louis Nov. 26, is discussing a TV series with Screen Gems.

☆ ☆ ☆ ☆

• • • Meet: Franz H. Laubert, Radio-TV announcer from Michigan, who studied speech at Wayne State U. under the aegis of performers appearing on "The Lone Ranger" and "Sgt. Preston of the Yukon." Having served with Armed Forces Radio in New York City as newsman, DJ and special events man, he returned to civilian status with WRRM, New York, as staff announcer for four years, during which he spent his spare time as a substitute announcer at just about all the other stations in the New York and New Jersey metropolitan area, as well as announcing for the Voice of America. Laubert recently joined the announcing staff of the Concert Network's WNCN. He also voiced the new TV commercials for Robert Burns Tiparrilo cigars. He is also heard for Johnson & Johnson new sheer strip and noxema skin lotion. Laubert is managed by one of the nicest guys in the industry, Clark Andrews.



LAUBERT

☆ ☆ ☆ ☆

• • • WQXR commentator Duncan MacDonald is food editor of "The Old Farmer's Almanac" (1963) which makes its appearance on the newstands this week. Duncan has been writing the food copy for the "Almanac" for about five years and looks forward to her annual trek to Dublin, N. H., where the Almanac is published . . . Earl Wrightson, busy-busy-busy with TV commitments and personal appearances, peddled his Long Island horse-breeding farm. Took too much time away from his singing career . . . The best dance music coming out of hotel dining rooms is unquestionably that of Jan Garber carried by CBS Radio four times a week. Who said good remotes are dead????

## TV No Place for Strong Love, Briton Warns

London—Michael Voysey, BBC-TV story editor and himself a playwright, had an unusual date the other day. He gave the 252-strong Romantic Novelists Association (only eight are men) some advice on how to turn their romantic plots into TV plays. He warned the association: "Very romantic plots are not necessarily suitable for TV. It is a harsh and very realistic medium and that is why, to an extent, stories must be realistic too."

## Roy & Dale Get Their Me RCMP Stars in Horse Show

With the Royal Canadian Mounted Police precision riders as featured performers, Roy Rogers & Dale Evans will present a special ABC-TV program from the Grand National Horse Show in San Francisco's Cow Palace Nov. 24.

## High TV 'Allegiance' By French-Canadians

Special to RADIO-TV DAILY

Montreal — French-Canadian homes are more aware of TV program sponsorship than their English-speaking counterparts, according to TvB of Canada executive director William R. Seth, Jr. Addressing French broadcasters at the ACRTF convention here, he pointed to a recent study which revealed that 71 per cent of French viewers could identify a sponsor of the top 15 French network programs.

The French-Canadian home enjoys TV and watches with more allegiance than English-speaking homes, Seth added. Quebec has been the barometer for TV growth in this country. It reached 88 per cent saturation seven years

"Advertisers must take into consideration the predominance of young buyers in the French-speaking market, Seth noted. "The overall percentage of Canada's population under the age of 25 is 43.5 per cent while Quebec's is 51.3."

after TV started in Canada. It took the country as a whole 10 more years to reach the same degree of acceptance. Today, 95 per cent of all homes in Quebec own TV sets."

French Canadians are also avid viewers, with each TV home watching on an average more than six hours per day. While the average Canadian home claims 5.5 viewers per TV set, the French home has 3 viewers per set—audience made up of 25 per cent more men, 18 per cent more women and 17 per cent more children than the Dominion average. This viewing is spread well over the broadcast day. For example, 33 per cent more French sets are tuned in at 4 PM, and 15 per cent more than the English average at 9 PM, peak viewing hour of the evening.

## 'The Talkies' New Title Recalls 'Fabulous Era'

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—"Hollywood: The Fabulous Era" has been selected as new title for Wolper Productions' second hour documentary on the film industry. TV special, formerly titled "The Talkies" will air Jan. 23 on ABC-TV.

## Bad Game on Brink' Will Be Table Topic for Agency Dinner

West Coast Bureau of RADIO-TV DAILY

Los Angeles—"Forecast for '63; L. A. Advertising on the Brink" is the title of a media panel discussion to be held here Nov. 19 at the dinner meeting of the Western States Advertising Agencies Ass'n.

Members of the panel, discussing what advertising people can expect in '63, will be Bob Light, president of Southern Calif. Broadcasters Ass'n; Ray Husted Husted-Coughlin, president of Magazine Representatives Ass'n, and Hal Tucker (Cresmer, Woodward, O'Mara & Ormsbee), president of Los Angeles Newspaper Representatives Ass'n.

George McConnell (Anderson-McConnell Advertising), chairman of WSAAA media relations committee, will moderate the panel. The overall theme of the meeting, to be held at the Sheraton-West Hotel, is "Media Relations."

## Quiet-Playing Sisters Bow in 'Recital Hall' Concert

A joint piano-violin recital by Iaro and Anahid Ajemian will be presented tomorrow on WNBC-TV's "Recital Hall." The series is produced by the WNBC-TV public affairs department in association with Lincoln Center and the Juilliard School of Music. Artists appearing on the series represent three of the Center's constituents: The Juilliard School of Music, the Metropolitan Opera Ass'n and the New York Philharmonic.

# AP'S 'GRAM' EASES OFF; KRAMP GETS R-TV POST

Louis J. Kramp today was named assistant general manager of The Associated Press in charge of all relations and services in the broadcasting field. Oliver Gramling, founder and head

## News Frontiersmen



GRAMLING KRAMP

## Newscasting Quality, Scope Recognized

(Continued from Page 1)

newspaper. The majority of the stations, according to Kramp, "are enriching the AP general and regional news reports for the benefit of all members." He continued:

"Additionally, through the national AP Radio and Television Association and regional AP broadcaster groups, the stations have helped immeasurably to improve the AP broadcast news report to fit the ever-changing needs of present day electronic journalism.

"The relationship of The Associated Press and the broadcasting industry has been mutually profitable during the past 20 years, but I expect it will be seen more so during the exciting news challenges of the future."

of AP's radio-tv operations, had requested and was granted relief from his administrative duties as assistant general manager for health reasons. He will continue on AP's executive staff, undertaking special projects relating to broadcasting. Gramling made his request several months ago to Frank J. Starzel, who retired as general manager last month.

In announcing Kramp's appointment, General Manager Wes Gallagher paid high tribute to Gramling's work in development of AP's Broadcast News wire, now serving 2,371 broadcasting stations.

### Was Gramling's Aide

Kramp was named general executive in 1956 and devoted much of his time as Gramling's assistant to the broadcasting phase of AP operations. He was appointed director of member relations earlier this year.

In 1942, Kramp joined AP and was correspondent in charge of the Springfield bureau from 1943 to 1945, when he was transferred to the Chicago bureau. He was appointed chief of bureau at Indianapolis in 1950 and chief of bureau at Detroit in 1953.

### Wrote Best-Seller

Gramling's first job, at the age of 15, was with the Daily Democrat in Tallahassee, Florida, his home town. He worked part-time on the New York Times before joining The Associated Press in 1927. He is a member of the Society of American Historians. His "AP-The Story of News" was a best-selling book in 1940-41. In collaboration with AP war correspondents, he also wrote "Free Men Are Fighting," a running account of World War II. He is a former president of the New York Chapter of Sigma Delta Chi and last year received a Columbia University award for his outstanding contributions to journalism over the years.

### Headed R-TV Association

Since 1954, Gramling has been Secretary of The Associated Press Radio and Television Association, organized under his direction to serve as a liaison between AP and its member stations.

In still another appointment, Harry T. Montgomery was deputy general manager of The Associated Press.

Montgomery has been Assistant General Manager in charge of the Traffic Department. The title of Deputy General Manager is a new one in AP.

# This is Atlanta!



Dean Jones, star of NBC's new 'Ensign O'Toole' series, reflects the spirit of WSB-TV's White Columns... the symbol of growth in booming Atlanta and the South.

## ANA, 4A United on Talent

(Continued from Page 1)

Advertiser-agency policy committee to keep in close touch with the negotiations and give policy guidance to the negotiating team and to the administration and interpretation of the commercials codes.

(2) The policy committee would delegate responsibility for negotiating the TV commercials codes to advertising agency representatives. Other interested industry groups, such as advertisers, film producers and networks, also may participate in these negotiations.

Newly elected ANA chairman Harry F. Schroeter, advertising VP for National Biscuit Co., was named co-chairman of the committee as an advertiser member, along with David Miller of Young & Rubicam, co-chairman

as an agency member.

Other agency members are: David W. Dole, Leo Burnett Co.; Hugh L. Lucas, Campbell-Ewald; Jane McNamara, M-E Productions; Hildred Sanders, Honig-Cooper & Harrington; Harold J. Saz, Ted Bates & Co.; William Schneider, Benton & Bowles; Lewis H. Titterton, Compton Advertising, and Herminio Traviesas, BBD&O.

Other advertiser members are: Kenneth Baumbusch, American Home Products; E. P. Genock, Eastman Kodak; William R. Gurganus, Procter & Gamble; Daniel Ladd, P. Lorillard; Palmer D. McKay, Sun Oil; Alfred L. Plant, Block Drug; Gail Smith, General Motors; and John Tyner, Bristol-Myers.



Affiliated with The Atlanta Journal and Constitution.  
NBC affiliate. Associated with WSOC/WSOC-TV, Charlotte;  
WHIO/WHIO-TV, Dayton.

Represented by  
Edward Peiry & Co., Inc.

## G. Lewis to Manage Canadian CC Awards

Westport, Conn.—Bess Gilmore, president of International Community Club Awards, has announced the appointment of Geoffrey C. Lewis as general manager of the firm's newly revitalized Canadian division. ICCA is opening offices in Toronto to better service franchised radio and TV stations throughout the provinces. In the past, ICCA has been represented by station rep firms in Canada.

Lewis, until joining CCA, was associated with CKOC, Hamilton, Ont., as general sales manager. Before that, he served as sales rep of CHCH-TV for two years. Lewis formerly was a member of the Sales Advisory Committee of the Radio Sales Bureau and has spent the last 13 years in the broadcasting industry in Canada.

## CBS Airs Philharmonic As Boehm Takes Podium

Works by Brahms, Bach and Strauss will be performed by guest conductor Karl Boehm when CBS Radio presents the New York Philharmonic concert tomorrow. John Corigliano, concertmaster, and Laszlo Varga, former solo cellist with the orchestra, will be the soloist on the program, hosted by James Fassett.

## FM Salute to Veterans

WRFM will present on Sunday a special three-hour program dedicated to Veteran's Day, featuring a cantata by Richard Bales titled "The American Revolution." The score is based on the music of the American colonies and performed by the Cantata Choir and the National Gallery Orchestra of Washington, D. C.

# HOLLYWOOD TELEVISION

LOCATIONS, NEWS AND VIEWS OF THE WEST COAST

• • • In a move for high ratings on its moppet vidshows, KTLA has signed with Republic Pictures' distributing arm to buy 36 post '48 science-fiction half-hours for cross-the-board airing. Additionally, the Paramount-owned independent has inked a deal with National Telepix for 92 classic comedies. Team of KTLA promotion head Austin Heywood and John Marshall, producer in charge of children's shows, are adding overall hypo to a heavy 24-hour per week schedule of special programming for youngsters.

☆ ☆ ☆ ☆

• • • For the "Lucy Show" on Christmas Eve and New Year's Eve, producer Elliott Lewis has scheduled special holiday programs . . . A special 15-minute feature telling the behind-the-scenes story of the filming of "Johnny Cool," starring Hank Silva, will be seen Dec. 9 on the ABC-TV "Sunday night movie" . . . Paul Wieman has returned to KRHM to head the engineering department. He held post from 1956 through 1960.

☆ ☆ ☆ ☆

• • • Effective Sunday, Brad Aronson, associate director and operational supervisor, joins staff of KNXT directors. His present position will be filled by Norm Gray, formerly with Channel 2, now affiliated with the CBS TV Network . . . Following a two-week hiatus, Revue's "Laramie" resumed production this week with Anne Helm signed for the title role in "Wayward Girl" . . . KLAS owner and Prexy Mortimer Hall and VP in charge of sales Cy Ostrup, planed out this week for an extended business trip to Chicago, New York and other eastern markets.

☆ ☆ ☆ ☆

• • • Headed by Cameraman Tom McHugh, a special Jack Douglas production crew has flown into Southern France to film an authentic and rarely photographed gypsy wedding for the Jack Douglas "Across the Seven Seas" color series. The "Talking World of Travel-Adventure," exclusive feature of the Douglas series, again will be prominent.

☆ ☆ ☆ ☆

• • • Henry Molin, film editor of the "Dick Van Dyke Show" has been named chairman of education and research for the American Cinema Editors. Leon Barsha is prexy . . . William Cochran, manager of station relations western division, ABC Radio Network, said that Radio Station KNGL in Paradise, Calif., has become the 124th affiliate of ABC Radio West and the ABC Radio Network . . . Station KNGL provides primary daytime coverage of Butte County.

## Carol Burnett Chairs Hospital Fund Unit

Carol Burnett has been named chairman of the Entertainment Industry Committee of the United Hospital Fund's 1967 campaign, and will seek contributions from the show business ranks to help the fund raise its 83rd annual goal of \$3 million for its 8 member voluntary hospital



BURNETT

in New York City. The hospitals comprise the largest voluntary hospital system in the world, having treated 2,700,000 people last year. The Fund reimburses them for the free or below-cost care they administer to the needy, thus freeing money for medical research and education programs.

## Buys Desilu Control

(Continued from Page 1)

VP for programming; W. Argyle Nelson, VP for production and studio operations, and Edwin E. Holly, VP for administration and finance.

This paper was told that Thorpe is to become operating head under the new setup.

Desilu is producer of the hour "Untouchables" and "Fair Exchange," among other major TV shows and has considerable income from rentals of its studio facilities.

## 'Lamp' Presents Special On Relief Aid in Algeria

A special filmed report on the relief work in Algeria by the American Friends Service Committee will be presented Sunday on CBS-TV's "Lamp Unto My Feet" in a program titled "A Covenant of Peace." The documentary was produced by Bernard Flynn and directed by Marvin Silbersher.

## Bozo-O-Vac Huffs, Puffs But Will It Ever Work?

Los Angeles—KTLA's Bozo the Clown (Vance Colvig) has been bitten by the "mechanical brain" bug and installed the latest homemade model, the Bozo-O-Vac, for use on his show. Designed by him and art director Henry Lickel, the welded genius huffs, puffs, smokes and lights up to cough out answers to the most perplexing questions which pertain to this or by-gone days.

## CBS News Staffers Make Multiple Shifts

CBS has shifted staffers in its TV and radio news divisions, with Don Hewitt, producer of "CBS News with Walter Cronkite," named chief of the unit created to produce special news broadcasts sponsored by Metropolitan Life. Robert Wussler, formerly live and video-tape production manager, now is producer of special news and assigned to Hewitt's unit.

Frank Fitzpatrick, film traffic supervisor has been made administration manager for CBS News in Washington, with William Covell succeeding him in New York. Robert Camford has been named a director on the CBS News staff, and Edward L. Lawson has been added to succeed him as film control officer.

Norman Goren, producer in the Washington office, has come to New York as a director, replacing Bob Quinn, who has gone to the

ABC as an exec producer. Robert Flaherty has been appointed assistant to David Zellmer, manager, administration and operations in TV News, with specific responsibility for administrative matters.

Newswriters Irving Drasin and John Sack have been assigned to "Calendar," and Bud Lamoreaux, news writer in film syndication, has been transferred to the TV sports department for three months to work on football coverage. Edward Hutchins replaces him.

John Klaric has left CBS News to become administrative manager of the NBC News Washington office. He had been administrative assistant to David Klinger, VP of

news administration. Kirby Ayres, who for 20 years has been an assistant director on practically every radio news program, has been made exec producer of "At Your Service," WCBS.

Three more writers have been signed for "Twentieth Century." Lael Wertenbaker, who wrote three scripts for the series and is the author of "Death of a Man," on Broadway under the title, "A Gift of Time," will write "Laval: Portrait of a Traitor." Frank Gervasi, noted foreign correspondent, will produce his first "Twentieth Century" script, "Zero Hour in Greece." Thomas H. Wolf will write his third script for the series, "The Fighting 'E,'" the story of the aircraft carrier, Enterprise, famous for its exploits in World War II.



## AGENCY NEWSCAST

By RALPH TYLER

Wesley Associates has been appointed national advertising agency for Transcontinent Television and its stations as of Jan. 1, 1962. Transcontinent stations are: WGR-TV-AM-FM, Buffalo, N. Y.; WNEP-TV, Scranton, Pa.; WDOK - FM - AM, Cleveland; WDAF-TV-AM-FM, Kansas City; FMB - TV - AM - FM, San Diego, Calif., and KERO-TV, Bakersfield, Calif.

Sid Fruchter, general manager of WNCN, Concert Network, reports that Masushita Electric Corp. of America has signed for an eight-week saturation campaign to sell its Panasonic 7.30 Table Radio. Masushita, which sold on WNCN last year, has returned with 10 spots a day. Cayton Agency represented Masushita on the deal.

MGM-TV's "The 11th Hour" picked up three additional sponsors this week. DuPont has bought into the series starting in April. Other new sponsors beginning immediately on the NBC series are Labisco and Union Carbide.

D. J. "Bud" Olinger has been appointed VP of Ronny Caire Agency, New Orleans. Formerly sales manager of Regal Beer and sales and advertising manager of PaPoose Food Products, Olinger has an extensive background in commodity sales, advertising and promotion.

James L. Ferguson has joined Lennon & Newell as senior VP on the P. Lorillard account. He came to L&N from Procter & Gamble, where he last served as associate advertising manager of the company's paper products division. Robert Varian has joined Kenyon & Eckhardt as an account exec. He most recently was associated with Lehn & Fink as a brand manager and prior to that was with Revlon and Lever Brothers in sales and marketing capacities. . . . New member of the copy

### Thought for Today

"Television drove from the market place such other mass media as pulp magazines, radio drama, the B motion picture as we once knew it, and numbers of large-circulation slick magazines such as Collier's and American. These displaced media had always been targets for criticism; but when many targets are reduced to one, the total amount of shooting appears to have grown enormously, and the concentrated uproar draws quite a crowd. It is in the nature of crowds to join the action, as witness the history of lynching."

—Roy B. Huggins  
Producer, 20th Century-Fox TV

dep't of N. W. Ayer & Son, Philadelphia, is Fred A. Narciso, member of the Philadelphia Conservatory of Music faculty for four years before coming to Ayer.

George N. Beecher, Paul J. Caravatt, Jr. and George G. Milliken, VPs of Foote, Cone & Belding, have been appointed management representatives. Beecher will be responsible for the General Foods account; Caravatt for the Menley and James Laboratories account, and Milliken for the Lever Brothers and Angostura - Wuppermann accounts. . . . Elected senior VPs at Ted Bates were William L. Ballard and David C. Loomis, both account group heads. Ballard joined Bates early in 1959 and was elected a VP the following year. He was formerly with John W. Shaw, Chicago. Loomis joined Ted Bates in 1955 and was elected a VP a year later. He was previously with Dancer - Fitzgerald - Sample.

## Non-Profit FM Skeds 12-Hour Fund Drive

As a special feature of its current subscription campaign throughout the New York metro area, WBAI-FM has skedded a 12-hour live program beginning at noon Sunday.

Among the participants will be actor Tony Randall, composer Harold Rome, pianist Lucas Foss, the Claremont String Quartet and members of the casts of "Beyond the Fringe," "The Second City" and "Portrait of the Artist as a Young Man."

## Oklahoma Orchestra Starts 14th Air Year

For the 14th year, the Oklahoma Symphony Orchestra will air its concert series on Mutual Broadcasting System on Sunday evenings, scheduled to start on Nov. 25.

The 25-minute concerts, originating from the Oklahoma City U. Auditorium with conductor Guy Frazer, will be heard through April 21, with the exception of the holiday dates of December 23 and 30.

## 7 Arts Vols. 4 and 5 Hit Fast Sales Pace

Seven Arts is continuing its record sales pace for the recently released Vols. 4 and 5 of "Films of the '50s," according to VP-national sales manager Donald Klauber, who reports sales of the 93 Warner Bros. and 20th Century-Fox features during the past week to WTAE-TV, Pittsburgh, and The Gerity Broadcasting Co.'s WNEP-TV, Bay City, Mich. The packages are now in 32 markets.

Klauber also announced the sale to WCNY-TV, Watertown, N. Y., of the 41 features in Seven Arts' Vol. 3, including such titles as "Mr. Roberts," "House of Wax" and "Young Man with a Horn." Vol. 3 has now been sold to 84 stations.

Included in Vols. 4 and 5 are "Auntie Mame," "The Bad Seed," "The Man in the Gray Flannel Suit," "Damn Yankees," "No Time for Sergeants," "Kiss Them for Me," "The Old Man and the Sea," "The Pajama Game," "The Prince and the Showgirl," "You're in the Navy Now," "Savonara," "The Spirit of St. Louis" and "No Way Out."

## Founder of Steel Union Will Get R-TV Tribute

Pittsburgh — WTAE-TV and KDKA radio will present special program tributes to the late Philip Murray, Sunday, on the 10th anniversary of the death of the founder of the United Steelworkers of America.

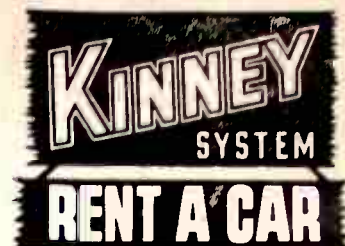
WTAE - TV's telecast, titled "Humble Greatness—The Life of Philip Murray," is a half-hour of vignettes of Murray's early youth and his rise to the presidency of the USW and CIO. John Kulamer is writer-producer of the 55-minute KDKA program. Newsman Jim Westover and Rev. Charles Owen Rice will narrate.

## Fife Back as Sales Exec

Salt Lake City — Richard K. (Dick) Fife has been appointed account exec for KCPX-TV. Fife was formerly with the station's sales staff from 1956-'59.

## WNDT and Rutgers Prof Explore 'Gallant Insights'

WNDT and Houston Peterson, Rutgers U. philosophy professor, have joined forces to present a new series, "Gallant Insight," bowing Tuesday night. Professor Peterson will discuss leading figures of history, literature, philosophy and the theatre with "insights" to their "awareness" or "weakness."



RENT A PLYMOUTH  
OR OTHER FINE CAR

BY THE DAY •

MONTH • YEAR

**FREE  
DELIVERY  
FREE  
PARKING**  
at over 100  
convenient  
KINNEY  
locations

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



Call  
**JU 2-4422**

# GEO. MEANY FOUNDATION BACKS 'ETERNAL LIGHT'

(Continued from Page 1)

which all moral men live." Secretary of the foundation is M. S. Novik of New York, the AFL-CIO's radio-TV consultant.

First two projects of the foundation are sponsorship of one program a year in NBC-TV's weekly "Eternal Light" series, which is produced under the auspices of the Jewish Theological Seminary of America, plus sponsorship of a series of lectures at the seminary's Institute for Religious and Social Studies, already in progress.

This Year's "Eternal Light" program will be telecast Nov. 25 and concerns the life of the late AFL president, William Green. Titled "Never Ask What Country," the script is by Morton Wishengrad. Future foundation-sponsored TV programs will portray the lives of other trade union figures, such as Philip Murray, late CIA president, or will deal with issues of vital importance to labor.

After their network showing they will be available in film, tape or script form to schools, religious institutions, community centers, unions and independent radio and TV outlets.

## Wolper Assigns Al Ramrus To Script 'Story' Segs

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — Al Ramrus, associate producer of Wolper's "Biography" series, has been assigned to script documentaries for the organization's "The Story Of" series. First assignment will be "Story of a Football Pro," in which Jon Arnett of the L. A. Rams is the title subject.

## A Favorite With Girls

**Orlando** — WLOF-TV has received an award from the local Citrus Council of the Girl Scouts of the USA in appreciation for its past interest and support.

# Metro Sta. Services Post for Katinsky

Arnold Katinsky has been named manager of station promotion and services for Metro Broadcast Sales, it was announced by VP-director H. D. (Bud) Neuwirth. In his new post Katinsky will maintain close liaison with Metro Broadcast Sales stations in order to provide complete information for agencies and clients. Metro Broadcast Sales is the station rep unit of Metromedia, Inc.

Katinsky joins Metro Broadcast Sales from Metropolitan Broadcasting's Philadelphia radio outlet, WIP, where he was promo director for two years. Prior to that he was with RAB for four years in various executive capacities. His background also includes duties with WMAL, Washington, and WFIL and WFIL-TV, Philadelphia.

## 1,752 Pubserv Messages, 56 Programs in Month

WABC, New York, broadcast 1,752 spot announcements and 56 programs devoted to public service in a single month—September. The station figures the value of the time given for this effort totals \$122,063.

Announcements were aired on behalf of 24 different organizations or causes and ranged from cancer care to youth fitness. More than 300 traffic reports were given and New York's new Lincoln Center was promoted via 206 five minute programs plus spot announcements.

## Conservation Award

**Rapid City, S.D.**—Helen S. Duhamel, president and general manager of KOTA-AM-TV here, has been awarded a citation for "constructive public service" by the South Dakota Dep't of Game, Fish and Parks.

# KILGALLEN AIR SHOWBIZ REPO

"What's New in Show Business" with nationally syndicated Dorothy Kilgallen as hostess and editor, will be a special feature ABC-TV's "Sunday Night Movie" scheduled to begin this weekend.

## Atom Survival Series Gets Houston Re-Run

**Houston** — At the request of Houston school superintendent John McFarland, KTRK-TV will repeat a six-part series of civil defense instructions first presented last year. Starting next week "Education for Nuclear Survival" will run each Tuesday and Thursday for three weeks. Most of the series will be new, because of changes made necessary by nuclear development and other aspects of survival procedure.

In the first program, McFarland and George Blassingame, CD director of the Texas Education Agency, will introduce the series and discuss Houston's survival plans. The series will be seen as many local schools and will provide instructors to answer questions after the telecast.

## Blees, Selmur Producer, Forms Own Company

Robert Blees, producer of Selmur Productions' "Combat" series, has formed the Beckwith Corp., to produce for TV and motion picture fields. Property already acquired by the firm include "Bandstand" for TV and three for feature filming.

## 'Have Faith' Bows in L.A. As Inter-Religious Talks

West Coast Bureau of RADIO-TV DAILY  
**Los Angeles** — KHJ-TV premieres on Nov. 18 its new religious program, "Have Faith," presenting three clergymen of different faiths each week. Having no moderator, the scholars will formally discuss aspects of the philosophy of religion, uninterrupted by commercial breaks. Protestant, Catholic and Jewish faiths will be represented in the initial program.

## Lennen & Newell Joining ARB in a Two-Year Pact

American Research Bureau has signed Lennen & Newell to a two-year contract for the bureau's complete service, including audience demographic data. The new subscriber marks the ninth of the top ten agencies in TV billings to join ARB.

## KANGAROO HOPS IN KID CONCERT

Nestle Sweetens CBS Pot For Carnegie Hall Telecast

The Nestle Co. for Quik, via McCann-Erickson, will sponsor the full-hour "Captain Kangaroo at Carnegie Hall" on WCBS-TV Nov. 18, when Bob Keeshan introduces small fry to the various instruments of the orchestra in a concert featuring the 62-piece CBS Symphony Orchestra conducted by Alfredo Antonini.

Produced by WCBS-TV, Larry Paulus is exec producer of the concert, and Merrill Brockway, the director.

## Morris Voices 'Beetle Bailey'

Howie Morris has been signed to voice the title role in the new King Features Syndicate TV cartoon series, "Beetle Bailey." Morris, whose start in TV was with Sid Caesar in the original "Admiral Broadway Revue," has done one cartoon stint before, as the main voice in "Munroe," which won the Academy Award last year as best cartoon.

Al Brodax, director of TV for King Features, said all voice casting has now been completed for King's new cartoon "Trilogy," which also includes "Barney Google an' Snuffy Smith" and "Krazy Kat."

# Philco Loses Move for More RCA Papers

(Continued from Page 1)

application of Philco for a new TV station on NBC's Philadelphia channel.

These proceedings have now entered into the phase during which Philco hopes to prove that NBC-parent RCA has violated the anti-trust laws with its handling of patents. Weaver had still not concluded his presentation with respect to the Westinghouse-NBC sale-trade involving Philadelphia and Cleveland stations. He had claimed he needed the disputed papers to complete his case both in that direction as well as in connection with RCA patent litigation.

Segal attempted to avoid arguments over two Philco subpoenas, and did succeed in having one withdrawn, but his many conferences with Weaver failed to strike agreement. Segal contended that Philco wanted to engage in a "fishing expedition" through the files of the companies he represents and characterized their position as: "Philco says if we get it, we'll rummage around a bit and maybe we'll come up with something."

He argued that Philco had not established the value as evidence in the case of the requested papers, and that the remaining sub-

poena therefore violated rules that subpoenas must define with "particularity" what they were seeking. He denied that the thousands of additional documents had any use as evidence.

FCC Broadcast Bureau counsel Ernest Nash agreed that "most, if not all" of the requested papers would be useless as evidence. The Broadcast Bureau represents the public in FCC proceedings and does not reflect official FCC opinion. Nash said to Weaver, "If you had specified the documents" which Weaver wanted, then under the rules "you would have had them."



Indiana University Library  
Bloomington Ind

## AMENS RESOUND FOR 315 REPEAL

### Sponsor Co-op Plan Local Pub Affairs Reprinted by Affe

group - sponsorship plan which will offer 10 companies opportunity to join in preparing five WNBC-TV local public affairs programs each week throughout the year was announced this morning by station manager Peter M. Affe.

Each of the 10 advertisers, Affe will be visually identified at opening and closing of each program as subscribers. A rotation also allows for two 60-second institutional messages in

(Continued on Page 11)

### Total Control Antidote Cited

Broadcasters and other businessmen must first clarify their relationship to government before persuading Congress to accept a point of view," according to Charles Tower, Corning administrative VP.



TOWER

at a Harvard Business School luncheon, Tower said, "Take a broadcast for example. The discussion over the issue of control usually

(Continued on Page 9)

### Mutual Newsmen Records Mindzenty Pacing Floor

In a dramatic broadcast from behind the iron curtain, Mutual's European correspondent, Cardinal Mindzenty's third apartment in the American Embassy at Budapest to record the dictator's footsteps as he paced the

### NABET TO ENTER NBC - PHILCO CASE

Organization Gets OK  
As Party Intervenor

Washington Bureau of RADIO-TV DAILY  
Washington—NABET has been granted permission to become a party intervenor in proceedings on the proposed trade of NBC's Philadelphia stations for RKO's Boston stations and competing application of Philco for the NBC Philadelphia frequency. Meantime the hearings drag along.

### \$1/4-Mil. Sale Price Approved for KSUM

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC's Broadcast Bureau has approved a number of sales, topped by KSUM, Fairmont, Minn., by KSUM Broadcasting to Elizabeth Woodward and John Miller for \$250,000. Others are: WDSR, Lake City, Fla., by receiver Temple and Jones to Alfred and Alma Temple for \$72,500; WLSB, Copper Hill, Tenn., by Blaine and Clinton Goss to Robert Schwab for \$30,000, and 25 per cent of stock in Ohio Music, company holding a CP for WZ-AK-TV, Cleveland, to Trans World Broadcasting for \$7,324.

The FCC, meantime, okayed the sale of WDEB, Pensacola, by Johnston Broadcasting to Mel and Vinny Wheeler for \$125,000; granted a new TV station on UHF Channel 47 in Tusculum, Ala., to Elton H. Darby; granted a new Class C FM station on 104.5 mc in Cedar Rapids to WMT-TV; granted a new 500-watt AM daytimer on 1307 kc in Ft. Campbell, Ky., to Fort Campbell Broadcasting, and received a bid for a new UHF

(Continued on Page 5)

### Salant Tops Radio Panel On Post-Crisis in U.S.

Stamford, Conn. — The post-crisis American situation will be discussed tonight by CBS News president Richard S. Salant, author Jules Koslow and editor and former Pound Ridge town supervisor James H. Sachs on WSTC's live "Community Affair" program.

### TV Channels Yanked From Midwest States For ETV Networking

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has shifted TV channels in a wholesale manner to make possible educational networks of five VHF and two UHF stations in Nebraska and four V's and three U's in Kansas.

In addition to the present educational V channel 12 and U channel 16, in Lincoln and Omaha, respectively (the latter unapplied for), the Commission reserved V channel 13 in Alliance and 9 in North Platte. These had been commercial channels. VHF 3 was reserved in Lexington and VHF 7 in Bassett. UHF channel 25 was

(Continued on Page 8)

### Studio Switch Keys Net Shift

Philadelphia—The FCC has authorized WLYH-TV, channel 15, Keystone station in Lebanon, to move its main studio to Lancaster.



CLIPP

Roger W. Clipp, Triangle stations, today said the studio will be in downtown Lancaster and in operation by Jan. 1. WLYH-TV will continue to operate from its existing studio in Lebanon.

CBS-TV will recognize the arrangement. (Continued on Page 5)

### Ford Rekindles Hope For Death to Ruling On Airwave Politics

Network executives lost no time over the weekend in crackling "amens" to FCC commissioner Frederick Ford's proposal to abolish apportioned Section 315 in favor of new regulations covering both political equal time and fairness in controversial issues.



FORD

James Haggerty said: "Leonard H. Goldenson, president of ABC-PT, has authorized me as ABC News Dept. head to say we would be most willing at any time to participate in a review of Section 315 with an appropriate Congressional committee or with any other interested agency of the government."

CBS president Frank Stanton said: "We are delighted that Commissioner Ford has urged repeal... and we will be more than willing to attend a legislative conference such as he suggests."

An NBC spokesman observed his company is on record as "consistently opposing" Section 315 restrictions.

Ford's sweeping proposal was (Continued on Page 10)

### Decca Nets \$4.3 Million

Consolidated net earnings of Decca Records and its subsidiary, Universal Pictures, for nine months ending Sept. 30 amounted to \$4,359,091, equal to \$2.85 per share, compared to \$1.46 per share last year.

### Senate Eying Election Casts

Washington Bureau of RADIO-TV DAILY

Washington—The Senate Watchdog Subcommittee has asked the FCC to report on the performance of broadcasting stations during the political campaigns. The Commission will mail out a questionnaire to all stations as soon as it is ready.

The FCC has issued a statement

advising stations to retain their records pertaining to political broadcasts and to wait for the questionnaire.



Established Feb. 9, 1937

Vol. 91, No. 92 Mon., Nov. 12, 1962 10 Cts.

CHAS. A. ALICOATE : President &amp; Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

## WASHINGTON BUREAU

Harry Lando  
Office: 1126 National Press Building  
Executive 3-4808

## WEST COAST OFFICES

Perry E. Pasmezoglu  
West Coast Advertising Director  
Harold Hilderbrand  
Editor, West Coast Bureau  
6425 Hollywood Blvd. Phone: Hollywood 9-3951

## CHICAGO BUREAU

Jack Russell  
203 North Wabash Ave.  
Phone: 312-782-2818

## CANADIAN BUREAU

Jules Larochelle  
Room 314, Belmont St., Montreal

## LONDON BUREAU

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

MEXICO CITY OFFICE: Pedro Mario Amaro.  
Anartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari. Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso. Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana. Grupo 4, Planta 14.

## Jim McQuade Named WCBS Account Exec

Jim McQuade, manager of financial and administrative services, has been named a WCBS account exec. He replaces Bob Hosking, who moves to CBS Radio Spot Sales.

Win Gould, sales service manager, moves up to manager of financial and administrative services. Prior to coming with WCBS, he had been operations manager at KMOX-TV, St. Louis. Gould's sales service post goes to Don Steffens, presently coordinator of Yankee baseball broadcasts.

## IT'S SURPRISING—

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

**EIBEL — 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.

## Faulk Seeks 'Reality' In New 'Program PM'

"Program PM," the Monday-thru-Friday series which bows tonight on WINS, New York, is billed by the station as "an intimate, realistic view of the New York metropolitan area presented through the voices of its residents."

Host John Henry Faulk, the station said, will be "eavesdropping, interviewing and observing New Yorkers at their jobs and in beauty parlors, restaurants, doctor's waiting rooms, prisons, schools, courts, stores, museums and in their living rooms."

General manager Mark Olds said Faulk will consistently cover stories at their source, rather than relying on studio interviews. Producer is Murray Burnett, with associate producers Steve Elster and Paul Clancy.

## Cast and Crew Hit Trail To Lens 'Wide Country'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer Frank Telford has sent the cast and crew of Revue's "Wide Country" series for location shooting at Lone Pine for three days lensing of the "Memory of a Filly" episode. Completion of the seg will take place at the studio.

Earl Holliman and Andrew Prine star in the Ralph Edwards Productions skein for NBC-TV, with Don Weis directing the teleplay, which was written by Alan LeMay.

## Illegal Casters on Air Again

Boston — Two "illegal" Fordham U. broadcasters went on the air again over the weekend for the first time since the FCC stopped their unlicensed radio show Oct. 14, but this time with the federal agency's blessing. The boys came to the FCC's attention when their three-hour Sunday night broadcasts reached New York suburbs and as far away as Delaware and Rhode Island.

They had created their own \$100 transmitter at the university in the Bronx, N. Y., and gave themselves the call letters, WC-BR. When the FCC halted their operation, they complimented the students on the professional job they were doing and explained they had to silence them to prevent other unlicensed stations from clogging the airways.

Ted Jones, president of WCRB here, noticed the similarity in the boys' call letter and his station's, and invited them to be his weekend guests and spin records Saturday night on "Father Norman O'Connor's Jazz Anthology."

## CBC COMPELLED TO AIR CTV GREY CUP TELECASTS

Special to RADIO-TV DAILY

Montreal — The Board of Broadcast Governors has enacted a regulation compelling the government-owned CBC to carry this year's Grey Cup telecast as originated by the private held CTV Network . . . and CTV's terms. The move represents a complete victory for CTV, which this year outbid CBC for exclusive TV rights to Canadian football.

### COMING AND GOING

ROBERT F. HURLEIGH, MBS president, to Washington, D. C. tomorrow, to address ad club.

WILLIAM TALMAN, of "Perry Mason" cast, in Little Rock over the weekend to address Law Laymen.

PAUL TALBOT, of Fremantle Int'l, back from London, Australia, Rome and Middle East.

JOSEPH WOHL, Int'l Film Distributors president, to Hollywood.

GEORGE A. Graham, JR., board chairman, and JOSEPH KLEIN, director of NBC Int'l, touring TV centers in Canada.

DICK MARTIN, of "The Lucy Show," in New York.

FRANK GAITHER, WSB, Atlanta, general manager, in N.Y. for RAB meeting.

HAROLD J. KLEIN, of ABC Films, to Far East.

BUDDY BASCH back from a trip to Gettysburg.

CONNIE BOSWELL in N.Y. for air dates.

ERIC LIEBER, after 2 years in the Army, rejoining Jerry Hammer Productions.

The BBG said the regulation was enacted because CBC CTV, after weeks of negotiation, had failed to reach a voluntary agreement that would insure that all Canadians could see the game. CBC's argument was that carrying CTV's sponsored telecast the government-owned network would be used as partial work, for the latter's commercial advantage.

By including the CBC's country-wide network in the telecast, CBC will be able to reach every home in Canada, compared to 65 per cent of viewers reached by its nine stations. It can also use the Grey Cup match to sponsor on the basis of coast-to-coast coverage, and at the same time escape public criticism which would have resulted if so many viewers couldn't see the game.

Meantime, CBC is expected to fight the BBG regulation, as the web argued at a recent public hearing that it was advised by the Justice Dept't that the bill was outside its jurisdiction, even proposing such a move.

## Dick Lamoreux in Shift To Motor City Channel

Detroit—Richard J. Lamoreux has been appointed assistant program and production manager of WWJ-TV here. Since 1952, he has been associated with radio and TV stations in Grand Rapids, most recently as WOOD operations director, and before that as continuity writer for WJEF. He served as TV producer-director and production manager of WOOD-TV.

**check our "ratings", too, before buying or selling a broadcast property**

Join the hundreds of satisfied clients who have benefited from Blackburn's Total View of TV and other media. Our analysis of the ever-changing market puts all of the facts—pro as well as con—in proper perspective.

## BLACKBURN & Company, Inc.

### RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Building

Chicago: 333 N. Michigan Ave

Atlanta: Healey Bldg.

Beverly Hills: Bank of America Bldg



**Hey!  
We've  
changed  
our  
name to  
KNBC!**

**DON'T SHOUT.**

Psssst! We've changed our name. KRCA/4 Los Angeles is now KNBC/4 Los Angeles. And we've moved to more modern television facilities in the NBC studios here. Of course, our transmitter stays exactly where it is. And we'll continue to provide the same strong coverage in the ever-growing Los Angeles area. We wouldn't have it any other way. Come to think of it, neither would our viewers.





## A GOOD SEASON

As expected, the pink slips have already been issued to many of the new shows launched since September 1. Television's critics love to hear these sad tidings, although as far as I am concerned, this merely proves that television is operated by human beings, and unlike Univac, human beings can't always be right.

However, there is much to like from the new shows, and some have already been established as solid favorites in our household of five. (This count includes an obstinate Irish Setter, who more or less considers himself the head of the family.)

At our house, we like "Sam Benedict", and I confess that we began watching this series because we miss the Saturday courtroom tactics of Perry Mason.

We have taken the "Beverly Hillbillies" to our hearts, and while this series is cornier than any corn ever grown in Kansas, it is good corn in the hand of experts. With lesser talents, this show could well have been one of the worst bombs in the history of the Medium. Corn is a terribly dangerous gamble.

"McHale's Navy" has all the makings of a hit, but I think the producers are being a bit too conservative. I visualized this series as a TV version of "Don't Go Near The Water", with overtones of the lighter moments in "South Pacific", and if the series follows this track, I think it will be a happy spot on the dial.

A poor first impression almost cost our family what has now become a strong favorite — the "Ensign O'Toole" series. We caught the first show and thought the sound track was funnier than the script. Fortunately for us, the light opposition made us come back a second week, and the show is now a Sunday night must.

The real solid show — the show that has everything it takes to be around for at least the next five years — is the new "Joey Bishop" series. The revised format — which is really the tried and tested Jack Benny family format — seems to wear well on Joey, and he is surrounded by a brilliant cast of regulars. I have only two "ifs" about this series: first, will Bishop be content, as Jack Benny has been for so many years, to share the laughs with the other regulars? I believe he will, because I think that Bishop is a pro. The second "if" has to do with the scheduling of the series on Sunday night. I can't help feeling that on a week night, the series would stand out like a beacon, and could attract a truly fantastic rating. Incidentally, in the humble opinion of our family of four (plus one) all of the Bishop shows to date have been hilariously funny. This consistency helps the word-of-mouth campaign.

There are at least a half a dozen other fine new shows that seem certain of making the grade, and when the final results are tabulated, I think it will be generally agreed that this season has been far from dismal in what it has had to offer.

— JACK DOUGLAS

Advt.



By TED GREEN

• • • Perry Como paging Brook Benton for a guest-shot. Singer Enzo Stuarti bought an interest in a Dallas night club Benson & Mann, the sensational comics in "Minsky's Follies," set a guest-shot on "Tonight" . . . Comic George Carlin set for a guest-shot with Steve Allen . . . Comedienne Rusty Warren's new album "Rusty Warren in Orbit," passed the 200,000 mark in sales. Vaughn Monroe is taking flying lessons . . . Harold Minsky makes an offer to take his "Minsky's Follies" to Japan when the series completes its run at the International . . . Kay Forwin reports client Bucky Kozlow is busy recording some more commercials DX-Sunray Fuel Oil . . . Video actress Toby Michaels and her husband TV scripter Richard Michaels, lullabying a new baby daughter Richard Wess, the musical conductor of the new "Jerry Lee" WOR-TV syndicated show, to wax an LP titled "Swinging Br" for United Artists December release . . . Sign in the window Times Square TV store: "Help stamp out books; buy a TV set" Carmel Quinn, captivating songbird, adds her sparkling personae to NBC-TV's "Leave It to the Girls" as guest celebrity panelist this week.

☆ ☆ ☆ ☆

• • • Meet: Milton Herson, Mark Century's dynamic young president, who hails from Charlottesville, Va., and became an attorney the ripe old age of 23. Now, at the age of 34, his varied background has encompassed the following: Partner in a prominent New York law firm, counsel to an insurance company, counsel and financial advisor to a brokerage firm and director of several public and privately owned corporations. In addition to his being executive head of Mark Century Corp., Herson is counsel to Music Makers, Inc. Mark Century is a production company for radio, TV and the advertising industries.



HERSON

☆ ☆ ☆ ☆

• • • Larry King, who conducts an ad-lib interview show Tuesday-Sunday on Miami's WAME, aired from Surfside 6 houseboat, plus a Monday night "Open End"-type program on WLBW-TV, wings into New York tomorrow to discuss and moderate a network radio "talk" show. His personal manager is Ed Kreuter, who produces both of King's shows . . . Nancy Allen takes over as Jack Sterling's "Gal Friday" replacing Anne Lard . . . Nancy's pop is Chick Allison, account exec at CBS Radio Sales . . . After catching Jerry Lester's show again, we just figured out what was missing — Milton DeLugg . . . Sue (Lolita) Lister staying at the Americana Hotel for five days before going on tour of Loew Theatres . . . Ethel Merman's opening at Las Vegas' Flamingo Hotel was recorded for Reprise. The album will be out next month . . . Frank Fontaine, featured comedian on one of the funniest shows on the air, Jackie Gleason's "American Scene Magazine" has signed an ABC-Paramount recording contract.

☆ ☆ ☆ ☆

• • • Goings on at Decca: A&R director Dick Jacobs is popping his buttons over the gridiron triumphs of his son Michael at Brooklyn High School . . . While at The Shadows in Washington, D. C., Ivy League Trio will discuss an overseas goodwill tour for the State Dept . . . Just returned from a State Dept tour is lark Ginger Rogers who cut her first session for the label. Deejays, watch for it! West Coast A&R topper Bud Dant informs that Charley Teegarden completed a swingin' album that'll delight musicasters.

### 2 for R-TV Awards Show

West Coast Bureau of RADIO-TV DAILY

Hollywood — Edmund O'Brien and Everett Sloane have been set by producer Allan Sherman to appear in Writers Guild's first TV-Radio Awards Show, Dec. 6 to be held at the Beverly Hilton Hotel here.

### Forecaster for Tampa

Tampa — Nelson Medina been added to the weather department staff of WTVT here to sent the forecasts on the station's five-a-week "Florida Forecast" . . . Until this assignment, Medina was a professional photographer at South Florida U.

# Webster Warns of 'Old Hat' Radio Fashions

## Stations A 'Far Cry' from One-Dimension Fiskeries,' He Avers

In a warning against following old-fashioned ideas in radio, CBS Radio's Maurice Webster has noted that the "important, modern stations today are a far cry from the one-dimension, music stations of the early '50s."

Webster, net VP and general manager of radio spot sales, cited examples

outmoded fashions in radio are still being followed. The, he said, was the over-popularity of "driving time" discovered in the '50s as a bonus audience the ideal time to reach men.

That fashion persists today, "listening has changed," Webster told the Philadelphia TV-Radio Advertising Club last week.

If you're seeking men there several hours on Saturday and Sunday when about as many are available as during those driving times—but at much greater costs."

### More than Music and News

As another outdated fashion, Webster offered the idea that listeners just want music and news on radio. "Is that the limit of radio's potential?" he asked. "Not at all."

No longer," he said, "is a radio station just five disc jockeys spinning a stack of 45 rpm records."

Today's alert stations are active in community affairs. . . . Their programs mirror the complex and fascinating lives of their audience. . . . their editorial opinions give character to their entertainment."

Webster attacked as another deceptive fashion the common assumption that the way to evaluate radio stations is simply to look at their ratings and their costs.

### 'A Low CPM WHAT?'

Addressing the dangers of buying radio stations merely on a low cost per thousand basis, he said: "low cost per-thousand what? Owners who tune in just as background for reading or choose background programming for information and entertainment, and we hear the client's sales message clearly?"

Today," he said, "we know so much more about how to evaluate radio stations—both quantitative and qualitatively—that cost-per-thousand measurements alone are really primitive."



WEBSTER

## Writers Join Minow On Academy Panel

West Coast Bureau of RADIO-TV DAILY  
Hollywood — A writer, two broadcasters and an ad agency executive will join FCC chairman Newton Minow here Dec. 19 to discuss "What Is Right and What Is Wrong with TV" before members and guests of the TV Academy.

They are: Rod Serling, many times Emmy Award winner; Sylvester L. "Pat" Weaver, chairman of the board of McCann-Erickson, president of M-E Productions and former president of NBC; Frank P. Fogarty, executive VP of Meredith Broadcasting Co., Omaha, and Hubbell Robinson, senior VP in charge of network programs, CBS-TV.

The complete panel will total eight industry leaders, and the other three will be recruited shortly.

## WJRZ Shows Off Area; Agency Men Go Aloft

Newark, N. J. — Continuing with its theme that "it's about time someone took northern New Jersey out from under the shadow of New York," WJRZ will take 16 N. Y. ad agency time-buyers on a helicopter flight tomorrow over the station's nine-county "Market Four" area, crisscrossing the region inhabited by 4.6 million consumers.

Further emphasizing its news programming concept, divided between national and world events and Metropolitan New Jersey highlights, WJRZ is now arranging with State House officials in Trenton to establish the first station bureau in New Jersey's capitol building.

## Allied Artists TV Sells WGAL-TV 145 Westerns

Allied Artists TV Corp. has concluded sales of 145 Westerns to WGAL-TV, Lancaster, Pa. distributing its 145 Westerns to 338 stations, Robert B. Morin, VP and general sales Manager, said today.

## Payment in Moose a Puzzler

Chicago—Don Sorkin, WCFL deejay, has been asked by Jay Ward to duplicate his Chicago efforts on behalf of statehood for Mooseylvania in Indianapolis, Cincinnati, Cleveland, Pittsburgh, Washington, Philadelphia and New York.

Sorkin flew over Chicago's loop with pro Mooseylvania pamphlets and dropped them on home-bound commuters. He also gave an hour of his WCFL program to hear out Ward on the vital issue.

## Coast Welcomes Firestone



Board chairman Dick Powell and president Tom McDermott — both of Four Star — led the contingent of West Coast video and movie executives who tendered a reception to Len Firestone (center), VP and general manager of Four Star Distributing Corp., at the Beverly Hills Hotel. The distrib firm has five shows in syndication.

## NASA Officials Hail WPIX for 'Universe'

NASA officials have hailed WPIX's documentary voyage into outer space as "truly a magnificent product." Titled "Universe," the half-hour program is narrated by Burgess Meredith and will be presented in prime time twice Wednesday evening. It was co-produced by WPIX and the National Film Board of Canada.

## WLYH-TV Studio Shifted

(Continued from Page 1)

rival of the second TV operation in Lancaster by switching its network affiliation there from WGAL to WLYH. WGAL is a dual network operation with both CBS and NBC webs.

WLYH-TV's affiliation with CBS will unify the Keystone group of Triangle stations as of Jan. 1, each one being identified with the network. They will continue to be represented by Blair TV which sells the group as a single package. Other keystones are WHP, Harrisburgh, and WSPA, York.

## Admen to Drop Gags At Yak Swapping Bee

Comedy creators in the advertising industry have been invited to exchange laughs with the Future Funnymen of America Nov. 20 at an "Advertising Night" at the Gagwriters - Comedy Workshop, New York City.

As a feature of the night, 10 young comics will present advertising commercial vignettes as part of their "Exercises in Comedy." A panel of gagwriters and comedians will examine the place of comedy in commercials, with a look at Bert and Harry, Charley the Tuna, Stan Freberg and others.

## Station Sales Approved

(Continued from Page 1)

station on Channel 19 in Oklahoma City from KPLR-TV, Inc.

In other Broadcast Bureau action, it granted authority to remain off the air to KELE-FM, Phoenix, until Jan. 31; to WWRJ, White River Junction, Vt., until Nov. 30, and to WRUF-FM Gainesville, Fla., until Jan. 10.

## RCA Solves 'Black-Out' In Orbital Re-Entry Radio

Pilots of the X-20 (DynaSoar) orbiting glider will be able to maintain communications with the ground during the long re-entry phase of their flights using a new communications system developed by RCA. It uses "super high" range frequencies and can sustain contact for 97 per cent of re-entry time.

**NBC – once again the network  
most people elected  
to watch...**

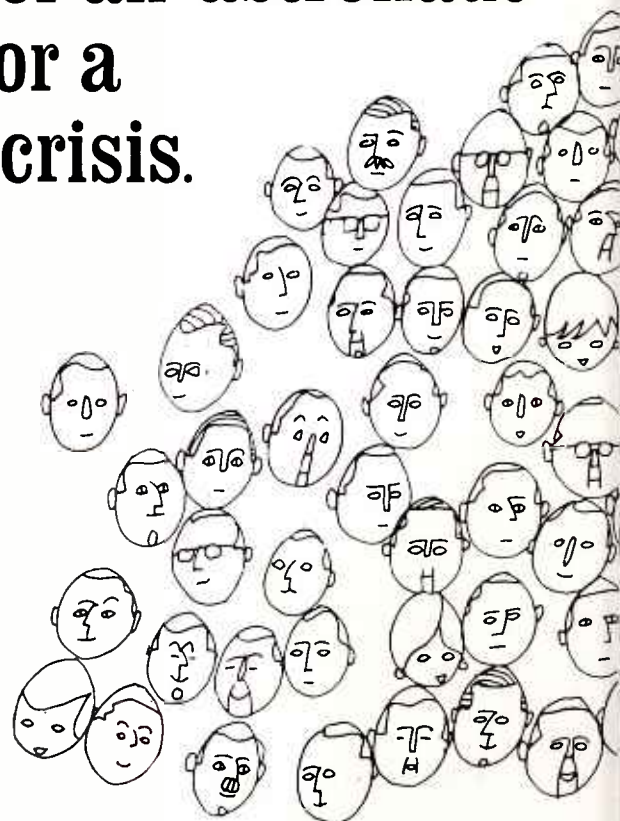
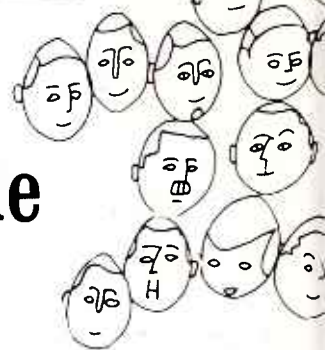
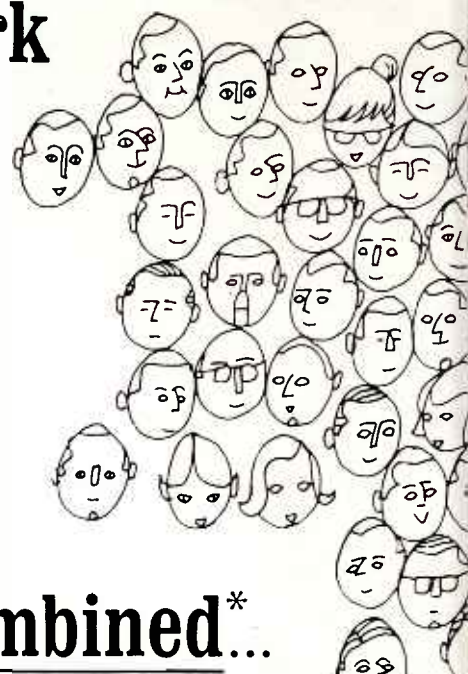
**NBC – the network that drew  
an Election Night  
audience nearly as big as  
the other two networks' combined...**

**NBC – the network  
that always attracts more people  
whenever all networks  
cover a national event,  
whether it is the flight of an astronaut  
or a Telstar broadcast or a  
President's report on a crisis.**

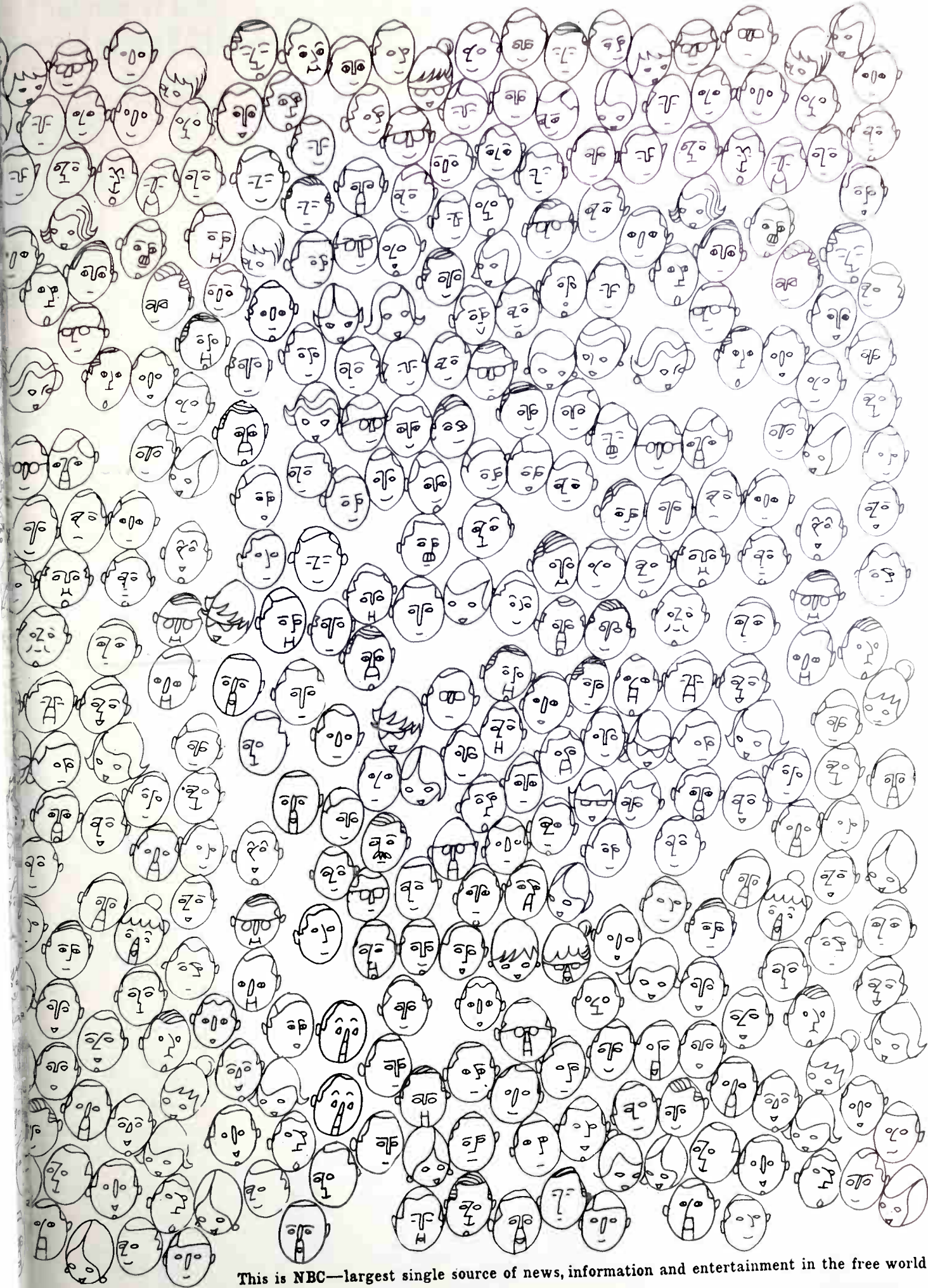
**The reason?  
NBC News leadership  
in bringing world news  
to the nation rapidly,  
accurately,  
responsibly.**



\*Source: National Arbitron.







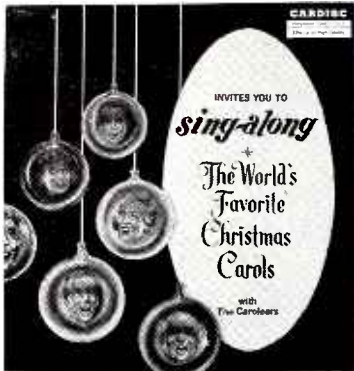
This is NBC—largest single source of news, information and entertainment in the free world.

## LET US SOLVE YOUR CHRISTMAS PROBLEMS

with a  
*Yuletide Gift of Praise*

That will warm the hearts of your

- Business Associates
- Clients
- Family
- Friends



Cover in beautiful Yuletide Colors

The joy of singing is in the doing as well as in the listening.

**Sing-Along Lyric Sheets included**

**THE WORLD'S FAVORITE CHRISTMAS CAROLS with THE CAROLEERS**

Conducted and Produced by  
*Harry Bluestone*

Album contains **22** of the best known, beloved carols recorded by an outstanding group of 16 singers with organ and chimes.

### Side I

O Come, All Ye Faithful  
Away In A Manger  
Hark! The Herald Angels Sing  
O Little Town Of Bethlehem  
God Rest Ye, Merry Gentlemen  
Silent Night  
Alleluia  
We Three Kings of Orient Are  
It Came Upon A Midnight Clear  
Deck The Halls  
The First Noel

### Side II

Joy To The World  
Christ Is Born In Bethlehem  
Nativity  
Christ Was Born On Christmas Day  
What Child Is This?  
Here We Come A-Wassailing  
Christians, Awake  
The Holly And The Ivy  
On Christmas Day  
Angels We Have Heard On High  
From Heaven High I Come To You

**MISS THE HOLIDAY RUSH  
PLACE YOUR ORDER NOW**

12" — 33 1/3 L.P. Hi-Fidelity Record

QUAN:	1	5	10
EA. PRICE	\$3.95	\$3.35	\$3.15
QUAN:	25	50	100
EA. PRICE	\$2.75	\$2.35	\$2.15

Add 4% Sales Tax in California

Send Check or Money Order  
No C.O.D. Please

All Orders PPD in U.S.A.  
Satisfaction Guaranteed

**CARDISC**

Dept. D 6223, Selma Ave.  
Hollywood 28, Calif.

## GE DESIGNS COMPONENT FOR PAY-VIDEO SYSTEM

General Electric has contracted to design consumer equipment for use with a pay-TV system developed by Home Entertainment Co. for existing TV sets. First city to get the system will be Santa Monica, where HEC of Los Angeles, franchised by HECA, has signed with General Telephone of California to install the cable system. GE is designing for production a push-button remote control unit and meter device which automatically keeps a record of programs viewed.

## Disk Spinning

By CARL MOS

Frank Fontaine, featured comedian on Jackie Gleason's "American Magazine" TV show has signed an ABC-Paramount recording contract to sing. Could be he developed his voice singing lullabies. He's the father of 11 children . . . MGM's Toni Carroll will open at the Ritz, Montreal, for a two-weeker starting mid-November. Her latest album: "Toni Carroll Sings Hits of the Roaring Twenties" . . . Song plugger Irwin Zucker claims he will put in a 24-hour work day pitching for the Mitch Miller recording of "The Longest Day," Columbia release.

George R. Marek, RCA Records VP-GM presented bandleader Artie Shaw with eight gold records, celebrating Artie's 25th year with the company. The million-plus sellers are: "Star Dust," "Dancing in the Dark," "Back Bay Shuffle," "Summit Ridge Drive," "Frenesi," "Nightmare," "Begin the Beguine" and "Traffic Jam." . . . Warner Bros. is claiming the fastest-selling comedy album in record business history for Allan Sherman's "My Son, The Folk Singer," which clicked off 400,000 sales in less than a month.

For Christmas, Riverside is releasing "The Twenty-fifth Day of December" featuring the Staple Singers. The album contains 12 Christmas and sacred songs rendered by Roebuck Staples and his children, Mavis, Yvonne and Pervis . . . Cameo-Parkway releasing two pop albums: "Bobby Rydell's Biggest Hits, Vol. 2" and "Chubby Checker's Biggest Hits, Vol. 1." Company states the albums "mark a revolutionary concept in record packaging." close quote.

Joe Bellesi, who recorded Supreme's "Sacred Songs," being repped by Leonard Jacobson for musical roles . . . Epic Records has made a new licensing arrangement with Electric Music Industries, Inc., for distribution of its entire domestic catalog to 13 Western European countries . . . Diner's Club is issuing a set of record albums to teach French, Spanish and Italian. Deal includes a 200-page instruction manual.

## Cecil Woodland Cites RFE Victory Margin

Scranton—Cecil Woodland, general manager of the Scranton Times' WEJL and Middle Atlantic States Radio-TV chairman for Radio Free Europe, will address the Harrisburg Rotary Club today on the Work of RFE.



WOODLAND

Woodland, who has just returned from a visit to the RFE installation in Munich; the transmitter sites in Lisbon, Portugal; the "Hate War" in Berlin, and the Communist border, will speak on "Radio Free Europe . . . Margin for Victory."

## ETV Networking Aided By FCC Channel Shifts

(Continued from Page 1)

assigned to Albion for educational use.

In Kansas, educational channel 8 in Manhattan, recently surrendered by KSAC-TV, was shifted to Hutchinson and 11 was shifted from educational in Lawrence to the same in Topeka, which already has educational UHF 48.

Lincoln and Lakin got VHF 9 and 3, respectively, for educational use, while Chanute got UHF 21 and Oakley got UHF 33 for the same purpose. Garden City lost commercial VHF channel 9 in the process, and Ottawa lost commercial UHF 21, while commercial UHF 20 was lifted from Independence.

The FCC refused a petition by Richard B. Steuer to shift VHF TV channel 3 from Sterling, Colo. to Cheyenne, Wyo. Commission said Sterling needs a first VHF TV station more than Cheyenne needs a second.

## N.Y. TV Personalities Aid CP Telethon in Kentucky

Jim Lucas, announcer on the "Jack Paar Show" and "Concentration," will emcee WPSD-TV's Cerebral Palsy telethon, in Paducah, Ky., this weekend. Jim will take along singer Eugene Baird and Rita Hayes to help out.

## Milhaud's 70th Marked By 'Music Mag' Today

Darius Milhaud, acclaimed one of the major composers of our century, appears on WQXR's "Music Magazine" today in a 70th birthday tribute. Program is sponsored by Smith, Barney & Co., Wall Street investment firm.

## Charles Allen Directs ABC-TV Sales Service

Charles C. Allen has been appointed director of sales service ABC-TV. Allen comes to the network from the Kudner Agency where he had been since October 1959. He joined Kudner as business manager of its radio-TV department and served as general manager since November, 1963. Previously, he had been with DO for 11 years.

## Rand Replaces Harley In WBBM Merchandising

Chicago — Douglas H. Rand has been named merchandising manager of WBBM, coming to the station from Procter & Gamble in Cincinnati. Rand replaced Charles Harley, who now transfers to the WBBM local sales office as an account exec.

## First of 2 '11th Hr.' Disk Set for Release by UA

The first record of Harry Sheppard's "Theme from 'The Eleven Hour'," MGM's series on NBC-TV, is scheduled for release this week, featuring the piano playing of Ferrante and Teicher, on the United Artists label. Follow-up closely will be Al Hirt's disk on RCA Victor.

## STORK NEWS

Chuck and Sheila Brinkman are the parents of a girl, Lisa. She is a deejay at KQV, Pittsburgh.

It's a baby girl, Nina Anne, born to Fred and Enid Stettner. Proud papa is prexy of Stettner productions.



## Providence TV Ups Wiley, Miss Mahoney

**Providence** — WPRO-TV has appointed James S. Wiley national sales coordinator, and Marjorie L. Mahoney sales promo manager, both effective Nov. 19. Wiley joined the station's sales force in December, 1955, from the Union Carbide ad dept in New York. Miss Mahoney, who came to WPRO-TV in December, 1958, was formerly casting director for "Robert Montgomery Presents" on NBC-TV and also served in the CBS-TV casting dept.

## Philly Outlet Names Barr Promotion Director

**Philadelphia** — WPEN has appointed Merrill Barr as promo director. Formerly with Werman & Schorr Advertising, he specialized on promotional and advertising campaigns for radio station clients of the agency.

Barr represented WPEN at the Broadcasters Promotion Ass'n convention in Dallas.

## WOR-AM-TV's Bond Plug Cited by Treasury Dep't

WOR-AM-TV have both received the Freedom Bond Award from the U. S. Treasury Dep't "for service to the nation through the promotion of 'Bonds of Freedom,'" accepted by Robert J. Leder, VP and general manager of the station. The award, signed by Treasury Secretary Douglas Dillon, was presented by Phillip Littman of the U. S. Savings Bonds Division for New York.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Dick Berg, TV scripter now turned producer, shooting his third episode in the hour, alternately titled, "Fred Astaire Presents" and "Alcoa Premiere" series, produced by Revue. It is "Impact of an Execution," an original by Saul Levitt, author of "The Andersonville Trial." Ralph Bellamy stars, with Rudy Dee and Peggy Ann Garner set for featured roles. Dennis Sanders directs. Teleplay is by Levitt and Mark Rodgers. Berg, who authored more than 30 original dramas over a period of five years, has lined up other properties by distinguished authors. Some of these are: an episode about today's scientists, written for the Astaire series by Mitchell Wilson, author of "Meeting at a Far Meridian," which is now in pre-production for a motion picture: "The Contenders," by James Lee, Broadway playwright who wrote "Career," and "The Voice of Charlie Pont," from a book by Douglas Fairbairn with TV adaptation by Halstead Welles, already filmed.

☆ ☆ ☆ ☆

• • • Other items from Revue studios: Cast of "A Claim to Immortality," episode of "The Best Years," includes Jeannine Riley, Kathy Willow, Noel McKeand and Louise Lorimer. Henry Jones and Jason Evers star in series, produced by Stanley Rubin, with Buzz Kulik directing. Teleplay is by Theodore Apstein . . . A few nights ago, Stanley Andrews, the famous Old Ranger in "Death Valley Days" TV series for over ten years, tuned in on a late-late night movie, which was labeled in the TV logs as a "first run." When Andrews tuned in he nearly flipped—it was a picture "People Will Talk," he made as a young man, back in 1935, for Paramount. It starred Charlie Ruggles and Mary Boland.

☆ ☆ ☆ ☆

• • • Warner Bros. tele-memos: Karl Held, new Warner Bros. contract player, makes his TV acting debut on the Burbank lot here, in segment of "The Gallant Men" series for ABC-TV. He plays a German officer. Charles Rondeau directs for producer Richard Bluel . . . In a "77 Sunset Strip," segment, Allyson Ames, Nancy Rennick and Michael Parks have been set by Producer Fenton Earnshaw, with Paul Landres directing . . . M-G-M's "Eleventh Hour" Wed. series, picked up three additional sponsors. DuPont bought into the series, starting in April. Two others, starting immediately, are Nabisco and Union Carbide. Sam Rolfe produces "Eleventh Hour" with Norman Fleson, executive producer. Wendell Corey and Jack Ging are starred.

## Clarendon Joins T- Latin American 'Be

James P. Clarendon II, formerly advertising manager for en Español in Mexico City, joined Time-Life Broadcast specialize in Latin American projects. He reports to Sig Mickle int'l development VP of T Life Broadcast, which has announced its participation ownership of Proartel (Promociones Argentinas de Television) with present Argentine stockholders, Goar Mestre & Associates, and CBS. Proartel is a leading program production company in Buenos Aires, providing programming to Argentina, Uruguay, Peru and other Spanish-speaking countries.

Clarendon has been with Time-Life Inc., for eight years, all of devoted to international activities of the publishing company. In to his three-year tour of duty in Mexico, he was on the advertising sales staff of Life International in New York. A resident of Latin America from 1940, Clarendon represented Standard Drug Co. in Mexico, Colombia and Panama for six years before then became manager of the R. P. C. radio network in Panama, joining Time Inc. in 1954.

## Boone on 'Telephone' D

Pat Boone has been signed by Henry Jaffe Enterprises to appear on an upcoming "Bell Telephone Hour" on NBC-TV this season. Boone, who has been guest on TV infrequently since closing his own weekly shows, has been working in motion pictures

# The Bandwagon Rolls Again — For End of Section 315?

(Continued from Page 1)

made in a speech Friday to the Ohio Broadcasters Ass'n meeting in Columbus. He noted that political problems frequently overlap between Section 315 and the current fairness doctrine, and said they should therefore be handled together.

Ford recommended convening representatives of networks, NAB and political parties, not excluding splinter parties, to work out

Until 315 is abolished, TV cannot "fulfill its enormous potential as an instrument of democracy in the vital business of politics"—CBS News president Salant (Sept. 7, '61).

new ground rules. The Congressional committee convening the meeting could then write a new section, incorporating as many examples as possible of rulings on possible questions.

To decide the issues presented

under the 1959 Section 315 amendment, Ford said, "requires hair-splitting rapid fire statutory interpretation . . . The wonder is that there is not more bit-

NBC board chairman Robert W. Sarnoff wired Speaker Sam Rayburn (June '60) urging House approval of Senate resolution lifting Section 315 restrictions on the Presidential candidate broadcasts.

terness toward the Commission on these issues, but somehow most of the time we seem to find fairly reasonable solutions to these problems."

He said use of Section 315 was governed by a more or less rigid mechanical formula, and the fairness doctrine was "imprecise."

"The interplay of these two concepts," he said, "fanned by the ingenuity and resourcefulness of campaign managers have combined to present broadcasters with

their most recent bi-annual headache."

He also called attention to two "important and significant problems" that have never been dealt with by the Commission: the broadcast of election returns from the East before Western polls have closed thus possibly influencing band-wagon voters, and the belief that candidates with the most money today get the most air time.

Ford said the role played by

"What would happen if the spokesmen for one candidate demanded an opportunity to reply (free) to paid spot announcements by his opponent's supporters on the ground that they raised controversial issues not covered by 315, but by the 'fairness' doctrine?"—Ford.

money "is all proper under the provision of Section 315 but if it continues we may soon be select-

ing our public officials from 12 with large bank accounts who are willing to spend it rather than from those who can best serve the public."

As to the "conference" meeting of writing new equal time

" . . . As this industry . . . for into positions of leadership communities throughout country, more problems involved the 'fairness doctrine' will be. We at the commission . . . will further encourage the broadcast of editorials and controversial issues and to build a body of precedent."—Ford.

fairness provisions, he said, worked with "payola" legislation.

"It will permit the people experienced with political broadcasts and controversial issues write guidelines for committee approval," he said, "and yet freeze into inflexible statutory language all of the details."

## AGENCY NEWSCAST

By RALPH TYLER

Phillips Petroleum will continue presentation of major sports events on WEEI, Boston CBS outlet, with sponsorship of 35 Boston College hockey and basketball games this winter. The games, to be announced by Gallagher, will begin Dec. 4 in Boston College meets Michigan. Boston will open its hockey on the next day against Yale. WEEI's Fred Cusick handling play-by-play.

Doyle Dane Bernbach announce the opening of an office in Montreal around Dec. 1. Mike A. Gil, formerly VP and creative director of Stanfield, Johnson & Co. will manage the Canadian office. Doyle Dane Bernbach started in New York in 1949 and now has offices in Chicago, Los Angeles, San Francisco and Seattle in the U.S., and in Dusseldorf, Germany.

Herling C. Quinlan, ABC VP in charge of WBKB, Chicago, reports that Brothers, appliance retailer, entered into a 52-week contract for part sponsorship of "Top's Show," featuring columnist-author and TV personality Irv Ginkert.

Erwin S. "Win" Koerper becomes VP and creative director of Potts-Woodbury, Kansas City agency, Thursday. For the last 15 years he has been assistant director of advertising and sales for Hallmark Cards. His duties included supervision of the "Hallmark Hall of Fame" TV dramatic series. Arthur T. Castillo joined Ted Bates as a VP and account supervisor. He formerly worked with Sullivan, Stauffer, Colwell & Bayles as a senior account

### Mary Martin in Tune with Bing's Yule Spec

will be a prime Christmas entertainment package when Bing Crosby and Mary Martin appear in Bing's ABC-TV hour special on Dec. 24, sponsored by Clairol.

### BIG BARGAIN

Radio/TV salesman with excellent track record interested in relocating Southwest or West Coast. Chance for radio or TV station to pick up exceptional sales talent for relatively low cost. (I'm that sold on the territory.) Write

Box No. 214, RADIO-TV DAILY, 1501 Broadway, New York 36

### Thought for Today

*"The American lawyer can rise from beneath an electric blanket, speed in his office or the courtroom in a 300 hp car, study a microfilmed document, dictate a letter into a dictaphone, converse over an intercom, and then hold up his hands in sanctified horror at the sight of the 'new-fangled' camera, engaged strictly in reporting the processes of the law to the people."*

—V. M. Newton, Jr.  
Past President, Sigma Delta Chi

executive. Prior to that he served in sales and product management posts at Colgate-Palmolive.

A special Cocoa Puffs advertising drive, linking the breakfast cereal with Hershey's Cocoa, will break Dec. 1 via Dancer, Fitzgerald, Sample. It will include extensive commercial coverage on the children's shows, "King Leonardo," on NBC and "Rocky and His Friends."

Henry Helm, VP and account executive for Fuller & Smith & Ross, New York, has been named a group manager. He joined the agency in 1944 and was made a VP in 1954. He'll supervise account service on the National Cotton Council, Pakistan International Airlines, Commercial Solvents Corp. and H. J. Baker.

### 150 Teachers, Pupils At WSB's 'J' Confab

Atlanta — Over 150 high school journalism teachers and students from the Atlanta and North Georgia regions were on hand at the fourth annual WSB Radio-TV News Broadcasting Conference held here in conjunction with Henry W. Grady School of Journalism of the University of Missouri.

In a station effort to develop a better understanding of electronic journalism, a year's tuition to the University of Georgia School of Journalism will be given to the student whose report of the conference best interprets its true nature. Winners and runners-up, who will receive a portable TV set and AM-FM-stereo radio receiver, will be announced this week.

## TvB Chooses Vetter For Tape Operations

Walter M. Vetter has been named director of member sales presentations for the TvB. He will supervise the color and black-and-white TV tape recorder operation of the bureau and work with members on TV tape problems.

Since 1950, Vetter has been with NBC in many different areas of program production, including audio control, camera work, video control, technical direction and lighting and videotape.

In 1957, he went on leave from NBC to work for the USIA, travelling and lecturing on the use of TV in the U. S. The next year he was chosen by NBC to run the color TV studio for RCA which was a feature of the Brussels World's Fair.

### Affe Outlines Co-op Plan

(Continued from Page 1)

each of the five programs — one at the beginning, another at the close. Thus, in a period of 10 weeks each subscriber's message will have appeared in both open and close of each of the five programs.

Cost for a single company membership in the co-operative plan, titled "Pathways," is \$25,000 a year on a 52-week basis.

Affe said: "National advertisers have long established the values in sponsorship of network public service programs. This plan provides an economically sound opportunity for national institutions, as well as local firms, to establish a closer relationship with the public, with governmental agencies, with schools, and other local segments on the local community level."

The "Pathways" cluster includes: "Dorothy Gordon's Youth Forum," "Direct Line," "Open Mind," "Dialogue" and "Recital Hall."

### Hahn Named KXOL Mgr.

Fort Worth — Jere Hahn has been named manager for KXOL here, coming from KCRS, Midland, Tex., where he was assistant manager.

### OBITUARY

#### Mrs. Elizabeth A. Stewart

Utica — Funeral services were held here Friday for Elizabeth A. Stewart, wife of Elliot Stewart, WIBX VP and station manager. Mrs. Stewart, who died at St. Elizabeth Hospital, had been active in civic affairs and served as fashion coordinator for Paramount Pictures Corp. in Hollywood prior to her marriage in 1939.



RENT A FLYMOOUTH  
OR OTHER FINE CAR  
BY THE DAY •

WEEK • MONTH

FREE

DELIVERY

FREE

PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call  
JU 2-4422

**Question:**

**What station did  
most viewers  
in the New York area  
watch for  
Election Returns?**

**Answer:**

**WNBC-TV, Channel 4,  
the community-  
minded station  
where news  
comes first!**

Source: New York Nielsen.



Indiana University Library  
Bloomington Ind

91, NO. 93

TUESDAY, NOVEMBER 13, 1962

TS

## BRITISH TV ADS IN SHOCK 'CURE'

### DOUGLAS ENTERS NEW PIX FIELD

Series Producer's Subsid To Create Special Films

Coast Bureau of RADIO-TV DAILY Hollywood—The Jack Douglas Co. has been formed as a subsidiary of the Jack Douglas organizations to produce industrial, institutional and promotional films for industry and special products and services. It will be supervised by Winifred War-

(Continued on Page 3)

### Gets Pool Coverage Guantanamo Bay News Ban Lifts

Deprived since the crisis, of direct coverage at Guantanamo Bay, our nation's bastion against Communist Cuba, radio and TV networks now are able to report on developments from that hot spot, on a limited pool basis. The Defense Dept. had placed an embargo on news coverage from the fortress, releasing from Washington whatever it considered fit for disclosure.

However, objections from broadcasters and other news media, led to relaxation of the news embargo. White House Press Secretary Pierre Salinger subsequently

(Continued on Page 2)

### CBS Films' Product Sold Out on Japanese Air

CBS Films, with the sale of "The Beverly Hillbillies" and Jack Benny's "True" to the Nihon TV network Corp. in Japan, is now sold out in that country in all the current and production it has available for overseas distribution, according to int'l sales manager Edward Block.



Steve Allen "The Steve Allen Show"



Groucho Marx "The Best of Groucho"

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

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



©1962, WPIX-11 Advt.

Where are your 60-second commercials in New York?

### Television Is 'Major Force' In Talent Agencies' Merger

Ashley-Steiner, Inc. and Famous Artists Corp. yesterday revealed they have merged into a single corporation with TV, according to the announcement, "as a major force in the new operation."

The combined talent agency, to be known as Ashley-Steiner, Inc.-Famous Artists Corp., represents such video packages as "The Ed

Ashley-Steiner, Inc.-Famous Artists Corp. has been selected to represent the Herbert B. Leonard Organization, Ltd. in all fields. Leonard produces "Route 66" and "Naked City."

Sullivan Show," "The Defenders," "The Twilight Zone," "The Nurses," "Dr. Kildare," "11th Hour," "Candid Camera" and the recently-sold "Danny Kaye Show"

Also represented are such TV (Continued on Page 6)

### N.Y. Academy Takes Objective Look at TV

The impact of TV on everyday living at home, in the school and in social and business behavior will be discussed today at the second of a series of eight forums being conducted by the New York chapter of the TV Academy in the

(Continued on Page 7)

### Golden West Broadcasting To Be Factor in Pay-TV

West Coast Bureau of RADIO-TV DAILY Hollywood — Gene Autry, Bob Reynolds and Lloyd Sigmon have announced that Golden West Broadcasting Co. has entered the pay-TV field. Autry will be chairman of the board. Norman Boggs has been named general manager.

Regarding programming, Sigmon stated that sports will play a vital role.

### Mag Blurbs Concept Gets Axe in March; Public Gets Into Act

Special to RADIO-TV DAILY

London—Britain's commercial TV industry is going through some heavy traumatic experiences these days. As shock on shock is administered by government, investigatory committee and alleged spokesmen for the public, England's criticism of the U.S. video system has become less voluble and now is turned inwardly to alleviate pangs of its own broadcast wounds.

Most recent blow—total abolition of all "advertising magazines" from British TV screens—takes effect after March 31. This shot hits in the purse, with revenue losses estimated at hundreds of thousands of pounds per annum.

In a country touted for taking the beastliness out of telly advertising, the air "magazines" have come under the Pilkington Committee's withering eye. The mag blurbs were found "not always sufficiently distinguishable as advertisements and not recognizable separate from the rest of the programs."

Ad magazines on TV are dressed up like "shopping guides," with a host or hostess (sometimes both) touring a store set and discussing sales items, or perhaps demon-

(Continued on Page 3)

### Hiss Interview Causes Bomb Scare in St. Louis

St. Louis—KTVI, ABC vid affiliate, received more than 200 telephone calls, including one threatening to bomb station, as result of the net's Alger Hiss interview. The police bomb and arson squad was dispatched to the station. However, no violence ensued.

### Broadcast Pioneers' Gala Shifts to Grand Ballroom

Scene of tonight's Broadcast Pioneers star-studded 20th anniversary dinner has been shifted in New York's Biltmore Hotel from the Madison Room to the grand ballroom to accommodate heavy turnout of execs from radio, TV and allied fields.

### Decisions, Decisions!—Gold Watch or Clock?

Fifty-three new members will be inducted into the CBS 20-Year Club Thursday in the web's New York Studio One. Inductees receive their choice of an eight-day clock or a gold watch. The New York Club numbers 300. CBS' total membership is 624.



Established Feb. 9, 1937

Vol. 91, No. 93 Tues., Nov. 13, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Executive 3-4808

WEST COAST OFFICES

Perry E. Pasmazoglu
West Coast Advertising Director
Harold Hilderbrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Jack Russell
203 North Wabash Ave.
Phone: 312-782-2818

CANADIAN BUREAU

Jules Larochelle
Room 314, Belmont St., Montreal

LONDON BUREAU

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

MEXICO CITY OFFICE: Pedro Mario Amaro, Aparado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicali, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

W. Va. Broadcasters Foster Youth Group

Charleston, W. Va. — WCHS-TV has helped form a West Virginia High School Broadcasters Ass'n to interest young people in radio and TV, as recreation and as possible careers. The first meeting of the group, attended by 41 students and 15 teachers at Morris Harvey College here, was chaired by Harry Brawley, public affairs director of Rollins Broadcasting's WCHS-TV.

Webs Pool for Cuba Crisis

(Continued from Page 1)

wired affirmation of the lifting of the ban. There was one hitch—Defense said only two broadcast reporters would be allowed, due to a shortage of space at the naval base.

Network reps met in Washington and drew lots. CBS News Washington correspondent Neil Strawser was designated to handle the TV pool. ABC News reporter Ed Silverman was picked for radio coverage. In addition, the three TV webs each have a cameraman there. Newsreel and wire services

FRED WOLF, WXYZ personality, has returned to Detroit following a Florida vacation.

SUNNY GALE, vocalist, to Pittsburgh for TV and personal appearances.

FRANCES SCOTT BASCH, publicist, to Indianapolis for conferences.

LARRY GREENE, Sande & Greene exec VP, in N. Y.

ACE DIAMOND, producer of KNX's "Story-Line," has left on a one-week vacation.

BARBARA WILKENS, Trans-Lux TV p.r. director, in Florida for TV station business meetings.

ABE LASTFOGEL, William Morris Agency president, and MORRIS STOLLER, coast operations general manager, have returned to Beverly Hills.

Charlotte Stereo FM Maximum Power OK

Charlotte, N. C.—The FCC has granted permission to increase WBT-FM to maximum power of 100,000 watts. WBT-FM with stereo is expected to be operating with maximum power in 30 days.

When it begins operating on 100,000 watts, WBT-FM will boast a computed area of 29,300 square miles—or approximately 100 miles in all directions from Charlotte with FM, and approximately 80 miles in all directions with the stereo signal. Within this area live 3,351,560 Carolinians.

Sheehan Rejoins ITC As West Sales Chief

Frank L. Sheehan, former sales exec with Independent Television Corp., has rejoined the company as Western Area sales manager, headquartered in San Francisco. Prior to this appointment he was Western sales manager for TV Personalities, Inc.

Sheehan will oversee ITC's sales activities in 12 Western states plus Hawaii and Alaska. Properties distributed by the telefilm company include "Broadway Goes Latin," "Sir Francis Drake," "Supercar," "Danger Man," "Four Just Men" and "Whiplash," plus documentaries such as "South America: The Awakening Giant," "Sea War" and "Five Revolutionary Painters."

also have pooled coverage.

There are no plans at present for rotating the pool among the networks. Both Strawser and Silverman will stay until further notice, it was said.

Another pool had been set when the Defense Dep't notified networks there was room for two reporters on a reconnaissance plane to observe intercepting of ships en route to Cuba. Covering for TV was Dave Dary of CBS News; Peter Hackes of NBC News covered for radio.

'Man Without a Country' Is Shepherd's 'Dissenter'

Philadelphia — Garry Davis, who renounced his American citizenship in 1948 to become a "world citizen," will discuss nationalism and patriotism as against the establishment of world rules on WCAU-TV's "The Dissenters," Sunday. Davis traveled from his present home in France especially for the appearance. Jean Shepherd is host.

St. Louis Spec Says 'Welcome' to Cubans

St. Louis—"Bienvenido, Amigos (Welcome, Friends)," the first of a three-part series on Cuban families who have fled Castro's tyranny, will be presented tomorrow on KMOX-TV, pre-empting "Face the Issue."

The half-hour documentary is an in-depth study of some of the families sheltered at Cuban refugee centers in Miami, awaiting relocation to homes and jobs in this city. The families are scheduled to arrive here this month via aid from the Metropolitan Church Federation, working with the Church World Service.

KMOX-TV assistant news director Max Roby and cameraman Cliff James met with officials in Miami to prepare the report. Part two of the series will be screened in the same time slot Dec. 5, when Roby reports on the first weeks of the refugees in St. Louis.

More Chairmen Selected For Int'l Pix Award Fete

Independent Film Importers & Distributors of America has announced additional chairmanships for its annual International Film Awards Dinner. Heading the Unions Committee is Steve D'Inzillo, Local 306 business agent; Travel Committee, Seymour Moses, Peerless Travel Bureau prexy; Art Committee, Herman Temple of Kaiser, Sedlow & Temple; Dealers Committee, George Hornstein, Joe Hornstein, Inc., prexy and Ad Agencies Committee, Paul Muench, Shorlane-Benet Co.

FINANCIAL

(November 12)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, etc.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Rust Craft, etc.

\* Courtesy of National Association of Fidelity Dealers

ABC Films' 'Ben Casey' On Call in O'seas Markets

Twenty-five major overseas markets have been pacted to by ABC Films for "Ben Casey" according to president Henry Plitt.

Countries involved are the Philippines, Australia, England, Iceland, Japan, Lebanon, Finland, Nigeria, Saudi Arabia, Hong Kong, Spain, Portugal, Canada, Argentina, Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico, Panama, Uruguay, Puerto Rico and Venezuela.

KXOL Gets UHF Award

Ft. Worth — KXOL has received the Ft. Worth-Tarrant County U.F.'s Outstanding Citizen Award for its current 1962-'63 campaign.



# Video Not Stimulating Voters, Prof Declares

## CONN. ASS'N LEADS WAY OFF AIR CIVIC AFFAIRS

New Haven, Conn.—The Connecticut broadcaster has “un- tedly the highest average of any industry for local involve- in civic affairs,” the Conn. Broadcasters Ass’n said after by its PR committee on off-air activities of station in public service.

figures showed 249 com- y leadership posts occupied executives in 20 stations. civic activities ranged from master to directors of local hony orchestra groups. some cases, individual broad- s are identified with as as 15 different local organ- ns in as many leadership the CBA said. The civic ac- in which the Connecticut acaster serves include health ospital associations, youth os, religious and fraternal tions, psychiatric services, ral and art festivals, scholar- funds, horse shows, choirs, defense, as well as chambers mmerce and advertising club rams.

## Cole to Sing, Play WNEW Turkey Spec

“King” Cole will play the and sing when he stars on Thanksgiving weekend “Mu- spectacular” on WNEW Nov. William B. Williams, WNEW nality, will host the half- program, which was just l. Williams will also reveal ng talents when he dem- ates to Cole how he thinks ng should be sung. Dave ad is producer-director

## PT Adds Stock Bonus 4th-Quarter Dividend

American Broadcasting - Para- et Theatres yesterday declared xtra dividend of 2 per cent ion stock in addition to the ar fourth-quarter cash divi- of 25 cents a share. Cash divi- is payable Dec. 15 to holders record Nov. 23. Stock dividend ayable Dec. 27 to holders of c. 23.

## IL's Lundy in 'Route' s St. Louis Townsman

St. Louis — WIL personality Lundy is appearing as nsman” in several scenes of oute 66” segment filming here December airing. Meantime, ge Maharis, who co-stars Martin Milner, has suddenly to New York for treatment liver ailment. Episodes have completed thru the Dec. 14 v.

## Linkletter Referees Panel For Academy on Coast

West Coast Bureau of THE FILM DAILY Hollywood—Art Linkletter, will moderate a panel discussion today at a meeting of the Local TV Acad- emy chapter. Peter Falk and Inger Stevens, representing per- formers, join producer Roy Hug- gins, director Buzz Kulik, writer Hal Kanter and Walter Bunker, VP in charge of the Y&R Holly- wood office in answering questions about TV.

## Tape a Top Weapon For Video Salesmen

Television tape is a major wea- pon in the station salesman's ar- senal, a survey of TvB member stations reveals. With the bureau's own TV tape installation use ex- panding, TvB conducted the study to learn how its members were using tape. A total of 190 member stations took part in the study, of which three-quarters had tape facilities.

Of those having tape facilities, 71 per cent reported increases in local business because of tape, and 51 per cent reported savings in manpower. One of the major uses of the tape facilities at TvB has been for sales meetings to orient agencies and reps. Similarly, 49 per cent of the stations with tape used TV tape for their sales meet- ings.

The TvB study also found that 86 per cent of all stations with tape installations use tape for pre- paring sales presentations for pros- pective advertisers, while 79 per cent prepared commercials for prospective advertisers.

## Educator Says Radio Had Greater Impact To Bring Out Ballots

TV has not had the impact hoped for in stimulating the political interests of the Amer- ican electorate, says Prof. Angus Campbell, director of Michigan U.'s Survey Research Center. Writ- ing in the Columbia Journalism Review, he said, “The advent of radio was followed by a general and significant increase of turnout in national elections; the arrival of TV was not.”

Campbell claimed: “There was in fact no remaining frontier for further penetration by the mass media when TV appeared in the late 1940s. At that time 90 per cent of the population reported listening to radio, and 80 per cent read newspapers. So far as simple availability of information was concerned, it seems clear that all but the largely inaccessible popu- lation—the very old, the very dull, the very anti-social—was being reached.”

“In its first decade, TV seems neither to have elevated the gen- eral level of political interest nor to have broadened the total range of political information,” he said. “It has greatly extended the pure- ly visual dimension of political communication; the public no doubt finds it easier to form an image of its political leaders thru TV than it did through the older media.

“In individual cases this visual image may have a decisive in- fluence on political choice, as it apparently did with an elderly respondent who told our inter- viewer she couldn't vote for Nixon because she ‘didn't like the look in his eyes, especially the left one.’”

## 'Learning' about 'Lincoln'

Carl Sandburg's massive bi- ography, “Abraham Lincoln,” will be discussed Monday on CBS' “In- vitation to Learning,” hosted by George D. Crothers. The work, a Pulitzer prize-winner, is in two parts; “The Prairie Years” and “The War Years.”

## Jack Douglas Forms Special Films Subsid

(Continued from Page 1)

ing, former exec with Kenyon & Eckhardt, and directed by Larry Krasner, sales manager for the various Douglas com- panies.



MISS WARING

Douglas said the new subsid- iary is also pre- paring to enter the field of cre- ating and/or producing film- ed commercials in color and, while the industrial films' general format will vary, pertinent to products or services to be featured, they will be pro- duced in Eastman color. Head- quarters of the new subsidiary will be in Hollywood, along with all Jack Douglas divisions.

While initial presentations are being made to industries and ser- vices associated with travel-ad- venture, the subject of Douglas' “Keyhole” documentaries for Ziv- UA, he noted: “We will not con- fine ourselves to such clients. We're geared to make factual but entertaining films from 20 to 90 minutes long for any industry, service or product.”

Films dealing with travel-ad- venture will be hosted and nar- rated by Douglas when requested, and he said entertainers of “star stature” will be “used whenever feasible and whenever they can be integrated within the docu- mentary story.”

Primarily, the Jack Douglas Sales Co. is to conceive and pro- duce the films and deliver finish- ed productions to clients. All neg- atives and negative rights of own- ership will belong to the indi- vidual advertisers, he added.

## Morris News Staffer

Detroit — Bernard Morris, for- mer WCAR, Detroit, news direc- tor, has joined the WJBK news department.

# British Commercial Video Takes Lambasting

(Continued from Page 1)

strating various products in use at home:

“Sorry I spilled your tea, dear,” says the husband.

“Never mind, love, this frock is spill-proof; it comes from Smed- ley's,” says the understanding wife.

Advertising rates for this sort of talk vary between 310 and 625 pounds a minute (one pound equals \$2.80), according to time of

screening—and the mags usually last 15 minutes.

The Pilkington unit said such programs were, in effect, spon- sored programs—and sponsorship just isn't allowed in dear old Bri- tain. Advertisers may buy time, both between programs and dur- ing “natural breaks” half way through programs — but not the shows themselves.

This distinction seems to have

been lost on a group of Britons, led by a Chingford printer, Len Parsons, who has started a view- ers revolt to get ITV to improve commercial programs “or we'll boycott the goods advertised.”

The Parsonites have prepared a list of ITV programs which they think are poor, both in presenta- tion and content and are belabor- ing air advertisers with form let- ters of complaint.

*The Story of The PGW Colonel... A Best Seller For More Than 30 Years*

**ON THE GO!**



# HE KNOWS THE OTHER SIDE OF THE STREET

PGW **Radio** Colonels devoted 48 years to selling print media before joining our company. The **Television** Colonels were with the networks for 48 years. Altogether, we've had 132 years on the other side of the media street.

They were instructive years—and because of them, all PGW Colonels have a better, broader understanding of media values—and how to evaluate them.

*That's why the Colonel is always on the go!*

PETERS, GRIFFIN, WOODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK  
CHICAGO

ATLANTA  
BOSTON

DETROIT  
ST. LOUIS

FT. WORTH  
DALLAS

MINNEAPOLIS  
PHILADELPHIA

LOS ANGELES  
SAN FRANCISCO



## Eastern Effects Nixes Rumor of Shake-Up

Amidst industry rumors about the future plans and operational procedures at Eastern Effects, Inc., president Maurice Levy and VP Sam Levy have issued a joint statement denying any major re-organizational activity within the firm's ranks or that it was in the throes of "being picked up and deposited on the other side of town."

It was true, the statement added, that "various meetings" were held and "re-organizational propositions entertained," but these "led to naught."

## 'People are Funny' Skein Sold to 12 More Outlets

NBC Films announced the following new sales of "People Are Funny," 150 half-hour segments starring Art Linkletter:

KCRA, Sacramento; WRC-TV, Washington; KTRK-TV, Houston; WFMJ-TV, Youngstown, O.; WKBT, LaCrosse, Wis.; WCKT, Miami, Fla.; KOAT-TV, Albuquerque; WDXI-TV, Jackson, Tenn.; WSJS-TV, Winston-Salem, N. C.; WHEN-TV, Syracuse, N. Y.; WTTV, Indianapolis, and WAST, Albany, N. Y.



By TED GREEN

• • • La Maison Francaise of New York U. has selected Annette Green Associates for the second year to produce and promote the benefit Carnaval de Paris in Washington Mews next May . . . George Maharis and his personal manager, Mimi Weber, are forming their own publishing companies, Geomi Music Corp. and Efta Music Publishing Corp. . . . Dick Reynolds, "chief pilot" of WIP's "Dawn Patrol," has been appointed the Philadelphia station's music director. Joseph J. Moran, a radio personality in the Delaware Valley for more than 12 years, replaces Reynolds on the 1-6 AM show . . . John P. Hanly has resigned as promo manager of Miami's WGBS, joining WGBS' ad agency: Harris, Buggeln & Brumby . . . Carol Lawrence has signed with General Artists Corp. in all fields . . . Last season Freedomland originated 24 hours of radio shows each week. This will be doubled, plus TV next season . . . Two sponsors are hot on the trail of Tino Barzie, manager of the Tommy Dorsey Orchestra. Barzie promoted a concert series in which baseball stars such as Jimmy Piersall discussed sports in the 25-minute music intermission. Now they want the show for TV.

• • • Meet: Dick Clayton, who returns to New York as WINS' morning personality after a four-year stint at WIL, St. Louis. His low-key humor and up-tempo morning music combine to provide New York listeners with a top wake-up show. A native New Yorker, his ambition was always to be a performer. After a tour of duty with Army Ordnance and graduation from Columbia U., he began his radio career with WJLK, Asbury Park, N.J., then went back to his home town for stints with WNYC, WNEW, WCBS and WNBC. Hobbies include collecting momentos of the American Revolution and raising jumping horses.



CLAYTON

• • • Honey Sanders to vocalize on the "Tonight" show this month . . . Cannonball Adderley set for a jazz spec in Australia next month . . . Earl Wrightson and Lois Hunt slated to tour Europe with their "Kiss Me Kate" production . . . Phil Bennett busy composing background music for two future Dick Powell shows . . . Bob Schwait has joined Mark Century (that's the new radio production service outfit) as national sales manager . . . Have you heard Rudy Adamo's "Return to Rome" for Roulette? Just Great . . . Saul Swimmer signed Kathy Barr to make a movie in Spain next month, as a result of her performances at the "Living Room" . . . Leonard Lawson, veepee of Gotham Recording was married to beautiful TV and fashion model Christine Christy.

• • • Aside to Musicasters: Coral Records has re-released Cliff Steward's record of "Red Head," because of heavy demands by juke box operators . . . The show at Sciola's in Philadelphia, with Buddy Hackett, was just great. His latest find Marie Janice, sings sensationally. We should see more of Marie in New York . . . A tip of the Stetson to the two Happiness Boys of '62, Dee Finch and Gene Klavin, WNEW's top musicasters. They're celebrating their 10th anniversary as partners at the station . . . The Madison Ave. boys have a new contest to determine the biggest selling Scotch in the world. Leading is Haig & Haig Five Star.

## Yule Gift 'Biz' On Griddle

WCBS-TV delves into the "business" of Christmas giving tomorrow with a documentary probe into the competitive nature in "The Spirit of Christmas Presents." The serious, but light-hearted offering examines the varied reasons that motivate the giving of presents.

News correspondent Robert Trout is the reporter and program host and will discuss some of the

practical and commercial aspects of "the season" with Vance Packard, author of "The Status Seekers;" Elizabeth D. Logan, a designer of Christmas decorations, and Marjorie Geesie, a personal shopper.

## Benny, Darin Romp With Merman, Hope

Jack Benny, Ethel Merman and Bobby Darin join Bob Hope for an hour of comedy - with - mus Nov. 29 on the second of Hope's six NBC-TV specials for 1962-63. Sponsors are U. S. Time Corp., Warwick & Legler, and Kitcher of Sara Lee, via Hill, Rogers, Mott & Scott.

As the show opener, Hope will offer an "international" edition of his usually timely monologues taped in England where he's working on his new movie, "C. Me Bwana." "The Bob Hope Show" is produced by George S. Claff and directed by Jack Shoenberger. It will pre-empt "Dr. Kildare."

## Ashley-Steiner Merges With Famous Artists

(Continued from Page 1)

producers as Herbert Brodsky, Bob Banner, Herbert B. Leonard, Norman Felton, William Self and David Dortort, as well as write directors, producers, actors and other talent in the motion picture and theatre worlds.

The new agency plans to

Milton W. Grasny, who recently resigned as executive VP and board member of GAC, has joined Ashley-Steiner, Inc. - Famous Artists Corp. as a key executive in the Beverly Hills office.

velop acting and creative talent and prepare new TV packages and pilots for its clients.

Merger will encompass the entire executive staffs of both agencies. Charles K. Feldman will be chairman of the board, with Tom Ashley as president and Ira Steiner as executive VP. Other VPs will include Jack Gordean and Alden Schwimmer in California and Herbert Gottlieb and Spencer Harrison in New York.

## Three New FMs Granted

Washington Bureau of RADIO-TV DAILY — FCC has granted the following new FM stations: Ochoa Broadcasting a Class C 105.7 mc in San Juan, P. R.; Class D educational on 88.1 for Nevada U. in Reno, and Class D on 90.9 mc in Rock Island, Ill.

## STORK NEWS

Mr. and Mrs. Tom Means are the proud parents of a baby girl, their fourth child, born at Grace Cove Community Hospital. Means is ad and sales promo director at CBS-TV stations.

It's a boy, Eric Jay, for Mr. and Mrs. Lee Gaynor. Dad is Ruffcraft Broadcasting Co. national sales manager.

STORER TELEVISION SALES  
has the facts about

# WJBK-TV

THE

# No. 1 BUY

IN

# DETROIT

WJBK-TV  
DETROIT



# 2

A STORER STATION



By JACK RUSSELL

WBBM writer-producer Mies has received a Distinguished Service award from the Chicago chapter of the Civil Round Table for historical work used for broadcast purposes. He wrote the Civil War series, "Secession Report," which WBBM aired for 26 weeks last year. WNBQ on Monday will broadcast a half-hour documentary "Chicago's Gateway to the Sea," an objective look at Lake Calumet and the city's growing young port. This city saddened by the death of Chet Roble and Al Key, two old pros who did much to advance local talent in TV and radio fields.

While TV doctors dramatize fictional medical cases, Illinois U.'s William Dolowy will be host of a program featuring the real thing starting Sunday on WLS. The 10-week series will answer questions as: the advantages of cancer surgery? how effective is B vaccine? what are the new research facts in the field of psychiatry? ulcers, must the businessman under tension be a victim? The roundtable, interview program is designed to explode medical myths held by the public, allay unfounded fears and provide authoritative, reliable information on a variety of medical subjects.

Jack Hilton has joined WBBM as producer, with his first assignment on Larry Attebery's ambitious new "Current" program. He comes to WBBM after five years at WGN here, where he helmed the dance party show, "Spin Time," and served as a staff announcer on WGN Radio. A native Chicagoan, Hilton went to Northwestern U. at Evanston, where he received a B.S. Degree in the Radio-TV Dep't of the School of Speech. He started his "Spin Time" show while still enrolled at Northwestern.

### Real People Are Real People

New faces for a new future formula for his new hour prime-time series at Revue Studios., "A Man's World," starring complete unknowns. As the producer of "My Three Sons" and "Father Knows Best" puts it, "a cut in the arm is no good with a needle." Describing his new production, Tewksbury says, "our people make mistakes just like anyone

## R-TV Distrib Sales Hit New 9-Mo. Peak

Washington Bureau of RADIO-TV DAILY  
Washington — Sales of TV sets at distributor outlets in the first three quarters of this year reached 4,423,117 units, compared with 4,050,107 in the corresponding period last year, and radio set distributor sales in the 1962 period rose to 7,825,890 from 7,433,380 in the first nine months during 1961, Electronic Industries Association reports. The radio sales figures do not include auto sets.

Factory production of TV sets rose to 4,864,120 in January-September, 1962, from 4,393,768 in the same months last year.

## 'Showdown for Hoffa' On NLRB Election Eve

Philadelphia—On the eve of the NLRB elections here, "TV Ten Reports" will present "Showdown for Jimmy Hoffa" tomorrow on WCAU-TV. The program traces the history of the Teamsters and the significance of this election. Nationwide Insurance is the sponsor, thru J. Thomas Callahan Advertising.

## Academy Looks at TV

(Continued from Page 1)

Overseas Press Club. Forum producer is Jack Kuney.

Titled "Television: An Objective Critique," the forum will feature Prof. Charles Siepmann, chairman of the NYU dept of communications in education; Dr. Joost Meerloo, psychiatrist who once headed the Dutch Army in Exile and has written extensively on the effects of TV, and Dr. William Hamilton, Rochester U. theology professor who has served as writer and narrator on CBS-TV's "Look Up and Live."

## Bard and Faulkner Works To Share 'Backgrounds'

Shakespeare's "Richard II" will be discussed with dramatic readings by Prof. John Dando of Trinity College during the first half of WCBS' "Background of Literature" today. The second part of the program is devoted to William Faulkner's "The Reivers."

else. I felt that only new, fresh actors, uninhibited by old habits, could bring the characters to life."

As proud as a new papa, he continues, "this show is akin to a slice of life. They (the main characters) live on TV, just as real a life as we who watch them."

## Berle TV Salute Charts 50 Years in Show Biz

Old photographs charting Milton Berle's 50 years in show business and the comedian's impressions of the international TV star of the future highlight NBC-TV's "Andy Williams Show" Nov. 22. A special set of lyrics to "That's Entertainment" saluting Berle, were written by George Wyle.

## Hospital, Press Units Salute Dallas 'Docs'

Dallas — WFAA-TV and the station's special events director John Davenport have been awarded honors for outstanding documentary presentations.

Davenport and WFAA general manager Mike Shapiro attended a luncheon given by the Dallas Hospital Council to accept an award for the half-hour documentary "The Silent Army," which tells of Dallas' men and women in the medical field.

Also, Davenport received the semi-annual Dallas Press Club Award in the "best documentary" category for his program on Billie Sol Estes, which was picked up by Television Affiliates Corp. for showing in eight other markets.

## Michael Artist Heads Albany Variety Club

Albany, N. Y. — Michael S. Artist, promo-advertising manager of WAST-TV, has been elected 1963 chief barker of Albany Variety Club Tent 9. He will be installed Nov. 29 at the Sheraton Ten-Eyck Hotel here, with the rest of the new crew.

Others are: John Costas, 1st assistant chief barker; Martin Burnett, 2nd assistant chief barker; Jack Kaufman, dough guy; Jack Merritt, property master, and canvassmen: Albert Kearup, Adrian Ettelson, Murray Gans, Artie Green, Jack Goldman and Barker Serian.

Artist has served as a member of the tent's crew, as press guy and as editor of The Playbill, official publication of Tent 9.

## Medic-Alert Tags Bay TV For 'Doc' on Group's Work

West Coast Bureau of RADIO-TV DAILY  
San Francisco — Medic-Alert

Foundation has cited KRON-TV for "meritorious service" in conjunction with its "Medic-Alert" episode of "Assignment Four," to be screened today. Station manager Robert Anderson accepted the award from the organization which helps save lives with its bracelet-type identification for special medical conditions.

**SOON! THE ONLY DAYTIME SYNDICATED STRIPPER WHERE YOU'D HEAR...**

*"When I first came here and went to parties, as soon as they found out I was from Paris their eyes lit up. 'Ah, a French girl!' I was black-and-blue for the first two and a half years!"*

**WATCH FOR IT FROM ABC FILMS**

## Three MCA Lawyers In Theatrical Practice

Paul Sherman, Richard Barovick and Ronald Konecky, three former MCA attorneys, have formed a law partnership to specialize in theatrical practice.

Sherman was house counsel at MCA in charge of the Broadway stage, motion pictures, books and personal appearances, before which he was assistant to the general attorney of ASCAP and law secretary to Judge Thomas W. Swan of the Federal Court of Appeals.

Barovick, previously with Nordlinger, Riegelman, Benetar & Charney, was active at MCA with agency, network TV and packaging sales, syndication and Paramount feature film library. He spent part of his career at MCA as Lew Wasserman and Taft Schreiber's assistant in production and business affairs at Revue Studios in California.

Konecky was previously with the law firm of Lynton & Saslow, and while at MCA was active in all fields of TV sales, representation and production, as well as other legal and business phases of the agency business. During the latter part of his career at MCA, he was assistant to president Larry Barnett.

## Haycock Joins Mutual As Production Manager

Clifford P. Haycock has been named production manager of the Mutual Broadcasting System. His primary responsibilities will include the administration of production activities of the network's 19-hour daily programming service, and he also will supervise program bookings and the dissemination of schedules to originating points and affiliates.

For the past six years, Haycock was associated with WCTC, New Brunswick, N. J., as assistant to the program director and subsequently as operations manager. Before that, he served in production, traffic and programming capacities for several radio stations in Michigan (WHTC, Holland, and WKZO, Kalamazoo).

## KALL Prods Students In Slogans for Safety

Salt Lake City—KALL's Bob Barnett is going all out in his second annual traffic safety contest for high school students. Any student sending in a driving safety tip or slogan used on the air can win a hi-fi set, six months' supply of top disks or weekly treats to hamburgers.

## AGENCY NEWSCAST

By RALPH TYLER

Johnstone, Inc., agency specializing in selling to women's markets, has been acquired by Interpublic, Inc. The Johnstone company will continue to operate as a separate agency in midtown Manhattan. Mrs. Muriel Johnstone, president of the agency since 1955, was named chairman. An expert in fashion advertising, Mrs. Johnstone was a VP of the predecessor agency, Morey, Humm & Johnstone, formed in 1947. Miss Solita Arbib, a VP and associate creative director of McCann-Erickson was appointed president of Johnstone. The organization has 26 accounts.

The Kudner Agency staff tossed a party for shipping room supervisor Alex Aitcheson, who not only celebrated his 20th year with the agency, but 20 years of not missing a single working day. He received a savings bond to set aside toward a planned trip to his native Scotland; a crown marking him "King for the Day," a scroll extolling his accomplishments, a photograph showing him as the star pitcher of the Kudner ball team in his earlier days, a cake and other various gifts.

KUZN, West Monroe, La., reports its Coca Cola "Hi-Fi Club" promotion has resulted in steady membership growth since the sta-

### Thought for Today

"Selling the broadcast medium today relies fully as much on educating the prospect as it does on persuading him, but before he can educate his prospect, the salesman must educate himself. The day of the salesman who knows it all, the natural born salesman who needs no study of his craft, is definitely gone."

—Lawrence Webb,  
Managing Director  
Station Representatives Ass'n

tion inked the account four years ago. Membership now stands at 17,874, with the contract renewed for next year. Sid Fruchter, general manager of WNCN, Concert Network, announces that Bob Rosen, director of advertising for Zenith Radio, has purchased a 13-week drive of five-minute newscasts.

St. Louis Scene: J. Robert Webb has been named controller of Gardner Advertising. Also named was Earl G. Lindenberg to the post of assistant tabulating supervisor.

## CBS Probing Russian Mind

An insight into the character of the Soviet people as seen through the eyes of their great writers will be presented in "Russians: Self - Impressions," a special full-hour pubaffairs broadcast scheduled in prime evening time early in the coming year on CBS-TV.

## SAG's TV Residuals For Year Set Record

West Coast Bureau of RADIO-TV DAILY

Hollywood—During the Screen Actors Guild's fiscal year ended Oct. 31 the sum of \$6,499,712 was distributed to members of the guild in residuals on TV Entertainment films and contract violation claims. Of this amount, \$6,053,665 was in TV residuals, setting a new record.

Since 1953, the guild has distributed to members, in television residuals alone, of the sum of \$28,240,962. This amount does not include feeds paid directly to actors for re-use of TV commercials, nor does it include any monies paid for use of theatrical features in television.

More than 71 per cent of total amount paid actors in TV residuals has come from second and third runs, it was shown in a detailed report on residuals by Chester L. Migden, assistant national executive secretary, who said only 36 shows out of more than 600 went beyond sixth run.

Richard S. Salant, CBS News president, said a distinguished cast will be headed by Kim Hunter, Jo Van Fleet, Sam Wanamaker, Joseph Buloff, George Voskovec, Sorrell Booke and Peter Donat. Lester Rawlins will perform dramatized excerpts from five Russian classics adapted for television by Richard Siemanowski, producer of the broadcast.

The five works include Anton Chekhov's "The Cherry Orchard"; Nicolai Gogol's story, "The Overcoat"; and these novels: "Brothers Karamazov," by Dostoevsky; "Fathers and Sons," by Turgenev and "Doctor Zhivago," by the late Boris Pasternak.

Host of the broadcast is Ernest J. Simmons, author of several studies of Russian literary figures, including the recently published biography "Chekhov." He was formerly Chairman of the Slavic Languages Department at Columbia University and Professor of Russian Literature at Columbia's Russian Institute.



## TIME BUYER HAILED!

BUYS

# WHLI Island

—4TH LARGEST MARKET  
U.S.—A SEPARATE, INDEPENDENT AND DISTINCT MARKET

\*Nassau-Suffolk (Long Island) accounts for more Food Sales than 32 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

**WHLI** AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

the voice of  
Long Island

PAUL GODOFSKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by GILL-PERNA



Indiana University Library  
Bloomington Ind

Collins—"Without Aid of U. S. Treasury":

## R-TV THE FREE-WORLD'S BEACON

### USED TALENT REPPERIES ACT 4 EUROPEAN FIRMS

The newly-merged Ashley-Steiner, Inc.-Famous Artists Corp. has taken still another giant step—this time into international zones. AS-FA has signed reciprocal agreements with an associated group of four European agencies calling for representation of its clients in England and on the continent. The European agencies, bound together by common financial interests, will give their clients exclusively shipped in the U. S. by Ashley-Steiner-Famous Artists.

Four agencies involved are The Trade Organization, headed by Leslie Grade and Robin Fox; London Artists, new agency of personnel in MCA London offices, headed by Laurence Evans; London Management, headed by Dennis Van Thal, and Kaufman-Lerner Associates, headed by Hank Kaufman and Gene Lerner. First three have headquarters in London; Kaufman-Lerner offices are in Rome.

The European group is represented in France by Olga Horstig Grimuz, and in Germany by Steffi Ivanovich.

### ive Sales for ABC Films On Syndicated 'Girl Talk'

ABC Films has already completed sales in New York, Los Angeles, Chicago, Detroit and San Francisco for "Girl Talk," new anytime, five-a-week half-hour program, it will begin syndicating

(Continued on Page 8)

### Wolper Humming With 22 Docs in Hopper

Hollywood—Wolper Productions today is at its peak with 22 documentaries in work. Four shows are now shooting on location. Executive producer David L. Wolper also has 17 half-hour documentaries, four hour specials and one theatrical documentary in the hopper.

### WTCN, ABC RADIO IN SPLIT ACCORD

Sta. Accents Local Shows  
— Web Signs With KRSI

Minneapolis — WTCN, Time-Life's Twin Cities outlet, and ABC Radio have mutually agreed to go their separate ways here at the start of the new year.

Gordon Ritz, WTCN manager, said the break was decided upon "with some reluctance." The station is now "blueprinting new and intensified program policy" as an

(Continued on Page 6)

### 'Inkwell' Goes Global Aboard 7 Arts Deal

Seven Arts has acquired foreign TV and theatrical distribution rights to Video House's new "Out of the Inkwell" series of one hundred 5-minute cartoons in full color. Eliot Hyman, president, Seven Arts Associated, said the cartoons will be placed immediately into worldwide distribution by Norman B. Katz, Foreign Operations VP for Seven Arts Produc-

(Continued on Page 6)

### Official Earmarking \$2-Mils. to Produce Syndie Series in '63

Official Films has allocated \$2,000,000 for new programming over the next 12 months, Seymour Reed, president, said yesterday, adding "more money is available if other suitable properties come along."

Two half-hour series, a special and a group of color film shorts are slated by Reed. Both series will be first-run for syndication, he emphasized.

With sales mounting for "Biography" (now more than 150 markets sold), a second year of production has been set for the half-hour actuality series produced by David L. Wolper for Official. The

(Continued on Page 7)

### 45-Cent Qtly. Dividend Is Declared by Storer

Miami—Storer Broadcasting Co. has declared a quarterly dividend of 45 cents on its common, payable Dec. 10 to stockholders of record Nov. 23. The Storer board also declared a quarterly dividend of 12½ cents on its unlisted Class "B" common.

### New San Antonio AWRT Elects Pat Maxwell Prexy

San Antonio—Pat Maxwell has been elected president of the newly formed local chapter of AWRT. Other officers include Margaret Morrison, VP; Carolyn Dennis, secretary, Flo Jameson, treasurer.

### Communication Seen A Powerful Antidote For Castro-Problems

Kansas City — The broadcasting industry can — and should — wield its enormous communications technology to improve the free world's position, as well as its own status, NAB president LeRoy Collins declared here last night. He told the K. C. Chamber of Commerce:

"I have suggested that, given the cooperation of some friendly government in Latin America, given the further cooperation of a relatively few American educators within two years we could transform a country with a present illiteracy rate of 70 per cent to one of 90 per cent literacy,

(Continued on Page 3)

### Ted Steele Back on Radio To Sub for Jack Sterling

Ted Steele takes over temporarily for Jack Sterling on the latter's WCBS Radio show Monday, while Sterling returns to the hospital for follow-up surgery for a minor condition. He is expected to return in a couple of weeks. Steele previously was VP-GM of WINS, New York, for two years and is a veteran radio-TV personality.

### RCA's Bill on Royalties 'Oppressive': Philco

Washington — Philco general counsel Philip C. Deckert said his company in 1954 was paying \$2 million a year in royalties to competitor RCA, found the situation "oppressive" and sought ways to cross-license patents with RCA but was turned down. He testified yesterday in the marathon NBC-RKO-Philco anti-trust hearings.

# KINNEY RENT A CAR

Call JU 2-4422

- Latest Model Cars
- Deluxe Equipment
- Insurance Coverage
- All-Gas, Oil, Maintenance — as needed on the road
- National Credit Cards Honored





Established Feb. 9, 1937

Vol. 91, No. 94 Wed., Nov. 14, 1962 10 Cts.
CHAS. A. ALICOATE : President & Publ.
MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : Editor
ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Larringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU
Harry Lande
Office: 1126 National Press Building
Executive 3-4808
WEST COAST OFFICES
Perry E. Pasmazoglu
West Coast Advertising Director
Harold Hilderbrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU
Jack Russell
203 North Wabash Ave.
Phone: 312-782-2818
CANADIAN BUREAU
Jules Larochelle
Room 314, Belmont St., Montreal
LONDON BUREAU
Peter C. Davalle
6 Romany Gardens
Setton, Surrey, England
MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico.
ROME OFFICE: John Perdicari. Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

COMING AND GOING

JACK H. MANN, ABC radio Western division VP; DON ALLEN, regional news commentator; BILL COCHRAN, station relations manager, RICHARD RADER, sales service manager, to Denver for NAB meeting.

JOHN C. GILMORE, CCA president, and DON KERR, representative, to Waterville, Me., for WTVL kickoff.

ED SCOVILL, CBS-TV affiliate relations midwest manager, has returned to N. Y.

PETER O'REILLY, WTOP radio sales director, in N. Y. from visit to Washington CBS Radio Spot Sales.

ROBERT BERGMANN, Filmex president and a director of FPA, back in N. Y. following ANA workshop sessions in Hot Springs.

CHUCK BERNARD, Country Music Net president, back from conventions in Texas and Tennessee.

MAURIE WEBSTER, CBS Radio Spot Sales VP and general manager, to Chicago and Minnesota for meetings.

JACK HORTON, Filmex photography director, to Phoenix for filming of TV commercials.

MCA 'Weds' 4 More To 'Bachelor Father'

"Bachelor Father," MCA TV's newest off-network half-hour recently made available for local station programming after five years on all three webs, has added four markets: WCIV, Charleston, S. C.; KPRC-TV, Houston; KJEO-TV, Fresno, and WBNS-TV, Columbus, O.

The program, consisting of 157 segments, previously recorded sales to WNBC-TV, New York; KRCA, Los Angeles; WANE-TV, Ft. Wayne; WMAL-TV, Washington; WNBQ, Chicago; WBRE-TV, Wilkes Barre; KPHO-TV, Phoenix; KGW-TV, Portland, Ore., and WDBO-TV, Orlando.

WJW Scattering Orchids For Highway Courtesy

Cleveland—WJW-TV is doing its share to stem traffic accidents with a "Live in COURTESY, Not in Court" campaign aired throughout the day. The announcements focus attention on the station's safety patrol car, which prowls the streets looking for courteous women drivers to be saluted with orchids on the "Dale Young Time" show.

Pilot Defends Aviators On 'Your Right to Say It'

The criticism against airline pilots for alleged misconduct in flight will be answered Nov. 25 on WPIX's "Your Right to Say It" by Richard O'Neill of the Air Line Pilot's Ass'n. He'll also discuss other air line problems on the program hosted by James H. McBurney and produced by Northwestern U. in cooperation with WGN-TV, Chicago.

Zenith's Newest News

New York — According to Sid Fruchter, WNCN general manager, five-minute newscasts by Bob Rosen have been purchased by Zenith Radio Corp.

FINANCIAL

(November 13)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close, C. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., Filmways, Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, Tv Industries.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists stocks like Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

Legion Lauds 'Careers' With Its 'Golden Mike'

Hartford — The American Legion's "Golden Mike Award" has been presented to WTIC here for its weekly program, "Careers," produced in cooperation with Hartford U. Paul W. Morency, Travelers Broadcasting Service Corp. prexy accepted the award on behalf of the show, which aids high school youths in selecting their vocations.

AIR SALESMAN FACES CAMERAS

Account Exec in Series On Advertising as Career

Minneapolis—In a spirit of cooperation and community betterment, KDWB has extended a helping hand to the Twin Cities' education TV station, KTCA-TV, thru special public service announcements and active participation by personnel in programs.

Lee Boyan, KDWB account exec, will appear in an ETV series this month. He'll discuss his station job — "Advertising Media Sales as a Career."

Bill Wiseman Feted On 25th Year at WOW

Omaha — WOW's William O. Wiseman, station and sales manager, was feted at a surprise "coffee break" honoring his 25 years with the owner by all 130 staffers, including executive vice president and general manager Frank P. Fogarty.

Joining the Meredith station in October, 1937, as promo manager, Wiseman was named sales manager in 1951. He was promoted to his dual position in August, 1960, having led the local station to successful presentations to 22 markets.

'Virginian' Taking Five With 14th Seg on Film

Revue wrapped production on the 14th segment of its 90-minute color series, "The Virginian," and production has stopped on the skein for a one-week break.

The weekly NBC-TV series, already extended for a full season stars regulars Lee J. Cobb, Jame Drury, Doug McClure, Gary Clark and Roberta Shore.

SDXers to Hear Lower On TV News Handling

Elmer Lower, general manager NBC News, will address the national Sigma Delta Chi convention tomorrow in Tulsa on "How TV News Handles Major Stories."

Trinidad 'The Rock,' Kenya Launch Video

TV stations have gone on the air for the first time in three widely separated areas of the globe this Fall, Independent Television Corp. reports. Gibraltar opened in September, Kenya in October and Trinidad in November.

ITC said Kenya, which now has the first TV in East Africa, telecasts 4 1/2 hours a night in English, Swahili and Hindustani (because of the sizable Indian and Pakistani community).

A DOMINANT VIEW ON WDAU

Prestige TV in Northeastern Pennsylvania... constant and complete coverage of local political, religious, social and sports events... reflected in larger audiences.

The big station with the big programs serves 360,000 TV homes with 1,500,000 potential customers at the lowest cost per thousand.



Scranton-Wilkes Barre and WGBI represented by H-R



## NEW TV ACADEMY AWARD WRITES LOCAL CIVIC SHOW

The TV Academy has created a new special award to be given annually to a commercial channel in the U.S. for a program or series dealing with significant issues in the outlet's community. ATAS president Robert F. Lewine said the first presentation will be on the 15th annual Emmy Awards telecast next May, featuring programs seen during the period, Apr. 15, 1962, thru Apr. 14, 1963.

All TV stations will be eligible to submit entries for the special award, with judging to be on a regional elimination basis in each of the academy's nine chapters, and final selection in Hollywood and New York. Judges will be community leaders representing education, civic affairs, cultural affairs and communications.

### Benjamin Heads Committee

Details of its presentation are being worked out by a committee headed by Burton Benjamin, producer of CBS-TV's "Twentieth Century," assisted by Robert Lennon, station manager, WNBQ, Chicago, and Mark Russell, executive producer at KMOX-TV, St. Louis.

## ABC Appoints Kirby as Account Executive

Winston L. Kirby has been appointed an account executive at WABC-TV, effective Monday. He formerly was on the sales staff of WOPAT, Paterson, N. J., and WNBC-TV, New York. Prior to that, he held time for eight years in the national rep field for the Weed Radio Corp. and O. L. Taylor Co. Kirby first entered the broadcasting field in 1941 at NBC, moving from guest relations to research and sales promotion. Between 1947 and 1951 he sold time for ABC.

## NBC's Ed Pierce Plotting Lampoon of G and T

NBC-TV producer Ed Pierce has been named to helm this year's TV Academy "Close-Up" lampoon on Mark Goodson and Bill Todman at its annual dinner-show Nov. 30 in the Americana Hotel. Head writer is Jim Lehner, and the show will be supervised by a subcommittee consisting of Larry Lowenstein, General Artists Corp.; John B. Green, ABC, and Herb Sussan, Screen Gems.

## World Spec For Kidcasts

"Children's Television Around the World," an hour special just completed by the TV Academy at New York, will be premiered on WCBS-TV here Dec. 16 and offered to other chapters for airing in academy cities in the U.S. and 10 countries represented in the program: Australia, Denmark, England, France, Ireland, Italy, Japan, Mexico, Sweden and Switzerland.

New York Academy president Betty Furness said sound tracks in original languages are retained and writer-narrator Paul Tripp offers explanations. It was produced by Mildred Freed Alberg, directed by Roger Englander, sets designed by Charles Lisanby and announcements made by Charles Mountain.

AFTRA and Writers Guild of America permitted members to donate talent and services on an international scale.

## R-TV Free World's Beacon

(Continued from Page 1)

and this can be done without the aid of the U. S. Treasury."

Collins said such a program would insure broadcast freedom more effectively than all the speeches, all the extolling, all the holding we could do in a hundred years."

The NAB president warned that more "Castro-type" revolutions south of the border will be in the firing line unless the U. S. shatters remaining charges of "systems of economic exploitation" in some Latin American nations. Elaborating on broadcasting's potential contribution to forge new relations with Latin American, Collins said:

"The broadcaster... has in his

hands more than a remarkable mechanical tool. He has the most efficient means for stimulating the sale of goods and services yet devised, and this is of major significance in a free economy.

"But far beyond this, he has in his hands a fantastically competent tool for the development of informed citizens, for stimulating both the will and the way for the whole world to move forward to a great new era of understanding and progress."

He warned that illiterate people, when they overthrow a tyrannical government, usually wind up "swapping the frying pan for the fire" if history can be any guide.

## Hurleigh Advocates Ratings Moratorium

Washington Bureau of RADIO-TV DAILY

Washington—Terming himself a past critic of rating services, Mutual Broadcasting president Robert F. Hurleigh yesterday told the local Advertising Club that such criticisms should be halted in favor of an RAB or broadcaster committee meeting with these services to explore differences in their respective results and to issue a report on how the differing surveys should be used.

Hurleigh said that what radio needs is a survey which would rank with the Audit Bureau of Circulation. He pointed out the industry has been under attack and has not only failed to answer but many radio broadcasters have "become our own worst enemies by indulging in self-criticism." He said "we do our entire industry a disservice and create problems for the advertiser and the client when we attempt to discredit the various major services."

## Mercer KISN Sales Mgr.

West Coast Bureau of RADIO-TV DAILY

Portland — Ronald M. Mercer has been promoted to sales manager of KISN here from his post of account executive, which he has held for the past year and a half.

## CAMPUSES PACE SHOW BIZ TRENDS

Morris Agency Exec Says  
Look to College Audiences

"Never underestimate the importance of college campuses and students for fashioning show business trends," insists Nat Kalcheim, veteran talent executive with the William Morris Agency and head of its personal appearances department.

Discussing the policy of his organization to give new talent a start via appearances on the college circuit, Kalcheim adds: "There is no better incubator for young artists than this type of exposure. Many groups originated or received their first recognition on college grounds."

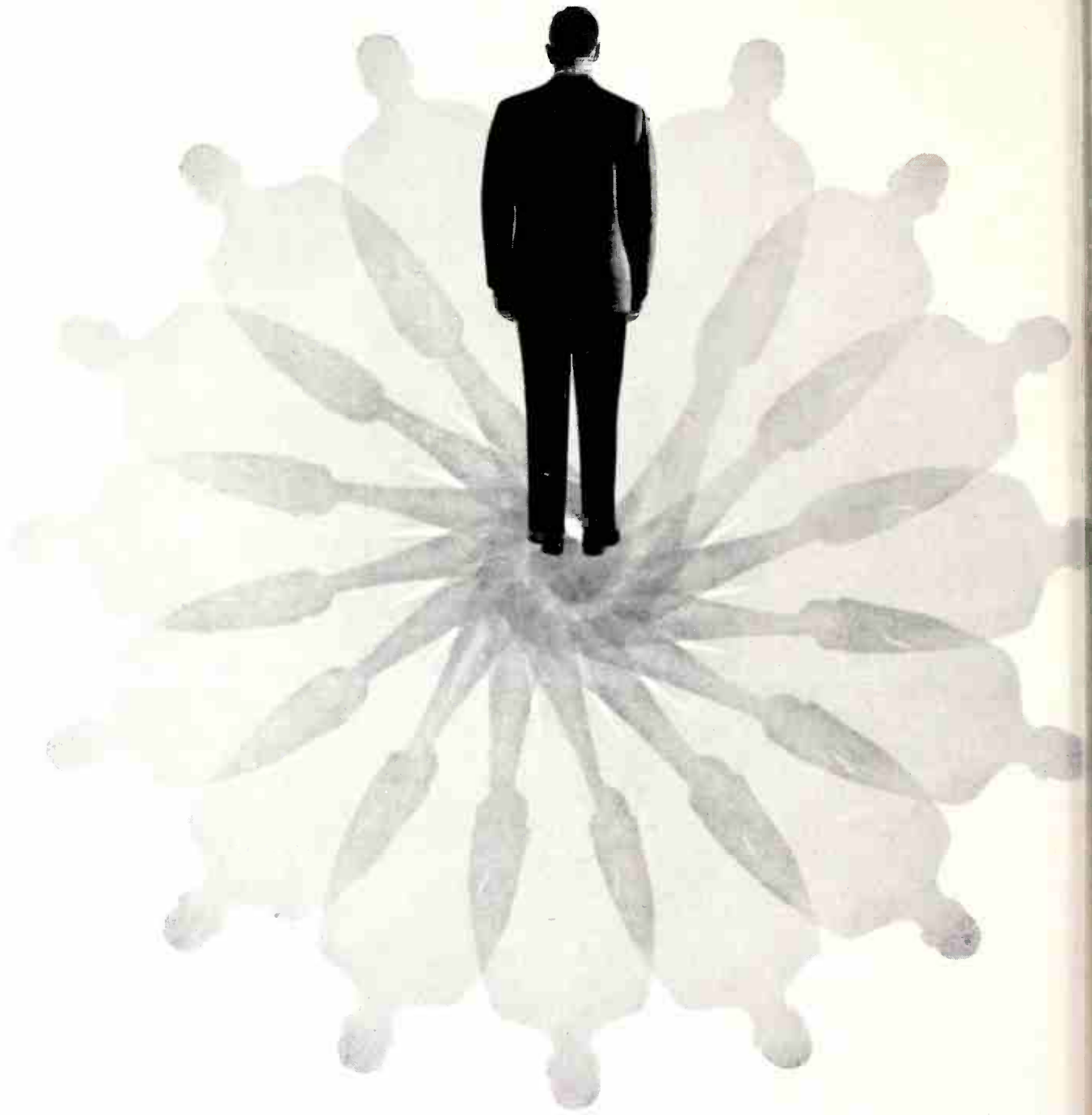
## Toledo Outlet Programs Visit by Danny Thomas

Toledo—Highlights of the three-day visit in October by comedian Danny Thomas to his hometown, Toledo, will be presented today on WTOL-TV's "Series One" production, "Danny Comes Home." The program includes presentation to Thomas of a Doctor of Performing Arts degree by Toledo U.

# SOON! A SYNDICATED DAYTIME STRIPPER THAT'S FOR ALL WOMEN!

"At 14, American children are about 4 years ahead of European children. At 20, they're idiots! Where do they lose it, in college?"

WATCH FOR IT FROM  
ABC FILMS



**HOW  
MANY  
SHADOWS  
MAKE  
A MAN?** Until now, this was a basic question forced upon advertisers planning an attempt to evaluate a network radio campaign and the full scope of a network radio audience... **Any Network Radio Audience**



The vast consumer reach of automobile radio and of transistor radio had to be utilized as an undetermined plus factor to radio in the home, as it was used over a decade and a half ago • 41 MILLION PEOPLE (not houses) drive to work regularly and there are nearly 47 MILLION CAR RADIOS in the country today. • It is readily admitted that noteworthy numbers of transistorized radio sets are listened to daily in and out of the home in every community coast to coast. • Yet the answers to questions vital to planned, creative advertising as: WHO is listening? HOW MANY are listening? WHEN do they listen? WHERE do they listen? WHAT do they hear?—these answers have, until now, remained conspicuous by their absence!

NOW, ABC RADIO has inaugurated a reliable RADIO ACTIVITY SERVICE through SINDLINGER & COMPANY, INC., that will provide these answers for ALL NETWORK RADIO programming regardless of where or when it is listened to and regardless of the size or type of the radio unit.

THE RADIO ACTIVITY SERVICE is founded on a national consumer sample of at least 24 THOUSAND PEOPLE every month. A different national sample is taken every day, seven days a week in 187 representative markets, 287 A through E and rural counties. • REPORTS WILL BE PUBLISHED MONTHLY and will reflect total listening in terms of people of all radio programming. • MALE AND FEMALE LISTENERS over the age of 18 will be reflected separately and in total for the entire country and by geographic region - East, Middle West, West, South. • THE PER CENT OF TOTAL POPULATION over 18 years of age listening to any program will be shown in each report. • BUYING PLANS AND PRODUCT USE of ABC Radio and other network audiences will be available on special order.

THE SINDLINGER TELEPHONE INTERVIEWING METHOD has been carefully developed over the past eleven years. Its reliability for accuracy has been repeatedly proven to some of the country's leading business concerns who have utilized its results: CHRYSLER CORPORATION • FORD MOTOR COMPANY • WESTINGHOUSE ELECTRIC CORPORATION • E.I. DUPONT DE NEMOURS COMPANY • CAMPBELL-EWALD COMPANY • CHASE MANHATTAN BANK • FEDERAL RESERVE BOARD • FORTUNE MAGAZINE • GENERAL ELECTRIC COMPANY • SCOTT PAPER COMPANY • NEW YORK STOCK EXCHANGE • IRVING TRUST COMPANY • U.S. STEEL CORPORATION • GENERAL MOTORS CORPORATION • NATIONAL INDUSTRIAL BOARD •

THE FIRST RADIO ACTIVITY SERVICE REPORTS are available now through ABC Radio. Additional information, general or technical, will be supplied in full upon request. • It is the sincere belief of this network that the radio branch of the broadcasting industry is a powerful and effective selling force for American manufacturers. It is also our belief these manufacturers and their advertising agencies must have available to them regular and reliable information upon which to determine realistically the truly vast reach of Network Radio Today. • THE SINDLINGER RADIO ACTIVITY SERVICE has been inaugurated by ABC Radio to provide this information so that advertisers can fully utilize this medium's ability to sell the millions of heretofore uncounted consumers it reaches every day.



## Shelley Has Astaire Date And 'Nothing to Wear'

Hollywood — There's no problem with Shelley Winters in the wardrobe department at Revue Studios. Headlining "The Way from Darkness" seg of "Alcoa Premiere," she plays a bed-ridden woman who has dedicated her life to her sister. Shelley's entire sartorial ensemble consists of a nightgown and a bed jacket.

## Walker a Sales Exec At BCH in New York

Harold F. Walker has joined Broadcast Clearing House as a sales exec. Headquartering at BCH's New York sales and service center, he is working as liaison executive with ad agencies, station reps and radio stations. Walker is "both introducing and implementing our national service to spot radio as we expand our staff as well as our activities," exec VP Lee P. Mehlig said.

Walker's most predominant radio assignment has been as a specialist in Negro-appeal operations during the past 13 years, the last four as sales VP for the Rounsaville group of six stations.

## Hunter Shifts to KREM As Its Station Manager

Spokane—Alexander P. Hunter has been named station manager of KREM-AM-TV-FM, to assume duties Dec. 3. Currently, he is assistant to the VP of King Broadcasting Co., Seattle, serving KING-AM-TV-FM.

Before joining KING, Hunter was an ad manager for J. K. Gill Co., Portland, and in 1947 was with Romig Fuller Ad Agency. In 1948 he became sales manager of KRSC, and subsequently KRSC-TV, remaining with the channel when it became KING in 1949.

## New Policy at WTCN

(Continued from Page 1)

independent, "with greater emphasis on information and entertainment" tailored for the community it serves, Ritz stated.

Robert R. Pauley, ABC Radio president, told RADIO-TV DAILY yesterday, the web has signed with KRSI on Oct. 29 as its new affil in the Twin Cities area. Pauley and Warren Burke, KRSI manager, were the pact signatories.

### 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

• • • Philly's popular WFIL-TVer, Rex Morgan, moved successfully into the night club circuit with his revue, which played to enthusiastic night-lifers in the Quaker City over the Veterans Day weekend. Rex took over the Erie Social Club with his troupe of Art Perri, Carol Robins and Fabian's The Fabulous Four. They rocked the place with 90 minutes of solid entertainment. How soon in New York, Rex???

• • • The Radio-TV Newsreel Working Press Ass'n is holding its annual dinner in February and—as usual—Bill Kling will unreel some of his "TV-bloopers," those edited out clips of famous people in unfamous situations. These celluloid gems bring down the rafters.



MORGAN

• • • My Stetson's off to: Walter Kaner, L. I. Press columnist, who stages his annual Thanksgiving Party for 750 homeless, handicapped and needy children Tuesday at the Boulevard Night Club, Rego Park, Queens. Ray Heatherton, TV's "Merry Mailman;" Doug Anderson of NBC "Magic Midway" show, plus a host of other TV kid show emcees will be on hand to entertain the youngsters . . . Wanna know how Mimi Benzell keeps her beautiful figure? She goes bicycling . . . Clark Andrews reports client Joe King has just completed a series of commercials for El Producto. Joe is celebrating his 15th year as narrator for Fox Movietone News.

• • • Meet: Bob Maxwell, host of WCBS Radio's daily "At Your Service" program and a seasoned radio performer who enjoyed unusual audience acclaim in the Detroit area for the past 15 years. Born on a farm in Kentucky 1924, he moved to the Motor City at the age of 5 and six years later made his first professional radio appearance as an actor on the "Ford Sunday Evening Hour." Bob followed this with roles in other local and national radio dramatic productions. While still in high school he became the host of an all-night record show on WEXL in Royal Oak, a suburb of Detroit. After WW II, he entered Wayne State U. and also worked part-time at WJLB. When he was promoted to full-time work as a deejay on the station he withdrew from Wayne State. Bob later moved to Saginaw, Mich., where he became chief announcer for WKNX and hosted a record show. He joined WWJ, Detroit, in June, 1948, and remained there until his switch to WCBS in July.



MAXWELL

• • • Hedon Productions, New York-based independent production company, has signed British Film comedian Terry-Thomas for a proposed half-hour TV series . . . Ed Sullivan and Robert M. Weitman, head of MGM studios, have been named co-chairmen of the Advisory Council for the coming 29th annual "Night of Stars," gigantic United Jewish Appeal benefit show being held Monday at Madison Square Garden . . . Kokomo, Jr., the "almost-human" chimpanzee, is very popular in Canada, where he is marking his third year on Canadian TV.

## Variety Tent Honors Okun

New York Variety Club Tent No. 35 has established an annual Golden Heart Award to be given in the East each year for humanitarian deeds by a person in the entertainment industry, it was announced by chief barker Charles A. Alicoate, publisher of RADIO-TELEVISION DAILY.

First recipient will be Charles Okun, motion picture and amusement industry executive of the

Coca-Cola Co., who will be honored at a testimonial luncheon Nov. 29 in the Hotel Astor. Jack H. Levin is luncheon chairman, assisted by Lee Koken, Ira Meinhardt, Herman Schleier, Charles Smakwitz and George Waldman.

## Seeing Eye Dog Efforts Gets WXYZ 'Sightation'

Detroit—Leader Dogs for the Blind, a voluntary organization which trains dogs donated for seeing eye service, has presented WXYZ with a merit citation for the station's help in recruiting trained dogs and in educating blind persons to the fact that the Leader dogs are theirs for the asking.

## 'Man on the Run' Ties New Series Together

West Coast Bureau of RADIO-TV DAILY

Hollywood — Quinn Martin whose QM Productions recently joined the roster of independent producing for UA-TV, will go into production at Goldwyn Studios Nov. 27 on a new series, "The Fugitive." Location work will be done in Tucson.

Martin said Roy Huggins, who is not connected with the series originated the format for "The Fugitive." From the basic idea which he bought, Martin has constructed the series, the first segment of which is entitled "Fearing a Desert City."

The series presents a man fleeing from the law as the "hero" of the story. No castings have been made yet, but players are currently being interviewed.

## Canadian Import Features Con on 'Long Road Back'

"The Long Road Back," drama of a young man who tries to conceal his criminal past, will be seen tomorrow on WOR-TV's "On Stage," a Canadian-imported series of original hour video plays.

The play was written by Les Peterson and produced and directed by Melwyn Breen with settings by Edgar Krumins. It stars Don Francks as the con who seeks acceptance after release from prison.

## 'Inkwell' Worldwide

(Continued from Page 1)

tions Int'l Ltd. (London), and in Canada by Charles S. Chaplin, VI & Canadian Sales Manager, Sever Arts Productions Ltd. (Toronto). Series produced by Hal Seeger and distributed in the U.S. by Video House.

## Holiday Program Head

Miami—Buddy Holiday, WCKF "Grand Pappy" star, has been appointed program director of the station, it was announced by Mil Komito, general manager.

Holiday, a native Texan, came to WCKR from radio posts in Jacksonville.

## Texaco Sponsors Met 11th Straight Year

The 23rd consecutive year of regular Metropolitan Opera broadcasts under the continuous sponsorship of Texaco will be heard throughout the country on Nov. 1. The live performances directed from the Met have been aired each season since Christmas Day, 1951, but sponsorship by Texaco won't begin until nine years later. This year for the first time the evening broadcast will be at night to allow listeners to hear the opera's final traditional collegiate football games in the afternoon.

## Min City Affil Hikes Farni to Top Sales Post

Minneapolis—Ed Farni, KDWB general sales manager for the last year, has been promoted to general sales manager of the Crowell-Collins Broadcasting Corp. affiliate here.

Prior to joining KDWB in '61, Farni spent four years at BBDO here and several years as sales and marketing executive with national firms.

## S. Calif. Broadcasters Hold of 'Radio Pictures'

West Coast Bureau of RADIO-TV DAILY  
Los Angeles—Doyle Dane Bernbach VP Ted Factor will discuss "Taking Pictures on Radio" at tomorrow's luncheon of the Southern California Broadcasters Ass'n at Michael's Restaurant here. Host of the affair will be SCBA chairman Charles Hamilton, station manager of KFI here.

## David Wayne Before Lens of 'Hitchcock Hour' Seg

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Producer Joan Harston has set David Wayne to star in "The Thirty-First of February" segment of CBS-TV's "Alfred Hitchcock Hour," rolling this week on Revue. Alf Kjellin is directing the teleplay by Richard Matheson, based on Julian Symons' novel.

## It's Strictly for Laffs!

# Moosylvanians Form Ranks For Statehood Parade in N.Y.

"Bullwinkle" creator Jay Ward is pondering a big problem these days, while in the midst of a nationwide promo tour for his mischievous moose and "terra not so firma" Moosylvania. What happens if he succeeds in getting statehood for the island with its entirely non-resident population?

Recently, Ward's Moosylvania bandwagon drew up in front of the White House for recognition. The entourage was turned away because the request must come by U. S. mail, they were told and be accompanied by some 200,000 signatures. Presently, the Moosylvania movement has upwards of 30,000 endorsements and the number is skyrocketing as a result of tie-in promos.

### Climax Friday

The Ward promo tour, which has included parades along the main stems of several large U. S. cities, including Chicago, Denver, Cincinnati and Dayton, climaxes Friday with a 90-minute motorcade on Madison Ave. and Broadway in mid-town. On hand will be the Sardi omnibus complete with a six-piece band, Jack Douglas and the chorus line from "How to Succeed in Business Without Really Trying," among others.

## It's 'Best of Eigen' in Chi While He Tours Continent

Chicago—It'll be the "Best of Eigen" on Jack Eigen's post-midnight WNBQ (TV) show beginning Sunday, while Jack and his family are on a European vacation. He returns Dec. 9.

## WNAC Editor Speaking

Boston — Bill Whalen, editor of WNAC and the Yankee Network news service, will speak today on "The Written Word vs. the Spoken Word" at the B'nai B'rith Pharmaceutical Lodge meeting. Whalen conducts a five-a-week "Today in Review" show on the station.

# Official Strong for Syndie

(Continued from Page 1)

present series is nearing completion in Hollywood.

Official "is tooling up for a second half-hour series to be co-produced on the West Coast," Reed noted. While he would not reveal details, he said the new series could be released to stations in 63.

The actuality special on "Marlyn Monroe" will be ready for network offering by the end of the month, Reed noted. Elmer Bernstein has completed an original score, which he will also con-

duct for the show now being produced by Art Lieberman.

A group of eight short color films, "Songs for Christmas," has been acquired for seasonal distribution. These run from one and one-half to more than three minutes per subject. They feature the choir of the Conservatory of Music of Cincinnati and employ a novel community-sing technique for which a patent is pending. Lyrics superimposed on the pictures, light up brilliantly in time to music as they flash on the screen.

# Brodax in Hollywood For 'Trilogy' Sounds

West Coast Bureau of RADIO-TV DAILY

Hollywood — Al Brodax, director of TV of King Features Syndicate, has arrived here to start the first round of recording for the new cartoon "Trilogy" of Beetle Bailey, Barney Google and Snuffy Smith, and Krazy Kat.

Brodax, executive producer of the 150 cartoons, was accompanied here by Seymour Kneitel of Paramount Pictures cartoon dept, who is director of the series. Recording stint will take two weeks. Animation production gets into full swing immediately thereafter at the Paramount cartoon plant in New York.

## WNEW-TV Donates Auto To IRTES Yule Drawing

WNEW-TV has donated a 1963 Rambler as grand prize in the annual Christmas party drawing of the International Radio and TV Executives Society. The Yule party takes place Dec. 18 in the Waldorf-Astoria.

## PUBLIC COURT SALE OF RADIO STATION KITE

KITE • Independent • Standard radio broadcasting station • Located at Terrell Hills and San Antonio, Texas • Only good music station serving Greater San Antonio area • Power 5,000 watts daytime and 1,000 watts nighttime • Frequency 930 kilocycles • Operating schedule 5 A.M. to 1 A.M. (Next day) • Owns 12½ acres at transmitter and towers site at Terrell Hills close to San Antonio • Leased offices in Kallinson Building, 535 S. Main Avenue, San Antonio • Well equipped • Profitable operation • Tax advantages

A hearing will be held by the Court in Room 1105, United States Court House, Foley Square, City, County and State of New York, on November 19, 1962 at 10:30 A.M., E.S.T., or any adjournment thereof to consider and act upon:

1. An agreement which has been made with Mr. Howard L. Burris, subject to the approval of the Court, to sell KITE in the form stated below, at a base price of \$395,000 cash net, plus or minus the defined net income (or loss) of KITE for the period July 1, 1962 to the closing date; and

2. ANY BETTER OFFER which may be made before or at such hearing.

The agreement with Mr. Burris, the balance sheets and profit and loss statements, the books of account, records and other pertinent documents of KITE are available for inspection in New York City.

The sale will take the form of transfer of 100% of the capital stock of Kite Broadcasting Company, a Delaware corporation which owns KITE, and transfer of two unsecured demand notes, liabilities of Kite Broadcasting Company, in the unpaid principal sum of \$82,333.34, with accrued interest of \$2,291.38 as at September 30, 1962. It will be accompanied by the resignations of all the directors and officers of Kite Broadcasting Company. The buyer will thus be vested with stock ownership of KITE, and with control of all of its assets, subject to all of its liabilities, including the above notes and their tax advantage.

No other offer will be considered unless accompanied by a \$50,000 deposit on account of the purchase price in the form of a bank cashier's check constituting New York City funds, drawn or duly endorsed and delivered to the Trustee. No other offer will be considered unless the Court is satisfied as to the financial and other ability of the offerer to complete the transaction. Any better offer shall be made on the same provisions and conditions as those contained in the agreement with Mr. Burris; with such modifications as to price and otherwise as may be required to reflect such better offer. The balance of the purchase price will be payable on the closing date, to be fixed by notice after approval of the transaction by the Federal Communications Commission.

Published pursuant to order of the United States District Court for the Southern District of New York, made "In the Matter of TOWNSEND GROWTH FUND, INC., Debtor. In proceedings for the reorganization of a corporation under Chapter X of the Bankruptcy Act, File No. B375/61."

For further information write or phone the Trustee.

Dated, New York, N.Y.  
October 26, 1962

LESLIE KIRSCH  
Trustee  
350 Fifth Avenue,  
New York 1, New York  
Telephone: LOnacre 4-4140

### 3 Outlets in Hub City Probing Gov't Issues

Boston — Plough Broadcasting's WCOP and Westinghouse's WBZ radio-TV are separately engaged in broadcast probes of government functions and issues confronting federal agencies.

"Those Things for Which We Stand," a WCOP series featuring Robert Kennedy and a host of other prominent persons, will be aired throughout the week.

Sen. Saltonstall and Democrat Sen.-elect Edward Kennedy will be among participants in WBZ radio-TV's "Focal Point" offering, a 13-month project including some 100 different special news programs. It starts Nov. 26, with "town hall meetings" on three successive evenings.

### Virginia Graham Show In Dec. 3 Syndie Debut

(Continued from Page 1)

Dec. 3. Featuring Virginia Graham as moderator, the program will present "frank and uninhibited views covering the whole range of topics of interest to women," according to A B C Films prexy Henry G. Plitt.



MISS GRAHAM

Among the guests signed to appear are Lillo; authoress Rona Jaffe; Abbe Lane; Patrice Munsel; Gloria DeHaven; New York columnist "Suzy;" Betty Comden; photographer Ann Shanks; writer Eleanor Harris, and Liz Ashley, co-star of Broadway's "Take Her, She's Mine." Producer is Monte Morgan, who has helmed the Jack Paar "Tonight" programs.

"Giri Talk," said Plitt, answers "a great demand for adult, daytime viewing that is both new, topical and of positive interest to the great many millions of women who form the huge daytime audiences throughout the country."

### More Ingredients Added For Boone's Turkey Spec

Producer Roger Gimbel has signed Sheldon Keller and Saul Ilson as writers for NBC-TV's "Pat Boone Thanksgiving Special" colcoast Nov. 22. Other appointments are: Jay Krause, art director; Bill Brown, choral director; Vic Shoen, conductor; Jack Regas, choreographer, and Suzy Pelsang, production assistant.

## AGENCY NEWSCAST

By RALPH TYLER

Madison Ave. took to the skies yesterday as guests of WJRZ radio, Newark, N. J., to check the northern New Jersey market by helicopter. All except five aboard the 25-passenger chopper were agency media execs. Non-agency passengers were WJRZ president Lazar Emanuel; Paul Smallen, WJRZ executive VP; Adam Young, president of the station rep firm of that name; Cliff Barborka, VP for radio at Adam Young; and David S. Davies, exec director, New Jersey Tercentenary Commission. During an end-of-flight lunch at Newark Airport, Young discussed the station's "Blitzweek" campaign, which gets under way today. All New York ad agencies will be visited by Young reps during the week with a seven-minute tape recording of WJRZ programming highlights plus a promotion book.

### Thought for Today

"... many people still see something 'evil' in a trade. 'Caveat emptor' was the way the Romans put it 20 centuries ago and our prehistoric elders must have had a different set of grunts for the same idea. Why? Must everything we say or do be suspect? Is advertising 'evil' or doesn't the 'evil' lie within ourselves? Perhaps many of us need some deep emotional therapy in this field, for if we did not feel a resentment in the purchase of a product we might not attribute something unsavory to everything involved in the sale."

—Robert F. Hurleigh, President Mutual Broadcasting System

The American Association of Advertising Agencies concludes its two-day eastern annual conference in New York today with sessions on "Copy and Art — the Way of Working that Works for Me," "Setting Advertising Goals and Measuring Achievement," "Reaching for the Stars in Account Management" and "Print Production."

Robert Lawrence, head of the New York and Canadian film companies bearing his name, Bert Stern, photog who directed and photographed the feature film "Jazz on a Summer's Day," have announced they will work together in the area of TV commercial production, as well as related film ventures.

### Hip Clergy Link Jazz World With Religion in WINS Skein

WINS, Westinghouse station in New York, has recruited two jazz experts from the clergy for "Two Worlds of Jazz," a one-hour Sunday night religious series premiering this weekend. They are Father Norman J. O'Connor, CSP, radio-TV-film director of Paulist Communications, and Pastor John Gensel of the Advent Lutheran Church in New York City. Host is Nat Hentoff.

### Miami TV Ups Powers To Head Publicity Dep't

Miami — Barclay Powers, WL-BW-TV traffic manager, has been promoted to publicity director, succeeding Patricia Alter who has taken a leave of absence. Powers joined the channel in 1961 when he set up traffic operations.

Assistant traffic manager Russell Heberling has been promoted to succeed Powers as manager.

### WCBS's 'Lectures' Scans Negro 'Paths to Freedom'

The fourth topic of WCBS' "Emancipation Centennial Lectures" today will be "Paths to Freedom," discussed by Dr. Benjamin Mays, Morehouse College president. Dr. Mays, noted interpreter of Negro education and religious problems, reviews the history of the Negro struggle in American life. The series is presented by the New School for Social Research.

## REVIEW THESE FACTS

### ABOUT KALAMAZOO GRAND RAPIDS!

**1 POPULATION:** Both Kalamazoo and Grand Rapids are among the 55 fastest growing markets in population and household (Source: Television Magazine.)

**2 INCOME-RETAIL SALES:** Kalamazoo alone is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between 1958 and 1965. (Source: Sales Management's 1960 Survey of Buying Power.)

**3 TELEVISION COVERAGE:** WKZO-TV reaches more homes daily, nightly, weekly, than any other station in Michigan outside Detroit (Source: NCS '61.) This coverage area represents one of America's top 2 television markets.

**4 SERVICE:** WKZO-TV is the only television station serving this important market area with studios in both Kalamazoo and Grand Rapids.

WKZO-TV will keep you sales in step with the outstanding growth in Kalamazoo-Grand Rapids and Greater Western Michigan. And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.

## WKZO-TV

100 KW • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids for Greater Western Michigan

Avery-Knodel, Inc. Exclusive National Representatives



Indiana University Library  
Bloomington Ind

91, NO. 95

THURSDAY, NOVEMBER

10 CENTS

## RADIO RATING RUMBLE ROARS ON

### 'Chain of Demand' Links 250 Vid Chiefs

More than 250 broadcasters from every part of the nation met in New York today for the opening session of the Television Advertising Association's eighth annual convention.

Following yesterday's meeting of the TvB board of directors, which delineated TvB plans for the year ahead, today's meeting of the full membership is titled "Sales Managers' Day." Local selling problems will be

covered in special material this morning, followed by a luncheon, at which Amory Houghton, Jr., president of Corning Glass Works, is featured speaker.

Philip B. Hinerfeld, Pepsi Cola Co. advertising director; Morris E. Jacobs, president of Bozell

& Jacobs, Inc., and Irwin Holland, president of Advance Advertising Agency, Los Angeles, will address the sales managers in the afternoon.

Keynote of the annual TvB meeting is "The Chain of Demand," dealing with advertising's role in bringing manufacturers

(Continued on Page 6)

### Pauley Rallies Admen To Back ABC's Drive For Updated Count

By ARTHUR PERLES

ABC Radio president Robert R. Pauley plays a trump hand this morning in his all-out campaign for universal acceptance of a new ratings service by the nation's sound medium.



PAULEY

As to his trump play, Pauley will lay it out before a gathering of 250 advertising agency and sponsor-firm executives at the Americana Hotel in New York

this morning.

Pauley is making no bones over his intention to win over rival radio network majors as subscribers to the newly-devised Sindlinger measurement of nationwide listening which is now being underwritten by ABC at a cost estimated in excess of \$100,000. It would take joint support by the other webs to put the Sindlinger

(Continued on Page 3)

### TV Wins Its Appeal Against Union Action Secondary Boycott

San Francisco Bureau of RADIO-TV DAILY Sacramento — The Ninth Circuit Court of Appeals unanimously reversed the NLRB yesterday in the case involving secondary boycott activities by IATSE and AFTRA against advertisers and clients of KXTV-TV. The court ruled that the

(Continued on Page 5)

### Company Cleared for Kaiser Move Into 'U' Picture

Washington Bureau of RADIO-TV DAILY Washington — The FCC has cleared the way for Kaiser Industries to begin its promised drive into the field of UHF-TV. The commission granted the company the right to construct new TV stations on Channel 44 in San Francisco and Channel 52 in Corona, Calif.

### MCA Reaps \$9 Million In Unaudited Report

Consolidated unaudited net earnings of MCA, Inc., for the nine months ended Sept. 30 totaled \$9,097,000, equal—after preferred dividends—to \$1.87 per share on 4,819,603 outstanding common. There was also a non-recurring item of \$2,097,000 or 46 cents per share, making a total of \$2.33 per share for the nine months. The figures include, on a "polling of interests" basis, MCA's interest in consolidated net earnings of MCA Records for the same period.

### HIDDEN SPONSOR PENALTY IS CUT

KELP Still Must Pay \$1,000 For No ID on Dance Show

El Paso — The FCC yesterday cut its proposed \$5,000 fine against KELP here for broadcasting spots for a series of teen-age dances without making sponsorship identifications, after the station explained that it promoted the dances to provide desirable entertainment for young people. The new fine is only \$1,000.

The commission described the dances as a locally commercially promoted series of teen-age "fun dances," for which the station received payment. It noted the sta-

(Continued on Page 6)

### CBS' Income Jumps To Record \$18 Mils. In '62 First 9 Mos.

CBS yesterday reported its all-time high for the first nine months, with net income of \$18,507,219 and sales of \$358,010,607.

William S. Paley, chairman, and Frank Stanton, president, said comparable results for the same period in '61 were \$12,653,513 and \$339,018,246, respectively.

Current earnings are equivalent to \$2.08 per share compared with the previous \$1.43 per share (ad-

(Continued on Page 6)

### Just 36 Years Ago Today NBC Signed on the Air

Today is NBC's 36th anniversary. The net went on the air Nov. 15, 1926, with its first program on 25 stations.

Talent on that first program included Walter Damrosch and the New York Symphony Orchestra, Will Rogers, Weber & Fields, Mary Garden, Titta Ruffo and the Goldman Band.

### Half-Owners of KCTV Buy Rest for \$226,000

San Angelo, Tex.—Edward H. and Houston H. Harte, one-half owners of KCTV, here, have purchased the other half from Roy H. Simmons and B. P. Bludworth for \$226,000, subject to FCC approval. Operating since 1953, the station is a CBS affiliate. Bludworth served as station president.

### Mestre to Inaugurate Color TV in Caracas

Special to RADIO-TV DAILY

Mexico City—Goar Mestre, who formerly operated radio station CMQ in Havana, has announced plans in this Latin American video center to inaugurate color TV on a new channel he will open in Caracas, Venezuela, in February.

Building construction is nearly completed, with equipment installation expected to be finished early in January.



MESTRE

### Laurels to UHF in NYC Test

UHF proved only 10 per cent inferior to VHF in picture quality in the New York FCC tests, and even this slight differ-

ence almost completely disappeared with the use of outdoor antennas, it was revealed yesterday as the commission released its long-awaited report. Written by FCC engineer Jules Dietz, the report compares VHF and UHF reception in the city regarded as the worst in the U.S. for UHF reception, and is based on 110 all-

channel sets tested at 900 sample locations.

The report noted that outside antennas for UHF are no more expensive than for VHF, except for the additional time required to position UHF antennas properly, and it was added that only the

(Continued on Page 2)



Established Feb. 9, 1937

Vol. 91, No. 95 Thurs., Nov. 15, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

- WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808 WEST COAST OFFICES Perry E. Pasmazoglu West Coast Advertising Director Harold Hilderbrand Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951 CHICAGO BUREAU Jack Russell 203 North Wabash Ave. Phone: 312-782-2818 CANADIAN BUREAU Jules Larochelle Room 314, Belmont St., Montreal LONDON BUREAU Peter C. Davalle 6 Romany Gardens Sutton, Surrey, England MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico. ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

### Brennan Going East As Aide to Titterton

William J. F. Brennan, VP of Compton Advertising and manager of the agency's Los Angeles radio-TV programming dept, will be transferred in January to Compton's head office in New York.

Brennan will take over the post of assistant to Lewis Titterton, senior VP and director of radio and TV program. Ted Robertson, who is currently a program producer in the Los Angeles office, will succeed to the Brennan post.

### UHF Pix Stand NYC Test

(Continued from Page 1)

simplest antennas were needed to receive both UHF and VHF.

All UHF transmissions were on Channel 31 and were broadcast from the Empire State Building. New York commercial stations WCBS-TV and WABC-TV were used for the comparison as to picture quality.

It was stated that ghosting was no more a problem on UHF 31 than on the regular VHF chan-

nels, an important finding since high buildings were expected to cause much more serious ghosting problems to UHF than to VHF. There was found to be no difference as to reception of color programs.

Tests were made only within 25 miles of the transmitter. It has been found that UHF pictures drop off much more rapidly beyond that distance than do VHF.

## COMING AND GOING

JOHN O. DOWNEY, CBS VP and WCAU general manager; GENE LITT, general sales manager; MIKE GRANT, program director and FRED BIRNBAUM, promotion manager, to Pittsburgh for agency and client meetings.

VIC DANA, Dolton recording star, to the Philippines for p.a's.

JULES BRICKEN, producer, in N. Y. to

begin production of UA-TV's "The George C. Scott Show."

REUVEN FRANK, and JOHN CHANCEL-LOR, leave today for Europe.

ROBERT Q. LEWIS in N. Y. today as permanent emcee of "Play Your Hunch."

ALFRED HITCHCOCK in N. Y. for a week's visit.

## ADVERTISING NO INDUSTRY SAYS ANA PREZ ALLPORT

Atlantic City—Responsibility for advertising "cannot be delegated to something called the advertising industry," Peter W. Allport, president of the Ass'n of National Advertisers, said here yesterday at the 44th annual convention of the American Bottlers of Carbonated Beverages.

Allport denied advertising is an industry in its own right, such as steel or carbonated beverages, "although, and this should be underscored, we are fortunate in having a skilled body of professionals . . . in all phases of communications . . . to draw on. These pros, positioned primarily in advertising agencies, make persuasive advertising possible and economical.

"But they are the agency business working for you. Advertising itself remains communications. Your communications to your customers and prospects, reflecting your products, services and companies.

"Thus the responsibility for what is said in advertising, for its tastefulness, for its appropriateness to its audience, for its truthfulness, for assurance that the consumer is treated not as a moron, but as your wife, belongs to the advertiser alone."

### Ex-Cuban Pres. to 'Youth'

Carlos Prio, the last democratically elected president of Cuba (he was ousted by Batista), will appear Sunday with Dorothy Gordon on WNBC-TV's "Youth Forum," airing his opinions on the world's trouble spot.

## VIOLENCE A MUST PRODUCER CLAIMS

Garnett Says Fighting Is Basic to Westerns

West Coast Bureau of RADIO-TV DAILY

Hollywood — TV shows have been injured by "their panicky avoidance of violence under Washington pressure," says producer-director Tay Garnett.

"A Western or detective show without violence is false and denatured," he said. "Fights and gunplay are basic to their entertainment appeal. Curing a few excesses turned a whole medium into nice-nelly dullness. We shouldn't tailor every evening show to the child level."

## 'Close-Up' Blueprints Urban Renewal Push

"The Lost Neighborhood," a study of the impact of an urban renewal project on the people of the area demolished, will be aired Tuesday on ABC-TV's "Bell &

Joseph Moon has been commissioned to compose special background music for "The Turbulent Jordan," a "Bell & Howell Close-Up."

Howell Close-Up." The story is told through the eyes of a long-time resident of Boston's West End, a Greenwich Village-like neighborhood from which 12,000 people were ousted.

### Caster Aiding College

Allen E. Wolin, prexy of KATZ, St. Louis; KCOR, San Antonio, and WMMW, Meriden, Conn., has been appointed to aid the Council of Regents of St. Francis College, Brooklyn.

## FINANCIAL

(November 14)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp..	121/2	117/8	123/8 +
AB-PT .....	327/8	321/2	323/4 +
Am. Tel. & Tel.	114 1/4	113	113 7/8 +
AVCO .....	24 1/4	23 5/8	24 1/8 +
CBS .....	41	40	40 7/8 +
Columbia Pic..	20 3/8	19 3/4	19 3/8 +
Crow.-Coll. ..	20 1/4	19 3/4	20 1/4 +
Decca .....	43	42 3/4	43 +
Disney .....	29 1/8	28 1/2	29 +
East. Kodak.	102 1/8	100	102 1/8 +
Gen. Prec. ....	34	32 1/2	34 +
General Tel. . .	21 5/8	20 7/8	21 1/4 +
Hazeltine Corp.	20 7/8	19 5/8	19 7/8 +
Magnavox .....	35	33 3/8	34 5/8 +
MCA .....	45	43 5/8	44 3/4 +
M-G-M .....	33 3/8	31 1/2	31 7/8 +
Metromedia ..	14 7/8	14	14 7/8 +
Minn. M&M. . .	51 1/4	49 5/8	51 1/8 +
Nat. General. .	6 3/4	6 1/2	6 3/4 +
Paramount ..	37 1/2	37	37 1/8 +
Plough .....	28	27	27 7/8 +
RCA .....	55 5/8	54 1/8	55 1/8 +
Stercor .....	32	31 1/2	32 +
Taft .....	16 1/2	16 1/4	16 1/2 +
20th-Fox .....	19	18 1/4	19 +
United Artists.	27 1/4	26	27 1/4 +
Warner Bros. .	12	11 3/4	12 +
Westinghouse.	31 5/8	30 5/8	31 1/4 +
Zenith Radio. .	52	50 1/2	51 5/8 +

### AMERICAN STOCK EXCHANGE

Allied Artists	3 1/4	3	3 1/8 +
Capital Cities.	16	16	16 +
Desilu .....	8 1/4	8 1/8	8 1/4 +
Esquire, Inc. . .	7	6 7/8	7 +
Moviola .....	9	9	9 +
MPI .....	6 1/8	6 1/8	6 1/8 +
NTA .....	1 1/4	1 1/4	1 1/4 +
Reeves Sound.	3 3/8	3 3/8	3 3/8 +
Rollins .....	11 7/8	11 5/8	11 7/8 +
Screen Gems. .	16	16	16 +
Technicolor ..	10 3/4	10 1/4	10 7/8 +
TelePrompTer .	5 3/8	5 1/4	5 1/2 +
Trans-Lux .....	14 1/2	14 1/4	14 1/2 +
TV Industries.	2 3/4	2 5/8	2 3/4 +

### \* OVER THE COUNTER

	Bid
Jerrold .....	5
Meredith .....	19 1/2
Rust Craft .....	9 1/4
Sterling .....	1
Walter Reade-Sterling	23 3/8
Transcontinent	10
Wometco .....	24 1/4

\* Courtesy of National Association of City Dealers.

## Jack Benny, Bob Hope Team Up in Laff Sketch

Bob Hope teams with Jack Benny in a comedy sketch about two hungry song-and-dance men on CBS-TV's "The Jack Benny Program" Dec. 4.

The Sportsmen Quartet is featured as a group of barber-harmonizers. Also appearing in the sketch are Iris Adrian, Dick Johnson, Maurice McEndree, Jesse White and Riki Marcel.

## WSAU Manager Named Wisconsin TV Corp. VP

Wausau, Wis.—Richard D. Dole, WSAU-AM-TV-FM general manager, has been named VP of the Wisconsin Valley TV Corp. He will continue to serve the stations in addition to his post.



## Tom Eaton Sparking Drive in Connecticut for 'Right-to-Know'

Hartford, Conn.—Tom Eaton, VP-news of WTIC-TV-AM, has been elected chairman of the Connecticut Council for Freedom of Information. Aim of the council is "to educate the public on this right to be fully informed on the conduct of public business and to seek the removal of any improper restrictions on the right."

Other officers are: Daniel Kops, AVZ, New Haven, vice chairman, and Richard J. Hartford of the Hartford Times, secretary-treasurer.

The council has urged that all mass media in Connecticut make greater use of the state's right-to-know law. The statute gives citizens freer access to public records and public meetings of governmental agencies. It is also studying possible changes in the law, which would have to be acted on by the Connecticut Assembly.

## Meet the Author' Panel Served 'Instant Pogo'

Walt Kelly, creator of the cartoon character, Pogo, will guest star today on WOR-TV's "Meet the Author," discussing his current book, "Instant Pogo."

Included on the panel to discuss the book are: Beth Brown, author; Tom Sullivan, producer of "Meet the Author," and one other panelist not yet named. Peter Kiernan is moderator.

## Radio Rating Rumble-Time

(Continued from Page 1)

views on an economically sound basis, it was learned.

Until such time, the ratings battle will continue to roar up and down Madison Ave. and its counterparts throughout the nation as a time-seller submits Sandler figures, another Neilsen, in a variety of permutations and combinations that confound radio buyers and broadcasters alike.

There's no future for radio until it moves away from rigid adherence to analyses that stick to "in-home plug-in audience methods of counting," Pauley told RADIO-TV DAILY yesterday. He pointed out that radio is having plenty of trouble pulling itself out of the decline from a \$200-million a decade some ten years ago to its present 42-million annual level. As a result there has been sales fighting with over-weaning emphasis placed on "numbers," he said, instead of the medium's sell-

## COLOR SET SALES PACE ALL-TIME RCA RECORD

Sales of RCA TV sets reached a new peak in the first 10 months of this year, boosting overall RCA Victor home instruments factory volume to an all-time, high, the company announced yesterday.

**WCAU Donates Tape  
On Liberty Bell's History**  
Philadelphia — WCAU-TV has presented the National Park Service with a two-minute audiotape recording tracing the history and significance of the Liberty Bell, narrated by CBS correspondent Walter Cronkite. Visitors to the Liberty Bell will be able to hear the story by merely pushing a button.

## Schneider 'Domain' Broadened By WHN

Ted Schneider has been promoted by WHN to the newly created post of director of news, public affairs and broadcast standards. It was announced by John C. Moler, president and general manager of the Storer Station in New York. Schneider had formerly been its public affairs director.

His broadcast career stems from the then WMGM — purchased by Storer Broadcasting last January.

## Homemaker 'Answering'

Rose Brodsky, exec director of the Ass'n for Homemaker Service, established by the Federation of Protestant Welfare Agencies, will be a panelist on WABC-TV's "Answering Service" Nov. 23.

ing qualities and its infinite variety of informational and entertainment values.

Moreover, Pauley contends, there is a steady increase in big-league advertisers, who have welcomed the Sandler reports that also embrace complete out-of-home listening. Sponsors are beginning to insist on comparative returns from ABC's rivals for time business, he said.

Pauley's sales force now uses these and much other vital statistics for the buyer in making their pitches. He claims that information such as who listened and where, age and income are of paramount importance.

What he proposes hammering home to his audience at today's session is his belief that:

"For the first time advertisers will be able to take a more realistic look at radio and will be much better equipped to evaluate a radio buy."

Color TV receivers sales thus far this year are running more than double last year, W. Walter Watts, president and board chairman of RCA Sales Corp. reported. October color TV sets sales were approximately 80 per cent ahead of the same month last year when the current color boom started, he said.

The company also reported a 35 per cent increase in total home instrument sales for the first 10 months of 1962, a better than 10 per cent increase in black-and-white TV sales; a 35 per cent increase in radio sales; a 75 per cent increase in phonograph sales and a nearly 400 per cent increase in tape recorder sales.

## Baal and Upston Direct New Broadcast Company

A new company, Broadcast Development Corp., has been formed to engage in various developmental activities in the communications field, including the acquisition of radio and TV stations.

Robert G. Baal, formerly with WCBS-TV, and John E. Upston, of San Francisco, will direct the company's operations from mid-Manhattan offices.

## European Film Execs Co-Chair Awards in N.Y.

Prominent figures in the motion picture industries of France, Germany and Scandinavia have accepted chairmanships for their respective countries for the IFIDA International Film Awards, according to Richard Brandt, dinner chairman. Serving for France is Robert Cravenne, head of Unifrance Film; for Germany, Horst von Hartlieb, prexy of the West German Distributors and Producers Ass'n, and for Scandinavia, Kenne Fant, VP of Svensk Filmindustrie.

## Steve 'Hogs' Spotlight Via 300-lb. Porkchop Ride

Hollywood — On Monday's "Steve Allen Show," Steve, who has skidded about in such lightning-quick vehicles as a go-cart and a sulky pulled by an ostrich, repeats his racing feature when he rides a sulky pulled by one of the loudest, even if not the fastest, animals afoot: a 300-pound hog.



in  
the  
public  
interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: **MEEKER**

## WNBC Goes All A-board With 'Checkers' Match

WNBC - TV's "Community Checkers," bowing Sunday as a weekly "game" show, will pit Gotham residents in a match to see who knows the most about his own community. Each week two contestants will answer questions asked by host Pat Hermon about local affairs, with the score kept on a checker board visible to video viewers.

## \$4 Mil. in Securities For Canada Marconi

Special to RADIO-TV DAILY  
Montreal — Canadian Marconi Co. has placed privately with associated companies \$4 million in new debt securities to replace an equal amount of notes previously outstanding, president S. M. Finlayson announced. He said the arrangements will further enhance his company's financial position by replacing with long-term financing, borrowings of a temporary nature obtained to establish the company's TV operation here.

## U.S. Productions Names Lukin Writer-Producer

Richard Lukin has been named writer-producer at U. S. Productions to assist executive producer Alfred Butterfield in the company's '63 output of educational and industrial films.

Lukin formerly was director of the "Broadway TV Theatre" on WOR-TV, producer of public service programs for NBC and director of CBS' "Camera Three."

## OBITUARIES

### Leonard E. Cleary

Chicago — Leonard E. Cleary, 51, WBBM staff organist for 18 years, died after a brief illness. He performed on many CBS network shows and was with the "Friendship Show" on WBBM-TV. Cleary is survived by his wife, Eva, a son, daughter, and his mother.

### Henry A. Guerra, Sr.

Funeral services were held in San Antonio, Tex. for Henry A. Guerra, Sr., 67, father of WOAI-TV newscaster, Henry A. Guerra, Jr.

### Raymond W. River

Raymond W. River, 59 owner of KORC, Mineral Wells, Tex., died following a heart attack.



By TED GREEN

• • • In the Hotel Taft grill tonight the Italian State Tourist Office, Alitalia, Italian Line, the hotel and Vincent Lopez present a "Salute to Italy and Visit the USA" . . . United Artists has selected Maxine Starr, radio and TV singer, as the only female vocalist to record "The Wishing Star," theme song from the forthcoming "Taras Bulba" film. The recording is being released on the New-Hits label.

☆ ☆ ☆ ☆

• • • Send condolence cards to Bob Queen, whose father, Joseph, died of a heart attack in Jacobi Hospital yesterday morning. Funeral is this morning in Brooklyn . . . Herman Maxwell, former sales director for WNBC Radio, is in his new post as sales manager of WTFM, New York's only 24-hour-day stereo station. Dave Pollinger, general manager and director of the Friendly Frost Broadcast division, says its new uni-channel WTFM-only radios are in great demand . . . Beauty expert Norma Mathews of the Playgirl made the new wig Harry Ritz uses in his cafe-TV act with his brothers.

☆ ☆ ☆ ☆

• • • Buddy Basch, who recently completed a special assignment as assistant to The Brooklyn Eagle publisher, considering several other projects . . . Chuck Manno, radio-TV jingle producer at Campbell-Ewald, recuperating at Mid Island Hospital, Bethpage, L. I., from a serious operation . . . Richard Maltby and his band on a tour with Johnnie Mathis and Alan Drake . . . Mel Ferber, producer of the "Calendar" show, will spend two weeks in England supervising taping of special segments and interviews. He's sole producer of the five-a-week program.

☆ ☆ ☆ ☆

• • • Meet: King Morton who, because of his work in TV commercials has been able to spend two years perfecting his vocal styling.

Born in Pittsfield, Mass., he got his first break in show business at the age of 15 singing with local bands. Moving to Buffalo, he had his own regularly scheduled radio show by the time he was 16. Then he worked as a railroad conductor and insurance salesman. Eventually he arrived in Chicago, where he was discovered by Fran Allison who made him a regular. This led to engagements in Chicago's Palmer House and the Chez Paris. King came to New York and began working on commercials and to continue his vocal studies. These led to roles in "Guys and Dolls," "Tender Trap," and off-Broadway productions.



MORTON

☆ ☆ ☆ ☆

• • • The Stetson's off to CBS-TV's Helen Chioles for the terrific program she lined up at the opening session of the Women's Press Club of N. Y. More than 650 heard talks by E. G. Marshall, Haila Stoddard, Earl Wilson, Jean Dalrymple, Lewis Freedman and Hillard Elkins . . . Merv Griffin, the NBC-TV videator, looked over the former Marion Davies plush suite at the Lombardy Hotel. He's on a busy Monday-thru-Friday schedule.

## Au Contraire, Girls Are . . .

Makers of "Girl Talk," which bows on TV Dec. 3 with a format of ad-libbing glamour girls (are there any other kind?), have challenged a Y&R survey showing men are franker than women.

They should have viewed the "Girl Talk" pilot before they reached their conclusions, ABC Films said. The show will have Virginia Graham as moderator in a beauty-parlor or bridge-game atmosphere, parrying chit-chat with such glib beauties as Abbe

Lane, Lilo and Rona Jaffe.

Sample chit-chat: "Ten years ago I was five years younger than Kim Novak. Then we became the same age. Now she's five years younger" . . . "At 14, American children are about four years ahead of European children. At 20, they're idiots! Where do they lose it, in college?"

## 'Romper Room' Miss Joan To Hold Private Classes

St. Louis — Joan Pirtle, "Miss Joan" of KTVI's franchised "Romper Room" series, will be conducting "private" classes. Miss Joan is quitting to be able to adopt a child of her own. One of the stipulations was she give up her TV job.

## College Hootenanny To Get ABC Exposure

"Hootenanny," a performance by some of America's popular singers before a student audience at Syracuse U., will be seen on ABC-TV on a Tuesday evening shortly after the first of the year the network has announced.

The Limelites, Jo Mapes, Clara Ward Singers and M. Settle star in the program, a radio-TV personality Jean S. herd serving as guide and commentator for the presentation. "Hootenanny," defined as a "mixing of folk singers," is produced and directed by Gil Cates and will be performed "in the round."

## 7 Arts Ups Stan Jaffe To Ass't Publicity Mgr.

Stanley Jaffe has been named assistant publicity manager for Seven Arts Associated, which joined in June, it was announced by VP-general sales manager Robert Rich. Reporting directly to advertising-publicity director Harvey Chertok, Jaffe will work on trade and consumer publicity for Seven Arts' three new series: "The World's Amateurs," "Boxing Championships," "Emmett Kelly Show" and the TV Concert Specials featuring the Boston Symphony Orchestra.

## Pippa Scott Lensing Session For 'Steel Hour' in N.Y.

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Pippa Scott has been set for the femme lead in "Marriage Marks the Spot," CBS-TV's "U. S. Steel Hour," produced by George Kondolf. Ted Berkman's teleplay. The tress, on loanout from NBC-TV's "The Virginian" series, is in New York for lensing session.

## WEDDING BELLS

### Farberman-Ellison

Shelley Farberman, production coordinator at James Love Productions, and Marv Ellison will be married on Dec. 23.

# Education Via DC-6 Expand Air-Time

Lafayette, Ind. — Technical developments that will permit extended flying time and increased coverage by 1965 for the West Program on Airborne Instruction were reported here by the organization's president, John E. Ivey, Jr. Ivey, speaking at the first annual meeting of MPATI member schools at Purdue U., projected a total of 6,000 members schools and 222 teachers by 1965. A total of 222 teachers, including delegates and observers, participated in the meeting. They heard a status report on the project from Dr. B. D. Bold, executive VP, and toured the DC-6 aircraft used to telecast lessons to schools.

# TV Wins Court Appeal Secondary Boycotts

(Continued from Page 1)

Appeal to the secondary boycott of the NLRB in this situation does not protect otherwise legal boycott activity.

The issue of whether the secondary activities of the unions in the KXTV case were coercive and unlawful, as held by the NLRB trial examiner but not reversed by the NLRB, was referred to the board for its determination. The decision is in accordance with an earlier decision by Judge Halbert in the Federal District Court here and with the views of the dissenting majority filed by NLRB member Rogers.

The spokesman for the company defended the decision as carrying out the intent of Congress at the Landrum-Griffin Act was passed, and said it will "eliminate secondary boycotts and sponsors of the evils of secondary boycotts."

The company said it plans to sue immediately on prosecutive negligence claims against the unions for injury resulting from the unlawful secondary activities.

# NBC's Heinemann Seated Education Bd. Again

George A. Heinemann, NBC public affairs manager, has been appointed to the public information advisory council of the Southern Regional Education Board. He was originally named to the council last year. The SREB provides information about higher education to the public of the southern states.

# Wamer Signs Ross

Houston — Former local TV comic Jim Ross has been signed by director-producer Herbert Wamer to a long contract.

# How Come So Few Video Women Stars?

West Coast Bureau of RADIO-TV DAILY

Hollywood—Only four of some 70-odd TV series currently being filmed here boast women in the leads—Loretta Young, Shirley Booth, Lucille Ball and Donna Reed—all of which brings some educated guesses on why in Parade magazine.

Conducting a survey of the people responsible for Hollywood TV casting, Parade concluded that although women are the heaviest viewers of TV and buy an estimated 90 per cent of the products advertised on it, they just don't particularly like other women.

Dick Powell, president of Four Star Productions, told Parade

that the TV screen by its size and nature is unable to capture the glamour women require. "What interests women in other women?" he asked. "Mostly clothes, makeup and sex appeal. In motion pictures you've got the large close-up, larger than life. A woman in the audience can study the star's beauty, how she does her eyes, her lips, her whole face. The motion picture is a medium which sustains mood and story

line. In TV, the camera moves in for a close-up, the hero takes the heroine in his arms for a mad, tempestuous kiss, and what follows? A commercial telling the gals how to avoid stomach cramps, indigestion or underarm perspiration. For women, TV simply doesn't offer enough glamour."

Desi Arnaz pointed out that most of the current crop of TV writers are men, that most of the writing done since World War II is concerned with the experiences of men in which women play subsidiary or incidental roles.

# Phila. Ork Offering Tapes of Concerts

Philadelphia—The Philadelphia Orchestra Ass'n has begun its fourth year of providing radio stations with transcriptions of live concerts in the Academy of Music here. The sound of The Philadelphia Orchestra will again be available in full-length concerts for all good music stations, and programs of the current season are now available.

Roger Hall, manager of the Orchestra Ass'n, recently announced plans to tape Philadelphia Orchestra Childrens' Concerts as an additional "package" offer to broadcasters, and special Philadelphia Orchestra "Galas," including the orchestra's participation in the opening week festivities at Lincoln Center for the Performing Arts. That particular transcription features Adlai Stevenson narrating Aaron Copland's "Lincoln Portrait."

# Moore to Lens Shows From Coast for 3 Weeks

Garry Moore's two weekly shows on CBS-TV, "I've Got a Secret" and "The Garry Moore Show," will originate from the West Coast for a three-week period, the last week in February and the first two weeks in March.

The shows on Feb. 25 and 26 will be aired from Lake Tahoe, Calif., with programs on all the other dates emanating from Hollywood.

# Marks Inks Miss Wright As 'Shangri-La' Hostess

West Coast Bureau of RADIO-TV DAILY

Los Angeles — Executive producer S. Norman Marks has signed Cobina Wright to co-host Larry Moore's new hour TV series, "Shangri-La Today." Shooting for first 26 in new skein starts today at International Video Tape studios.

# G-T's Ribbing All-Star Job

Jack Carter, Buddy Hackett, Peter Lind Hayes and Mary Healy. Jack E. Leonard. Jan Murray and Jonathan Winters will headline the New York TV Academy chapter's fifth annual "Close-Up" dinner-show, this year honoring Mark Goodson and Bill Todman.

Among others appearing will be Joe E. Ross and Fred Gwynne (Toody and Muldoon of "Car 54, Where Are You?"); Perry Como's Bob Adams, Kaye Ballard, Jack Duffy, and Sandy Stewart.

# BlueCollar Audience Puts Starch in Radio

Nine out of 10 blue-collar workers are reached by radio every week according to a survey conducted in more than 2,500 households in 48 states, RAB reports.

On the average, the survey found, wage-earners listen to radio two hours and 44 minutes on the average weekday. RAB compares this listening total with the 38 minutes a day which the male readers spend with their newspapers.

Nothing Outshouts

Quality and Integrity!

THE ASSOCIATED PRESS

# Sales Managers Having Their Day at TV

## Athletes, Show Folk In Macy March Ranks

Jimmy Durante, Ralph Terry, Willie Mays, Jack Dempsey, Carol Lawrence and Gene Krupa will be among the show business and sports celebrities taking part in Macy's 36th annual Thanksgiving Day Parade and Circus, which NBC-TV will colorcast Nov. 22.

It was also announced that Jim Lucas, instead of previously listed Bob Barker, will be host and ringmaster for the circus portion of the two-hour show. Lucas is announcer on "The Jack Paar Program."

## 'Felix Adds Pakistan, Four More U.S. Sales

Four stations have been added to the list of "Felix the Cat" buyers, it was announced by Richard Carlton, VP in charge of sales for Trans-Lux TV Corp., syndicator of the cartoon series. They are KTIV-TV, Sioux City; KCRG-TV, Cedar Rapids; WJXT-TV, Jacksonville, and KXLY-TV, Spokane.

Carlton also revealed that special arrangements have been concluded with Time-Life Broadcast, repping TV officials in Pakistan, to screen "Felix" on the new experimental channel in Karachi.

## KELP Fine Now \$1,000

(Continued from Page 1)

tion said it was unaware of the requirement that the actual promoter of the dances had to be identified, and added that any violation was merely technical and will not be repeated.

While cutting the assessment, the FCC warned: "When, as here, the licensee or its principals do not participate in the day-to-day operations of the station, care should be exercised to insure that derelictions of this kind do not occur."

## Trio Inked for 'Twilight'

"Twilight Zone" producer Herbert Hirschman has pacted David Opatashu, Ed Nelson and Natalie Trundy for the CBS-TV series' 13th segment, "Valley of Shadow," now before the cameras. Charles Beaumont scripted the episode with Perry Lafferty directing.

## Katchen in CBS Concert

Pianist Julius Katchen will be soloist with the New York Philharmonic Nov. 24, under the baton of Karl Boehm, on CBS' concert series. The performance, the last of Boehm's four-week engagement with the orchestra, will feature James Fasset as music commentator and intermission host.

## Advertising's Role Explored In Tying Mfr. to Consumer

(Continued from Page 1)

much closer today to consumers.

The two-day meeting concludes tomorrow with a major bureau presentation in the grand ballroom of the Waldorf-Astoria Hotel, in addition to other business sessions.

Taking part in yesterday's board meeting were: A. Louis Read, TVB chairman; Norman E. Cash, TVB president Richard A. Borel, WBNST-TV, Columbus, O.; A. W. Dan-



READ

CASH

nenbaum, Jr., Westinghouse Broadcasting Co.; Don Durgin, NBC; Gordon Gray, WKTV, Utica; Payson Hall, Meredith Broadcasting Co.; Frank M. Headley, H-R Television; C. George Henderson, WSOC-TV, Charlotte, N.C.; Donald L. Kearney, Corinthian Broadcasting Corp.; Craig Lawrence, CBS; Glenn Marshall, Jr., WJXT, Jacksonville; Clair R. McCollough, WGAL-TV, Lancaster; John T. Murphy, Crosley Broadcasting; Martin L. Nierman, Edward Petry & Co.; Harold P. See, KRON-TV, San Francisco; Theodore F. Shaker, ABC; Jack Tipton, KLZ-TV, Denver and John Vrba, KTTV, Los Angeles.

Advance registration follows: E. K. Hartenbower, KCMO-TV, Kansas City; John Grandy, KDAL-TV, Duluth; Henry V. Greene, Jr., Wallie Dunlap, KDKA-TV, Pittsburgh; William J. Dickerson, KENS-TV, San Antonio; George Whitney, KPMB-TV, San Diego, Cal.; Jay Sondheim, KPRT-TV, Fresno, Cal.; Jack Tipton, KLZ-TV, Denver; Gene Wilkey, Charles McAbee, KNOX-TV, St. Louis; A. J. Mosby, KMSO-TV, Missoula, Mont.; Owen Saddler, Arden Swisher, KMTV-TV, Omaha; Robert D. Wood, KNXT-TV, Los Angeles; Dick Harris, KOA-TV, Denver; A. James Ebel, KOLN-TV, Lincoln, Nebr.

Also George A. Stevens, KOTV-TV, Tulsa; Richard Rawls, Howard Stalaker, John Vera, KPHO-TV, Phoenix, Ariz.; Robert Miggins, KPXN-TV, San Francisco; Jack Healy, KPRC-TV, Houston; Paul M. Elliott, KRNT-TV, Des Moines; William A. Morrison, Harold P. See, KRON-TV, San Francisco; James S. Dugan, KTAL-TV, Texas-Kana, Texas; Robert Bennett, Jack M. Duffield, KTTV-TV, Los Angeles; William S. Ritchie, KTVH-TV, Wichita, Kans.; Richard L. Cochrane, KXTV-TV, Sacramento, Cal.; John J. Keenan, WANE-TV, Fort Wayne, Ind.; Willis K. Freiert, WBAL-TV, Baltimore.

And Sterling C. Quinlan, WBKB-TV, Chicago; Robert D. Thomas, WBNST-TV, Columbus, Ohio; Oliver V. Naylor, WBRC-TV, Birmingham, Ala.; David M. Baltimore, Franklin D. Coslett, WBRE-TV, Wilkes-Barre; Aubrey L. Moore, Douglas L. Manship, WBRZ-TV, Baton Rouge, La.; John A. Schneider, Frank Beazley, WCAU-TV, Philadelphia; Norman E. Watt, Jerry Danford, Bernard Hirsch, WCBS-TV, New York; Guy Main, Leonard Davis, WCIA-TV, Champaign, Ill.; Robert L. Fidler, Bob Hanna, WCKT-TV, Miami; Bruce C. McGorill,

Jack S. Atwood, Donald K. Powers, WCSH-TV, Portland, Me.; J. Fey Rogers, WCYB-TV, Bristol, Va.; Jack Lester, Tom Barnes, WDAI-TV, Fargo, N. D.; Robert S. Schultz, A. Louis Read, WDSU-TV, New Orleans; Ed. Pfeiffer, J. C. Hauser, Jr., WFAA-TV, Dallas; John S. Brubaker, WFBG-TV, Altoona, Pa.; Hugh L. Kibbey, Don Menke, WFBM-TV, Indianapolis; Robert M. Reuschle, WFGA-TV, Jacksonville; George A. Koehler, Roger W. Clipp, WFLL-TV, Philadelphia; William B. Barber, WFLA-TV, Tampa; William M. Alexander, Games Kelley, WFLY-TV, Greensboro, N. C.; Clair R. McCollough, J. Robert Gulick, WGAL-TV, Lancaster, Pa.; Eugene Wilkins, George Lilly, WGAN-TV, Portland, Me.; Ben Berentson, Irving Wilson, WGN-TV, Chicago; Frank Gervan, WGR-TV, Buffalo; George E. Jonsson, WHAS-TV, Louisville; John J. Cody, WHCC-TV, Rochester, N. Y.; Paul Adams, Fred Menzies, WHEN-TV, Syracuse, N. Y.; Robert L. Kearns, WLDW-TV, Topeka.

Also Roger D. Rice, Philip Marella, WIIC-TV, Pittsburgh; Law Epps, WIS-TV, Columbia, S. C.; Robert B. McConnell, Howard R. Bunnell, J. E. Lake, WISH-TV, Indianapolis; William J. Flynn, WITI-TV, Milwaukee; John B. Roger, WJAC-TV, Johnstown, Pa.; Joseph S. Sinclair, Edward Boghosian, WJAR-TV, Providence; Asa Stallworth, Jr., WJBF-TV, Augusta, Ga.; Lawrence M. Carmo, WJBB-TV, Detroit; Bob Buchanan, George Lyons, WJW-TV, Cleveland; Glenn Marshall, Jr., Robert W. Schellenberg, WJXT-TV, Jacksonville; Herbert B. Cahan, Robert L. Bryan, WJZ-TV, Baltimore; Robert Z. Morrison, WKBT-TV, La Crosse, Wis.; H. Needham Smith, George H. Rogers, Jr., WKRC-TV, Cincinnati; Gordon Gray, Sheldon Storrier, D. German, R. Gessner, WKTV-TV, Utica, N. Y.; Donald DeSmit, Carl E. Lee, WKZO-TV, Kalamazoo, Mich.; Thomas A. Weststead, WLWB-TV, Miami; Rudolph Marcoux, WLBT-TV, Bangor, Me.; Fred L. Bernstein, WLOS-TV, Asheville, N. C.; Walter Bartlett, Richard Reed, WLW-TV, Columbus; George J. Gray, Dale A. Smith, WLW-D-TV, Dayton, Ohio; John B. Babcock, Bob Lamb, WLW-I-TV, Indianapolis; John T. Murphy, WLWIT-TV, Cincinnati; Joe Zimmerman, WLYH-TV, Lebanon, Pa.; Neal J. Edwards, Charles MacAtee, Robert L. Livingston, WMAL-TV, Washington, D. C.; Ernest A. Lang, WMAR-TV, Baltimore; Lew VanNostrand, WMT-TV, Cedar Rapids, Iowa.

And Keith G. Dare, WNBFTV, Binghamton, N. Y.; W. T. Hamilton, WNDU-TV, South Bend, Ind.; Jack Berry G. Vanderheyden, WNM-TV, Saginaw, Mich.; Robert H. Teter, Howard W. Maschmeyer, WNBC-TV, New Haven, Conn.; Edward V. Cheviot, WOAI-TV, San Antonio; Jos. P. Dougherty, Albert J. Gillen, WPRO-TV, Providence; Bernie Whitaker, Wm. Murray, WRAL-TV, Raleigh, N. C.; Ridley Bell, WRBL-TV, Columbus, Ga.; Arthur Faircloth, WRC-TV, Washington, D. C.; George F. Spring, WRGB-TV, Schenectady, N. Y.; Arthur Murrellwright, WROC-TV, Rochester; W. R. Christian, WRVA-TV, Richmond, Va.; George Andrick, C. Tom Garten, WSJ-TV, Huntington, W. Va.; Don Elliot Heald, WSB-TV, Atlanta; Harold Essex, Harry B. Shaw, WSJS-TV, Winston-Salem; Irving C. Waugh, Tom Griscom, Jr., WSM-TV, Nashville; C. George Henderson, Wm. M. Scruggs, Jr., J. R. McElwee, WSOC-TV, Charlotte; Keith T. McKenney, WSPD-TV, Toledo; Alan W. Trenob, WTAE-TV, Pittsburgh; Phil Beuth, WTEM-TV, Albany, N. Y.; George A. Foulkes, Robert K. Larr, WTHI-TV, Terre Haute, Ind.; Irwin Cooper, WTIC-TV, Hartford; Sprague Voniier, WTMJ-TV, Milwaukee; George J. Kapel, WTOP-TV, Toledo; Harley West, Robert A. J. Bordlev, WTOP-TV, Washington, D. C.; Robert W. Ferguson, Robert B. Beall, WTRF-TV, Wheeling, W. Va.; Frank Howell, Wm. R. Brazzil, WTVJ-TV, Miami; R. W. Ostrander, Ray Creamer, WTVN-TV, Columbus, Ohio; John Haberman, Robert Doty, WTVT-TV, Tampa; James I. Ritter, WTVV-TV, Evansville, Ind.; Ben B. Baylor, WVUE-TV, New Orleans; Franklin G. Sisson, Ray W. Colie, WWJ-TV, Detroit; J. Michael Early, Rupert Copponex, WWL-TV, New Orleans; William J. Hendricks, WXYZ-TV, Detroit.

Also Fred Wershaw, Arrowhead Productions; F. R. Kalthoff, J. W. Knodel, Avery-Knodel, Inc.; J. Blair, D. E. Lundy, F. Martin, J. Theiss, Blair-TV; Frank M.

## Bond's 'Wagon Train' Rolls Again on ABC

"Major Adams, Trailmaster starring the late Ward Bond in his role of trailmaster Seth Adams, leader of a westward bound wagon train, begins as a weekly ABC TV series Jan. 6. Along with guest stars, series regulars include Robert Horton, Frank McGee and Terry Wilson.

The series, newly-titled re-run of "Wagon Train" episodes, is half sponsored by National Biscuit Co., thru McCann-Erickson, other sponsors include American Chicle Co., via Ted Bates; Lincoln Mercury, Kenyon & Eckhardt, Block Drug, Grey Advertising.

## MacMurray Winds Up His 'My 3 Sons' Filming

West Coast Bureau of RADIO-TV DAILY Hollywood — Fred MacMurray winds up his filming chores this week, with all his sequences for the 38 "My Three Sons" scheduled for completion Friday. Filming will continue through February, with Gene Reynolds directing for producer Ed Hartman.

## CBS Income Sets Mark

(Continued from Page 1)

justed for stock dividend). Net income and sales for third quarter of '62 were \$4,911 and \$111,354,411, respectively. The same quarter in '61 yielded \$3,244,181 and \$98,250,501.

The CBS Board has declared a cash dividend of 35¢ on the common, payable Dec. 7, to stockholders of record on Nov. 23. A stock dividend of 3 per cent, payable Dec. 17 or as soon thereafter as practicable, to holders of record on Nov. 23.

## Leonard Subs for Trout

CBS News correspondent Leonard is substituting for Herbert Trout on WCBS-TV's "Seven O'Clock Report" and "6:45 Report" thru Dec. 1. Trout returning to the program Dec. 3. Leonard also will substitute for Harry Reasoner Saturday on the channel's "Late News."

Headley, H-R Television, Inc.; Harry Wise, Jr.; George P. Hollingbery Co.; Gene Katz, Halsey Barrett, The Katz Co., Inc.; Martin Nierman, Edward Petry Co.; William Walters, George C. Castle, Peters, Griffin, Woodward, Inc.; Richard Loftus, Robert H. Perez, CBS-TV Nat'l Sales; J. B. Sias, A. W. Dannenbaum, R. Miggins, Westinghouse; C. Lawton M. S. Jones, B. R. Bryant, CBS-TV Station; J. P. Dowling, B. Michaels, Storer TV; E. H. Benedict, K. Stowman, Triangle; C. H. Tower, C. W. Peterson, D. L. Kearney, Corinthian Broadcasting Corp.; P. Hall, F. P. Fogarty, S. Sharr, Meredith Broadcasting Co.; George C. Mervens, Transcontinent; L. H. Rogers, Chapin, Taft Broadcasting; James Bruess, Crosley; Robert Tincher, Co. Thomas S. Murphy, Capital Cities; Ed Bleier, ABC; Robert F. Davis, CBS; Durgin, NBC; Irving Ludwig, Barr Shu Buena Vista.

# out's Oath Credo r Success in Biz?

opinion-makers will reveal "How to Succeed in Business" (with- out trying) this Sunday on Metropolitan Broadcasting's "Open House" on WNEW-TV, hosted by Da- Susskind. Some of the basic things they stress for success are: be a winner; stay healthy; con- tinue education; be interested in the world and select a wife who can "status" clothes; mix an oc- casional cocktail, and don't go into art theatre.

They also agree that the Boy Scout Oath, if followed, is all that is necessary to pave the way to orate success.

Panelists are Vance Packard, au- thor of "The Status Seekers" and "Pyramid Climbers;" Frank Gardi, president of the A. Kim- berly Co. and VP of Monroe Calcu- lating Machine Co.; Martin Gross, author of "The Brain Watchers," an analysis of the psychological test- industry; Dr. Yale Laitin, pres- ident of Survey Research Ass'n; Dr. Bert Moore, Princeton sociology professor and author of "The Con- cept of the Corporation," and Wil- bert Herten, president of the Exec- utive Manpower Corp.

# Christmas in Holy Land' quired for Yule Casts

GM-TV has acquired "Christ- mas in the Holy Land," an hour- long special starring Art Linker and his family in a filmed Christmas pilgrimage to the Holy Land. The show is being made avail- able for local telecast this Christ-

# T Screens Momento Diva Lotte Lehmann

NET is bringing to the video screens a momento of the vocal coaching careers of Lotte Lehmann, Met Opera star, in a three-part series, "Lotte Lehmann Master Class," produced for the net by KQED, San Francisco. The series, Mme. Lehmann deals with a grand opera, lieder and her work as coach to some of the "star" students.

# amp' Lights 14th Ann'y /ith an Original Ballet

Brief Dynasty," an original ballet based on the story of Saul and David, choreographed by Robert Butler and set to the music of Robert Starer, will be present- ed on the 14th anniversary broad- cast on the "Lamp Unto My Feet" day on CBS-TV. The program was produced by Pamela Hott and directed by Martin Carr.

## AGENCY NEWSCAST

By RALPH TYLER

The advertising industry is faced with the alternative of ac- cepting a ceiling on total advertising volume, or consenting to a ceiling on "noise" level, Marion Harper, Jr., told the eastern regional meeting of the 4-A's. Harper, president and chairman of Interpublic Inc., referred to "noise" as it is used in information theory—the static caused by a multiplicity of messages, by the mechanics of transmission, and by audience attitudes. He said: "I cannot say how close advertising's decibel level has come to the public's limit of endurance . . . but I don't think we can turn up the sound much higher. Right now, advertising could benefit from a little modulation." Harper said the noise problem will be solved best "through creative craftsmen finding ways to win out against competitive shouting, without being shrill themselves."

Four major dep't stores with branches on Long Island now consistently use WHLI-AM-FM, Hempstead, L.I., the station reports. A&S, with branches in Hempstead, Huntington and Baby- lon, has been a daily user for 11 consecutive years. The Gertz stores have been regular adver- tisers for 10 years and R. H. Macy's and Gimbels are the other two chains using WHLI in depth.

Robert E. Tufts has been ap- pointed production manager of the Gever, Morey, Ballard, Chicago office. He succeeds Jack E. Seibert who has been named account ser- vice representative. Tufts had pre- viously been with Foote, Cone & Belding and Y&R.

A two-day special seminar, "How to Live with Federal Trade Regulations" will be held today and tomorrow at the Park Sheraton Hotel, New York. Today's luncheon speaker will be Fred- erick M. Rowe, partner, Kirk- land, Ellis, Hodson, Chaffetz and Masters, Washington, author of "Price Discrimination Under the Robinson-Patman Act." Al- bert G. Seidman, attorney in charge of the New York office of the FTC, will be featured speaker at the luncheon tomorrow.

ST. LOUIS SCENE: Claude Bruner has been appointed assistant account executive at Krupnick & Associates to help meet expanding activities. Bruner was formerly with Gardner Ad- vertising as a member of the mar- keting dep't for five years . . . H. E. Kelley, Jr., has been appointed VP of Winfield Advertising Agen- cy. He was formerly with D'Arcy.

### Thought for Today

*"Costs entailed in communicat- ing with the public today have become so great that it is no longer a simple matter to separate media's role and advertiser re- quirements. I believe they must be separated, for the good of the media, as well as the ultimate good of the advertisers, but how to keep them separate is a very real problem."*

—Merrill Panitt,  
TV Guide

### McGannon and Streibert Elected to RFE Board

Free Europe Committee has elected the following new mem- bers to its board of directors, it was announced by chairman John C. Hughes: Donald H. McGannon, WBC prexy; Robert D. Murphy, Corning Glass International prexy, and Theodore C. Streibert, pres- ident of Radio Free Europe Fund.

### Philly AWRT to Hear WFMZ's Blanshard

Philadelphia — Paul Blanshard, Jr., recently appointed general manager of WFMZ, Allentown, will be the principal speaker at Tuesday's dinner meeting of Amer- ican Women in Radio and TV at the Sheraton Hotel here.

Entertainment will be provided by young Japanese violinists Mi- wako and Yumi Ninomiya, who are studying at the Curtis Institute of Music. Miwako as a Fulbright student. Both are pupils of the celebrated teacher, Galamian.

### Ferlisi Quits Calif. Outlet To Join TV Stations, Inc.

Gary Ferlisi has been appointed station relations manager of TV Stations, Inc., the station-owned program consultant and film pur- chasing organization. For the last 10 years, Ferlisi has been with KSBW-TV, Salinas, Calif.

### 'Stoney' Trio Leads Rodeo

West Coast Bureau of RADIO-TV DAILY  
Hollywood—Bob Dowdell, War- ren Oates and Billy Hart, regulars in UA-TV's "Stoney Burke" series, ABC-TV, will be the three honor- ary marshals for the Grand Cham- pionship RCA Rodeo Saturday and Sunday at the Great Western Exposition Center.

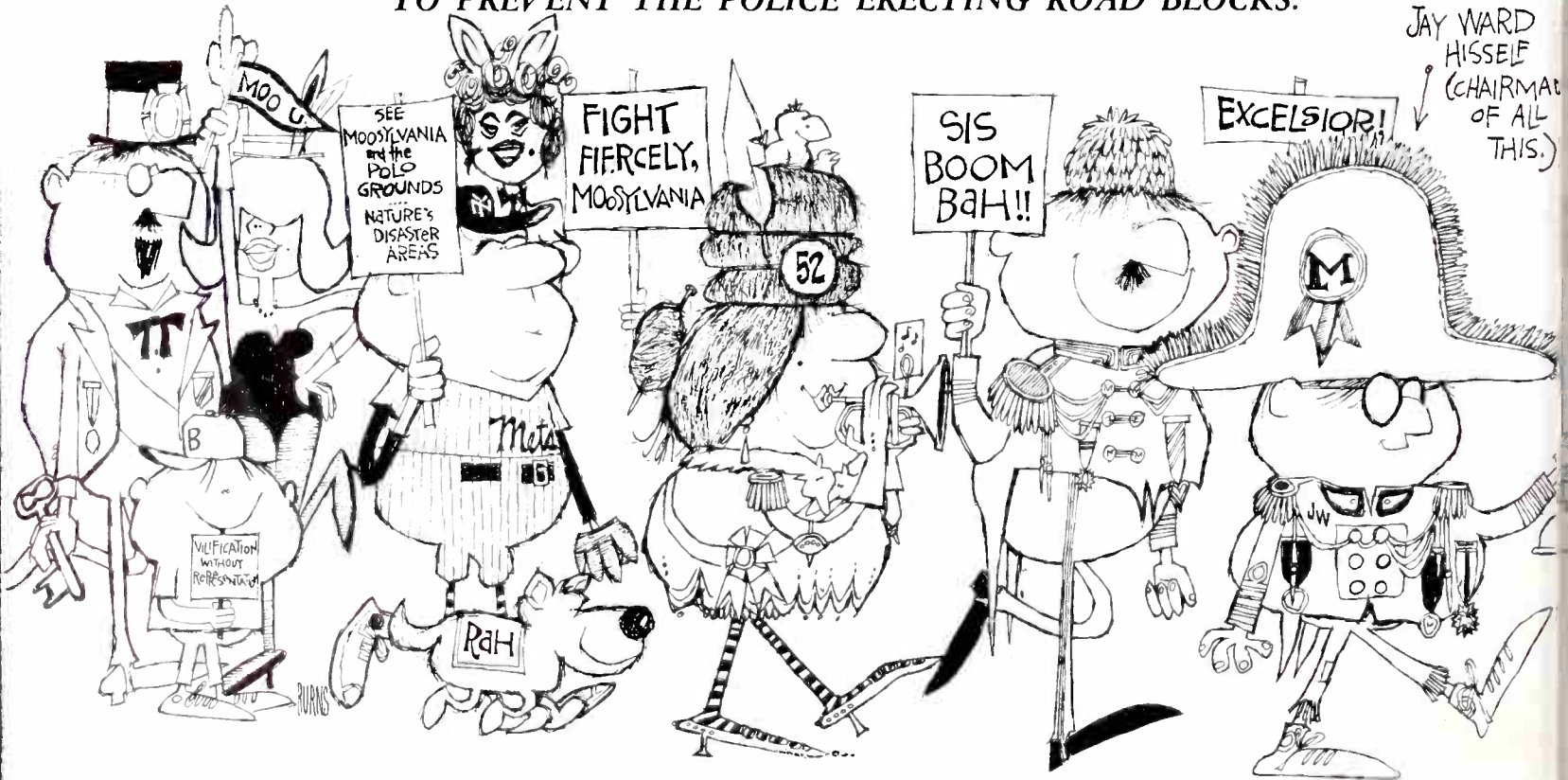
# SOON! THE SYNDICATED STRIPPER THAT WILL BE THE TALK OF DAYTIME TELEVISION!

*"I'm not only 40 in certain measurements  
. . . that's my age!"*

WATCH FOR IT FROM  
ABC FILMS

•YOU and your PIXIE FEET  
 are cordially invited to join the  
 veritable Horde of Marchers  
 participating in the 1st Annual  
**WEEK-BEFORE-  
 THANKSGIVING DAY PARADE**  
 &  
**MOOSYLVANIA  
 STATEHOOD RALLY!**

*\*THE ROUTE OF THE PARADE IS BEING WITHHELD  
 TO PREVENT THE POLICE ERECTING ROAD BLOCKS.*



**FRIDAY • NOVEMBER 16 • 1962**



Indiana University Library  
Bloomington Ind

## TvB HAMMERS AT 'JERICHO WALL'

### Collins Calls for Press Freedom

#### Print, R-TV Spurred Combat Secrecy

Mindful of the experience of recent weeks of pressures which relaxed a Government top-down on Guantanamo Bay footage, the NAB today is taking a strong stand for creation of a watchdog committee representing all media to batter secrecy wherever they arise.

Roy Collins, NAB president, led the first rallying call for latest organizational effort at Fall broadcasters conference in Kansas City on Wednesday.

Declaring that "print media and broadcasting should stand together on this issue," Collins asserted "restrictions and discriminations against any arm of the press are a threat to every arm of the press."

In many quarters of radio and news operations today there are expressions of hope that a successful fusion of print and air (Continued on Page 10)

#### McGovern Sparking 'Speech' Project

Minneapolis — KMSB-TV public affairs director Jim McGovern has been appointed to the executive committee of a Twin City seminar on Freedom of Expression. The seminar was organized among educational institutions and communications media.

#### Minow Says U.S. 1st to Orbit Peace 'Idea'

New Orleans—The Russians were first with a man in space while the Americans were first to launch an idea—worldwide communications via satellite, FCC chairman Newton Minow has declared. At a railroad officials' convention here, Minow said, "That idea is to use international communications for peace. That idea is to build—not a wall sealing in ignorance and prejudice—but a window opening toward truth and freedom."

### Telstar Inspires Scripters To Organize Global Guild

The advent of worldwide TV via Telstar, cable and other technical developments has prompted British and American video screen scribes to lay the foundation stone of a global Federation of Writers Guilds.

A resolution endorsing global cooperation among authors was passed at the close of a three-day meeting in New York. It celebrated affiliation of the Screen Writers Guild of the United Kingdom with the Writers Guild of America (East and West).

WGA national chairman David Davidson said affiliation talks are underway in Australia, Canada, New Zealand, India, Pakistan, South Africa, Eire, Ghana, Nigeria and the Northern and Southern Rhodesias. Later they will proceed with the Common Market countries, he said.

During the affiliation meetings, joint policy and action were (Continued on Page 5)

### Video Public 'Reach' Seen Vital Necessity For Basic Industries

A major campaign gets rolling today among untapped sources in basic industries, now lagging far behind producers of consumer goods in the use of TV advertising.

For the closing day of its 8th annual meeting, the TvB is concentrating on reaching primary industries with this message: You need as much public appreciation and understanding as consumer-goods manufacturers.

The message is wrapped up in a presentation, "Jericho . . . the Wall Between Us," prepared by TvB VP and general manager George Huntington for an audience of manufacturing executives, advertising agency men and bureau members.

Quoting industry-sponsored research of corporate advertising, TvB showed how ingredient manufacturers have improved their sales through greater public appreciation of their company's standing.

"It is no longer just a question (Continued on Page 8)

### BUFFALO AM, FM GO FOR \$185,375

Pekin Sale Nets \$150,000;  
Phoenix Price \$465,000

The FCC has approved sales of: WWOL AM-FM, Buffalo, by Grelin Broadcasting to Rust Craft Broadcasting for \$185,375, with agreement not to compete.

WSIV, Pekin, Ill., by Pekin Broadcasting to F. F. McNaughton Family for \$125,000, plus \$25,000 not to compete within 25 miles in radio or TV for seven years.

KRIZ, Phoenix, by Radio Denver to Shamrock Broadcasting for \$465,060, involving agreement not to compete for 3 years within 50 miles.

### Beaumont's KJET Sold For Quarter-of-a-Million

Beaumont, Tex. — Golden Triangle Broadcasting Co. has sold KJET here to R. Tom Gibson and Edward E. McLemore, Jr., for \$225,000, subject to FCC approval. A 1-kw daytimer, it began operations in 1947 and is on 1380 kc, programming to the Negro audience. Gibson and McLemore also own KZEY, Negro-programmed 250-watt daytimer in Tyler, Tex.

### Crosley VPs Crane, McLean

Cincinnati—Crosley Broadcasting has appointed James J. (Steve) Crane to the new post of VP-general manager of WLW



McLEAN

CRANE

of directors chairman James D. Shouse.

### 2 Rochester Channels Using Same Antenna

Rochester, N. Y. — WROC-TV (Channel 8) and WHEC-TV (Channel 10) have become the first U.S. broadcasters to radiate their signals simultaneously from a common antenna, using a method new to this country but used previously in Canada and Europe. Key element is a broadband diplexer or coupler system custom-built for the project by the RCA Broadcast and Communications Products Division.

Under the original frequency (Continued on Page 4)

### WSUN Newsmen Helps Nab Wanted 'Desperado'

St. Petersburg—Apprehension of dangerous criminals isn't among the usual duties of WSUN newsmen Chip Collins. But when he heard a sheriff's broadcast for a wanted man and spotted the man's car, he quickly alerted the authorities. However, it seems "desperado" was only wanted for non-payment of rent. He'd left his landlady holding the bag for \$68.



Established Feb. 9, 1937

Vol. 91, No. 96 Fri., Nov. 16, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

- WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808 WEST COAST OFFICES Perry E. Pasmezooulu West Coast Advertising Director Harold Hilderbrand Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951 CHICAGO BUREAU Jack Russell 203 North Wabash Ave. Phone: 312-782-2818 CANADIAN BUREAU Jules Larochelle Room 314, Belmont St., Montreal LONDON BUREAU Peter C. Oavalle 6 Romany Gardens Sutton, Surrey, England MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico. ROME OFFICE: John Percicari, Via Monte delle Gioie 3, PUERTO RICAN Bureau: Antonio Alfonso, Edifilio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho. Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

### Negro Vidseries Set For 30-Market Bow

Posner's Distributing Co., cosmetics manufacturer for the Negro market has leased rights from Pathe News, Inc., to a series of 13 half-hours slated to bow in January in the New York area and later for telecasting in some 30 markets in the South and Midwest.

Deal for the series, "Showtime at the Apollo," involving some \$250,000 was made by Charles A. Banks, producer and actor, who served as agent for Pathe. Posner is said to have earmarked a half-million dollars for exploitation.

Among the performers in the series are such stars as Duke Ellington, Count Basie, Herb Jeffries, Nat King Cole, Dinah Washington, Sarah Vaughan, Nipsey Russell, Cab Calloway and Lionel Hampton.

### Pitt's 'Gospel Favorites'

Pittsburgh — "Bob Poole's Gospel Favorites," hour TV series featuring the nation's gospel quartets, premieres Sunday on WICC.

TOM HOWELL, VP of Cellomatic Industrial Productions, Screen Gem division, to Chicago for Magic Carpets Industrial Show.

FESS PARKER in Hemet, Calif., today as Grand Governor of the Travel Trailer Clubs of America rally.

GLORIA SWANSON has returned to N. Y. following an MGM-TV guest star appearance on the Coast.

CONNIE BOSWELL, to Pittsburgh for her father-in-law's funeral.

FRANCES SCOTT BASCH, publicist, has returned from Indianapolis.

LUCILLE BALL arrives in N. Y. today for a brief visit.

RONNIE HOWARD, of CBS-TV's "Andy Griffith Show," to El Cajon, Calif., this weekend to ride in the Mother Goose Parade.

FABIAN in Chicago on promotional tour. Next, to Detroit, Philadelphia, Baltimore and Washington, D. C.

## Local Advertisers Slated For RAB Pat on the Back

A series of special awards honoring local advertisers for "out-standing and unique use of radio" will be made periodically next year by Radio Advertising Bureau, president Kevin B. Sweeney announced yesterday.

RAB, which already honors excellence in radio advertising by regional and national advertisers, will make the awards on a local level "to dramatize the unusual, original and highly effective ways local advertisers are using radio to solve individual marketing problems." Sweeney said.

The RAB awards will be in the form of plaques, similar to those given to the national and regional winners. Criteria used to select the winners will include: unique or ingenious use of radio by a local advertiser faced with a difficult marketing, distribution or selling problem; radio campaigns on a local level which effectively exploit special radio advantages, such as the medium's immediacy, economy or suburban reach; advertisers not normally associated with radio advertising who have developed ways of using the medium.

### Hi-Fi Gab, Music Mixed On Detroit's 'Stereo Fair'

Detroit—New advancements in FM-Stereo reproduction and recorded musical selections are combined on WDTM's new five-a-week show, "Stereo Fair."

Each day, area hi-fi dealers discuss the latest in stereo equipment, along with the care and operation of sets. The remainder of the program is devoted to recorded and taped music drawn from

### Dixon to WDTM Sales

Detroit — John B. Dixon has been appointed an account exec for WDTM, pilot station of the Taliesin stations group. Previously, he was with the corporate ad department of the Ford Motor Co.

**A WSUN JINGLE NOW CITY THEME**  
St. Petersburg C of C Adopts Station's 'Wonderful Town'

St. Petersburg — "Wonderful Town," a song originally written as a jingle commemorating WSUN's 35th anniversary, has been adopted by the city and was formally played before a crowd of over 350 persons at the annual membership meeting of the Greater St. Petersburg Chamber of Commerce.

The song, which highlights the advantages of living in St. Petersburg, was premiered at the October meeting of the city's Chamber of Commerce and has been playing this month on WSUN.

### Woodland on Stump To Boost RFE Aid

Scranton — On a speaking tour again this year for Radio Free Europe, Cecil Woodland, general manager of the Scranton Times radio station, WEJL, and RFE Middle Atlantic States radio-TV chairman, will participate in a news conference Tuesday at the Hotel Lawrence in Erie.

The following day he will address the Erie Rotary Club, and will be introduced by Robert H. Elliott, station manager of WLEU. Woodland recently spoke to the Rotary Club of Harrisburg.

Having just returned from his third trip to RFE installations in Munich, he is reporting on the transmitter sites in Lisbon, Portugal; the "Hate Wall" in Berlin, and his experience at the Communist border and in the East sector of Berlin.

## FINANCIAL

(November 15)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	127/8	123/8	123/8
AB-PT	32 5/8	31 1/4	31 7/8
Am. Tel. & Tel.	114 1/4	113 1/4	113 1/4
AVCO	24 1/4	23 5/8	23 1/4
CBS	41 1/8	40 1/2	40 1/2
Columbia Pic.	20	19 3/8	19 3/4
Crow.-Coll.	20 1/8	19 1/8	19 1/8
Decca	43 1/2	43	43
Disney	29 3/8	28 1/8	28 1/8
East. Kodak	103	101 7/8	101 7/8
Gen. Prec.	34 3/8	33 5/8	33 7/8
General Tel.	21 3/4	21 3/8	21 1/2
Hazeltine Corp.	20 7/8	20 1/2	20 5/8
Magnavox	35	33 7/8	33 7/8
MCA	45	43 5/8	43 5/8
M-G-M	32 3/4	32 1/4	32 3/4
Metromedia	15	14 3/4	14 3/4
Minn. M&M	52 1/2	51 1/8	51 7/8
Nat. General	67 1/8	65 1/8	65 1/8
Paramount	37 1/2	37	37 3/8
Plough	29 3/4	28 3/8	29 1/4
RCA	55 5/8	54 1/2	54 1/2
Storer	32 1/2	32 3/8	32 3/8
Taft	16 1/2	16 3/8	16 3/8
20th-Fox	20 7/8	19 1/8	19 5/8
United Artists	27 1/2	27	27
Warner Bros.	12 1/8	12	12
Westinghouse	31 3/8	30 1/2	30 1/2
Zenith Radio	52 3/8	51 1/4	51 1/4

### AMERICAN STOCK EXCHANGE

Allied Artists	33 3/8	31 3/8	31 3/8
Capital Cities	16 1/8	15 3/4	16
Desilu	8 3/8	8 1/4	8 1/4
Esquire, Inc.	7 5/8	7	7 5/8
Movielab	9		
MPO	69 1/8	61 1/8	63 1/8
NTA	7 1/8	7 1/8	7 1/8
Reeves Sound	3 1/2	3 3/8	3 1/2
Rollins	12	12	12
Screen Gems	16 3/8	16	16 1/4
Technicolor	10 7/8	10 1/4	10 1/4
TelePrompTer	5 1/2	5 1/2	5 1/2
Trans-Lux	14 1/4	14 1/4	14 1/4
TV Industries	2 5/8	2 5/8	2 5/8

### \* OVER THE COUNTER

	Bid
Jerrold	5
Meredith	19
Rust Craft	9 1/4
Seven Arts	7 1/2
Sterling	1
Walter Reade-Sterling	2 1/2
Transcontinent	10
Wometco	24 1/4

\* Courtesy of National Association of City Dealers.

### 'Lassie' Begins Rolling Its Four-Part Journey

"The Journey," a four-episode for CBS-TV's "Lassie" series, started rolling on local this week in the Mother area of Northern California. The regular cast of Jon Provost, Lockhart and Hugh Reilly is being augmented with a number of featured and supporting players.

Dealing with the adventure Timmy and Lassie trapped in a huge balloon traveling across the country, the segment is said to be series' officials to surpass in the three-part episode screened last year.

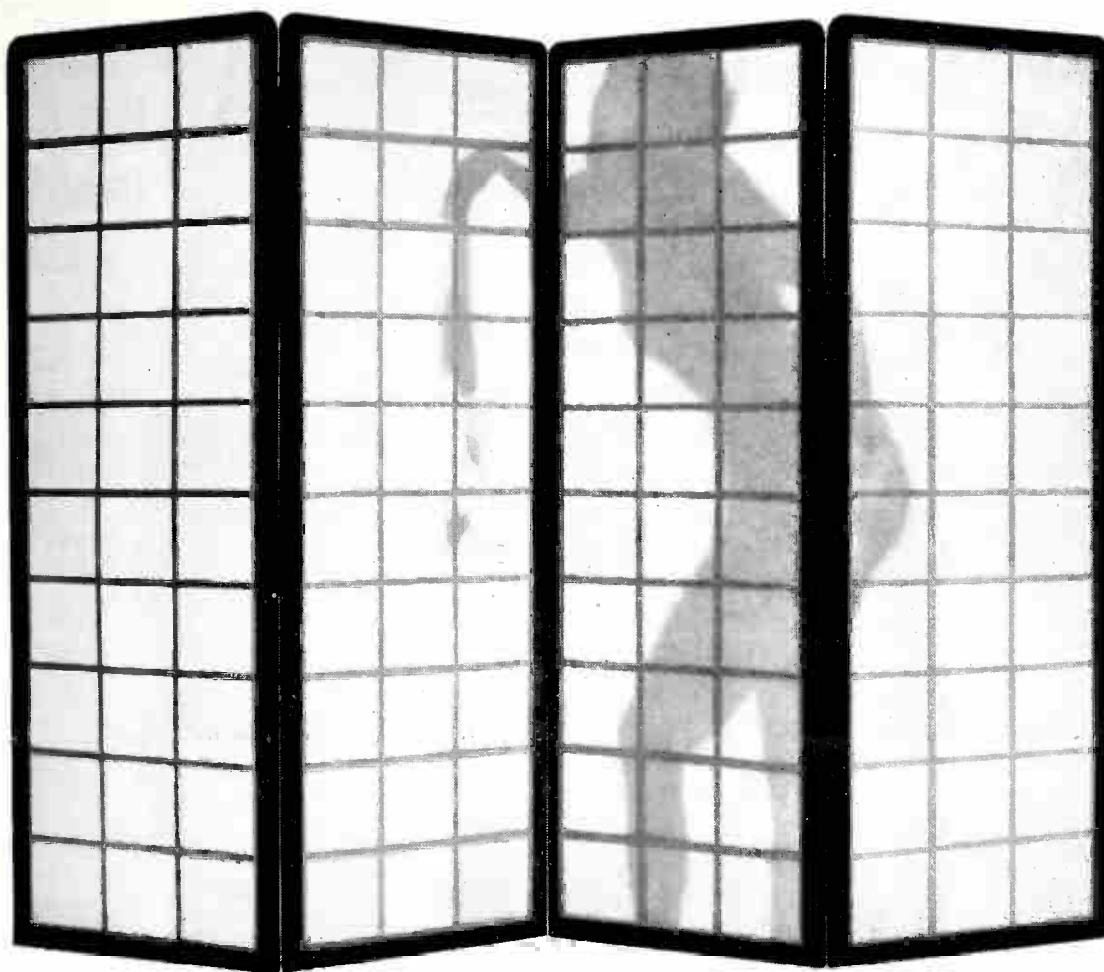


Abbe Lane  
Lilo  
Rona Jaffe  
Patrice Munsel

Gloria De Haven  
"Suzy"  
Betty Comden  
Liz Ashley

Anne Zane Shanks  
Vera Bacall  
Jacqueline Bertrand  
Eleanore Harris

Jane Trahey  
Susan Strasberg  
Gretchen Wyler  
Eva Gabor



# NEW! REVEALING! PROVOCATIVE!

## "GIRL TALK"

This new, sensational daytime strip half-hour already SOLD in New York, Los Angeles, Chicago, Detroit, San Francisco—65 Half-Hours NOW available—on tape or film—for Local sale

More spice than sugar—that's what little girls are made of. Whether the subject is marriage, morals, momism—or men, each day's famous guests really let their hair down! It's tailor-made to get the women in your market spinning their dials your way.

Don't let your ABC Films' sales rep out the door until he shows you his screening print of Virginia Graham playing hostess to the world's brainiest and brilliantly witty women. Or, for an immediate look-see, get in touch right away with

**ABC FILMS, INC., 1501 BROADWAY—NEW YORK 36, N. Y.—LA. 4-5050**

## Teenage Idols Not Idle In Cerebral Palsy Benefit

Frankie Avalon and a half-dozen other teenage idols, including Bobby Rydell, Dion, Brenda Lee, George Maharis and Dick Clark, will participate in "Thanks-Going" hops Nov. 23, to be given by teens in 30 cities for the benefit of United Cerebral Palsy Associations. The teen stars will be telephone interviewed by the local deejays running the hops.

## Bergman to Manage CBS-TV's News Info

Rudy Bergman has been appointed manager, news and public affairs unit, CBS-TV press information. With CBS Radio press information since June 1957, he most recently was publicity manager. Previously he had been with the New York Daily News for 14 years, eventually as associate radio and TV editor.

Bergman studied for three years at L'Ecole Superieure de Commerce at Neuchatel, Switzerland. He joined the staff of Universal Pictures, Berlin, in 1932 as a production assistant. He came to the United States in 1937 and worked for several years as a translator before going to the New York Daily News in 1942 in the same capacity. He was transferred to the radio-TV dept in 1948.

## N.Y. Variety Tent Elects 11 Canvassmen Nov. 27

New York Variety Tent #35 will vote Nov. 27 on 11 canvassmen as follows: Charles A. Ali-coate, Irving Dollinger, Salah Hassanein, Saul Jeffee, Jack H. Levin, William J. Reddick, Robert K. Shapiro, Charles Smak-witz, James R. Velde, George Waldman and Harold Zeltner. They were nominated by a committee chaired by Ira Meinhardt and composed of William J. German, Ed Fabian, Ed Lachman and Mort Sunshine.

The election will take place at 4 P. M. in the board room of Allied of New Jersey in the Sardi Building, after which the canvassmen will vote on new officers for Tent #35.

## 'McHale' Sailing Again

West Coast Bureau of RADIO-TV DAILY  
Hollywood — "McHale's Navy," Revue's Ernest Borgnine starrer, resumes production this week after a three-week break, with "The Captain's Mission" seg before the cameras.



By TED GREEN

• • • TV-film star Debra Paget mourning her father's death in Hollywood . . . TV-disk conductor Richard Wess inked by Connie Francis and Bobby Darin for upcoming pop record sessions . . . It's a new son for TV Thesps Wayne and Terry Croft . . . TV dancer Betty Roberts and disk singer Tommy Polito became Mr. and Mrs. . . . Gardner Advertising completed another TV commercial here for DX Sunray Oil. Announcer Bucky Kozlow voices the campaign . . . Music publisher Jack Mills reports the great standards have been played more by radio and TV stations in the past three months than in any other similar period since 1955 . . . George Jessel has entered the disk field with an album of dramatic readings for Epic Records . . . Columbia has signed young Broadway star Barbra Streisand to an exclusive recording contract.



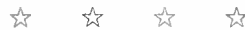
• • • Jimmy Dean's appearance on the "Tonight" show must have gladdened the hearts of ABC-TV execs, who feel they have a winner in his upcoming series . . . Roberts Technical & Trade Schools, New York City, has contracted via Metlis & Lebow for a 13-week WWRL spot schedule . . . TV funnyman Phil Foster, who headlines the Thanksgiving holiday show at the Boulevard in Queens for two weeks starting Wednesday, stars on a Toronto TV variety spec tomorrow night . . . The buzz at the Vesuvio was over actor Don Gordon, dining with Shelley Winters. He's the lad who received critical acclaim for his maniac role in the recent two-part "Defenders" on CBS-TV . . . Fran Warren will appear on NBC-TV's "Tonight" show Nov. 23. She opens at Basin Street East with Her Troublemakers, featuring Georgie Auld, for a four-week stand Dec. 3.



• • • Meet: Sunny Gale, who sings as beautifully as she looks. Born in Clayton, N. J., Sunny first studied dancing and wanted to become a prima ballerina, but then discovered "I realized I liked ballads better than ballet!" Recently, she appeared in Paris, London, Hamburg, Frankfurt, Casablanca, North Africa and Australia to entertain U. S. servicemen, and has appeared on almost every variety show. Pretty, blonde and petite, this Gale sings up a hurricane! Keep a good eye on this gal—cause she is really going places.



MISS GALE



• • • Maggi McNellis' "At Your Request," emanating from The Columns of the Savoy Hilton, started off such guests as Raymond Massey, Adela Rogers St. John and the hotel's two "music men," Ted Straeter and Ray Hartley . . . Julian (Cannonball) Adderley's instructive record album, "A Child's Introduction to Jazz," has been scripted for TV and is making the rounds of program directors . . . Society band-leader Phil Bennett is more "blue book" than many of his esteemed clients. A TV regular, Bennett was recently accepted as a member in the Sons of the American Revolution. There is one requirement: Members must be descended from ancestors who fought during the American Revolution—on our side, of course.



• • • Goes on at Columbia Records: The Epic subsidiary has made a new licensing arrangement with Electric Music Industries, Ltd., with repertoire produced by Epic to be released in Western Europe for EMI . . . Columbia exec VP Norman A. Adler has been appointed to the National Council of the National Planning Ass'n . . . Columbia's classical sales soaring with pre-Christmas orders . . . Columbia has named Narissa Nickel as coordinator of special programs for info services . . . Columbia has released the original Broadway cast LP of Irving Berlin's "Mr. President" . . . Terry Snyder signed to an exclusive recording contract.

## WHK Sales Staff Wishes Its GM Luck via Chi Spec

Cleveland — When WHK's Jack Thayer was invited to address the meeting of the Illinois Ass'n of Broadcasters, his staff decided to wish him luck. So, they bought time on a WGN Chicago, newscast, and alerted hotel to notify Thayer to hear message.

## NBC-TV Colorcasting Over 15 News Specs

Nearly one-third of the 50 major NBC News special being presented on the TV network this season will be in color, according to NBC News exec VP William R. Anderson. He said at least 15 color news specials will have been aired on NBC-TV before the season over, including four already presented: "The 44th National A. S. Show," "The River Nile," "Roman The Vatican Council," and "Stage for Excellence: The National Cultural Center."

Among other color specials being prepared by NBC News are "Shakespeare: Soul of an Age" due Nov. 30; "Polaris Submarine Journal of an Undersea Voyage" due Dec. 19, and "Projection" due Jan. 6.

Other special color programs preparation will include a color look at California as it is about to become the nation's most populous state; the story of a great American naturalist and the scientist that he has made a life's work and a train journey behind the Iron Curtain.

## AA-TV's 'Bowery Boys' Chalks Up High Ratings

Rating successes reported ARB and Nielsen for the 48 Bowery Boys features have been announced by Robert B. Morin, and general sales manager of Allied Artists TV Corp.

Stations reporting success include KGO-TV, San Francisco; WCCO-TV, Minneapolis; KSTV-TV, St. Louis, and WALA-TV, Mobile.

## Stations Use Same Mast

(Continued from Page 1)

allocations, the two stations have been sharing a 285-foot tower with a stacked antenna array. WRCO frequency shift required replacement of its medium band antenna with one of high band capability. Since their close-in antenna was limited as to tower height and availability of additional land, the stations decided to use an existing tower to support an antenna tailor-made for the simultaneous transmission.

# Another Gov't Agency 'Bumraps' Radio, TV

## Small Business Adm. Targets Previous Blast Nevada Report

Washington Bureau of RADIO-TV DAILY  
**Washington**—A second government agency has ventured into the field of assessment of comparative values of various media, a few years after another has been blasted for recommending newspapers over radio and TV. The Small Business Administration has now revealed that a study it commissioned showed that all retailers in Nevada metropolitan areas prefer newspapers to any of the other media.

Another agency to venture even more deeply into this dangerous field was the Agriculture Dept., which studied effectiveness of the various media for advertising goods to sell goods to farmers. That study was unfavorable to broadcast media, but reper-

radio and TV were given some resolution, however. They out-ranked telephone directories in dollar amount, though not in number of firms using them.

Opinions were so strong that the department hastened to qualify its findings.

The SBA says that small retailers consider newspapers more profitable because of the housewife's habit of studying newspaper ads. However, it was also pointed out that, although success in failure of a businessman can hinge on advertising, "he usually has and carries out his advertising program with little but intuition and common sense to guide him." In almost all of the stores, the owner or manager handled all matters for himself, and few of the owners are experts in this field.

## Shapiro Hosts Bud & Travis

West Coast Bureau of RADIO-TV DAILY  
**Hollywood**—In a deal set by Shap Shapiro, West Coast head of recording stars Bud and Travis have been signed to guest on NBC-TV's "Dinah Shore Show."

## Camera 3' on Virtuoso in All-Kreisler Concert

Violinist Jamie Laredo will be featured performer Sunday on CBS-TV's "Camera Three" presents "A Tribute to Fritz Kreisler." The 20-year-old virtuoso will perform some of Kreisler's better known compositions, although the composer himself attributes them to 17th and 18th century masters.

## Hollywood Ad Club Names 10 Chairmen On Int'l R-TV Awards

West Coast Bureau of RADIO-TV DAILY  
**Hollywood** — Ten people have been named to chair nine committees for the third annual International Broadcasting Awards competition, sponsored by the Hollywood Advertising Club to honor the world's best TV and radio commercials aired during 1962. General chairman Thomas W. Sarnoff, NBC VP, said entry deadline is Dec. 1, with the formal awards presentation set for Feb. 26 at a dinner in the Hollywood Palladium.

### Group Heads Named

Heading the committees are: Banquet Program—Don Feddersen, president, Don Feddersen Productions; Awards—Jack DeNove, president, Jack DeNove Productions; Entry Acceptance—Ed Rinker, Screen Gems; Judging—Don Zabel, Needham Louis & Brorby; European Coordinator—Gerald Adler, managing director, NBC International.

Also, Printing and Mailing—Walter Miles; Banquet Arrangements—Jan Victor and Agnes Haines, co-chairman; Club Coordinator—Lucile Liets, HAC managing director, and Publicity—George Woolery, Playhouse Pictures. All are members of the Hollywood Advertising Club.

## Flagship's New Series Views N.Y. Medicare

"New York Illustrated," WNBC-TV's new public affairs series, premieres Monday with a close-up of medicine and medical care in New York City.

Sparked by the recent report attacking medical treatment and hospitals by Dr. Raymond E. Trussell, former New York commissioner of hospitals, the presentation is titled: "Is It Serious, Doctor?" The question is aimed at the charges. Alan Seeger, Stan Burnett and Nat. Hentoff were the writers.

## Douglas Heyes Megging CBS' 'Tour of Monaco'

Special to RADIO-TV DAILY  
**Monaco** — Douglas Heyes is currently directing "A Tour of Monaco with Princess Grace," hour color special to be aired Feb. 17 on CBS-TV. Besides the former film star, Prince Ranier will also take part in the presentation produced by William Frye.

## NEW McGAVREN METHOD; OTHER REPS MAKE NEWS

The Daren F. McGavren Co. has developed what it calls SRO (Systematic ROTation) as a new spot radio selling technique that determines "the way to buy circulation in radio," according to research-promo director Claire R. Horn. She said the new technique reaches radio station cumulative audiences efficiently and provides the data from which such measurements can be made.

Mrs. Horn, who developed the technique with the cooperation of Pulse, said SRO is based on the relationship between a station's total weekly cumulative audience and average quarter-hour rating, and is unrelated to personal listening habits. She said it therefore minimizes both horizontal and vertical audience duplication.

## Penn State Reps Formed in Pitt

Penn State Reps has been formed in Pittsburgh as a regional rep firm by Len Auerbach, president of the Cleveland-based Ohio Station Reps, Inc. General manager is Jack DeHaven, formerly at WWSW, Pittsburgh, for 12 years. Initial stations signed include WFBG-AM-TV, Altoona; WCRO, Johnstown; WJET, Erie; WKST, New Castle; WANB, Waynesboro; WNAE, Warren, all Pa., plus WERE, Cleveland; WHOT, Youngstown; WHHH, Warren, and WHIZ-AM-TV, Zanesville, all Ohio, and WCAW, Charleston, W. Va.

## Katz Adds Stuart For Chi TV Sales

The Katz Agency has added Robert A. Stuart to its Chicago TV sales staff. Previously ad rep for Curtis Publishing in the Midwest and Southwest, he has also been in the media dept of Rutledge & Lillienfeld, St. Louis ad agency.

## Bermuda Station Sets Pan-Am Co.

Pan American Broadcasting Co. has been named the American rep of ZFB-1 in Pembroke West, Bermuda, a locally owned and operated 500-watt, 24-hour station.

## Petry's Nierman Back on TvB Board

Edward Petry & Co. exec VP Martin L. Nierman has been re-elected a TvB director by the bureau's station rep membership for a two-year term. In his Petry post since December, 1958, he previously worked in radio and TV sales for the company as an exec.

## Canadian TV Series Is Sold for \$195,000

Special to RADIO-TV DAILY  
**Toronto**—CBC has sold its second series of hour dramas to Associated-Rediffusion Ltd. of Britain for \$195,000. Sale involves 26 segments from the current "Playdate" TV series seen Thursday nights on the net.

The dramas, most of them written by Canadian playwrights and starring Canadian actors and actresses, will be seen on Independent TV stations in the U.K., the Channel Islands and the Isle of Man. T. L. Donald, director of Global TV Services, Ltd., of London, represented the CBC.

## Telstar Results in Move For Global Writer Group

(Continued from Page 1)  
 agreed upon in the areas of contracts, negotiation and policing in TV and motion pictures; pay TV; relationship with other organizations; script awards; taxation; agents; censorship; pensions and market information.

The American writers agreed "to support and implement the demands and actions" of the overseas group in their upcoming negotiations with British TV film producers.

Next international meeting is slated for '64 in London.

## Sen. Javits to Do Honors At Annual Thesp Benefit

Frances Fuller, American Academy of Dramatic Arts president, has announced that re-elected Sen. Jacob K. Javits will present the annual Award of Achievement to Rosalind Russell at the Benefit Dinner-Dance on Sunday at New York's Hotel Americana.

## More TV than Hot Water Found in Canada Homes

Montreal—Eighty-three per cent of Canadian homes are equipped with one or more TV sets according to the '61 Housing Census just announced. Houses with hot and cold water amounted to only 80 per cent; those with flush toilet, 85 per cent, and automobile, 68 per cent.

**there's news and there's**

# NEWS

You can give the headlines in a minute. Do a quick fill-in in five.

Or you can give New York the kind of a news show the big city deserves. The Big News. One solid hour, every weekday, 6-7 PM.

Not just the top of the news. Not just the outline. But all the news in all its dimensions. The first complete report of the day. International, national, metropolitan news. Sports and weather.

And not just the words either, delivered by a stand-up announcer. But the sights and sounds brought to you by news reporters and brought to life by features and personalities.

Which is why The Big News is hour news.

If you haven't caught it, do so. You'll agree, we think, with the N.Y. Herald Tribune's appraisal: "...fairly bubbled with urgency, impact and interest!"

As well it should. Bill Beutel and Jim Burnes, a

most personable new news team, do the metropolitan news. Ron Cochran does the international and national news. Howard Cosell is on sports. Rosemary Haley on the weather.

Again from the Herald Tribune: "...most exciting new contribution to the local TV scene we've seen in months."

From this kind of excitement smart New Yorkers get to be smarter. Smart sponsors happier.

**THE BIG NEWS, 6-7 PM WEEKDAYS, WABC-TV CHANNEL 7**

AN ABC OWNED TELEVISION STATION



By JACK RUSSELL

WBBM-TV's sixth "I See Chicago" hour program on Sunday will zero-in on the high school drop-out problem thru the eyes of educators, employers, civic leaders, settlement house workers and the not-so-articulate representatives of those four-out-of-10 teenagers who will drop out or have already dropped out of high school before graduating.

★ ★ ★

Red China's position as a world power will be examined in terms of its current economic problems in "Red China: Powerhouse or Paper Giant," an hour special to be telecast Monday night on WT-TW. Writer-reporter-moderator is Edward Radenzell, telegraph editor of the San Francisco Chronicle, who compares the present economy of Red China with fluctuating business cycles in the U.S. The spec uses documentary inserts consisting primarily of still photographs taken in Red China.

★ ★ ★

WMAQ-FM has increased its Tuesday and Thursday night stereocast schedule to 8:05-11 by adding the 10:05-10:30 segment of "Patterns in Music" those nights, plus Norman Ross' "Tunes from Talman" from 10:30. "Patterns" had been stereocast from 8:05-10 Monday thru Friday, and it is planned to eventually incorporate the entire program to 10:30 as a Monday-Friday stereo show. The Chicago Division of the Illinois Education Ass'n has presented the Chicago School Bell Award to WBBM-TV.

★ ★ ★

WGN-TV on tomorrow's "All America Wants to Know" will present a documentary study of Cuban refugees forced to flee from Castro. Titled "The Impatient Exile," the story is told on location in Miami by many of the victims who have taken up residence there while they await the day they can return to their homeland.

### 'Stump the Stars' Pros Bait Dick Van Dyke Cast

The regular team on CBS-TV's "Stump the Stars" has challenged the stars of the "Dick Van Dyke Show" to a round of charades Dec. 3. Oddsmakers are at odds on the match between Dick Van Dyke, Rose Marie, Morey Amsterdam and Mary Tyler Moore against "Stump" pros Sebastian Cabot, Beverly Garland, Ross Martin and Diana Dors.

## CBC Airs Met Opera Sponsored by Texaco

Special to RADIO-TV DAILY  
Toronto — Texaco (Canada) Ltd., via Ronalds-Reynolds & Co., Montreal, will again sponsor regular broadcasts from the stage of the Metropolitan Opera on CBC Radio, beginning Dec. 8. The broadcasts will be heard each Saturday and have been carried regularly in Canada, even before the inception of the CBC, and have been sponsored on the network for the last 22 years.

During the 1962-'63 season there will be 14 new singers, and only three of the 21 new operas to be heard this season were in the schedule last year. Milton Cross, commentator since the inception of the broadcasts, will once again describe the action on stage.

## Nettere Is Eastern Chief For ABC-TV Spot Sales

Fred Nettere has been promoted from account exec for ABC-TV Spot Sales, to Eastern sales manager, with the organization since July, 1961. He previously spent five years with CBS-TV Spot Sales and prior to that was with NBC-TV and the Katz Agency from 1953-'55.

## Berg Oversees Third Seg For 'Alcoa,' Now Rolling

West Coast Bureau of RADIO-TV DAILY  
Hollywood — Producer Dick Berg's third assignment for Revue's "Alcoa Premiere Presented by Fred Astaire" series, ABC-TV, is currently before the cameras with Ralph Bellamy in the lead role. Titled "Impact of an Execution," the teleplay is by Saul Levitt and Mark Rodgers, with Denis Sanders directing.

## 'CENTURY' PIPES CARRIER ABOARD

WW II, Nuclear Enterprises  
Dock on CBS-TV Series

A tribute to two great ships—the aircraft carrier Enterprise of World War II fame and the new nuclear-powered Big E—will be presented Sunday on CBS-TV's "Twentieth Century." CBS News correspondent Walter Cronkite is the reporter for the filmed documentary, entitled "The Fighting 'E.'"

Burton Benjamin is exec producer. Associate producer Peter Poor directed the filming aboard the new Enterprise. "The Fighting 'E.'" was written by Thomas H. Wolf. A production of the CBS News Pubaffairs Dep't, the series is sponsored by Prudential Insurance.

## New Westport Series Probes Schools, Govt

Westport, Conn. — WMMM on Sunday premieres a weekly series presented in cooperation with Fairfield County civic groups, reporting on teaching methods in public schools and probing town government, aimed at improving municipal administration.

The series will open with the segment on schools, in cooperation with the Westport Ass'n of Better Education, featuring a report on Westport schools problems by superintendent Dr. A. Gordon Peterkin. The probe of town governments is initiated the following week, with a program devoted to the knotty commuter problems faced by residents of Southwestern Conn.

## 372 Schools to Vie In KDKA-Aided Bee

Pittsburgh — A record total of 372 schools will be participating in the KDKA-Pittsburgh Spelling Bees during the 1962 term. Two sessions will be held each Saturday, this weekend and Apr. 27, at Buhl Planetarium.

The winner of each session qualifies for the Western Pennsylvania finals to be held May 1 and receives a \$25 savings certificate from KDKA and the Pittsburgh Press. The runner-up is given a dictionary; the last remaining sixth grader receives a pen.

KDKA's John Stewart will broadcast progress reports on the Bees each Saturday and also act as judge and scorekeeper, with Joe Williams, Press promotion editor, acts as word pronouncer. The spell-downs are now in their 12th year, and KDKA and the Press send the Western Pennsylvania champion to the National Bee in Washington each June.

## WQXR's Turkey Day Farce Garnished by 3 Musical

WQXR is garnishing its Thanksgiving Day schedule with three musical dishes — the "Sleep Beauty Ballet," the score for "Mr. President" and Beethoven's "Pastoral" and "Eroica" symphonies.

The station's "Broadway Theatre" will present selections from the "Mr. President" score, with the Beethoven works will be heard as a Philadelphia Orchestra concert for two hours, both starting in the evening. "Sleep Beauty" has been given an afternoon slot and will be aired on FM stereo.

## Basic Industry Survival Linked to TV

(Continued from Page 1)  
of corporate image," the TvB said, "it's now a question of corporate survival as more and more of the public has greater influence over each company's future."

Combining Fortune Magazine's annual report on the nation's top 500 industrial corporations with TvB's top 100 national advertisers, the bureau has come up with these figures to show the profitability of going to the public:

"Between '56 and '61, total sales of the top 500 industrial corporations increased 20 per cent—but their net profit increased only 1 per cent. . . . Of those top corporations investing more than half their total advertising dollars in TV, sales increased 44 per cent—and net profits increased 50 per cent."

The bureau said TV alone can-

not be held responsible for all this increase in sales and profits . . . "but it is the use of TV that reflects the many decisions of management to move closer to its public."

Modern management, according to the presentation, is learning that to assure its own progress, it must also assure the progress of its customer's customers. "Because Detroit is an important customer of steel, U.S. Steel feels responsible to its Detroit customers . . . and helps sell new cars . . . Dry cleaners are important to DuPont, so DuPont helps promote the dry cleaning industry.

The TvB asked: "Who is telling the public the uses of cement or asphalt? Stocks and bonds? Copper and lead? Office equipment and computers?"

How a primary industry can use

TV skillfully was demonstrated yesterday at the TvB's annual meeting luncheon by Arthur Houghton, president of Corning Glass Works. Stating that TV is capable of becoming the most powerful medium for American industry, he said it was Corning's policy to have no regular institutional advertising, but only when there was something to announce.

He said Corning chose to sponsor the Lincoln Center opera telecast because, coincidentally they were getting ready to announce a new development, Corning.

TvB president Norman E. Corning broke away from the annual meeting yesterday to bring the same message of the need for corporate TV advertising to a merchant forum of the Grocery Manufacturers of America.

## ATING LIMITATIONS GET OVER-EMPHASIS: NIELSEN

The limitations of TV ratings have been given greater emphasis than they deserve," A. C. Nielsen Co. claimed after conducting a survey of its samples by methods in answer to questions raised by critics about how accurate ratings reflect audience preference.

Nielsen conducted more than 100 interviews in 13,000 homes to investigate three basic questions raised by Martin Mayer in "Intelligent Man's Guide to Broadcast Ratings" and others:

(1) How would ratings be affected if all homes were represented in the sample, instead of the homes that will cooperate? (2) does the installation of meters or diaries affect viewing habits? (3) how accurate is the information which is obtained in sample homes?

In the first question, Nielsen said he uncovered "a small positive-cooperation bias" — in other words, viewing records from homes that will participate in surveys slightly overstated TV usage.

### Between 1.9 and 2.0 Points

Nielsen found the bias to be between 1.9 and 2.0 absolute rating points on total viewing levels. A restatement of individual program ratings was proportionately smaller, Nielsen said.

In question two, conditioning, Nielsen said it found that homes in a sample for several years showed no appreciable difference in viewing levels from homes never before contacted for a survey. Differences that did occur were close to zero and not statistically significant.

Nielsen explored the final question, the effect of response error, by comparing diary returns to viewing levels measured through incidental interviews. The rating firm said the evidence showed response error was close to zero and not statistically significant.

## Let Programs Honor William Green and Poet

"Never Ask What Country," a play by Morton Wishengrad, will be the "Eternal Light" presentation Nov. 25 on NBC-TV. It is a dramatization of the life of William Green, the late AFL president, and is sponsored by the George Meany Foundation. Chayim Nachman Bialik, the great Hebrew poet of Russia and Palestine, lives again in a telecast reading of his poetry on "Directions '63-A Jewish Perspective," Nov. 25, on ABC-TV. Both programs are produced by the Jewish Theological Seminary of America.

## WABC Toothsome Promo To Give Boss the 'Bird'

WABC listeners are being invited to write their bosses a letter telling why they should have off the day after Thanksgiving, mailing the letter to "The Bird," at the station. A winning letter will be read to the boss by Herb Oscar Anderson and—if the boss obliges—he'll get the "bird," a turkey, this is. If not, then the letter writer gets the bird.

## Warner Bros. Sales At \$6-Million Mark

Warner Bros. TV Division has sold 11 more program series to TV stations, which brings total six-month sales for the division to the \$6-million level, announces VP Joseph Kotler. This sales record covers the period from May

Jack E. Rhodes has been appointed Northeastern District sales rep for Warner Bros. TV, headquartered in Pittsburgh. He previously was with Independent TV Corp. for nearly four years as Central Division manager.

1, when Warner Bros. released six hour-long series at once, to Oct. 31.

Among new hour purchasers are WTEV, Providence; WRVA-TV, Richmond, and WHEC-TV, Rochester, "SurfSide 6;" WSTV-TV, Wheeling-Steubenville; WNBF-TV, Binghamton, and WKST-TV, Youngstown, "Maverick;" WTEV, Providence, and WFMJ-TV, Greensboro — Winston-Salem, "The Roaring '20," and WKST-TV also bought "Sugarfoot."

The half-hour "Lawman" series was sold to KBTW, Denver, and WLBT, Jackson, Miss.

## McLean and Partridge Switch WNEW Posts

Phil McLean, WNEW news announcer, and Dick Partridge, host of the station's all-night "Milkman's Matinee," have exchanged jobs.

McLean, who joined the station a year ago, emceed an all-night jazz show on WJLB, Detroit, before coming to New York. He was also associated with WERE, Cleveland. Partridge is leaving his night assignment to spend more time with his family.

## Desilu Sales Syndies 'Int'l Bingo' Strip

West Coast Bureau of RADIO-TV DAILY Hollywood — "International TV Bingo," a new live daytime strip program, is being placed in distribution by Desilu Sales, announces VP-general manager Richard Dinsmore. Animated openings and closings have been created for the show by Jay Ward, producer of "Bullwinkle."

Dinsmore noted that viewers play free of charge, obtaining cards from stations and/or sponsors or use facsimiles of the cards. The copyrighted format, he added, employs high-speed electronic gear to select the numbers which home players mark on their cards. In addition, an electric flashboard, set up in the station studio, keeps a record of all the numbers selected.

Desilu Sales has set up a number of specially trained crews to work with each station and sponsor buying the program.

## Macfadden Adds Name To Denver Pay-TV Firm

Teleglobe-Denver Corp., new company readying operations for a three-year test of pay-TV in Denver, has been officially named the Macfadden Teleglobe-Denver Corp. Gerald A. Bartell is board chairman of Macfadden-Bartell Corp., two-thirds owner of the new venture.

## Richard Tucker Headlines 'Music Mag' Feature

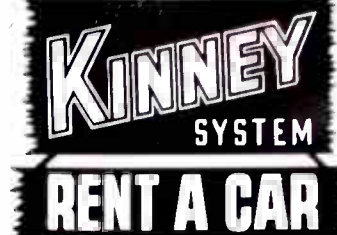
Richard Tucker, Metropolitan opera star, will guest Monday on Abram Chasins' WQXR "Music Magazine" program. Subtitle on this date is "Richard Tucker — The American Caruso" and features the comments of the singer along with arias with which he is closely identified.

## 'Hymn to Thanksgiving'

A special half-hour program, "Hymn To Thanksgiving," will be presented Thursday on WREM-FM featuring the Mormon Tabernacle Choir.

## Writer Charles Holmes In WJRZ Wake-Up Slot

Newark — Charley Holmes, who has been ghost writing in radio-TV for Hollywood stars, gets the opportunity to use his own material when he becomes morning personality on WJRZ Nov. 26. In recent years, Holmes has written for such stars as Dane Clark, George Sanders and Peter Lorre.



RENT A PLYMOUTH

OR OTHER FINE CAR

BY THE DAY •

WEEK • MONTH

FREE

DELIVERY

FREE

PARKING

at over 100 convenient KINNEY locations

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



Call JU 2-4422

## Wallace Pays Tribute To 'Bedside Network'

Mike Wallace will host and narrate "A Bedside Story" on WNEW-TV Thanksgiving Day as a tribute to the Bedside Network, a group of entertainers who help hospitalized veterans. It will be aired direct from Kingsbridge VA Hospital in the Bronx.

Joining Wallace for the 18-minute show will be singer Kay Armen, actress Margaret Hamilton, writer - director Douglas Parkhurst, actresses Ann Flood and Ruth McDevitt, composer Sid Lippman, composer Richard Adler and his wife, actress Sally Ann Howes. All are members of the Veterans Hospital Radio and TV Guild.

## Philly Outlets Up Raleigh To Head Suburban News

Philadelphia — John Raleigh, veteran WFIL newscaster and editor, has been appointed suburban news editor for WFIL-AM-TV. In his new assignment, he'll expand the current suburban news staff of 20-25 correspondents and intensify TV and radio news coverage of the 10-county Delaware Valley area.

Explaining the increased news coverage, George Koehler, manager of the stations, says: "We now find 57 per cent of the people are residing, and many working, in the nine counties beyond the city limits."

## D.C. Forecaster Becomes Weather Bane of Anglers

Washington Bureau of RADIO-TV DAILY  
Washington—The weather and Chesapeake anglers have been giving WWDC weatherman Art Brown a rough going-over the past few weeks. It seems that everytime Art takes to his Tuesday fishing trip, the weather turns stormy—so much so, that fellow fishermen are calling him WWDC (Wet-Windy-and Darn Cold), and watching him for omens of bad weather.

## Seek Equal-Access Unity

(Continued from Page 1)

communications would help speed the equal access fight, waged long and hard, by broadcasters.

In his speech, Collins said: "Each of us — newspapers, magazines, press photography and broadcasters — share an overriding responsibility to keep the American people informed and each of us, as journalists, has a responsibility to see to it that a free flow of ideas and a continuing stream of information in this country is never diminished or cut off."

# HOLLYWOOD TELEGRAPH

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Ann Blyth has been signed by producer Marc Daniels to guest in "The Year that Joan Crawford Won the Oscar," a segment of Four Star's "Saints and Sinners." Miss Blyth will be seen in five of the shows . . . KRLA has designated Wednesday as "Elvis Presley Day" in a promo kicking off the L. A. multiple-run engagement of "Girls! Girls! Girls!" KRLA deejays will broadcast one Presley disk each hour for 24 hours . . . June Blair (Mrs. David Nelson) resumes her acting career in an upcoming episode of "Adventures of Ozzie and Harriet." She gave birth to a son, Daniel, last August . . . Fifty-two episodes of CBS-TV's "Danny Thomas Show" have been shipped to Lebanon for telecasting on that nation's first TV station in Beirut, approved by the State Dept as a program that will enhance the "image" of America. All segments are dubbed in Arabic.

☆ ☆ ☆ ☆

• • • Meet: Triple threat man Dennis James, presently doing six shows at once: (1) five-day-a-week host of KTLA's "Beat the Odds;" (2) five-day-a-week panelist on NBC-TV's "Your First Impression;" (3) commutes to New York once a month for taping of Kellogg commercials which air weekly on "What's My Line;" (4) also in New York; radio tapes host chore on "Entertainment, U.S.A.;" (5) radio tapes emcee chore on "Star-time, U.S.A.;" and (6) is co-starring with Mickey Rooney in "Everybody Loves Sweeney," a segment of "The Dick Powell Show" airing in mid-January. James also completed dramatic roles in a "77 Sunset Strip," for Nov. 30, and another Dick Powell Show titled "The Big Day," airing Christmas Day. Add to this TV background that James is the oldest (longevity-wise) performer in TV



JAMES

history—he goes into his 25th year in January. No one has more hours on TV than Dennis. Except for his tour of duty in the service he hasn't been off the air since 1938, when he joined Dr. Allen B. DuMont's first experimental TV station in New York.

☆ ☆ ☆ ☆

• • • KMPC news director Hugh Brundage returns tomorrow from week-long meetings with his counterparts at Golden West Broadcasters stations; KVI, Seattle; KEX, Portland, and KSFO, San Francisco . . . Daystar Productions' "Stoney Burke" ABC-TV series has been sold for viewing in Australia . . . Dwayne Hickman and Ted Wick, Hickman's personal manager, are packaging a TV series titled "On the Avenue," a situation comedy starring Hickman . . . Gene Nelson, who has directed several episodes of "The Donna Reed Show" and "Our Man Higgins," will helm the new Screen Gems "Archie" pilot telefilm . . . Thomas C. McCray, VP of NBC and general manager, KNBC, hosted a party Wednesday evening at NBC Burbank Studios, when the Los Angeles County Board of Supervisors presented a resolution to U. S. Borax Corp. for its over 30 years of broadcasting "Death Valley Days." The presentation was made following the first colorcast of the series.

## Intertel Adds 7 Countries

Special to RADIO-TV DAILY

Sydney, Australia—The continuing Intertel TV series has added the countries of Japan, Sweden, Finland, Switzerland, Luxembourg, New Zealand and Austria as outlets for the bi-monthly one-hour documentaries. They join a dozen countries of Central and South America and the four founder nations—Australia, Great Britain, Canada and the United States — participating in the int'l production organization.

This was disclosed at its annual plans meeting here, during which the Intertel Council voted to extend its commitment for current affairs documentaries on "nations in transition," adding six more

programs to the previous commitment of 24. The first 1963 U. S. entries for Intertel will be video examinations of Turkey, Italy and Australia.

"The Islands of Maylasia," first production in the series by the Australian Broadcasting Commission, will be the next release (December), while the second ABC production, slated for the Spring, has begun taping in Antarctica. Eight productions have already been placed in world-wide syndication.

## Pro Keglers Return For 2nd ABC Season

"Professional Bowlers" TV a series of 90-minute telecasts covering the semi-finals and 1 of different Professional Bowlers Ass'n matches for each of weeks, returns for its second season on ABC-TV Jan. 12.

Sponsors are AMF Pinpoint via Cunningham & Walsh; Mills, Knox Reeves Advertising; P. Lorillard, Grey Advertising; Beecham Products, Kenyon Eckhardt, and C. Schmidt & S Ted Bates & Co.

To be the middle show in ABC-TV's Saturday Sports Television Header, it will be preceded by "Challenge Golf" and followed by "ABC's Wide World of Sports." The bowling telecasts will be produced by Jim Colligan and directed by Jack Lubell for ABC-TV. Dan Mitseff is the tournament director for the PBA tour. Elias is exec director of the PBA and Frank Esposito the PBA consultant.

## Parker, Laite Join Staff Of WINS News Dep't

Paul C. Parker has joined WINS as senior New York correspondent, and Reg Laite has been named, as evening news editor, in recent news staff expansion.

Parker has been UN correspondent for Metropolitan Broadcasting.

"The Twisted Mind," an 11 documentary on schizophrenia will be presented on WINS 5 day.

casting and previously was newscaster for WCAU and WIL, both in Philadelphia. Laite was senior editor at WBZ, Boston, and has also been with WIL, Medford, Mass., and WWTN, Charlotte, N. C.

## Ass'n Films Releasing Fitness Pic for Loan-Out

The how and why of physical fitness is explored in "The Truth of Our Lives," a 16mm color film just released on a free-loan basis by Association Films. The 11-minute film is sponsored by the American Dairy Ass'n, produced by Douglas Productions.

The film is available to community groups, high schools, colleges and TV stations through the association's regional film libraries: Ridgefield, N. J.; La Grange, Ill.; Dallas, and San Francisco.

## O'Donnell Named

Hornell, N. Y.—John L. O'Donnell has been named news director and community projects director for WWHG-AM-FM.



Join the good work of  
**BROADCASTERS  
FOUNDATION, INC.**

## THE BROADCAST PIONEERS



H. V. Kallenborn  
Founder



General David Sarnoff  
Honorary President

### PURPOSE

To preserve individual human dignity, to foster the spirit of brotherhood and to aid financially those broadcasters who cannot help themselves.

### RESOURCES

A fund has been established to carry out this worthy purpose, through individual and corporate gifts (tax deductible), with proceeds from the Annual Mike Award Banquet and via other means now being developed.

### RESPONSIBILITY

After four decades and through the good work of Broadcast Pioneers and its charity arm, The Broadcasters Foundation, Inc., our industry is now able to care for and attend to the practical welfare of those who have contributed to its greatness and are in need.

*This is your opportunity... become a member of*

## THE BROADCAST PIONEERS

An organization dedicated to maintaining the great traditions of broadcasting and to the preservation of the many historical documents and materials of early-day radio and television for future generations to study.

### ACHIEVEMENTS

- Broadcasters Hall of Fame
- Annual Individual Awards
- Radio Oral History Project\*
- Quarter Century Club
- Annual "Mike Award"
- Broadcasters Foundation, Inc.

*\*In cooperation with Columbia University.*

MEMBERSHIP IS OPEN to all persons who have worked in the field of radio for twenty years or more or in television ten years or more.

### JOIN IN THIS GOOD WORK NOW!

Send for your membership application blank to:

Edward Voynow  
National Membership Chairman  
c/o Edward Petry & Co., Inc.  
400 North Michigan Avenue  
Chicago 11, Illinois

Dues only \$10.00 a year. (Add \$5.00 with application for silver Pioneer lapel insignia.)

A handwritten signature in cursive script that reads "Ward L. Quaal".

Ward L. Quaal  
National President

For more information write:

**BROADCAST PIONEERS**  
2501 Bradley Place  
Chicago 18, Illinois

## AGENCY NEWSCAST

By RALPH TYLER

Wesley Associates moves into the \$12 million-plus billing per year bracket Nov. 30 when it acquires the Wendell P. Colton Co. as part of a long-range expansion plan. The acquisition of Colton will further diversify the Wesley agency's areas of interest through servicing accounts in travel, transportation, resort and hotel fields.

### Thought for Today

*"I maintain that ratings and even automation have not killed the creative selling of a salesman but have only redirected the creativity of that man into a different area. The salesman who cannot adjust to these changing times has out-lived his usefulness."*

—Thomas C. Harrison,  
VP, Blair Radio, Chicago

Chester Bowles, President Kennedy's advisor on Latin American, Asian and African affairs, will guest on WOR-TV's "Ladies of the Press" Sunday night. He'll face questions from Marguerite Higgins, member of the Washington Bureau of the New York Herald Tribune; Inez Robb of the New York World Telegram and Sun, and Marya Mannes of The Reporter magazine.

Northwestern Wildcats face the Spartans of Michigan State Saturday on "Big Ten Game of the Week" on WBBM radio, Chicago, under Humble Oil and Refining Co. sponsorship . . . Frances Calandro has joined Winfield Advertising Agency of St. Louis as time buyer in the radio-TV dept. She formerly was with Potts-Woodbury in Kansas City . . . A. Goodman & Sons announces appointment of Smith/Greenland Co. for its soups, noodles, spaghetti and new products. Account was formerly handled by Doyle, Dane, Bernback, who resigned it due to a product conflict.

Both the Grey Cup Football broadcast and Grey Cup Preview have been fully sold in Canada on CBC radio (English). The Dept of National Defence thru O'Brien Advertising, Vancouver, has purchased the first quarter of the game and participation in Grey Cup Preview. Mennen, via F. H. Hayhurst Advertising, has pur-

chased the second quarter and participation in Preview. The second half has been purchased by Carling Breweries Ltd. in Ontario and Quebec and Schick (Canada) Ltd. in the remainder of the country. They have also purchased sponsorship in Preview and their agencies are Hayhurst for Carling and James Lovic & Co. for Schick.

Following numerous requests by listeners for a copy of the "Spotlight on St. Louis" series featured on KSD, the station, plus Kriehauser Mortuaries, sponsor of the "Night Music" program on which the series appeared, have published an 105-page paperbound book on the history of St. Louis . . . Paving the way for consumer acceptance of the new orange-flavored Bayer Aspirin for children is an accelerated campaign on network TV and net and spot radio. Network TV shows carrying the commercials are: "Perry Mason," "Concentration," "Dr. Kildare," "Truth or Consequences," "Route 66," "Sam Benedict," "The Price is Right," "Here's Hollywood," "The Edge of Night" and "As the World Turns."

## Gotham Indie Takes to Road In 'One-Station-Net' Promo

A WPIX sales task force led by John A. Patterson, VP in charge of sales, is now touring the nation with a sales promo film, "The One Station Network," which will be screened for clients, agencies and regional sales offices of Peters, Griffin, Woodward, Inc., the station's national sales rep.

The team, which also includes Jack F. A. Flynn, national sales and business manager, and Frank X. Tuoti, advertising director, has already stopped in St. Louis and Chicago. It will be in Minneapolis today, and at the end of the month will be visiting San Francisco, Nov. 26-27, and Los Angeles, Nov. 28-30. A visit is tentatively plan-

ned for Detroit and Cincinnati in early December.

The half-hour film was produced at Gerald Productions Inc., New York. Tuoti served as executive producer, with Phyllis Siefer as associated producer and Gerald Auerbach as director. After the film presentation, the WPIX sales team is leaving copies of the "WPIX Coloring Book" a 16-page booklet which lightly summarizes "The One Station Network" film.

## Stars to Raise Funds For D.C. Culture Hall

Many well-known artists will travel to cities throughout the United States to take part in fund-raising at local showings of "An American Pageant of the Arts," the National Cultural Center's closed-circuit telecast on Nov. 29. It was announced by Jean Dalrymple, chairman of the Guest of Honor Committee.

Donating their services in this manner are Ed Begley, Shelley Perman, Theodore Bikel, Mindy Carson, Peggy Cass, Richard Cass, Ilka Chase, Agnes de Mille, Faye Emerson, Douglas Fairbanks, Jr., June Havoc, Peter Lind Hayes, Mary Healy, Hildegard, Jose Iturbi, Dorothy Lamour, Dick Liebert, Patricia Neway, Lauritz Melchior, Russell Nype, Artur Rubinstein, Gabriella Tucci and Iggy Wolfington.

## Nutmeggers' Dual Lives Is a 'Community Affair'

Stamford, Conn.—An intimate glimpse of the double lives of some of this city's residents will be featured on WSTC's live "Community Affair" Monday night, when attorney Frances Roth and actress Eileen Heckart join moderator Ethel Kveskin.

Miss Roth is a former New Haven district attorney who was instrumental in planning the state's Juvenile Court system. Miss Heckart is a veteran of TV, stage and screen, and is currently rehearsing for an upcoming appearance on the "Dr. Kildare" program.

## Texans See Shrines Via Kitrik's TV Tour

Houston—All the landmarks of the nation's capital will be screened in this city Sunday in a half-hour special, "Kitrik Goes to Washington," on KRK-TV. The popular TV personality was sent to Washington this Fall to film and narrate a visit to the Lincoln Memorial, Smithsonian Institute, Mt. Vernon and the White House.

In addition to Sunday's telecast, the excursion will also be seen in five-minute excerpts on the daily "Kitrik Clubhouse" show next week.

## Gertner Acquires Rotondo TV Scenery Manufacturer

Ben Gertner, president of Biograph Studios, the Bronx, and Mayflower Studios, Brooklyn, has bought controlling interest in the P. J. Rotondo Construction Co., makers of scenery for TV shows and commercials. Gertner said the firm will continue to serve the TV industry.

## GUEST STARS

Gloria Swanson inked MGM-TV to star in "The Luck Charm" for "Dr. Kildare." . . . Bartlett Robinson, Frank and Richard Franchot add to the cast of "A Claim to Immortality" in Revue's "The Best Year of My Life." . . . Henry Jaffe Entertainers set Donald Sadler to choreography for NBC's "Bell Telephone Hour Thanksgiving Special."

Producer Aaron Spelling produced Joanne Lindville and Mary McCormack for femme leads opposite Mickey Rooney in "Everybody Loves Sweeney" seg of "The Powell Show." . . . Joan Harlow in starring role of "The World of Darkness" for "Premiere Presented by Fred Astaire" . . . Doucette and Joslyn Brando in "Wagon Train's" "Uncle Charlie Story."

Craig Hill tapped for two stanzas for "Hector the Stowaway Pup," singing for "Walt Disney's Wonderful World of Color." . . . John Anderson and Marty Ingles, of "I'm Dying 'Til I Get to Heaven," guesting on "Jack Paar Show." . . . Bette Midler signed for "The Accompanist" stanza of "The Virginian," 11/17 TV.

Carolyn Kearney to co-star with Wendell Corey's niece in "Wagon Train's" stanza of "The Man Will Die" . . . James Wellington in a running role for Dan O'Herlihy starrer, "Travels of Jaimie McPhee." . . . "Laramie" resumes production with Anne Helm as the "Wagon Girl."

Writers Frank Gill and Gene Carleton recruited for "Our Motor Is Missing" episode of "McHale's Navy." . . . Byron Bolton, Ross Elliott, Ken Mayer and Jerry Summers become "The Virginian's" accomplices for "The Virginian's" Richard Moder set to do the "Davey Baxter Story" . . . "Wagon Train," with Jeanette Riley, Charles Herbert, Clarence Bryar and Sam Edwards.

Audrey Swanson, David McKeon and Bernice Dalton inked "My Candle Burns at Both Ends" stanza of "Wide Country," NBC-TV . . . Recording stars Bud Brisson and Travis guest on the "Roy Rogers Dale Evans Show" taping next week . . . Terry Becker, star in Broadway's "A Family Affair," is expected for "Permission Granted" on the "Lloyd Bridges Show" CBS-TV.



Indiana University Library  
Bloomington Ind

L. 91, NO. 98

TUESDAY, NOVEMBER 2

CENTS

## NAB BACKS CRACKDOWN ON CATV

### KTTV PRIMETIME FOR 2 FEATURES

Indie to Air 'Duel,' 'Ruby' Two Weeks for Colgate

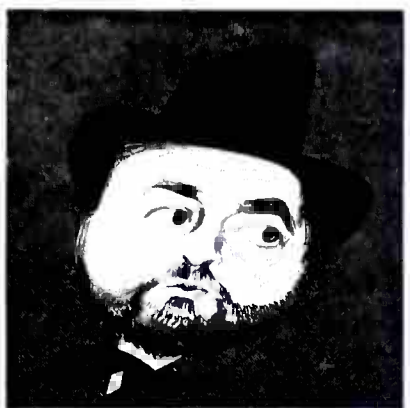
Coast Bureau of RADIO-TV DAILY Los Angeles — KTTV has acted from David O. Selznick the Angeles TV rights to "Duel the Sun" and "Ruby Gentry," in the price paid by the independent station reported as the best ever for single motion pictures in this city. KTTV, said the s will pre-empt its prime-time schedule for two weeks.

### Britain's Video-Pot Nothing As Fee-TV Receives a 'Leg Up'

Special to RADIO-TV DAILY London — A strong plea for TV by the influential National Broadcasting Development Committee has been injected into the British video scene — recently in a state of flux, with government wrangling over its future, falling set sales and decline in use by BBC of U.S. product. Claiming its motives in making recommendation are "purely realistic," the imperial NBDC and the Postmaster General pay would supplement both the service performed by C-TV and the commercial companies. In any case," the committee

### KYW's Contract with AFTRA Terminates Cleveland Strike

Cleveland — AFTRA members are back at work at KYW and KYW-TV following a 60-hour walk-out by the union over weekend. Union members ratified a new two-year contract with stations on Sunday, returning their jobs at 5 PM, some 60 hours after they struck in contention with the firing of radio news editor Ken Bichl. The old pact expired at 12:01 Thursday and the union had



Sebastian Cabot "Checkmate"



Gardner McKay "Adventures in Paradise"

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

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



Where are your 60-second commercials in New York?

### Advertiser Influence Deplored by Minow

Washington Bureau of RADIO-TV DAILY Washington — Advertisers seeking to influence broadcast newsmen threaten the freedom of broadcast journalism as much as government censorship would, FCC chairman Newton Minow said yesterday. He agreed "most emphatically with what Mr. Hagerty said . . . on the freedom of broadcasting."

Minow said that Congress has "wisely" forbidden government censorship of broadcasting, and

(Continued on Page 3)

### Wendell Corey Daughter To Debut on Dad's Show

Hollywood — Wendell Corey's daughter, Robbin Corey, 18, makes her acting debut in a top supporting role in the "Which Man Will Die" episode of "The 11th Hour," which stars her father and Jack Ging.

### WNBC-TV Joins Test OF UHF in New York

The New York AFTRA local has extended its waiver of contractual terms for six more months to permit WUHF to continue operating under the supervision of the FCC in order to further evaluate UHF telecasting in New York City. A similar waiver was granted to WNBC-TV to participate in WUHF's experiment, with Channel 31 to simulcast selected WNBC-TV b-&-w and color programs during the additional test period.

The FCC, meantime, has presented a "Certificate of Appreciation" to the New York AFTRA local for its voluntary cooperation.

(Continued on Page 5)

### Community Antenna Relays in Wyoming Seen Imperiling TV

Washington Bureau of RADIO-TV DAILY

Washington — The NAB has waded into turbulent community antenna waters with strong endorsement of FCC authority to ban a CATV microwave system where it threatens an existing TV station. NAB said the action was in line with the commission's duty to protect the public interest.

Its "friends of the court" brief, filed with the U.S. Court of Appeals here, backed an FCC decision on Feb. 16 which denied the application of Carter Mountain Transmission Corp. to build a microwave radio system to relay signals from TV stations to CATV systems in Riverton, Lander and Thermopolis, Wyo.

The FCC ruled that grant of the application would result in the demise of station KWRB-TV in Riverton and therefore would not be in the public interest.

The NAB brief, prepared by general counsel Douglas A. Anello and attorney Robert V. Cahill, argued that if the FCC is reversed, "it would be detrimental to the American system of broadcasting and would hinder the development by the commission of its national policy with respect to

(Continued on Page 2)

### CBS-TV Research Dep't Puts Becker in New Post

Arnold Becker has been named manager of CBS-TV coverage and research analysis. Becker has served as assistant manager for ratings since May, 1959.

### O'seas Interest Extends IBA Air Ads Judging

Hollywood — Entry deadlines for the third annual Int'l Broadcasting Awards competition have been extended to Jan. 1 for U.S. entrants, and Jan. 15 for overseas competitors, due to unexpected interest by "European and Latin American entrants." Fourteen TV commercials categories and eight in radio will be judged during January.



Established Feb. 9, 1937

Vol. 91, No. 98 Tues., Nov. 20, 1967 10 Cts.

CHAS. A. ALICOATE : President &amp; Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

## WASHINGTON BUREAU

Harry Lando  
Office: 1128 National Press Building  
Executive 3-4808

## WEST COAST OFFICES

Perry E. Pasmazoglu  
West Coast Advertising Director  
Harold Hilderbrand  
Editor, West Coast Bureau  
6425 Hollywood Blvd. Phone: Hollywood 9-3951

## CHICAGO BUREAU

Jack Russell  
203 North Wabash Ave.  
Phone: 312-782-2818

## CANADIAN BUREAU

Jules Laroche  
Room 314, Belmont St., Montreal

## LONDON BUREAU

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

MEXICO CITY OFFICE: Pedro Mario Amaro,  
Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Pordicari, Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretton, Manager, Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

## Jackie on TV Again In White House Tour

"A Tour of the White House With Mrs. John F. Kennedy," one of CBS-TV's memorable presentations, will be re-broadcast Jan. 13. The hour CBS News special was first aired on the net Feb. 14, and again on Mar. 25.

The personally guided tour by Mrs. Kennedy and correspondent Charles Collingwood takes in the principal state rooms of the White House, in addition to several service rooms, with President Kennedy also appearing on the broadcast.

"A Tour" was produced by Perry Wolff and directed by Franklin Schaffner, under the supervision of the CBS-News pubaffairs dept. A book of the same title, written by Wolff, has been published by Doubleday & Co.

## OFFSET LITHOGRAPHY

AUTOMATIC MAILINGS

## MILLER PRESS

EVERYTHING FROM MIMEOGRAPH TO FOUR COLOR PRINTING

Bryant 9-6177

307 West 38th Street

## COMING AND GOING

BURT S. AVEDON to Hollywood to take over as KMEX VP and general manager.

IRA G. DeLUMEN, RICHARD R. RECTOR and ROBERT C. TROUP, of VHF, Inc., to Chicago for two TV specials.

TOM HOWELL, VP of Cellomatic Industrial Productions, Screen Gems division, and ED WOODS, national sales director, to Detroit for meetings.

ART WITTUM, KNX information services director, has left on a 10-day business-vacation trip.

IGOR STRAVINSKY to Toronto, Thursday, to conduct the CBC Symphony Orchestra in a program of his own compositions.

PAT McGUIRK, KNX executive sports director, and newscaster, PAUL UDELL, have left on vacation.

TOM HARMON, KTLA sportscaster, off on a one-week vacation.

KATYNA RANEIRI, vocalist, arrives in N. Y. from Rome tomorrow to guest on the "Tonight" show.

## FCC'S Right to Deny Relay For CATV Upheld by NAB

(Continued from Page 1)

communications." The association said one of the main reasons it was taking part in the case was to dispel any misapprehensions that it was a "controversy between broadcasters and community antenna operators."

"We do not attribute to the commission . . . any desire to extend its regulatory authority to reach community antenna systems," the brief said. "This association submits that the commission had no such surreptitious objective. Rather, it was conscientiously fulfilling its statutory duty to make a finding as to whether the public interest will be served by the grant of the particular radio facilities (the microwave system)."

## Single National Policy

In supporting the FCC's right to make the decision, NAB said it was "contrary to good reasoning to hold that the agency entrusted with jurisdiction over all communication facilities may not consider the effect that a grant in one use of radio might have upon the implementation of its national policy with respect to another." The brief noted that the Communications Act charges FCC with shaping a single national policy on interstate communications.

NAB also took issue with the microwave company's allegation that FCC's decision involved of the First Amendment's guarantee of freedom of speech and of the Communications Act's prohibition against censorship. The Association told the Court of Appeals: "The Commission's action is neither arbitrary nor capricious, but is a reasonable exercise of administrative discretion, having a logical relationship to the facts,"

## An Announcer Added

Houston — Bill Calder is the latest addition to the KPRC announcing staff. He hosts a Monday-Friday late afternoon record show.

### Writer Sanford Locates Treasure on Trips-Script

Hollywood — How do writers get their ideas? Telefilm sriptor Donald S. Sanford, on starting a week's camping trip on the path of the old Butterfield Stage Line in San Diego County, urged that writers should join the tribe of treasure hunters. "I always find a script every trip," he says.

## Broadcast Pioneers Reach Across Border

The Broadcast Pioneers, which recently celebrated its 20th anniversary with a banquet in New York's Biltmore Hotel, has widened its horizon to include veteran broadcasters from other countries.

Inducted as new members of the New York chapter are: Don Pringle, Canada; Robert Nivelles, France; Mike Peng, China; Ruggerio Orlando, Italy, and Nazri M. Rashed, Pakistan.

## AFTRA, KYW Sign New Pact

(Continued from Page 1)

the stations agreed to let the matter rest in arbitration and abide by arbitrator Samuel Kates' decision.

Other terms in the new pact provide for a \$10-per-week pay increase in the first year and an additional \$10 increase the second; a newly worded termination clause including a provision requiring an additional two weeks' notice or two weeks' pay in lieu of notice at termination; an increase in talent fees for certain live announcements from \$5-\$7.50 on TV.

Also, a new "program segment rate," whereby a supporting per-

## FINANCIAL

(November 19)

## NEW YORK STOCK MARKET

	High	Low	Close	Chg
Admiral Corp.	117 7/8	105 1/8	107 1/8	— 1
AB-PT	30 1/2	29 3/4	30	— 3/4
Am. Tel. & Tel.	113 1/8	112	112 1/2	— 1/4
AVCO	24 1/8	23 1/2	23 5/8	— 1/2
CBS	40 1/2	40	40 1/4	+ 5/8
Columbia Pic.	19 5/8	19 1/8	19 1/8	— 1/4
Crow.-Coll.	18 3/4	17 1/2	18	— 3/4
Decca	43 1/2	43	43 1/4	
Disney	29 7/8	29 1/4	29 7/8	+ 7/8
East. Kodak	102 5/8	101 5/8	101 5/8	— 7/8
Gen. Prec.	33 3/4	33 1/4	33 3/8	— 1/8
General Tel.	21 5/8	21	21 1/8	
Hazeltine Corp.	21 3/8	20 1/2	20 1/2	— 1
Magnavox	34 3/8	33 7/8	34	+ 1/2
MCA	44 7/8	44	44	— 3/8
M-G-M	32 1/2	32	32	— 3/8
Metromedia	15 1/4	14 3/4	15 1/8	+ 1/2
Minn. M&M	52 3/4	51 1/2	51 7/8	
Nat. General	6 3/8	6 1/8	6 3/8	
Paramount	37 1/4	37	37	— 1/4
Plough	29 1/2	29 1/2	29 1/2	
RCA	55 1/8	54 3/8	54 3/8	— 1/8
Storer	32 3/8	31 7/8	32 3/8	+ 7/8
Taft	16 1/4	16	16 1/8	— 1/4
20th-Fox	20 1/2	20 1/8	20 3/8	— 1/8
United Artists	27 1/8	26 3/8	26 3/8	— 3/4
Warner Bros.	13 1/8	13	13	
Westinghouse	31 1/4	30 5/8	31 1/4	— 1/4
Zenith Radio	51 1/2	50 1/2	50 1/2	— 3/4

## AMERICAN STOCK EXCHANGE

Allied Artists	3 1/2	3 1/4	3 1/2	+ 1/4
Capital Cities	16	15 3/4	16	— 1/8
Desilu	8 1/4	8	8 1/8	
Filmways	5	4 7/8	4 7/8	— 1/4
MPO	6 1/2	6 5/8	6 1/2	+ 1/4
NTA	7 1/8	7 1/4	7 1/2	— 1/8
Reeves Sound	3 5/8	3 3/8	3 1/2	+ 3/8
Technicolor	9 7/8	9 3/8	9 5/8	— 3/8
TelePrompTer	5 1/8	5	5	— 1/4
Trans-Lux	14	14	14	
TV Industries	2 3/4	2 5/8	2 5/8	— 1/8

## \* OVER THE COUNTER

	Bid	Asked
Jerrold	5	5 5/8
Meredith	20	22 1/2
Rust Craft	10	11 1/4
Seven Arts	9 5/8	10 1/2
Sterling	1	1 5/8
Transcontinent	10 1/8	11 1/8
Walter Reade-Sterling	2 1/4	2 3/4
Wometco	24 1/4	26 1/2

\* Courtesy of National Association of Security Dealers.

## COLLECTIONS

For the Industry  
ALL OVER THE WORLD  
TV-Radio-Film and Media  
Accounts Receivable

No Collections—No Commissions  
STANDARD ACTUARIAL WARRANTY CO.  
220 West 42 St., N. Y. 36, N. Y.  
LO 5-5990

# Project 20' Chronicling Gary Cooper's Life

## Savings-Loan Firm Is Sponsor; Backed Coop's 'Real West'

The Savings & Loan Foundation, via McCann-Erickson, will sponsor an hour NBC-TV "Project 20" this season on "Gary Cooper — Tall American." The same organization bankrolled Cooper's first and only major TV appearance, last season's "The Real West," also aired on "Project 20." Cooper, a box-office star for 30 years, died May 13, 1961, at the age of 60, just after doing "The Real West."

### Actor's Widow Aiding

"Project 20" producer-director Donald B. Hyatt said Mrs. Cooper is making available a considerable store of home movies she took of her late husband, and the special will also include newly made films of many of the places he lived; archive news footage of his outside activities and appearances; stills of his early years, and comment by a representative selection of many of those who were close to the movie great.

In addition, the program will offer characteristic sequences from those of his popular motion pictures which best depict the Cooper screen personality, Hyatt added. Hyatt will serve as producer-director, with Robert Garwhite as associate producer, Richard Hanswer doing the script, and Robert Russell Bennett composing the orchestral score. A narrator and final program title will be announced.

## Filmex Chooses Horton As Photography Director

Filmex president Robert Bergmann has announced the appointment of Jack Horton as photography director. A freelancer the past four years, he has covered assignments for such companies as United Artists, Warner Bros., MPO, Filmways and others.

## Sam Slate on Trade Board

Sam J. Slate, CBS Radio VP and WCBS general manager, has been named to the New York Board of Trade.

## Rod Taylor Signs for Lead In A. J. Cronin Adaptation

Hollywood — Rod Taylor has signed to appear in a video adaptation of A. J. Cronin's "Shannon's Way," which will air as a "DuPont Show of the Month." The teledrama is a co-production uniting NBC-TV and BBC-TV efforts and will be filmed in London, with Lewis Freedman producing.

## White House Gives Awards for Support Of Physical Fitness



Vice President Lyndon B. Johnson yesterday presented award citations to Leonard H. Goldenson (l.), AB-PT president, and John Pival, president and general manager of WXYZ-TV, Detroit, for their aid to President Kennedy's National Physical Fitness program.

Vice President Lyndon Johnson yesterday presented award citations to Leonard H. Goldenson, AB-PT president; John Pival, president and general manager of WXYZ-TV, ABC-TV 0-0 in Detroit, and Peter Strand, that station's program manager, for their aid to President Kennedy's National Physical Fitness program. The awards were made at the American Machine & Foundry Co. annual journalism awards presented at a luncheon in New York.

WXYZ-TV's program of youth sports activities included groups from the YMCA, CYO and the Public Recreation Department. Goldenson's special citation was for his encouragement of the WXYZ-TV program.

### WRBF Also Honored

An ABC Radio affiliate WRBF, Tallahassee, also won top honors. The award went to Ray Starr, executive assistant to the station's president of WRBF, and the station's public affairs director.

Its program dealt with a children's circus in Tallahassee, one of 101 programs promoted by the Recreation Department of the city.

The awards program contributes to recognition of outstanding reporting in the field of physical recreation by citations and \$1,000 awards to each of the winners in the communications fields of TV and radio, newspapers, and magazines.

## COUNTRY MUSIC MUSEUM SET AS \$2-MIL. PROJECT

Nashville—Plans for a Country Music Museum and the presentation of a complete country music show at a future meeting of the New York Sales Execs Club were among the key projects discussed at a recent meeting here of the Country Music Ass'n.

Newly elected CMA president Gene Autry appointed a special committee of Wesley Rose, Bill Denny and Frances Preston to undertake a study of the Motion Picture Industry Museum in Hollywood to determine what aspects of that monument may be applicable to the country music project.

The Country Music Museum, envisioned as a \$2-million undertaking, would house the CMA offices and Country Music Hall of Fame, along with a collection of country music memorabilia.

In an effort to sell country music to Madison Avenue and urban advertisers as a sales medium, a committee of Jim McConnell, Jack Loetz, Ben Rosner, Dick Linke and Hal Cook was named to plan and engage talent for a country music show to be presented in New York May 14, before the Sales Execs Club.

## 9 New Marls Lend Ear To 'Girls' TV Talkfest

"Leave it to the Girls," the five-a-week daytime talkfest syndicated nationally through United Artists by Rountree-Charter Productions, is now carried by 20 stations, with the recent addition of nine outlets.

New signees are KTUV-TV, San Francisco; WSB-TV, Atlanta; WTVJ-TV, Miami; KGUN-TV, Tucson; KOMO-TV, Seattle; WFGA-TV, Jacksonville; WSAZ-TV, Huntington, W. Va.; KSD-TV, St. Louis and KTTV, Los Angeles.

## Quaker Oats Puffing For 'Roses' on CBS

"The Tournament of Roses Parade and Pageant" in Pasadena will be presented as a live two-and-one-quarter-hour special events broadcast on CBS-TV New Year's Day, sponsored by the Quaker Oats Co., Lynn Baker, Inc.

A 15-minute parade preview will precede two hours of complete coverage of the 74th annual spectacle. Co-hosts will be Ronald Reagan and Bess Myerson.

Paul Levitan, CBS-TV special events director, will again produce the TV coverage.

## Minow Urges Fairness

(Continued from Page 1)

that the government is only concerned that controversial issues be presented fairly. He added "if there was unfairness in the controversial program here involved, ABC has offered time and facilities to correct it."

"Whether this particular program was in good taste is for the public to decide," Minow said. "The real issue transcends this particular program. The basic issue is the freedom and responsibility of broadcast journalism."

## ATTENTION EMPLOYERS!

Opportunity for a Successful Employer — in TV — to Hire a Man with:

Program Ideas, Editorial Sense, Drive, Imagination, Integrity, Ability, Experience, Creativity, Taste . . . and Some Modesty . . .

A Producer — Creator — Administrator

Write RADIO-TV DAILY Box 215 1501 B'way, NYC

## Jayne and Randall Wed For Hitchcock 'Hangover'

Tony Randall co-stars as a "heavy" with Jayne Mansfield in "Hangover" on CBS-TV's "Alfred Hitchcock Hour" Dec. 6. The teleplay was written by Bill S. Ballinger, based on two original stories: "Hangover" by John D. MacDonald, and "Marian" by Charles Runyon. Bernard Girard directed for producer Norman Lloyd.

## India Gets ABC Look As 'Troubled Giant'

The strengths and weaknesses of "India: The Troubled Giant" will be explored Nov. 27 by ABC News' "Bell & Howell Close-Up," with filming of the half-hour documentary having taken place in that country over a three-month period. Supervising and directing was ABC News producer Helen Jean Rogers, with William B. Hartigan doing the filming.

The program takes in the underlying problems of Indian development, and unemployment; includes interviews with Indian prime minister Jawaharlal Nehru, students, teachers and Indian leaders, and looks at what America must do to help the country keep her democratic structure alive.

## Treasury Thanks WWRL

WWRL has received the "Freedom Bond Award" from the U. S. Treasury Dept "for service to the nation through the promotion of 'Bonds of Freedom'."

## SIGHT 'N' SOUND

by DAVID O. ALBER

If you want to lure attention, you gotta knock 'em! That's the advice given me by a Dutch uncle. "Take a crack at somebody and you'll make 'em sit up and take notice!" Oh, yeah! My job is to create good will, so that my publicity office can make friends, influence people and bring in some new clients. Fat chance we'd have if I got nasty. If I criticized the networks, I would alienate them. If I said something bad about the TV programs, the sponsors and agencies would look daggers at me. If I picked on personalities, their doors would slam in my face. And I could hardly find fault with members of the press, could I? Pick on unions? Are you kidding? Well, whom can I lay into? Khrushchev? Castro? Krishna Menon? Insects? Traffic conditions? The weather? That same Dutch uncle used to tell me, "If you can't say something nice about people, keep your big mouth shut!" Maybe he had something there. If you've gotta knock, knock on doors, or knock 'em dead!

DAVID O. ALBER  
ASSOCIATES, Inc.

National Television Publicity  
44 EAST 53RD STREET  
New York City Templeton 8-8300  
Hollywood: 8733 Sunset Boulevard  
Affiliates in leading cities



By TED GREEN

• • • Frank Fontaine will be honorary ringmaster for the New York Coliseum yule circus and holiday festival, Nov. 29 to Jan. 1. . . . Mid-West Time Sales, recently formed to cover Kansas City, St. Louis, Memphis, Omaha, and Des Moines, has been turning in a good job developing and creating budgets for station markets. . . . TV's Woody Woodbury named "Jester of the Year" by the National Ass'n of Gag Writers and Comedy Workshops of America. . . . A top documentary was created by Jack Powers and his WABC News Dep't Sunday night with "Hush-Hush Plague," venereal disease among New York teenagers aired in cooperation with the Health Dep't.

☆ ☆ ☆ ☆

• • • "Hawaii and I," a new LP from Purpletone Records, features Jack La Force in a group of Hawaiian songs in jazz, twist and cha-cha arrangements. La Forge's skill at piano and organ are heard to a great advantage. Some of the music was written by May Singhi Breen de Rose. . . . Busiest fellow in TV these days seems to be Monty Morgan, producer of the new ad lib celebrity show, "Girl Talk," debuting Dec. 3 on WABC-TV. He's also associate producer of WBC-TV's "Merv Griffin Show." Each show is across-the-board. "Girl Talk" is 30 minutes, the other an hour. . . . WMCA's "Good Guys" will broadcast directly from New York's Palace Theatre tomorrow in connection with the premiere of "If a Man Answers" . . . Sammy Kaye, back from a successful concert tour of the Midwest, has a new single on Decca this week and expects to make a flock of guest appearances on radio and TV to promote it. It's a great new sound with the swing-and-sway still there, of course.

☆ ☆ ☆ ☆

• • • Composer Jacques Belasco going to England for more material for an opera, which he hopes to complete by next year. . . . Sherril Taylor, president of Taylor/Nodland, Ltd., back at his Chicago desk after conferring with network executives in New York about future TV projects, including the new "Beauty Break" series starring Marilyn Van Derbur. . . . Chuck Romine, president of East End Productions, leaves for Florida Friday to check locations for a new documentary, which goes into production Jan. 3.

☆ ☆ ☆ ☆

• • • Fran Lee, busy with her own "Mrs. Fixit" TV series, has a hectic schedule these days. Following her recent appearance on the "Steve Allen Show," she was chosen for a part in CBS-TV's "The Nurses" and will also appear in upcoming chapters of Screen Gems' "Naked City" and "The Defenders." She's also on movie screens in "Requiem for a Heavyweight," "Something Wild" and "Splendor in the Grass" . . . Frank Zuzolo, Mutual's PR director, leaves today for Woonsocket, Minn., to attend a communications conference at 3M's. . . . Best-dressed men on TV will be presented special "Gold Button" Awards by the Fashion Designers' Guild at its annual meeting Dec. 3. They are Paul Burke of "Naked City," Merv Griffin; Hugh Downs, Johnny Carson, and Michael Rennie of "The Third Man."

## 'Untouchables' Plea Renewed

Surrogate Judge S. Samuel DiFalco, chairman of the National Italian-American League to Combat Defamation, has urged

undue emphasis on the use of Italian names as fictional characters in criminal roles and depicting them in an unwholesome fashion.

Judge DiFalco expressed hope to Miss Ball that "we can look forward to a more meaningful agreement in the interest of fair play for all decent Americans of Italian origin."

## WISH-TV Airs Events Welcoming Yule Season

Indianapolis—Ceremonies marking the official opening of downtown Indianapolis for the Christmas season will be telecast live WISH-TV Dec. 2, with Stan Woas TV host. Viewers will see Moment Circle transformed into gigantic Christmas tree. May Albert Losche will be on hand.

## Collins Joins Board Of Episcopal R-TV

Bishop Girault M. Jones Louisiana has announced the election of NAB president LeRoy Collins to the board of trustees of the Episcopal Radio-TV Foundation.

The foundation, headquartered in Atlanta, produces and distributes the Episcopal series, "The Protestant Hour," aired on more than 450 stations in the U.S., and throughout the world by the Armed Forces Radio Network.

It has in production the "On Reach One" half-hour TV series with pilot film, "Track 13," already aired. Collins called it superb in audience appeal and professional production.

## WNBF Names Lawrence Merchandising Director

Binghamton, N. Y. — Bruce Lawrence has been appointed merchandising and promotion director at WNBF-AM-FM-TV, the Triangle station here. The past five years, Lawrence has been with WFGA-TV, Jacksonville, a cameraman and assistant program manager. He was also associated with Poole Productions of the Southeast as promo director.

## Award for School Safety

Seattle — The National Safety Council Public Interest Award for 1961 has been presented KTNT-TV here for "safety programs beamed at school youngsters."

## WEDDING BELLS

### Josephsen-Ewing

Tom Josephsen, WTOL deejay and Laurel Ewing, of The Toledo Blade, were married in Toledo.

### Bacon-Kish

Tommy Bacon and Joan Kish were married in Trenton, N. J. Groom is a KILT deejay.

### Bumpas-Gaylord

Mrs. Martha Bumpas was married to Dr. Robert E. Gaylord. Mrs. Bumpas is active in the theatre and TV.

## Armstrong Dons Wading Boots

Cleveland — WJW-TV director of news and public affairs Ken Armstrong will leave Cleveland today for a three-week tour of South Viet Nam and Thailand—his second visit to the three east Asian countries in two

Armstrong has traveled thru-out the world bringing back slides and news for WJW-TV public affairs news programming since 1956. He is returning to South Asia again this year because he hasn't seen "a hundredth" of the area in his travels.

Armstrong travels light, carrying only a suitcase, two ties, a rain coat and a pair of wading boots. He has a pair of all other personal effects. Everything else would be in a separate bag. Among his supplies will be a pair of heavy boots for wading.

## Maitre in CTV Web

Special to RADIO-TV DAILY  
Toronto — B. J. (Bernie) LeBlanc has been appointed national sales manager for CTV Toronto, it was announced by president W. Caldwell, president of privately owned web.

Maitre comes to this post from CFTO-TV in this city, where he held a similar post for over 10 years, and prior to that was with Transcontinent TV Corp. for 10 years and WGR-TV, Buff.

## BC-TV in UHF Test

(Continued from Page 1)  
Granting the initial waiver for the first phase of the test, ended Oct. 1. WUHF is now in service since then as a test facility of the Municipal Broadcasting System of the City of New York.

## Thanksgiving Day Mass

Waco — Northeast Radio Network will air a special Thanksgiving Episcopal Church Mass on Sunday from St. John's Episcopal Church here, also featuring gospel music by three choirs.

## Turn of Century' Details

by Granny Met Gramps  
Turn of the Century, a new series with ragtime virtuoso Max Baer, will be seen Wednesdays on WNDT starting tomorrow. The opener, "Bustles and Beaux," depicts courtship 60 years ago. The program will be devoted to a different facet of life in the late 1890-1920 and will include the songs of the era.

## Gen. Pat Hurley Makes Drama Bow in 'Empire'

Maj. Gen. Patrick J. Hurley, former U.S. Ambassador to China who guided Mao Tse-Tung to a dramatic meeting with Chiang Kai-Shek in an attempt to avert the civil war, will make his "dramatic" debut on NBC-TV's "Empire," sponsored by Chrysler. The general and his wife, now living in Santa Fe, where the color series is filming, will appear as host and hostess of a social event in "Pressure Lock," airing Dec. 4.

## CBS RADIO MOVES MYERS; OTHER REPS MAKE NEWS

CBS Radio Spot Sales has transferred St. Louis sales manager Gene Myers to its New York office as account exec for Philadelphia, Baltimore and Washington. He replaces Gene Litt, recently named general sales manager for WCAU, CBS 10-0 in Philadelphia.

Myers was in the St. Louis post since it was created in July, 1957, and before that was an account exec for the rep firm in Chicago. Prior to joining CBS in February, 1953, he was national sales manager for WTVN, Columbus, O.; and with NBC as a local salesman for KYW Radio and WNBK-TV (now KYW-TV), Cleveland, later serving KQW Radio as general sales manager.

## Hook to Blair TV For Sales in Philly

Blair TV Associates, further expanding its sales dept., has appointed Paul E. Hook a sales specialist in its Philadelphia office, managed by Gordon Walls. Previously with ABC-TV's national spot sales staff in New York, Hook has also been in the promo dept. of WCAU-TV, Philadelphia 10-0 of CBS.

## Metro Broadcast Sets Miss Pappas

Metro Broadcast Sales, rep unit of Metropolitan Broadcasting, has appointed Elaine Martha Pappas sales development director. She joins the firm from North Advertising, where she was a media supervisor responsible for media planning, TV spot buying and network clearances.

## STORK NEWS

John Shannon, producer of CBS' "World Wide Sports" and "Jack Sterling Show" director, and his wife, Honey, have become the parents of boy, Seth Evan.

Mr. & Mrs. Mel Fuhrman are parents of a boy. Dad is Tops Records sales manager for the eastern territory.

Fred Stettner, TV producer, and his wife, Enid, have become the parents of a girl, Nina Andrea.

## WABC Gives Police List Of 250 'Wanted' Men

Rick Sklar, WABC production and community service director, has presented N. Y. Police Commissioner Michael J. Murphy with a list of 250 men who have expressed interest in becoming patrolmen as a result of a radio spot campaign produced by the station for the police department.

## Funeral in Syracuse For Alfred L. Dupuis

Syracuse — Funeral services were held here yesterday for Alfred L. Dupuis, 52, a WSYR-TV sales staffer who died suddenly Thursday. Prior to joining WSYR-TV in 1954, he had worked as plant manager for Coca Cola Bottling in Troy.

Surviving are his wife, Margaret; a daughter; a son; a brother, and two nieces.

Dupuis' death marked the second sudden death in the WSYR-TV ranks in two weeks. James E. DeLine, emcee for the station's "Jim DeLine Gang," died at his home Nov. 3.

## H-R Appoints Reitz L.A. Account Exec

H-R Representatives has appointed William C. Reitz an account exec in its Los Angeles office. He joins H-R from the Adam Young Co., and has also been with Allied Radio Artists; WJBK, Detroit; KCMJ, Palm Springs, and CBS.

## 1 AM, 3 FMs Given Nod

Washington—FCC has granted the following four new stations: an AM for Stanmar Broadcasting at 1400 kc, unlimited hours, in Raeford, N.C.; a Class B FM on 94.5 mc in Champaign, Ill.; a Class C FM on 99.9 mc for Nortex Broadcasting in Wichita Falls, Tex., and a Class A FM on 94.3 mc for Helen Cunningham in Cookeville, Tenn.

## Cuban Resettlement A Church-NBC Spec

NBC-TV, in cooperation with the Broadcasting and Film Commission of the National Council of Churches, will telecast, as a "Frontiers of Faith" presentation, a special half-hour documentary Sunday highlighting the churches' Cuban refugee resettlement program: "A Chance to Begin."

The film record of an early freedom flight from the Miami area narrated by Martin Gable, traces the case history relocation of one family in a small New Jersey community. Emphasis is placed on the importance of personal contact and sponsorship in resettling these people who have agreed to leave the comparative safety of the Florida refugee community.

Balance of the program, telecast live, will be devoted to a panel discussion of the current situation and problems of refugee resettlement. One panelist will be Avilio Rodriguez, whose family is featured in the film portion.

## Signal Corps Screens N.Y. Fair Preview Film

Fort Monmouth, N. J. — The half-hour preview film of the New York 1964-'65 World's Fair will be televised for some 15,000 military personnel of the U.S. Army Signal Center and School here Jan. 11. Narrated by Bob Considine, the Fair film will be shown as part of the base's closed-circuit educational TV program.

## James Tintera on Faculty Of Wayne U. R-TV Dep't

Detroit — Dr. James B. Tintera has been appointed research and development director of Wayne State U.'s mass communications dept. He has a broad background in radio and TV, directing educational studies in Michigan and Alabama and as consultant for educational groups. Dr. Tintera wrote "An Analysis of the Use of the New Media in Teacher Preparation," published by the U.S. Office of Education.

## Edwin C. Hill's Voice Recalls Holiday of 1900

ABC Radio will again present the late Edwin C. Hill's memory-stirring recollections of Thanksgiving as it was celebrated at the turn of the century in a special 15-minute program Thursday. Hill, one of the foremost newscasters of his day, died in 1957. His recollections of Thanksgiving as a boy have been traditionally carried by ABC Radio for 16 years.

## AGENCY NEWSCAST

By RALPH TYLER

Mattel, Hawthorne, Calif., toymaker, has expanded its year-round \$5.7 million advertising program with participating sponsorships in the "Arthur Godfrey Show" and the "Betty Furness Show," both on CBS Radio. The move marks the first time Matel has gone into network radio advertising. Its current TV sponsorship includes the "Beany and Cecil" and "Discovery" shows on ABC, and "Sky King" on CBS. Messages on the Godfrey program will run through Dec. 14. Agency is Carson/Roberts, Los Angeles.

Sawyer's, Inc., Portland, Ore., manufacturer of stereo photographs of stereo viewers marketed under the names of "View-Master" and "Tru-Vue," yesterday announced the appointment of Portland-based Cole & Weber as agency effective immediately. Formerly, Richard G. Montgomery and Associates, Portland, was the Sawyer agency. The firm's anticipated advertising expenditure for '63 is \$750,000.

Copp Collins has been named VP and director of the PR division of Friend-Reiss Advertising, succeeding John Codella who resigned to open his own advertising and PR firm. Collins, formerly VP in charge of Creative Public Relations, Inc., PR subsidiary of Chirurg & Cairns, New York and Boston agency, assisted recently elected Congressman Ogden Reid of Westchester in his primary campaign fight this summer. . . . Robert Liddel, an associate media director of Compton Advertising, has been elected a VP. He serves on the 4-A's broadcast media committee and the International Radio and Television Society's Time Buying and Selling Seminar.

The Advertising Agency Production Club of St. Louis has elected Karl H. Lemp, D'Arcy Advertising, president; Fred Schmidt, Batz - Hodgson - Neuwoehner, VP, and Shirley Kranz, Winfield Advertising, secretary-treasurer. . . . Alfred C. Kearschner has become director of media and research for Frank Block Associates.

### NBC Offers 'River Nile' To School Film Libraries

NBC Merchandising has arranged for "The River Nile" to be made available to the permanent film libraries of schools across the country. The hour color documentary was recently seen on NBC-TV, produced by Lou Hazam. Film Associates of California will handle the distribution to schools.

### Thought for Today

*"Each time an editorial is on the air there exists one more opportunity to stimulate thought, create discussion and what the desire for more information on a subject of public importance. And, properly handled and pursued, the result can be positive community action. Through the editorial, the broadcaster is finding his most valuable tool for exercising community leadership."*

—Alvin H. Perlmutter,  
Producer

### Atlanta Choirs Start WSB Caroling Series

Atlanta—Twenty Atlanta area choirs will be featured nightly on WSB's "Nightbeat" program, as the station initiates its Christmas carol season on Monday.

The choirs will be making nightly appearances at Lenox Square Shopping Center.

### UK Receiver Sales Plummet

(Continued from Page 1)

report added, "the public should have a chance of making up its own mind about pay-TV financed by private enterprise." The committee includes such leading public figures as Lord Woolton, Lord Mancroft and Sir Tufton Beamish.

Meanwhile, the government's White Paper on TV, which is expected to make startling recommendations about the future shape of commercial TV in Britain, has run into difficulties. Publication, expected this week, will not now be possible until December or even the New Year.

#### Members at Odds

The Cabinet committee which is preparing the paper reportedly cannot agree about how much power to give to the Independent TV Authority, watch-dog of Britain's commercial system. Disagreement is also reportedly over a reported proposal for a revolutionary change in the present networking arrangements which favor the "Big Four"—ARTV, ABC, ATV and Granada.

As for the sale of TV receivers, falling purchases last year put 700 radio and TV dealers out of business—about 10 per cent of Britain's total. As a result, the Radio and TV Dealer's Ass'n is up in arms over the Government's decision to cut purchase tax on

### 1-Act Feiffer Satire Gets Philly TV Bow

Philadelphia — Jules Feiffer's one-act satire on contemporary life, "Crawling Arnold," will be given its American TV premiere on Sunday on WCAU's "TV Ten Workshop."

"Crawling Arnold" is the first play written by syndicated cartoonist Feiffer. In it, he lampoons many facets of modern-day life, including bomb shelters, psychiatry and child-rearing techniques. The cast is composed of members of the Philadelphia Drama Guild, and the production is presented in cooperation with the Drama Guild and Pennsylvania U. Host is the university's Dr. Tristram Coffin.

"TV Ten Workshop," a presentation of the WCAU-TV pubaffairs dept., is produced by George Desart and directed by Jim Hirschfeld.

### KFNF's Shift, Power Hike Receive Initial Approval

Council Bluffs, Ia.—KFNF will be permitted to move from Shenandoah, Ia., to here and to increase power from 500 watts to 1 kw at night, and from 1 kw to 5 kw day, if the initial decision of hearing examiner Herbert Sharfman is not reversed by the FCC.

cars by up to 20 per cent.

The association claims that if any section of industry should have been selected for tax relief, it should have been the radio-TV dealers. But with 625-line and color TV around the corner, the government feels the TV trade is about to get its biggest fillip.

In the midst of this unstable, shifting TV picture, the BBC reports it intends to show fewer American-made video programs. Kenneth Adam, BBC director of TV, said: "Unless there is a big change in the type of American product, I would expect we would be buying fewer programs as time goes on."

#### Powell Show Praised

"The American-made 'Dick Powell Show,' Adam said, "is possibly the best series ever made in Hollywood. But it is not as popular as Independent TV's British-made 'No Hiding Place.'" According to Adam, the BBC's weekly "Z Cars" series gets twice the audience of "Route 66" on the commercial network.

At the moment, BBC airs about 12 per cent American material. But, said Adam, when the BBC starts its second TV operation in London in '64, the proportion of American material seen on BBC will be considerably less.

### CAPITAL GALS FLAG RR CARS

'Kooks' Clamber Aboard For Buffet, Cocktails

Washington Bureau of RADIO-TV DAILY

Washington—The local chapter of American Women in Radio and TV will hold a reception today in three old-time railroad lounge cars, although no members will admit having been around when they were still in service.

Special guests of honor at the buffet and cocktail party, according to publicity chairman Luc Cummings, will be WMAI "early morning kooks," Fran Hardin and Jackson Weaver.

### Rookie Station Gives Conway Sales Reins

New Bedford, Mass.—Francis Conway has been named general sales manager of WTEV-TV, here, a new station for Southern New England. Formerly, Conway was in sales with WDAU-TV, Scranton, from 1953 to the present. He had been general sales manager the last four and one-half years and served in the same capacity for WGBI Radio there.

The station, a new ABC-TV network affiliate, goes on the air in January and will cover greater Providence, New Bedford and Fall River areas, in addition to regions in Connecticut and Massachusetts.

### Audio Engineers Discuss New Stereo LP Problems

Albert B. Grundy and Claude L. Rie, of Audio Reproduction, will discuss some of the advantages and problems of producing 12-inch 45 rpm stereo LPs with generally accepted playing time and level at tomorrow's section meeting of the Audio Engineering Society, in the Mastertone Recording Studios.

### WNEM, GM Team-Up For Buick Open Golf Spec

Flint-Saginaw, Mich.—WNEM-TV, in conjunction with General Motors has presented a special half-hour color film of the 1964 Buick Open Golf Tournament. Directed primarily to GM workers in this area as a public service, the telecast had the added thrill of two hole-in-ones.

### Dana's Phone 'Line' Busy

Los Angeles — Bill (Jose Jimenez) Dana has been set by Pacific Northwest Bell Telephone Co. to film and tape TV and radio commercials at CBS-Television City.





Indiana University Library  
Bloomington Ind

TEN CENTS

L. 91, NO. 99

WEDNESDAY, NOVEMBER 10, 1960

## NAB SMOKE GETS IN R-TV EYES

### Trigg-Vaughn \$450,000 Bid Flying KITE in San Antonio

San Antonio radio station KITE has just been sold in New York to the Trigg-Vaughn group of stations for \$450,000. It is the highest bid received by Federal District Court Judge Thomas F. Murphy.

The station was owned formerly by Townsend Growth Fund, a Delaware investment corporation which has been plagued by financial difficulty and forced into receivership. As part of the purchase, Trigg-Vaughn agreed

to assume liabilities, including two unsecured demand notes totaling \$82,333 plus a consultancy contract of \$80,000.

William Miles, station manager, said the sale was "not due to any" (Continued on Page 7)

### Mexico City, London, Geneva on Schedule for Worldvision Pitch

The presentation of ABC International TV, Inc., made by broadcasters at a New York meeting Oct. 31, will be offered in three foreign cities in December. Leaders of advertising, industry and government will attend the presentations of "ABC Worldvision—Your Passport to the Future," to be held at the Hotel Maria Isabel in Mexico City, Tuesday, Dec. 4; the Cafe Royale, London, Tuesday, Dec. 11; and the Hotel Richmond, Geneva, Thursday, Dec. 13.

### NEVER ON SUNDAY FOR VID REPAIRS

Texas Blue Laws Prohibit Fixing Sets on Sabbath

Austin, Tex. — TV sets cannot be repaired on Sunday, Attorney General Will Wilson said in an opinion on Texas' blue laws, asked by District Attorney Henry Wade.

Stating that Texas statutes prohibit "the repairing of TV and radio receivers on Sunday for compensation," the opinion also said the new blue laws prohibit the sale of radio and TV tubes and parts on the two consecutive days of Saturday and Sunday.

### Bert Lown, 59, Dies On Trip to Oregon

Portland, Ore. — Bert Lown, CBS-TV western manager for affiliate relations, died yesterday, of a heart attack. Lown, 59, was here on a business trip when he was stricken. He will be buried Friday at Forest Lawn Cemetery, Hollywood Hills.

Lown was widely-known as a composer, having written such songs as "Bye Bye Blues," "You're The One I Care For," "Tired"

(Continued on Page 6)

### Color Due in Britain Before '65—Canada Edging Toward Tint

Special to RADIO-TV DAILY

London—The BBC says it will bring color TV to England before the end of '64. First transmissions will be limited to

Montreal — Canada's Board of Broadcast Governors will hear broadcasters Jan. 15 on the introduction and licensing of color TV. In Sept. 1960, the board said it was not prepared to recommend color telecasting. Further studies have taken place since then.

the London area, but will spread to Manchester and Birmingham the following year.

There will be two hours of color TV each week to start with. Later, (Continued on Page 5)

### Dallas Oilman Purchasing CATV System in Tyler

Tyler, Tex. — Sale of Tyler's CATV cable to Dallas oilman Jack Vaughn is being contemplated, according to the system's president, Glenn Flinn. He said if the sale goes through, all facilities of the Television Cable Service Co. will go to Vaughn.

### Collins Riles Industry With Idea to Censor Tobacco Advertising

A shock wave of strong reaction yesterday rolled through front echelons of New York's broadcasting and advertising circles as an aftermath of Gov. Collins' Portland, Ore., speech expressing concern over alleged ill effects of some tobacco commercials on young people.



COLLINS

The NAB president's remarks were interpreted in most quarters as:

Harmful—without valid purpose (Continued on Page 7)

### 4 Star's 'Saints, Sinners' Gets Cancellation Notice

West Coast Bureau of RADIO-TV DAILY Hollywood—Four Star's "Saints & Sinners," starring Nick Adams, has been canceled by NBC-TV and production will halt after completion of the 18th segment, currently shooting, producer Marc Daniels said yesterday. Eight episodes are in the can. He expects the series to air at least thru mid-January.

### TV Records One Man's Fate

Pittsburgh—Back in 1953, veteran KDKA-TV cameraman Charles Boyle talked one would-be suicide out of jumping into the Allegheny River. He wasn't so lucky yesterday.

The cameraman climbed 200 feet above the river yesterday to join an elderly out-of-work man on a foot-wide steel beam at the top of the Duquesne Bridge and coax him down.

The man said, "I'll go down if you turn around and start down yourself." Boyle began to walk away, but a premonition made

him look back. At that moment the man jumped.

Boyle's camera captured the long fall to oblivion. A police patrol boat picked up the man within minutes, but he died soon afterwards.

The footage was shown last night on KDKA-TV. It was slight consolation for a disappointed cameraman.

# KINNEY RENT A CAR

# Call JU 2-4422

- Latest Model Cars
- Deluxe Equipment
- Insurance Coverage
- All-Gas, Oil, Maintenance — as needed on the road
- National Credit Cards Honored

## KINNEY SYSTEM RENT A CAR



Established Feb. 9, 1937

Vol. 91, No. 99 Wed., Nov. 21, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.
MARVIN KIRSCH : Assoc. Publ-Gen Mgr.
ARTHUR PERLES : : : : Editor
ARTHUR SIMON : : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU Harry Lando
Office: 1126 National Press Building Executive 3-4808
WEST COAST OFFICES Perry E. Pasmezoglu
West Coast Advertising Director Harold Hilderbrand
Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951
CHICAGO BUREAU Jack Russell
203 North Wabash Ave. Phone: 312-782-2818
CANADIAN BUREAU Jules Larochelle
Room 314, Belmont St., Montreal
LONDON BUREAU Peter C. Davalle
6 Romany Gardens Sutton, Surrey, England
MEXICO CITY OFFICE: Pedro Mario Amaro. Apartado 340, Cuernavaca. Morelos, Mexico.
ROME OFFICE: John Perdicari. Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso. Edificio Ochoa, San Juan, P. R.: P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Irefon, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane. Edificio Espana. Grupo 4, Planta 14.

\$1-Mil. Home Opens For St. Louis Outlet

St. Louis — KSD-TV-AM has moved into a new \$1-million home in downtown St. Louis. The building, formerly the mechanical annex of the Post-Dispatch, was extensively remodeled for the stations, which occupy the first two floors.

The move was a homecoming for KSD-TV, whose studio was located in the building, then new, when it went on the air Feb. 8, 1947, as St. Louis' first TV station.

WDAU logo with 'A DOMINANT VIEW' text and 'scranton-wilkes barre and WGBI represented by H-R' text.

COMING AND GOING

DAVE WILLIAMS, CBS-TV affiliate relations eastern manager, and MRS. WILLIAMS, of NBC practices and standards, to Eleuthera Island in the Bahamas.

JULIE NEWMAR in Memphis for location shooting of "Route 66" seg.

MORTIMER MATZ, p.r. consultant, has returned from meetings in Atlanta.

ROBERT JAMIESON, CBS-TV station sales manager and station clearances director, vacationing in Miami.

WILLIAM KRONICK, has returned to L.A. after producing and directing three Wolper Productions' "Story of" docs in N. Y.

ANTHONY WIGAN, BBC N. Y. correspondent, arrives in N. Y. today.

JAY NORTH, "Dennis the Menace" star, in N. Y. tomorrow to appear in the Macy's Thanksgiving Parade.

ALBERT HARTIGAN, Video House VP and general sales manager, returns to N. Y. following a 2-week sales trip.

'Story of' Series Adds New Markets, Sponsors

Three more major markets have been announced for the David L. Wolper-produced "Story of..." series, and a multi-market sponsor has added his eighth area, according to M. J. (Bud) Rifkin, United Artists-TV exec VP for sales.

The new markets are WJZ-TV, Baltimore, sponsored by Kootz Creamery via Leon Shaffer Goldnick Agency; WLWI, Indianapolis, sponsored by Merchants Bank, and KTVU, San Francisco, with national spot advertisers to buy participations. Other new sales include WTVO, Rockford, Ill.; WTOK-TV, Meridian, Miss., and WLOF-TV, Orlando.

Adding its eighth market was Consumers Cooperative Ass'n, via Potts, Woodbury, which set the series on KHOL-TV, Kearney, Neb. It previously placed it in Ames, Lincoln, Sioux Falls, Topeka, St. Joseph, Sioux City and Rapid City.

Ampex Sales, Earnings Set 2nd-Quarter Record

West Coast Bureau of RADIO-TV DAILY Hollywood—Ampex Corp. had record sales, net earnings and incoming orders for the second fiscal quarter ended Oct. 31, it was announced today by president W. E. Roberts.

Sales totaled \$21,607,000, compared with \$19,125,000 recorded in second quarter of fiscal 1962. Net earnings after taxes were \$1,291,000, or 17 cents per share on \$7,799,407 outstanding, more than triple \$421,000, or 5 cents per share on 7,578,182 shares, in like period a year ago.

L.I. Indie to Broadcast Season's Ski Conditions

WHLI, Hempstead, L. I., will again broadcast ski conditions this season, giving weather, snow and slope conditions throughout New York State, New England and the Canadian Laurentians.

No Paper Tomorrow

In observance of Thanksgiving Day, RADIO - TELEVISION DAILY will not be published Thursday, Nov. 22.

S. F. Int'l Auto Show Opens Holiday Fare

West Coast Bureau of RADIO-TV DAILY San Francisco — KGO-TV will originate "The Al Collins Show," its early morning variety program, from the Int'l Imported Car Show on Thanksgiving Day. The 90-minute special is being taped this afternoon at Brooks Hall, site of the 1962 exhibition.

Al interviews several of the owners, who answer questions of sports car and auto buffs. A number of representatives from car clubs throughout Northern California are on hand to inform viewers of the membership and activities of their organizations.

George Cerutti and his orchestra provide the music on the program, which is directed by Martin Pasetta and produced by Dick Brill.

Golden, Murphy Named To KBOX Exec Posts

Dallas — The Balaban Stations have promoted Alan Golden from account exec at KBOX here to local sales manager, and named Tom Murphy operations director. Golden has been with KBOX since 1958, while Murphy, formerly in its programming dep't, has also been with KLIF here and WNHC, New Haven, Conn.

Goff KVI Ops Director

Seattle — Bill Goff has been appointed operations director for KVI here, to be in charge of special and sports events and coordinate remote broadcasts. For the past three years he has been news director for the Golden West Broadcasters' station.

FINANCIAL

(November 20)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow.-Coll., Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Allied Artists, Capital Cities, Desilu, Esquire, Inc., Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompTer, Trans-Lux, TV Industries.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists stocks like Jerrold, Meredith, Rust Craft, Seven Arts, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

WABC-TV Names Little Press-Info Director

Frank J. Little, with ABC WBKB (TV) in Chicago since 1959, has been appointed public city-press info director of WABC-TV here. He served the Chicago o-o as unit publicist and assistant advertising-publicity director, and before that was with Paramount Pictures as Midwest advertising publicity director, and with Campbell-Sanford Advertising as assistant to the president.

Prior to going to Chicago 1957, Little worked at the Radio City Music Hall in New York and on national assignments for Paramount on De Mille's "The Ten Commandments."

## Why WSLS-TV Bought Volumes 1, 2, and 3 of Seven Arts' "Films of the 50's"

### says Horace Fitzpatrick:

Vice President and Manager, WSLS-TV, Roanoke, Va.

"Our purchase of the Seven Arts' Volumes 1, 2, and 3 was no 'happy accident.' Our WSLS-TV Program Screening Committee, which passes on all TV films used by WSLS-TV, previewed the Seven Arts' Volumes and gave them the highest recommendation. As it turned out they were 100% correct . . . the Seven Arts' presentations enabled our station to take its position as the leading station in the Roanoke market in important time spots and has given WSLS-TV the

## HIGHEST RATINGS OF ANY FILMS EVER

shown on the station. We feel the Seven Arts' 'Films of the 50's' will enable us to maintain our top ranking position in the Roanoke market, particularly in the important Saturday, Sunday and mid-day areas where they have proved so successful to date."



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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



## Van Camp Helps Plug-in Atlanta's Yule Evergreen

Atlanta—WSB musical director Bob Van Camp will conduct ceremonies when one of the tallest Christmas trees in the South is lit here Thanksgiving night. Sponsored by Rich's Department Store, the event officially opens the Yule season in Atlanta. Van Camp has served as master of ceremonies since 1948.

## Down Under to Hear Yule 'Sing with Bing'

"Christmas Sing with Bing," 50-minute CBS Radio special starring Bing Crosby and featuring the Boys' Town Choir and Johnny Mercer, will be heard this year for the first time in Australia and New Zealand through more than 34 network and independent stations.

The program, which will be carried overseas by the Voice of America and the Armed Forces Radio Network, will be sponsored by the Insurance Co. of North America. It will be heard for the eighth consecutive year on Christmas Eve.

## WINS Series Views News from Capitol Hill

"Radio Newsday," a daily Washington news summary has been added to the WINS programming roster. Utilizing the Westinghouse Broadcasting news correspondents in Washington, anchor man Bob Nelson details the top political news stories as viewed from his vantage point atop Capitol Hill.

## TV PRODUCER PROGRAM DEVELOPER AVAILABLE

HAS

Program Ideas, Editorial Sense, Imagination, Drive, Integrity, Ability, Creativity, Taste—and some Modesty—

Broad Experience

New York — Hollywood — Europe

Write Box No. 215

RADIO-TV DAILY

1501 Broadway, N.Y.C.



By TED GREEN

• • • Comedy team of Marty Allen and Steve Rossi riding high. Now starring at The Sands in Las Vegas, they'll make their second of eight guest shots on the Garry Moore show Dec. 4, then immediately film a situation comedy pilot in New York for Moore's Redwing Productions. They've also just recorded their second comedy album for ABC-Paramount, titled "Hello Dere, One More Time" . . . Singer Jody Berry up for a TV series on the life of the late Max Baer. A former fighter turned singer, he bears a striking resemblance to the late champion. Indie film maker David Kay is negotiating the transaction . . . Lanny Ross, having finished a four-week stint at the Strollers Theatre Club in New York, and a week's engagement at "The Speak Easy" in Denver, is back in the Big City for a special engagement next week. How about Lanny doing his own show again?

• • • Graydon Gould, voice of puppet hero "Mike Mercury" in the syndicated "Supercar" TV show, has been signed for a featured role in Carl Foreman's "The Victors," now filming at London's Shepperton Studios. "Supercar," taped in England, is seen on 170 stations in America . . . Alan Foshko dood it again. Seems as if every off-beat promo that comes to town falls under his way-out operation. Last year it was the 6-day bike races and the first Children's Televised Movie Premiere. This year it has a parade for backing statehood for Moosylvania (re NBC-TV's "Bullwinkle"). We hear he's planning to open a new branch office—the first PR outfit set for the moon!

• • • Meet: Paul M. Hancock, newly appointed Eastern sales manager for NBC Radio. This multi-lingual, versatile broadcaster was formerly regional manager of station relations and is a 13-year NBC vet. An old hand at station relations, he began his broadcasting career in this area with Mutual in 1945, took time out in 1947 to found WMID in Atlantic City, then moved on to NBC in '48. He is married to actress-singer Evelyn Wyckoff.



HANCOCK

• • • "Hawaii and I," a new LP from Purple-tone Records, features Jack La Forge in a group of Hawaiian songs in jazz, twist and cha-cha arrangements. La Forge's skill at piano and organ are heard to a great advantage. Some of the music was written by May Singhi Breen de Rose . . . Howard Potter has joined Sullivan, Stauffer, Colwell & Bayles as an account exec . . . Al Helfer, who did such a professional radio play-by-play of the recent baseball play-off on NBC, will emcee for the 13th year the Heisman Trophy dinner to be broadcast by Mutual Dec. 5. Some network should sign this top sportscaster . . . Robert Lawrence Productions has appointed Roy L. Townshend and Doris Reichbart as VPs.

• • • Wolper Productions has been chosen by the Defense Dep't to produce a couple of timely documentaries, and assigned producer Alan Landsburg to the project . . . Congratulations to actor Charles Akin and his lovely wife, Ann, who celebrate their fifth wedding anniversary with a party at their Charles V Restaurant tomorrow night . . . The big innovation in radio programming these days is the Centronic Program System developed by Irv Schwartz. It applies scientific documentation to record selection and, in its test run at WPOP, Hartford, Conn., proved a great success, helping hypo the station's ratings.

• • • Continuing one of the longest runs in show business, Jo Stafford is celebrating her 14th year on Radio Luxembourg . . . A wealthy Cherokee Indian visiting New York asked Dick Rattazzi how he could get membership for his five sons in a local yachting club. It seems the old man's burning ambition is to have his red sons in the sail set . . . Jerry Vale is convinced his wife is a dyed-in-the-wool TV fan, confiding that during the Summer, even her dreams were re-runs . . . Kai Winding just tried on his old sailor suit and the only thing that fits is the tie.

## Treasury Men Cite Par For 'Income Tax' Serie

Detroit — WJR's Charley P has received a Treasury D "meritorious service" award his programming in behalf of Internal Revenue Service. P hosts the WJR series, "Your come Tax," presented annually during the tax-filing period.

## 4 Star Syndie Tips Sales Past Million \$

Four Star Distribution Corp. nounces 13 new sales to bring market-by-market grosses v over \$1-million in less than th months of operation, according VP-general manager Len F stone.

New sales in six markets w as follows: KTLA-TV, Los Angeles — "The Detectives" (ho and half hours), "The Law Mr. Jones" and "Dick Powe Zane Grey Theater." WTEV- Providence-New Bedford — " tectives" (hours and half hou and "Target: The Corrupters."

KWTX-TV, Waco — "Det tives," (half hours) and "D Powell's Zane Grey Theat KOLO-TV, Reno — "Dick P ell's Zane Grey Theater" "Law and Mr. Jones." WCCA- Columbia, S. C. — "Law and Jones." KBTB, Denver — " tectives" (hours).

## WKAT Scores 3rd Year For Miami U. Hoop Sked

Miami — WKAT will carry full Miami U. basketball sched for the 1962-'63 season, its th consecutive year of coverage. station will air 14 home gam and 12 away matches.

As in the past two years, pl by play will be handled by So Hirsch, opening the season N 30 with Florida U. playing Miami.

## True Mystery 'On Stage'

WOR-TV's "On Stage," se of Canadian-imported hour plays, will present tomorrow story of one of Canada's most zarre murder cases, titled " Desperate Search." Written Len Peterson, the teleplay produced and directed by Har Hart and features Janine S and Norman Traviss.

## HOWARD E. STARK

Brokers and Financial  
Consultants

Television Stations—Radio Station

50 East 58th Street  
New York 22, N. Y. ELdorado 5-9401

## John Trevor Adams Succumbs in Florida

Indian Rocks Beach, Fla.—John Trevor Adams, 71, broadcasting pioneer and concert impresario, succumbed to a coronary embolism at his home here. Services are at noon today in the Chapel of St. James Episcopal Church, New York City. One-time general manager of New York's WMCA, he entered the radio industry in 1928 by forming WJLB Radio and was responsible for the network radio's first important program, "The Atwater Let Hour." Adams later served as radio director for the Irwin Advertising Agency; president of the Texas State Radio Network, and, with Eliot Roosevelt, headed the Trans Continental Broadcasting Co. In 1953, the late Trevor Adams, one-time general manager of WABC-TV, New York. Another, Herbert F. Adams, is sales director of WKBK, ABC-TV 10 in Chicago. Besides Robert, he is survived by his wife, a daughter, a son and two sisters.

## Skelton, Cyril Ritchard in Freeloader Skit

Cyril Ritchard, veteran musical comedy and operatic star, and Joanie Sommers guest star today on "The Red Skeleton Show," CBS-TV. Ritchard joins Freddie the Freeloader (Skelton) in a skit titled "March of the Litterbugs," with Joanie Sommers adding to the comedy.

## TelePrompTer 3rd Qtr. Earnings at \$47,696

TelePrompTer Corp. reported that it earned \$47,696 in the third quarter of this year in contrast to a loss of \$215,126 for the same period in 1961. For the first nine months, it reported a loss of \$59,453 instead of a loss of \$184,764 for the corresponding period in 1961.

## Ending His Own Business

Dallas — Lou Benton, KRLD announcer, has left the station to fill singing dates and create a theatrical booking agency.

## Sonny Moonlights on Coast

Sonny Fox, host of Metropolitan Broadcasting TV's children's programs, "Wonderama" and "Just for Fun," is off for Hollywood and a part in Jerry Lewis' upcoming film, "The Nutty Professor."

Although Fox will be appearing only as an extra in the film, cameras will be trained on him all day to provide the basis for a featurette to be incorporated

## 'TEENS' GROWING PAINS' GET UPJOHN TREATMENT

Boston—The Upjohn Co. in cooperation with the American Academy of General Practice, will present an hour special on WHDH-TV here Dec. 5, probing problems of adolescence ranging from such physical outbreaks as acne to emotional upheavals over dating, staying out late and discipline. Doctors, along with parents and teenagers, will appear on the program, titled "The Teenagers Growing Pains."

### FREEDOM VOICES TO SOUND ANEW

Philly Outlet Rings Bell For Coast-to-Coast Skein

Philadelphia — The fourth series of "Voices of Freedom" is currently in production by WIBG, Philadelphia, and the Storer Broadcasting Co., in cooperation with the Freedoms Foundation at Valley Forge. The new series will bring the total number of programs produced to 60.

The station said acceptances have been received from across the nation. Storer stations in Los Angeles, New York, Detroit and other cities will be assisting in the production by making recording facilities available. Each segment will be put into final form at WIBG for distribution.

## Canada Rep Opening Sales Office in N.Y.

Special to RADIO-TV DAILY

Toronto — All-Canada Radio and Television, Ltd., is establishing its own organization in the U. S. to represent Canadian stations. Founded in 1937, the firm now represents 33 radio and 22 TV stations.

President J. Stuart MacKay said the U. S. organization is being set up by a top management team from Canada headed by general manager Reo Thompson and including Ross McCreath and Robert Tait, TV and radio division heads. They are being assisted by Broadcast Development Corp., New York.

Temporary offices are now in operation at the New Weston Hotel, New York City, radio handled by Lloyd Johnston, formerly of All-Canada's Montreal office, and TV by Bill Townsend, an old All-Canada hand, most recently sales manager of CJCB-TV, Sydney, N. S.

in a future "Wonderama" program.

The "Wonderama" featurette will tell the story of a Hollywood extra and picture the many hours of hard work that goes on behind the scenes.

General practitioners will report on aspects of teenage physical health, including changes during the rapid-growth period, secondary sex characteristics, the menstrual cycle, teenage diet, foot problems caused by the sneaker fad and the average teenager's troubles with skin outbreaks.

**Rock 'n Roll Included**  
A typical teenager rock 'n roll combo will play for teenagers dancing the "hully-gully," "loco motion," "monster mash" and other successors to the twist. Also, parents and their own teenagers will participate in "socio-drama" vignettes in which parents will play the role of teenagers, and teenagers will take the part of parents.

Howard Whitman is producing the program, 11th in the Medical Special Events series presented by Upjohn and originating in various cities throughout the country.

## Desilu Sales Gets Right To Board 'Rod Rocket'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Distribution rights to "Rod Rocket," new space-age cartoon series in color, have been acquired by Desilu Sales. The series consists of 130 3½-minute episodes, with each program containing one basic space age fact. Morgan-Forman Productions produced the series for Space-Age Productions.

## Deadline on Insurance Thru Academy Is Dec. 1

The National Academy of Television Arts and Sciences has announced that less than two weeks remain to register for its group life insurance program. The deadline is Dec. 1. The plan was designed by Leterman-Gortz Corp. and Hamlin & Co. and the contract issued by Eastern Life Insurance Co. of New York. Levine-Becker Corp. of New York will administer the plan.

## Thanksgiving 'Messages'

Toledo — Instead of the usual Thanksgiving Day prayers broadcast in previous years, WSPD here will air tomorrow a series of "Messages" taped by six area ministers representing all the faiths.

## Marx Toys Bankrolls 2-Hour WPIX Special

Louis Marx & Co., via Ted Eates, will sponsor a two-hour holiday special on WPIX tomorrow, titled "Thanksgiving Jamboree," co-hosted by Jack McCarthy ("Cap'n" Jack of "Popeye") and Joe Bolton ("Chief" Joe of "Dick Tracy Show").

The program will feature holiday cartoons, including "Pilgrim Popeye;" "Laurel and Hardy;" "The Three Stooges" in "Sweet Pie and Pie;" "Bozo the Clown" in "Injun Fun;" "Cartoon Zoo's" "Wally Gator" in "Little Red Riding Gator," as well as selected scenes from the "Dick Tracy Show."

Marvin Long is director of "Thanksgiving Jamboree."

## Mexico to Wrap-Up 1962 In Multi-Nation Package

Special to RADIO-TV DAILY

Mexico City — A year-end two-hour program highlighting the most significant cultural and political developments in Mexico and neighboring nations is being sponsored by Telesistema Mexicano.

Titled "Our Great American Home," the program will be seen on the last day of the year. It has been suggested the show be dubbed in Spanish, English, Portuguese and French for simultaneous release in other North American countries.

## Color TV Due in Britain

(Continued from Page 1)

there will be a maximum of two hours every night.

"By the end of 1965," the BBC said, "60 per cent of Britain's viewers will be able to receive color transmissions."

Big question now is whether the BBC will use the U. S. color system or the French. Both methods are currently being tested. BBC engineers are believed favoring the French system.

The commercial network is also planning color TV, but this will not start for at least a year after the BBC color service is operating.

## 'Gift' Won't Ask Santa For Help Down Chimney

Cleveland — A three-month-old monkey will be an added Christmas present for some northeast Ohio youngster thru WJW-TV's "Monkey-Mouse" Contest. The contest winner will be selected from pictures drawn by youths incorporating one of several letters of the alphabet. It will be a regular "Mickey Mouse Club" feature the next two weeks.

## Foundation for Blind Opens Radio Contest

The American Foundation for the Blind announces its second annual radio competition in work for the blind, according to Gregor Ziemer, AFB director of public education, who listed four different categories: half-hour and 15-minute documentaries and half-hour and 15-minute dramatic presentations.

Ziemer, stressing that the productions must deal with some aspect of blindness, said judging will be on the basis of content, presentation, originality and the understanding of the problems caused by loss of vision.

Last year's winner of the coveted \$500 H. V. Kaltenborn Award was Indiana U. The Robert Trout, Alex Dreier, Paul Harvey, Morgan Beatty, Lowell Thomas and Edward P. Morgan Awards were captured by Detroit U., Eastern Michigan U., Illinois U., Queens College (NY), Winthrop College and Michigan State U., respectively.

## St. Louis County Chief Alternates on TV Series

St. Louis — Lawrence K. Roos, supervisor-elect of St. Louis County, will appear regularly on KMOX-TV's "Eye on St. Louis," beginning shortly after he takes office on Jan. 1. His programs will be similar to those now being broadcast by Mayor Raymond R. Tucker who began the weekly "City of St. Louis" reports on KMOX-TV in May, 1958.

Tucker and Roos will appear on alternate Monday evenings, with the initial appearance of Roos to be determined later. A panel of newsmen, including representatives of the metropolitan press and KMOX-TV News, will question Roos on county problems. Host is Parker Wheatley, KMOX-TV pubaffairs director.

## Renfro Heads Bureau

Dallas — Jack Renfro, former WFAA newsman, is now heading the Dallas news bureau of KTVT, Ft. Worth.

## Closed-Circuit Technique Illustrated on 'Professor'

Teaching by closed-circuit TV, a technique employed by Prof. Marjorie Carpenter of Stephens College, Columbia, Mo., will be featured Sunday on ABC News' "Meet the Professor." Dr. Carpenter will be viewed and heard lecturing to several freshman classes, via the TV medium, on the plays, "Antigone" and "Othello."

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Walter O'Keefe inaugurates his new KHJ two-hour program Sunday, featuring interviews, music and informal discussions. Andre Previn has been signed for ABC's Christmas Eve color special with Bing Crosby and Mary Martin. He will solo and also accompany Crosby and Miss Martin in a medley of songs. Previn, in addition, will arrange and conduct the music for the entire show, which tapes Dec. 16. . . Encouraged by the latest national Nielsen ratings on its two early Sunday evening programs on NBC, Four Star TV is planning a cross plug for "Ensign O'Toole" and "McKeever and the Colonel." President Tom McDermott has given a green light to "Ensign" producer Hy Averback and "McKeever" producer Tom McKnight to ready scripts for their respective shows, with Dean Jones to guest in a "McKeever" episode and Allyn Joslyn in an "Ensign" segment. . . Executive producer Vincent M. Fennelly today winds production on the 17th segment of CBS-TV's "Rawhide," and cast and crew take a week's breather before resuming filming. Following the hiatus, four shows will be shot back-to-back before a two-week break for Christmas. . . Following completion today of "Swing for the Moon," current segment of Revue's "The Best Years," producer Stanley Ruben has set a two-week production break. Series resumes filming Nov. 30.

★ ★ ★ ★

• • • Meet: Mel Blanc, man with over 400 voices who has returned to radio with his own commercial company after spending two years in and out of casts following an auto accident which nearly took his life. More than 18,000 kids, remembering him as Bugs Bunny, sent "please get well, we love you" cards to the hospital, accompanied by pennies, nickels and paper and rag dolls. Mel said he selected the radio commercial biz because "it isn't overcrowded with too many creative people and I think I've learned what comedy is through the years." To this end he has five of the best comedy writers in the business working for him; some on a moonlit basis (spare time or nighttime), plus the voices of Hershel Bernardi, Sandra Gould, Ed Prentiss and Arnie Johnson. As for his own "400," he explains that in the Yiddish dialect alone are eight different types, and he does them all. Additionally, are his numerous cartoon voices which he can use on commercials but without identifying them. His company's biggest boon is providing a comedy library for deejays, with comedy sayings, animal noises, humorous weather reports, etc. "You can make people pay attention when they know a gag is coming," he says. Mel these days even finds time to speak at various functions like the recent Radio Broadcasters executives meet, where his topic was "Commercials Should be Seen and Not Hard."



BLANC

★ ★ ★ ★

• • • Milton H. Klein has been named general manager KHS Radio. He had been in the KHJ-TV sales dep't since April, having previously served as GM for Crowell-Collier's KEWB in San Francisco. . . After a delay due to bad weather last week, cast and crew of Revue's "Wide Country" left yesterday for three days' location filming in Red Rock Canyon. . . Leslie H. Norins, general manager since May, 1961, of KETT, Santa Barbara, has been elected a VP and director of the parent Key Television. . . James Stewart has been signed to narrate the half-hour TV documentary in color of the San Francisco Theological Seminary, which goes before the cameras Dec. 3 for Allied Artists Informational Films Division. . . Danny Thomas will be grand marshal of Hollywood's 31st annual Santa Claus Lane Parade of Stars tonight. KTTV will cover the event in a live 90-minute telecast and repeat it tomorrow at noon.

## Gov't Pic for Vid Loan Fights School Drop-Outs

Washington Bureau of RADIO-TV DAILY

Washington—The Labor Dep't is making available for TV stations in 42 states a public service film, "When I'm Old Enough, Goodbye," aimed at discouraging young people from dropping out of school. The short won an award at the San Francisco Film Festival.

## WQXR Wins '62 Award For Freedom Bond Promo

WQXR has received the 1962 Freedom Bond Award from the U. S. Treasury Dep't "for service to the nation through the promotion of Bonds of Freedom." The citation was presented to Eleanor N. Sanger, station program consultant, by Philip Littman, Treasury's New York ad and promo director.

## Novice Film-maker Get 'Workshop' Trips

West Coast Bureau of RADIO-TV DAILY

Los Angeles—Film critic Art Knight, "Repertoire Workshop" producer Bill Yates and KNXT program director Leon Drew are screening experimental short films produced by novices for broadcast as one of the seven "Workshop" presentations next year on CBS-TV o-os.

Purpose of the screenings is to survey "new talent" in the field of film directing and to give promising, creative film makers a showcase for his work, according to Knight, film critic for the Saturday Review; associate professor of cinema at USC, and curator of film and tape for the new Hollywood Museum.

## Winners to Speak

"Many young men and women are constantly working on film projects, experimenting with new techniques, usually on a shoestring budget, with surprising professional results. One such project will be selected for the 'Workshop,'" Knight said. In addition to airing the film, KNXT also will give the talented newcomer an opportunity to speak about technique and concept.

## Bert Lown, CBS Exec Dies on Trip to Oregon

(Continued from Page 1)

The One I Care For," "Time and "By My Side." During the trip, Lown's band was a popular feature at New York's Hotel Belvedere.

Bert Lown joined CBS-TV's affiliate Relations in New York in 1951. Three years later, he moved to his Hollywood post.

Lown had been VP and sales manager, R-TV Division of Metropolitan from 1946-'51. He was regional field manager for the Committee for Economic Development from 1944-'46. During the war, Lown served with the Red Cross National War Fund, United Church Relief and the British War Relief Society.

He is survived by his wife, Carlyn.

## WFBM Newsman Heads Of Indiana Aeronautics

Indianapolis — Jim McManis, political specialist and statehouse reporter for the WFBM station, has resigned to become director of the Indiana Aeronautics Commission, Gov. Matthew Welsh announced. Appointment becomes effective Dec. 1. McManis has been with WFBM for the past 10 years.

# COMMON FRONT IS URGED TO PUSH TO END CANON 35

Chicago—Illinois broadcasters have been urged to button-tighten attorney friends for Canon 35 repeal before a report is issued in February by a special American Bar Assn committee regarding the issue.

Michael Baisch, chairman of the Illinois Broadcasters Ass'n Nominations Committee, said it is his hope that every broadcaster disassociate himself from Canon 35 with his attorney. "If you can't make a clean break, have the attorney write a letter to the ABA committee," said Baisch. The ABA committee chairman's report will be presented to the ABA House of Delegates in New Orleans.

### Baisch Favors Pool

Baisch, VP - general manager of WREX-TV, Rockford, asked other broadcasters to be alert to opportunities to cover important community events of every kind whether coverage is live, on film or delayed. It may be desirable, he said, to pool broadcast coverage, and to preplan and coordinate these broadcasts "with meticulous care."

Baisch said continuing the fight for freedom of information is up as the major project of the radio and TV industry in 1963. He recommended that the industry ally itself firmly with the unions in the fight—NAB, Radio-News Director Ass'n and Sigma Chi. He also urged ending the aid of news publishers as a common front wherever possible.

# 1,000 Bid in Court for San Antonio Sta.

(Continued from Page 1)

responsibility on the part of the station. "We're an innocent bystander caught up in this thing." He said the station, founded in 1947 by Charles Balthrope, is showing no interest.

Trigg-Vaughn also owns three stations, KROD-AM-TV, Odessa, Texas; KOSA-AM-TV, Odessa, Texas; KVIL-TV, Amarillo, plus KR-AM in San Bernardino, Calif. Coincidence, the California radio station's facility was destroyed by fire 36 hours before Trigg-Vaughn's top bid acquired KITE.

Trigg-Vaughn's bookkeeping department at KRNO was still functioning after the fire, which broke out in an undetermined cause in the station control room, Dave Trigg-Vaughn, vice president said.

Trigg-Vaughn, in New York for the sale, said Los Angeles broadcasters were giving KRNO a strong hand, and the station expects to go back on the air by early December.

## Long John's 'Deli' Display Is 'Catch-All in the Rye'

While many show biz folk feel they've made it when their caricatures grace Sardi's walls, WOR's Long John Nebel is reveling in his own exclusivity at Carnegie . . . Delicatessen, that is. An exhibit of 40 photos depicting his all-night show's history and a life-size bust of Nebel is currently on display at the corned beef and pastrami emporium.

## WLOL Signing Itself As 'Call of the North'

Minneapolis-St. Paul — WLOL president Larry Bentson has announced the station's adoption of a new programming signature, "The Call of the North," designed to point up the Twin Cities' Norse heritage. Execution of the concept, originated by the Heller-Ferguson program consultant firm, will be accomplished by a series of 62 musical signatures and promos.

At the same time, Bentson also announced plans to retain Heller-Ferguson for a two-year period.

## WBKB 'Telechievers' Ready for 9th Season

Chicago—The WBKB-TV "Telechievers," the only Junior Achievement company of its kind operating in the Chicago area, has begun plans for the production of its ninth season on-the-air. For the last eight years, the group has been responsible for a 13-week series of programs over WBKB-TV.

"Telechievers" operates strictly as a production company, and its members are solely responsible for script writing, research, gathering material and films, scheduling guests and the other tasks involved in TV production.

Tentatively scheduled for the first programs in 1963 are "Education," "Military Service" and "Law," all to be viewed as possible careers.

## Dick John Shifts to Pitt As WIIC News Director

Pittsburgh—Dick John has been named WIIC news director. He joins the station from WKY-TV, Oklahoma City, where he held a similar post, and before that was head of the WTVT news department, Tampa. In the latter post, he won the Headliners Award for directing "most outstanding TV news operation in the United States."

## WTIC VIEWERS TREK 100 MILES

Pro Gridcasts Draw Fans  
On Long Trips, Motel Rental

Hartford — WTIC-TV can boast of viewers who drive more than 100 miles and rent motel rooms to watch one of its programs. This pilgrimage is made on certain Sundays during the professional football season by ardent supporters of the New York Giants, whose home games are blacked out on television within a 50-mile radius of New York.

A survey of motel operators from Fairfield County to Wallingford, which is just 24 miles south of Hartford, reveals that more than 1,000 Giant fans beat the blackout by driving to areas served by WTIC-TV each time the Giants play a home game.

## QXR Net Premieres Modern-Day Hymns

New musical and choral interpretations of contemporary religious hymns premiere today on QXR-FM Network's "General Electric Music Theatre" as a special Thanksgiving program.

Reflecting Protestant, Jewish and Catholic beliefs in musical form, composer-arranger Harry Simeone has adapted original ethnic melodies into modern form.

# Industry Resents Controls on Tobacco Ads

(Continued from Page 1)

pose—to an estimated \$150-million annual income for radio and TV from the tobacco industry.

A "gross distortion" to claim that any on-air smoking blurbs are aimed at children.

An intolerable suggestion—and "probably quite illegal" — for broadcasters to censure advertising.

Because of his emergence as an effective negotiator on behalf of radio and TV and his recent activity against attacks leveled at both media, amazement was all the greater over Gov. Collins' proposal that broadcasters have "a moral responsibility" for "corrective moves" concerning tobacco ads on the air.

Many wondered whether if Gov. Collins had his way in regarding tobacco commercials — it would not lead to a similar blast against beer advertising on radio and TV. After that, they queried, would proprietary medicines, such as sleeping pills, be subject to proposals for drastic editing because occasionally some individual elects to take an overdose?

One agency spokesman, parent

of several youngsters, said he knows of no instance in which tobacco commercials have had even remote adjacency to scheduled children's programming.

"It would be a heck of a reckless way to spend the tobacco client's money," he said. "What's Mr. Collins talking about? These ads are intended for adults only. He ought to leave moral responsibility where it belongs—with parents, clergy and teachers."

Others said they were offended

## Tobacco Institute Head Riddles Collins Claim

Washington — The tobacco industry yesterday lashed back at NAB president Collins. Tobacco Institute president George V. Allen said: "Like many laymen, Mr. Collins mistakes repetition of charges for what he refers to as 'mounting evidence.'" Allen said "the tobacco industry regards smoking as an adult custom, and the decision to smoke or not should be made at the age of mature judgment."

at the NAB chief's statement involving "outstanding sports figures who permit their hero status to be prostituted."

Reference to the NAB codes as "a broadcast conscience" in itself wasn't bad, several interviewers said, but added they resented his statement about "others (who) have persistently failed to subordinate their profit motives to the higher purpose of the general good health of our people."

Tobacco advertising had been singled out by Collins because some of it is aimed at young people and "we cannot ignore the mounting evidence that tobacco provides a serious hazard to health."

### Quotes Statistics

He told an NAB Fall conference in Portland, Ore., that most recent statistics show "20 per cent of boys started smoking in the ninth grade, and almost 30 per cent of all girls smoke before they are graduated from high school. We know that this condition is being made continually worse under the promotional impact of advertising designed primarily to influence young people," Collins asserted.

## AGENCY NEWSCAST

By RALPH TYLER

A series of presentations for advertising agency time buyers and media directors has been skedded by Metropolitan Broadcasting TV's WTTG, Washington, for Nov. 27, 28 and 29 and Dec. 12 in New York's Sheraton East Hotel.

Speaking at the sessions will be Bennet H. Korn, Metropolitan president; Mary L. McKenna, VP and director of research and sales development for Metromedia, Donn R. Colee, VP and general manager of WTTG, and Lee Colee, WTTG's general sales manager. The presentations will highlight recently completed audience studies for WTTG.

An hour holiday program, "WP-IX's Shirley Temple Special" will be aired by the New York station Saturday with sponsorship by DeLuxe-Reading Co. via Zlowe Co., New York ad agency. "Chief" Joe Bolton, host of the "Dick Tracy Show," will serve as program host. The special will feature some of the early hit short subjects of the child star, including "Pardon My Pups" and "Managed Money."

John Matthews, Leo Burnett Co. VP and a member of the executive committee, has been appointed to the new position of creative director of the agency. In the post, Matthews will be responsible for the ad-making processes of a major part of the Burnett business. He will head a group of copywriters and artists who will create advertising for all media, including TV and radio. His new appointment follows the realignment five weeks ago of the creative services division and the naming of Don Tennant as its head.

The National School of Home Study has added WABC to the list of stations currently carrying

## Station Turns on the Heat For Listeners Out in Cold

In cooperation with the New York's Health Dep't WABC is devoting air time at designated intervals to inform listeners of the provisions of the city's Health Code relating to adequate home heating and the procedure to follow should their home heating fall below standards specified. During the last heating season 93,036 telephone complaints of inadequate heating were received.

### Cast of Thousands Set For CBS 'Reading Room'

A cast of thousands — a swarm of bees and several wild animals — join host Ned Hoopes and Trenton school children in Saturday's "Reading Room" on CBS-TV. The wildlife, including a bear, will be on display while guest Will Barker, author of "Winter-Sleeping Wildlife," comments on their hibernating habits.

### Thought for Today

*"To yield to prior censorship and the pressures of personal attack and economic boycott is to surrender the basic right of freedom of the press. This right we will never surrender, or compromise. To do so would be to betray our responsibility as a news medium."*

—James C. Hagerty,  
ABC VP. News

spot skeds. WABC will carry 15 spots per week in the "Bruce Morrow Show" for the correspondence courses firm. National, via Metlis & Lebow Corp., will add stations in the middle Atlantic states during the next couple of months.

The Bolling Co. has appointed Walter C. Newton, Jr., as director of market and sales development. The newly created department will work to attract new business for Bolling markets and stations through direct advertiser contact. Newton has been with Bolling for three years in TV sales after six years with Weed in the same capacity.

Hicks & Greist has been named agency for the Bonomo division of Gold Medal Candy Corp. Victor Bonomo, president of the division, said the company is increasing its advertising allocations to mount accelerated campaigns for Bonomo Turkish Taffy, Cocilana Cough-Nips, Bonomo Peanut Brittle and Bonomo's hard candy lines. Hicks & Greist replaces Mogul, Williams & Saylor.

## 6 Half-Hour Specials Follow Europe Tour

Saginaw, Mich. — Tom Eynon, news director for WNEB-TV, Flint-Saginaw-Bay City, and the station's staff photographer, Peter Jonas, will produce a series of six half-hour film specials during their two-week tour of European centers and Iron Curtain countries.

The news-photo team will visit London, Berlin, Paris, Rome, Warsaw and Zurich to obtain news stories that will be of special interest to the large Polish, German and Anglo-Saxon segments of WNEB-TV's audience, and also to do a special film covering part of the Ecumenical Council now under way in Rome.

They will use the facilities of NBC and UPI during their coverage of the various European capitals.

### CBS Remote Adds Tunes Of Toronto's Whitney Ork

A new musical feature, Moxie Whitney's Orchestra, has been added to CBS' Tuesday roster of remote broadcasts from leading hotels and ballrooms of the continent. The program originates at CFRB, CBS affiliate in Toronto, supervised by Jack Dawson, program director.

### Internat'l Femme Stars Grace 'Alcoa' Teledrama

Hollywood—A trio of female stars from three different countries — Suzanne Pleshette, U Signe Hasso, Sweden, and Willard, England—play the roles of three women in conflict over an international film award in "Contenders" Dec. 6 on ABC-TV "Alcoa Premiere." Chester McCoy stars in the role of a ruthless producer.

### 7 Arts' Chaplin Inks 1st 3 Sales in Canada

Seven Arts Productions, Inc. has concluded its first three sales for feature and cartoon production following the recent reorganization of the company's Canadian TV operations, it was announced by Charles S. Chaplin, VP Canadian sales manager of organization.

Sales include 200 Warner Bros. features to CKVR, Barrie, Ont. and 337 Warner Bros. cartoon features to CFPL, London, Ont. In addition 48 Warner Bros. features (produced in French) were sold to BR, Rimouski, Que.



PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE





Indiana University Library  
Bloomington Ind

DL 91, NO. 100

FRIDAY, NOVEMBER 23,

NTS

## FTC DONS YULETIDE 'GUMSHOES'

### NBC GAINS 18 MONTHS FOR STATIONS IN PHILLY

Philadelphia—U. S. District Court Judge Kirkpatrick has given NBC an 18-month extension from the Dec. 31 time-limit to divest itself of its stations here under a consent decree.

The move allows the FCC-connected hearings to continue on the proposed NBC-RKO swap of their respective stations in Philadelphia and Boston, which Philco is opposing because it wants the outlets.

The extension was recommended by the FCC over the alternative of a temporary swap, which said it wouldn't grant. The Justice Dept was for a pro tem deal rather than the extension, but it is not likely to appeal the court action.

Meantime, the hearings recessed for testimony today to permit chief hearing examiner Cunningham to shift to Chicago to prepare. (Continued on Page 4)

### Graff Turns Dramatist and Features Impresario

Jonny Graff has resigned from his sales VP post with ITC to devote himself to "two absorbing projects": writing a drama targeted for the Broadway stage in the Fall of '64 and completing editing work on four newly-acquired foreign feature films, destined for theatrical showings and (Continued on Page 4)



GRAFF

### Jamaica Gets a Hand On Its Video Service

NBC Int'l is helping establish TV service for the newly-independent government of Jamaica. It is a member of a consortium commissioned by the Jamaica Broadcasting Corp., it is providing technical, programming and financial assistance. On-air target date for the first TV station has been set for late Summer.

### MUSHROOM RADIO CONFAB DELAYED

NAB Asks for More Time on Research; Date: Jan. 7

The FCC-NAB conference on AM radio over-population has been postponed until Jan. 7 and 8 at the request of NAB, for more time to complete research and engineering studies.

The FCC on May 10 placed a partial freeze on grant of construction permits for new AM stations in the face of mushrooming growth of the medium.

### Webs Send Newsmen To Asian Battlelines

Increasingly concerned with the explosive Asian situation, the nets are dispatching newsmen to Vietnam and the China-India border for direct reports on the obscure, confused battlelines.

CBS News correspondent Charles Collingwood is en route to Vietnam to take a first-hand "Eyewitness" look at the smoldering war in Southeast Asia for air. (Continued on Page 2)

### Apr. 30 Now 'D-Day' For All-Channel Sets; Mfg Squeeze Eased

Washington Bureau of RADIO-TV DAILY  
Washington — Official cutoff date now is next Apr. 30 on manufacturing for interstate sale or importation TV sets not capable of receiving all UHF channels as well as VHF. The FCC said manufacturers find the new date acceptable.

The extra time is to give set manufacturers time to switch their production lines and makers of UHF tuners time to increase their production.

The Commission reserved certain technical questions for later. (Continued on Page 4)

### Jim Duffy Moves Up To ABC Radio Exec VP

James E. Duffy, sales VP for ABC Radio since September, 1961, has been promoted to exec VP of the network, it was announced by president Robert R. Paul. Duffy joined ABC 13 years ago in the publicity dept; was made assistant publicity director in early 1952, and in May of that year was elevated to Central Director. (Continued on Page 4)



DUFFY

### Sponsors Sit in CBS Stands For 4 Holiday Bowl Games

Four post-season football bowl games—Bluebonnet, Gator, Cotton and NFL Playoff—will be seen on CBS-TV during the holiday season.

Sponsoring the first three games will be Hartford Fire Insurance, via McCann-Marschalk; Carter Products, via Sullivan, Stauffer, Colwell & Bayles; Bristol-Myers, thru Doherty, Clifford, Steers & Shenfield, and P. Lorillard thru Grey Advertising. United Motors Service Division of GM, via Campbell Ewald, will be a par-

ticipating sponsor of the Gator and Cotton Bowls.

The NFL playoff bowl will be sponsored by Ford, thru JWT, and Marlboro, via Leo Burnett.

The Bluebonnet Bowl will be played in Houston, Dec. 22; Gator in Jacksonville, Dec. 29; Cotton in Dallas, Jan. 1 and NFL in Miami, Jan. 6.

### Airwaves Toy Ads Undergoing 31 Days Of Federal Scrutiny

There are only 31 more days to Christmas, and the FTC has issued "fair warning" it will be watching and listening on every one of them to lower the boom on advertisers practicing deception in toy ads. Latest warning of intense vigilance emphasizes that the federal agency is expanding its program of monitoring radio and TV commercials for the holiday season.

In line with this, toy manufacturers soon will be ordered to submit reports on all of their advertising, including sworn statements in respect to their broadcasts and copies of all advertising, with samples of the toys.

Meantime, the First Circuit U.S. Appeals Court has put an apparent roadblock in the path of the FTC's drive to eliminate allegedly misleading product demonstrations on TV.

The court has set aside an FTC mandate against Colgate-Palmolive and Ted Bates & Co., issued in the Rapid Shave sandpaper case, suggesting the order had been too broad because it applied to all products and clients, and to all on-air demonstrations. The court urged the FTC to prepare another order clarifying its position.

### KREO License Rescinded

West Coast Bureau of RADIO-TV DAILY  
Indio, Calif. — Renewal of license for KREO here, granted Nov. 8, has been rescinded by the FCC's Broadcast Bureau, pending probe of allegations against the station.

### Canadian Op 'Sees Red' Over Personnel at CBC

Calgary—The Canadian Broadcasting Corp. is "the greatest single promoter of socialism in the world today, not by narrow political standards but by its very existence," says H. Gordon Love, president of CFCN radio here. He told the Calgary Chamber of Commerce the CBC is "riddled with communist-type thinking with the sophy."



Established Feb. 9, 1937

Vol. 91, No. 100 Fri., Nov. 23, 1962 10 Cts.

CHAS. A. ALICOATE : President &amp; Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

## WASHINGTON BUREAU

Harry Lando

Office: 1126 National Press Building  
Executive 3-4808

## WEST COAST OFFICES

Perry E. Pasmazoglu

West Coast Advertising Director

Harold Hilderbrand

Editor, West Coast Bureau

6425 Hollywood Blvd. Phone: Hollywood 9-3951

## CHICAGO BUREAU

Jack Russell

203 North Wabash Ave.

Phone: 312-782-2818

## CANADIAN BUREAU

Jules Larochelle

Room 314, Belmont St., Montreal

## LONDON BUREAU

Peter C. Davalle

6 Romany Gardens

Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonsi, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretson, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 48-4324. MADRID OFFICE: Bobby Deplano, Edificio Espana, Grupo 4, Planta 14.

## Stravinsky, Farrell Start Ford 'Quartet'

"The Creative Performer," with Igor Stravinsky, Glenn Gould and Eileen Farrell, will be repeated Dec. 3 on CBS-TV as the first of a series of four-music programs sponsored by Ford Motor Co., via Kenyon & Eckhardt.

The four programs feature Leonard Bernstein and the New York Philharmonic, three of them being repeats. The fourth program will be new, an original modern music drama to be presented live in a 90-minute broadcast from Detroit Apr. 1.

**OUTSTANDING OPPORTUNITY** for experienced, professional TV newsman in one of the East's finest growth markets. Must have college education, professional air performance, good public relations sense, proved administrative ability. If you qualify fully, send complete resume in confidence to Box 216 immediately.

RADIO-TV DAILY  
1501 Bway., New York 36, N.Y.

## ILLINI CASTERS SET UP STATE CAPITAL BUREAU

Peoria, Ill.—A full-time news bureau is to be set up at the State Capital in Springfield to furnish daily audio reports for station use. Working out details for establishing the bureau are a special committee from the Illinois Broadcasters Ass'n and one from the Illinois News Broadcasters Ass'n.

Meanwhile, the IBA has elected new officers as follows: Robert Frudeger, WIRL here, president; Fred Sorenson, WKRS, Waukegan, radio VP; Milton Friedland, WICS, Springfield, TV VP, and Milburn Stuckwisch, WSOY, Decatur, re-elected secretary-treasurer. Added to the board were Joseph Novy of WJOL, Joliet, and Robert Lemon of WNBQ, Chicago.

The IBA has also retained Phil Hanna as full-time executive secretary and named James Winning to head a new legislative committee. Both are headquartered in Springfield.

## 'Lutheran Hour' Adds Devotion Segs in Japan

St. Louis — With the launching of the 12th "Lutheran Hour" season in Japan, plans have been announced to complement the present 30-minute dramatic broadcast with a 15-minute devotional segment. Initially, the new broadcast will be beamed to Hokkaido, using pastors and missionaries of that city as speakers.

## Harry Novik's Efforts Cited by Treasury Dep't

Harry Novik, WLIB general manager, has been awarded a Treasury Dep't "Freedom Bond Award" "for service to the nation through the promotion of 'Bonds of Freedom' U. S. Savings Bonds." The award was presented to Novik at the station by ad and promo director Philip Littman for the Treasury Dep't Bond Division.

## Newsman Going to Asia

(Continued from Page 1)

ing Nov. 30. In Saigon, he joins CBS News Far East correspondent Peter Kalischer.

NBC News cameraman Grant Wolfkill, prisoner of Communist forces in Laos for 15 months, has been assigned to the China-India area to cover the border warfare. He'll be based in Hong Kong.

## Educational Citation

Jacksonville — "Here's How," a children's program produced by WJXT, has been selected for a 1962 "Action in Education" award presented by Better Homes and Gardens magazine in cooperation with the NEA and Nat'l School Boards Ass'n.

## COMING AND GOING

JON PROVOST, of CBS-TV's "Lassie," will be guest of honor at a benefit show for Sicilian children, tomorrow in San Diego.

JACK BENNY and his producer, IRVING FEIN, arrive in N. Y. Sunday for a week of meetings.

JACK HORTON, Filmex, Inc. photography director, returns from Phoenix after filming TV commercials.

NANCY SPAIN, British TV personality, leaves N. Y. today for Europe.

MAXINE STARR, TV-radio singer, arrives in N. Y. Monday to guest on "Joe Franklin's Memory Lane."

## Downs Draws DC Host Plum

Washington Bureau of RADIO-TV DAILY  
Washington—Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, will emcee ceremonies here preceding Thursday's closed-circuit TV show to raise funds for proposed National Cultural Center in Washington.

Downs will be at the National Armory where President and Mrs. John F. Kennedy and some of the noted performers scheduled for the closed-circuit program will be guests at a \$100-a-plate dinner.

Leonard Bernstein will emcee the closed-circuit program itself.

## Post-Newsweek Stations Name Richardson Veep

Washington Bureau of RADIO-TV DAILY

Washington — Laurence E. Richardson has been named VP of

Post-Newsweek Stations, operators of WTOP-TV - radio, Washington, and WJXT-TV, Jacksonville, Fla. He has been general executive of the organization, a division of the Washington Post Co., since January, 1956.

Richardson was one of a small group who put WTOP-TV (then WOIC) on the air in 1949. He is a member of the board of governors and assistant treasurer of the Broadcasters Club of Washington.



RICHARDSON

## CBS News Summons 13 Global Reporters For Panels, Air Talks

CBS News will recall correspondents from their posts throughout the world for a round of panel discussions in various cities, capped by annual "Year of Crisis" simulcast on CBS-TV and Radio 26. The 90-minute program will be produced in New York by CBS News pubaffairs dept.

The news tour will start Dec. 17 in Boston at a luncheon in Hotel Bradford, hosted by Greater Boston Chamber of Commerce and WEEI, CBS o-o the. The following day the panels will be at a luncheon in the National Press Club at Washington. On the 19th, they will be at dinner given by the Detroit Economic Club, and travel to Denver the 20th for a Denver U. dinner. A luncheon given by the Advertising Club of St. Louis will wrap up the tour on Dec. 21.

### Sevareid Moderator

Moderating the panel will be Eric Sevareid, CBS News, New York. Sitting in will be Wins Burdett, Italy; Charles Collingwood, U.S.; Richard Hottelet, U.S.; Bernard Kalb, Southeast Asia; Marvin Kalb, USSR; Peter Kalischer, Far East; Alexander Kendrick, Britain; Robert Kennedy, France; Charles Kuralt, Latin America; Blaine Littell, Africa; David Schoenbrun, China; Washington correspondent, Daniel Schorr, Germany.

## Allied Rings Up 5 Sales For Cava'cade of '60s

Allied Artists-TV Corp.'s Cava'cade of the '60s Group I features have been sold to five additional markets, Robert B. Morin, general sales manager, reveals.

Station purchasers include: KAL-TV, Eugene, Ore.; KHQ-TV, Spokane; WRDW-TV, Augusta, Ga.; KENS-TV, San Antonio; KONA-TV, Honolulu.

## TAC Files WOOD Shows

Grand Rapids—Willard Schrader, WOOD-TV president-general manager, has announced that station's "Music On Stage" and "Youth in Music" has been accepted for inclusion in the Affiliates Corp. Library.

## OBITUARY

### Larry B. Boggs

Denver — Larry B. Boggs, a CATV pioneer and president of Vumore Co., Oklahoma City, died in General Rose Hospital, here. He is survived by his wife, Tetta, and two daughters.

# Coast Trains Microscope on TV

## Salant, Goodson, Join now on Acad. Panel

Coast Bureau of RADIO-TV DAILY  
 Hollywood — CBS News president Richard Salant; Carson-Todman Productions president Mark Goodson, and Lee Rich, Benton & Bowles senior VP for radio-TV programming and media, have been named to join FCC chairman Newton N. Minow in a discussion of "What Is Right

What Is Wrong with TV" at Hollywood Palladium Dec. 19, sponsored by local TV industry chap-

thers on the - member are writer Serling; C-TV senior gram VP bell Robin-Sylvester (Pat) Wea-McCann-son (Int'l) chairman and ident of M-E Productions, and edith Broadcasting exec VP k P. Fogarty. Serving as panel rman will be William Dozier, en Gems production chief and rman of the Academy Special ects Committee.

In addition to giving their own ements on the medium, the lists will answer questions a the audience.

## Handshaw Choice WIBG Promo Chief

Philadelphia — WIBG has ap- ted Jacquelen Handshaw o director. She comes to WI- from WSBA, York, Pa., where was continuity director. Pre- sly, she was advertising man- of the National Bank & st Company of Central Penn- sylvania.

## WOWO Listeners Board Boo-Choo for Chicago

Wayne, Ind. — WOWO re- s its "Little Red Barn Special" hicago Saturday via Pennsyl- a Railroad is a complete sell Over 1,100 WOWO listeners take advantage of low price and be entertained while en- e by WOWO talent. The train also carry a special reserved for selected WOWO clients sales personnel who will host ay on the town for the clients.

## WGBS Signing Off As 'Voice' to Latins

Miami—WGBS has received au- thorization to discontinue beaming Voice of America broadcasts to Cuba and the Caribbean on its nighttime high-power AM facility. Voice of America director Henry Loomis informed the station that VOA's new transmitter at Mara- thon, in the Florida Keys, would assume the duties performed by WGBS since the start of the Cuban crisis.

With the announcement of the Cuban quarantine by President Kennedy, the nighttime outlet, with nine other stations in the U. S., served as relay stations for VOA Spanish-language truth pro- grams aimed at Latin America.

WGBS general manager Ber- nard E. Neary announced the sta- tion's return to its 24-hour "Sound of Music/Total Information News" programming on its AM and FM bands.

## WLIB Now Centralized At New Harlem Studios

WLIB has started programming operations from its new studios on Lenox Ave in Harlem. Part of the station's programming had come from remote studios—main- ly at the transmitter site in Astoria and the Hotel Theresa.

Opening of the new studios marks the first time that all op- erations have been centered un- der one roof since Harry Novik became the general manager of WLIB.

## WRVR Rings Up Curtain On 'Along B'way' Series

A Thursday night theatre news and interview series, "Along Broadway," bows on WRVR-FM Thursday, moderated by Lou Klein- man, veteran director and writer. The 15-minute show will also be carried by seven other stations of the Educational Radio Network, including outlets in Boston, Wash- ington and Philadelphia, concen- trating on reviews of new shows and casting notes.

## Ernst, Pressman on Access

Morris Ernst, legal counsel Magazine Photographers, and man, chairman of the Freedom of Information Committee of the Ra- dio-Newsreel-TV Working Press Ass'n, will discuss Canon 35 at an open meeting Wednesday in the auditorium of the Foreign Policy Association. The ASMP is the sponsor.

The American Bar Ass'n has

## New TV Sets in Future Of 4.9% of U. S. Families

A total of 4.9 per cent of all families have signified they will buy a new TV set in the next six months, up from 4.5 per cent in the Fall of last year and the larg- est percentage in any similar sur- vey since the Fall of '60, the Fed- eral Reserve System reports.

## 'Ready for People' Back from Brooklyn

West Coast Bureau of RADIO-TV DAILY  
 Hollywood—The cast of "Ready for the People," new Warner Bros. series for ABC-TV, has returned here after completing location filming in Brooklyn for the first episode. Starring Everett Sloane, Simon Oakland and Karl Held, the hour shows dramatize the role of the nation's district attorneys in seeking justice for all people.

Brooklyn locations included the Supreme Court and municipal buildings at Borough Hall, Kings County Hospital and Coney Island. Produced in cooperation with the National District Attorneys' Ass'n, "Ready for the People" is pro- duced by Anthony Spinner, with Jules Schermer as supervising producer. First episode is directed by Buzz Kulik.

## Tony Dow in Honor Seat At Montebello Grid Bowl

West Coast Bureau of RADIO-TV DAILY  
 Los Angeles — Tony Dow of ABC-TV's "Leave It to Beaver," will be the guest of honor at kick-off ceremonies of the annual Charity Football Bowl Contest Dec. 8 between the top teams of the King and San Gabriel Confer- ences, Pop Warner League, at Cantwell Field, Montebello.

Proceeds of the game go to the Exceptional Children's Founda- tion for the Retarded.

## Spin Slot Switch

Houston — KNUZ deejay Paul Berlin has been switched to the 6-to-9 AM slot on the station.

in the public interest

STEINMAN STATION  
 Clair McCollough, Pres.

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

Representative: **MEEKER**

## WJBK Airing Reports On Detroit City Gov't

**Detroit** — Common Council president E. Carey has begun 10-minute public reports each Sunday on WJBK, reviewing sessions of the Council from the preceding week, and looking ahead to the deliberations expected in the following week.

News director Bob King discusses Council functions with Carey on each program.

This new series of special programs relates, specifically, to WJBK's most recent survey of audience taste and community needs. The results of this survey pointed to the direct desire of Detroiters to know more about the inner workings of their municipal government.

## Three-Hour Broadcast Celebrates WEJL's 40th

**Scranton** — Plans are under way for a three-hour "Birthday Broadcast" on WEJL Thursday as celebration of the station's 40th year. WEJL promo director Bill Pierce will emcee the festivities, which feature greetings from other 40-year-broadcasters throughout the nation, as well as from a number of special guests. Music for the event will be the hit tunes of 1922.

## Gimbel Leaves for Coast To Tape Der Bingle Spec

Executive producer Roger Gimbel has been inked by Bing Crosby Enterprises to produce a Christmas Eve spectacular on ABC-TV with Bing Crosby and Mary Martin. Gimbel leaves this week for Los Angeles where he will begin taping the program.

## Graff Turns Dramatist And Features Impresario

(Continued from Page 1)

TV airings here and in the United Kingdom. Graff, who was a broadcast comedy writer before turning sales executive said his play concerns a critical period in TV's developmental days.

## NBC Granted Extension

(Continued from Page 1)

side over a license-revocation case in which WLCM-FM is accused of using its multiplex to service race results to bars, shoe-shine parlors and other unsavory places. The swap hearings resume Dec. 10.

In latest testimony, NBC produced evidence alleging that Ford Motor Co., parent of Philco, has been indulging in anti-trust behavior since 1954. This is in answer to anti-trust charges leveled at RCA, NBC's parent, by Philco.

## 'Electronically Chicken' Foy Nesting in TV

"After 50 years in show business I thought I had a pretty good idea of what work is," says Eddie Foy, Jr.—"But that was before I got into TV." Getting him into TV in the first place took quite a bit of work in itself. Ten years ago friends and associates urged the one-time vaudevillian to bring his talent and heritage to the then new medium. Eddie claimed to be afraid of it, and for a full decade he remained electronically chicken.

"And then, when I finally got up the guts to do it," he said, "I

found that the toughest thing about TV is the hard work." Breaking the sight-and-sound barrier for this entertainment veteran is the starring role in "Fair Exchange," new hour-long situation-comedy on CBS-TV.

Foy, whose career hit a high point in a 1945 Broadway revival of Victor Herbert's "The Red Mill," and gained more luster in the stage and screen versions of "The Pajama Game," says that "being in a Broadway show is like a vacation, once you've learned your lines."

"But TV! Up at 6—that's in morning—studio at 7, study on camera at 8, study lines, till noon, study lines bet bites on a sandwich, shoot to go home to a fast supper, lines, and fall into bed before birds.

"There's no clowning around staying out late at night, you're in a series. The work's too hard. But 28 million people watched the premiere of 'Exchange.' That's more people than have seen me in the 50. I've been on display," Foy says.

## Editorial Ranks Build Wolper Show Execs

West Coast Bureau of RADIO-TV DAILY

**Los Angeles** — Half the documentary producers filming shows for Wolper Productions' "The Story of" were promoted from the TV organization's editorial ranks, according to series producer Mel Stuart. The four producer-directors, originally functioning as film editors on the series, are Ed Spiegel, Kent Mackenzie, William Cartwright and Robert Aller.

"Documentarians are a special, unique breed of film makers," stated Stuart. "The best emerge from the cutting rooms, a vitally creative end of TV production." Stuart, like documentary-makers Marshall Flaum and William Kronick, is a former editor-turned-producer transplanted here from New York by executive producer David L. Wolper.

## Singer, 'Bonanza' Star Spark Pitt Tent No. 1 Fete

**Pittsburgh** — Singer Andy Williams and "Bonanza" star Lorne Greene will headline Pittsburgh Variety Club's Tent #1 banquet Sunday for outgoing chief barker Jerome R. Reeves and his 1962 crew. Included is a presentation of "An Evening Without Desdemona Pink," a musical revue written by Bob McCully and Joe Negri and directed by Lawrence Carra.

## Jim Duffy Moves Up To ABC Radio Exec VP

(Continued from Page 1)

vision advertising-promo director.

In May, 1953, he became an ABC Radio account exec, and from 1955-'57 was an ABC-TV Central Division account exec. Duffy was made ABC Radio Central Division sales director in the Spring of '57, and three years later was promoted to the network's national sales director.

## KDWB's Dance-a-Thon Aids Cerebral Palsy Fund

**St. Paul-Minneapolis** — The longest dance ever planned for the Twin City Metropolitan area is being given today by KDWB for its Twin City United Cerebral Palsy "Thanks-going Hop." Led by four big bands playing continual music throughout the 13-hour stint, top personalities from the entertainment world will make guest appearances.

## ABC Launches Morgan Tests

The U. S. Labor Dep't is joining ABC Radio in the 1962 Edward P. Morgan Essay Contest for college undergraduates, with this year's themed on "Youth's Challenge in the Labor Market of the '60s." The contest will open in the next few weeks and close in January.

Labor Secretary W. Willard Wirtz announced his department's association with ABC following a conference with radio president Robert R. Pauley; ABC News commentator Morgan, and George Meany, president of the AFL-CIO, which sponsors Morgan's broadcasts. Judges, contest rules and prizes are to be announced.

## It's Dancin' with Anson From 'Top o' the Mark'

The Anson Weeks Orchestra, a musical group familiar to listeners West of the Rockies, has joined the CBS Radio roster of on-location dance bands and is featured in a new series of remote broadcasts direct from the Mark Hopkins Hotel in San Francisco.

Aired Saturday evenings, the program is originated by KCBS, CBS o-o in San Francisco, under the supervision of CBS music operations director Lou Teicher.

## Holiday Radio Shows Get Ga. Video Tryout

**Columbus, Ga.** — A two-minute feature formerly used in radio has been re-worked by creator Luquire for WRBL-TV here, labeled "Christmas Tidbits," feature shows different wrap ideas and novel products for gift-giving.

"Christmas Tidbits" is one feature, the others non-seasonal developed last year by Luquire independent radio production pany, Rajon Broadcast Productions. Presently, along with WRBL-TV duties on "The Luquire Show," he is considering adapting other one-time taped features for video use.

## Cleveland Mouseketeer To Star in Yule Parade

**Cleveland** — WJW-TV's Young, host of "Dale Young Tonight" and the "Mickey Mouse Christmas parade here Sunday. He will be featured on a with other "Mickey Mouse characters.

## April 30 Now 'D-Day'

(Continued from Page 1)

decision, including whether to empty sets for schools, hospitals, hotels, etc., where there is a trial antenna and distribution tem.

## Leathernecks Cite Ludden For Recruiting Promotions

Allen Ludden, host of both time and nighttime editions of CBS-TV's "Password," has been awarded a certificate of appreciation by the Marine Corps for "contribution to Marine Corps recruiting publicity." During the past year, Ludden recorded a total of 36 five-minute radio service features.



Indiana University Library  
Bloomington Ind

## QUIZ-CITY 'HONORS' GO TO OMAHA

### Dodge Rolling Its Radio Spot Drive in 65 Marts

Detroit—Dodge has launched a nationwide spot radio campaign through 65 major markets to supplement TV and print advertising. One-minute, transcribed spots are being used. Frequency in the markets ranges from 40 to 150 a week through the end of this month.

### Commission's Latest: Local Public Gander Station Records

Washington Bureau of RADIO-TV DAILY  
Washington—All broadcast stations and applicants new stations would have permit public inspection of documents filed with the FCC "to accommodate local people who wish to file petitions to deny stations and other members of public who may be interested under a proposed new rule. FCC has not yet set a final for opposition to the proposal. station would be required to be available at its quarters, or other "accessible place" in community all applications, public reports and related documents filed with the FCC, also of local publication of the of the filing of applications when and if applications are granted for hearing. public inspection would have to be permitted during regular business hours as long as the station

(Continued on Page 8)

### New Application Forms Over Education Outlets

Washington Bureau of RADIO-TV DAILY  
Washington — The FCC has adopted new application forms for types of non-commercial educational stations, AM, FM and TV, including stations which are operating on non-reserved channels. new forms are effective Dec. 3.

### Correction: The Deadline for All-Channel Sets—'64

The Apr. 30 cut-off date for all-channel TV sets was incorrectly reported Friday as next year. Actually, the deadline is Apr. 30, 1964, giving manufacturers time to make production changes.

### MAGNAVOX 150Gs FM TESTIMONIAL

Magnavox, via Kenyon & Eckhardt, has signed an agreement with the National Ass'n of FM Broadcasters for spot announcements on more than 150 FM radio stations throughout the country starting today.

Cost of the campaign, which runs six to nine months, is \$150,000. The participating stations have assigned their income to NAFMB to establish a research and FM sales promotional program.

### Tacoma 5-KW Fulltimer Sold to BHI for \$254,000

West Coast Bureau of RADIO-TV DAILY  
Tacoma—KMO, 5-kw full-timer on 1360 kc here, has been sold by J. Archie Morton and Dana J. Hunter to Broadcast House, Inc., Edward A. Wheeler president, for \$254,000, subject to FCC approval, according to Hamilton-Landis & Associates, national media broker which handled the deal for the station.

### Let's Talk It Over

FCC 'Suggestion Box': TV Needs Your Help—Not More Vox Populi!

By ARTHUR PERLES

HERE'S A thought I'd very much like to drop into the FCC Suggestion Box:

How about taking that long needle—chairman Minow loves to wield it with the abandon of Don Quixote tilting lance against windmill—and administering same to the Commission's collective backside for TV's true betterment in the United States?

Newt must be running out of gas and so badly off for attention-calling that he resorts to prissy little pieces in ladies' mags, like the current McCall's, urging viewers dissatisfied with TV to join local or national pressure groups.

And, while he sics self-appointed public-watchdogs on broadcasters and advertisers (whose time-buys have financed development of the world's

(Continued on Page 7)

### Decision Reaffirmed To Open 13 Clears, Nix Bid for Supers

Washington Bureau of RADIO-TV DAILY  
Washington—The FCC has reaffirmed its decision to open up 13 radio clear channels to additional stations, honoring a House resolution passed during the last congressional session only to the extent of holding off on actual approval of applications until next July 2.

The commission refused point

(Continued on Page 2)

### Curran's 'Frisco Bound As KGO General Manager

West Coast Bureau of RADIO-TV DAILY  
San Francisco—Don B. Curran has been named general manager of KGO-AM-FM, San Francisco ABC 680, effective Dec. 10. Since June, he's been ad-publicity chief for the net's five TV stations. During the past year, he served as president of the Broadcasters' Promotion Ass'n. He started in '47 as an announcer for KNOR, Norman, Okla.



CURRAN

### Hyde Rips Hearings As a Backdoor Ploy To Sway Programs

By a slim 4-3 margin, Omaha has voted the dubious honor of locale for the FCC's next TV community programming probe. Commissioner Hyde, who dissented along with Craven and Ford, has issued a blistering statement against the new "Chicago-style" public hearing, scheduled to start Jan. 28.

"There are sufficient comparable TV facilities in Omaha," Hyde said Friday, "to provide competitive opportunity for all national TV networks, as well as to provide healthy competition between stations. I know of no reason why Omahans should require the assistance of the Commission in seeing that what they look at and hear is what they need.

"On the other hand," Hyde's withering dissent continued, "I think there are many reasons why the Commission should not interfere in the operation of competitive services or in the process of democratic choice."

Hyde said he thinks the local hearings operate as a "sanction" and as a technique of enforcement." Such inquiries or hearings,

(Continued on Page 5)

### Steve Allen Leads Santas For Yule Fund Campaign

Steve Allen has been named national chairman of the '62 Christmas Fund Campaign of the Volunteers of America which has 2,500 sidewalk Santas on the streets of over 100 cities.

### Iowa AM Latest to Get Short Renewal, Warning

Centerville, Ia.—KCOG here is the latest station to be given a one-year license renewal and an FCC warning. The commission cited "objectionable program material," and said just because the station is under absentee ownership it can't be entirely excused, though it noted promises to do better under a new general manager and daily contact with the station.



Established Feb. 9, 1937

Vol. 91, No. 101 Mon., Nov. 26, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Executive 3-4808

WEST COAST OFFICES

Perry E. Pasmazoglu
West Coast Advertising Director
Harold Hilderbrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Jack Russell
203 North Wabash Ave.
Phone: 312-782-2818

CANADIAN BUREAU

Jules Larochelle
Room 314, Belmont St., Montreal

LONDON BUREAU

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

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9. PUERTO RICO BUREAU: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Irefon, Manager. Office: 58 Kamivama - Cho Shihuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

Mike Weinblatt Tops Program Split-Sales

NBC-TV has appointed Myron (Mike) Weinblatt manager of participating program sales. Since September of this year, he has been director of pricing and financial services, TV network business affairs.

Weinblatt joined NBC in 1957 as supervisor, business affairs, design art and scenic design production and in 1959 he became manager, planning and financial evaluation, business affairs, TV network.

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 St. 175 W. 100 Bush St.

Vid3o Webs' Billings For First 9 Months Register 13% Upturn

Network TV gross time billings rose 13 per cent in the first nine months of 1962, the TvB reports. Billings for the period were \$580,135,091, compared with \$513,523,662 a year ago.

In September, billings were \$53,866,378, a rise of 15.2 per cent from \$55,455,426 in September '61. ABC-TV billings for the first nine months of 1962 were \$149,075,654, up 7.5 per cent from a year ago; CBS-TV Jan.-Sept. billings were \$226,065,157, an increase of 17.8 per cent from a year ago; NBC-TV \$204,994,280, up 12.0 per cent.

Daytime Increase Largest

Daytime billings showed the biggest increase in the first nine months, increasing by 18.8 per cent to \$179,687,703. Nighttime billings were \$400,447,388, up 10.5 per cent from a year ago.

Network television gross time billings are compiled by Leading National Advertisers - Broadcast Advertisers Reports and are released by TvB.

FCC Stays with Plans On Clears, Superpower

(Continued from Page 1)

blank to reconsider its decision against permitting "super-power" for these stations, despite a request in the same House resolution that such consideration be given.

Noting, on the point of superpower—that in excess of the present maximum permitted 50 kw—that the House had indicated its 1962 resolution was cancelling a 1938 Senate resolution opposed to superpower, the FCC said "the House resolution . . . has no impact . . . because . . . absence or elimination of the 1938 Senate resolution would not have changed that decision (not to grant superpower) . . ."

The commission, said, however, that it wasn't foreclosing the idea of superpower for the future, and added that Senate and House resolutions move in different directions.

Gould Seizes Opportunity In Dominican Air Delays

Fort Wayne—WOWO farm service director Jay Gould, detained by air travel restrictions in the Dominican Republic where he had been working on the station's Christmas project, has been acting as WOWO's news reporter, calling in on-the-scene stories of Latin American unrest.

HENRY'S 'MAIDEN' SPEECH BAGGED BY GEORGIA UNI

Athens, Ga. — Newest member of the FCC, E. William Henry, will make his first speech before a meeting of act broadcasters when he heads the 18th annual Radio-TV Institute at the U. of Georgia on Jan. 22-24.

WISH-TV Airing a Bio On Localite Tarkington

Indianapolis—WISH-TV's public affairs series, "Hoosier Heritage," presents as the third of its monthly half-hour programs, a biography of "Booth Tarkington" on Dec. 5. The Pulitzer Prize-winning playwright and novelist was born in Indianapolis in 1869.

COMING AND GOING

DICK BIDDLE and BILL MAPES, WOWL-AM-TV and Southeastern Key Market Network representatives, in N. Y. to prepare new series and to attend the NBC-TV affiliates meeting.

BILL THOMPSON, KGBS, L. A., program manager, leaves tomorrow for Miami Beach to attend Storer program meeting.

AL BRODAX, King Features Syndicate TV director, back in N. Y. after tapings in Hollywood.

ED FERLAND, WHEC deejay, in N. Y. from Rochester.

MEL FERBER, "Calendar" producer, has returned to N. Y. from filming chores in London.

MARK EVANS, Metromedia public affairs VP, on a speaking tour of Utah, California, Oregon and Washington.

ROSEMARIE O'REILLY, CBS-TV ratings manager, to Bermuda on vacation.

PAUL K. TAFF, NET assistant TV programming director, to Vienna and Munich for meetings.

HUBBELL ROBINSON, CBS-TV senior VP, programs, returns from the Coast today.

WSB Gains an Announcer

Atlanta — Don Baird, former Atlanta Constitution news reporter, has joined WSB as announcer.

Commissioner Henry will speak on the final day of the institute when he is expected to make first public statement to broadcasters on his views of the FCC and its position as a regulator radio-TV.

Joint sponsors of the institute are the Georgia Ass'n of Broadcasters and the Henry Grady School of Journalism at the U. of Georgia. Also speaking at institute will be Georgia's governor-elect Carl Sanders. His address will be carried live over special state-wide GAB net.

The GAB also announced 28th annual convention will held June 8-11 at Callaway Gardens, Ga. This is the first time the convention has been held such an early date. It is usually held in August.

King Co. Names Bremner Ass't to Broadcasting VP

West Coast Bureau of RADIO-TV DAILY Seattle—Eric S. Bremner has been named assistant to the chief of the broadcast division, King Broadcasting Co., succeeding Alexander P. Hunter who assumed management of KREM - AM - TV FM Dec. 3.

Bremner has been affiliated with KING-TV since 1957, first as floor director, then, after military service, as assistant promo manager.

Woodland Speaks for RFE

Scranton—Cecil Woodland, WJL general manager and RFE Fund Middle Atlantic States Radio TV chairman, will address Lion's Club here tomorrow "RFE—Margin for Victory."

we like to put facts "out in the open" before we recommend Hundreds of satisfied clients in the past have depended on Blackburn's clear analysis of the facts on changing markets before entering into media transactions. Protect your investment, too; consult Blackburn. BLACKBURN & Company, Inc. RADIO-TV-NEWSPAPER BROKERS Washington, D. C.: RCA Building Atlanta: Healey Bldg. Chicago: 333 N. Michigan Ave. Beverly Hills: Bank of America Bldg

---

# murk

---

The tasteless diet of "no comment" and "too controversial" is poor fare for a broadcaster to grow on. The station that stimulates rather than stupifies is too often the rarity. In the murky realm of half statements and shrugging avoidance, the station that speaks loudly and clearly is the station that is heard and remembered. People watch. People listen. People know.

---

**POST • NEWSWEEK STATIONS**  
A DIVISION OF THE WASHINGTON POST COMPANY

---

WTOP-TV, WASHINGTON, D.C. ●  
WJXT, JACKSONVILLE, FLORIDA ●  
WTOP RADIO, WASHINGTON, D.C.

---



## MAKE OR BREAK IN CINCINNATI

It is no use quoting West Coast ratings to you folks East of the Rockies. For whenever we quote Coast ratings to other parts of the country, we are told: "but that's different; the West Coast isn't like the rest of the country." It is obvious, therefore, that "ACROSS THE SEVEN SEAS" will make or break in Cincinnati. (The last I heard, Cincinnati wasn't a part of the West Coast)

If we hit a 20.0 rating in Cincinnati, I am sure any program buyer will rate us a solid bet.

If we hit below a 15.0 rating, I will be the first to admit that we have nothing better than an average syndicated property.

For totally different reasons, we and our sponsors and WLW-T in Cincinnati have been biting our nails waiting for the ratings. Cincinnati will be the first "Eastern" rating we will be able to quote, and I believe we should have this first rating either next week or the week after.

—JACK DOUGLAS

Advt.



By TED GREEN

• • • Edna Paul, film editor for WCD Films, recuperating at home after surgery at Mt. Sinai . . . WCD Films has added a new studio to its facilities. The video film outfit, has doubled its working force as well as its floor space, in the past two years to keep up with business . . . Jacquelyn Reinach, who with Joan Lamport created the words that Westinghouse's talking doll says via remote control recording is teaming with Victor Ziskin on "Young Mark Twain," which will be TVed for moppets this Winter . . . The Al Lockhart Agency promotes the 15-minute Sid McCoy celebrity interview segment, which Pet Milk is airing in 31 Negro markets nationally. McCoy is a Chicago late-night musicaster . . . Buddy Piper, one of the creators of "Concentration" on NBC-TV and "Make a Face" on ABC-TV is behind the new public affairs game called "Community Checkmate" airing Sundays on WNBC-TV . . . Producer Bill Hobin is mighty proud of his daughter, Candy. The 14-year-old youngster was one of the youngest competitors at the National Horse Show at Madison Square Garden. She's been riding since she was 2½ . . . Asid Allan Stone contact Bob Feinberg at YU 6-5950 regarding "Top Dance Party."

★ ★ ★ ★

• • • Meet Mitch Leigh, a "musical creative genius" of radio and TV commercials. He is the young president and creative director of Music Makers, Inc., formed five years ago and now one of the top companies writing music for the advertising industry. Mitch received his MA on a fellowship from Yale, studying under teacher and composer Paul Hindemith. He graduated first in his class, taking with him honors and awards for his compositions. He has composed and conducted for many TV specials. In the '62 American TV Commercials Festival, Music Makers received more awards than any other music company, topping it off with a special citation for the best commercial with original music and lyrics—Scott's "Soft-Weve."



LEIGH

★ ★ ★ ★

• • • Off the Record: A major musicaster and dealer promoting a contest tying in with the new Musicor album by Gene Pitney, "Love Can Break a Heart" starts this week on a national basis and will run through the balance of the year. Pitney, currently on a p.a. tour in the Southeast, is also appearing at dealer shops to promote entries in the contest . . . Bob Mersey, musical director of Columbia Records, has been signed by Baron-Brody Productions to score its forthcoming film, "The Truant." Mersey's original jazz arrangements have previously been heard on such TV shows as "R66," "Ben Casey" and "Play of the Week."

★ ★ ★ ★

• • • Command Records releasing "Big Band Bossa Nova," featuring Enoch Light . . . Audio Fidelity Records, along with Stereo Magazine, co-sponsored the Thanksgiving Eve Bossa Nova concert at Carnegie Hall, produced by Phil Schapiro . . . Larry Taylor, general professional manager of Bourne Co. and affiliates, including Jim Music, on a two-week visit to Nashville.

## Video Service Plot Scotches

Here's still another episode in the "twilight zone" of Repairmanland: An alleged scheme by a Brooklyn association to boost basic service charges 25 per cent was short-circuited in Brooklyn Supreme Court.

The group was charged with violating the state anti-trust law in conspiring to fix prices and fined \$1,000. The Brooklyn Radio and Television Servicemen were accused of having organized the

borough to jack up repair prices. Investigators reported the plot had been divided and the tory had been divided and critics assigned to each while resisters were harassed telephone and sent on phoney vice calls to non-existent dresses.



# NBC Radio, Vid Affils Convene Soon in N. Y.

## Relations Veep Knodel as Acceptances for Dec. 4, 5

Advance registration indicates a record attendance at annual convention of NBC radio and TV affiliates Dec. 4-5 New York's Americana Hotel, according to station relations VP Veep Knodel.

Representatives of radio affiliates will meet Dec. 4, and those of TV affiliates on Dec. 5.

The event will be capped with reception and dinner emceed by Johnny Carson. Providing entertainment will be Andy Williams, Bill Dana, Jack E. Leonard and the recently introduced Comedy Minstrels.

Among key TV and radio network executives representing NBC at the convention will be general chairman Robert W. Sarnoff and president Robert E. Kintner. Sarnoff will also be one of the principal speakers.

## Red Cross Film Teaches Home Nursing via Video

Washington Bureau of RADIO-TV DAILY — Home nursing training via TV is now within reach of millions of Americans as a result of a new American Red Cross motion picture series. Titled "The Home Nursing Series," the series of 10 b-&-w films is designed to be shown in conjunction with three two-hour practice sessions under Red Cross direction.

## Sam Lutz Planning Talks with ABC on Welk Show

Chicago — Sam J. Lutz, who operates a personal management firm with William Leob, will fly to New York Friday for a week of meetings with ABC-TV chief James Moore regarding plans for a Lawrence Welk show. Lutz and Welk are here to produce special shows for the current annual convention to be held by the Radio Fairs and Showmen's League.

## Belafonte Is Answer Man in 'Musical Theatre' Seg

Mary Belafonte makes one of her infrequent video appearances on WCBS-TV's "The American Musical Theatre" Sunday, when she engages in a question-and-answer session with workshop members. Belafonte will also sing a special arrangement of "Try to Remember" from the musical "The Fantastiks."

## Quaal Taking Chair For Chi Three-B's

Chicago—Ward L. Quaal, executive VP-general manager of WGN, Inc., as been elected chairman of the Chicago Better Business Bureau. He previously was a member of its board of directors and its vice chairman.



QUAAL

New vice chairmen include Fairfax Cone, chairman of the executive committee, Foote, Cone & Belding; Gabe Joseph, advertising manager, Field Enterprises (Newspaper Division), and Edward R. Taylor, exec VP, Motorola.

Elected to the Board: Maurice B. Mitchell, president, Encyclopedia Britannica; Sterling E. Peacock, former chairman, CBBB; Charles J. Scanlon, president, Federal Reserve Bank of Chicago, and Clark George, VP-general manager, WB-3M-TV.

## Will Halle Gets Reins As WNEM Promo Chief

Saginaw, Mich.—William Halle has been appointed promo manager of WNEM-TV-FM and has been placed in charge of the station's merchandising and publicity. He was former advertising and sales promo manager at American Radiator and Standard Sanitary. Previously, he was a continuity writer at WTAE, Columbia, Mo.

## Bids for Puerto Rico UHF

San Juan, P. R. — Antilles Broadcasting has applied to the FCC for a new UHF station on Channel 16 in Mayaguez, another on Channel 22 in Ponce and a satellite station to rebroadcast the proposed Mayaguez outlet on Channel 19 in this city, all in Puerto Rico.

## Omaha Stuck with TV Quiz

(Continued from Page 1)

he said, "are obviously intended to have an impact on programming; otherwise there would be no interest in undertaking them. I do not think such intrusions are in the public interest."

The Commissioners said the Omaha hearing will follow the same procedure as the first one in Chicago, and cover roughly the

## CROSLY'S WLWI MARKS LICENSE GRANT AT ANN'Y

Indianapolis—Crosley Broadcasting's WLWI here has entered upon its sixth year of operation. Festivities marked the station's re-dedication to public service, information and entertainment and the format grant of WLWI to operate on Channel 13. Until then, WLWI had operated since Oct. 30, '57, on authorization to conduct program tests under a CP, pending FCC disposition of contest for Channel 13.

### PAY-TV UNPROVED U.K. VISITOR SAYS

Daily Telegraph Critic Scans Hartford Test

London — British TV chiefs have been avidly reading what one of the country's leading TV critics, L. Marsland Gander of the "Daily Telegraph" thinks about American TV.

Gander, who went to Hartford, Conn. to study progress of the pay TV test there, said "after 10 or 12 years of fitful efforts, pay TV still remains to be proved a practicable commercial proposition."

Gander also said that "under the smother of fun, adventure and sporadic violence, there is much on U. S. TV that repays study — an urge to experiment, a striving for better things, a burning desire to use the most powerful communications medium discovered this century to better advantage."

## Rafer Dashes For Vid Tapes

Rafer Johnson, 1960 Olympic Decathlon champion, these days is channeling the exceptional enthusiasm and stamina which won him acclaim as the "world's greatest amateur athlete" into his acting activities. In his first major TV role, a "Lassie" seg aired on CBS-TV Sunday, Johnson portrayed a workman on a freeway construction project.

## Caster Seeks D.C. 'U'

Washington Bureau of RADIO-TV DAILY — Washington—Veteran radio and TV personality Milt Grant has applied to the FCC for a new UHF station on Channel 20 here.

WLWI aired its re-dedication message in three days of saturation spots, and also purchased radio and newspaper announcements to advise the public of the license award as well as the re-dedication.

Other special activities included a reception honoring charter advertisers, those who were with the station in October, November and December, 1957; a party for WLWI's Program Advisory Council, consisting of representatives of the various charitable and service organizations in and around Indianapolis, and a meeting for the 100 employees of WLWI who were cited for their "loyalty while the license decision was pending."

John Babcock, Crosley Broadcasting VP and WLWI general manager, presented citations of merit to the PAC members, and the charter advertisers and each employee received a gift.

## CBC Sets Elaine Grand To Oversee British Spec

Special to RADIO-TV DAILY

Toronto—Elaine Grand will be producer-interviewer of an hour-special for British private TV, to begin filming here within two weeks. The program will deal with British immigrants in Canada.

Miss Grand began her video career as an interviewer on CBC's "Tabloid," "Living" and "Close-Up." Six years ago, she went to live in England and has worked there as an interviewer and panelist on many BBC and private network programs.

## Producer Monty Morgan: A 'Viddy' Busy Fellow

One of the busiest fellows in TV these days is Monty Morgan, producer of "Girl Talk," new ad lib show which bows on WABC-TV Dec. 3. He's also associate producer of the "Merv Griffin Show," NBC-TV. Both are daily. He was also associate producer of the "Tonight" show for over four years.

## CARTOONS ASSIST TEENERS FORUM

Young Foursome Query  
'Peace in Our Time?'

Washington Bureau of RADIO-TV DAILY  
Washington — Washington area teenagers, assisted by the cartoons of Charles M. Schulz, explore concepts, ideas and opinions of the 20th century on the new WRC-TV panel program, "Good Grief," Sunday mornings.

Each week four teenagers exchange thoughts on the question: "How can we have peace in our world in our time?" The discussion involves levels of the teenager's experience with conflicts in his world—among them: pacifism and military service, minority rights, labor relations, lobbying and status symbols.

The public affairs program is produced in cooperation with the Council of Churches, National Capital Area.

## World War II Shows Crash 'Top 15' List

This season's bumper crop of TV shows with a World War II setting appear to be paying off, says TvQ, the national TV research service.

Of the four new programs which made TvQ's "Top 15" list in the first November report, three are concerned with combat situations—two, "Gallant Men" and "Combat," seriously, and the third, "McHale's Navy," humorously. The fourth program was the non-combatant "Beverly Hillbillies."

TvQ scores are based on the proportion of these people who have seen a program who consider it "one of their favorites." The research service says this permits evaluating the appeal of a show regardless of its exposure.

## Bakersfield Class B FM

West Coast Bureau of RADIO-TV DAILY  
Bakersfield, Calif. — Booth Broadcasting has been granted a new Class B FM station on 96.5 mc by FCC's Broadcast Bureau.

## KRAK Reaps Majority Of 'Funny Farm' Votes

Sacramento — KRAK has just concluded a contest tied in with Durwood Haddock's recording of "Funny Farm," asking listeners to tell where their Funny Farm was. Of 234 entries, most of them said KRAK was their Funny Farm and want the station (currently celebrating its 36th year) to continue playing Country Western.

# HOLLYWOOD TELEVISION

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • Louis F. Sanman has been appointed to the newly created position of manager of live TV production and facilities for ABC-TV, Hollywood . . . Phil Bondelli has been named to succeed Harve Bennett as producer of KNXT's early morning "Panorama Pacific" series . . . Maj. Gen. Frank E. Stoner (USA, Ret.) has been elected a director of American Microwave & Television Corp., of San Carlos, Calif. . . . KLAC publicity director John Dickson is enjoying an extended Thanksgiving holiday at Pebble Beach . . . Pianist Marvin Ash has taken over as regular musical director on Harry Koplan's "You're Never Too Old" on KTTV Saturdays . . . "TinTin," color-animated series about the adventures of an 11-year-old boy, his dog and his friends, has been bought by WTAJ-TV, Marion, Ind.; WNYS-TV, Syracuse, N. Y.; KOIN-TV, Portland, Ore., and KHJ-TV, Los Angeles, through National Telefilm Associates.

★ ★ ★ ★

• • • Okokon Ndem, head of features for the Eastern Nigerian section, Nigerian Broadcasting Corp., is the guest this week of KNXT and the Los Angeles World Affairs Council. The young Nigerian broadcasting executive is in the U.S. to attend the 1962 Int'l Broadcast Seminar at Syracuse U. His visit here includes a tour of the facilities at KNXT, KNX Radio, Television City, the sets of several TV productions, Disneyland and other points of interest in the Southland. He writes and produces feature programs for Radio Nigeria.

★ ★ ★ ★

• • • Two separate production units for Jack Douglas' "Across the Seven Seas" color series have moved into Buenos Aires and Rio de Janeiro to film the "South American Ways" episode for the "Sundown" format of the Douglas series . . . Stage and TV actor Sandy Kenyon has been signed for the continuing role of Shep Baggott in MGM-TV's hour series, "The Travels of Jaimie McPheeters" for ABC-TV.

★ ★ ★ ★

• • • Howard Kaimenson, owner and general manager of KWKW, is now first VP of the National Spanish Broadcasting Association. KWKW is the only member affiliate in the Los Angeles area of NSBA . . . Shirlee Watson, actress who has appeared in "Dr. Kildare" TV series, and in "Deadly Companions" movie, is also a night club pianist and singer. She most recently appeared at the Embers, after a 30-week stint at the Golden Lion . . . KHJ Radio's Sunday night interview show hosted by Allan Moll, entitled "Hollywood—Revolution and Renaissance," recently featured George Stevens, whose latest production is "Greatest Story Ever Told." Stevens spoke on runaway production. The program is also currently aired over WNAC in Boston from tapes sent by KHJ.

## Erstwhile Du Mont Staffers Stage Yule Season Reunion

Seventh annual reunion of the Du Mont TV Network's "Alumni Ass'n," plus WABD (now WNEW-TV, New York), will be held Dec. 3 in New York. The event, which takes the form of a Christmas party, attracts from 75 to 100 former Du Mont staffers each year.

Joe Cox, of ABC-TV station relations, is unofficial director of the association and organizes the reunions. Numerous ex-employees of the now defunct "fourth" TV net have gone on to distinguish themselves in various segments of broadcasting and advertising.

Some of the Du Mont alumni who have upper-echelon posts are: Halsey Barrett, sales development director, Katz Agency; Bob Bernstein, PR director, Westinghouse Broadcasting; Rodney Chipp, Rodney Chipp & Associates, consulting engineers; Bob Coe, VP-station relations, ABC-

TV; Bob Dreyer, VP, secretary and general counsel, Metromedia; Art Elliot, TV sales manager, Harrington, Righter & Parsons; Mel Goldberg, NAB director of research; Larry Israel, president, TV Advertising Representatives; Ed Kletter, president, Parkson Agency; Ed Koehler, media group head, BBDO; Don McGannon, president, Westinghouse Broadcasting; Jim O'Grady, exec VP, Adam Young Companies; Chris Schenkel, sports announcer; Roy Sharp, VP, Sports Network; Don Softness, president, Softness Group; Jim Thorpe, president, Visual Electronics Corp.; Bill Walters, VP, sales manager, Peters Griffin, Woodward, and Chris Witting, Westinghouse Electric Corp.

## WIBG FIRE ENGINE HELPS GOODWILL

Station Comes to Rescue Of Charity Group Employees

Philadelphia — WIBG's Engine #99 has been pressed into service. The engine, a completely restored 1925 model, is being used in cooperation with the station's efforts to assist Goodwill Industries. A fire recently gutted Goodwill warehouse and some persons will be without working clothes during the holiday season, with contributions.

The fire engine is making a round-trip throughout Philadelphia, with WIBG fire chief Ed Heebner driving the vehicle. WIBG listeners are invited to bring their Goodwill bags of clothing to the various centers and deposit them periodically onto the fire engine.

## Four Star Revamped Syndie Series Lengthen

Four Star Distribution Company will offer more flexible programming as the result of on-camera bridges now being filmed with Dick Powell and Robert Taylor in Hollywood. With the bridges, "Dick Powell's Zane Grey Theater" and "The Detectives," for example, will be offered station on a "how do you like 'em, lemme know?" basis.

Stations can buy "Zane Grey" either as a half-hour show, or as an "hour" show with two minute episodes joined back-to-back via Dick Powell bridges.

An even more versatile package is offered in "The Detectives." Stations will be offered "The Detectives" in four forms: hour or half-hour shows, as originally sent on the networks; two hour shows back-to-back, the segments bridged by Robert Taylor, star of the series, and, four half-hour shows, representing first and second halves of the hour shows — also bridged by Taylor.

## Dressed for the Occasion

Pittsburgh — WTAE newscaster Nick Perry has been named one of the city's best-dressed and was honored at a Jay Luncheon.

## STORK NEWS

It's a girl, Lisa Lu, for Mrs. John Conomikes. Daughters local sales manager for WTAE Pittsburgh.

Frank V. Pappalia and his wife Rina, became the parents of a girl. Father is laboratory manager of Precision Film Labs

## Rogers Is Axed ABC Shifts Sked

C-TV is putting Roy Rogers on the range. An announcement by Thomas W. Moore, VP in charge of the network, about a program realignment designed to strengthen our overall program picture," has Rogers' one-hour day night show being cancelled as of its Dec. 22 segment. It will be replaced Dec. 29 by "Gallant Men," now aired 6:30-8:30 Friday nights. "Gallant Men" will go into the "Gal-Men" slot, with the first half consisting of "Winston Churchill—Valiant Years," and the second by "Father Knows Best." These were aired Sundays, 6:30-8:30 P. M., which will go back to the air for use as local programming.

## 'Practical Answer' Teacher Shortage

TV has been offered as the practical answer to the teacher shortage problem in undeveloped nations." The solution was suggested by G. Arthur Panero, head of Guy Panero, Inc., engineering firm, speaking in New York before a technical delegation from the Republic of Mali, West African nation. Panero, who is also founder and director of Tec-Scope, an organization to bring ETV to undeveloped countries, stated that closed-circuit TV monitored older students could reduce the need for many teachers.

## W Lenses 5-Yr.-Olds Time of Their Lives'

Cleveland—Kindergarten children and their teacher will be featured Sunday on WJW-TV in "Time of Their Lives," a half-hour filmed special introducing adults to the world of five-year-olds. Narrated by Alexander Scourby, the documentary was filmed in an actual classroom.

W-TV prepared the program as a public service in cooperation with the Ohio Education Ass'n.

## AGENCY NEWSCAST

By RALPH TYLER

The Ass'n of National Advertisers will hold its first workshop on managing creative advertising Dec. 11 at New York's Hotel Plaza. Program will emphasize effective management techniques in directing, evaluating and using creativity in advertising.

John B. Hunter, Jr., director of advertising, B. F. Goodrich, and Mylo Ziegenhagen, director of advertising and PR, Babcock & Wilcox, head the program committee.

Among the presentations skeddled are: "How Can a Client Stimulate Maximum Creative Effectiveness from His Agency?" by Wilson Shelton, Compton Advertising exec VP; "Some Practical Guideposts for the Selection of Creative People," John Dale,

president, Dale, Elliott & Co.; "The Care and Feeding of a Good Creative Idea—The Pitfalls and Precautions in Getting Management Approval," Hunter; "How to Coordinate the Creative Efforts of all Marketing Elements Within the Company," Ben Wells, VP, sales and advertising, Seven-Up; "Milk-ing the Creative Idea for All It's Worth—How to Capitalize on the Idea with Salesmen, Dealers and Customers," Robert Bragarnick, president of Robert Bragarnick, Inc.

## ☆ Let's Talk It Over ☆

(Continued from Page 1)

greatest mass communications medium), there are lots of truly big problems that eluded the Commission's assigned purpose. There are, for instance, radio's ailing economic state induced by past profligacy in AM licensing, continuing piratical seizure by community antenna operators of other people's program properties, the threat of UHF over-population on the picture-waves—and, as always, a sizeable backlog of pressing FCC matters in all areas.

THE COMMISSION certainly could much better permit network and station executives to keep minds clear and focused on the job at hand, rather than waste so much manpower, money and time on hearings, whose prime purpose seems to be the beatification of public office-holders. Funds and energy saved on this idea alone would be enough to produce several more specials for the national audience.

I say, call 'em off Newt; help the industry rid itself of the onerous equal-time law, designed as a platform for inept politicians and crackpots; help tear down the barriers now keeping video cameramen and radio crews out of Congressional sessions, State and city courtrooms and council halls—to the detriment of an informed public.

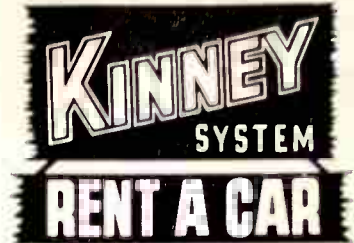
With more "protectors" of NAFBRAT stripe, the viewers really don't need any enemies. Still they proliferate, to the dismay of saner elements. Some Brooklyn housewife has just started a League Against Obnoxious TV Commercials. Well, it will get her name in the local press and perhaps give Madame Chairlady a gavel to rap weekly . . . but, chances are, the kids and papas will wind up with TV suppers on their laps instead of nourishing home-cooked meals.

SIMILARLY griping, there's Alastair Cooke who should know better. This charming British newshawk, quite an "unknown" until he hosted the distinguished "Omnibus" series, calls on the critics to undertake "stable-cleaning chores" on the airplanes, sounding as if, since his commercial departure, they are nothing but a web of Skid Rows. In this issue of TV Guide he grudgingly admits that "of course there is good stuff on television" and then resumes tearing the hide off it. If you can't do it one way—constructively, being sour and dour in prints is just another method of obtaining fees.

When he talks about putting "the sponsor where he belongs," our English friend expresses no awareness of the latest major victory scored on behalf of a free press through Jim Hagerly's firm stand in the face of an advertiser storm.

The whole point for Messrs. Minow, Cooke, etc., is that what TV needs is, not more critics, but more boosters; not more potshotting but more worthwhile contributions to its informational and art forms.

I'd like to see some public figure organize a League to Acknowledge the Good Things on Radio and Television. They'd have plenty to cheer.



RENT A PLYMOUTH  
OR OTHER FINE CAR  
BY THE DAY •  
WEEK • MONTH  
FREE  
DELIVERY  
FREE  
PARKING  
at over 100  
convenient  
KINNEY  
locations

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



Call JU 2-4422

CONGRATULATIONS  
WINNERS OF OUR B.P.A.  
DAILY DRAWINGS  
AL KORN — WNAC-TV  
CHUCK OLSON — WHBQ-TV  
For your Christmas Gift Problems—  
Travel Incentives win with  
PROMOTIONAL SERVICES, INC.  
211 E. 53rd St.  
New York City, New York  
PL 2-9550



By JACK RUSSELL

Dana Andrews starts filming a pilot show for an independent series for NBC-TV here tomorrow. Stirling Silliphant, writer and co-creator of "Route 66," is involved in the operation. The San Francisco International Film Festival has presented its Golden Gate award to a Chicago program never seen in Chicago—"The People vs. Paul Crump," produced by Bill Friedkin and filmed by Bill Butler for WBKB. The originally scheduled showing was canceled due to a controversy on the content of the film.

Competition is getting rugged for the name talent and personalities for the many new panel and variety shows. Irv Kupcinet has lined up for WBKB's "Kup's Show" Vincent Price, Merriman Smith, Anna Maria Alberghetti, Florence Henderson, Robert St. John and Eliot Janeway. Carter Davidson's WBBM-TV "At Random" guests included Martin Tahse, producer of the just-opened Helen Hayes-Maurice Evans "Program for Two People," Jerry Orbach of "Carnival," and Playboy's Hugh Hefner. Marty Faye's lineup included Fabian, Forrest Tucker, Steve DePass, Maggi Daly and Pat Morrissey.

\* \* \*

Dick Biondi's popularity seems to grow and grow, with the WLS disk jockey the only radio personality to be featured in Sunday's star-studded Christmas parade sponsored by the State Street Council. Dick rode in illustrious company—show business personalities Dana Andrews, Anna Maria Alberghetti, Carmen Cavallaro, and Phyllis Diller. ABC-Radio's "Breakfast Club" host Don McNeill narrated a telecast of the parade via WBKB. The TV station's Nancy Berg of "Land of Ziggy Zoggo," children's show, shared camera-mike duties with McNeill.

### CBS Study Is Mustered For O'seas Service AMs

Summaries of CBS Radio's study of essential attributes of stations which are top-rated in their markets have been distributed to overseas station managers of the Armed Forces Radio-TV Service. The Service requested copies for managers "who may not be aware of the latest trends and research reports in the U. S."

## Goodfellow Is Prexy Of Md.-D.C. Casters

Baltimore — Joseph W. Goodfellow of WRC-AM-FM-TV, Washington, has been elected president of the Maryland-D.C. Broadcasters' Ass'n. Formerly VP of the organization, he succeeds Robert B. Jones, Jr., of WFBR here. Elected VP was Thomas S. Carr of WBAL-AM-FM here, formerly secretary-treasurer, a post going to Morris H. Blum of WANN, Annapolis.



GOODFELLOW

Replacing Blum on the board of directors is Robert Howard of WPGC-AM-FM, Morningside. Re-elected to the board were Herbert M. Cahan of WJZ-TV here; Sam Cannon, WCEM, Cambridge; Fred S. Houwink, WMAL-AM-FM-TV, Washington; Virginia F. Pate, WASA-AM-FM, Harve de Grace; George Roeder, WCBM-AM-FM here, and Ben Strouse, WWDC-AM-FM, Washington.

## 24th CC Award Cycle Begun in Baltimore

Baltimore—WITH has launched its 24th 13-week cycle of Community Club Awards. Since inaugurating the CC awards, the station has given to participating clubs some \$230,000 in cash prizes, plus merchandise awards. In the same period, time sales in excess of \$1.5 million have been realized. Several "blue-chip" advertisers, such as Coca Cola, Carnation Milk and Phillip Morris, have been consistent participants.

## New 'Documents' Ruling

(Continued from Page 1)

is authorized to continue operation. If ownership changes, the file would have to cover both old and new ownership.

The FCC said it might later decide to limit the time for which documents would have to be kept available, if experience so indicates.

## Pitt Radio-TV Club Hears Media Director McEvoy

Pittsburgh — Newman F. McEvoy, first president of the newly formed Media Directors Council and Cunningham & Walsh senior VP-media director, will be the principal speaker at tomorrow's luncheon meeting of the Pittsburgh Radio and TV Club at the Penn-Sheraton. He will discuss "How Wheeling Steel Corp. Utilizes TV to Talk to Customers."



Groucho rates great on 88 stations. Day or night, strip or weekly, he draws top audiences in market after market. That's why more and more stations are buying "The Best of Groucho"—and his renewal rate is 100%! If you're looking for a big attraction...look to **NBC Films**



Indiana University Library  
Bloomington Ind

91, NO. 102

TUESDAY, NOVEMBER 27

ENTS

## VOTE INQUEST PROBES AIRLANES

### Private CTV Net Hit Canada Lobbyists Urge Public Control

Special to RADIO-TV DAILY  
Montreal—Abolition of the privately-owned CTV network has been urged by the Canadian Broadcasting League, which aims to speak for 21 national and provincial organizations including the million-member Canadian Labor Congress, Canadian Federation of Agriculture, Cooperative Union of Canada, Women's Institutes and Canadian Ass'n of Consumers.  
The league said the CTV license should be turned over to "a public authority," which then should be given enough federal government funds to operate the "second" TV network in a way that complements the service of the public-owned CBC

As a principal, the league said, national network broadcasting should be under public control and authority. However, in proposing transfer of CTV's license, the league said it was referring only to the network and not to privately-owned affiliated stations.

CTV has been operating for  
(Continued on Page 8)

### Top the 'Man's World,' NBC Wants to Get Off

"It's a Man's World" will join the previously announced "Saints and Sinners" in limbo as of Jan. 1 when NBC-TV cancels both our shows, aired Monday nights in prime time. No replacements have been set by the network.

### TV for Charlotte?

Charlotte, N. C. — Charlotte-Mecklenburg Board of Education has applied to the FCC for a new noncommercial TV station on HF Channel 42 here.

### Sullivan Taping His Yule Show in Guantanamo

Ed Sullivan is going to Guantanamo Naval Base in Cuba where he is to tape his show before U. S. servicemen. The program will be seen on the CBS net Dec. 23. Last year, his show originated twice from West Berlin before Allied servicemen.



Art Linkletter "People Are Funny"



Walter Cronkite "You Are There"

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

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

Where are your 60-second commercials in New York?



### Dr. Stanton at Dartmouth:

## Air Media Closing the Gap Twixt Cultured and Masses

Hanover, N. H.—The nation's gap between fine art and popular mass entertainment is being closed by "a whole new kind of cultural activity," Dr. Frank Stanton, CBS president, said

### Monarchies' Inning: 6 Hr.-Specs in Color

West Coast Bureau of RADIO-TV DAILY  
Los Angeles — Cleveland Amory and Art Weingarten are reported negotiating with NBC-TV to produce a series of six hour-long color specials on six of the remaining world monarchies. It is tentatively titled "R.S.V.P."

Amory, author of "Who Killed Society?" and "The Proper Bos-

(Continued on Page 3)



STANTON

which Americans are listening to  
(Continued on Page 8)

### Atlas Backlog Rising

Special to RADIO-TV DAILY  
Toronto — Atlas Telefilms here reports an order backlog, chiefly from TV stations, amounting to \$4,680,350 at Oct. 31, the end of the first half of the current fiscal year. At the same same date last year the backlog was less than \$1,550,000.

### Landslide Predicted For End of Sect. 315 In Industry's Replies

By ARTHUR PERLES

As if the FCC doesn't know! What suggestions do stations and networks have to revise the rules affecting political broadcasts?

It's a very safe guess the Commission will be flooded with recommendations calling for repeal of Section 315 to eradicate legal compulsions giving equal time to all candidates, regardless of how small the political splinter, and detailed explanation of what is meant by the fairness doctrine.

Every broadcaster by now has a questionnaire, which has been mailed by the FCC at the request of the Senate's so-called Watchdog Committee. The inquiry asks a number of evocative questions, such as:

Total monies received from campaigning office-seekers.

Time given or sold to candidates or their supporters in primaries and general elections.

A breakdown by time of the broadcast day.

Did the station editorialize for or against candidates?

And that's only part one of the questionnaire. Another asks for the amount of time given or

(Continued on Page 3)

### Colee Reaps \$ for MD

Washington Bureau of RADIO-TV DAILY  
Washington — More than 5,000 housewives and other volunteers have raised over \$35,000 for Muscular Dystrophy under the chairmanship of Donn Colee, Metropolitan Broadcasting VP and general manager of WTTG here, the Greater Washington chapter reports.

### Linc-Merc Heading West As 'California' Sponsor

Ford's Lincoln-Mercury division, via Kenyon & Eckhardt, will sponsor an hour NBC News special on California to be seen in color Feb. 21. Edwin Newman will narrate and Gerald Green is the producer.



Established Feb. 9, 1937

Vol. 91, No. 102 Tues., Nov. 27, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808

WEST COAST OFFICES Perry E. Pasmoglu West Coast Advertising Director Harold Hilderbrand Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU Jack Russell 203 North Wabash Ave. Phone: 312-782-2818

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

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

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Crernavaca, Morelos, Mexico. ROME OFFICE: John Perdicari, Via Monte delle Gioie 9. PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R. P. O. Box 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, Edificio Espana, Grupo 4, Planta 14.

### DuPont Show Rolling As U.S.-British Co-op

Rod Taylor, veteran TV and film actor, co-stars with British film actor Finlay Currie in "The Ordeal of Dr. Shannon," currently before the cameras in England and Scotland for NBC-TV's "DuPont Show of the Week," Dec. 16. DuPont sponsors the program via BBDO.

Adapted by John Keir from the A. J. Cronin best-seller, "Shannon's Way," the teleplay is produced by Lewis Freedman and directed by Joan Kemp-Welch, with exterior filming scheduled for completion this week, and taping set for Dec. 5.

Screening of the show in England has been set by the Associated Rediffusion Network for later in the season.

OFFSET LITHOGRAPHY AUTOMATIC MAILINGS MILLER PRESS EVERYTHING FROM M'MEOGRAPH TO FOUR COLOR PRINTING BRyant 9-6177 307 West 38th Street

## COMING AND GOING

DEAN JONES, of Four Star's "Ensign O'Toole" series, to Columbia, S. C. for Christmas parade appearance.

ROBERT BENNETT, KTTV local sales manager, back after sales manager meetings in New York.

MORTIMER W. HALL, KLAC president, back after two-week business trip in east.

WILLIAM DOZIER, to New York for Screen Gems annual stockholders' meeting.

ART LINKLETTER leaves for week of p.a.'s on both East and West Coast.

PHIL NORMAN, KNX merchandising director on week vacation.

HUGH McCOY, KNX newscaster, to Tillamook County, Ore., meeting with creamery officials.

JOSEPH M. KLEIN, NBC International, leaves for two-weeks in Europe on TV exchanges.

PATRICK J. CALLIHAN, NET exec, on two-week tour of NET affiliates in Florida and Puerto Rico.

ART WATKINS, radio-TV director for California Auto Club, back from Mulege, Baja California.

JOHN HOPKINS and BILL ANDREWS, KCOP president and general sales manager, respectively, to New York.

## NBC Near SRO on Sponsors Of 8 Post-Season Gridcasts

NBC-TV will air eight top post-season football games during December and January, five in color, and is virtually sold out, with only one-half of the Dec. 15 Liberty Bowl from Philadelphia still open. Games to be aired in B-&W are the Dec. 29 Blue-Gray tilt at Montgomery, Ala.; the Dec. 29 East-West Shrine contest at San Francisco, and the Dec. 30 NFL title match, apparently to emanate from New York.

Liberty Bowl sponsors to date are General Cigar (Young & Rubicam), Remington Rand (Y&R) and Bristol-Myers (Doherty, Clifford, Steers & Shenfield), Blue-Gray: Gillette (Maxon) and Chrysler Corp. (Y&R), East-West: Federal Savings & Loan Ass'n (McCann-Erickson), Reynolds Tobacco (Wm. Esty) and Colgate-Palmolive (Ted Bates & Co.).

NFL title: Ford Motors (J. Walter Thompson) and Philip Morris (Leo Burnett Co.) nationally, plus nine regional, American Oil (D'Arcy Advertising), Farah Mfg. Co. (White-Shufarb), Marathon Oil (W. B. Doner Co.), Sun Oil (Esty), Ballantine Beer (Esty), National Brewing (Doner), Falstaff Beer (Dancer-Fitzgerald - Sample), Hamm Beer (Campbell-Mithun) and Folger's Coffee (Fletcher Richards, Calkins & Holden).

Sugar Bowl, Jan. 1, New Orleans: B&W Tobacco (Bates), United Motors div of Gen Motors (Campbell-Ewald) and Georgia Pacific Corp. (M-E). Rose Bowl, Jan. 1, Pasadena: Gillette (Maxon), Chrysler (Y&R), Whitehall Labs (Bates) and Colgate (Bates). Senior Bowl, Jan. 5, Mobile: Ga. Pacific Corp. (M-E), B&W Tobacco (Bates), Colgate (Bates) and Texaco (Benton & Bowles). NFL Pro Bowl, Jan 13, Los Angeles: Liggett & Myers (JWT), Carter Products (Sullivan, Stauffer, Colwell & Bayles) and United Motors (Campbell-Ewald).

### Pleased Cops Pin Badges On WWJ MC, Newsmen

Detroit—Two of the four annual Detroit Police Officers Ass'n newspaper-radio-TV awards were won by WWJ staff members, record emcee Hugh Roberts and newsmen Dwayne Riley. Roberts was cited "for frequent comments on his morning show which tended to upgrade police work." Riley received his award for the TV program, "Profile: The Detroit Police Dept'."

### Writers Guild Feting Script Prize-Winners

Winners of the '61-'62 annual Writers Guild script awards will be announced Dec. 6 in New York and Hollywood. In the East, the awards will be presented to the writers by Howard Lindsay at a gala supper at Toots Shor's.

After the New York presentation, there will be a "Guild Show" featuring sketches by Herb Sargent, Ben Joelson, Saul Turteltaub, Carl Reiner and Aaron Ruben.

### Folk Singer Sherman Will Strum at Carnegie

Allan Sherman's mother will present "My Son the Folk Singer," Allan Sherman, in a one-performance concert appearance at Carnegie Hall Dec. 28. It will be the first New York appearance for Sherman, who will be assisted by the Hollywood orchestra and Chorus under the direction of Lou Busch.

## FINANCIAL

(November 26)

### NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Rows include Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., Crow.-Coll., Decca, Disney, East. Kodak, Gen. Prec., General Tel., Hazeltine Corp., Magnavox, MCA, M-G-M, Metromedia, Minn. M&M, Nat. General, Paramount, Plough, RCA, Storer, Taft, 20th-Fox, United Artists, Warner Bros., Westinghouse, Zenith Radio.

### AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Rows include Allied Artists, Capital Cities, Desilu, Filmways, Movielab, MPO, NTA, Reeves Sound, Screen Gems, Technicolor, TelePrompter, Trans-Lux, TV Industries.

### \* OVER THE COUNTER

Table with columns: Bid, Ask. Rows include Jerrold, Meredith, Rust Craft, Sterling, Walter Reade-Sterling, Transcontinent, Wometco.

\* Courtesy of National Association of Security Dealers.

### 17 Choirs Augmenting 'Nightbeat' in Atlanta

Atlanta — An additional 17 choirs have been scheduled for WSB here for its "Nightbeat" series featuring area vocal groups Nov. 26 thru Dec. 21. WSB originally scheduled one choir nightly for the entire series.

## ATTENTION!

TELEVISION NETWORK PRODUCERS INDEPENDENT TV PRODUCERS

Will dispose of "Legal Clearance" given me by the late CLARK GABLE permitting the use of his informal off-stage film to be used on television. Write

Box No. 217, RADIO-TV DAILY 1501 Broadway, New York 36, N. Y.

# ABC Lifting Program Lid for Affil Execs

## Station Managers Attend N.Y. Confab; F., Chi Meets Next

ABC-TV's program plans are explored in New York yesterday for 46 primary affiliate station managers attending first of three regional meetings scheduled this week in network executives. A similar confab will be held tomorrow in San Francisco, and another in Chicago on Friday.

ABC execs who addressed the meeting included Thomas W. Moore, VP in charge of the TV network; Julius Barnathan, VP-general manager, ABC-TV; Robert Coe, TV station relations VP; James C. Hagerty, VP of news, special events and public affairs. Affiliates attending were:

Allen, WLVA-TV, Lynchburg; John Brock, WLWI-TV, Indianapolis; Wm. Barrege, WEAR-TV, Mobile; Pat Beaucon, WB-TV, Fairmont; Joseph Brechner, WFTV, Orlando; Jim Brown, KONO-TV, San Antonio; Herbert Cahlan, WJZ-TV, Baltimore; Tom Chisman, WVEC-TV, Norfolk.

Port Cohn, WLOS-TV, Asheville; George WNAC-TV, Boston; Charles De Rose, WTN-TV, Springfield; Neal Edwards, WATL-TV, Washington; Jeff Davidson, WIS-TV, Syracuse; Fred Fletcher, WRAL-TV, Raleigh; George Gray, WLWD-TV, Day; Bill Grumbles, WNYS, Syracuse.

John Guider, WMTW-TV, Poland Springs; Higdon, WAFG-TV, Huntsville; Joe Jones, WAIL-TV, Atlanta; Barron Howard, WATA-TV, Richmond; Art Ingram, WICU-TV, Sam Johnston, WKRC-TV, Cincinnati; George Koehler, WFIL-TV, Philadelphia; Land, WHYN-TV, Springfield, Mass.; Landsman, WOKR-TV, Rochester.

Peter Lasker, Crosley Broadcasting; Jim McE, KATV, Little Rock; Bob Linquist, WJ, Erie; Bill McCormick, WNAC-TV, Boston; Joe McGinley, WTVC, Chattanooga; McKenny, WSPD-TV, Toledo; John Mur-Crosley Broadcasting.

Tom Murphy, Capitol Cities; Reeve, WTVC, Chattanooga; Gerry Pearson, WGR, Rochester; Donald Ferris, WEWS-TV, Cleveland; Phil Richtscheidt, WKST-TV, Sagtown; Fred Shawn, WSUN-TV, St. Petersburg; Thomas Shelburne, WNEP-TV, Lees Barre.

Frank Snyder, WTAE-TV, Pittsburgh; Joe Miller, WABC-TV, New York; Martin Moskwy, KAKE-TV, Wichita; Herb Victor, WJL-TV, Washington; Bill Walbridge, WJ, Houston; Tom Welstead, WLBW-TV, Miami; Joe Windsor, WTVM-TV, Columbia, Ga.

## 'Great Mann' for 'Kildare'

Coast Bureau of RADIO-TV DAILY Hollywood — Producer David ... has purchased "The Great Mann" for "Dr. Kildare," to begin airing soon with the teleplay's author, James Komack, directing.

## Sexagenarians' Humor Swap

Humor-minded oldsters over 65 will exchange laughs with Future Funnymen of America on "Senior Citizens Night" ... president George Q. Lewis noted that "with the number of senior citizens ever on the increase, the importance of oldsters as an audience, as well as a creative performer, has a greater meaning than ever to the laughmaker."

## Lined Up for '63's Lineup



Outlining ABC-TV's program plans at a regional meeting yesterday in New York's Savoy Hilton were (l to r) Robert Coe, station relations VP; Thomas W. Moore, VP in charge of the network; Julius Barnathan, VP-GM of ABC-TV; Armand Grant, daytime programming VP, and Douglas Cramer, program planning director.

## Minow and Rabbi to Ad Lib Casters' Ethical Obligations

FCC Chairman Newton Minow will discuss "The Ethical Responsibilities of Communications in a Space Age," touching on the varying duties of network, sponsor, government and viewer, in an ad lib conversation on NBC-TV's "Eternal Light" Dec. 9 with Rabbi Louis Finkelstein, chancellor of the Jewish Theological Seminary of America.

Continuity will be written by Irve Tunick, who will also serve as editorial consultant for the program, produced by the seminary in cooperation with the network. Editor is Rabbi Arthur Chiel of the seminary, with Doris Ann exec producer for NBC and Milton Krents the seminary producer.

## Monarchies the Theme

(Continued from Page 1) tonians," and Weingarten, writer for the NBC-TV daytimer, "Your First Impression," said the format will be unaffected and candid and "offer an opportunity for ruling families to 'humanize' their images."

## LOOK, NO HANDS ON TV CAMERA

CBS Edmonton Outlet Installs Labor Saver

Special to RADIO-TV DAILY

Edmonton—CBXT, CBC-owned TV station here, boasts a camera which performs all the normal functions of zooming, panning and tilting, but without the usual cameraman to guide it.

The entire camera control operation is performed from the station's video switching location in a transmitter booth by a lone operator. The camera was produced by the Evershed Co. of England.

CBXT says the operation has obvious labor saving advantages. With only a skeleton staff of two — an on-duty technician and a booth announcer — late news, signoff news, flash announcements and last minute station promotion can quickly and effectively be mounted with a minimum of disruption.

## Bond Award for WRFM

WRFM, New York, has been awarded the Freedom Bond Award of the U. S. Treasury Department.

## 5 Sponsors Bankroll 'Sunday Sports Spec'

"The Sunday Sports Spectacular," weekly 90-minute series spotlighting a variety of sports events here and abroad, returns Jan. 13 to CBS-TV for its fourth Winter season. Sportscaster Jack Whitaker will again be host.

Sponsors will be Ford, via JWT; Schlitz Brewing, thru Leo Burnett; Carter Products, via Sullivan, Stauffer, Colwell & Bayles; Bristol-Myers, thru Doherty, Clifford, Steers & Shenfield, and P. Lorillard, via Grey Advertising.

## WNEW's Cassidy Gets Munich RFE Assignment

Henry Cassidy, foreign news analyst for WNEW, has left for a special four-month assignment at Radio Free Europe headquarters in Munich. He will serve as public information rep for the RFE Fund, private American organization that supports RFE's broadcasts to Poland, Czechoslovakia, Hungary, Romania and Bulgaria.

## FCC Poses Questions

(Continued from Page 1)

sold for three offices: U. S. Senator, U. S. Representative and Governor.

A third asks for stations and webs to bare complaints received from the political contenders and the disposition of same.

Finally, there's that little big one, drawn up jointly by the FCC and broadcasters:

What problems were encountered? What solutions can be offered?

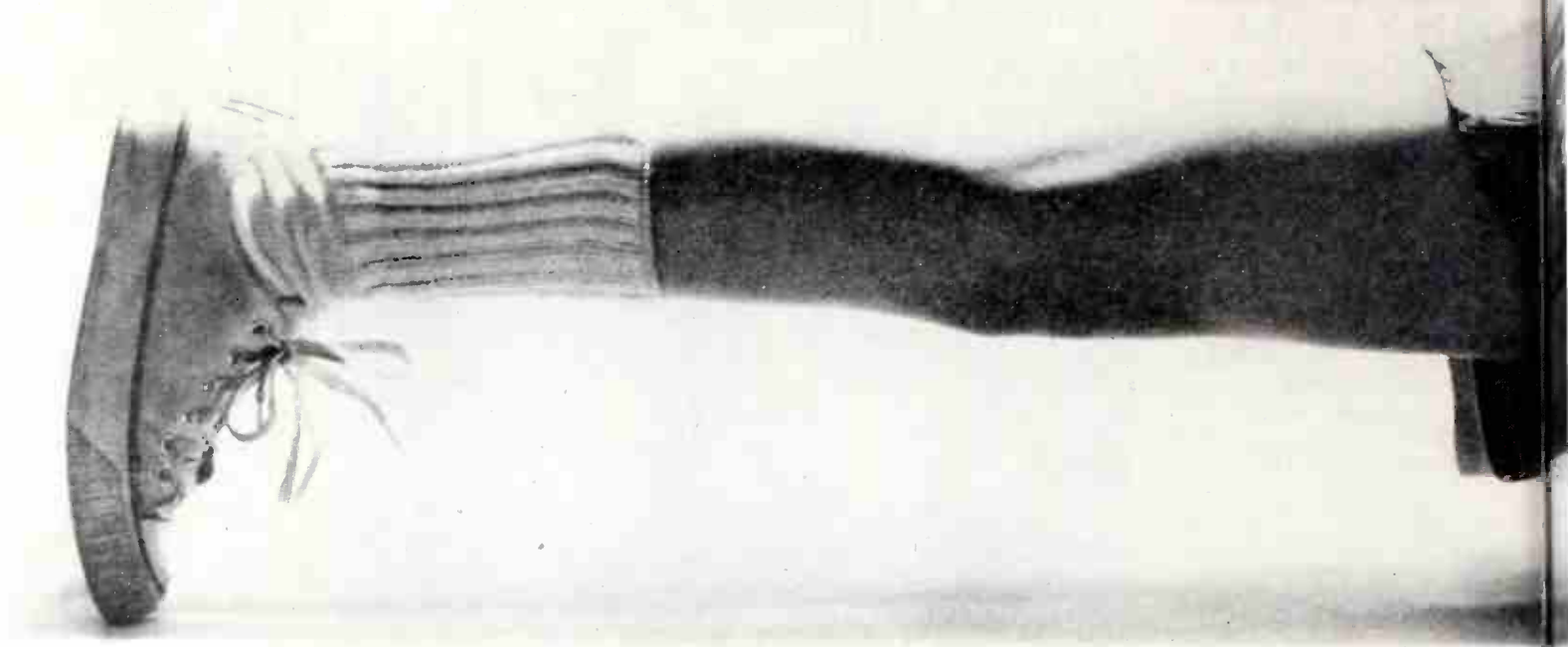
Which brings us right back where we started ... Take Section 315, for instance ... and, shall we say? ... lose it!

## Strangio to KGW Sales

West Coast Bureau of RADIO-TV DAILY Portland, Ore. — Ray Strangio has joined KGW here as an account exec, coming to the station as a 10-year veteran of radio-TV sales in the Oregon and California markets.

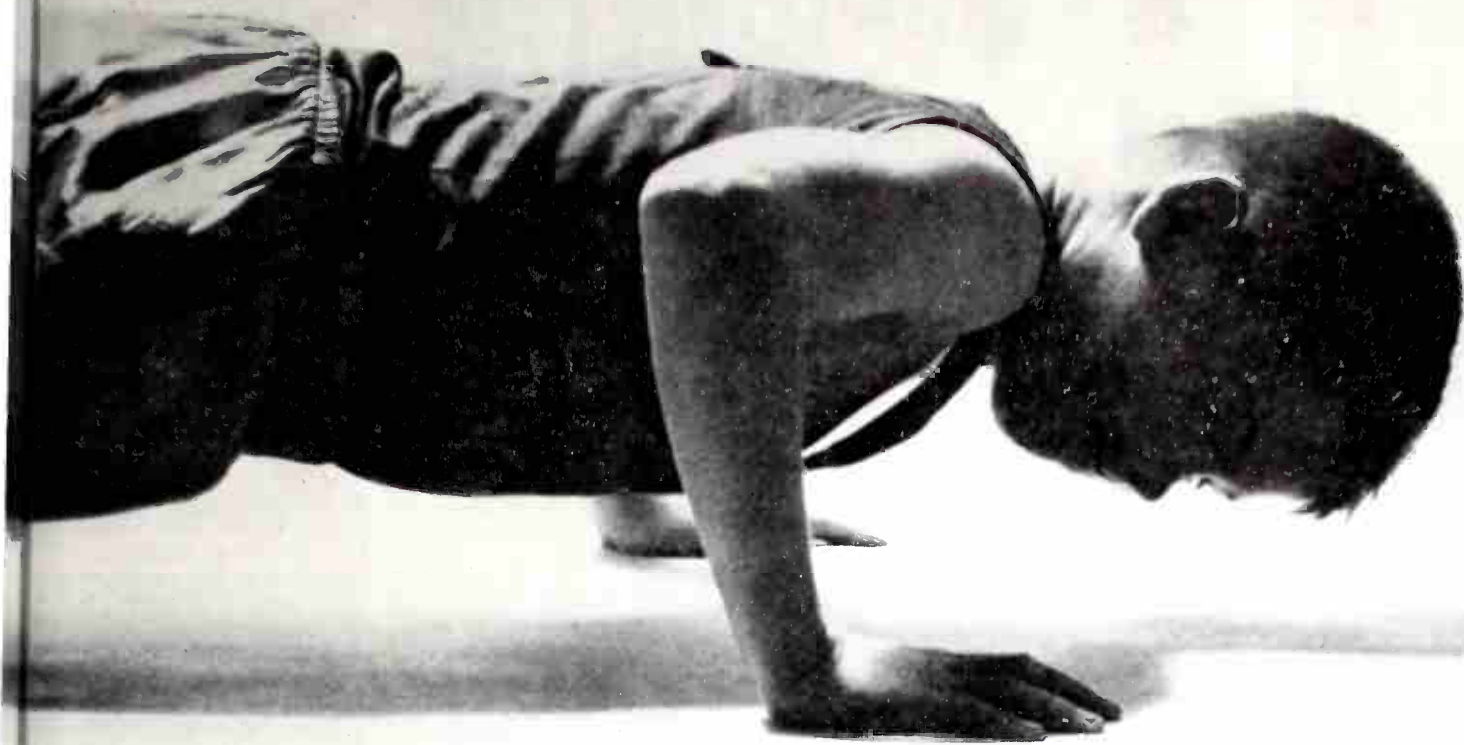
## Gen. Stewart on Mission As Self for 'Three Sons'

Hollywood — Brig. Gen. James Stewart, now on active duty with the Air Force, has been set by Don Feddersen Productions to portray himself in an upcoming seg of Fred MacMurray's "My Three Sons." He reports to Desilu studios Dec. 11.



**One more for the President...**





This San Francisco schoolboy isn't hoping to be a "Soft American."

When President Kennedy charged that too many young Americans were neglecting their bodies, most of the country took his words to heart. How could his call to action best be answered?

It was answered by San Francisco's KGO-TV—one of the five ABC Owned Television Stations—in the community spirit that all these stations are continually displaying.

Conceived by KGO-TV, the "Formula for Fitness" program is doing much to raise the standards of physical education in Southern California.

This program was launched last March with an hour-long documentary discussion of the falling off in the physical condition of our people.

It continued, next day, with the first of a long series of physical training demonstration programs, scripted and produced by 38 school districts in the San Francisco Bay area. Each demonstration lasts 10 minutes.

Fifty are now being rerun.

This particular public service project is just one example of the way each ABC Owned Television Station is assuming vigorous leadership in community affairs.

Undertaken in the same spirit, for instance—and presented with equal excitement—is WXYZ-TV's "Junior Sports Club" program in Detroit. This Saturday afternoon feature won the 1961 National Recreation Association Award for outstanding TV reporting in the field of physical recreation.

Or witness WABC-TV's "High School Sports"—only TV coverage of these sports in the New York area. And KABC-TV's "Matter of Life" in Los Angeles, a program on heart research. And WBKB's anti-influenza drive in Chicago—a reminder to viewers to get their "shots" before the winter's predicted epidemic.

Today, all ABC Owned Television Stations are community-slanted. And staffed with enthusiastic, imaginative people.

All five are very much alive.

**ABC OWNED TELEVISION STATIONS**/New York's WABC-TV/Chicago's WBKB/Detroit's WXYZ-TV/San Francisco's KGO-TV/Los Angeles' KABC-TV

## Stars' Wives Have Benny Wrestling with Problem

The wives of Milton Berle, Kirk Douglas, Groucho Marx and Phil Silvers find the "perfect" role for Jack Benny on their benefit show, on "The Jack Benny Program," Dec. 11, on CBS-TV. Jack referees a professional wrestling match.

## 400 Gather to Salute Okun 'Golden Heart'

Many top execs of the motion picture industry and related fields throughout the country are among more than 400 registrants to date for Thursday's first annual Golden Heart Award luncheon given by the New York Variety Club at the Astor Hotel.

Created to honor an outstanding humanitarian in the East, the first recipient is Charles Okun of Coca-Cola Co., whose "deeds in behalf of his fellow man, and in behalf of the many worthy causes of the motion picture industry, have brought him deep admiration," according to chief barker Charles A. Alicoate, publisher of RADIO-TV DAILY.

Luncheon chairman is Jack Levin, assisted by co-chairmen Lee Koken, Ira Meinhardt, Herman Schleier, Charles Smakwitz and George Waldman.

STORER TELEVISION SALES  
has the facts about

# WJBK-TV

THE

# No. 1 BUY

IN

# DETROIT

WJBK-TV  
DETROIT



# 2

A STORER STATION



By TED GREEN

• • • Tony Mitchell and Betty Johnson will be the singing stars Thursday at Lincoln Hall, New Bedford, Mass., in a show sponsored by Ted Kennedy to benefit the Washington Cultural Foundation and New Bedford and Fall River Art & Music Ass'n . . . Aside to commercial producers: A few columns back we mentioned that Carol Ohmart would be a great "spokeswoman," and this week Carol signed for the lead in "On an Open Roof," which preems in January on Broadway. Formerly a Paramount actress, she has also been on live TV for four sponsors . . . The '63 All American Football Squad, announced in this week's TV Guide will appear Sunday on Ed Sullivan's CBS-TVer . . . It had to happen sooner or later: After nine years of staging parties for handicapped and needy children, columnist Walter Kaner of the Long Island Press has been honored by a borough president proclamation declaring "Walter Kaner Day" in Queens County.



MISS OHMART

The citation was presented during Kaner's Thanksgiving party for 900 children at the Boulevard Club, Rego Park. Kaner spent 20 years in radio, as a WINS commentator and as publicity-special events director at WWRL, WLIB and WVNJ. As post-WW II GIs recall, his "Tokyo Mose" deejay show, aired from Tokyo, was a daily favorite throughout the Pacific.

★ ★ ★ ★

• • • Meet: Mitchell R. Leiser, who started in show business at a young age while his father was producing experimental TV in Paris back in 1938. After military service he opened his own night club in Michigan, then became associate producer of the original "Martin Kane" private eye TV series. Mitch joined CBS in 1950 and became unit manager on "Studio One," also doing pilot shows such as "Casey, Crime Photographer." After meeting Goodson and Todman via John Daly's "It's News to Me," he became production supervisor for all the G-T shows, a post he held for more than 10 years. Mitch left G-T last year to join Don Sharpe at GAC as director of program affairs and today is program development VP for all the InterTel companies throughout the world.



LEISER

★ ★ ★ ★

• • • Edouard L. Cournand, the Arpege prexy, may beat Hollywood in snaring Brigitte Bardot for her first appearance in America. He is dangling a most tempting astronomical sum for her to star in a TV spec. Incidentally, Cournand's colorful life saga would be an exciting video presentation. He was France's flying hero in World War I and in the infant Twenties introduced skywriting to South America . . . Selling at a fast clip since its release two weeks ago, Command Records' "Carousel" album starring Roberta Peters and Alfred Drake, is also enjoying heavy air play on local stations . . . WNEW-TV's Fred Scott celebrating his 15 years at the station. His shows are "Deputy Dawg" daily and "Felix and the Wizard" on Saturdays. This pillar remembers when Fred, discharged from the Army as a looey, got his break at DuMont . . . Don Morrow, emcee of "Camouflage," celebrates his 13th year in TV soon . . . Songstress Honey Sanders to play the role of Mabel for the 10th time on the ABC presentation of "The Pajama Game." She just did it at the Westchester Dinner Theatre . . . Phil Bennett and his society orchestra to visit the "Tonight" show in December . . . King Morton, who has spent the last two years studying to be a singer, becomes an actor on a "Ben Casey" segment.

## 2 Scripters for 'McHale'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Frank Gill and George Carleton Brown have been inked to script the "Uncle Admiral" episode of "McHale's Navy."

## Golden Gratitude

Dickinson, N. D. — KDIX has been named to receive the Nat'l American Legion Auxiliary Golden Mike Award certificate for outstanding local programs in the interest of youth.

## Sales Up for Canada TV But Decline in 'Import'

Toronto—TV set sales in Canada have increased 21.5 per cent in the first quarter of 1962, sales of radios declined by per cent, TvB Canada has reported. Of the 127,138 TV sets only 6 per cent were imported with the government's "Canadian" Campaign.

## WHAS Drive Passes Quarter-Million Mark

Louisville — A record-breaking quarter of a million dollars earned by the 1962 WHAS Crusade For Children, marking the consecutive successful year for telethon conducted each September by the Radio-TV station. According to an independent 1962 contributions totaled \$649,900, an all-time high for project. Expenses amounted \$17,555.29, establishing a record low of 6.8 per cent of funds collected.

Grants from the Crusade were made on a special "Re-Crusade '62" program to age for handicapped children of tucky and southern Indiana. \$45 grants in all were made. \$37,458.44 went to Indiana organizations, and \$499.23 was split among 38 tucky groups.

## Bert Gets an Air Award As Dimes 'Man of Year'

Bert Parks, singing emcee ABC-TV's "Yours for a So will be cited as the "man of year in show business" by the March of Dimes on his Thursday program. New York Dimes rector Dr. Ernest M. Frost make the presentation.

## Hemophiliac Pubservice

Martin Greenberg and Dunn, of WMCA's public service dep't, have been cited by National Hemophiliac Foundation for their "cooperation and assistance" in broadcasting blood appeal spots for a young hemophiliac. The announcements result in enough donations to save patient's life.

## 'Endowed' on Volunteer

Chicago—The work of the tension Lay Volunteers in Africa is revealed in the film, "Endowed," to be aired Dec. 5 WBBM-TV's "News of Religion." The documentary was filmed, written and narrated by the Rev. J. S. Banahan of Chicago's Archdiocesan Radio-TV office.

## Wylly Goes to ITC Production Exec

Wylly has been named to the newly-created position of production executive at Independent Television Corp. He comes to his post from NBC-TV, where he was director of the hour special "Debutante '62," "The Van-400" and "The Telstar" and the half-hour program, "Picture from Goonhilly."

At the present, Wylly will be doing a major part of his work in Toronto, where production is under way on the half-hour series, "Mr. Piper," being broadcast in color. Allan Wargon is producer.

## Asselta Names Business Manager

Asselta has been promoted to business manager of Radio from his post in Internal Audit and Systems.

Asselta joined ABC in 1960. He is noted for his considerable experience in systems work. He is married to Margaret Michaud, who has been appointed payroll supervisor.

## LaForge in 3rd Call Memory Lane' Show

LaForge, Purpletone recording artist, makes his third appearance in six months on TV's "Joe Franklin's Memory Lane Show" today. Jack LaForge, who has anchored the entire hour slot, makes his first time his "Hawaii and I."

## Airs German Music

The annual music quiz of the "Music from Germany" series will be broadcast tomorrow night on WQ. Listeners are asked to identify musical excerpts from recordings. David Berger, host of the weekly series, has announced prizes as books and records. "Music from Germany," for the past seven years, is sponsored by the Association of Broadcasters.

## Hypnotic Suggestion: Award for Coast Outlet

Los Angeles—KNX has received the Gordon R. Hedge Memorial Award for outstanding service in educating and informing the public about the facts of hypnosis pertinent to its use in the medical and dental fields. The award was presented during the World-Wide Conference of Hypnosis, held in Las

# McGAVREN CITES GUILD; OTHER REPS MAKE NEWS

The Daren F. McGavren Co. is changing its name to McGavren-Guild, Inc., the end of this month in recognition of "the significant contributions" of Ralph Guild, who will continue to serve the rep firm as exec VP and national sales manager. President Daren F. McGavren said no reorganization is involved. With the change of name, the company is marking its 10th anniversary as a radio rep.



**San Francisco**—To emphasize its change in call letters from KNBC to KNBR, the NBC-owned radio station's publicist Jane Morrison mailed out sheets of white cloth folded in a triangle and fastened with a huge safety pin on which hung a tag inscribed: "Unpin for the big change." Lettering inside described the change. KNBC letters have been assigned the NBC station in Los Angeles. Meanwhile, general manager William B. Decker announces two personnel changes: Richard J. Schade, merchandising and promo manager since 1961, elevated to account exec in KNBR sales. Delwin H. Enzminger, former assistant marketing director on the San Francisco Examiner, goes into Schade's old post.

KTVU's "Captain Satellite" (Bob March) was asked by the San Leandro Junior Chamber of Commerce for a plug in pushing its program of encouraging Golden Gate residents to install safety belts in their cars. Satellite obliged on his afternoon kiddie show by strapping his juvenile "co-pilots" on his rocket ship with the "Jay-Ceet" belts and explaining their down-to-earth importance to viewing mothers. According to the Junior Chamber director, calls started flooding his office "10 minutes after you went off the air!" In two days, the short-handed Jaycee volunteers sold out and installed 538 seat belts before telling the public to come back in a week when the supply would be replenished.

Charles Stanyan, KRON cameraman, won the \$250 top award for TV news photography in the first annual professional news awards presentation sponsored by the Press and Union League Club. The award was based on his coverage of the spectacular Thomas Hotel fire last year. The Press Club also awarded KRON's "11 O'Clock News" top honors as the Golden Gate's best regularly scheduled newscast. Jerry Jensen is newscaster on this program, directed by Richard Behrendt.



A new Ray Charles single, "You Are My Sunshine" b/w "Your Cheating Heart," has been released by ABC-Paramount. Both sides are from the new LP, Vol. II of "Modern Sounds in Country & Western Music." Move was prompted by the success of Charles' "I Can't Stop Loving You," which clicked for a million-plus sales... WN-CN, New York, in a tie-up with MGM, will broadcast a special program of sound-track albums, including "Mutiny on the Bounty," "King of Kings," "Ben Hur" and Choreo's "Walk on the Wild Side."

"As executive VP in charge of national sales, Guild holds an important role in the development of our sales functions and techniques," said McGavren. "The inclusion of his name is a tribute to his achievements — and his achievements are the accomplishments of the company."

## PRO Adds Three To Outlet Roster

Prestige Representation Organization has been appointed national sales rep for three stations: WSET, Glens Falls, N. Y.; KWRE, Warrenton, Mo., and WNAK, Wilkes-Barre, the latter becoming effective Saturday. WNAK and WSET were previously repped by Frederick W. Smith Co., and KWRE by John E. Pearson Co.

## Stephens to Katz For S.F. TV Sales

The Katz Agency has named Robert L. Stephens to its San Francisco TV sales staff. Formerly a member of Katz' radio staff in its West Coast office, he now rejoins Katz after serving as a TV salesman at the S. F. office of Peters, Griffin, Woodward.

## Penn State Reps Signs Three More

Pittsburgh — Penn State Reps, newly formed regional operation headquartered here, has been named to handle WJPB-TV, Fairmont, W. Va.; WMBS, Uniontown, Pa., and WBLV, Springfield, O., in addition to its initial appointments.

## Hosking Named AE At CBS Spot Sales

CBS Radio Spot Sales has appointed Robert L. Hosking an account exec, a position he has held since October, 1959, with WCBS Radio.

RCA Victor is recording "Little Me," Feuer and Martin Broadway show starring Sid Caesar... Enoch Light back from London, where he recorded the cast of "The School for Scandal," starring Sir John Gielgud and Sir Ralph Richardson. The two-disk non-musical package is slated for December release. The show, playing to capacity for months in London, will open on Broadway for a six-week run in late January.

Warner Bros. has just issued the original sound track album to "Gypsy," starring Rosalind Russell, Natalie Wood and Karl Malden. Company expects the new opus to at least equal the sales of their best-selling "The Music Man"... Epic has introduced new five-record juke-box operator packs. The two packs now in release are George Maharis in 10 selections from his LP, "George Maharis Sings," and Bob Vinton in 10 numbers from his "Roses Are Red" album. Other packs will be announced in the near future... Also in the packaging line, Columbia has introduced a new shipping carton, "which will supply quick and simple identification of records" for DJs... Rhett Evers, jazz DJ for WBAB-FM in Long Island, has his name prominently displayed on the back of the new Prestige Album, "Shirley Scott Plays Horace Silver"... L.P. Sales Corp. has a new

## Crutchfield Football 'Hero' in Germany

West Berlin—Not since Josef Goebbels turned Germany's broadcasting media over to Third Reich propaganda, has such an indoctrination by air taken place here as the recent two-week drive by Jefferson Standard Broadcasting's Charles Crutchfield and Col. Thomas C. Foote, to acquaint Berliners with the American game of football. Result? Over 65,000 West Germans turned out for a grid contest between two U. S. service teams.

## AGENCY NEWSCAST

By RALPH TYLER

Eight new executive promotions have been announced at the Washington agency, Kal, Ehrlich & Merrick Advertising. Of interest to broadcasters is the promotion of Nella Manes, VP and media director, who will also assume the duties of assistant to executive VP Alvin Q. Ehrlich; radio-television director David P. Thomas, who has been named a VP; Mrs. Ann Goldstein, promoted to time-buyer, and Miss Hertha Hanua, now in charge of radio-TV traffic. Mrs. Manes joined the agency as time buyer in 1949. She is a member of American Women in Radio and TV, the Academy of TV Arts and sciences, and the Advertising Club of Washington, which has named her Advertising Woman of the Year for 1962.

Floyd Barker has been named an art director by the Zakin Co. With the advertising agency for the last two years, he was formerly an assistant director.

HOUSTON HAPPENINGS: Edward L. Ullrich, who has been in the advertising agency business in Houston for more than 30 years, has organized Ed Ullrich and Associates, an advertising-marketing agency. . . . Ralph W. Myers, former staff writer and columnist for the Houston Press, and Andrew J. Clarke, former AP staff writer in New York and New England, have opened Myers and Clarke, PR firm here. Myers

## Air Media Bridge to Culture

(Continued from Page 1)

serious music, looking at fine art and reading significant books far outpaces the population increase," he said.

"Millions become acquainted with a new painter in a magazine. Millions hear a new composition on radio. Millions meet a new author on TV. Although it is by now a commonplace, it is still significant to recall that more people in a single night saw 'Hamlet' on TV than it is estimated had seen it in live performances since it was written."

### Old Standards 'Dislocated'

"The very dimensions of what we are witnessing have dislocated, I think, all our old standards," Dr. Stanton declared. "We have not had the time yet to produce the artists — writers, composers and painters — necessary to feed this gargantuan appetite. We have not yet worked out patterns of exposure for many of those we do have. We are restless because TV has not yet achieved as consistent a flow of programs of high cultural level in the arts as it has achieved in information, just as

### Thought for Today

*"Will world competition raise the quality of TV programs to the highest world levels of artistic and intellectual achievement—or will world TV cater to the common denominator of taste to insure at all times the largest possible audience in order to move merchandise or ideologies around the world?"*

—J. Alphonse Ouimet,  
CBC president

is president of the firm. Both were also formerly with Carl Byoir and Associates, New York. . . . Weintraub & Associates has been retained to handle advertising in Houston for Playhouse Toy Stores, Inc., Southwestern Airlines and Robert D. Jones Realty accounts

Merchandising plans by WXYZ radio, Detroit, for Salada Tea have turned from the golf course to the ski run. Last Summer, the outlet turned a station wagon into a "tea wagon" and served iced tea to golfers in a promotion called "Tea-Off with Iced Tea." Now, the station is teaming up with ski clubs in southeastern Michigan to serve instant Salada to skiers before they race down the slopes.

we have sometimes been restless because the printing press has produced a greater volume of passing trivia than of works of high and lasting merit."

### Sees Audiences 'In Step'

Stanton told his Dartmouth audience that "what we in the mass media have to work with in gauging the responsiveness of audiences is still far from perfect. We can make some assumptions from statistics. Obviously, if only a few viewers are looking at your program and many more at someone else's or not at any, there is something wrong. The broadcaster—not the audience—is out of step. And the realities of the mass media are such that you cannot say it is good enough to speak to an interested few. The whole structure of mass communications is based on the unit cost of bringing great art, great entertainment and great informational material to millions."

Dr. Stanton urged his audience of students and faculty members to help achieve further progress in advancing arts served by TV.

## 'Northwest Traveler' Breezes into 2nd Yr.

West Coast Bureau of RADIO-TV DAILY

Seattle — "Northwest Traveler," KIRO-TV's locally produced travel-adventure show, has sailed past its first anniversary. The series features filmed trips to points throughout the Pacific Northwest and abroad by Northwest residents.

Silent film is used with off-camera narration by the principal of the trip, along with program host George Carlson. This season, Berlin, British Honduras, Sweden, Yugoslavia, Mt. Rainier, the Canadian Rockies and the Yukon have received "Northwest Traveler" coverage.

## 5-Min. Moppet Series Features Herb Sheldon

Veteran moppet entertainer Herb Sheldon has been set to appear in a new five-minute syndicated color strip, "Story Land Classic," being created by Jerry Hammer Productions in cooperation with producer-director Gil Cates. Planned for February release, each segment of the program will tell a different story illustrated by drawings and cartoons, with Sheldon narrating and occasionally providing dialogue.

## McCarthy, Brownstein Join WROW Sales Force

Albany, N. Y. — WROW, which serves Albany-Schenectady-Troy, has expanded its sales force, naming John F. McCarthy local sales manager, and appointing Julian Brownstein an account exec with its music division. McCarthy was previously with Commercial Recording Corp., Dallas, and WINN and WAKY, both Louisville.

## 'News at Nine' Regular

Boston — Joanne Desmond, radio-TV personality and school teacher, has joined Jack Chase and Don Kent as a regular member of WBZ-TV's "News at Nine," replacing Betty Adams who resigned. Miss Desmond, who will handle general news assignments for the Westinghouse station, previously conducted her own ETV show, "21 Inch Classroom," and appeared in an historical series on WMAQ, Chicago.

## WSYR-TV Helps Nab Cop-Killer Suspect

Syracuse—Credit WSYR-TV's "Late Nite News" show with an in the capture of a confessed killer. A description of the suspect in the news show led to a tip which resulted in the arrest, in 24 hours, of Frank T. Clark, wanted for slaying a Newark, O., policeman. Ohio and New York police stated that the station's cooperation a major factor in Clark's rapid apprehension. Clark was picked up in his hometown, Cortland, N. Y., near here.

## GUEST STAR

Everett Sloane segues from "Dr. Kildare" guest stint to "Target" episode of "Sam and the Guard," both MGM-TV properties.

Gary Campbell cast in "Hold Up a Mirror" for ABC. . . . Barton Lane set for "The Wedding" on NBC-TV's "Laramie." . . . Levant, wife of pianist-race Oscar Levant, resumes her career in "Hangover" for TV's "Alfred Hitchcock Hour."

Producers Ralph Andrews, Bill Yagemann inked Do Malone and Ross Martin for Lu's "By the Numbers." . . . dine Longet pacted for role "Yvette Gerard" in "The Raffle" stanza of "McHale's Navy." . . . Jeremy Slate signed title role in "Empire's Loner." . . . Patty Duke che in with producer-director Asher to ready UA-TV's "Duke Show" for ABC-TV.

Anne Helm cast for femme role in opening series Warner Bros' new "Ready for People" series, currently being the cameras. . . . Telly Savell tapped for "A Claim to Infamy" for "The Best Years." George Montgomery report "The Pretty Pigeon of Point" on "Hawaiian Eye."

Susan Oliver and Mary Hughes inked by exec producer Vincent Fennelly for "Rawhide Incident at Spider Rock" Whitney Armstrong making debut in the Dan O'Herlihy series for MGM-TV, "The Traveler Jaimie McPheeters." . . . Jory lensing "Step Over the Line" in "Wide Country" series Cheryl Miller, Stephen T. Vicky Albright, Frank Bank Bob Singer added to "The Spoiler" episode of "Leave No Beaver."

## Canada Change Urged

(Continued from Page 1)

about 14 months and provides work programming to stations operating alongside CBC or other affiliated outlets in Halifax, Montreal, Toronto, Moose Jaw, Edmonton, Calgary and Vancouver.

The league also recommends that wherever two TV stations broadcasting in the same language in one location are established one must always be a CBC station.



Indiana University Library  
Bloomington Ind

## -DAY FOR TV'S 'OMAHA BEACH'!

### HUNTINGTON NOW B's EXEC VEEP

Promotion Tops 3 Moves;  
Mara, Evans Named VPs

3 has promoted George G. Huntington to exec VP and elected O'Mara and Jacob A. Evans VPs. Huntington has served as VP - GM Nov., '58; Mara has served as Western division director since Sept., and Evans as general director Nov., '61.



HUNTINGTON

Huntington was promoted to exec VP and elected O'Mara and Jacob A. Evans VPs. (Continued on Page 7)

### Jerry Lewis Signed ABC-TV Series

West Coast Bureau of RADIO-TV DAILY Hollywood — Jerry Lewis has signed to a contract by ABC-TV. It was announced here by Melnick, VP in charge of time programming. Lewis will star in a weekly series of live two-hour comedy programs on the net starting in Fall, '63, Melnick said. The series will originate mostly from Hollywood.

### Commercial Video Firms in London Info Center

Special to RADIO-TV DAILY London—Britain's 15 commercial TV companies, all members of the British ITV Companies Ass'n, have set up an information center at the Television House, Kingsway, here. The center is headed by Hugh Matthews, former publicity sales manager with Associated Rediffusion.

### W Brings \$55,000

W, Tex. — KUKO, 500-watt station here, has been sold by O. Gilbert and Phil Crenshaw to Leo Holmes for \$55,000. The deal was handled by brokers Dalton-Landis & Associates.

### '63 1st Quarter Net Of \$467,717 Scores 14-Yr. High for SG

Highest first-quarter earnings in Screen Gems' 14 years were reported yesterday by president A. Schneider at the company's annual stockholder's meeting in New York.

For July 1 through Sept. 29, first quarter of SG's '63 fiscal year, profits before taxes were \$958,061.83, and the net after taxes is \$467,717.68, or 18 cents per share. These figures compare with the previous year's similar quarter of \$341,735, or 13 cents per share.

Syndication VP Robert Seidelman said that no new production is planned for local market and regional selling; instead he said, SG will concentrate on its new series of 165 colored cartoons, specials and first-runs-off-the-nets.

A total of six new pilots is being developed. (Continued on Page 7)

### Middlebrooks Joins ABC In New Engineering Post

James L. Middlebrooks, since '61 a consulting engineer on radio and TV systems, has re-joined ABC in the newly-created post of director of engineering facilities.

From 1946 to 1952, he was with ABC as chief facilities engineer, later serving King Broadcasting in Seattle as director of engineering and planning until Feb., '61.

### Hollywood Pix Entrenching As Local Prime-Time Draws

Motion pictures are becoming a new prime-time feature on many stations, with the trend being set thru programming acquired from Seven Arts' five volumes of Warner Bros. and 20th Century-Fox post-'50 films, plus its special features library of some 35 titles from various studios in Hollywood and England, according to VP-general sales manager Robert Rich.

Latest to slate prime-time showings of movies is KPHO-TV, Phoenix, which purchased Vols.

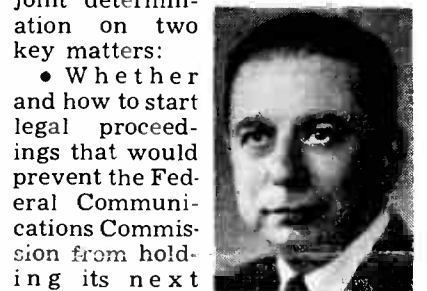
### WILL QUIZ-CITY OUTLETS FIGHT HEARING BY FCC?

By ARTHUR PERLES

Tomorrow may well turn out to be one of the most critical days in the entire history of U. S. television. Four Washington attorneys — all specialists in broadcast law — are meeting in the capital city to reach a joint determination on two key matters:

#### 2 'Huge' CATV Systems Have Designs on Atlanta

Atlanta—The Georgia Ass'n of Broadcasters says state vid operators should be aware of a second "huge CATV system aimed at sending Atlanta TV signals into other areas of the state." Latest would service from Seymour, to Warner-Robins. Another is planned from Griffin to the Florida Coast.



ANELLO

Whether and how to start legal proceedings that would prevent the Federal Communications Commission from holding its next hearing on local programming in Omaha two months from now.

If their decision is affirmative, should the National Association of Broadcasters join the fight in full panoply against the FCC's inquisitorial practices, initiated last Winter in Chicago?

The NAB is known only to be awaiting word from counsel of the three Omaha TV stations—KETV, owned by the Omaha World-Herald.

(Continued on Page 8)

### Webs' Show Rubouts Hearten Syndicators

"The networks' loss is syndication's gain" in reported cancelings of "The Roy Rogers-Dale Evans Show," "Loretta Young Show," "It's A Man's World" and "Saints and Sinners," Len Firestone, VP and general manager of the newly-formed Four Star Distribution Corp., said yesterday.

"We don't know yet if the nets will fill these spots or, if they do, whether stations will go along," Firestone said. "But it does look like there's going to be a number of time slots turned back to local stations." (Continued on Page 7)

### Miller Named Manager In WCKY Staff Shifts

Cincinnati — Jeanette Heinze, WCKY VP-general manager, has announced the appointments of Paul Miller as station manager, Essie Rupp as program director and Steve Kline as assistant program director.

### Emcee's Blue Language Costs Canadian AM \$25

Quebec City—CKCV here has been fined \$25 by a Court of Sessions on a charge by the Board of Broadcast Governors that one of its commentators—St. Georges Cote — used "obscene, indecent, vulgar and offensive language" on May 31 and Aug. 31. The station, which pleaded guilty, contended the "accusations exceeded the gravity of the offense."



Established Feb. 9, 1937

Vol. 91, No. 103 Wed., Nov. 28, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : : Editor

ARTHUR SIMON : : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU Harry Lando Office: 1126 National Press Building Executive 3-4808

WEST COAST OFFICES Perry E. Pasmezoglu West Coast Advertising Director Harold Hilderbrand Editor, West Coast Bureau 6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU Jack Russell 203 North Wabash Ave. Phone: 312-782-2818

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

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

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico.

ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

## Air Execs Will Hear AFL Chief Joe Foss

Boston — American Football League commissioner Joe Foss will be the main speaker tomorrow at the Broadcast Executives Club luncheon here. Foss is a Marine hero of World War II and former governor of South Dakota.

Special guests will include executives of the Boston Patriots, the AFL team. Tom Gorman, WEI general manager and CBS radio VP, will preside.

*a distinguished reputation for over 36 years public service programming the best of CBS a bright, lively station prestige radio*



## COMING AND GOING

PETER GRIFFITH, MARSHALL STONE and JACK HORTON, of Filmex production, to Cypress Gardens, and Ft. Lauderdale for Parliament commercial.

SANDY HOWARD, producer of 7 Arts Associated "World's Amateur Boxing Championships," to Detroit to address A.A.U. Boxing Committee.

AL HIRT arrives in N. Y. tomorrow to tape an Ed Sullivan show.

MARTIN CARR, CBS director, back from London, where he directed "Calendar" shows.

ROBERT A. J. BORDLEY, WTOP-TV general sales manager, in N. Y.

## Mutual to Broadcast Heisman Grid Award

The Heisman Memorial Trophy Award ceremonies Dec. 5, honoring the nation's outstanding collegiate football player of the year, will be carried by Mutual Broadcasting direct from the Downtown Athletic Club in New York.

Attorney General Robert F. Kennedy will present the award and, for the 13th consecutive year, Al Helfer will emcee the ceremonies.

The trophy winner is selected by sportswriters, sport broadcasters and telecasters throughout the United States. Last year's winner was Ernie Davis of Syracuse U., now a member of the Cleveland Browns professional team.

## Jacobson Joins KGUN-TV As Production Manager

Tucson — Jack Jacobson has joined KGUN-TV as production manager, responsible for all on-air production and local programming development.

Jacobson was previously with WHIO-TV, where he produced and appeared on children's programs.

## 'Mastery of Space' Film Tops 265 Video Orbits

The documentary film on Project Mercury, "The Mastery of Space," has been seen by more than 14 million people since its release last May, Association Films reports. The NASA-sponsored 58-minute color film has been shown 6,176 times, with 265 TV screenings on network, independent and educational stations.

## Wahl Shifts to KNX Mike

Los Angeles — Dick Wahl has joined the news staff of KNX here, coming from KGBS, in this city, where he was news director. He has also been associated with KING and KOMO, both in Seattle, doing news writing and broadcasting. His new assignment will be with Barney Miller, KNX news director.

## CBS Files to Register Employees' Stock Plan

Washington — CBS has filed a statement with the Securities and Exchange Commission seeking registration of 437,750 shares of common stock, to be offered pursuant to its 1961 employees' stock option plan.

## Linkletter's Yule Trek On Canada, U.S. TV

"Christmas in the Holy Land," hour color special of Art Linkletter and his family on a pilgrimage to the Holy Land, has been licensed by the Canadian CTV Network and 10 U.S. stations for Yuletide telecast, announces Richard A. Harper, MGM-TV world-wide syndicated sales director.

The CTV license is for telecast over an eight-city network. U.S. stations licensing the program are WNBC-TV, New York; KHJ-TV, Los Angeles; KRON-TV, San Francisco; WCKT, Miami; WBAP-TV, Ft. Worth; WFBM-TV, Indianapolis; WRGB-TV, Schenectady; WKOW-TV, Madison, Wis.; WPMY-TV, Greensboro, N.C., and KLRJ-TV, Las Vegas.

## Florida Outlet Becomes 25th on Steverino List

West Coast Bureau of RADIO-TV DAILY Hollywood — WPTV, West Palm Beach, becomes the 25th station in the "Steve Allen Show" line-up Jan. 7, having purchased the nightly 90-minute video series from WBC Program Sales. Mort Watters, VP of Scripps Howard Broadcasting, and Mike Roberts, VP and GM of WBC Program Sales, negotiated the contract.

## KNX Frost Warnings

Los Angeles — KNX has resumed for the Winter its nightly frost warning broadcasts for citrus growers and farmers, aired six nights a week and on Sunday during intermission of the N. Y. Philharmonic Orchestra programs. Roy Simpson again presents the forecasts.

## FINANCIAL

(November 27)

### NEW YORK STOCK MARKET

	High	Low	Close
Admiral Corp.	117/8	111/4	115/8 +
AB-PT	33 1/2	31 3/8	33 1/2 +
Am. Tel. & Tel.	114 7/8	113 3/4	114 1/4 -
AVCO	25	24 1/2	25 +
CBS	42	40 7/8	42 +
Columbia Pic.	21 3/8	20 1/2	21 +
Crow.-Coll.	19	18 7/8	18 3/4 -
Decca	44	44	44
Disney	20	29 1/2	30 +
East. Kodak	106 3/4	105 1/8	106 +
Gen. Prec.	35	34	34 3/8 +
General Tel.	22 1/4	21 3/4	22 1/8 +
Hazeltine Corp.	21 1/4	20 3/4	21 1/4 +
Magnavox	35	34 3/8	34 5/8 -
MCA	45 1/2	45	45 3/8 +
M-G-M	33 3/4	33	33 1/2 +
Metromedia	15 3/4	15 1/4	15 3/4 +
Minn. M&M	55	55 3/8	55 +
Nat. General	7 1/8	6 3/8	6 3/4 +
Paramount	39	37 7/8	38 3/8 +
Plough	31 3/4	30 7/8	31 5/8 +
RCA	56	54 3/4	55 7/8 +
Storer	31 3/8	30 3/4	30 3/4 -
Taft	17	16 5/8	16 5/8 -
20th-Fox	19 1/2	19 1/8	19 1/4 -
United Artists	27 1/4	26 3/4	27 1/4 +
Warner Bros.	13 5/8	13 1/8	13 5/8 +
Westinghouse	33 3/8	32 3/8	32 1/2 +
Zenith Radio	54 1/2	52 7/8	54 +

### AMERICAN STOCK EXCHANGE

Allied Artists	3 3/4	3 1/2	3 1/2 -
Capital Cities	16 1/2	16 1/2	16 1/2 -
Desilu	8	8	8 -
Esquire, Inc.	7 3/8	7 3/8	7 3/8 -
Filmways	5 3/8	5 1/8	5 1/4 +
Movielab	9 3/4	9 3/4	9 3/4 +
MPO	6 3/8	6 3/8	6 3/8 +
NTA	7 1/8	7 1/8	7 1/8 -
Reeves Sound	3 1/2	3 1/8	3 3/8 -
Rollins	13 1/2	12 1/2	13 1/2 +
Screen Gems	16 3/4	16	16 3/8 +
Technicolor	10 1/8	9 3/8	9 3/4 +
TelePrompTer	6 7/8	6 1/2	6 3/4 +
Trans-Lux	13 3/8	13 1/8	13 1/8 -
TV Industries	2 5/8	2 5/8	2 5/8 -

### \* OVER THE COUNTER

	Bid
Jerrold	5
Meredith	22 1/2
Rust Craft	10
Sterling	1
Walter Reade-Sterling	2 3/8
Transcontinent	10
Wometco	19

\* Courtesy of National Association of City Dealers.

## Homolka Set for Pilot

Oscar Homolka, star of "Wonderful World of the Brothers Grimm," leaves for Hollywood Friday to film a TV pilot for a planned series by Bing Crosby Productions.

## ATTENTION TELEVISION NETWORK PRODUCERS INDEPENDENT TV PRODUCERS

Will dispose of "Legal Clearance" given me by the late CLARK GABLE permitting the use of his information off-stage film to be used on television. Write

Box No. 217, RADIO-TV DAILY 1501 Broadway, New York 36, N.Y.

# Video Tape Compact Unveiled by RCA Burbank Opening

Coast Bureau of RADIO-TV DAILY Burbank, Calif.—A new TV recorder, which RCA says combines high performance standards with compact design is readily converted to color operation, was demonstrated for the first time here yesterday for the radio and motion picture industry executives in the Los Angeles area.

The demonstration was part of an open house at the new Burbank headquarters of the RCA Division's film recording and west coast operations department, where the recorder was designed.

**Studio or Mobile Units**  
Scheduled for delivery beginning in January, the new recorder, model TR-2, will be available in two models for either studio or mobile installations.

The TR-2 will be produced in both Burbank and Camden, N. J., plants, according to C. H. Colledge, division VP and general manager. In studio installations the recorder is contained in three 84-inch-high racks, while the mobile version uses four 66-inch racks to accommodate vehicle mounting.

**Transistorized Circuits**  
Colledge said the TR-2 design makes liberal use of transistorized circuitry for improved performance and reliability and for space conservation. Transistorization has been extended to the operation of "switchlock," a standard feature of the new recorder, which prevents picture roll-over when the dial is switched among local frequencies. The recorder also has been prepared to accept a variety of accessories.

# Murphy, Golden Climb Laban KBOX Ladder

Dallas — Two promotions at Laban's KBOX here have Alan Golden, an account executive since 1958, stepped up to local sales manager, and programming department staffer Tom Murphy as program director. Formerly, Murphy worked with KLIF here.

# Livingston, Evans Signed to Pen 'Krazy Kat' Tunes

A songwriting team of Jay Livingston and Ray Evans has been selected to write the music for the new "Krazy Kat" TV cartoon series being produced by King Features Syndicate. Pair has written tunes for "Mr. Ed," "Bonanza" and "Laramie."

# ITC SIGNS 2 STATIONS ON ITS PAY-LATER PLAN

KTVW-TV, Tacoma, Wash., and WJPB-TV, Fairmont, W. Va., are the first two stations to sign for Independent TV Corp.'s "Program Participation Plan," ITC executive VP Abe Mandell announced yesterday.

## SALES LIGHT UP FOR YULE SONGS

Official Films Series Sold to Five Stations

Official Films reports a "merry beginning" for its newly acquired "Songs for Christmas." Sales have been closed with WABC-TV, New York; WGN-TV, Chicago; WCCO-TV, Minneapolis; WINR-TV, Binghamton, N. Y., and WDBO-TV, Orlando, Fla., according to president Seymour Reed.

Series, consisting of eight short filmed Christmas greetings in color and black-and-white, features the Cincinnati Conservatory Choir. Films, running from 1½ to over 3 minutes, employ a community-sing technique in which lyrics of carols light up in time to the music as they are superimposed on the picture.

# R-TV Hospital Drive Captained by Scott

Walter D. Scott, NBC executive VP, has been named chairman of the '62 United Hospital Fund campaign radio and TV committee, to lead volunteers in seeking contributions from executives and privately owned firms in the broadcasting field.



SCOTT

The money they raise will help the fund's 81 member nonprofit hospitals in their free and below-cost care of the medically needed. The '62 drive, thru Feb. 28, is Scott's fourth consecutive year as radio-TV chairman.

# ABC Series Headliners Help Marines with 'Toys'

West Coast Bureau of RADIO-TV DAILY Hollywood — Headline stars of three ABC-TV shows will be guests of honor Saturday at the Marine Corps "Toys For Tots" show, sponsored by the net. Ernest Borgnine of "McHale's Navy," John McIntire of "Wagon Train" and Jerry Mathers, Tony Dow and Barbara Billingsley of "Leave It to Beaver" will be on hand to entertain.

Contracts for the no-cost-untill-sponsored plan account for more than 15 hours a week of additional telecast time made available for syndication programming, Mandell said. KTVW-TV ordinarily goes off the air at 11:30 PM and WJPB-TV at 11:20 PM. Both stations will telecast at least until 1 AM.

Mandell said WJPB, which had always concentrated heavily on syndication programming, had been on the verge of changing its operation. Now, with PPP, it can continue as a syndication station by supplying the time and manpower with ITC supplying the programming, Mandell said.

## Dozen Pacts Await Signing

In addition to the two signed agreements, he said, more than a dozen additional contracts have already been prepared and forwarded to station executives for signature. Further announcements will be made when signing is completed.

Mandell said ITC is making its facilities and staff available to stations on a program consultant basis. "As soon as an inquiry is received," he said, "we analyze the market situation, relate it to our program availabilities in that market and mail a reply to the station."

## Concept Reported Spreading

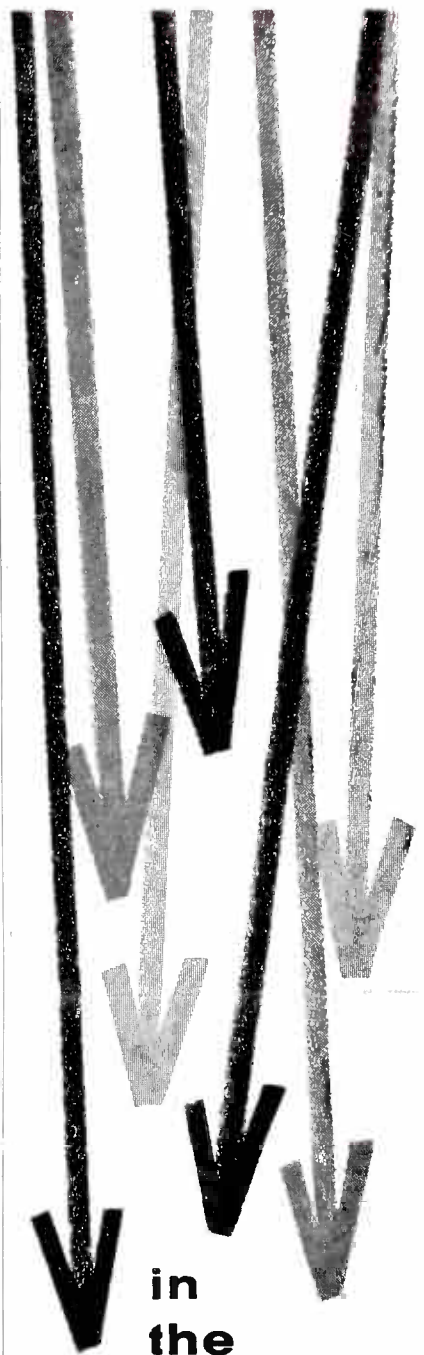
Despite skepticism in some quarters, the concept of PPP is spreading to other film companies. It was learned that one syndicator has already asked stations not to sign with ITC until it has an opportunity to formulate its own plan and put it in operation.

# Tom Gorman Addresses Hub Supermart Admen

Boston — Thomas Y. Gorman, WEEI general manager and CBS Radio VP, will address the Supermarket Advertising Club today on "The Reality of Radio." Dick Dawson, ad manager, Fernandes Super Markets, will preside.

# Philharmonic to Play AM Preem of 'Overture'

The world radio premiere of a work commissioned by the New York Philharmonic, celebrating its opening season in the Lincoln Center of the Performing Arts, will be heard Saturday on the orchestra's CBS concert. The new work, "Overture Philharmonique," by Darius Milhaud, will be conducted by Sir John Barbirolli.



in the public interest

# WGAL-TV

STEINMAN STATION Clair McCollough, Pres.

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

Representative: MEEKER

## Hollis Kicking Calories Via 'Cold Turkey' Dieting

Newark — WJRZ radio personality Steve Hollis believes what's weight-reducing for his listeners will do the same for him. He's begun airing recommended Mayo Clinic diet and will continue presenting — and abiding by — the daily diet for the next two weeks. Hollis first day poundage: 190.

## Les Biederman Cited For IRS Assistance

Les Biederman, prexy of the Midwestern Broadcasting Co., owners of WPBN-TV, Traverse City, and WTOM-TV, Cheboygan, and the five radio stations of the Paul Bunyan Network in Michigan, has been awarded the Outstanding Service Award of the Internal Revenue Service.

The seldom-given award was presented to Biederman and the net for "over and above normal assistance to IRS," recommended by the regional headquarters in Detroit.

Biederman's assistance was in the form of public service spots and programs using national, state and local IRS employees on the web's outlets to make people "aware of filing periods for tax purposes in 1961."

## Brinkley Trilogy Features JFK, Ari, E. German TV

NBC-TV's "David Brinkley's Journal" will present Monday a trilogy of varied subjects: a comparison of East and West German TV, a filmed portrait of sculptor Cesar and a study of the fan magazine popularity of President Kennedy's family.

The contrast between the TV fare on each side of the Berlin Wall was obtained by monitoring programs beamed by the Communists. Cesar will be seen creating one of his famous "cubed" autos, while the Kennedy family's popularity will be scanned by Brinkley in a review of recent published feature stories.

### TV PRODUCERS:

Searching for a fresh creative image? Looking for prize-winning commercials? Literate, inventive art director desires new horizons. 12 years' experience major commercial accounts, thorough knowledge of production, editing, opticals. Call

JU. 2-4636 — 9 to 5



By TED GREEN

• • • Veteran actor-comedian Sid Tomack died in Hollywood . . . Songstar Connie Francis jets to Hollywood Dec. 10 to tape a Jack Benny CBS-TV stanza. Her current hit stint at the Sahara Hotel in Las Vegas is being waxed into a "live on-the-spot" album by MGM Records . . . Happy Birthday greetings to Dick Powell, Veronica Lake, Gene Baylos and Rosemary De Camp . . . Singer Tony Mitchell, who hails from New Jersey, taking a sentimental journey to Merchantville, N. J., for a week's engagement at the Hawaiian Cottage. He goes on to Palm Beach for a month of performances and a TV program . . . If you walk on the set of "The Beverly Hillbillies" and see a beautiful blonde standing on her head in a corner of the set, don't be surprised. It's Donna Douglas practicing yoga . . . Annie ("Angel") Farge, who has been busy TV guesting since the demise of her series two years ago, has begun a cross-country tour in the Broadway hit, "A Shot in the Dark" . . . Actor Rory Calhoun appointed honorary mayor of Ojai, Calif. . . . Talented Richard Wess, musical conductor of the syndie Jerry Lester "Weekend" show, just waxed a swinging brass album for United Artists label that musicasters will give a big spin in January.

☆ ☆ ☆ ☆

• • • Meet: Vaughn Monroe, guest-bandleader on NBC-TV's "Merv Griffin Show" this week, marking the first time he's leading a band since his 1953 TV show, "The Camel Caravan." Vaughn's career has spanned every facet of show business, in addition to bandleader: recording artist whose disks have sold more than 30 million copies; a motion picture star, supper club entertainer; TV star, and legitimate stage performer. In addition to his reputation as a performing artist, he has gained widespread recognition as an RCA goodwill ambassador. He is the "Voice of RCA" on radio and TV. Vaughn's latest album on the Dot Label is the best-selling, "Vaughn Monroe: His Greatest Hits."



MONROE

☆ ☆ ☆ ☆

• • • Off the Record: Mercury Records has released two additional classical albums as part of its new line of Mercury-Wing classical records: "Stravinsky Firebird; Borodin Symphony No. 2" by the Minneapolis Symphony with Antal Dorati, and the "Wagner Flying Dutchman Overture" featuring the Detroit Symphony Orchestra with Paul Peray . . . Impulse! Records has released two folk albums, the first departure from the label's strictly jazz catalog. They are "Alarums & Excursions" by Michael Brown, and "Morality" by Oscar Brand . . . The latest Peter M. Affe production (He's WNBC-TV's station manager) is Susan Jane Affe—a tiny spectacular weighing six pounds two and one-half ounces—born Friday evening. Mother, Johanna, and daughter are doing fine at North Shore Hospital in Manhasset.

☆ ☆ ☆ ☆

• • • The spirit of Christmas has hit members of WNBC Radio. Announcer Radcliffe Hall started a paper clip Christmas tree, hanging from the ceiling of Studio 8E, which is being festooned with dollar bills donated by WNBC announcers, producers, engineers and other staffers. The tree's "ornaments" will be given to a children's charity. The effort, a spontaneous gesture generated by Rad and Jerry Marshall, is gaining momentum throughout the halls of NBC. No solicitations are made on the air . . . Sachs Quality Stores contracted, via Metlis & Lebow, with WHN for a large spot schedule to promote its custom reupholstery . . . Max Hess, Allentown, Pa., storekeeper, has two networks interested in a fashion spec . . . Sign in window of appliance shop: "We Sell TV Sets and Radios—Please Help Stamp Out Crystal Sets!" . . . After Joey Dee's TV visit in Melbourne this Decemberrrr, he'll hop to Tokyo for a song concert. Incidentally, TV fees in Japan are going up (Land of the Ri\$ing Sum).

## Perry Taps Eleanor Along Comeback Tra

Eleanor Powell, who came of retirement last year to find she had not lost her sure-footed touch, will be Como's guest along with Dorothy Collins 12 on "Kraft Music Hall" on TV. Miss Powell made her movie in 1945.

## Heller-Ferguson Set By GW Broadcasters

West Coast Bureau of RADIO-TV D. Hollywood — Offices have opened here by Hugh Heller Allyn Ferguson for their reformed production company, Heller-Ferguson, Inc., which has been retained by Golden Broadcasters as program consultant for the four GW stations KMPC here; KSFO, San Francisco; KEX, Portland, Ore.; KVI, Seattle.

Heller, program director of KSFO and KMPC the past two years, as well as GW program director, was instrumental in creating "The Sound of the Thematic" radio material, distributed by Archer Productions and heard on over 30 outlets.

## Johnny Carson Hosts 22 Look All-Americans

Johnny Carson will present Look Magazine All-American football team on his "Tonight" show Dec. 6, on NBC-TV. The set to appear are the queen of the Sugar, Orange, Cotton, and Liberty Bowl games.

## KGUN-TV Publicity Manager

Tucson—Edna Hanna Stros has been named promo-publicity manager for KGUN-TV, ABC affiliate here. Prior to this appointment, she held a similar position at KOMO-TV, Seattle, and was TV director for Greater Seattle Inc. She is a past VP of AW.

## WEDDING BELLS

### Edwards-Watters

Mr. and Mrs. Douglas Edwards (he's the CBS news correspondent) have announced the engagement of their daughter, Lynn John Watters of Waterbury, Conn. A Spring wedding is planned.

### HOWARD E. STARK

Brokers and Financial Consultants

Television Stations—Radio Stations

50 East 58th Street  
New York 22, N. Y. ELderado 5-9



# CBS-TV Affil Board Going to Palm Springs

## Aubrey Tops Roster of Network's Execs to Attend Fall Meet

The board of directors of the CBS-TV Affiliates Ass'n will hold its annual Fall meet-

ing with network executives Dec. 4-6 at the Rindge Club, Palm Springs, with President James T. Aubrey, Jr., heading the delegation, according to Carl



AUBREY

ward, VP-affiliate relations director. Board members attending will include Tom Murphy, Capital Cities Broadcasting, New York (District 1); Robert Lambe, Jr., WTAR-TV, Norfolk (Dist. 2); Charles Hutchfield, WBTV, Charlotte, N.C. (Dist. 3); Secretary Tom Baker, Jr., WLAC-TV, Nashville (Dist. 4); August C. Meyer, WCFL-TV, Champaign, Ill. (Dist. 5); Donald Sullivan, KVTU, Sioux Falls (Dist. 6); C. B. Locke, KFDM-TV, Beaumont (Dist. 7); James Russell, KKTV, Colorado Springs (Dist. 8); Robert Wilson, KSTV, Sacramento (Dist. 9); William Smullin, KOTI-TV, Klamath Falls, Ore. (EMP Western Dist.), and John North, WDXI-TV, Jackson, Tenn. (EMP Eastern Dist.).

### Top Echelon to Attend

CBS-TV officials to attend, in addition to Aubrey and Ward, include Frank J. Shakespeare, Jr., VP and assistant to the president; William H. Hylan, senior sales manager; Sales; Hubbell Robinson, senior programs VP; William B. Edge, VP for affiliate relations and engineering; Richard S. Sant, CBS News president; John Cowden, info services VP; Robert Wood, manager, contracts and records, affiliate relations, and Richard Forsling, general attorney, law dept.

## FCC Stamps Its Ok On 3 Station Sales

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sale of WCUE, Akron, O., by Edwin Estabrook and John T. Valdes to Donald M. O'Neil and George W. Mamas for \$5,000 and payment of \$280,162 in obligations incurred by the sellers, plus unnamed various "other considerations."

Transfer of KCIJ, Shreveport, La., for no cash but assumption of \$17,589 in debts, was also approved, with Robert Neal Hobgood, et al., transferring to Marvin Burton Kosofsky.

The commission also approved sale of KGB, San Diego, Calif., by Marion R. Harris to Willet H. Brown for \$71,500.

## Morr's Joins KMOX-TV To Head Sales Service

St. Louis — Davis L. Morris has been named sales service manager for KMOX-TV, CBS-owned channel here.

Prior to this appointment he served as product promotion supervisor at Monsanto Chemical Co. since 1959, and before that as customer service manager, Brown Shoe Co. During the Summer of 1958, he was a sales rep for the Boulder Publishing Co., Boulder, Colo.

## Rod Perkins in Dual Post For Corinthian in Frisco

West Coast Bureau of RADIO-TV DAILY

Sacramento — Rod Perkins, producer-director, has been added to the staff of KXTV, Corinthian Broadcasting Corp.'s CBS affiliate here. He comes to the channel from KPIX, this city, where he produced documentaries, news programs and religious shows for the past nine years, and prior to that taught stage production at Berkeley High School, Berkeley, Calif.

## CENTER SPRUCED FOR SWITCH FLIP

Lighting Up Televised At Rockefeller Plaza

The lighting of Rockefeller Center's 67-foot high white spruce Christmas tree will be aired by WNBC-TV Dec. 6 from 6:15 to 6:30 PM.

With Merv Griffin as emcee, the special program, "Christmas at Rockefeller Plaza," will feature yule songs by the 100-man West Point Cadet Glee Club. Also participating will be 15 children from the UN International School.

## Jett-Propelled Group To Fight Superpower

Washington Bureau of RADIO-TV DAILY

Washington — Former FCC member E. K. (Jack) Jett, now VP-GM of the Baltimore Sun radio-TV stations, is heading a committee of the Maryland-D. C. Broadcasters' Ass'n to study best methods of opposing superpower for clear channel outlets. The move follows a resolution adopted by the association opposing H. R. 714, which gives the FCC authority to grant such bids.

Some nine radio stations have already made requests to the commission to raise their power from the current 50-kw maximum to a new high of 750 kw, as an aftermath of the FCC's announced intention to place additional outlets on some clear channel frequencies. The FCC has gone on record as opposed to superpower.

Other association chairmanships include Ben Strouse (WWDC), By-Laws Committee; Thomas S. Carr (WBAL), Legislative; George Roeder (WCBM), Spring Meeting; Byron Millenson (WC-AO), liaison chairman of the Voice of Democracy contest; Virginia F. Pate (WASA), Scholarship; Merritt Trott (WFMD), Membership.

## Storer Names Davis As Marketing Chief

Storer Programs has named Hank Davis national marketing manager, with responsibility for coordinating special sales projects in New York and the field, plus research and promotion handling.

Davis has been with Storer since July, 1961, as northeastern sales manager. Currently, Storer Programs owns "Divorce Court," "Men of Destiny," "Communism: R. M. E.," "B'wana Don," "The Charlie McCarthy Show," and "The Littlest Hobo."

## Providence Caster Aids State Law Revamp Drive

Providence, R. I. — Joseph S. Sinclair, president of the Outlet Co. and general manager of its WJAR-TV-AM, has been elected VP of the newly formed Citizens for a Constitutional Convention Committee in Rhode Island.

The group is attempting to mobilize support for an open convention to revamp the state constitutional structure. Two former Rhode Island governors, Dennis J. Roberts and Christopher DeSesto, head the eight-member executive board.

## Martha Wright Marks Eighth Tuneful Year

Songstress Martha Wright celebrates the eighth anniversary of her WCBS "At Your Service" radio show tomorrow. For the occasion, she will present a musical salute to the past eight years and the Broadway musicals of the period.

## 5 for Writers Guild Fare

West Coast Bureau of RADIO-TV DAILY

Hollywood — Dennis Day, Sir Cedric Hardwicke, Carolyn Jones, Marvin Kaplan and Jerry Van Dyke have been added to the cast of Writers Guild first TV-Radio Awards Dinner scheduled to be held Dec. 6 at the Beverly Hilton Hotel.

# RAB Bowls 300 with Odd-Ball Commercials

"I love those wide shoulders, I love those gentle curves..."

These puzzling sentiments, which happen to appear in a radio jingle aired to attract motorists to an Illinois tollway, are part of a packet of 30 "odd-ball commercials" being released this week by Radio Advertising Bureau.

Other commercials in the half-hour tape range from a reassuring message from a bail bondsman ("When in trouble, on the

double, call for County Bonds") to a rousing reminder from a junk yard ("Take me out to Al's Junk Yard, take me out for a deal")

### 'Stimulating Examples' Cited

RAB administrative VP Miles David said, "These commercials contain 30 stimulating examples of unique, non-conformist radio sales messages produced for unusual local advertisers by stations and agencies in markets of all sizes."

He hastened to add: "... we

mean 'odd-ball' in the best, complimentary sense of the word — the way a successful inventor years ahead of his time might be called 'odd-ball'."

David said the tape was released for two principal reasons: as a sample of the fresh and original selling sounds which radio can bring to virtually any product or service, and to demonstrate that almost any product or service can be profitably advertised on radio.

## KDKA Coining 'Penny' Drive

**Pittsburgh** — KDKA is asking for pennies for the fifth straight year, confident that its listeners will respond with dollars. Program manager Jack Williams has scheduled the station's "Penny-a-Month" campaign for Children's Hospital from Thanksgiving to Christmas.

Part of the Pittsburgh Press "Old Newsboys" campaign, the "Penny-a-Month" idea (12 cents) brought in some \$16,390 last season.

An early event of the fund drive will be a Good Skate Hop, jointly sponsored by KDKA and the Press, along with broadcast interviews with patients and hospital officials.

Representing KDKA in the "Old Newsboy" ranks are Harold C. Lund, Westinghouse Broadcasting VP, and L. R. Rawlins, GM at KDKA.

## Growing Trend Is Seen For Prime-Time Movies

(Continued from Page 1)

ion. In addition to KPHO-TV and KEYT, others prime-timing films from Seven Arts include KTVU, San Francisco, Mondays at 8 PM; WTIC-TV, Hartford, Mondays at 7; WNEM-TV, Saginaw, Mondays at 7:30; WTVJ, Miami, Tuesdays at 7; WBNS-TV, Columbus, O., Thursdays at 8; KXTV, Sacramento, Fridays at 9; WTCN-TV, Minneapolis, Fridays at 7:30; WLAC-TV, Nashville, Fridays and Saturdays at 10:15; KRDO-TV, Colorado Springs, Saturdays at 9, and WBKB, Chicago, Sundays at 10:15.

### Total of 211 Titles

Seven Arts' five volumes total 211 titles, including 36 in #1; 41 each in 2 and 3; 40 in #4, and 53 in #5. Vol. 4 consists of 20th-Fox films, and the rest are from Warner Bros. In addition, 107 of the features are available in color, with 33 stations airing tint prints, including 15 which began color-casting this year.

## '20th Century' Eyes Bio Of France's Pierre Laval

A filmed biography of Pierre Laval, vice premier of France during World War II who was executed for betraying his country, will be presented Sunday on CBS-TV's Twentieth Century. Titled "Laval: Portrait of a Traitor," the documentary will include comments by Paul Reynaud, who served France as premier in 1940.

# HOLLYWOOD TELE-RADIO

TODAY'S NEWS AND VIEWS OF THE WEST COAST

• • • When KRNO, San Bernardino, had been gutted by fire, KHJ, thru GM Milt Klein and program director Arnie Schoor, offered KRNO records from the KHJ library . . . Constance Towers has been signed to star in "The Case of the Prankish Professor" segment of "Perry Mason," rolling this week with Jesse Hibbs directing . . . Kenneth De Vaney has been appointed administrative assistant by Crowell-Collier Broadcasting prexy Joseph Drilling . . . Mark Dempsey, who appeared on Jack Webb's "G. E. True" episode, "The Last Day," has been signed by Warner Bros. to a seven-year contract. Dempsey was seen on the CBS-TV "True" airing by studio boss Jack Warner, who initiated the signing . . . Morton DaCosta came out from New York to test actor-dancer-choreographer Michel Pan-aieff for an upcoming film after seeing him on Steve Allen's nightly show on KTLA.

★ ★ ★

• • • **Meet: Marjorie Lord, now in her sixth year as Danny Thomas' TV show-wife. Marjorie attributes two great changes in her life to "Anniversary Waltz," a play in which she chalked up amazing long-run records, including a three-week engagement in San Francisco that ran into 13 months. She traces the changes directly to the play: Producer Randolph Hale became her real-life husband, and Danny Thomas took her as his video spouse after catching one of her performances. Although only a handful of shows have survived longer than "The Danny Thomas Show," she believes the program will be extended another two years and there's a good possibility some more shows (like this year) may be shot overseas. But, "I don't think they save any money because of costs in sending film back and forth for editing and dubbing." Marjorie this year has a five per cent piece of the TV series and an okay for outside assignments "as long as they don't conflict" with her sponsor (General Foods). She leaves next month for a record convention in St. Louis and she plans a follow-up to her well-received "Claudia's Letters."**



MISS LORD

★ ★ ★

• • • Frankie Laine has been signed by producer Herbert Brodtkin to guest in "Without a Voice I Can't Sing," specially written segment of "The Nurses" to be filmed in early April . . . KWKW's Thanksgiving eve party at the Church of Our Lady of Guadalupe afforded spectators over 200 turkeys and chickens. A similar event is planned by the station for the Christmas season . . . Rosalind Russell made her debut on Los Angeles' Spanish-language KMEX-TV in a dubbed version of her Family Theatre verse classic, "The Hound of Heaven" . . . Jack Smith traveled to West Palm Beach for a two-day Leukemia Telethon . . . Patti Page has been signed for three shots on the Ed Sullivan show first being Feb. 10 . . . Rita Moreno has been signed for her first TV comedy appearance on the Jack Benny Show taping Dec. 7 for airing Feb. 12 . . . "The Loner" segment of Chrysler's "Empire" moves back to Hollywood for this segment only, from its permanent location in Santa Fe.

## Alyce Finnell Joins G-T As Production Assistant

Goodson-Todman Productions has appointed Alyce Finnell a production assistant, primarily on the NBC-TV daytimer, "Play Your Hunch." She joins G-T from the NBC unit managers' department, where she was since August, 1961. Miss Finnell also currently narrates children's educational radio programs produced by WRVR (FM), New York, for national distribution by NET.

Prior to her NBC duties, she was continuity director at WOLF, Syracuse; assistant to the station manager, WGIL, Babylon, L. I., and director of women's news at WAER-FM, Syracuse University station.

## WINS Adds Jim Beatty; Amato Upped in Sales

James A. Beatty has joined WINS as merchandising director, and Charles Amato has been promoted to sales development manager, in a realignment of the WINS sales staff. Beatty had been merchandising manager at WNBC and previously was a salesman for Family Circle Magazine. Amato, an 11-year WINS veteran, has also been with E. J. Rinaud, a food brokerage.

## Lintgen WTHI Sales Mgr.

Terre Haute—Charles Lintgen has been appointed sales manager for WTHI here, coming from KRNT, Des Moines, where he was an account exec.

## 'Gallant' Tears Faces ATAS

West Coast Bureau of RADIO-TV D.A.

**Los Angeles** — Producers of "Gallant Men" series will feature members of the TV Academy Thursday as the third in the academy's "Meet the Creative Team" skein. "Dr. Kildare" and "Route 66" producers appeared on earlier programs.

William T. Orr, head of Warner Brothers TV, will lead the panel who produce "Gallant Men." With him will be Hugh Benson, executive assistant; Richard Blumenthal, producer; Richard Sarafian, director; William Campbell, art director; Byron Chudnow, film editor, and Lt. Col. David C. Clark, U. S. Army technical advisor.

## Al Wallace Is Sales VP At Video Tape Unlimited

Allan (Al) Wallace, former account exec at Video Tape Productions of New York, has been named sales VP for Video Tape Unlimited, N.Y., it was announced by VTU president Henry Alander. Wallace, whose background includes three and a half years at Video Tape Productions and five years as head of his own package house, traveled as a producer during the 1960 presidential campaign.

With Video Tape Productions since its beginning, he has been responsible for accounts in more than 100 agencies and package houses.

## WHLI Reports on Solons

WHLI-AM-FM, Long Island City, dependent, will return to the air with its "Report from Washington" a Monday afternoon slot beginning Jan. 14, and "Report from Albany" in a Saturday slot beginning Jan. 12. The programs revolve around developments of the week during sessions of Congress and the New York State Legislature.

## ABC's Coughlin Made C

First Lt. Paul Coughlin, ABC studio director, has been promoted to commanding officer of the 2nd Infantry's "Rainbow" division.

## Tammy Grimes Hoofing For 'Virginian' Episode

Hollywood — Tammy Grimes, Broadway musical star, has been set for her first filmed TV effort in "The Exiles" stanza of the "Virginian," to be directed by Bernard Girard for executive producer Roy Huggins. She'll play the lead femme role of a dance hall singer in the teleplay by William McGovern.

# Chicago

By JACK RUSSELL

ou Harris, President Ken-  
's personal pollster and po-  
al savant, will discuss some  
of the techniques he used for  
ing the shots on election night  
CBS-TV at a meeting of the  
licity Club of Chicago today  
he Sheraton Chicago . . . Au-  
-critic Stuart Brent will fea-  
his recently published auto-  
graphy, "The Seven Stairs," on  
WBKB Sunday program,  
oks and Brent." He will read  
erpts from the book on his  
-hour program.

ne story of the movie industry  
the two decades Chicago  
rished as its world capital will  
old Dec. 9 on WBBM-TV's  
-hour morning series, "The  
rie Giant." Part of the pro-  
m will be used to demonstrate

E. H. Amet recreated Span-  
American War battles in his  
akegan backyard after being  
used permission to shoot news-  
ers in Cuba. The motion picture  
dustry grew from a "flick" show  
small store at Randolph and  
k here in July, 1894, nur-  
d by Amet and Robert Spoor,  
the latter heading up the  
ous Essanay Studios on Chi-  
's North Side. Among the  
s who began their careers  
ere Gloria Swanson, Char-  
Chaplin and Ben Turpin.

rrangements are being locked  
for the Chicago Federated  
vertising Club annual party  
to the benefit of the Off-the-  
bet Club Dec. 13 at the Conrad  
on, and the Broadcast Adver-  
ing Club—Chicago Unlimited  
y at the Sheraton Dec. 18.

## G's Profits Reach New High

(Continued from Page 1)

undertaken for the video  
os; these were identified as  
comedies and two dramas.  
n upbeat comparison was  
ented of 12 SG series on the  
works in '61 in contrast to 17  
the current year.  
till another aspect of the firm's  
rations was word from Lloyd  
ns, international operations  
that 10 hours of programming  
now in production in Canada  
that market and worldwide

rome Hyams, exec VP and  
eral manager, noted that the  
ure of TV business makes the  
nd through fourth quarters  
far the most productive in  
point of revenue. Since the  
or video season runs each year

## Brockway to Direct First 2 'Repertoires'

WCBS-TV staff director Merrill Brockway has been assigned to direct the first two WCBS-TV productions of the projected "Repertoire Workshop" series, a combined effort of CBS-owned TV stations.

They are "The Floating Truth," an adaptation by Grace Paley of her own short story, and an original dance program to be created by young New York choreographer Norman Walker. The programs are scheduled for broadcast early in 1963.

Brockway, who came to WCBS-TV last Summer from CBS-owned WCAU-TV, Philadelphia, has been responsible for the Children's Specials being produced by WCBS-TV this year. The first was "Captain Kangaroo at Carnegie Hall."

## Wallenstein on Podium For 'Great Music' Tver

Chicago — Alfred Wallenstein will conduct the Chicago Philharmonic in a program of music composed by Richard Wagner on "Great Music" Sunday on WGN-TV. During the intermission he will be interviewed by Carl Greyson, the program's host, regarding his career as a conductor. The concert was produced at the Edgewater Beach Hotel here.

## TvB Ups One, Elects 2

(Continued from Page 1)

ald-Sample media research direc-  
tor and ABC's radio sales develop-  
ment director. Evans was promo-  
merchandising - research VP at  
KTTV, Los Angeles. Evans came  
to TvB from the Hearst organiza-  
tion, serving as sales promo direc-  
tor and managing editor for the  
American Weekly.

from Oct. through June, the first  
July-Sept. quarter does not ade-  
quately reflect earnings expected  
over the full year.

Recapitulation of fiscal '62 fig-  
ures show that for the year ended  
June 30, SG's, net income after  
taxes was \$3,466,293 as compared  
with \$2,665,371 for fiscal '61. This  
was equivalent to \$1.37 per share  
as against \$1.05 a share the pre-  
ceding year. It's the fourth con-  
secutive year in which SG sur-  
passed previous year's record  
earnings.

Relected as board members are  
Schneider, Leo Jaffe, Hyams, Wil-  
liam Dozier, Samuel J. Briskin,  
Alfred Hart, Louis J. Barbano,  
Donald S. Stralem, Leo M. Blan-  
cke and John H. Mitchell.

## HIPPOPOT A MUST FOR YULE MENUS

Lucas Adds Mating Call To Help Out Mistletoe

Salt Lake City — Hippopotamus steaks for "that someone on your Christmas list who has every-thing," are being offered by KALL personality Will Lucas.

Will says the African nation of Uganda is offering hippo meat as an export to bolster its economy, and Will (a citizen of the world) is answering the call. As a bonus to those wanting two or more steaks, he's offering a free recording of a male hippo mating call.

## ABC Slots Ernie Ford For Nighttime Special

Tennessee Ernie Ford, currently hosting a half-hour musical-variety daytimer on ABC-TV, has been set to headline a one-hour nighttime special on the network this Spring, to be produced in Hollywood by the BetFord Corp. Among those already signed to guest is singer Andy Williams, who stars in his own nighttime series on NBC-TV.

The special will be Ford's first nighttime show since he abandoned Hollywood and his top-rated evening program two years ago. His daytime show, which bowed last Apr. 2, originates in San Francisco.

## Albany Variety Tenters To Bid Rosen Farewell

Albany, N. Y. — Retiring chief barker E. David Rosen will be honored tomorrow by Variety Club of Albany Tent 9 at a testimonial and farewell dinner here.

Rosen, currently assistant general manager of WAST-TV, will be married in New York on Dec. 23, and following his honeymoon, will enter Fabian Enterprises, New York City.

## Firestone Eyes Rubouts

(Continued from Page 1)

cal stations that will have to be filled, with our type of product."

Firestone will discuss the situation with Tom McDermott, Four Star president, and George Alber, exec VP, who arrive in New York for meetings today.

## STORK NEWS

It's twin boys, Phillip Jay and Seth Lawrence, for Mr. & Mrs. Herman Aronson. Father is assistant production manager in the CBS-TV Stations division advertising and sales promotion department.



RENT A PLYMOUTH  
OR OTHER FINE CAR

BY THE DAY •

WEEK • MONTH

FREE

DELIVERY

FREE

PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call JU 2-4422

## AGENCY NEWSCAST

By RALPH TYLER

Fletcher Richards, Calkins & Holden has discontinued plans to handle advertising for the Elizabeth Arden Sales Corp. The assignment, which was to have become effective Dec. 31, has been cancelled with the assent of Arden due to disagreement in advertising policy, the agency said.

The Division of International Commerce, recently established by the New York State Dept of Commerce to spur foreign trade for Empire State industry and farmers, has named BBDO as agency, effective immediately. The new division, which will work toward obtaining a larger share of international business, agricultural sales and tourism for New York State, is one of the few state organizations in the nation making a direct promotional appeal outside U.S. boundaries.

Fabro, Inc., Atlanta, manufacturer of canned pet foods, has appointed BBDO as agency. The account will bill an estimated \$1 million in major media. The 25-year-old firm manufactures Switch and Super Switch cat food, Henny Pen and Premium Henny Pen dog food. It also packs private-label pet foods for a number of the nation's food chains. . . . The Ford Dealers Ass'n of New England is promoting the 1963 Ford line in sponsorship of "News Headlines" on WNAC, Boston, Monday thru Saturday on an alternating basis. Agency is JWT.

Leslie Wallwork is the new supervisor of broadcast media at the Los Angeles office at McCann-Erickson. Before he joined McCann-Erickson as broadcast media buyer in April, Wallwork was with Erwin Wasey, Los Angeles, and JWT in both San Francisco and Chicago. . . . The Ramblers' Dealers' Ass'n of Greater St. Louis has named the Winius-Brandon to handle its advertising. The ass'n will emphasize radio and TV advertising.

### '11th Hour' Score Spins In 1st Place as TV Theme

In a two-week span since its release, Harry Sukman's "Theme from the Eleventh Hour" has been voted the "most beautiful TV theme of the year" in a day-jay poll sponsored by KSFO, San Francisco. The theme was written by Sukman as the background score for the video series, and has been released as four separate singles.

### Thought for Today

*"TV is, to be sure, escape entertainment for millions just as circulating library romances and magazine fiction once were to a greater extent than at present. But the customer who went out for a copy of Ethel M. Dell did not pick up a copy of Proust at the same time. On the other hand, millions who look at a situation comedy on TV have frequent access also to such experiences as a Shakespearean play, a ballet, and a discussion of economic warfare."*

—Dr. Frank Stanton

### Old-Time Bankrolling Lights WEJL's 40th

Scranton—WEJL celebrates its 40th anniversary tomorrow, heralding its switch from "spot" to "program" sponsorship reminiscent of the station's early days.

The outlet has added such weekend offerings as "Sammy Kaye's Sunday Serenade," sponsored by Willow Floral and Gift Shop; "The Guy Lombardo Show," Terrace Restaurant, and the "Jack Wagner Show," Barbini Furs. The Globe, Scranton's largest department store, also sponsors "The Globe Showcase," an hour, six-day program, along with eight five-minute newscasts and the "Athlete of the Week" program, which is heard each Sunday.

## NAB Ready to Join Legal War on Inquiry

(Continued from Page 1)

ald newspaper; KMTV, owned by May Broadcasting Co., and WOW-TV, property of Meredith Publishing—before entering the heated legalistic struggle that is sure to follow.

Representing the NAB at tomorrow's session is to be Douglas A. Anello, its general counsel. Attorneys on behalf of the Omaha outlets, respectively, are Percy Russell, Vernon Wilkinson and Andrew Haley.

There are many different avenues of attack open for the broadcasters. First step, it was pointed out, is for the stations in the Nebraska city to challenge the FCC's lawful right to hold what has been branded by NAB president LeRoy Collins as an "unfair and unwar-

## TV 'Black Nativity' In Prime Time Slots

Westinghouse Broadcasting will sponsor the Christmas week engagement of "Black Nativity," gospel play, at Philharmonic Hall, Lincoln Center. Simultaneous with its Lincoln Center run, the show will be seen as a TV special outside the New York area.

The production combines narration written by Langston Hughes with song, dance and mime. It has been video taped by WBC and will be seen on the British commercial TV web. In the U. S., the program will be seen in prime time on various dates during Christmas week in the five WBC TV markets, Boston, San Francisco, Pittsburgh, Cleveland and Baltimore and, via syndication, in other cities including Washington, Richmond, Norfolk and Lancaster.

A broadcast also will bring the gospel play to radio audiences in New York and five other markets with WBC o-o radio stations: Chicago, Boston, Pittsburgh, Ft. Wayne and Cleveland.

### Femmel Appointed Chief Of WXYZ's Editorial Dep't

Detroit — WXYZ radio and TV news director Dick Femmel has been named editorial director for the WXYZ stations, heading a new department independent of the news and public affairs divisions.

WXYZ president John F. Pival said the move "will enable our stations to devote specific time and effort to editorial issues while continuing to serve the public interest in the areas of news reporting and community action programming."

### Stocking-Fillers Hear 'The Sound of Christmas'

Boston—WBUR, Boston U.'s F station, will rebroadcast a five hour special "The Sound of Christmas" Dec. 24. The program, collection of traditional and special yuletide features from Boston and around the world, was first aired last Christmas Eve.

## 8-Station Radio Net Sets Russian Course

The Educational Radio Network with eight stations serving the Eastern Seaboard, will broadcast the first network Russian language course in January.

The 40 half-hour programs, conducted by Prof. Laszlo Tikos, the Dep't of German-Russian at the U. of Massachusetts, will be aired three times a week. Prof. Tikos was a language expert for Radio Free Europe in Munich from 1960 to 1962.

### Sealy, Trans-Canada Back CBC's 'Frenchie'

Special to RADIO-TV DAILY

Montreal — Sealy Mattress and Trans-Canada Air Lines, both of F. H. Hayhurst, have signed part sponsors of the CBC French Network's "Chez Miville," bringing to 11 the show's sponsors. Both buys are for 15-minute spots for 39 weeks, beginning in January.

### WIP Lauded for 40 Yrs.

Philadelphia — WIP's 40 year of consecutive broadcasting was commemorated at service in the Church of the Holy Trinity. The church programs are among the second oldest consecutive religious broadcasts in the world.

ranted" inquiry into programs.

Thereafter, application would be made to the Federal Court of Appeals, either to ban the FCC hearing or order a stay on it until the court has an opportunity to rule on the matter. Also involved would be a formal request by the Omaha outlets on the NAB to act as an intervenor (perhaps on behalf of the entire commercial broadcast industry) in the ensuing legal affairs.

### Collins Criticism Recalled

At the NAB's last annual meeting, Gov. Collins decried the Commission's program inquiries that, he said, caused the broadcasters "to live under the threat of public thrashings . . . by anyone with a grudge."

In recent forensic skirmishing

before the Omaha date was scheduled for Jan. 28, spokesmen of the TV network and station operators complained that broadcasters have not been permitted to cross-examine witnesses, in accordance with the established legal procedures.

Amid the buzz of current industry gossip there are persistent expressions that the FCC's announcement to hold another program hearing has created a wide open philosophic split between the NAB and the NAB. Only a year ago there was considerable grumbling that Gov. Collins was hewing too closely to chairman Minow's "live with it" which began with his "vast wasteland" commentary calling for stronger Federal regulation of television picture airwaves.



Indiana University Library  
Bloomington Ind

## 'CLOSED-DOOR POLICY' SLAMMED

### Judges' Ass'n Add ABA Canon 35 Criticizes Broadcasting

Miami Beach—The nation's municipal judges were urged yesterday by NAB VP Howard Bell to help tear down barriers against broadcast coverage of courtroom proceedings. He told the National Ass'n of Municipal Judges, in convention here:

"We seek your support for our action because the public has greater exposure to your courts than to all other courts combined. The public attitude toward the administration of justice in this country depends largely on what the citizens know, or do not know, about your courts.

"The legal profession and the broadcasting profession are both committed to serving the public interest. I believe that each can better serve that interest by working with the other."

All set forth these points on  
(Continued on Page 3)

### Hartmanburg Loses Grant Over Transmitter Move

Hartmanburg, S. C. — The FCC has voided an old grant of permission to WSPA-TV here to move its transmitter from Hogback Mountain to Paris Mountain. The grant had been made in April, 1958, but UHF WAIM-TV, Anderson, S.C., had taken it to the courts on the grounds that the move would overshadow the Anderson market with a VHF signal, and that WSPA had petitioned for the move even before the station had gone on the air.

### Function Nat'l Aud. Board Presents Minow with Plaque

Washington — FCC chairman William H. Pate will receive a plaque Monday from the newly organized National Audience Board for his "outstanding public service." Making the presentation in behalf of board president Peter G. T. B. will be Leo M. Solomon, who was the board's Washington representative. Goelet announced the end of his organization in RADIO - TELEVISION DAILY

### Collins Adds 'Communications' to Rights Bill

Augusta, Me.—In renewed criticism of "closed-door policies" denying broadcasters equal access to the news, NAB president LeRoy Collins yesterday told the Maine Ass'n of Broadcasters that freedom to speak, write, hear and see comprises a "right of communication" which must be safeguarded and encouraged if democracy is to prosper.

## ATLANTA'S WSB CHOSEN FOR PIONEERS' '63 MIKE

WSB, Atlanta was named yesterday to receive the '63 Mike Award of the Broadcast Pioneers—the first Southern station to be so honored.

### TV - BY - SHILLING INTERESTS MANY

20 Million Johnny Bulls  
Would Shell Out For Shows

Special to RADIO-TV DAILY

London—With pay-TV seen a certainty sometime in Britain's future, much interest has been aroused here in a survey by the Institute of Economic Affairs on potential pay-as-you-view audiences.

Probe shows that 20 million Britons would pay between 35 cents and 70 cents for full-length shows, while 25 million would be prepared to shell out from 14 cents to 28 cents for shorter programs.

Survey indicates the youngest age group (16-24) is 41 per cent in favor of pay-TV, while the oldest group is 24 per cent behind it.

## Geller, Slosberg Top FCC Counsel Shifts

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has completed reorganization of its Office of General Counsel, topped by associate general counsel Henry Geller becoming deputy general counsel, and associate general counsel Hilbert Slosberg now assistant to the general counsel.

Daniel R. Ohlbaum, assistant general counsel in charge of the litigation division, is now associate general counsel, litigation division. Gerald M. Cahill, assistant gen-

(Continued on Page 4)

### Pressman Proposes Coverage of Courts To Enhance Dignity

The legal profession has condemned TV journalism without a fair trial, Gabe Pressman, chairman of the freedom of information committee of the Radio-Newsreel - TV Working Press Ass'n said last night in a New York debate with civil liberties lawyer Morris Ernst on Canon 35.



PRESSMAN

"Like the Queen of Hearts in 'Alice in Wonderland,' it's been a case of 'sentence first . . . verdict afterwards,'" Pressman said.

"TV and radio journalism — when it comes to proposals to cover courtroom proceedings with cameras and microphones — is judged, by some people, by its Neanderthal beginnings," Pressman said. "A discussion about courtroom photography immediately conjures up images of the Kefauver hearings of more than a decade ago — of the klieg lights and the cameras — of Costello's croaking voice — and fidgeting

(Continued on Page 3)

### One Bidder Pays Other, Becomes Sole U Applicant

Austin, Tex.—The FCC's Review Board has approved an arrangement under which Capitol Broadcasting will pay Austin Broadcasting \$2,500 as partial reimbursement for expenses, in return for Austin's withdrawing its bid and leaving Capitol the only remaining applicant for a new TV station on UHF Channel 24 here.



GAITHER

REINSCH

have been first with an on-the-spot significant news event (a large downtown fire), daily broadcasts of farm, market and weather information and baseball games. WSB pioneered in video.

Ward L. Quaal, Broadcast Pioneers president, and Arthur Simon, president of the Broadcasters' Foundation said the award

(Continued on Page 4)

## Texas Inaugural 'Giveaway'

Ft. Worth—The Jan. 15 inauguration of John Connally as Texas governor will be carried live from Austin by KTVT-TV here, which is offering its coverage free to all other video stations in the state. This will be the first time in Texas history that a gubernatorial inauguration will be carried on a live statewide tel-

ecast. Previous inaugurations were covered live only in Austin.

KTVT-TV manager Jim Terrell, in letters to other Texas TV stations  
(Continued on Page 2)

**TELEVISION DAILY**  
INTERNATIONAL NEWSPAPER OF RADIO & TELEVISION  
Established Feb. 9, 1937

Vol. 91, No. 104 Thurs., Nov. 29, 1962 10 Cts.  
**CHAS. A. ALICOATE** : President & Publ.  
**MARVIN KIRSCH** : Assoc. Publ-Gen Mgr.  
**ARTHUR PERLES** : : : Editor  
**ARTHUR SIMON** : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

- WASHINGTON BUREAU**  
Harry Lando  
Office: 1126 National Press Building  
Executive 3-4808
- WEST COAST OFFICES**  
Perry E. Pasmezoglu  
West Coast Advertising Director  
Harold Hilderbrand  
Editor, West Coast Bureau  
6425 Hollywood Blvd. Phone: Hollywood 9-3951
- CHICAGO BUREAU**  
Jack Russell  
203 North Wabash Ave.  
Phone: 312-782-2818
- CANADIAN BUREAU**  
Jules Larnchille  
Room 314, Belmont St., Montreal
- LONDON BUREAU**  
Peter C. Davallo  
6 Romany Gardens  
Sutton, Surrey, England
- MEXICO CITY OFFICE:** Pedro Mario Amaro.  
Aparado 540, Cuernavaca, Morelos, Mexico.
- ROME OFFICE:** John Ferdicarl, Via Monte delle Gioie 9. **PUERTO RICAN Bureau:** Antonio Alfonso. Edifio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. **FAR EAST BUREAU:** Glenn F. Ireton, Manager. Office: 58 Kamiyama - Cho. Shibuya - Ku. Tokyo; Telephone 46-4324. **MADRID OFFICE:** Bobby Deglane, Edificio España, Gruno 4, Planta 14.

## Pestorius Is Manager Of Gannett's WHEC

**Rochester**—The Gannett Group has named Fred D. Pestorius manager of WHEC here, effective Jan. 1, according to Lowell H. Mac-Millan, VP-general manager of WHEC, Inc.

In his new position, Pestorius will be the chief operating executive of the station, in full charge of all its broadcast activities. He joined WHEC as local radio sales director in August, 1953, and was appointed radio sales manager in January, 1958.

### TV PRODUCERS:

Searching for a fresh creative image? Looking for prize-winning commercials? Literate, inventive art director desires new horizons. 12 years' experience major commercial accounts, thorough knowledge of production, editing, opticals. Call JU. 2-4636 — 9 to 5

## COMING AND GOING

**CY OSTRUP**, KLAC sales VP, and **GENE WILLIAMS**, merchandising director, to San Francisco.

**STRETCH ADLER**, Paramount-TV VP-general manager, in N. Y. for home office talks.

**JOHN C. GILMORE**, CCA president, in Omaha today on behalf on KMEQ.

**HARRY M. ENGEL**, Intercontinental Services president, back from Africa.

**HANK ALEXANDER**, of Video Tape Unltd., to Syracuse for videotaping sessions.

**RICHARD R. RECTOR**, exec producer, and **MAURICE ROIZMAN**, producer of VHF, Inc., to Florida for documentary.

**DAVID BLOOM**, Hollywood TV Service general sales manager, in N. Y.

**DR. DAVID STAFFORD-CLARK**, BBC-TV personality, leaving for France tomorrow.

## \$1,000 Grant Offered By Md.-D.C. Casters

**Washington Bureau of RADIO-TV DAILY**  
**Washington** — The Maryland-D. C. Broadcasters' Ass'n has mailed entry blanks with detailed information to all senior high schools throughout Maryland and the District of Columbia, covering a new \$1,000 scholarship being offered. All member stations will begin airing announcements of the scholarship award on Wednesday.

General criteria to be used in the selection of recipient, according to Virginia F. Pate, (WASA, Havre de Grace, Md.), Educational chairman of the association, will be residency, academic standing, interest in broadcasting and, to some extent, financial need.

The award is to be used over a two-year period for tuition and financial assistance at Maryland University.

## KTVT Inaugurationcast Offered Free to Others

(Continued from Page 1)

tion managers, offered permission for pickup of his outlet's signal off-the-air where possible, with those stations located in other parts of the state able to receive the telecast by paying line charges to the nearest test board.

The inauguration will take place on the steps of the State Capitol in Austin, some 200 miles south of here. In addition to the swearing-in ceremonies, KTVT-TV coverage will include the huge parade which follows.

## Catholic Review of '62

The National Council of Catholic Men will present Sunday four Catholic editors in a review of the major religious news stories of the past year on ABC-TV's "Directions '63."



TERRELL

## Cocanut Grove Tragedy Recalled After 20 Years

**Pittsburgh**—The tragic fire at Boston's Cocanut Grove night club 20 years ago this week will be recalled on an Ed King "Scrapbook in Sound" documentary tonight on KDKA Radio's "Program PM." The broadcast will offer eyewitness accounts of the fire which took more than 490 lives.

## Segal Is NYC Editor In CBS News Boost

**Zeke Segal**, assignment editor-reporter at CBS News headquarters in New York for the past 10 months, has been promoted to New York City editor. He will supervise production in the New York area, working with correspondents Tom Costigan and Dave Dugan.

Before joining CBS News, Segal spent seven years in broadcast news in Miami. He served as news director at WHIE; assignment editor at WKCT-TV, and at WTJV, where he produced "Ralph Rennick Reporting." He has also worked with WINS and WMCA in New York. In 1953, he was a news aide for W. Averell Harriman during the latter's drive to the governorship.

## Kids Contribute Talents To Pre-Yule Celebration

On the next three Sundays, "Look Up and Live" will present programs for, about and by children as part of CBS-TV's Christmas religious broadcasting. The programs are being produced for CBS by Richard Siemanowski and for the Nat'l Council of Catholic Men by Richard J. Walsh and Robert J. Allen.

**LEASE OR SALE**  
FULLY EQUIPPED TV PRODUCTION STUDIO  
LOCATED 35 STREET AND NORTHERN BLVD.  
NEAR SUBWAY, CONTACT  
J. OFFENBERG, AGENT  
ST 4-8005

## FINANCIAL

(November 28)

### NEW YORK STOCK MARKET

	High	Low	Close	
Admiral Corp.	12 1/4	11 5/8	12 1/4	+
AB-PT	34 1/4	33 1/2	34	+
Am. Tel. & Tel.	115	114 1/4	114 7/8	+
AVCO	25	24 5/8	24 5/8	-
CBS	42 1/2	41	42	+
Columbia Pic.	21 3/4	21 1/4	21 1/2	+
Crow.-Coll.	19 1/8	18 5/8	19	+
Decca	44 1/4	44	44 1/4	+
Disney	30 3/8	30	30 1/8	+
East. Kodak	108	106 3/4	108	+
Gen. Prec.	36 3/4	34 7/8	36 1/8	+
General Tel.	22 3/8	22 1/8	22 1/2	+
Hazeltine Corp.	21 1/8	20 7/8	20 7/8	-
Magnavox	36	35 1/2	31	+
MCA	45 3/4	45	45	+
M-G-M	33 3/4	33 1/4	33 1/2	+
Metromedia	16	15 1/2	16	+
Minn. M&M.	55 1/2	54 1/2	54 7/8	+
Nat. General	7	6 3/4	7	+
Paramount	38 1/4	37 1/4	37 3/8	+
Plough	32 3/4	31 7/8	32 3/4	+
RCA	57 1/8	56	57	+
Storer	31 1/2	31 1/8	31 1/8	+
Taft	16 7/8	16 1/2	16 5/8	+
20th-Fox	19 1/2	19	19	+
United Artists	27 3/8	27 1/4	27 3/8	+
Warner Bros.	13 3/4	13 1/2	13 5/8	+
Westinghouse	33 1/8	32 5/8	33	+
Zenith Radio	55 1/4	54 1/2	54 7/8	+

### AMERICAN STOCK EXCHANGE

Allied Artists	4 1/8	3 3/4	4	+
Capital Cities	16 3/8	16 1/8	16 1/8	-
Desilu	8	8	8	+
Filmways	5 1/4	5 1/4	5 1/4	+
MPO	6 1/8	6 1/8	6 1/8	+
NTA	13	13	13	+
Reeves Sound	3 1/2	3 1/4	3 1/2	+
Screen Gems	16 3/4	16 1/4	16 1/4	-
Technicolor	10 3/8	9 3/4	10 3/8	+
TelePromTer	6 7/8	6 5/8	6 3/4	+
TV Industries	2 5/8	2 1/2	2 1/2	-

### OVER THE COUNTER

	Bid	Ask
Jerrold		47 1/8
Meredith		22 1/2
Rust Craft		10
Seven Arts		8 3/4
Sterling		1
Walter Reade-Sterling		2 1/4
Transcontinent		10 1/4
Wometco		19

\* Courtesy of National Association of Security Dealers.

## Smith Probes Red Woes

Trouble between Soviet Russia and Red China will be the subject of "Howard K. Smith News and Comment" Sunday, ABC-TV. Nationwide Insurance is sponsor. Bill Kobin is producer and Jack Sameth directs.

### HERBERT LEROY RICE AGENCY, INC.

RCA Building—New York City

Leading insurers in the Radio and Advertising field for over 25 years

## INSURANCE

Telephone: CI 7-1456

# Industry Driving Hard Against News Bars

## ABC Newsman Cites TV's Rapid Evolution to Mature Service

(Continued from Page 1)

ds . . ."

ressman said this "very worst mple of TV coverage of a ma- legislative hearing" is cited tually, while the facts of s rapid evolution to maturity he news and public affairs field o completely ignored.

f a courtroom were designed such a way that cameras were den by a panel in the balcony, h no outward sign of cables or ra lights, Pressman asked, ould this be 'calculated to det- ct from the essential dignity the proceedings?'"

### Sees No Indignity

I don't see how photography, mplished by such discreet hods as to be completely in- ble, could possibly affect the nity of any institution or indi- ual," he said. "If anything, it ould enhance the dignity of the eedings by exposing them to ll view of a mass audience . . ."

Pressman said: "Would that the mbers of the legal profession ould devote one per cent of the ort they now expend in im- ing and maintaining censor- through ethics (as I call it), helping us, the members of the urnalistic profession, fight to eak down the barriers of cen- ship imposed on us from all es."

### Ernst Has Two Goals

Taking the opposite view on anon 35, Ernst said there are o goals: an informed public and air trial, and "my guess is it is re difficult to find truth in a urtroom than it is to get diffu- n of knowledge.

"We have sit-ins, sit downs, erything but a quiet search for ith in court," he said. "I would opt the British svstem of allow- no comment in anv media be- e you get to court and then ly allow comments from the urt record."

### Decries Mike-Under-Nose

Ernst added: "I would make it rime for a reporter for press or to put a mike under your se and ask you if you are sorry u killed your mother-in-law or t arrested for drunk driving or whatever."

## WRFM News 'Viewpoint' Opens on Castro Threat

WRFM premieres Saturday its w weekly series of news pro- ams, "Viewpoint," with Gene Garr hosting. The opening ow, "The Cuban Dialogue," oves into the anti-Castro and o-Castro forces at work in the Y. area.

## Bell Says Knowledge Aids Justice 'Image'

(Continued from Page 1)

the American Bar Association's Canon 35 in his argument for broadcast freedom of courtroom coverage:

The canon "fails to take cognizance of modern broadcast technology in our modern, rapidly changing world — having been adopted 25 years ago, in the early days of radio and long before TV burst upon the American scene."

It "represents an unwarranted indictment of broadcasting — it is an insult to a mature, responsible segment of the American press."

It lays down as "conclusions of fact" what amounts to "mere opinion, supposition and conjecture," namely that broadcasting is calculated to "detract . . . de- grade" courtroom proceedings.

### Calls It Discriminatory

It is discriminatory, despite judicial recognition of the fact that broadcasting is entitled to the same protection of the First Amendment as all other arms of the press" and thus is "an external restraint on the discretionary powers of the individual judge."

It deprives the public of its right to know.

## Stars Discuss Their Image On Hy Gardner TV Show

Jayne Mansfield, comedian Joe E. Lewis and singer Paul Anka will guest on Hy Gardner's WOR-TV show Sunday, to discuss type of public image the personalities believe they've created.

## Marilyn Monroe Documentary Completed for Official Films

West Coast Bureau of RADIO-TV DAILY

Los Angeles—TV producer Arthur Lieberman is putting finishing touches on a 26-minute film documentary on Marilyn Monroe, which he will deliver in completed form Monday to Seymour Reed, president of Official Films in New York. Immediate plans are to release it at a TV special.

"Two months ago, I wouldn't have believed the job possible," Lieberman said. "After 20th-Century Fox pulled back several reels of Monroe news clips, interviews and events, and UA also withdrew its off-stage footage of the actress, filmed when she was starring in "The Misfits," I had only one choice: to advertise for anyone having film on Marilyn to call me.

"Things at the outset seemed a little bleak with most calls coming from girls wanting to

## Eleanor Roosevelt Peace Award to Steve Allen

Hollywood—Steve Allen, whose 90-minute nightly syndicated TV show encompasses almost every aspect of entertainment, has been named to receive the first Eleanor Roosevelt Peace Award in recognition of his "Distinguished Service in the Cause of World Peace." Formal presentation will be made on Allen's Monday program by Dr. Homer Jack, exec director of the National Committee for a Sane Nuclear Policy.

## SUSSKIND PLANS TV JAZZ SERIES

Skein to Be Summer Sub For 'Performing Arts' in '63

Producer David Susskind is planning a series of hour TV jazz shows as 1963 Summer replacements for his "Festival of the Performing Arts." No artists have been set as yet for the program, but co-producer James Fleming stated that the projected series will differ considerably from the usual TV jazz offerings.

## Lou Gillette Assumes News Watch for KVI

West Coast Bureau of RADIO-TV DAILY

Seattle — Lou Gillette has been named news director at KVI here, replacing Bill Goff who was recently promoted to operations manager. Gillette comes to KVI from KJR, Seattle, where he has been news director for the past eight years.

A 25-year broadcasting veteran, Gillette started as a sportscaster calling Western International League baseball and Pacific Coast Conference football.

## Grossman to Direct Film, Vid Recording

Henry Grossman's appointment as director of national film and video recording services for ABC-TV was announced yesterday by Frank Marx, president of ABC Engineers.



GROSSMAN

Grossman recently left N-TA, where he was VP for facilities and New York operations since 1959. For 29 years prior to that, he was with CBS where he held a variety of positions, including that of TV operations director. In 1928 and 1929, he was chief engineer for Storer Radio stations in Detroit and Toledo.

## Dallas Radio to Begin Informal Press Confabs

Dallas — John Davenport, WF-AA special events director, will introduce on Dec. 9 a new-form "Telescope," moderating a weekly series of 30-minute programs in which he will be joined in informal press conferences by some of Dallas' leading newspaper and radio-TV newsmen.

Each week Davenport will lead the newsmen in a question and answer session with a special guest, who is in the news spotlight. The program is written, produced and narrated by Davenport.

## Clergymen Compare Jazz With Cantorial Music

A blend of Jewish liturgy and jazz will be presented Sunday on WINS' "Two Worlds of Jazz," featuring Cantor Robert H. Segal, Father Norman J. O'Connor and Pastor John Gensel. Hosted by Nat Hentoff, the program will feature a discussion by the clergymen on the role of cantorial music in present-day trends.

## Wolper Team Winds Up 'Hollywood Era' Special

After 10 months of production activity and over two years of film research and negotiations, "Hollywood: The Fabulous Era," has been completed by Wolper Productions. Hour TV special, produced and directed by Jack Haley, Jr., airs on ABC-TV, Jan. 23. Henry Fonda narrates, with music by Elmer Bernstein.

## Chancellor Comment In NBC Radio Series

John Chancellor of NBC News begins a weekly, 15-minute series of commentary and analysis on NBC Radio Sunday, replacing "Chet Huntley Reports." Huntley continues to be heard on NBC Radio on such programs as "News on the Hour" and "Emphasis," and will be taking additional NBC Radio assignments.

Chancellor's voice has been familiar to NBC Radio listeners for over a decade, first out of Chicago, subsequently from various overseas posts and most recently on "News on the Hour" and "Emphasis." He was host of "Today" on NBC-TV for a year ending last August. On election night he covered the Far West Desk for NBC-TV. Chancellor frequently narrates NBC News specials, the most recent being "The Chosen Child" on TV last weekend.

## WSTV Selects Eiland For Sales Development

Steuvenville, O. — Ted Eiland has joined Rust Craft Broadcasting's WSTV-TV here as sales development manager. Eiland has been in TV sales and management in Miami and West Palm Beach, Fla.; Asheville, N. C., and Huntington, W. Va.

## David Wynne Quits KCOP To Meg New 'Shangri-La'

West Coast Bureau of RADIO-TV DAILY

Hollywood — Director David Wynne has resigned from KCOP here, after an 11-year association, to devote full time to directing the new hour syndicated TV series, "Shangri-La Today," starring Larry Moore and Cobina Wright, for exec producer S. Norman Marks.

## Miller Directs 'Route 66'

West Coast Bureau of RADIO-TV DAILY

Hollywood—Robert Ellis Miller has been pacted by exec producer Herbert B. Leonard to direct the "You Can't Pick Cotton in Tahiti" episode of "Route 66."



By TED GREEN

• • • That was statuesque Marilyn (former Jan Murray foil) Hanold with famed cardiologist Dr. Lee Winston at the Six Happiness Cantonese restaurant the other night . . . Speaking of anniversaries, the Ralph ("This Is Your Life") Edwards have 31 years behind them . . . Major reason Hugh O'Brien doesn't worry about finances is that he has approximately 200 "Wyatt Earps" behind him and residuals will give him income security for his later years . . . Eddy Manson, acclaimed for his scoring of the NBC-TV special "River Nile," has been signed to compose-conduct-arrange original music for the net's TV hour special, filmed aboard the nuclear-powered Polaris submarine, George Washington . . . The Highwaymen will begin a tour of college campuses in January . . . Steve Lawrence guests with Garry Moore Dec. 11 . . . Brook Benton has another winner. His latest disk, "Lie To Me," passed the 400,000 mark in sales . . . Comedienne Rusty Warren now earns \$6,000 per week in night clubs . . . Comics Chase & Reed up for a guest-shot with Ed Sullivan . . . Singer Enzo Sturti discussing a Broadway musical with David Merrick . . . Garry Moore paging Damita Jo for a guesster.

• • • Meet: George Kirby who starts his second engagement at the Copacabana, a three-week run Dec. 6. George made his Copa debut last May when he appeared there with Bobby Darin. Copa boss Jules Podell obviously was impressed with George's talents and comic impersonations of Jack Benny, Bing Crosby, Louis Armstrong, Pearl Bailey, Billy Eckstein and more than 250 other celebs. He's appeared at leading supper clubs, including Las Vegas Riviera, Detroit's Club Alamo, Milwaukee's Holiday House, Harrah's, Lake Tahoe and New Jersey's Latin Casino. On TV, George is a frequent guest on the "Tonight" and "Ed Sullivan," shows.



KIRBY

• • • Beautiful Diahann Carroll, singing star of "No Strings," debuts as a concert artist Monday at Lincoln Center's Philharmonic Hall . . . Warren DeMotte's new book published by Argyle, "The LP/Stereo Record Guide & Tape Review," should be in the library of every record collector. It's the most comprehensive and informative book issued on the subject . . . George Chakiris talking about directing his own TV drama spec . . . What's the name of the ad agency Robert Lawrence is dickering with to buy into?

## From 2 Poles to AM, FM, TV

(Continued from Page 1)

will be presented to WSB February 25 at a banquet at New York's Americana Hotel. Proceeds of the banquet will go to the foundation, established for the welfare of fellow broadcasters in financial need.

Previous winners of the Mike Award, a gold-plated ribbon microphone, have been WLW, Cincinnati, '61, and WGN, Chicago, '62. The award acknowledges "dedicated adherence to quality, integrity and responsibility in programming and management."

WSB began with 100 watts and two wooden poles holding a 110-foot antenna in 1922. Power was increased to 1,000 watts in 1925, 5,000 watts in 1929 and then became Georgia's 50,000 watt, 1-A clear channel in 1933. It is a charter member of NBC and its na-

tional rep group, Edward Petry and Co.

FM began on an experimental basis in 1940, and now is a separate entity complete with multiplex stereo. Separate FM studios are located at White Columns, where the AM and TV studios are also housed. The original home for WSB was the fifth floor of the Atlanta Journal Building. The newspaper, along with the Atlanta Constitution, is still an affiliate of WSB.

### Cox Group Leader

WSB-AM-FM-TV is the leading associate in the Cox group. James M. Cox, Jr. is chairman of the board. J. Leonard Reinsch is executive director. Frank Gaither is general manager of WSB Radio and Marcus Bartlett is general manager of WSB-TV.

## Store, Audience Reques Prompt Morning Stereo

San Antonio — First morning stereo radio program in San Antonio starts Monday on KEEZ-FM with "Intro to Stereo." Stores requested extra time to demonstrate radios to customers, and housewives with new sets asked morning programming, in addition to the present afternoon and evening schedule.

## WEAV in Yule Spirit As 'Depot for Needy'

Plattsburgh, N. Y.—WEAV-AM-FM studios have become "official drop-off stations" for used clothing and toys, to be distributed to the area's underprivileged during the Christmas season.

Cooperating with the Clinton County Community Services Council, the outlets have been airing daily spots and "ad-libs" urging citizens to participate in the campaign. At the outlets' own suggestion, the studios have been converted into "depots for the needy."

WEAV officials state that they are swamped with contributions making this year more successful than previous ones in which similar drives were held.

## Morse Joining Janssen As 'Fugitive' Series Star

West Coast Bureau of RADIO-TV DAILY

Hollywood — Producer Quincy Martin has signed Canadian actor Barry Morse for the second starring role in "The Fugitive," Columbia Productions' United Artists series for ABC. David Janssen is in the title role.

First film in the series, rolled this week in Tucson, will be directed for QM by Walter Graum and completed at Goldwyn studios here.

## Geller, Slosberg Upped

(Continued from Page 1)

eral counsel in charge of the legislation division, is now associate general counsel for that division.

Robert D. Greenburg, assistant chief of the legislation division, becomes assistant general counsel in charge of the administrative law and treaties division. John Harrington, chief of complaint and compliance, becomes assistant general counsel in charge of enforcement and Defense Division.

## Kiddies Discuss Da Vinci

"Leonardo Da Vinci," a book by Elma Ehrlich Levinger, will be discussed by host Ned Hoopes at a group of children from Allentown, Pa., Dec. 8 on CBS-TV "Reading Room." Joel Heller producer.



## Toronto Outlets Pool Election Coverage

*Special to RADIO-TV DAILY*  
**Toronto** — Three private radio stations and two CBC radio-TV outlets will pool their efforts to report returns of Monday's Toronto city and suburban elections. Involved in the combined effort are CFRB, CKEY and CHUM Radio and the CBC's CJBC and CB-

## Cartoon's Toy Winged Horse Turns New Cartoon Skein

The first episode of a new cartoon series, "Luno the Soaring Pegasus," starring a Pegasus-like winged horse, is now in production by the Terrytoons division of CBS Television, Inc., and will be placed in syndicated distribution early next year. Chief Terrytoons writer Larz Forney came up with the idea while watching his nine-year-old daughter, Connie, playing with a winged horse.

## TV's Pubservice Series Considine, Allison

"For Your Information," a new public service TV series now being released by Sterling Movies Television Co., features columnist Bob Considine and radio-TV personality Fran Allison. Taped in New York, the series is being made available to stations throughout the country. Format includes live interviews, demonstrations, exhibits and various current events pieces.

## Gates-Hall Handles Latin Net on Coast

Gates-Hall, Inc., has been appointed West Coast sales rep for Spanish International Network stations, nationally representing Spanish International Network, a seven-station web headed by KEX, UHF-TV in Los Angeles. Others are KWEX, UHF-TV in San Antonio; XEFE-TV, Nuevo Laredo; XEJ-TV, Ciudad Juarez-El Paso; XHFA-TV, Nogales (Sonora and Arizona); XH-TV, Mexicali-Imperial Valley, Calif., and XEWT-TV, Tijuana-San Diego.

## St. Louis AM, FM Sold

St. Louis—KADY and KADI-TV have been sold by William R. Gandy, Jr., to F. L. Morrison and G. D. Erickson, subject to FCC approval. It was announced by media brokers Blackburn & Co., handling the deal.

# JACKSONVILLE PIC AIRED; REP FIRMS MAKE NEWS



FCC commissioner Robert E. Lee (second from left), guest speaker at the Cleveland meeting of the Detroit SRA chapter, is flanked by chapter officials (l to r): Lou Boyce, Fuller & Smith & Ross; Miss Joan Stockhouse, McCann-Marschalk, and William W. Bryan, Peters, Griffin, Woodward, chapter president.

## Wheels Spin on Ad Row Through AM Radio Sales

If AM Radio Sales Co. has its way, everybody along Madison Ave. will start spinning wheels. The company yesterday announced its "AM Radio Expediter," a set of four tabular wheel computers bound in book form that answer questions on spot radio budget estimation, media budget allocation, marketing data, home impressions delivered and costs per thousand.

## Disney Opens Gates On World's Holidays

Parades and dances depicting holidays as they are celebrated around the world will be seen on "Walt Disney's Wonderful World of Color" Dec. 23 on NBC.

The program, titled "Holiday Time at Disneyland," opens with Walt Disney welcoming Santa Claus to Disneyland's main street, where they are greeted by dozens of carolers in 19th century costumes. Disney then recalls how the amusement center observes other holidays. The Christmas celebration has participants from 28 foreign lands.

## 2 Join 'Patty Duke Show'

Producer-director Bill Asher has signed veteran TV actress Jean Byron and film star John McGiver for "The Patty Duke Show," Chrislaw Productions' series for United Artists-TV on ABC. Lensing began this week.

More than 350 New York agency execs and advertisers this week are seeing a 20-minute film study in color of the regional Jacksonville market, presented by WJXT at the Americana Hotel. Television Advertising Representatives, which handles the station, said the film, titled "Partners in Progress," will also be shown Wednesday at Chicago's Drake Hotel and is a companion piece to the station's new 40-page, '62-'63 edition of the WJXT/Jacksonville Market Data Book.

WJXT president Glenn Marshall, Jr., went to film to describe the growth of varied industries and the expanding economy in the North Florida-South Georgia region, as well as the nationally recognized urban redevelopment of Jacksonville itself.

## D'Angelo to Chi In NTS N.Y. Shift

National Time Sales has transferred Thomas J. D'Angelo to the sales staff of its Chicago office from the NTS New York office. Before joining NTS, he was an ad agency account exec and at one time headed his own agency.

## Young Ups Sheldon To St. Louis Mgr.

Adam Young, Inc., has promoted Roger Horton Sheldon from radio manager of its Chicago office to manager of its St. Louis office, responsible for both radio and TV. With the Young firm for four years, he previously had been commercial manager of KFMU, Los Angeles.

# 7 Arts Signs 5 More For Newest Pix Pax

Six more top market stations were signed during the past week for the 93 Warner Bros. and 20th Century-Fox features in Seven Arts' Vols. 4 and 5, which includes 43 films available for colorcasting, it was announced by VP-general sales manager Robert Rich.

They are WRC-TV, Washington; KCRA-TV, Sacramento; WROC-TV, Rochester, N. Y.; WRGB-TV, Schenectady; KJEO-TV, Fresno, and KPHO-TV, Phoenix. WROC-TV also bought 10 Seven Arts' Special Features, while KPHO-TV signed for the 41-title Vol. 3, in addition to Vols. 4 and 5.

## Air Spots in Jersey Boost Driving Safety

New Jersey Bureau of Traffic Safety will again prepare a series of spot announcements on the need for special caution in driving during the holiday season, featuring prominent state officials. One minute, 30-second and 20-second spots will be distributed via the New Jersey Broadcasters Ass'n to stations throughout the state.

The NJBA has also announced that next year's Managers' Meeting will be held at Woodlawn, May 22, on the Douglass College campus of Rutgers U.

## CBC Revue to Brighten Yule for Canadians O' seas

*Special to RADIO-TV DAILY*  
**Toronto**—For the second consecutive year, stars of CBC Radio and TV are bringing a touch of Christmas to Canadian servicemen and families stationed abroad. The variety revue, titled "Swing Easy," arranged by CBC and the national defense dept., is touring NATO bases in England, France and Germany.

## Festival Entry Deadline

Monte Carlo—Dec. 15 is the submission deadline for programs aired in the U. S. during 1962 to be entered in the International TV Festival of Monte Carlo, being held Jan. 10-19.

## Rudy Vallee Joins Lester On Real 'Mad' 'Weekend'

Rudy Vallee heads the guest roster on Jerry Lester's syndie "Weekend" show Saturday, aired here on WOR-TV. Along with the star of "How to Succeed . . . etc.," singers Meg Myles and Johnny Nash and William Gaines and Al Feldstein, publishers of Mad Magazine, join Lester on the comedy-variety hour.

## Radio Seance Recalls 'Ghosts' of Serials

Highlights of radio's "Golden Era" will be recalled tomorrow on WCBS Radio's "At Your Service," when host Bob Maxwell is joined by seven personalities who played leading roles in some of the foremost dramas in the medium's daytime serial heyday.

On hand for the reunion will be Julie Stevens ("Helen Trent"); Kay Cambell ("Ma Perkins"); Claudia Morgan ("Right to Happiness" and "Adventures of the Thin Man"); Bill Smith ("Brighter Day"); Paul McGrath ("Big Sister" and "Inner Sanctum"); Jan Miner ("Hilltop House"), and Bill Adams ("Let's Pretend," among scores of other shows).

## Taverner, Gunn Elected To ETV-Network Board

Pittsburgh—Donald V. Taverner, WQED-TV general manager, has been elected to the Eastern ETV Network board of trustees to represent WQED, WHYY, Philadelphia; WNED, Buffalo, and WETA, Washington.

Taverner had formerly served on the Eastern Educational Network board to represent the TV activities of several New England universities. Hartford N. Gunn, general manager of WGBH-TV, Boston, is the recently elected president of the EEN.

## Cahan to McDermott Co.

West Coast Bureau of RADIO-TV DAILY

Hollywood — Allan Cahan has joined the talent department of the Pat McDermott Co., PR firm. Prior to this appointment, he was publicity director of the "Ted Mack Original Amateur Hour" and New York Central Railroad. He was also an assistant editor of publications for New York City.

## Jack Barry Hosts for Desilu

Los Angeles—Ex-quizmaster Jack Barry has been signed as permanent host of Desilu Productions' new weekly game show, "You Don't Say," which debuted Sunday on KTLA here. The deal was made by special arrangement with Paramount Television and

KTLA, which currently has Barry under a special producer-talent pact.

Producers Ralph Andrews and Bill Yagemann, who head up Desilu's live programming division, said other outlets are pending for the live show, which features two teams composed of two non-pros and two guest personalities vying to identify a mystery celebrity, with one partner cluing the other to fill in the famous name to an incomplete sentence.

In addition to his new assignment, Barry continues his half-hour audience participation show mornings on KTLA, "Kidding Around," and has two other live programs in the pilot stage.

## AGENCY NEWSCAST

By RALPH TYLER

In its second move into the field of international advertising this year, Lennen & Newell has established a new advertising agency in London, in which equity will be equally shared by Lennen & Newell and the Lonsdale-Hands Organization, Ltd., British advertising-marketing holding corporation, whose advertising subsidiaries are Greenly's, Ltd., and Crossley & Co. The new agency will be known as Crossley, Lennen & Newell, Ltd. The agency's first international move, last January, was in San Juan, Puerto Rico, where an office was established to serve clients in the Caribbean.

WHLI-AM-FM, Hempstead, Long Island, has sold a four-digit saturation spot contract to Seven-Up Bottling Co. of Brooklyn. The campaign of one minute spots will start Saturday.

Luskin's Discount Stores, a Baltimore retail appliance firm, has contracted for 52-weeks' sponsorship of the "Sunday Night Show" on WBAL-TV, Baltimore. The show airs feature films. The Baltimore Gas & Electric Co. has renewed its 52-week sponsorship of "Hertsgaar and the News" on WBAL-TV.

Formation of a new advertising, marketing and PR agency, Wright, Allen and Ryan, has been announced by Sam Price, president of the Dallas firm. Price was formerly an account exec with another Dallas agency. The firm's PR division is headed by Jim Erwin, a 20-year veteran in the field. The agency will soon announce the opening of a New York office.

Five advertising and promo-

### Thought for Today

"I don't know if we could all get together on a definition of 'meaningful drama' but I believe most of us would probably agree the phrase suggests drama dealing with mature subjects, controversial themes or problems of direct pertinence to real people in real life. In these terms, I submit that TV today offers at least much meaningful dramatic content as it did in the years when an occasional gem would gleam out of the murk of frequently amateurish closet drama."

—Robert Sarnoff, NBC

tional pieces have won a spot for KGO-TV, San Francisco, among a select 200 pieces chosen as the best design and art work done in northern California. The works are being shown to the public at the 13th annual Exhibition of Advertising and Editorial Art, sponsored by the Art Directors and Artists Club.

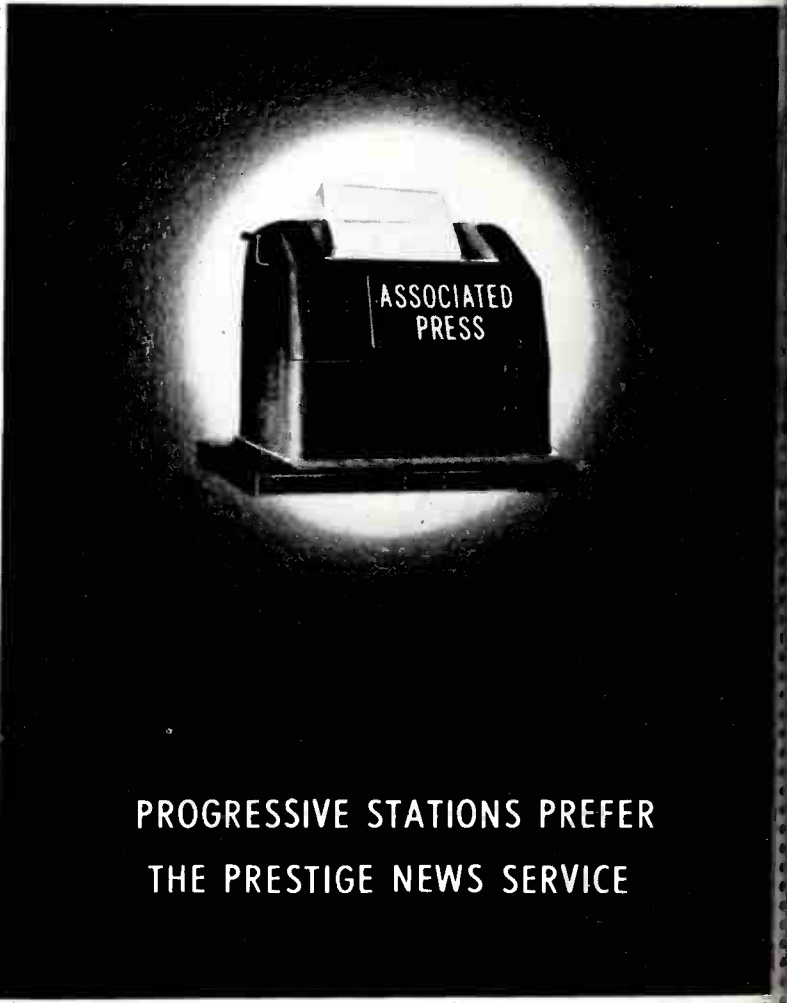
## ICBM Radio Service Signed by 17 Cities

In little more than a month since its launching, Intercontinental Broadcast Media, a division of Franklin Broadcasting Co., signed 17 radio stations for new service, Al King, board chairman, has announced.

They include WPEN, Philadelphia; WITH, Baltimore; WOGL, Grand Rapids; WPTF, Raleigh; WAVA, Arlington; WSBT, So. Bend; WWSA, Harrisonburg, Va.; WTID, Newport News; WAWO, Waco; KWJJ, Portland, Ore.; WJRL, Rockford; WSSV, Petersburg, Va.; WTFS, Texarkana, Tex.; KKB, Tyler, Tex.; KONP, Ft. Angeles, Wash.; WJWS, Ft. Hill, Va., and KVIM, New Iberia, La.

## Woodland to Participate In Policy Talks at UN

Scranton—Cecil Woodland, WJL general manager, will attend the Community Leaders program at the UN tomorrow. Registration will be followed by discussions on political, economic and social aspects of the U. S. foreign policy. While at the gathering, the community leaders will have the opportunity to meet with Al Stevenson.



ASSOCIATED PRESS

PROGRESSIVE STATIONS PREFER  
THE PRESTIGE NEWS SERVICE

### ATTENTION!

TELEVISION NETWORK PRODUCERS  
INDEPENDENT TV PRODUCERS

Will dispose of "Legal Clearance" given me by the late CLARK GABLE, permitting the use of his informal, off-stage film to be used on television. Write

Box No. 217, RADIO-TV DAILY  
1501 Broadway, New York 36, N. Y.



# NAB 'TO PARTICIPATE' IN OMAHA

## Recorded Income Gains Predicted by Rollins Time Rates Rise

Rollins Broadcasting earned record \$323,200 in the first half of this year, president Wayne Rollins reported yesterday. It is equal to 34 cents a share, or revenues of \$3,948,919 for the period.

Rollins compares with earnings of \$1,006, or 27 cents a share, on revenues of \$2,999,289, for the same period a year ago. Cash flow for the first half of '62 amounted to \$93,684, equal to \$1.04 a share, compared with \$744,030, equal to 74 cents a share, for the same period last year.

The figures represent a 25 per cent increase in earnings, an additional 32 per cent in revenues, and a 33 per cent increase in cash flow over the same period a year ago.

Rollins said the financial gains resulted from continued improved performance in all three major divisions of the company—TV, radio and outdoor advertising—

(Continued on Page 4)

## Plans Mapped for Selling Stock in Satellite Corp.

The FCC has issued proposed rules for selling to common carter stock in the new satellite corporation, which is expected to provide world-wide live TV and communications via satellite. The proposals are procedural. Contingencies have already established the guidelines.

## Towers Grow Tall in Kansas

Wichita, Kan.—KTVH expects to complete construction of its new 1,504-foot transmitting tower in February, designed to triple the station's signal strength. Located nine miles east of Wichita, a half-mile east of the present tower, the new structure will become the tallest in Kansas, KTVH claims.

Construction began in mid-September. All six of the guy-wires and the center pier, which will hold the base of the tower, have been completed.

## TV 'RACES' RUN INTO DOGHOUSE

WDXI Plea to Clear Show Denied by Commission

Jackson, Tenn. — The request of WDXI-TV, for a declaratory ruling that "Let's Go to the Races," which the station proposed to telecast, is not a lottery has been denied by the FCC with chairman Minow and Commissioner Bartley dissenting.

The Commission also denied that a 1957 court ruling invalidating anti-lottery rules.

## KXTV Repeat-Winner Of Corinthian Award

KXTV, Sacramento, has won Corinthian Broadcasting Corp.'s '62 public service program award for its half-hour special, "Death of a Gold Rush Town."

C. Wrede Petersmeyer, president, said the award marks the second consecutive winner produced by the station. Last year's top entry was KXTV's "A Visit to St. Albert's Monastery."

"Death of a Gold Rush Town" documented the closing days of Comanche, a small California town scheduled to be inundated by the

(Continued on Page 3)



PETERSMEYER

## 'Openers' at Sun-Up FCC Ante to Sweeten Class III Daytimers

Washington Bureau of RADIO-TV DAILY

Washington—The FCC has proposed resolving "the long and troublesome problem" of extended hours for daytime AM stations by permitting daytime only Class IIIs in localities without unlimited time stations, to begin operation at 6 AM, or local sunrise, whichever is earlier, with power of 500 watts and non-directional antenna.

Written arguments for and against will be received until Jan. 28.

Class III daytimers in localities with unlimited time stations could apply for the same permission, but must show exceptional circumstances justifying a grant.

## Quarter-Million AM Buy Wins an Okay in Idaho

Washington Bureau of RADIO-TV DAILY

Washington — The FCC has approved sales of KFXD, Nampa, Idaho, by E. G. Wenrick Broadcasting to Fletcher-Mitchell for \$225,000 and agreement not to compete in radio within 75 miles for five years. Also approved, with chairman Minow and commissioners Bartley and Ford dissenting, was sale of KOCA, Kilgore, Tex., by A. E. McCubbin to Radio Kilgore for \$10,000 for equipment.

## Lorillard Elects Cramer Chief Executive Officer

Morgan J. Cramer has been elected chief executive officer of P. Lorillard Co., succeeding Lewis Gruber, who will continue as chairman of the board although he has passed the customary Lorillard retirement age. Cramer retains the office of president.

## Too Red Hot a Momma; BBC Bans Sophie's Song

London—The BBC has banned Sophie Tucker's song, "Sophie Tucker's School for Red Hot Mommas." The corporation thinks it's not in the best of taste. The song is on Sophie's EP, "Sophie's School for Scandal."

## Legalities in Accord On Org's Fluid Role In Fighting Hearings

Washington Bureau of RADIO-TV DAILY

Washington—NAB staffers, in consultation with attorneys and executives of the three Omaha TV stations, yesterday agreed it would be better for the industry organization to participate in the upcoming program hearings and thus register its objections to such proceedings, rather than to resort to legal action against them.

NAB president LeRoy Collins said:

"It should be made clear that the objections (to the hearings) relate to the nature of the proceedings. I am confident the hearings will demonstrate that the Omaha stations have done an outstanding job of servicing the public in their community."

Representatives of the stations yesterday held a conference at the NAB here in the wake of a Chicago speech by Collins, in which he pledged the organization's legal support to any stations facing a hearing in the future. Very soon after that speech, the FCC voted 4-3 to hold the next inquiry in Omaha.

Announcement of the NAB's in-  
(Continued on Page 3)

## ABC Going to Dakotas For a Western '63

"The Dakotas," saga of the frontier territory, will premiere on ABC-TV Jan. 7 at 7:30 P.M. EST. Daniel Melnick, the net's nighttime programming VP, said.

The series will star Larry Ward as a U. S. Marshal, with Chad Everett, Jack Elam and Michael Greene as his deputies. "The

(Continued on Page 2)

## Maharis Hors de Combat Until Hepatitis Is Licked

George Maharis' personal manager, Mimi Weber, said the actor-entertainer has been told by his physician to take a long rest period to recover from hepatitis. She said he will be unable to film any new "Route 66" segments in the foreseeable future.



Established Feb. 9, 1937

Vol. 91, No. 105 Fri. Nov. 30, 1962 10 Cts.

CHAS. A. ALICOATE : President & Publ.

MARVIN KIRSCH : Assoc. Publ-Gen Mgr.

ARTHUR PERLES : : : Editor

ARTHUR SIMON : : : Advertising Mgr.

Published daily except Saturdays, Sundays and Holidays at 1501 Broadway, New York (36), New York, by Radio Daily Corporation, Charles A. Alicoate, President & Treasurer; Marvin Kirsch, Vice-President; Nelson E. Garringer, Secretary; H. William Falk, Associate Editor.

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

WASHINGTON BUREAU

Harry Lando
Office: 1126 National Press Building
Executive 3-4808

WEST COAST OFFICES

Perry E. Pasmazoglu
West Coast Advertising Director
Harold Hilderbrand
Editor, West Coast Bureau
6425 Hollywood Blvd. Phone: Hollywood 9-3951

CHICAGO BUREAU

Jack Russell
203 North Wabash Ave.
Phone: 312-782-2818

CANADIAN BUREAU

Jules Larochelle
Room 314, Belmont St., Montreal

LONDON BUREAU

Peter C. Davaille
6 Romany Gardens
Sutton, Surrey, England

MEXICO CITY OFFICE: Pedro Mario Amaro, Apartado 540, Cuernavaca, Morelos, Mexico.
ROME OFFICE: John Perdicari, Via Monte delle Gioie 9, PUERTO RICAN Bureau: Antonio Alfonso, Edificio Ochoa, San Juan, P. R.; P. O. Box 3485; Telephone: 3-2750. FAR EAST BUREAU: Glenn F. Iretton, Manager. Office: 58 Kamiyama - Cho, Shibuya - Ku, Tokyo; Telephone 46-4324. MADRID OFFICE: Bobby Deglane, Edificio Espana, Grupo 4, Planta 14.

Desilu Legal Dep't Names 2 Executives

Francis R. Montalbano has been named director of legal affairs and Ira Reiner has been named contract manager at Desilu Productions.

Montalbano was formerly with ABC's legal department and, prior to that, headed his own New York law firm for five years, specializing in the entertainment field.

Reiner was business representative of the Screen Extras Guild for three years.

ATTENTION!

TELEVISION NETWORK PRODUCERS
INDEPENDENT TV PRODUCERS

Will dispose of "Legal Clearance" given me by the late CLARK GABLE, permitting the use of his informal, off-stage film to be used on television. Write

Box No. 217, RADIO-TV DAILY
1501 Broadway, New York 36, N. Y.

COMING AND GOING

ALBERT G. HARTIGAN, of Video House, on cartoon sales trip to San Francisco and Los Angeles.

ABE MANDELL, exec VP ITC, to Far East for meetings with regional directors.

GEORGE S. DIETRICH, WNBC station manager, and wife back from two-week Florida vacation.

GENE LITT, WCAU, Philadelphia, general sales manager, to N.Y. for talks with CBS Spot Sales execs and ad agencies.

'Exchange' Is Halved, CBS Adds 'Twilight'

CBS-TV is going to kill off "Fair Exchange" as an hour program after Dec. 28, and resurrect it as a half-hour series "probably in March," according to senior VP for programs Hubbell Robinson. Joining the network roster as an hour series on Jan. 3 will be Rod Serling's "Twilight Zone," new version of the half-hour skein aired on CBS from October, 1959, thru September, 1962.

The two changes involve the "Alfred Hitchcock Hour" being shifted from its Thursday slot to "Fair Exchange's" Friday slot on Jan. 4, and "The Nurses" being moved to the "Hitchcock" time from the hour just preceding it. "Twilight Zone" will go into the "Nurses" slot.

'Bomba,' 'Science' Buys Announced by Morin

Three sales each for Allied Artists-TV's 22 "Science Fiction" and "Bomba the Jungle Boy" features over the Thanksgiving holiday week have been announced by VP-general sales manager Robert B. Morin.

Buyers of "Science Fiction" were WRDW-TV, Augusta, Ga.; KHQ-TV, Spokane, and WNBQ-TV, Chicago. "Bomba" sales included WHIO-TV, Dayton; WHVH-TV, Honolulu, and WAFB-TV, Baton Rouge.

Medal for Jane Wyatt

Steubenville, O. — Jane Wyatt, veteran TV and film star, has been named recipient of Steubenville College's Medal of Poverello, to be presented Sunday at the annual Founder's Day dinner.

'Take Good Deep Breath,' (But At Your Own Risk)

"Take a Good Deep Breath of Filth," a documented report on air pollution in the metropolitan area, will be presented on WNBC-TV's "New York Illustrated" Monday. Dr. Frank Field, WNBC-TV weather reporter, covered New York by helicopter to film dramatic evidence of pollution New Yorkers breathe.

'Wonderama' Set Up At Clyde Beatty Circus

The four-hour "Wonderama" program, with Sonny Fox, originates Sunday from the Clyde Beatty Circus in New York's Coliseum via Metropolitan Broadcasting TV's WNEW. Clyde Beatty will be on hand to perform and talk with Sonny.

Sarnoff Talk On PTA Sked

Chicago — NAB chairman Robert W Sarnoff will discuss how developments in space age communications will affect the world of children at the 67th annual convention of the National Congress of Parents and Teachers May 21 in Miami Beach.



SARNOFF

Mrs. Clifford N. Jenkins, president of the nation's PTAs, said that some 3,000 delegates representing PTAs throughout the United States will attend the convention sessions May 19-22 at the Deauville Hotel.

Wolper's Next 'Story of' Profiles Lakers' Coach

West Coast Bureau of RADIO-TV DAILY Hollywood — Wolper Productions has slated "Story of a Coach" as its next documentary in "The Story of" series, with Fred Schaus of the Los Angeles Lakers as the title subject.

Robert Aller has been set to produce and direct the telefilm for producer Mel Stuart, whose film crews will trail the basketball mentor during the Lakers' NBA road games, at the L. A. Sports Arena and in practice drills.

KATZ Gospel Announcer

St. Louis — KATZ has appointed the Rev. H. L. Herod as its gospel announcer, filling a two-hour Monday-thru-Saturday slot.

FINANCIAL

(November 29)

NEW YORK STOCK MARKET

Table with columns: High, Low, Close. Lists various stocks like Admiral Corp., AB-PT, Am. Tel. & Tel., AVCO, CBS, Columbia Pic., etc.

AMERICAN STOCK EXCHANGE

Table with columns: Bid, Ask. Lists various stocks like Allied Artists, Capital Cities, Desilu, etc.

\* OVER THE COUNTER

Table with columns: Bid, Ask. Lists various stocks like Jerrold, Meredith, Rust Craft, etc.

\* Courtesy of National Association of PTA Dealers.

ABC Going to Dakotas For a Western in '63

(Continued from Page 1)

Dakotas" is produced by Warner Bros. in Burbank, Calif. Arthur Spinner is producer. Jules Sommer is supervising producer. Sponsors are P&G and B&W Drug, via Grey.

3-Part 'Catholic Hour' On 'Christ and Christian'

On the first three Sundays in December, the "Catholic Hour" NBC will feature the noted theologian, Father Robert Gleason, in a series titled "Christ and the Christian," based on the best-selling book of the same name. Father Gleason is chairman of the Fordham U. Theology Dept.

# Collins Renews Plea for 'Equal Access' Public Necessity

**Boston**—Critics of government are more necessary than ever before, and a free press is more important to public officials as well as the people, NAB president LeRoy Collins told viewers on Westinghouse Broadcasting's "Focal Point Forum," and locally via WBZ-TV. Before joining NAB, he was a member of Florida's Legislature for 20 years and governor of the state for six.

A governor cannot watch every official and every agency which he may have direct or indirect responsibility," said Collins. "But he should have the security of knowing that these agencies and those officials know the press is watching them. This knowledge deters actions that cannot stand the light of day, and makes officials more likely to base their decision on the public interest."

## Stresses 'Public Confidence'

The foundation of a governor's strength and the foundation of a democratic government is public confidence," he continued. "Without a free press the people have no way of knowing whether their government is good or bad, and a governor can have no solid foundation for his efforts to carry out his policies."

Collins ended by reiterating his plea for abolishing restrictions on broadcasting coverage of public hearings of any kind: "The microphones and camera have become extended eyes and ears of the public, and where the people have the right to go, the broadcaster should be allowed to go for them."

## Collins on Handling 'Color' in Army-Navy Game

Sports caster Bob Elson has been named to provide color commentary for tomorrow's Army-Navy football game broadcast on Mutual Network. MBS sports director Van Patrick will handle play-by-play action for the classic. Proe Auto Equipment Co. will sponsor the first half on the web.

## Carousel Films Granted 5mm Rights to CBS Doc

Carousel Films has been licensed to CBS Films to distribute in the home non-theatrical, non-TV market the "CBS Reports" program, "The Other Face of Dixie." Film shows the progress in Negro-white relationship in schools. Film will be offered to schools, colleges, government agencies and industry.

# 900 CASTERS CARRYING COLLEGE FUND PUBSERV

More than 900 radio broadcasters across the nation, both AM and FM, will be carrying public service announcements for the next few months as distributed by the Independent College Funds of America.

## GODFREY INVITES BOSTON IMITATOR

*Ol' Redhead Reciprocates Visit to WHDH's Dorey*

**Boston** — WHDH radio and TV performer Ray Dorey will appear on Arthur Godfrey's CBS Radio program next week. It's a result of Godfrey's guesting with Dorey recently on WHDH's "New England Farm and Food Program." Godfrey went on the colorcast just to chat, but Dorey and others made his visit into a production.

Dorey started with an imitation of Godfrey, then the "ol' Redhead" joined in the festivities. Godfrey offered an on-air invitation for Dorey to guest on CBS. The latter accepted on the spot.

## Air, Press Newsmen United at Indiana U.

**Bloomington, Ind.** — Radio and TV reporters will join with their newspaper counterparts for the first time this year at the fifth annual Indiana U. Press Institute here Dec. 14-15, according to institute chairman Howard Caldwell of WFBM, Indianapolis.

Principal topic will be coverage of the Indiana Legislature, with participants in various discussions to include representatives of all three Indianapolis newspapers and James McManus of WFBM-TV.

## Three Sponsors Pick Up 'Wayne and Shuster' Tab

*Special to RADIO-TV DAILY*  
**Toronto**—Union Carbide (Canada) Ltd., Max Factor & Co. and General Motors Products of Canada Ltd. will sponsor the season's second "Wayne & Shuster Hour" to be screened by CBC-TV Dec. 10.

Agencies for this account are Stanfed, Johnson & Hill; Muter, Culiner, Frankfurter & Gould, and MacLaren.

## Peace Thru Literacy

Dr. Frank C. Laubach, Congregational missionary, appears Sunday as special guest on WPIX's "Great Religious Leaders of Our Time." Noted for his literacy efforts among foreign-born and retarded children, he will discuss the need for literacy as a means to world peace.

The ICFA, the nation's community chest in support of private higher education, represents nearly 500 colleges federated in 40 state and regional associations. The primary goal of ICFA is to stimulate financial support for these colleges from business and industry. Funds thus raised by the state associations are distributed to their member colleges on a pre-arranged formula.

The ICFA public service announcements stress the importance of the industrial "investments" in the private colleges if they are to maintain their traditional high standards.

## KXTV Repeat-Winner Of Corinthian Award

*(Continued from Page 1)*

waters of a newly-constructed dam. Through interviews with remaining citizens, the film traced the fates and fortunes of the town back to its beginning 101 years ago.

An original ballad was composed for the program and used as its closing theme. The program was produced, written and directed by Robert C. Kelly and narrated by Nelson Grey, both of the KXTV news and special events department.

Selected for honorable mention was Indianapolis station WISH-TV's "The Ways of Summer, directed by Harry Heuster and narrated by Stan Wood, both of the station staff.

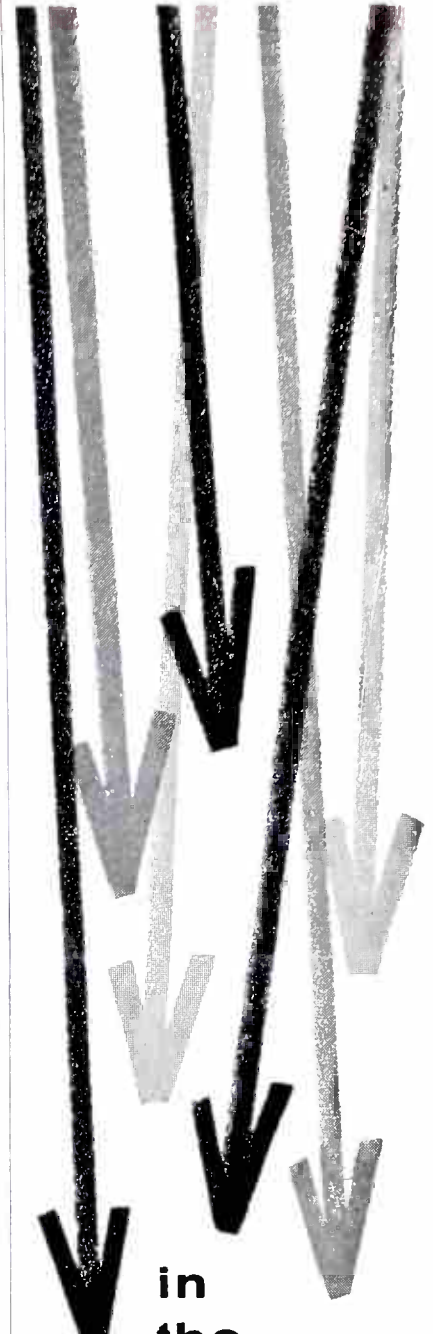
## NAB Girds for Hearings

*(Continued from Page 1)*

tention to try to participate in the hearings, rather than attempt legal action, also pointed out that Collins has frequently termed such program hearings as improper, without suitable legal safeguards for the affected TV stations, and serving no useful purpose.

## 'Snow-Watch' on KMOX Sliding into 14th Year

**St. Louis**—More than 300 schools will participate in the 14th year of KMOX's "Operation Snow-Watch," a service to students and parents to alert them on school closings or school-bus cancellations on days of inclement weather. The CBS-owned station, using a special telephone crew, will open its switchboard at 5 AM on snowy or icy days.



in the public interest

# WGAL-TV

STEINMAN STATION  
Clair McCollough, Pres.

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

Representative: **MEEKER**

## AGENCY NEWSCAST

By RALPH TYLER

Franklin Bruck and Sherman Lurie have purchased the stock interests of Robert and Sherman Sackheim in the Maxwell Sackheim-Franklin Bruck Agency. Bruck and Lurie said they will shortly announce additional personnel and several major new accounts. The agency, as originally constituted, was purchased from Maxwell Sackheim in 1960.

Sy Shaffer Enterprises, Inc., has just completed the music for a Du Pont Fibers-Bobby Brooks TV commercial. BBDO is the agency, and Lee Nemitz the producer . . . Herschel Bernardi has been signed to record four voice tracks for a series of Foremost Dairy tele-commercials. Agency is Guild, Bascom and Bonfigli . . . Grant Advertising, Chicago, has been chosen agency for Electronic Specialty Co. The appointment includes advertising for Iron Fireman-Webster, Cleveland manufacturer of heating and air conditioning equipment, a subsidiary of Electronic Specialty, plus nine operating units of the company.

The Van Nuys Savings & Loan Ass'n is currently in its second 13-week cycle as sponsor of "You're Never Too Old," a weekly variety show featuring performers over 50 years of age on KTTV, Los Angeles. Co-hosts are the husband and wife team of Harry Koplan

### Stereo FM Operators Urge Aid by M'frs

West Coast Bureau of RADIO-TV DAILY  
San Francisco — The co-owners of KPEN-FM yesterday said manufacturers of equipment should help the 70 per cent of all stations broadcasting stereo FM which are losing money by means of advertising and promotional aid.

Gary Gielow and James Gabbert told the radio section of the Electronic Industries Ass'n 1962 Winter conference here that the stereo medium's future is "absolutely unlimited."

### TV PRODUCERS:

Searching for a fresh creative image? Looking for prize-winning commercials? Literate, inventive art director desires new horizons. 12 years' experience major commercial accounts, thorough knowledge of production, editing, opticals. Call JU. 2-4636 — 9 to 5

### Thought for Today

*"TV critics cannot be other than amateurs . . . no editor in his right mind would employ the same man to write about drama, film, music, ballet, books, opera, education, religion, politics and current events; yet a TV critic is expected to tackle all of these and more."*

—British drama critic Kenneth Tynan

and Rosemary LaPlanche.

Hugh O. Kerwin, formerly sales manager for Edward Petry & Co., Dallas, has been appointed media analyst, and Peter J. Braschoss, Jr., formerly with Grand Union Co., East Paterson, N. J., has been appointed merchandising supervisor in the marketing department of Gardner Advertising, St. Louis . . . Cedar Point Resort on Lake Erie, near Sandusky, O., has named Lang, Fisher and Stashower, Inc., Cleveland, as agency. W. H. Evans, who has been directing Cedar Point advertising and PR for more than 12 years, has been named assistant to the VP, in charge of promo and PR.

### 'Classroom' Lessons Look at Constitution

A series of five lessons on the Constitution will be presented next week on NBC-TV's "Continental Classroom" course in American government, while its atomic physics course will host guest lecturers in three sessions.

The five-a-week tele-course will feature its regular instructor, Dr. Peter H. Odegard, discussing the Constitution from the time of its origin to its present-day structure and "national goals and purposes."

Dr. Eric Rogers, of Princeton U., and Dr. Mark Zemansky, of NYCC, both physics professors, will appear on the net's "Atomic Age Physics" course Monday thru Wednesday.

### All-America Gridders

Joe Franklin's "Memory Lane" on WOR-TV will host Columbia coach Buff Donelli Monday for a look at this year's 74th Walter Camp All-America selections, announced in TV Guide, and the great squads dating all the way back to 1889.

### Chas. Okun Receives Variety Club's 'Heart'

Charles Okun yesterday became the first recipient of New York Variety Tent #35's Golden Heart Award at a testimonial luncheon for the Coca-Cola exec in the Astor Hotel. The award was established to honor members for their humanitarian work.

It was presented to Okun by chief barker Charles A. Alicoate before a gathering of 500. Okun also received a Will Rogers statuette as an expression of gratitude from the Will Rogers Memorial Hospital and its patients. Hospital president Ned Depinet made the presentation.

Others who saluted Okun for his humanitarian deeds were Jack Levin, first assistant chief barker of Tent 35, who was luncheon chairman; Rotus Harvey, chief international barker, and Mrs. Sylvia Pimstein, the tent's chief barkerette.

### Rollins Broadcasting Earnings Reach High

(Continued from Page 1)  
and he expects the growth to continue.

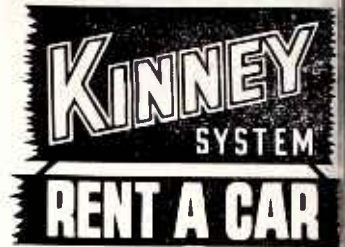
Increased listenership and sponsor interest brought rate increases to all of the company's radio and TV stations, Rollins said, income from which will be reflected during the rest of the year.

Rollins said the new higher tower at WPTZ-TV, Plattsburgh, N. Y., has achieved performance expectations and, as a result, the company has been assured a rate increase from NBC. He also said the change to the CBS network at WCHS-TV, Charleston, W. Va., "is already resulting in increased income." In addition, Rollins said, improved revenues have resulted from relocation of the WEAR-TV transmitting tower midway between Mobile, Ala., and Pensacola, Fla.

On the company's radio operations, Rollins said Los Angeles' new 50,000 watt KDAY is "already producing a pre-depreciation profit" despite heavy write-offs and start-up costs. Rollins owns three TV and seven radio stations.

### MGM Records Thawing Freeze on 'Eskimo' Disk

In order to melt the icy resistance of two radio stations to the Ben Colder record of "Don't Go Near the Eskimos," MGM Records has delivered Eskimo Pies to DJs in Cleveland, and Pittsburgh. Then, a 25-pound cake of ice, with the disk frozen in the center, was dispatched to each station manager.



RENT A PLYMOUTH  
OR OTHER FINE CAR

BY THE DAY •

WEEK • MONTH

FREE  
DELIVERY

FREE  
PARKING

at over 100  
convenient  
KINNEY  
locations

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



Call  
JU 2-4422